

10.11 Master Signage Programs

Master signage programs establish two alternatives in providing latitude to develop appropriate signage designs for new or existing areas with special unifying features. The alternatives are the Special Sign Districts and the Planned Development Flexibility option. Special Sign Districts require approval by the Board of Commissioners following review and recommendation by the Huntersville Planning Board.

10.11.1 Special Sign Districts

For the purpose of establishing, enhancing, preserving, and developing the character, quality, and property values of areas of unique character and special development potential, districts in which signs are regulated by special provisions may be established subject to the following conditions:

.1 As a prerequisite to the establishment of such a special sign district, it must be determined that the modified rules established for said district shall:

a) Preserve and enhance the special character of the particular area; and

b) Not contravene the intent of this ordinance; and

c) Cause no disturbance to neighboring property lying outside the proposed district.

.2 Without changing the basic structure of this ordinance, the modified rules for a special sign district may impose sign regulations which provide greater latitude or more stringent limitations than those provided elsewhere in this ordinance.

.3 The special sign district constitutes an overlay district and shall conform to the procedures of [Article 11](#) for purposes of adoption and administration. Districts for which special sign regulations may be imposed include, but shall not be limited to the Town Center District, the Neighborhood Center District, the TND-U and TND-R districts, and any future Historic District Overlay(s).