

ID 16-0026  
16-12

AMENDING CHAPTER 30 (LDO)  
AN ORDINANCE AMENDING THE GREENSBORO CODE OF ORDINANCES WITH  
RESPECT TO ZONING, PLANNING AND DEVELOPMENT

(Editor's Note: Added text shown with underlines and deleted text shown with strikethroughs)

Section 1. That Subsection (E) of Section 30-14-7.3, Freestanding Signs, is hereby amended to read as follows:

(E) Pole-Mounted Banners

1) Applicability

See Sec. 30-4-26.5.

2) Purpose

The installation of pole-mounted banners is designed to contribute to the aesthetic enhancement of designated areas. For this purpose, they should provide dynamic and colorful displays that unify the area in which they are to be placed. Pole-mounted banners must have a unifying theme in their design and will be permitted as follows:

- a) Along streets in the Central Business District (bounded by Fisher Street, Spring Street, Gate City Boulevard, ~~Lee Street~~ and Murrow Boulevard); along streets in the Downtown National Register Historic District; and along streets adjacent to government buildings or complexes, adjacent to college or university campuses, ~~or adjacent to any city-initiated public streetscape improvement project, or along streets located within designated reinvestment corridors as defined in the Comprehensive Plan.~~
- b) Along Coliseum Boulevard, Gate City Boulevard ~~Lee Street~~, ~~High Point Road~~, Patterson Street, Ellington Street from Gate City Boulevard ~~High Point Road~~ to Coliseum Boulevard, and Hanner Street from Patterson Street to Ellington Street in recognition of the Coliseum Complex and its tenants.
- c) Along Murrow Boulevard from East Market Street to Lindsay Street, East Friendly Avenue from Dudley Street-Bennett Street to Church Street, and East Market Street from Church Street to English Street to recognize the East Market ~~Street~~ redevelopment effort.

Section 2. That Subsection (A) of Section 30-7-8.11, -VCO Visual Corridor Overlay, is hereby amended to read as follows:

(A) Establishment

Within the city limits, a Visual Corridor Overlay district is hereby created that includes all land located within 1,500 feet on either side of the centerline of the streets and highways specified below. Any area annexed to the city that is located on these streets will be included within the Visual Corridor Overlay district upon the effective date of the annexation. The streets and highways included are:

- 1) Bryan Boulevard;
- 2) Cone Boulevard;
- 3) Freeman Mill Road from Rehobeth Church Road to Lovett Street;
- 4) Friendly Avenue;
- 5) Holden Road;
- 6) North Elm Street;
- 7) New Garden Road; and
- 8) East Gate City Boulevard and East Lee Street from O.Henry Boulevard to the city limits.

Section 3. All ordinances in conflict with the provisions of this ordinance are repealed to the extent of such conflict.

Section 4. This ordinance shall become effective upon adoption.

THE FOREGOING ORDINANCE WAS ADOPTED  
BY THE CITY COUNCIL OF THE CITY OF  
GREENSBORO ON THE 19TH DAY  
OF JANUARY, 2016 AND WILL BECOME  
EFFECTIVE UPON ADOPTION.

ELIZABETH H. RICHARDSON  
CITY CLERK

APPROVED AS TO FORM

  
CITY ATTORNEY