

Sign Regulations

Sign means a presentation of letters, numbers, figures, pictures, emblems, or insignia or any combination thereof, including borders, colors, trim and/or internal illumination, which forms an integral part of the display and which differentiates the sign from the structure against which it is placed, displayed for the purpose of information, direction or identification or to advertise or promote a business, service, activity, interest or product or any otherwise lawful noncommercial message that does not direct attention to a business operated for profit or to a commodity or service for sale.

The following signs shall be permitted in all zoning districts, and the area of such signs shall not be included in calculating the maximum permitted area of signs permitted on any lot:

(1) *Temporary sale, rental or lease signs.* One or more temporary signs not exceeding an aggregate area of six square feet along each street frontage of a lot and pertaining to the sale, rental or lease of the premises on which they are located, provided such signs shall not be illuminated and shall be removed when the sale, rental or lease of the premises is consummated. If freestanding, such signs shall not be located within five feet of any street line or within 15 feet of any other property line.

(2) *Temporary construction signs.* Not more than three temporary signs not exceeding an aggregate area of 32 square feet identifying the use to be made of a building under construction on the property or identifying a contractor, architect, lending institution or other party involved with such construction, provided such signs shall not be illuminated and shall be removed upon completion or abandonment of construction. If freestanding, such signs shall not be located within five feet of any street line or within 15 feet of any other property line.

(3) *Subdivision development signs.* One freestanding sign not exceed 32 square feet in area along each street frontage identifying an approved subdivision that is being developed on the property and advertising the sale of lots in such subdivision, provided such sign shall not be illuminated and shall not be displayed for longer than one year. If freestanding, such sign shall not be located within five feet of any street line or within 15 feet of any other property line.

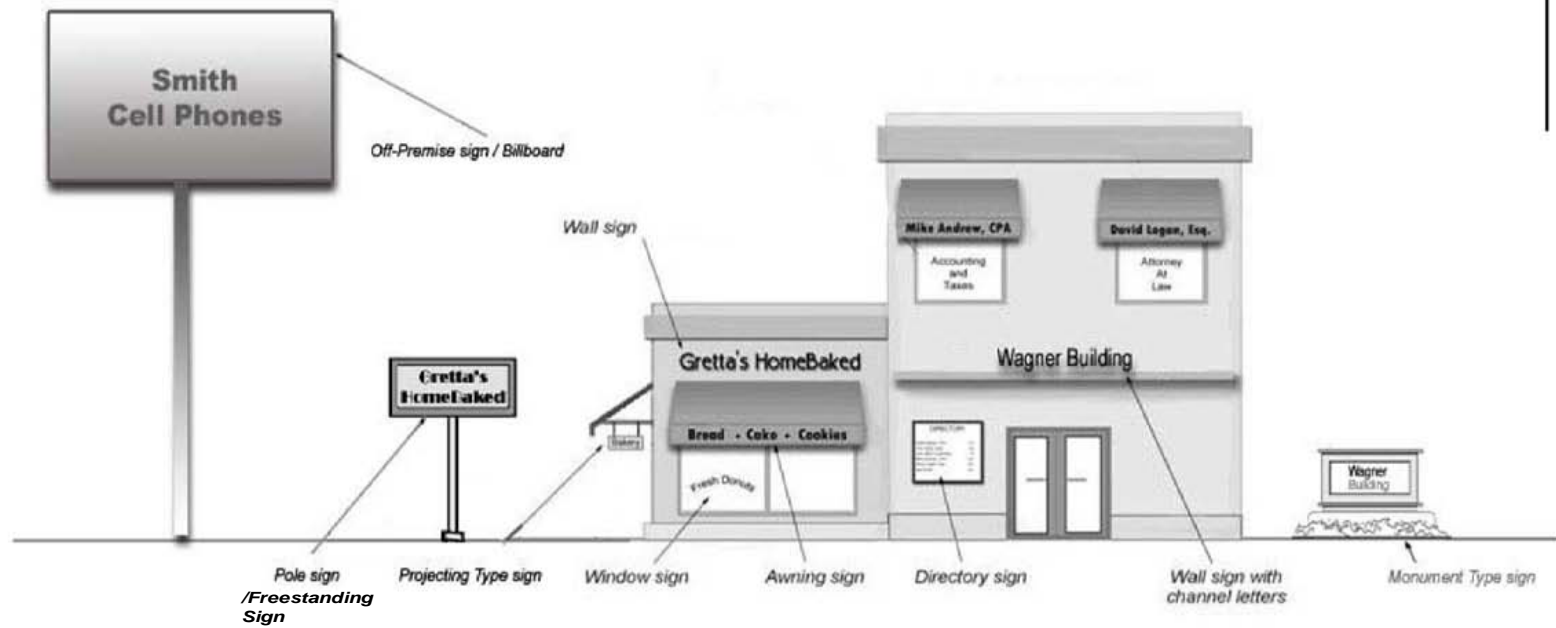
(4) *Home occupation and live/work unit signs.* One sign identifying a permitted home occupation or live/work unit, provided such sign does not exceed one square foot in area and is attached flat against the building occupied by the home occupation or live/work unit.

(5) *On-site traffic directional signs.* Signs located on private property devoted to uses other than single-family or two-family dwellings and directing and guiding traffic or persons or identifying parking on such property when such signs contain no advertising matter and do not exceed four square feet in area. If freestanding, such signs shall not exceed five feet in height and shall not be located within three feet of any street line or other property line.

Sign Regulations

TYPES OF SIGNS

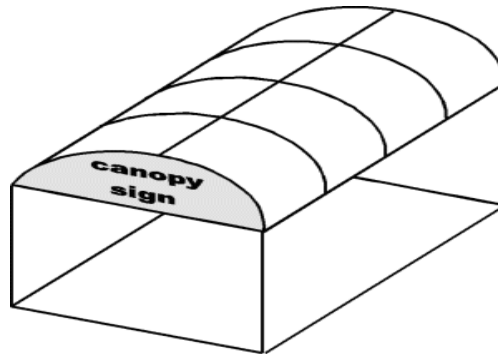
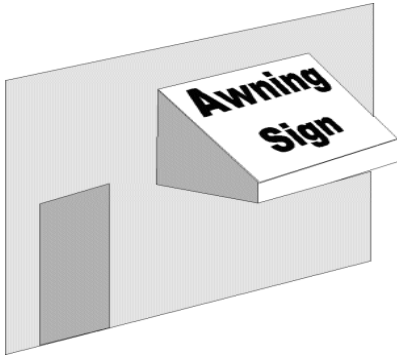
SAMPLE SIGN TYPES



Sign Regulations

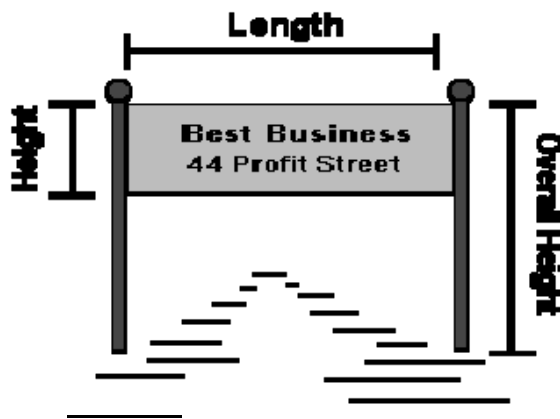
AWNING OR CANOPY SIGN

Sign (awning or canopy) means a sign painted on or attached flat against an awning or canopy, which sign does not extend beyond the extremities of the surface to which it is attached.



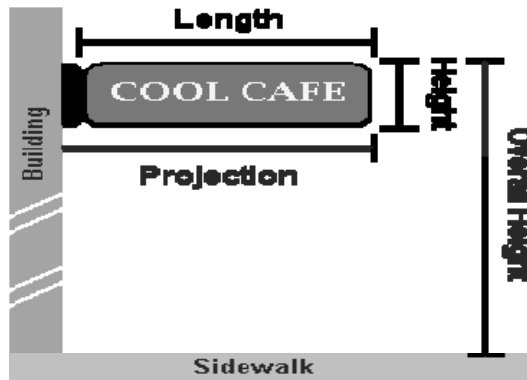
FREESTANDING SIGN

Sign (freestanding) means a sign supported by uprights, brackets, poles, posts, a foundation or similar features which are anchored within the ground.



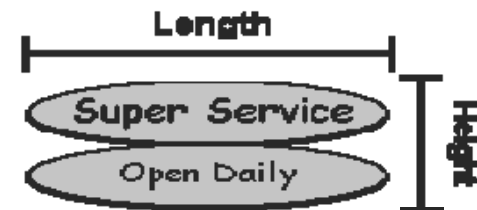
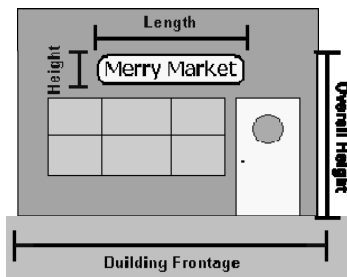
PROJECTING SIGN

Sign (projecting) means a sign which is attached to and projects more than 15 inches from the face of a wall of a building so that the face of the sign is perpendicular or nearly perpendicular to the face of such wall.



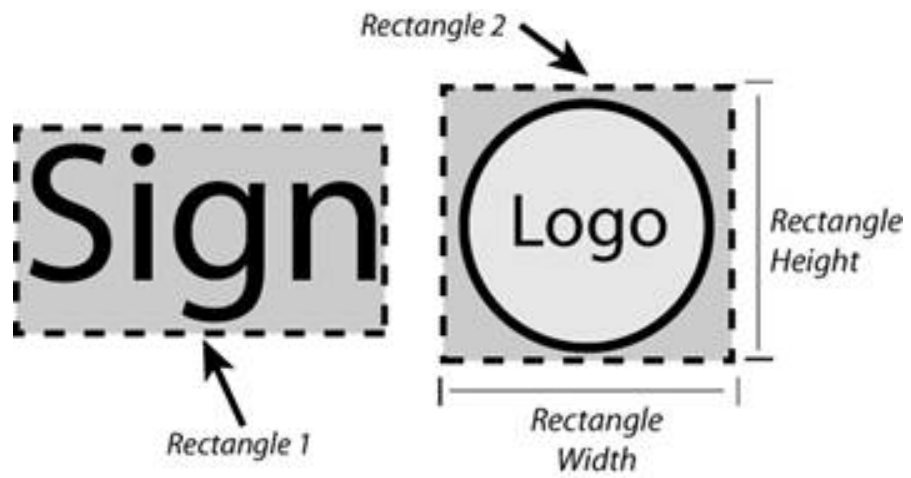
WALL SIGN

Sign (wall) means a sign which is painted on or attached to a wall or parapet wall, window or other vertical surface of a building, including the face of a porte cochere, permanently covered walkway or porch, and which sign extends no more than 15 inches from the surface to which it is attached, does not extend beyond the extremities of such surface and the message portion of which is parallel or nearly parallel to the surface to which the sign is attached. For a sign attached to a parapet wall, no portion of the sign may extend more than four feet above the roofline. Signs attached to the lower plane of a mansard or gambrel roof of a building shall be construed as wall signs, provided that such signs are attached flat to the roof surface or are parallel to the building wall above which they are located and do not extend beyond the extremities of the roof surface to which they are attached.



Sign Regulations

Calculation of Sign Area



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Exempted Signs

The following signs, displays and devices shall be **EXEMPTED** from the regulations contained in this article. All other signs shall be subject to this article:

- (1) The flag, emblem or insignia of a nation or other governmental unit. Any flag, emblem or insignia which does not satisfy the terms of this subsection shall be considered a sign and shall be subject to all provisions applicable to such in the district in which it is located.
- (2) Decorative flags or banners containing no commercial message, logo or name of a business or product and not displayed in connection with a commercial promotion or for purposes of attracting attention to a commercial activity.
- (3) Signs in R districts not exceeding two square feet in area and signs in other districts not exceeding four square feet in area, when such signs identify property numbers or occupants of premises or other identification of premises and when such signs have no commercial connotation and do not bear the name, logo or other identification of a commercial activity.
- (4) Legal notices, informational or directional signs, traffic signs and similar signs erected or required to be erected by a governmental unit and signs identifying public buildings or uses.
- (5) Signs erected and maintained by a public utility showing the location of underground facilities or providing other information pertaining to public safety.
- (6) Political campaign or election signs located on private property.
- (7) Signs which are not directed toward or intended to be viewed from any street, alley or adjacent property located in an R or RO district.
- (8) Temporary sale, announcement or merchandising signs as defined in section 114-1220.
- (9) Signs constituting an integral part of gasoline pumps, vending machines, ATMs, restaurant menu boards and similar devices when the lettering and other material displayed thereon is of such limited size as to be directed to customers utilizing such devices and is not directed toward or intended to be viewed from any street, alley or property located in an R or RO district.
- (10) Any sign that is required to be maintained or restored as a result of being designated as a historic sign or a contributing feature by the National Register of Historic Places, the Virginia Landmarks Register, or the commission of architectural review pursuant to article IX, division 4, of this chapter.