

PRINCE GEORGE COUNTY SIGN ORDINANCE

The Board of Supervisors held a public hearing on July 9, 2019 for a proposed Sign Ordinance. After the public hearing, the Board asked staff to provide a summary of the proposed sign ordinance which would outline those areas necessary to comply with the Supreme Court's decision in Reed v. Town of Gilbert, and to provide a summary of items that were not necessarily items for the Supreme Court compliance. The Board also requested staff to remove language prohibiting signage related to vehicles from the proposed ordinance.

Prince George County currently does not have a defined sign ordinance, but instead has sign uses that are permitted in specific zoning districts. The current ordinance lists content-based signage as permitted uses, which must be removed per the Supreme Court's decision in the Reed case. The proposed ordinance removes the defined content of signage from each zoning district, and consolidates sign language as a separate ordinance within the zoning ordinance.

Business signs, directional signs, and church bulletin and identification signs are examples of items that are proposed to be removed from the current ordinance that are content-based. These content-based elements are highlighted in the Zoning Ordinance strike-out text.

In addition to the removal of content-based language as required by the Reed case, there is proposed language to add elements to the zoning ordinance that improve the ordinance, consolidate the language in one area of the ordinance, improve the aesthetics related to signage, and are unrelated to the Reed v. Town of Gilbert Supreme Court Case. A list of those items is included.

Mr. Horace Wade will be available to review the proposed sign ordinance and answer any questions. Attached for the Board's review is the highlighted strike-out text that is content related, ordinance provisions unrelated to Reed v. Town of Gilbert, and the revised proposed Sign Ordinance.

ORDINANCE TO AMEND THE CODE OF THE COUNTY OF PRINCE GEORGE, VIRGINIA, 2005, AS AMENDED, BY ADDING § 90-1.1 AND ART. XII, "SIGNS," WHICH CONTAINS §§ 90-591 THROUGH 90-599; AND REPEALS §§ 90-12, 90-52, 90-53, 90-56, 90-102, 90-103, 90-106, 90-202, 90-242, 90-292, 90-295, 90-342, 90-392, 90-395, 90-442, 90-446, 90-492, 90-496, 90-546, 90-1036, AND 90-1039; RELATING TO REGULATING SIGNS IN VARIOUS ZONING DISTRICTS.

BE IT ORDAINED by the Board of Supervisors of Prince George County:

(1) That The Code Of The County Of Prince George, Virginia, 2005, as amended, is amended by adding § 90-1.1 and Art. XIII, "Signs," §§90-591 through 90-599, as follows:

Sec. 90-1.1 Definitions relating to signs.

Automobile: Motorized vehicle designed primarily to transport passengers and/or light cargo on its own structure. The term automobile shall include, but not be limited to, passenger car, pickup truck, panel truck, van and motorcycle, but shall not include a motor vehicle or tractor trailer.

Awning: Permanent roof-like structure covered with a flexible material which provides protection from rain or sun or is used as an architectural accent.

Banner: A type of limited duration sign consisting of a piece of fabric or other flexible material, other than a flag or pennant and secured so as to not be a moving sign.

Fascia: Flat horizontal band located at the base of a pitched roof, between architectural moldings near or at the top of a wall, extending out from a building wall as a separate wall panel, or as the outside edge of a canopy, which provides a visible location to mount signage.

Flag, commercial: Sign consisting of a piece of cloth or other flexible material, used to attract attention to a commercial use or activity and attached to a flag or light pole. A commercial flag shall be included in the calculation of freestanding signage on the property.

Flag, noncommercial: Sign consisting of a piece of cloth or other flexible material that only depicts the emblem or insignia of a nation, political unit, educational, charitable, religious, civic or similar group, or is a decorative flag that does not display a commercial message. A noncommercial flag shall not be included in the calculation of signage on the property.

Motor Vehicle: Motorized vehicle, other than an automobile or tractor trailer, which is primarily designed to transport passengers and cargo on its own structure; or to perform a function such as plowing, earth moving or equipment moving. The term motor vehicle shall include, but not be limited to, a bus and stake truck.

Outparcel: Site for a freestanding building or use within a nonresidential community.

Parapet wall: Wall that extends above the top of a flat roof.

Pennant: Lightweight plastic, fabric or other similar material, suspended from a rope, wire or string, usually in series and designed to move in the wind. A pennant may or may not contain copy.

Refacing: Replacement of a sign face with a new face of equal size to that of the original that does not alter any other aspect of the sign.

Roofline: Top edge of a roof or building parapet, whichever is higher, excluding any mansards, cupolas, pylons, chimneys or minor projections.

Sign: Display of figures or copy visible to the public for the purpose of making anything known or attracting attention. The term sign includes the sign structure and commercial flags, but excludes works of art or architectural features that do not include or imply a commercial message.

Sign box: Structure that encloses the sign face and other components.

Sign, building mounted: Permanently attached sign, erected or painted on the outside wall, roof, door or window of a building. Building mounted signs do not include freestanding signs.

Sign, changeable copy: Sign upon which copy can be changed or altered, except for scoreboards. Changeable copy signs include the following:

Manual: Sign with copy that can be changed or altered by manual means.

Electrical: Sign with copy that can be changed or altered on a fixed display surface composed of electrically illuminated or mechanically driven changeable segments. Electrical signs include the following:

Fixed message electronic: Sign with copy that has been preprogrammed to include time, temperature and date and does not operate in a flashing, traveling or rolling fashion.

Computer controlled, variable electronic message center (EMC): Sign with copy that can be changed or altered by means of computer-driven electronic impulses, excluding fixed message electronic signs.

Sign, freestanding: Sign supported by a fence, wall, upright structural members or braces that are on, or in, the ground. Freestanding signs do not include building mounted signs.

Sign, illuminated: Sign with an artificial internal or external light source that illuminates the sign.

Sign, limited duration: Temporary sign or banner permitted for a limited time period.

Sign, outdoor advertising: Sign or structure used as an outdoor display for the purpose of making anything known, when the matter advertised or displayed is not related to the premises where such sign is located. Outdoor advertising signs do not include the off-site signs specifically permitted in this chapter.

Sign, permanent: Sign attached to the ground or a structure, intended to exist for the life of the structure or use and which cannot be easily removed.

Sign, projecting: Sign, attached to a building wall, projecting at an angle and extending more than eighteen (18) inches from the building wall face.

Sign, structure: An assembly of materials used to support a sign, including the exterior form and finishes that define sign copy area.

Sign, temporary: Sign, not permanently affixed to the ground or a structure, designed or constructed such that it can be moved or relocated without requiring any structural or support changes.

Sign, traffic control: Sign solely regulating safe driving, parking or traffic movement.

Sign, under canopy: Sign mounted perpendicular to a building face located under, and attached to, the ceiling of a building mounted canopy.

Sign, window: Sign attached to a door or window that is legible from the exterior of the building.

Tractor Trailer: Truck with a cab, equipped with a coupling device to pull trailers, tankers or semi-trailers. The term tractor trailer shall include the truck with a cab and if connected a

trailer, tanker or semi-trailer. The term tractor trailer shall include, but not be limited to, tractor truck or semi-trailer.

ARTICLE XIII. SIGNS

Sec. 90-591. General description; intent.

The purpose and intent of sign standards are to regulate publicly visible displays or graphics, protect and enhance the character of roads and surrounding areas, prevent diminishing property values due to excessive signage, safeguard the public use and nature of roads, and minimize motorist distractions.

The standards are specifically designed to promote maximum sign legibility; to prevent over-concentration of signs as well as excessive height; bulk and area of signs; promote safety by requiring that signs not create a hazard due to collapse, fire, collision, decay or abandonment, obstruct firefighting or police surveillance, nor create traffic hazards by confusing or distracting motorists or by impairing a driver's ability to see pedestrians, obstacles or other vehicles, or to read traffic signs; and to identify a destination.

Sec. 90-592. Prohibited Signs.

The following shall be prohibited:

1. Moving signs intended to attract attention, regardless of whether or not the sign has a written message or whether all or part of it moves by means including, but not limited to, rotating, fluttering or being set in motion by the movement of the atmosphere. This sign prohibition includes pennants, but does not include commercial or noncommercial flags, the routine operation of the hands of a clock or computer controlled, variable electronic message center (EMC) signs.
2. Internally lighted awnings or canopies constructed of translucent material.
3. Commercial signs held or carried to attract attention; persons dressed in costumes and acting to attract attention to a commercial activity; and sound or smoke producing signs.
4. Attention getting devices such as pennants, streamers, balloons, or inflatable devices of any configuration acting to attract attention to any use other than noncommercial activity at a residential use.
5. Signs with flashing lights, intermittent lights or lights with changing degrees of intensity; and excluding computer controlled, variable electronic message center (EMC) signs.
- ~~6. Commercial signs on a parked automobile, motor vehicle, tractor trailer or trailer when used primarily for the purpose of, and serving the function of, a sign; except when parked in the operator's driveway, when loading or unloading or when parked to the side or rear of a nonresidential building and not visible from the adjacent roads.~~
- ~~7. Signs greater than 48 square inches on a parked automobile, motor vehicle, tractor trailer or trailer, which display a commercial message that is unrelated to an activity or enterprise of the owner or operator of the vehicle or trailer.~~
- ~~8-6.~~Outdoor Advertising signs.

Sec. 90-593 Sign Permits.

Signs Requiring a Sign Permit. A sign permit shall be required for any sign, excluding limited duration signs, originally built or enlarged to be in excess of eight (8) square feet, and any enlargement, structural alteration or modification of these signs. Applications shall include all required information deemed necessary by the administrator to ensure compliance with this chapter.

Sec. 90-594 General Regulations.

A. Signs Generally. Unless otherwise provided, the following regulations shall apply to all signs and are in addition to other regulations contained herein:

1. Except as otherwise specified in this chapter, commercial signs shall be related to the premises.
2. A noncommercial message may be substituted, in whole or part, for the message displayed on any sign which conforms to this chapter without consideration of message content. Such substitution of message may be made without any additional approval, permitting, registration or notice. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring any particular noncommercial message over any noncommercial message. Whenever a property has not used all of its permissible sign area, then the unused portion may be used for the display of signs displaying noncommercial messages. Any on-site commercial message may be substituted, in whole or part, for any other on-site commercial message.
3. Signs posted by, or required to be posted by any government or government agency shall be exempted from this chapter.
4. Signs posted solely for traffic control, public safety, or hazard warnings shall be exempt from this chapter.
5. Signs shall be structurally safe and maintained in good condition.
6. Signs shall not obstruct an opening intended to provide light, air, or building ingress or egress.
7. Freestanding signs shall not overhang any portion of a building.
8. Signs shall not unreasonably obstruct the view of other signs from roads.
9. Signs shall not be posted on trees, utility poles or traffic control devices.
10. Sign position, shape and color shall not interfere with, obstruct the view of, or cause confusion with, a traffic sign, traffic signal or other traffic control device.
11. Sign lighting shall not impair a driver's vision, obstruct police surveillance, or cause direct glare into or upon, property other than that on which the sign is located.
12. Signs shall not obstruct firefighting access.
13. For signs requiring a sign permit, a survey prepared by a registered civil engineer or surveyor certifying the location, height, and area of the sign shall be submitted prior to the erection of the sign, if requested by the administrator.
14. Unless otherwise specified in this chapter, signs shall be permanent.
15. All signs within sixty (60) days of the previous land use vacating the property shall either be refaced through a Sign Permit or shall have the existing sign panel to be reversed or a blank sign panel to be inserted into the sign box.

16. All existing, temporary signs within sixty (60) days of the previous land use vacating the property shall be removed from the premises for compliance.

B. Comprehensive Sign Package for Nonresidential Communities

Prior to the first site plan approval for a nonresidential community, a complete, comprehensive sign package for all proposed signs shall be submitted to the administrator for approval. The sign package shall include information necessary to ensure compliance with this chapter, such as, but not limited to, conceptual sign renderings or descriptions with the sizes, lighting, and general locations.

All signs shall conform to the following: letter style and graphic display of signs shall be similar; area, location, and material of signs shall substantially conform to building and site design; freestanding sign structures shall be similar; a single type of building mounted display shall be used; background colors of sign boxes shall be similar; and other than the primary sign, signs for each individual use shall have the same background color which shall be one of the colors of the primary sign.

C. Sign Area and Measurements:

Each property shall be permitted a maximum area of three hundred (300) square feet of sign area; where each four (4) or more nonresidential uses occupy the same property, an additional three hundred (300) square feet of sign area is permitted for nonresidential communities as the number of uses increase on the property such as an office park or shopping center or Planned Unit Development.

1. Building Mounted. The area of building mounted signs shall be determined as follows:
 - a. Projecting Sign. The area of a rectangle or square encompassing the extreme limits of each individual sign face, including all background visible from any direction at any one time;
 - b. Canopy or Awning Sign. The area of the surface upon which the sign copy is located;
 - c. Individually mounted or Painted Copy Sign. If the copy is not emphasized by an architectural or painted element of the building, the sum of the area within a series of rectangles or squares encompassing each individual figure. If the copy is emphasized by an architectural or painted element of the building, the area shall be determined in accordance with the requirements for Other Building Mounted Signs as outline below; and
 - d. Other Building Mounted Signs. The area of a rectangle, square, circle, triangle or combination thereof encompassing the extreme limits of copy.
2. Freestanding.
 - a. Area. The area of a sign shall be that of a rectangle, square, circle, triangle or combination thereof encompassing the extreme limits of copy. The area of a two (2) or more sided sign, where the interior angle between sides exceeds 90 degrees, shall be the sum of the area of the copy on all sides.
 - b. Height. Except as stated herein; sign height shall be the vertical distance from grade to the top of the sign copy; the height of a sign installed on an artificially created berm, mound or similar feature shall include the height of such feature; or the height of sign adjacent to a road and installed below the grade of the nearest travel lane shall be the vertical distance from such lane grade to the top of the sign copy.

Sec. 90-595 Sign Setbacks and Lighting.

A. Signs Permitted in the VDOT Right-of-Way.

In addition to the signs outlined in B, the following signs may be placed within the right-of-way, if approved by the Virginia Department of Transportation (VDOT): signs posted by, on behalf of, or with permission of, a governmental agency or public utility provider.

B. Road Setbacks. Except where expressly stated, signs shall meet the following requirements:

1. Road Setbacks. Except as outlined herein, setbacks shall be measured from the existing right-of-way. If a sign is permitted to be located within an ultimate right-of-way shown in the comprehensive plan, or an existing right-of-way, the owner shall be responsible for relocating the sign to conform to the setback requirements at such time that the road is widened in the future.

Signs shall conform to the following setbacks:

- a. Except as outlined in B, signs shall be setback as follows: ten (10) feet from the edge of the pavement or from the face of curb, as applicable.
- b. Along the following roads, signs may be located within the ultimate right-of-way if the right-of-way is dedicated, free and unrestricted, to the county, and if a permit is obtained from VDOT, as may be applicable, provided the signs are setback ten (10) feet from the edge of the pavement or from the face of the curb, as applicable:
 - i. James River Drive (SR 10) between the Hopewell corporate limits and Jordan Point Road (SR 106/156)
 - ii. Oaklawn Boulevard (US 36) between the Petersburg corporate limits and the Hopewell corporate limits
 - iii. County Drive (US 460) between the Petersburg corporate limits and Prince George Drive (SR 156)
 - iv. South Crater Road (US 301) between the Petersburg corporate limits and east side of Interstate 95 at Exit 45

C. Sign Lighting.

1. Generally. Lighting shall be arranged and installed so that the light source is not visible from adjacent roads, adjacent R or MHR property, or adjacent A-1 or R-A property designated on the comprehensive plan for residential use.

2. External Lighting. External lighting shall be limited to white or amber lighting in spots or floods which are concealed or screened from view from the public right-of-way. If external lighting is used incidental building lighting shall not be considered external sign lighting.

3. Internal Lighting. Internal lighting shall be contained within translucent copy or internally illuminated sign boxes. Sign box internal lighting shall be restricted to the sign face. If internal lighting is used, external lighting shall not be permitted.

Sec. 90-596 Building Mounted Signs.

A. Nonresidential Use - Signs Generally.

1. If the side or rear lot line adjoins R or MHR property or A-1 or R-A property as designated in the comprehensive plan for residential use, no building mounted sign shall

be visible from such property unless the sign is located a minimum of fifty (50) feet from such property.

2. Sign raceway colors shall match that of the building face on which the sign is mounted and as provided within the overall comprehensive sign package.

3. Building mounted signs shall not project above the building's roofline or parapet wall. A roofline or parapet wall shall not be artificially extended to accommodate signage on the building.

4. A projecting sign shall not extend more than 36 inches from the building, roof, or canopy to which it is attached, exceed a face-to-face thickness of 8 inches, or exceed the height of the fascia or parapet wall. The sign shall be attached so as to maintain a minimum clearance of eight (8) feet above grade.

5. Permitted building mounted signage may be placed on a drive-through canopy fascia. The area of a drive-through canopy fascia shall be included in determining total building mounted signage unless the color of the fascia is one of the following colors, excluding the color of any sign copy: black, white, or a significant color or significant accent color of the building.

B. Other Nonresidential Use Building Mounted Signage. The following signs shall be permitted and shall not be included in the permitted aggregate area of building mounted signs:

1. **Door and Window Signs.** Signs mounted on, or externally visible through, a door or window, not to exceed the lesser of fifteen (15) square feet or 25 percent of the total door or window area on the face of the building through which the sign is visible, shall be permitted, provided the view into the establishment from the bottom half of the door or window is not obstructed.

2. **Under Canopy Signs.** One (1) under canopy sign not to exceed eight (8) square feet shall be permitted in front of each tenant's main entrance.

C. Residential Use - Signs Generally.

1. Building mounted signs shall not project above the building's roofline or parapet wall. A roofline or parapet wall shall not be artificially extended to accommodate signage on the building;

2. Single family dwelling units or multifamily units with individual exterior entrances shall be permitted one (1) square foot of signage for each unit; and

3. Multifamily units sharing a common exterior entrance shall be permitted four (4) square feet of signage for each common entrance.

Sec. 90-597 Freestanding Signs.

A. Generally.

1. **Sign Structure.** Except for limited duration signs, freestanding sign structures shall be either be covered with a material as a monument-style base having a similar color and finish to the principal building, be covered with a material and color used elsewhere on the sign, or be an architectural detail such as a column or a decorative wall.

2. **Area of Changeable Copy.** Permitted sign area may be increased by 25 percent for the purpose of including covered changeable copy, provided the area of the changeable copy is limited to one-half or less of the total area of the sign face; and where possible, should be covered to avoid being altered through vandalism.

3. Freestanding Sign Landscaping. The base area of the freestanding sign shall be landscaped with groundcover consisting of native flowers and shrubs that is also consistent with the site landscaping and it shall be irrigated on a regular basis.

B. Except as otherwise permitted in this chapter, the following Freestanding Signs shall not exceed the square footage in area and the sign height as outlined below:

1. Mixed Use Community. One hundred (100) square feet in area and a height of twenty (20) feet.
2. Nonresidential Community. One Hundred (100) square feet in area and a height of twenty (20) feet.
3. Outparcel in a Nonresidential Community. Thirty-two (32) square feet in area and a height of eight (8) feet.
4. Property Outside of a Nonresidential Community. One Hundred (100) square feet in area and a height of twenty (20) feet.
5. Property in A-1, R-A, R, MHR with a Nonresidential Use, excluding a Farm Use, fifty (50) square feet in area and a height of fifteen (15) feet.
6. Property in A-1 or R-A with a Farm Use. Thirty (32) square feet in area and a height of eight (8) feet. The sign square footage may be displayed in more than one (1) sign provided the total area of all signs does not exceed the permitted square footage and the signs may be limited duration signs for temporary events.
7. Residential Community Entrance. Thirty-two (32) square feet in area and a height of eight (8) feet. One (1) such sign shall be permitted for each road entrance into the community, provided that two (2) signs shall be permitted if each sign is attached to a decorative fence or wall located on opposite sides of the entrance, with each sign being limited to thirty-two (32) square feet in area.
8. Property in A-1, R-A, R, MHR with a Residential Use. Thirty-two (32) square feet and a height of eight (8) feet. Noncommercial signage may be provided in more than one (1) sign, provided that the aggregate area of all such signs shall not exceed thirty-two (32) square feet; with a maximum of one (1) such sign as a commercial sign not to exceed twenty (20) square feet and they may be limited duration signs.

Sec. 90-598 Additional Signs.

The signs in this section shall be in addition to other signs permitted in this chapter.

1. Freestanding Sign at Entrances to Properties in B and M Districts. Two (2) on-site signs, each not to exceed four (4) square feet and a height of five (5) feet, shall be permitted at each road entrance to a property. Signs shall be limited to two (2) colors, one for lettering and one for background. Lighting shall be limited to internal means.
2. Freestanding Signs at Entrances to Properties in B and M Districts Located Outside a Nonresidential Community that Share Access to a Road. Where two (2) establishments are required by VDOT to share access to a road, each establishment shall be allowed one (1) sign, either on- or off-site, along the shared access. Each sign shall not exceed four (4) square feet and a height of five (5) feet.
3. Freestanding Off-Site Signs for Specific Public and Semi-Public Places. Assembly uses exceeding 10,000 gross floor area, hospitals on greater than twenty-five (25) acres, transit uses or other public uses without a direct entrance to a road shall be permitted one

(1) off-site sign; and such sign shall not exceed seven (7) square feet and a height of seven (7) feet.

4. Drive-through Facility Stacking Lane Signs. Adjacent to each stacking lane, two (2) signs shall be permitted provided they are not legible from off-site. Signs shall be limited to fifty (50) total square feet in area and a height of six (6) feet.

5. Establishments Accommodating Orders from Parking Spaces or Fueling Stations. One (1) sign not to exceed four (4) square feet shall be permitted adjacent to each parking space or fueling station. The sign shall be attached to columns supporting a canopy. The color of the sign box shall match the color of the column on which the sign is mounted.

6. Fuel Dispenser Mounted Signs. Eight (8) square feet of signage, attached to, or immediately above, each fuel dispenser shall be permitted.

Sec. 90-599 Limited Duration Signs.

The signs in this section shall be in addition to other signs permitted in this article.

A. Limited Duration Signs in B and M Districts, and in A-1 and R-A Districts Designated in the Comprehensive Plan for Nonresidential Use.

1. Noncommercial Freestanding Signs. A mixed use or nonresidential community, or property not located within a mixed use or nonresidential community shall be permitted two (2) noncommercial signs. Each sign shall not exceed thirty-two (32) square feet and eight (8) feet in height. Each sign shall be displayed for no longer than ninety (90) consecutive days. The display of such signs on each community or property shall be limited to a total of one hundred eighty (180) days within any calendar year.

2. Commercial Freestanding Signs on Occupied Property. A mixed use or nonresidential community, or property not located within a mixed use or nonresidential community shall be permitted two (2) commercial signs, each not to exceed thirty-two (32) square feet and a height of eight (8) feet. Display of each sign shall be limited to sixty (60) consecutive days. Display of such signs by an individual tenant or owner shall be limited to a total of one hundred twenty (120) days within any calendar year. The administrator may approve time extensions on property with vacancies or real estate for sale.

3. Building Mounted Banners on Nonresidential Community. A nonresidential community shall be permitted one (1) banner not to exceed fifty (50) square feet, per season; with seasonal cycles being January to March, April to June, and July to September and October to December. Display of the banner shall be limited to ninety (90) consecutive days.

4. Building Mounted Banners on Property Outside of a Nonresidential Community or Outparcel within a Nonresidential Community. A property outside of a nonresidential community or outparcel within a nonresidential community shall be permitted one (1) banner not to exceed 50 square feet. Display of such banner shall be limited to a total of one hundred twenty (120) days within any calendar year.

5. Commercial Signs on Vacant Property. A vacant property shall be permitted two (2) commercial signs, each not to exceed thirty-two (32) square feet and a height of eight (8) feet. A property fronting two (2) roads shall be permitted one (1) sign as described above on each road. Signs shall be removed at such time that the activity which it advertises ceases or directed by the administrator for compliance purposes.

B. Limited Duration Signs in R or MHR Districts, and in A-1 and R-A Districts Designated in the Comprehensive Plan for Other than Nonresidential Use.

1. Noncommercial Signs at Residential Community Entrances. At each entrance into a residential community, one (1) noncommercial sign, not to exceed thirty-two (32) square feet and a height of eight (8) feet, shall be permitted. Display of each sign shall be limited to sixty (60) days. Display of such signs on each community shall be limited to one hundred twenty (120) days within any calendar year.

2. Banners for Nonresidential Use on Property not Occupied by a Residential Use. On a property not occupied by a residential use, one (1) banner, not to exceed thirty-two (32) square feet and a height of eight (8) feet, shall be permitted. A property fronting two (2) roads shall be permitted such signage along each road. Display of each banner shall be limited to sixty (60) consecutive days. Display of such banners on each property shall be limited to one hundred twenty (120) days within any calendar year.

3. Commercial Signs on Vacant Property. On a vacant property, one (1) sign, not to exceed sixteen (16) square feet and a height of eight (8) feet, shall be permitted. A property fronting two (2) roads shall be permitted signage along each road. Signs shall be removed at such time that the activity which it advertises ceases or as directed by the administrator for compliance purposes.

4. Noncommercial Signs on Vacant Property. On a vacant property, one (1) sign not to exceed sixteen (16) square feet and a height of eight (8) feet, shall be permitted. A property fronting two (2) roads shall be permitted signage along each road. Display of each sign shall be limited to one hundred twenty (120) consecutive days. Display of such signs shall be limited to one hundred twenty (120) days within any calendar year.

5. Off-Site for Commercial Use of Limited Duration. Three (3) off-site signs, each not to exceed six (6) square feet and a height of eight (8) feet, shall be permitted for a commercial use lasting for three (3) or fewer days on an R or MHR property or on A-1 or R-A property designated in the comprehensive plan for other than nonresidential use. One (1) such sign shall be displayed on a property. Display of signs shall be limited to forty-eight (48) hours prior to commencement, and forty-eight (48) hours after cessation, of the use or activity advertised.

(2) That The Code Of The County Of Prince George, Virginia, 2005, as amended, is amended by repealing §§ 90-12, 90-52, 90-53, 90-56, 90-102, 90-103, 90-106, 90-202, 90-242, 90-292, 90-295, 90-342, 90-392, 90-395, 90-442, 90-446, 90-492, 90-496, 90-546, 90-1036, and 90-1039;

(3) That this ordinance shall be effective immediately upon adoption.

Chapter 90 Zoning Ordinance – Sign Ordinance Sections to be Deleted

90-1 Definitions:

Sign means any display of any letters, words, numerals, figures, devices, emblems, pictures or any parts or combinations thereof by any means whereby such are made visible for the purpose of making anything known, whether such display is made on, attached to or is a part of a structure, surface or any other thing, including but not limited to the ground, any rock, tree or other natural object, which display is visible beyond the boundaries of the parcel of land on which the display is made. A display of less than one square foot in area is excluded from this definition. The term "sign" is further defined as follows:

(1) **Business** means a sign which directs attention to a product or commodity available on the premises. Such signs shall be limited, in the aggregate, to a maximum of 300 square feet per business. Where four or more businesses occupy the same site, an additional 300 square feet of signage is permitted on a unified basis for identification of a shopping center.

(2) **Directional** means a sign, one end of which may be pointed or on which an arrow may be painted, indicating the direction to which attention is called, four square feet or less in area, giving the name only of the farm or business responsible for the erection of the sign.

(3) **General advertising** means a sign which directs attention to a product, commodity or service not necessarily available on the premises. Such sign shall not exceed 672 square feet in size at each location with an additional ten percent extension.

(4) **Home occupation** means a sign not exceeding four square feet in area directing attention to a product, commodity or service available on the premises. Such product, commodity or service shall clearly be a secondary use of the dwelling.

(5) **Location** means a sign which directs attention to the approximate location of an establishment from which the advertised product may be obtained.

Sign structure includes the supports, uprights, bracing and framework of any structure, be it single face, double faced, V-type or otherwise, exhibiting a sign.

Sign, temporary, means a sign applying to a seasonal or other brief activity such as but not limited to summer camps, horse shows, auctions or sales of land. Temporary signs shall conform in size and type to directional signs.

~~Sec. 90-12. Spacing of general advertising signs.~~

~~The distance between general advertising signs shall be not less than 1,200 feet on the same side of a right-of-way, but in no case shall a sign be closer than 700 feet to another sign on either side of a right-of-way.~~

Sec. 90-52. A-1 Uses and structures permitted by right.

~~(11) General store with business sign~~

Sec. 90-53. A-1 Uses and structures permitted by special exception.

~~(16) Business sign~~

~~(17) Directional sign~~

~~(18) Home Occupation sign~~

Sec. 90-56 A-1 Setback regulations.

~~(a) ...and signs advertising the sale or rent of property may be erected up to the property line.~~

Sec. 90-102 R-A Uses and structures permitted by right.

~~(10) General Store with business sign~~

Sec. 90-103 R-A Uses and structures permitted by special exception.

~~(16) Business sign~~

~~(17) Directional sign~~

~~(18) Home Occupation sign~~

Sec. 90-106. Setback regulations.

~~(a) ...and signs advertising the sale or rent of property may be erected up to the property line.~~

Sec. 90-202 R-1 Permitted uses.

~~(7) Business signs only to advertise the sale or rent of the premises upon which erected.~~

~~(8) Church bulletin and identification signs~~

~~(9) Nonbusiness directional signs~~

Sec. 90-242 R-2 Permitted uses.

~~(8) Business signs only to advertise the sale or rent of the premises upon which erected.~~

~~(9) Church bulletin boards and identification signs.~~

~~(10) Nonbusiness directional signs.~~

Sec. 90-292 R-3 Permitted uses.

~~(13) Church bulletin boards and identification signs.~~

~~(14) Directional signs.~~

~~(15) Home occupation signs.~~

Sec. 90-295 R-3 Setbacks

~~Signs advertising the sale or rent of the property may be erected up to the property line.~~

Sec. 90-342 MHR Permitted uses.

~~(3) Business signs only to advertise the sale or rent of the premises upon which erected.~~

~~(4) Nonbusiness directional signs.~~

Sec. 90-392 B-1 Uses and structures permitted by right.

~~(23) Business signs.~~

~~(24) General advertising signs.~~

~~(25) Location signs.~~

Sec. 90-395 B-1 Setbacks.

~~Signs advertising the sale or rental of premises may be erected up to the property line.~~

Sec. 90-442 M-1 Permitted uses.

~~(16) Business signs.~~

~~(17) General advertising signs.~~

~~(18) Location signs.~~

Sec. 90-446 M-1 Setbacks.

~~Signs advertising the sale or rental of premises may be erected up to the property line.~~

Sec. 90-492 M-2 Permitted uses.

~~(16) Business signs.~~

~~(17) General Advertising signs.~~

~~(18) Location signs.~~

Sec. 90-496 M-2 Setbacks.

~~Signs advertising the sale or rental of premises may be erected up to the property line.~~

Sec. 90-546 M-3 Setbacks.

~~Signs advertising the sale or rental of premises may be erected up to the property line.~~

~~Sec. 90-1036 Sign Setback requirements.~~

~~Notwithstanding any other provision of this chapter, a sign shall be located 20 feet or more from any street or road right of way or easement; this shall be known as the setback line. There shall be excepted from this setback requirement residential identification signs, signs advertising the sale or rent of the premises and signs in~~

~~which the lowest portion of the advertising area is a minimum of ten feet above the ground surface, which signs may be erected up to the property line. No sign shall be required to be setback from the street or road right of way or easement a distance greater than the setback of the existing main structure on the lot.~~

Sec. 90-1039. PUD Planned unit developments.

~~(5) Signage. Signs shall comply with the requirements set forth in Sections 90-1 and 90-1036 of the County zoning ordinance. Signage shall be compatible with the architecture of the building and are limited to monument signs, building mounted signs placed at a consistent height, signs in shop windows and hanging signs.~~

Ordinance Provisions Unrelated to Reed v. Town of Gilbert Supreme Court Case

1. Overall establishes a stand- alone section for a sign regulation.
2. Prohibited Signage:
 - Moving signs
 - Internally lighted awnings
 - Attention getting signs
 - Flashing signs
 - Signs on automobiles (staff to remove at Board's request)
 - Outdoor advertising signs
3. Temporary signage to be removed within 60 days of a previous land use vacating.
4. General signs regulations that allow signage for government use and protect and enforce safety (structurally safe, not interfering with firefighting operations, obstructing view of roads) for where signs are to be placed.
5. Sign package required prior to site plan approval for non-residential communities.
6. Introduction of Limited duration signage.
7. Reduction in setbacks of freestanding signage.