

DRAFT SIGN ORDINANCE UPDATE

September 8, 2020

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DRAFT SIGN ORDINANCE AMENDMENT

Timeline

- ▣ February 2019 - Planning Commission Public Hearing
- ▣ April 2019 - Community Meeting
- ▣ May 2019 - Board Work Session
- ▣ July 2019 - Board Public Hearing
- ▣ February 2020 - Subcommittee Meetings
- ▣ July/August 2020 - Planning Commission Review
- ▣ September 2020 - Board Work Session

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DRAFT SIGN ORDINANCE AMENDMENT

Proposed Sign Ordinance Purpose

1. Eliminate "Content" based sign rules making all signs equal under the law
 - Words such as church signs or commercial signs need to be removed from zoning ordinance
1. Provide enhanced standards for signage per Comprehensive Plan Goal

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Content Based Language Removed

1. Business Sign
2. Directional Sign
3. General Advertising Sign
4. Home Occupation Sign
5. Location Sign
6. Church Bulletin and Identification Sign
7. Nonbusiness Directional Sign

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DRAFT SIGN ORDINANCE AMENDMENT

New Sections related to Signage


1. Definitions	7. Sign Setbacks and Lighting
2. General Description and Intent	8. Building Mounted Signs
3. Prohibited Signage	9. Freestanding Signs
4. Sign Permits	10. Additional Signs
5. Signs not requiring permits	11. Limited Duration Signs
6. General Regulations	12. Nonconforming Signs

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Not Affected by Sign Ordinance

1. Christmas and Holiday Decorations
2. Traffic and Public Safety Signage
3. Public Art and Large Wall Murals
4. Window Displays
5. Scoreboards



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Sign Ordinance Prohibits:

1. New Billboards
2. Vehicles as Signs
3. People as Signs



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Existing Permitted Signs Are Considered Nonconforming



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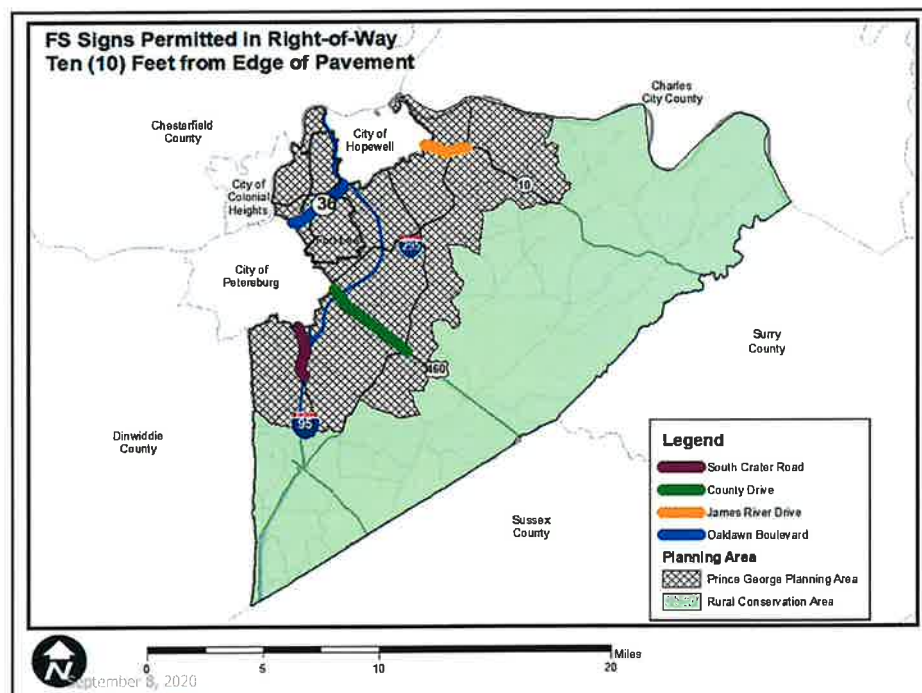
DRAFT SIGN ORDINANCE AMENDMENT

Freestanding Signage Setbacks

- ❑ Current Setbacks – 20 feet from Right-of-way
- ❑ Proposed Setbacks
 - 10 feet from Right-of-way
 - 10 feet from pavement in special areas



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Other Proposed Changes

- ❑ Electronic Message Center (EMC) Signs
- ❑ Sign Design: Monument Style Base and Sign Reface requirements with new use

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Next Steps

- ❑ Tonight - Review Draft Ordinance
- ❑ Businesses and Sign Companies input
- ❑ Planning Commission Final Review
- ❑ Planning Commission Public Hearing
- ❑ Board of Supervisors Public Hearing

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Questions



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5 Chapter 90 Zoning Ordinance – Sign Ordinance Sections to be Deleted

6 **ARTICLE I. - IN GENERAL**
7

8 90-1 Definitions:

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

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

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

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

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

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

34

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

37

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

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

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

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50 **ARTICLE II. – GENERAL AGRICULTURAL DISTRICT**

51

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

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

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

55 ~~(16) Business sign~~

56 ~~(17) Directional sign~~

57 ~~(18) Home Occupation sign~~

58 ~~Sec. 90-56 A-1 Setback regulations.~~

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

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62

63

64 **ARTICLE III. - R-A RESIDENTIAL AGRICULTURAL DISTRICT**

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

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

67

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

69 ~~(16) Business sign~~

70 ~~(17) Directional sign~~

71 ~~(18) Home Occupation sign~~

72

73 Sec. 90-106. Setback regulations.

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

76

77 Sec. 90-202 R-1 Permitted uses.

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

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

81 ~~(9) Nonbusiness directional signs~~

82

83 **ARTICLE V. - R-1 LIMITED RESIDENTIAL DISTRICT**

84 Sec. 90-202 R-1 Permitted uses.

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

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

88 ~~(10) Nonbusiness directional signs.~~

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93 **ARTICLE VI. - R-2 LIMITED RESIDENTIAL DISTRICT**

94 Sec. 90-242 R-2 Permitted uses.

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

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

98 ~~(10) Nonbusiness directional signs.~~

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101 **ARTICLE VII. - R-3 GENERAL RESIDENTIAL DISTRICT**

102 Sec. 90-292 R-3 Permitted uses.

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

104 ~~(14) Directional signs.~~

105 ~~(15) Home occupation signs.~~

106 Sec. 90-295 R-3 Setbacks

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

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111 **ARTICLE VIII. - MHR MOBILE HOME RESIDENTIAL DISTRICT**

112 Sec. 90-342 MHR Permitted uses.

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

115 ~~(4) Nonbusiness directional signs.~~

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120 **ARTICLE IX. - B-1 GENERAL BUSINESS DISTRICT**

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

122 ~~(23) Business signs.~~

123 ~~(24) General advertising signs.~~

124 ~~(25) Location signs.~~

125 Sec. 90-395 B-1 Setbacks.

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

128 -----

129 **ARTICLE X. - M-1 LIMITED INDUSTRIAL DISTRICT**

130 Sec. 90-442 M-1 Permitted uses.

131 ~~(16) Business signs.~~

132 ~~(17) General advertising signs.~~

133 ~~(18) Location signs.~~

134

135 Sec. 90-446 M-1 Setbacks.

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

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139 **ARTICLE XI. - M-2 GENERAL INDUSTRIAL DISTRICT**

140 Sec. 90-492 M-2 Permitted uses.

141 ~~(16) Business signs.~~

142 ~~(17) General Advertising signs.~~

143 ~~(18) Location signs.~~

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Sec. 90-496 M-2 Setbacks.

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

ARTICLE XII. - M-3 HEAVY INDUSTRIAL DISTRICT

Sec. 90-546 M-3 Setbacks.

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

ARTICLE XXIII. - MISCELLANEOUS PROVISIONS

~~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.~~

180 **Sec. 90-1 DEFINITIONS**

181 *Add the following definitions to current definition section:*

182

183 *A-Frame Sign:* A two-faced sign with supports that are connected at the top and
184 separated at the base, forming an "A" shape not more than four (4) feet high.

185

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

190

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

193

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

196

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

201

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

206

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

212

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

217

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

219

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

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

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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 Copy: Any graphic, word, numeral, symbol, insignia, text, sample, model, device or combination which is primarily intended to advertise, identify, or notify.

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.

272 *Sign, Outdoor Advertising:* Sign or structure used as an outdoor display for the purpose
273 of making anything known, when the matter advertised or displayed is not related to the
274 premises where such sign is located. Outdoor advertising signs do not include the off-
275 site signs specifically permitted in this chapter.
276
277 *Sign, Permanent:* Sign attached to the ground or a structure, intended to exist for the life
278 of the structure or use and which cannot be easily removed.
279
280 *Sign, Projecting:* Sign, attached to a building wall, projecting at an angle and extending
281 more than eighteen (18) inches from the building wall face.
282
283 *Sign, Structure:* An assembly of materials used to support a sign, including the exterior
284 form and finishes that define sign copy area.
285
286 *Sign, Temporary:* Sign, not permanently affixed to the ground or a structure, designed
287 or constructed such that it can be moved or relocated without requiring any structural or
288 support changes.
289
290 *Sign, Traffic Control:* Sign solely regulating safe driving, parking or traffic movement.
291
292 *Sign, Under Canopy:* Sign mounted perpendicular to a building face located under, and
293 attached to, the ceiling of a building mounted canopy.
294
295 *Sign, Window:* Sign attached to a door or window that is legible from the exterior of the
296 building.
297
298 *Tractor Trailer:* Truck with a cab, equipped with a coupling device to pull trailers, tankers
299 or semi-trailers. The term tractor trailer shall include the truck with a cab and if
300 connected a trailer, tanker or semi-trailer. The term tractor trailer shall include, but not
301 be limited to, tractor truck or semi-trailer.
302
303 *Ultimate Right-of-Way:* The future planned existence of the right-of-way for a given
304 road, in terms of location and width, based on the comprehensive plan, or as otherwise
305 determined based on the road classification as defined on the VDOT Functional
306 Classification Map and the minimum right-of-way widths for those classifications as
307 defined in Section 70-738.

308 **ARTICLE XIII. SIGNS**

309
310 **Sec. 90-591. General description and intent.**

311
312 The purpose and intent of sign standards are to regulate publicly visible displays or
313 graphics, protect and enhance the character of roads and surrounding areas, prevent
314 diminishing property values due to excessive signage, safeguard the public use and
315 nature of roads, and minimize motorist distractions.
316

317 The standards are specifically designed to promote maximum sign legibility, to prevent
318 over-concentration of signs as well as excessive height, bulk and area of signs, promote
319 safety by requiring that signs not create a hazard due to collapse, fire, collision, decay
320 or abandonment, obstruct firefighting or police surveillance, nor create traffic hazards by
321 confusing or distracting motorists or by impairing a driver's ability to see pedestrians,
322 obstacles or other vehicles, or to read traffic signs; and to identify a destination.
323

324 **Sec. 90-592. Prohibited Signs.**

325
326 The following shall be prohibited:

- 327 1. Moving signs intended to attract attention, regardless of whether or not the sign has
328 a written message or whether all or part of it moves by means including, but not
329 limited to, rotating, fluttering or being set in motion by the movement of the
330 atmosphere. This sign prohibition includes pennants, but does not include
331 commercial or noncommercial flags, the routine operation of the hands of a clock or
332 computer controlled, variable electronic message center (EMC) signs.
333
- 334 2. Internally lighted awnings or canopies constructed of translucent material.
335
- 336 3. Commercial signs held or carried to attract attention, persons dressed in costumes
337 and acting to attract attention to a commercial activity, and sound or smoke
338 producing signs.
339
- 340 4. Attention getting devices such as pennants, streamers, balloons, or inflatable
341 devices of any configuration acting to attract attention to any use other than
342 noncommercial activity at a residential use.
343
- 344 5. Signs with flashing lights, intermittent lights or lights with changing degrees of
345 intensity; and excluding computer controlled, variable electronic message center
346 (EMC) signs.
347
- 348 6. Commercial signs on a parked automobile, motor vehicle, tractor trailer or trailer
349 when used primarily for the purpose of, and serving the function of, a sign; except
350 when parked in the operator's driveway, when loading or unloading or when parked
351 to the side or rear of a nonresidential building and not visible from the adjacent
352 roads. Any such vehicle or trailer shall, without limitation, be considered to be used
353 for the primary purpose of advertising if it fails to display current license plates or

- 354 inspection sticker, if the vehicle is inoperable, or if the sign alters the standard
355 design of such vehicle or trailer.
356
357 7. Signs greater than 48 square inches on a parked automobile, motor vehicle, tractor
358 trailer or trailer, which display a commercial message that is unrelated to an activity
359 or enterprise of the owner or operator of the vehicle or trailer.
360
361 8. Signs obstructing an opening intended to provide light, air, or building ingress or
362 egress.
363
364 9. Freestanding signs overhanging any portion of a building.
365
366 10. Signs unreasonably obstructing the view of other signs from roads.
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368 11. Signs posted on trees, utility poles or traffic control devices.
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370 12. Sign position, shape and color interfering with, obstructing the view of, or causing
371 confusion with, a traffic sign, traffic signal or other traffic control device.
372
373 13. Sign lighting impairing a driver's vision, obstructing police surveillance, or causing
374 direct glare into or upon, property other than that on which the sign is located.
375
376 14. Signs obstructing firefighting access.
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378 15. Outdoor advertising signs.

379 **Sec. 90-593 Sign Permits.**

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382 **A. General.**

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384 1. Signs Requiring a Sign Permit.

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386 A sign permit shall be required for any sign, originally built or enlarged to be in
387 excess of eight (8) square feet, and any enlargement, structural alteration or
388 modification of these signs. Applications shall include all required information
389 deemed necessary by the Zoning Administrator to ensure compliance with this
390 chapter.
391

392 **B. Application for permit.**

- 393
394 1. An application for a sign permit shall be filed with the Community Development
395 and Code Compliance Department on forms furnished by the department. The
396 applicant shall provide sufficient information to determine if the proposed sign is
397 permitted under the zoning ordinance and other applicable laws, regulations, and
398 ordinances. An application for a temporary sign shall state the dates intended for
399 the erection and removal of the sign.

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2. The Zoning Administrator or designee shall promptly process sign permit applications. Person(s) submitting sign permit application(s) shall be notified of the approval or disapproval of the submitted application(s) to include any deficiencies in the application within 20 business days after receipt of the application.
3. If the application is rejected, the County shall provide the applicant a written list of the reasons for the rejection within three (3) days of the rejection.

C. Permit fee.

A nonrefundable fee, as set forth in the uncodified fee schedule adopted by the County, shall accompany all sign permit applications.

D. Duration and revocation of permit.

If a sign is not installed within six months following the issuance of a sign permit (or within 30 days in the case of a temporary sign permit), the permit shall be void. The permit for temporary sign shall state its duration, not to exceed 30 days unless another time is provided in the Zoning Ordinance. The County may revoke a sign permit in accordance with any of the following circumstances:

1. The County determines that information in the application was false or misleading;
2. The sign installed does not conform to the sign permit application;
3. The sign violates the Zoning Ordinance, building code, or other applicable law, regulation, or ordinance.

Sec 90-593.1 Signs not requiring permits.

A sign permit is not required for:

1. Signs erected by a governmental body or when required by law.
2. Signs posted solely for traffic control, public safety, or hazard warnings.
3. Flags up to 16 square feet in size not containing any commercial advertising; provided, that no freestanding pole shall be erected in the public right-of-way nor be within five (5) feet of a service drive, travel lane or adjoining street.
4. Limited Duration Signs.



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- 5. A-frame signs more than fifty (50) feet from the nearest public right-of-way, unless otherwise permitted in this chapter.
- 6. Pavement markings. Any sign applied directly and entirely to and flush with an asphalt, concrete, or similar paved surface.

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 commercial 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 shall be structurally safe and maintained in good condition.
- 4. 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 Zoning Administrator.
- 5. Unless otherwise specified in this chapter, signs shall be considered permanent.
- 6. Within sixty (60) days of the previous land use vacating the property, all signs shall either be refaced through a Sign Permit or shall have the existing sign panel reversed or a blank sign panel inserted into the sign box.
- 7. Within sixty (60) days of the previous land use vacating the property, all existing temporary signs shall be removed from the premises for compliance.

B. Comprehensive Sign Package for Nonresidential Communities.

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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 Zoning 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 of all signage.

All signs shall conform to the following:

1. Letter style and graphic display of all signs shall be similar;
2. Area, location, and material of signs shall substantially conform to the building and site designs;
3. Freestanding sign structures shall be similar to each other;
4. A single type of building mounted display shall be used on all buildings;
5. Background colors of sign boxes shall be similar; and
6. 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. For each four (4) or more nonresidential uses occupying the same property, an additional three hundred (300) square feet of sign area is permitted for nonresidential communities.

1. Building Mounted. The calculated 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

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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 (on a property beside) 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 edge of 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 property line, as applicable.
- b. Along the following roads, signs may be located within the right-of-way if a permit is obtained from VDOT, as may be applicable, provided the signs

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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 in 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 thirty six (36) inches from the building, roof, or canopy to which it is attached, exceed a face-to-face thickness

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of eight (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 twenty-five (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 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.

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2. Number. Except as permitted in elsewhere, properties or projects shall be limited to one (1) free standing sign.
 3. Mixed Use and Nonresidential Community properties having frontage exceeding 600 linear feet along a principal arterial road and more than one (1) entrance from such road, the permitted freestanding signage along such road may be shared among two (2) freestanding signs provide signs are separated a minimum of 200 linear feet and placed at or near separate entrances.
 4. Property fronting two (2) or more principal arterial or two (2) or more collector roads shall be permitted along each road one (1) freestanding sign.
 5. Area of Changeable Copy. Permitted sign area may be increased by twenty five (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.
 6. 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, twenty (20) square feet in area and a height of eight (8) feet. Properties along primary arterials are permitted 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-two (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.

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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.

- A. 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.
- B. 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.
- C. 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.
- D. 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.
- E. 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.

767 F. Fuel Dispenser Mounted Signs. Eight (8) square feet of signage, attached to, or
768 immediately above, each fuel dispenser shall be permitted.
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770 **Sec. 90-599 Limited Duration Signs.**
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772 The signs in this section shall be in addition to other signs permitted in this article.
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774 A. Limited Duration Signs in B and M Districts, and in A-1 and R-A Districts
775 Designated in the Comprehensive Plan for Nonresidential Use.
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777 1. Noncommercial Freestanding Signs. A mixed use or nonresidential community,
778 or property not located within a mixed use or nonresidential community shall be
779 permitted two (2) noncommercial signs. Each sign shall not exceed thirty-two
780 (32) square feet and eight (8) feet in height. Each sign shall be displayed for no
781 longer than ninety (90) consecutive days. The display of such signs on each
782 community or property shall be limited to a total of one hundred eighty (180)
783 days within any calendar year.
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785 2. Commercial Freestanding Signs on Occupied Property. A mixed use or
786 nonresidential community, or property not located within a mixed use or
787 nonresidential community shall be permitted two (2) commercial signs, each not
788 to exceed thirty-two (32) square feet and a height of eight (8) feet. Display of
789 each sign shall be limited to sixty (60) consecutive days. Display of such signs
790 by an individual tenant or owner shall be limited to a total of one hundred twenty
791 (120) days within any calendar year. The Zoning Administrator may approve
792 time extensions on property with vacancies or real estate for sale.
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794 3. Building Mounted Banners on Nonresidential Community. A nonresidential
795 community shall be permitted one (1) banner not to exceed fifty (50) square feet,
796 per season; with seasonal cycles being January to March, April to June, and
797 July to September and October to December. Display of the banner shall be
798 limited to ninety (90) consecutive days.
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800 4. Building Mounted Banners on Property Outside of a Nonresidential Community
801 or Outparcel within a Nonresidential Community. A property outside of a
802 nonresidential community or outparcel within a nonresidential community shall
803 be permitted one (1) banner not to exceed fifty (50) square feet. Display of such
804 banner shall be limited to a total of one hundred twenty (120) days within any
805 calendar year.
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807 5. Commercial Signs on Vacant Property. A vacant property shall be permitted two
808 (2) commercial signs, each not to exceed thirty-two (32) square feet and a
809 height of eight (8) feet. A property fronting two (2) roads shall be permitted one
810 (1) sign as described above on each road. Signs shall be removed at such time
811 that the activity which it advertises ceases or directed by the Zoning
812 Administrator for compliance purposes.

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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 Zoning 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.

Sec. 90-600 Nonconforming signs.

- A. Signs lawfully existing on the effective date of this chapter or prior ordinances, which do not conform to the provisions of this chapter, and signs which are accessory to a

859 nonconforming use shall be deemed to be nonconforming signs and may remain
860 except as qualified below. The burden of establishing nonconforming status of signs
861 and of the physical characteristics/location of such signs shall be that of the owner of
862 the property. Upon notice from the Zoning Administrator, a property owner shall
863 submit verification that sign(s) were lawfully existing at time of erection. Failure to
864 provide such verification shall be cause for order to remove sign(s) or bring sign(s)
865 into compliance with the current ordinance.

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867 B. No nonconforming sign shall be enlarged nor shall any feature of a nonconforming
868 sign, such as illumination, be increased.

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870 C. Nothing in this section shall be deemed to prevent keeping in good repair a
871 nonconforming sign. Nonconforming signs shall not be extended or structurally
872 reconstructed or altered in any manner, except a sign face may be changed so long
873 as the new face is equal to or reduced in height and/or sign area.

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875 D. No nonconforming sign shall be moved for any distance on the same lot or to any
876 other lot unless such change in location will make the sign conform in all respects to
877 the provisions of this article.

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879 E. A nonconforming sign that is destroyed or damaged by any casualty to an extent not
880 exceeding fifty (50) percent of its area may be restored within two (2) years after
881 such destruction or damage but shall not be enlarged in any manner. If such sign is
882 so destroyed or damaged to an extent exceeding fifty (50) percent, it shall not be
883 reconstructed but may be replaced with a sign that is in full accordance with the
884 provisions of this article.

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886 F. A nonconforming sign, which is changed to become conforming or is replaced by a
887 conforming sign, shall no longer be deemed nonconforming, and thereafter such
888 sign shall be in accordance with the provisions of this article.

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890 G. A nonconforming sign structure shall be removed if the use to which it is accessory
891 has not been in operation for a period of two (2) years or more. Such sign structure
892 shall be removed by the owner or lessee of the property. If the owner or lessee fails
893 to remove the sign structure, the Zoning Administrator or designee shall give the
894 owner thirty (30) days written notice to remove it. Upon failure to comply with this
895 notice, the Zoning Administrator or designee may enter the property upon which the
896 sign is located and remove any such sign or may initiate such action as may be
897 necessary to gain compliance with this provision. The cost of such removal shall be
898 chargeable to the owner of the property.