

## Temporary Off-Site Real Estate Directional Signs

A temporary sign displayed for the purpose of directing attention to a property development that is being offered for sale, lease or rent that is not erected, affixed or otherwise established on zoning lot being offered for sale, lease or rent.

### Standards:

1. No more than one off-site directional real estate sign per direction and per property, development, or company may be placed at a street intersection where a prospective client must make a turn to travel to the subject property.
2. Signs for the same developer/builder/company must be spaced at least 600 feet from all other signs unless they are placed at a street intersection where a prospective client must make a turn to travel to the subject property.
3. Signs shall not be placed on lands within the public rights-of-way that are entirely surrounded by public streets, such as roadway medians and traffic islands.
4. Signs shall be placed so as not to interfere with or obstruct pedestrian or vehicular traffic or obstruct sight distances at intersections.
5. Except with the permission of the property owner or occupant, signs shall not be located in front of or abutting a lot containing a single-family detached dwelling.
6. Signs shall only be displayed from 12 Noon on Friday to 12 Noon the following Monday.
7. Signs shall be freestanding, may not be anchored to a sidewalk or attached to utility poles or other structures or appurtenances.
8. Additional devices, including balloons, may not be attached to or otherwise made part of any sign.
9. Such signs may not exceed 6 square feet in area.

City of Greensboro  
Planning Department – Zoning Enforcement  
PO Box 3136  
Greensboro, NC 27402-3136

## City of Greensboro Signs in the Right-of-Way Protocol



### Authority

**30-14-13.3 Signs in Right-of-Way: Any sign installed or placed on public property or rights-of-way, except in compliance with this article or under an encroachment agreement with NCDOT or the City, will be forfeited to the public and are subject to confiscation.**

Please report any violations to  
336-373-CITY (2489) or  
336-373-4340



## Where is the Right-of-Way?

Right-of-Way (or R/W) is public property dedicated to and controlled by the City for the purpose of maintaining public infrastructure. Private utility easements, such as for power lines, function similarly to public r/w, although the City does not have responsibility for this land. Right-of-Way limits vary depending on the road, but can generally be determined by looking at the furthest of any of the following:

- From the improved road surface or curb, to the back edge of the sidewalk
- From a utility pole or a line between two consecutive utility poles
- From a fire hydrant or a line between two consecutive fire hydrants

Rights-of-Way also includes medians and traffic islands, utility poles with street lights and/or traffic signs.



The sidewalk is behind the utility poles; therefore, the backside of the sidewalk approximates the right-of-way line for purposes of enforcement. This is typical in many older neighborhoods. Signs must be behind the sidewalk in this example.

## Sign Examples



## Code of Ordinance Authority

- **30-14-4.1** windblown signs (e.g., pennants, streamers, spinners, balloons, gas-filled figures and other similar devices), except that temporary windblown signs are allowed in association with a temporary event or special promotion if a temporary sign permit is obtained in accordance with 30-4-26.5 (B);
- **30-14-4.3** portable signs, but not including signs that are not legible from the public right-of-way or sandwich board signs as permitted in Sec. 30-14-10.3; also temporary portable signs are allowed in association with a temporary event or special promotion if a temporary sign permit is obtained in accordance with 30-4-26.5 (B);
- **30-14-4.6** signs that are affixed to trees, rocks, or other natural features;
- **30-14-4.11** signs on roadside appurtenances, including but not limited to roadside benches, bus stop shelters, planters, utility poles, and refuse containers, with the exception of warning signs or governmental signs