

Article 15| Sign Regulations *LEESBURG, VA*

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Article 15 | Sign Regulations

Sec. 15.1 General

15.1.1 Purpose and Intent

The purpose of this article is to establish reasonable and effective regulations pertaining to the time, place and manner in which signs may be erected and maintained in order to:

- Foster business growth and vitality and to provide flexibility to respond to market and economic trends;
- Stimulate the economic vitality of the Town, encourage a business atmosphere that continues to attract new enterprises to the Town, encourage trade within the Town, and to appropriately inform customers so that businesses can thrive and thereby help provide revenue necessary for a well-balanced tax base;
- Provide a responsive and efficient administrative sign permit approval process for business owners;
- Provide clear and effective standards that permit reasonable signage for businesses and institutions;
- Provide for signage that is constructed and maintained in a structurally sound and attractive manner;
- Provide compatible signage with the landscape/streetscape and architecture of surrounding buildings, including historic sites and structures;
- Ensure the effectiveness of public traffic signs and signals;
- Create legible and appropriate signs related to the activity to which they pertain; and
- Improve the public health, safety, and general welfare of the community.

15.1.2 Applicability

These sign regulations shall apply to all signs erected within the Town of Leesburg.

15.1.3 “Sign” Defined

Any letters, words, figures, numerals, emblems, commercial flags, designs, trademarks, posters or other objects which (i) make known, designate, or attract attention of any person to a place, event, product or business, and (ii) which are visible to persons located outdoors, and whether individually or in any combination, are used for the purpose of visually attracting the attention of the public while viewing the same from outdoors. This definition excludes display of merchandise which is otherwise regulated in Chapter 30 of the Town Code.

Sec. 15.2 Sign Permit Required

Except as provided herein, no sign shall be erected, installed, used, altered, relocated, replaced or reconstructed until a Sign Permit has been issued by the Zoning Administrator and approved by the Board of Architectural Review or the Preservation Planner if applicable.

For the purpose of this Zoning Ordinance, all signs are considered accessory uses and, unless specifically qualified, shall be located on the same lot with the principal use to which they pertain.

Sec. 15.3 Definitions

The definitions of this section shall be used solely for the purpose of interpreting and administering the sign regulations of this article. If the definitions of this section conflict with other definitions of this Zoning Ordinance, the definitions of this section shall control. Standards for particular sign types can be found in Section 15.7.2 Development Standards for Permitted Sign Types.

15.3.1 Animated Sign

A sign, any portion of which rotates, moves or in any way simulates motion, by any means, including fluttering, rotating or otherwise moving, or set in motion, by movement of the atmosphere, including but not limited to streamers, pennants, propellers, or discs. The use of balloons to a maximum circumference of fifty (50) inches and not displayed above a height of ten (10) feet shall not constitute an animated sign.

15.3.2 A-frame/Sandwich Board Sign

A portable sign not secured or attached to the ground or surface upon which it is located; constructed in a manner to form an "A" or tent-like shape. (Graphic)

15.3.3 Awning/Canopy Sign

A sign placed directly on or attached to the surface of an awning or canopy. (Graphic)

15.3.4 Banner

A temporary sign made of fabric or any non-rigid material with no enclosing framework designed to be attached to a building.

15.3.5 Bench Sign

A sign painted, located on, or attached to any part of the surface of a bench, seat or chair placed on or adjacent to a public place or roadway.

15.3.6 Billboard Sign

See "Off-premises Sign."

15.3.7 Business Sign

A sign that directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.

15.3.8 Changeable Copy Sign

A sign or part of a sign that is designed so that characters, letters or illustrations can be changed or rearranged without altering the face or surface of the sign. (Graphic)

15.3.9 Commercial Flag

Any fabric or other flexible material attached to or designed to be flown from a flagpole or similar device intended to visually attract the attention of the public to any commercial item (such as a place, event, product or business) while viewing the same from outdoors. (Graphic)

15.3.9.1 Development Sign

A temporary sign erected on the premises where construction is taking place, during the period of the construction. The sign may indicate the names of the architects, engineers,

landscape architects, contractors or similar artisans, and the owners, financiers, sponsors and similar individuals or firms having a role or interest with respect to the structure or project.

15.3.10 Directional Sign

An on-premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "Entrance", "Exit", "Parking", "One Way" or similar directional instruction, but not including any advertising message.

15.3.11 Directory Sign

A sign listing the tenants or occupants of a building or group of buildings that may indicate their respective professions or business activities.

15.3.11.1 Electronic Message Board Sign

A sign displaying characters that move or change, caused by any method other than physically removing and replacing the sign or its components. This includes a display that incorporates technology to allow the sign face to change the image, such as any display that incorporates LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present a series of images or displays. **(Graphic)**

15.3.12 Façade Sign

See "Wall Sign."

15.3.13 Flashing Sign

A sign consisting of or illuminated by flashing or intermittent lights or other lights of changing degrees of intensity, brightness or color. Flashing signs do not always contain written messages such as found with Electronic Message Board Signs.

15.3.14 Freestanding Projecting Sign

A small, pedestrian oriented sign supported by a single upright and which hangs from an arm projecting perpendicularly from the single upright support.

15.3.15 Section Reserved

15.3.16 Ground Sign

A sign which is suspended or supported by one or more uprights or braces in the ground with no more than thirty (30) inches clearance from the bottom of the sign to the ground below. **(Graphic)**

15.3.17 Home Occupation Sign

A sign that advertises a home occupation.

15.3.18 Identification Sign

A sign which displays only the address and name or crest, insignia or trademark, occupation or profession of an occupant or the name of any building on the premises.

15.3.19 Illuminated Sign

A sign illuminated in any manner by an artificial light source, whether internally or externally lit.

15.3.19.1 Incidental Sign (for Vehicle Service Garage Bays) An on-site directional wall sign installed to identify the type of service provided in a particular vehicle service garage bay.

15.3.20 Inflatable Sign

Any display capable of being expanded by air or other gas and used on a temporary or permanent basis to advertise a product or event.

15.3.21 Institutional Bulletin Board Sign

A sign containing a surface upon which is displayed the name of a religious institution, school, library, community center or similar institutional or community service use, and the announcement of its services or activities.

15.3.21.1 Kiosk Sign

A three (3) or more sided freestanding structure located within a pedestrian circulation area in commercial districts and used for the posting of notices and locational information but not for commercial advertising. (Graphic)

15.3.21.2 LED

An LED display is a display which uses light-emitting diodes (L.E.D.). Additionally, LED is a lighting method used for illumination of individual channel letters or like signs.

15.3.22 Marquee Sign

A sign attached to a projecting structure over an entrance to a building (such as a theater or motel) or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather. (Graphic)

15.3.23 Monument Sign

A freestanding sign permanently installed on the property and used to identify a building, its tenants or businesses located on the same site. The base of a monument sign is as wide or wider than the main sign face. A monument sign is built on-grade in such a manner that the sign and the structure are an integral part of one another. (Graphic)

15.3.23.1 Neon Sign

Signs made of continuous luminous tubes containing neon or other inert gases that glow brightly when high voltage is applied. (Graphic)

15.3.24 Off-premises Sign

A sign which directs attention to a business, commodity, service or establishment conducted, sold or offered at a location other than the premises on which the sign is erected.

15.3.25 Pole Sign

A sign that is mounted on one or more poles or similar supports where the bottom of the sign is higher than thirty (30) inches above the ground. (Graphic)

15.3.26 Political Sign

A temporary sign announcing or supporting political candidates or issues in connection with any national, state or local election.

15.3.27 Portable Sign

Any sign not permanently affixed to a building, structure or the ground. This category includes, but is not limited to, banners, balloons, and similar devices used to attract attention. This category of signs will not apply to authorized temporary signs listed in Sec. 15.6 Temporary Signs, signs authorized in Sec. 9.6 Business Special Events and A-

frame/Sandwich Board signs in compliance with 15.7.2 E Development Standards for Permitted Sign Types.

15.3.28 Pre-Existing/Non-Conforming Sign

See Sec. 15.7.4 Pre-Existing/Non-Conforming Signs for definition and conditions.

15.3.29 Private Yard Sale Sign

A temporary sign advertising private sales of personal property (such as garage sales or rummage sales).

15.3.30 Projecting Sign

Any sign, other than a wall, awning or marquee sign, which is permanently affixed to a building and is supported only by the wall on which it is mounted. **(Graphic)**

15.3.31 Real Estate Sign

A sign pertaining to the sale or lease of the premises, or a portion of the premises, on which the sign is located. Real Estate signs are permitted only at locations of actual vacancy being advertised for sale or lease.

15.3.32 Roof Sign

A sign erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof (i.e., eave line) for any building with a pitched, gambrel, gable, hip or mansard roof. **(Graphic)**

15.3.32.1 Service Station Signs

Signs permitted by Sec. 15.9.5 Signs for Service Stations for buildings and premises in which the primary source of revenue is the retail dispensing of motor fuels. This information must be verified by the applicant prior to the issuance of sign permits.

15.3.33 Shopping Center Courtesy Signs

A sign or signs displaying a "welcome to" and "thank you" message along with the name of the shopping center and/or management company name.

15.3.34 Sign Area

The entire face of a sign, including the advertising surface and any framing, trim or molding, but not including the supporting structure. **(Graphic)**

15.3.35 Sign Face

The area or display surface used for the message, not including the support structure.

15.3.35.1 Special Event Signs

- A. **Governmental Events.** Town Special Event Signs are Town of Leesburg-installed signs or banners announcing a specific Town sponsored event.
- B. **Business Events.** Business Special Event Signs in accordance with Section 9.6 Business Special Events.

15.3.36 Temporary Sign

A sign or advertising display designed or intended to be displayed for a specified period of time, as provided in Sec. 15.4 Exemptions and Sec. 15.6 Temporary Signs.

15.3.37 Vehicle Sign

Any permanent or temporary sign exceeding two (2) square feet affixed to, painted on, or placed upon any parked vehicle, parked trailer, or other parked device capable of being driven or towed, which is conspicuously parked in order to advertise the business or entity to

the passing motorist or pedestrian; and the primary purpose of which is to provide additional signage on-site or to serve the function of an outdoor advertising sign. (Graphic)

15.3.37.1 Vehicle Division Sign

A wall sign announcing the name of an automotive manufacturer's division being sold at a Vehicle Sales dealership.

15.3.38 Wall Sign

A sign attached to a wall, or painted on or against a flat vertical surface of a building in such a manner that the wall becomes the supporting structure for, or forms the background structure of, the sign.

15.3.39 Window Sign

All signs, whether temporary or permanent, internally illuminated or non-illuminated, attached to or applied directly onto the surface of any window or within a distance of three (3) feet inside the window and which can be read from a street or parking lot. Inside the H-1 Old and Historic Overlay District, internally illuminated window signs are prohibited up to three (3) feet with exceptions found in Section 15.4.8 Open/Hours of Operation Sign or Flag and 15.7.2.F.4. H-1 Old and Historic Overlay District (Neon) (Graphic)

Sec. 15.4 Exemptions

Sign permits shall not be required for the following signs; however, all other applicable regulations of this Zoning Ordinance shall apply.

15.4.1 Identification Signs

A sign indicating the address and/or names of occupants of premises, not exceeding two square feet in area.

15.4.2 Change of Message

Changing the message content of an approved directory, institutional bulletin board or theater marquee sign.

15.4.3 Commemorative Plaques and Historical Markers

Commemorative plaques and historical markers erected by a recognized historical agency or governmental body, and in accordance with Code of Virginia Section 42-66.

15.4.4 Flags

One flag per business bearing the word "OPEN" or other words depicting the nature of the business and not exceeding fifteen (15) square feet in area. Should the flag contain any corporate logo or text, the flag will no longer be considered exempt.

15.4.5 Handicapped Parking Space Signs

Standardized signs designed to identify a Handicapped Parking Space.

15.4.6 Directional Signs

Directional signs for nonresidential uses not exceeding three (3) square feet in area or located closer than five (5) feet to any lot line. Directional signs may be internally lit or illuminated by white light only. This includes small signs displayed for the direction or convenience of the public, including signs that identify a restroom, entrance, exit, freight entrance or similar feature.

15.4.7 Security and Warning Signs

Signs posted on private property warning the public against trespassing, or similar messages, provided that any such sign does not exceed two (2) square feet in area.

15.4.8 Open/Hours of Operation Sign or Flag

Signs attached to or applied directly onto the window of a business not exceeding two (2) square feet in area.

A. Within H-1 Old and Historic Overlay District.

- **Sign.** Such sign may consist of two (2) square feet of neon illumination if continuously lit and reading "OPEN" but shall not consist of LED, or any other non-incandescent light sources if located in the H-1 Old and Historic Overlay District.
- **Flag.** One flag bearing the single word "Open" not exceeding fifteen (15) square feet in area may be displayed.

B. Outside the H-1 Old and Historic District.

- **Sign.** Such sign may consist of two (2) square feet of neon, LED or any other non-incandescent illumination if continuously lit and reading "OPEN".
- **Flag.** One flag bearing the single word "Open" not exceeding fifteen (15) square feet in area.

15.4.9 Private Drive Signs - Residential

One per drive entrance, not exceeding two (2) square feet in area, with the message content limited to the words "Private Drive" and the address of any residences utilizing the private roadway.

15.4.10 Public Signs

Public signs, including traffic, utility and other regulatory signs.

15.4.11 Seasonal Banners

Seasonal banners displayed on private property not advertising a product, services, or the name of any business or place of business. Includes seasonal banners at shopping centers. Seasonal Banners shall not be displayed for a period exceeding forty five (45) days.

15.4.12 Temporary Political Signs

Temporary political campaign signs on private property not to exceed thirty-two (32) square feet in area or six (6) feet in height. Such signs shall not be erected more than sixty (60) days prior to the election and shall be removed within five (5) days after the election. If, after reasonable notice, such signs are not removed, the town may remove them and the candidate, organization or person who caused the sign to be erected may be charged for the removal. Temporary political signs may not be placed upon utility poles or within the public right-of-way.

15.4.13 Yard Sale Signs

Temporary private yard sale signs not exceeding three (3) in number per yard sale totaling no more than twelve (12) square feet and not placed in a public right-of-way or erected more than two (2) days before the sale. All such signs are to be removed within twenty four (24) hours of the end of the sale. Yard sale signs may be placed on fences and trees on individually owned lots where the yard sale is being conducted. However, no such sign shall be placed on utility poles, fire hydrants or other public property.

15.4.14 Real Estate Signs (Leasing/Sale Information), Temporary

A. **On-Site.** Real estate signs located on the premises as a wall or window sign, which shall not exceed twelve (12) square feet in area for single-family residential uses, or thirty-two (32) square feet in area for non-residential uses. Freestanding real estate signs may not exceed four (4) square feet in area for single-family residential uses or twenty-four (24) square feet in area for non-residential uses. No real estate sign shall exceed a height of six (6) feet. One real estate sign shall be permitted per property, except for corner lots, which may have two (2) such signs. Real estate signs shall be removed within five (5) days of the settlement or full lease of the property.

B. **Temporary Open House Signs shall comply with the following:**

1. Signs may be displayed only forty eight (48) hours prior to an open house until twenty four (24) hours after an open house event.
2. Signs may not be located within the public right of way.
3. Signs may not exceed an area of six (6) square feet and may not be taller than four (4) feet in height.
4. Animated signs are prohibited.

15.4.15 Temporary Window Signs

Temporary window signs shall be limited to fifty percent (50%) of the total square footage of the window area, inclusive of all windows on the façade facing the public street or the front of the building where no street frontage exists, thirty-two (32) square feet, whichever is less. Any such sign shall not be illuminated and shall not remain in place for more than four (4) weeks.

15.4.16 Vehicle Safety Inspection Signs

Vehicle safety inspection signs not exceeding ten (10) square feet in area. Such signs may be either a wall sign or attached to an existing authorized ground sign structure (two (2) per business) not to exceed the height of the ground sign.

15.4.17 Government Signs

Government signs that are approved by the Town Council or installed for the public benefit by the Town of Leesburg.

15.4.18 Town Special Event Signs

Town-sponsored special event signs or banners.

15.4.19 Artwork

Artwork, including sculptures, murals, seasonal displays and decorations which do not advertise a product or service.

15.4.20 Service Station Pump Signs

Signage on service station island pumps not exceeding eight (8) square feet and exclusive of state mandated labeling signage.

15.4.21 Temporary Place of Worship Signs

1. Signs may be displayed only forty eight (48) hour prior to a service until twenty four (24) hours after a service.
2. Signs may not be located within the public right of way.
3. Signs may not exceed an area of six (6) square feet and may not be taller than four (4) feet in height.

4. Animated signs are prohibited.

15.4.22 Temporary Signs Announcing an Educational or Religious Event

Cumulative sign area shall not exceed twenty-four (24) square feet and no sign shall exceed six (6) feet in height. The sign will not be displayed more than fourteen (14) days prior to the event and will be removed within five (5) days after the event.

15.4.23 Vehicle Signs

Vehicle signs meeting the requirements of 15.7.2.L Vehicle Signs – Development Standards.

Sec. 15.5 Prohibited Signs

The following signs are expressly prohibited unless specifically stated otherwise.

15.5.1 Off-Premises Signs

Off-premises signs, including billboards except as provided in Sec. 15.6 Temporary Signs, Sec. 15.4.14 Temporary Open House Signs and Sec. 15.4.21 Temporary Place of Worship Signs.

15.5.2 Portable Signs

Any sign not permanently affixed to a building, structure or the ground. This category includes, but is not limited to, banners, inflatable signs and similar devices used to attract attention. This category of signs will not apply to authorized temporary signs listed in Sec. 15.6 Temporary Signs, signs authorized in Sec. 9.6 Business Special Events and A-frame/sandwich board signs meeting the standards of Sec. 15.7.2 E A-Frame/Sandwich Board Sign – Development Standards, 15.4.14 Temporary Open House Signs and Sec. 15.4.21 Temporary Place of Worship Signs.

15.5.3 Changeable Copy Signs

Changeable copy signs, excluding approved institutional bulletin boards, theater signs and fuel price signs as permitted by this Zoning Ordinance. See Sec. 15.8.2.D Signs for Institutional Uses, Sec. 15.9.6 Signs for Theaters, and Sec. 15.9.5 Signs for Service Stations.

15.5.4 Simulated Traffic Signs

Signs that may be confused with or obstruct the view of any authorized traffic sign or signal.

15.5.5 Animated Signs

A sign, any portion of which rotates, moves or in any way simulates motion, by any means, including fluttering, rotating or otherwise moving, or set in motion, by movement of the atmosphere, including but not limited to streamers, pennants, propellers, or discs. This prohibition shall not apply to the hands of a clock, a weathervane, flags meeting all applicable requirements of this article, balloons to a maximum circumference of fifty (50) inches and not displayed above a height of ten (10) feet and signs authorized in Sec. 9.6 Business Special Events.

15.5.6 Flashing Signs

A sign consisting of or illuminated by flashing or intermittent lights or other lights of changing degrees of intensity, brightness or color. Flashing signs do not always contain a written message such as those found with Electronic Message Board Signs, except for time and temperature signs.

15.5.7 Glaring Signs

Signs with light sources of such brightness as to constitute a hazardous glare, reflection or nuisance as determined by the Zoning Administrator.

15.5.8 Strings of Lights

Strings of lights outlining property lines or sales areas, or any portion of a structure, unless part of an approved sign or sign-structure. This prohibition shall not apply to strings of lights installed (a) in the H-1, Old and Historic Overlay District to illuminate the cornice line of buildings, accentuate landscaping and decorate alleyways; (b) in any district as holiday decorations, which may be illuminated only during the holiday season to which the display of such lights is customarily associated; and (c) in any district as general outdoor seating area decorations at food establishments. Exempt strings of lights illuminating the cornice line of buildings, alleyways or outdoor seating areas must be comprised of clear bulbs that are 0.4 watts, have a separation distance of 5.25 inches between bulbs and which provide continuous light.

15.5.9 Roof Signs

A sign erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof (i.e., eave line) for any building with a pitched, gambrel, gable, hip or mansard roof. However, roof signs located above the lowest portion of a roof (i.e. eave line) shall be permitted for compound roofs not exceeding twenty five (25) feet in height and affixed flat to the surface of the wall.

15.5.10 Signs Affixed to Trees, etc.

Signs affixed to public trees, public fences, public posts, light poles, street signs or any other publicly owned appurtenance.

15.5.11 Hazards

Signs that obstruct the visibility at intersections or block any window, door, fire escape, stairway, or any opening intended for light, air or access to any building.

15.5.12 Signs Erected in or Over a Public Right-of-Way

Signs erected in or over public right-of-way or on public land except as permitted in Chapter 30 of the Town Code.

15.5.13 Home Occupation Sign

A sign that advertises a home occupation.

15.5.14 Neon Signs

Neon, LED or other non-incandescent lighted signs located within the H-1 Old and Historic Overlay District unless otherwise permitted by this Ordinance.

Sec. 15.6 Temporary Signs

15.6.1 Signs Requiring Temporary Sign Permit

The following signs shall require the issuance of a Temporary Sign Permit by the Zoning Administrator prior to their erection. The permit shall cite the length of time any such sign may be displayed. If after the expiration of the Temporary Sign Permit, such signs are not removed, the town may remove them and charge the cost of removal to the enterprise or proprietor responsible.

- A. Promotional Event Sign.** The sign shall be attached at each corner to an existing principal structure which includes porches and porch railings and shall not exceed twenty-four (24) square feet in area or six (6) feet in height. Display of

the sign is limited to fourteen (14) continuous days, five (5) times a year with a separate permit required for each display period. The sign shall be removed within twenty-four (24) hours of the expiration date of the permit.

- B. Temporary Business Identification.** A wall mounted temporary sign not to exceed twenty-four (24) square feet to identify a new business for a period of forty five (45) days prior to approval of permanent signage. A one-time renewal of thirty (30) days is permitted upon approval of the Zoning Administrator or designee.

Sec. 15.7 Regulations Applicable to All Signs

15.7.1 General Sign Standards

- A. Determination of Sign Height.** The height of a sign shall be determined as the difference in height measured from grade to the uppermost extremity of the sign.
- B. Number of Sign Faces.** No sign shall have more than two (2) sign faces unless permitted as a kiosk sign.
- C. Determination of Monument Sign Area.** The surface area of the largest face of the structure will determine the total square footage of the monument sign. This calculation will exclude the first eighteen (18") inches of the base, provided it does not include any sign copy. In addition, a planter structure which does not exceed one foot (1) in height or include sign copy will also be excluded from the area calculation.
- D. Area of Signs with Two Sign Faces.** The area of a sign with two (2) sign faces shall be computed according to the following:
1. Sign faces separated by an interior angle of forty five (45) degrees or greater, both sign faces shall be included;
 2. Sign faces separated by an interior angle of less than forty five (45) degrees, one sign face shall be included, provided, however, the area of the largest sign face shall be used when two faces are unequal in area.
- E. Area of a Kiosk Sign.** The area of a kiosk sign shall be computed inclusive of all sides or faces of the kiosk.

15.7.2 Development Standards for Permitted Sign Types

All new signs and all existing signs which are replaced, reconstructed, extended or changed structurally shall comply with the following development standards unless the building size, location or orientation may result in a circumstance which is not adequately addressed in this article, and may necessitate a modification to the standards provided herein. Any such modification must demonstrate to the satisfaction of the Zoning Administrator that compliance with the stated purpose and intent of these sign regulations will not be compromised.

A. Monument Sign - Development Standards

1. Road Frontage Requirements. Monument signs shall be permitted only on lots with one hundred (100) feet or more of road frontage.
2. Minimum Separation Distance. No monument sign shall be permitted to be erected within one hundred (100) feet of an existing monument sign.
3. Maximum Height. Ten (10) feet.

4. Maximum Size. One (1) square foot per five (5) linear feet of street frontage, up to a maximum size of forty (40) square feet.

B. Projecting Sign - Development Standards

1. Frontage Requirements. Eighteen (18) feet of ground level frontage.
2. Angle of Projection. Ninety degrees (90°).
3. Limit on Projection. Three and one-half feet (3'6") or one-half of the width of the sidewalk, whichever is less.
4. Projection Over right-of-way. Permit required as provided in Chapter 30 of the Town Code.
5. Minimum Clearance. Seven and one-half feet (7'6").
6. Maximum Height. Fourteen feet (14').
7. Maximum Size. One (1) square foot per linear foot of building frontage on which the sign is to be attached, up to twelve (12) square feet.
8. Use Limitation. Maximum one (1) per building, provided not within eighteen (18) ft. of another projecting sign. Buildings located on a corner shall be permitted one (1) per street frontage.

C. Wall/Marquee Sign - Development Standards

1. Placement, Generally. No wall sign shall cover, cross or otherwise hide columns, belt courses or other decorative architectural features of the building, including balconies.
2. Maximum Height of Wall Signs. Twenty-five feet (25').
3. Maximum Size. One (1) square foot per linear foot of building frontage on which the sign or signs are to be attached, up to a maximum aggregate of one hundred (100) square feet.
4. Limit on Projection. Twelve inches (12").

D. Awning and Canopy Signs - Development Standards

1. Location. Parallel to and not projecting above or below the face of the awning or canopy.
2. Limit on Projection. To within one foot of the vertical placement of curbs, but shall in no way interfere or obstruct either pedestrian or vehicular traffic. Any sign which projects over the public right-of-way shall comply with Chapter 30 of the Town Code.
3. Maximum Size. One square foot per linear foot of the awning or canopy, up to a maximum ten (10) square feet.

E. A-frame/Sandwich Board Sign – Development Standards

Inside the H-1 Old and Historic Overlay District

A-frame/Sandwich Board Signs located inside the H-1 Old and Historic Overlay District and located within the public right of way are subject to the requirements found in Chapter 30 of the Town Code. A-frame/Sandwich Board Signs located inside the H-1 Overlay District but unable to meet the requirements of Chapter 30 of the Town Code are subject to the following regulations:

1.

- (a) **Location.** Outside of the public right of way and not located within required parking spaces, landscaping or travel aisles unless further restricted by the Zoning Administrator to eliminate a traffic safety hazard.
- (b) **Maximum Size.** The sign shall not exceed twenty-four (24) inches in width and thirty-four (34) inches in height.
- (c) **Duration/Grandfathering Limitation.** Any permit for an A-frame sign shall clearly state that the permit shall be valid for a period of one year from the date of adoption of this ordinance (January 26, 2010) and will automatically renew unless the Town Council has repealed the applicable sections of the Zoning Ordinance to eliminate A-frame signs as a permitted sign type prior to January 26, 2011. In such case, no permit issued shall be valid or grandfathered beyond the January 26, 2011 automatic termination date.
- (d) Each sign shall count towards the total number of signs per business allowed and requires a permit to be issued by the Zoning Administrator.
- (e) Each sign shall be subject to review under the H-1 Old and Historic District Design Guidelines.

2. Outside the H-1 Old and Historic Overlay District

- (a) **Location.** The sign shall be no more than five (5) feet from the front door of the business to which the sign pertains. No such sign may be located within ten (10) feet of the property line and driveway entrance. On a corner lot the sign shall not be located within twenty (20) feet of the intersecting streets. A four (4) foot unobstructed space must be maintained on the sidewalk in front of the business to meet A.D.A. requirements.
- (b) **Maximum Size.** The sign shall not exceed twenty-four (24) inches in width and thirty-four (34) inches in height.
- (c) **Duration/Grandfathering Limitation.** Any permit for an A-frame sign shall clearly state that the permit shall be valid for a period of one year from the date of adoption of this ordinance (January 26, 2010) and will automatically renew unless the Town Council has repealed the applicable sections of the Zoning Ordinance to eliminate A-frame signs as a permitted sign type prior to January 26, 2011. In such case, no permit issued shall be valid or grandfathered beyond the January 26, 2011 automatic termination date.
- (d) Each sign shall count towards the total number of signs per business allowed and requires a permit to be issued by the Zoning Administrator.

F. Neon, LED Display or other non-incandescent light Signs -Development Standards

1. Number. One (1) window sign .
2. Maximum Size. The square footage of any single sign shall not exceed four (4) square feet.
3. Exemption. Open/Hours of Operation Signs attached to or applied directly onto the window of a business not exceeding two (2) square feet in area.
4. H-1 Old and Historic Overlay District – the Board of Architectural Review(B.A.R.) may review and approve neon signage for buildings where the use of historically documented neon was previously used and shall be based upon Design Guidelines as established by the B.A.R.
5. Limit on Use. Neon, LED Display or other non-incandescent light signs must remain of constant light and not scroll, flash or be animated in any other way.

G. Electronic Message Board Signs – Development Standards

1. Number. One (1) permitted for Institutional Uses only.
2. Maximum Size. The square footage of any single electronic message board component of a sign shall not exceed twenty four (24) square feet.
3. Electronic Message Board signs located within the H-1 Old and Historic Overlay District are prohibited.
4. Limit on Use. Electronic Message Board signs for institutional uses shall be permitted to change message content twice per hour.

H. Ground Signs-Development Standards

1. Maximum Height. Seven (7) feet.
2. Maximum Size. One (1) square foot per five (5) linear feet of street frontage, up to a maximum size of forty (40) square feet. There shall be no more than thirty (30) inches clearance from the bottom of the sign to the ground below.
3. A business is not permitted both a Freestanding Projecting sign and a Ground sign at the same location.

I. Freestanding Projecting Signs-Development Standards

1. Maximum Height. Seven (7) feet including any decorative caps or finials
2. Maximum Size. Eight (8) square feet.
3. A business is not permitted both a Freestanding Projecting sign and a Ground sign at the same location.

J. Kiosk Signs – Development Standards

1. Maximum Height. Ten (10) feet.
2. Maximum Size. Forty (40) square feet inclusive of all sign faces of the kiosk.
3. Illumination. Kiosk signs may only be externally illuminated.
4. Minimum Separation. Kiosk signs must contain a three hundred (300) foot separation from other kiosk signs.
5. Location. Kiosk signs may only be utilized in developments with twenty (20) or more businesses are located in the development.

K. Window Signs – Development Standards

1. Permanent Window Signs; Additional Restrictions. Permanent window signs shall be limited to twenty-five percent (25%) of the total square footage of window area, inclusive of all windows on the façade facing the public street or the front of the building where no street frontage exists, or sixteen (16) square feet, whichever is less. Window signs located above the ground floor shall not be illuminated.
2. See also Sec. 15.4.15 Temporary Window Signs Exemptions

L. Vehicle Signs – Development Standards

1. Vehicle in Operating Condition and Daily Use. Vehicles in operating condition currently registered and licensed to operate on public streets with a valid inspection sticker and are actively used in the daily conduct of the business or entity to which the signs relate.
2. Proximity Limitation. Vehicle signs must be parked no closer than forty (40) feet from a public right of way line or in a location that is more than fifteen (15) feet from the curb line of the paved parking lot perimeter in a designated and approved striped parking space, whichever is farther.

M. Institutional Use Signs – Development Standards

1. Institutional Bulletin Boards. One monument style sign per use, not to exceed forty (40) square feet in area and six (6) feet in height. Any changeable copy area or electronic message board sign display cannot exceed twenty-four (24) square feet of the total sign area. Institutional bulletin boards may be illuminated by white light only. Electronic Message Board displays shall be permitted to change message content twice per hour.
2. Institutional Use Wall Signs. In addition each institutional use may be permitted one (1) wall sign identifying the name and address of the premises not to exceed forty (40) square feet in area. These signs may not be illuminated when abutting a residential use.
3. Separation Distance. Institutional bulletin boards shall not be located closer than one hundred (100) feet from any other institutional bulletin board.

N. Seasonal Produce Stand Signs. The total area of all such signs shall not exceed twenty-four (24) square feet, nor shall any sign exceed six (6) feet in height.

O. Development Sign. A sign installed at the time of zoning permit issuance not to exceed one per street frontage announcing the owner, occupant, developer, architect, contractor and other persons or firms involved in the construction on the premises, provided:

1. The total area of such signs shall not exceed sixteen (16) square feet in residential zoning districts or thirty-two (32) square feet in other districts.
2. Such sign shall be removed prior to the issuance of a temporary or permanent certificate of occupancy.
3. Such signs shall not exceed six (6) feet in height.

P. Residential Subdivision and Model Home Identification Signs. One sign may be erected for not more than two (2) years at each principal entrance to the development. Such signs shall not exceed six (6) feet in height or twenty-four

(24) square feet in area. Individual model homes may maintain a sign not exceeding six (6) square feet in area.

Q. Roof Signs

1. Roof signs located above the lowest portion of a roof (i.e. eave line) shall be permitted for compound roofs not exceeding twenty five (25) feet in height and affixed flat to the surface of the wall or roof.
2. **Maximum Size.** One (1) square foot per linear foot of building frontage on which the sign or signs are to be attached, up to a maximum aggregate of forty (40) square feet.

R. Vehicle Division Signs For Vehicle Sales dealerships only. Each Vehicle Sales dealership may display one wall sign not exceeding thirty (30) square feet in area for each division of cars being sold at the facility.

S. Incidental Signs (for Vehicle Service Garage Bays). A maximum of one (1) wall sign for each vehicle service garage bay not exceeding six (6) square feet maximum announcing the type of service performed in each garage bay, e.g., "Service", "Tires", "Oil Change", "Alignment", "Inspections", etc. Incidental Signs shall be installed in direct association with the garage bay and shall not contain any commercial message including, but not limited to the business name or logo, product names or logos, etc.

15.7.3 Construction and Maintenance Standards

- A. Building Code Compliance.** All signs shall be constructed in compliance with the Virginia Uniform Statewide Building Code.
- B. Condition of Signs.** All signs and components shall be maintained in good repair and in a safe, clean and attractive condition.
- C. Repair or Removal of Nuisance Signs.** Any sign which is declared to be an immediate or imminent hazard to life or property may be caused to be immediately removed or repaired. All costs associated with the removal or repair shall be charged to the owner of the premises.
- D. Removal of Obsolete Signs.** Any sign which is obsolete, because of discontinuance of the advertised activity or any other reason which would cause the sign to be obsolete, shall be removed within thirty (30) days.

15.7.4 Pre-Existing/Non-Conforming Signs

- A.** Any sign which was lawfully established in accordance with all applicable regulations in effect at the time of its establishment which does not conform to the provisions herein, and any sign which is accessory to a lawful nonconforming principal use, shall be deemed a lawful pre-existing sign, and may remain, subject to the following conditions:
 1. Pre-existing/Non-Conforming signs must be kept in good repair and condition. However, any sign which is declared to be unsafe or unlawful by any authorized Town official as a result of physical condition may not be restored, repaired or rebuilt, but must be removed.

2. Pre-existing/Non-Conforming signs may not be displayed on any other portion of the property or building other than its original location, and may not be displayed on another property.
3. Pre-existing/Non-Conforming signs may not be enlarged, extended, reconstructed or structurally altered.
4. A pre-existing/non-conforming sign which is destroyed or damaged to an extent of fifty percent (50%) or more of its appraised value may not be altered, replaced or reinstalled unless it is in conformance with this article. If the damage or destruction is less than fifty percent (50%) of the appraised value, the sign may be restored within six (6) months of the damage, but shall not be enlarged or structurally altered in any manner.
5. A pre-existing/non-conforming sign must be removed if the structure, building or use to which it is accessory is destroyed, or demolished to an extent of fifty percent (50%) or more of the appraised value of the principal structure, building or use.
6. The sign copy of pre-existing/non-conforming signs may be changed to accommodate similar businesses occupying the same location. However, whenever a substantial change of use or structural alteration occurs upon a lot containing a pre-existing sign, such sign shall not be permitted unless modified to be in full compliance with this Zoning Ordinance.

Sec. 15.8 Signs in Residential Zoning Districts

15.8.1 General Regulations

- A. **Minimum Setback.** Five (5) feet from all public rights-of-way, service drives or entrances unless further restricted by the Zoning Administrator to eliminate a traffic safety hazard.
- B. **Illumination of Signs in Residential Districts.** The following signs may be illuminated by white light only: institutional bulletin boards and residential development identification signs.

15.8.2 Signs for Permitted Principal Uses

- A. **Single-Family and Duplex Dwellings.** None except for those signs exempt from permit requirements and temporary signs authorized in Sec. 15.4 Exemptions and Sec. 15.6 Temporary Signs, respectively.
- B. **Residential Developments.** Permanent subdivision or development identification signs indicating only the name and/or address of the premises. The identification signs shall be designed as monument signs or as part of an entrance feature (wall), with the maximum sign area as follows:
 1. Developments of 20 Units or Less. One monument sign, not to exceed twenty (20) square feet in area or six (6) feet in height.
 2. Developments of 21 Units or More. One monument sign at each major entrance, not to exceed thirty (30) square feet in area or six (6) feet in height. An alternative to construction of a monument sign is providing an architectural entrance feature on both sides of the main entrances not to exceed six (6) feet in height with up to twenty (20) square feet of sign area for each feature.

3. General Farming Activities. Two (2) ground-mounted farm signs per property up to eight (8) feet in height, with a combined area not to exceed twenty (20) square feet.

C. Signs for Residential Accessory Uses

1. Accessory Management or Rental Offices. One wall or projecting sign up to six (6) square feet in area.
2. Residential Community Bulletin Boards. Two (2) bulletin boards per subdivision; must be constructed as monument signs not exceeding forty (40) square feet in area each. The changeable copy area may not exceed twenty-four (24) square feet of the total sign area. The Community bulletin boards shall not exceed six (6) feet in height.
3. Other Accessory Uses. One (1) wall or projecting sign up to six (6) square feet in area.

D. Signs for Institutional Uses

1. Institutional Bulletin Boards. One monument style sign per use, not to exceed forty (40) square feet in area and, if a ground-mounted sign, six (6) feet in height. Any changeable copy area or electronic message board sign display cannot exceed twenty four (24) square feet of the total sign area. Institutional bulletin boards may be illuminated by white light only. Electronic Message Board displays shall be permitted to change message content twice (2) per hour.
2. Institutional Use Wall Signs. In addition each institutional use may be permitted one (1) wall sign identifying the name and address of the premises not to exceed forty (40) square feet in area. These signs may not be illuminated when abutting a residential use.
3. Separation Distance. Institutional bulletin boards shall not be located closer than one hundred (100) feet from any other institutional bulletin board.

Sec. 15.9 Signs in Nonresidential Zoning Districts

15.9.1 Signs in Business/Employment Districts; General Regulations

- A. **Development and Construction Standards**. All signs requiring a permit shall comply with the requirements of Sec. 15.7.3 Construction and Maintenance Standards and Sec. 15.7.2. Development Standards for Permitted Sign Types.
- B. **Minimum Setback of Freestanding Signs**. Five (5) feet from any public rights-of-way, service drive or entrance unless further restricted by the Zoning Administrator to eliminate a traffic safety hazard.

15.9.2 Signs for Individual Businesses

A single business located on one (1) lot may erect signs as follows:

- A. **Maximum Number of Signs Per Business**. Two (2).
- B. **Types of Signs Permitted**. Wall, window, monument, projecting, awning, canopy, marquee, A-frame/sandwich board, neon (with restrictions), freestanding projecting, ground signs and Incidental Signs (for Vehicle Service Garage Bays).
- C. **Maximum Size of Signs**.

1. Wall or Marquee Sign. One (1) square foot per linear foot of building frontage on which the sign or signs are to be attached, up to a maximum aggregate of one hundred (100) square feet.
2. Monument Sign. One (1) square foot per five linear feet of lot frontage on which the sign is to be located, up to a maximum size of forty (40) square feet and a maximum height of ten (10) feet.
3. Awning or Canopy Sign. One (1) square foot per linear foot of the awning or canopy, up to twenty (20) square feet.
4. Projecting Sign. One (1) square foot per linear foot of building frontage on which the sign is to be attached, up to twelve (12) square feet.
5. A-frame/Sandwich board Sign. Twenty-four (24) inches in width and thirty-four (34) inches in height.
6. Neon Signs. The square footage of any single neon sign shall not exceed (4) square feet.
7. Electronic Message Board. Displays for institutional uses may be a maximum of twenty-four (24) square feet and may only change message content twice per hour.
8. Freestanding Projecting Sign. Eight (8) square feet.
9. Incidental Signs (for Vehicle Service Garage Bays): Six (6) square feet maximum for each vehicle service garage bay.
10. Ground Sign. One (1) square foot per five (5) linear feet of street frontage, up to a maximum size of forty (40) square feet. There shall be no more than 30 inches clearance from the bottom of the sign to the ground below.
11. Window Sign. Permanent window signs shall be limited to twenty-five percent (25%) of the total square footage of window area, inclusive of all windows on the façade facing the public street or the front of the building where no street frontage exists, or sixteen (16) square feet, whichever is less. Window signs located above the ground floor shall not be illuminated.

15.9.3 Signs for Multiple Businesses

Multiple businesses located on a single lot may erect signs as follows:

- A. Maximum Number of Signs Per Business.** Two (2).
- B. Types of Signs Permitted.** Wall, window, monument, projecting, awning, canopy, marquee or A-frame/sandwich board, and kiosk. See Sec. 15.7.2 Development Standards for Permitted Sign Types for individual sign type requirements.
- C. Maximum Size of Signs.** Same as for individual businesses.
- D. Directory Sign.** One (1) wall mounted sign per building placed near the principal entrance, up to fifteen (15) square feet in area. Identification of a business on the directory sign will not be included with the number of signs permitted in subsection B above.
- E. Wall Signs.** One (1) per establishment having an individual outside entrance; harmonious with other wall signs as to color and lettering. The size shall be limited to one (1) square foot per linear foot of building frontage for the establishment, up to a maximum of one hundred (100) square feet.

15.9.4 Signs for Commercial, Office and Industrial Centers

Commercial, office or industrial centers or parks at least two (2) acres in size and including five or more establishments planned as an integrated development shall be authorized to erect additional signs based on the following:

- A. Signs for Individual Establishments Within Center.** Same as for individual or multiple businesses, as applicable, provided that no monument signs shall be permitted for individual businesses located on the same lot in a shopping center. One monument sign may be erected for each detached principal building within an office or industrial center. No such sign shall exceed twenty (20) square feet in area or eight (8) feet in height.
- B. Shopping Center Identification Sign and Courtesy Signs.** One monument sign with an area of one (1) square foot per five (5) linear feet of lot frontage on which the sign is to be erected, up to a maximum of forty (40) square feet and a maximum height of ten (10) feet. Only the name and address of the center and the names of establishments shall be displayed. In addition shopping center courtesy signs are permitted, one (1) sign at each entrance/exit only, located at least five (5) feet from the public right-of-way. Each sign is restricted to no more than three (3) square feet in area and three (3) feet in height. No advertisements or phone numbers are permitted on courtesy signs.
- C. Office or Industrial Signs.** One (1) monument sign at each major entrance of an office or industrial center identifying the name of the center only. No such sign shall exceed forty (40) square feet in area or ten (10) feet in height.
- D. Kiosk Signs.**
 - 1. Per Section 15.7.2. J. Kiosk Signs – Development Standards.

15.9.5 Signs for Service Stations

Automobile service stations may erect signs as follows:

- A. Maximum Number of Signs.** Three (3) not including state required emissions and inspections signs.
- B. Types of Signs Permitted.** Wall, Window, Monument, awning, canopy, marquee, A-frame/Sandwich Board, neon (with restrictions), freestanding projecting ground signs and Incidental Signs (for Vehicle Service Garage Bays).
- C. Maximum Size of Signs**
 - 1. Wall and A-frame/Sandwich Board. Same as individual businesses listed in Sec. 15.9.2 Signs for Individual Businesses. Wall signs may not exceed six (6) square feet in area for each sign identifying the special functions of various service bays in the building façade.
 - 2. Signs. Same as for individual businesses, but may include within the allowable square footage a provision for changeable fuel price sign totaling up to twenty-four (24) square feet in area when integrated into a permitted monument sign. The location of the monument sign must be demonstrated as not interfering with sight distances.
 - 3. Canopy or Awning. One (1) square foot per linear foot of the canopy or awning, with signage comprised of a single reference to the name of the

service station and/or identification logo, up to a maximum fifty (50) square feet per sign.

4. **Gas Pump Signs.** Signs on pump islands relating to self-service or full-service locations, prices, promotions, displays, fuel availability, provided no such sign shall be located on or above any canopy that extends over the pump islands. Signage for each gas pump shall not exceed eight (8) square feet.
5. **Inspection Sign.** One (1) state inspection sign and one emission inspection sign on each frontage, provided no single sign exceeds six (10) square feet in area.
6. **Incidental Sign (for Vehicle Service Garage Bay):** Six (6) square feet maximum for each vehicle service garage bay.

15.9.6 Signs for Vehicle Sales Dealerships

Vehicle sales dealerships may erect signs as follows:

- A. **Maximum Number of Signs:** Two (2) not including individual vehicle division signs or incidental signs for service garage bays.
- B. **Types of Signs Permitted:** Wall, Window, Monument, Awning or Canopy, Vehicle Division, and Incidental Signs (for Vehicle Service Garage Bays)
- C. **Maximum Size of Signs:**
 1. **Wall Sign:** One (1) square foot per linear foot of building frontage on which the sign is attached up to a maximum of one hundred (100) square feet for any one sign. The aggregate total for all wall signs, including Vehicle Division Signs, shall not exceed one (1) square foot for every one (1) linear foot of building frontage upon which the signs are attached.
 2. **Window Sign:** Permanent window signs shall be limited to twenty-five percent (25%) of the total square footage of window area, inclusive of all windows on the façade facing the public street or the front of the building where no street frontage exists, or sixteen (16) square feet, whichever is less. Window signs located above the ground floor shall not be illuminated.
 3. **Monument Sign:** One (1) square foot per five linear feet of lot frontage on which the sign is to be located, up to a maximum size of forty (40) square feet and a maximum height of ten (10) feet.
 4. **Awning or Canopy Sign:** One (1) square foot per linear foot of the awning or canopy, up to twenty (20) square feet.
 5. **Vehicle Division Sign:** Thirty (30) square feet maximum for each corporate vehicle division sold at the Vehicle Sales dealership.
 6. **Incidental Sign (for Vehicle Service Garage Bay):** Six (6) square feet maximum for each vehicle service garage bay.

15.9.7 Signs for Theaters

Theaters are authorized to erect one of the permitted wall or marquee signs with a changeable copy board displaying the name(s) and time(s) of the current motion picture or theatrical production. Theatres may install two (2) changeable copy movie poster signs per one (1) screen at the facility. Movie posters shall not exceed eight (8) square feet in size.

Additionally, movie posters shall be located no higher on the wall than eight (8) feet off the ground to the top of the poster.

15.9.8 Unusual Site Constraints

When unusual building site conditions prohibit the ability to obtain effective signage, the Zoning Administrator may issue sign permits which comply with the intent of this article upon authorization by the Town Council.

Sec. 15.10 Signs in Floodplains

Signs may be erected in a floodplain only after the issuance of a sign permit by the Zoning Administrator. The Zoning Administrator is authorized to require modification of the area, height or location of a sign upon a determination that such change is necessary to promote the purpose and intent of the Flood Protection regulations of Article 13.

Sec. 15.11 Signs in the H-1 Overlay District

15.11.1 Certificate of Appropriateness Required

New signs or changes in text, color or composition to an existing permanent sign within the H-1 Old and Historic Overlay District require the approval of a Certificate of Appropriateness by either the Preservation Planner in accordance with Sec. 7.5.6 Administrative Approval of Certificate of Appropriateness or the Board of Architectural Review in accordance with Sec. 7.5.5 Certificate of Appropriateness and the issuance of a sign permit by the Zoning Administrator.

15.11.2 Exemptions

See Sec. 15.4 Exemptions for items that do not require review by either the Board of Architectural Review or the Preservation Planner.

15.11.3 Sign Modifications

When one (1) or more proposed signs in the H-1 Old and Historic Overlay District does not conform with the requirements of Article 15, the application will include justification that the requested modification serves the purpose and intent as established in Sec. 15.1.1 Purpose and Intent. Any such modifications may be based upon documented historical evidence from Leesburg provided by the applicant. In accordance with Section 7.5.5 Certificate of Appropriateness the Board of Architectural Review may authorize a sign modification that does not strictly adhere to the area, number, height and location criteria within the H-1 Overlay District if it is determined that the proposed sign is more consistent with the architectural and historic character of the building to which it relates and the historic character of the H-1 Old and Historic Overlay District Sign Guidelines overall.

15.11.4 Additional Review Criteria

Any sign erected within the H-1 Overlay District shall also satisfy all applicable criteria established in Sec. 7.5, H-1 Old and Historic Overlay District, as well as the Old and Historic District Sign Guidelines.

15.11.5 Administrative Review Authority

The Preservation Planner shall have authority to issue a Certificate of Appropriateness for applications that request approval for signs that conform to the criteria as established in the Old and Historic District Sign Guidelines in the section titled "Administrative Approval Criteria for Signs in the Old and Historic District." In the event the Preservation Planner determines that the sign does not conform to said guidelines the application shall be forwarded to the Board of Architectural Review for consideration, at the applicant's request, at the next

regularly scheduled BAR meeting for which all public hearing notice requirements can be met. An appeal of any BAR decision shall be in accordance with the provisions of Sec. 3.10.14 Appeals.

Sec. 15.12 Signs in the H-2 Overlay District

15.12.1 Certificate of Appropriateness Required

New signs or changes in text, color or composition to an existing permanent sign within the H-2 Overlay District require the approval of a Certificate of Appropriateness by either the Preservation Planner in accordance with Sec. 3.11.14 Administrative Approval of Certificates or the Board of Architectural Review in accordance with Sec. 7.6.4 Certificates of Approval, and the issuance of a sign permit by the Zoning Administrator.

15.12.2 Exemptions

See Sec. 15.4 Exemptions for items that do not require review by either the Board of Architectural Review or the Preservation Planner.

15.12.3 Additional Review Criteria

Any sign erected within the H-2 Overlay District shall also satisfy all applicable criteria established in Sec. 7.6.7 Design Guidelines as well as the H-2 Corridor Sign Guidelines.

15.12.4 Administrative Review Authority

The Preservation Planner shall have authority to issue a Certificate of Appropriateness for applications that request approval for signs that conform to the criteria as established in the H-2 Corridor Sign Guidelines and the H-2 Corridor Overlay District Design Guidelines. All signs in the H-2 Overlay District shall be subject to administrative review and action by the Preservation Planner in accordance with Section 3.11.14 Administrative Approval of Certificates. In the event the Preservation Planner determines that the sign does not conform to said guidelines the application shall be forwarded to the Board of Architectural Review for consideration, at the applicant's request, at the next regularly scheduled BAR meeting for which all public hearing notice requirements can be met. An appeal of any BAR decision shall be in accordance with the provisions of Sec. 3.10.14 Appeals.

Sec. 15.13 Comprehensive Sign Plans

15.13.1 Signs, Generally

In order to encourage unified signage compatible with the architectural character of any existing or proposed multiple tenant development, the property owner of any such development may submit a comprehensive sign plan which indicates the following:

- A. **Type**. All comprehensive sign plans shall indicate what types of signs permitted for commercial use in accordance with Article 15 are proposed for the subject development.
- B. **Number**. All comprehensive sign plans shall detail, as applicable, the number of freestanding, monument, wall, and window signs permitted for all leasable tenant spaces.
- C. **Size**. All comprehensive sign plans shall provide information on the dimensions and maximum size of all proposed signs.

- D. **Location.** All comprehensive sign plans shall illustrate on accurately dimensioned elevations the locations of all proposed signs.
- E. **Color.** All comprehensive sign plans shall provide details, including color chips, for all colors that are pre-determined in the comprehensive sign plan.
- F. **Materials.** All comprehensive sign plans shall include samples of the materials proposed for all signs in the comprehensive sign plan.
- G. **Illumination.** All comprehensive sign plans shall include information on the type of illumination for all signs in the comprehensive sign plan.

15.13.2 Modifications

When any proposed comprehensive sign plan includes one (1) or more signs that do not conform with the requirements of Article 15, the sign plan shall include justification that the requested modification serves the purpose and intent established in Sec. 15.1.1 Purpose and Intent.

15.13.3 Review Authority

All comprehensive sign plans shall be reviewed by an administrative panel composed of the Zoning Administrator, Deputy Zoning Administrator, and Preservation Planner as designated by the Director of Planning & Zoning.

- A. **Within the H-1 Overlay District.** All comprehensive sign plans subject to administrative review within the H-1 Overlay District shall, upon evaluation, be forwarded to the Board of Architectural Review with a recommendation from the panel. BAR review of the comprehensive sign plan shall be completed in accordance with the provisions of Section 3.10 Certificate of Appropriateness: H-1 of this Zoning Ordinance. An appeal of any BAR decision shall be in accordance with Sec. 3.10.14 Appeals.
- B. **Within the H-2 Overlay District.** All comprehensive sign plans subject to administrative review within the H-2 Overlay District shall, upon evaluation, be approved or approved with conditions by the administrative panel. In the event that the administrative panel determines that the comprehensive sign plan does not meet the standards for appropriateness, the application shall, at the applicant's request, be forwarded to the Board of Architectural Review for consideration at the next regularly scheduled BAR meeting for which all public hearing notice requirements can be met. An appeal of any BAR decision shall be in accordance with the provisions of Sec. 3.11.15 Appeals.
- C. **Outside the H-1 and H-2 Overlay Districts.** All comprehensive sign plans subject to administrative review outside of the (H) Overlay Districts shall, upon evaluation, be approved, approved with conditions, or denied by the administrative panel. An appeal of any administrative decision shall be forwarded to the Town Council for consideration and action.

15.13.4 Required Contents of Applications

All applications for comprehensive sign plans shall include the following:

- A. **Comprehensive Sign Plan Application Form (4 copies)**
- B. **Review Fee**

- C. **Narrative (4 copies).** The narrative shall include the purpose and intent of the proposed comprehensive sign plan, a general overview of the signs requested, and justification for any modifications requested in accordance with Section 15.13.2 Modifications above.
- D. **Site plan (4 copies).** The site plan shall show the footprints of all buildings subject to the comprehensive sign plan, the location of all parking spaces, all existing or proposed landscaping, all paved areas, including vehicular and pedestrian travel ways, the location of any monument sign(s) proposed in the comprehensive sign plan.
- E. **Elevations (4 copies).** The elevations shall detail the façade(s) and any other elevations subject to the installation of signs in accordance with the comprehensive sign plan. The elevations will illustrate the typical sign to be installed as well as all signs subject to any requested modifications.
- F. **Sign Details (4 copies).** The sign details shall include all the information outlined in Section 15.13.1 Signs, Generally, above.
- G. **Material Samples (1 copy).** The material samples shall include those for any monument, wall, and window signs as well as color chips.

15.13.5 Standard for Review

In evaluating the appropriateness of any comprehensive sign plan application, the administrative panel shall use the applicable set of sign guidelines for the H-1 or H-2 Overlay District as well as the following standards:

- A. **Consistency/Variety.** The degree of consistency or variety among the signs proposed for installation in a comprehensive sign plan should be related to the degree of consistency or variety among or within the building(s) to which the signs relate.
- B. **Compatibility with the buildings.** The design (including, but not limited to, size, materials, colors, and illumination) of the proposed signs in a comprehensive sign plan should be compatible with the design features of the building(s) to which the signs relate.
- C. **Compatibility with other signs.** All signs for a multi-tenant building or development should be compatible but not necessarily identical to one another.
- D. **Location.** The signs should be located in areas that are generally appropriate for installation of signs, including sign bands over storefronts, or hanging from a porch or walkway canopy.
- E. **Number.** The number of signs requested for any tenant in a multi-tenant building or development should be reasonably related to the area available for such signs as well as the degree of visibility of the tenant from within the development as well as from the public right-of-way.

15.13.6 Amendments to Existing Comprehensive Sign Plans

Any comprehensive sign plan approved prior to the adoption of this Ordinance is considered grandfathered. Changes to any existing, approved comprehensive sign plans shall be made in accordance with the provisions of Sec. 15.13 Comprehensive Sign Plans.

15.13.7 Sign Permit Procedures

All signs to be installed in multi-tenant developments for which there is an approved comprehensive sign plan require, prior to installation, issuance of a sign permit from the Zoning Administrator in accordance with Sec. 15.14 Sign Permit Procedures and as detailed below.

- A. **Conforming Signs.** Any proposed permanent sign that conforms to the standards set forth in the approved comprehensive sign plan for the subject multi-tenant development may receive sign permits without any further review procedures.
- B. **Non-Conforming Signs.** Any proposed permanent sign that does not conform to the standards set forth in the approved comprehensive sign plan shall, prior to issuance of the sign permit, be reviewed and approved in accordance with the procedures set forth in Sec. 15.13.3 Review Authority above.

Sec. 15.14 Sign Permit Procedures

15.14.1 Applicability

A Sign Permit shall be required for all signs erected after February 25, 2003, except for those signs which are specifically exempt from Sign Permit requirements.

15.14.2 Filing of Application; Fees

Applications for Sign Permits shall be filed on a form provided by the Zoning Administrator, shall contain information required herein, and shall be accompanied by the required fee amount.

15.14.3 Information Required

All applications for Sign Permits shall contain, or have attached thereto, the following information in either written or graphic form:

- A. Name, address and telephone number of the sign erector and the sign owner.
- B. Two (2) Site Location Plans showing the position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.
- C. Type of sign and general description of structural design and construction materials to be used.
- D. Purpose of the proposed sign.
- E. Two (2) sets of drawings of the proposed sign which shall contain specifications indicating the height, perimeter and area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- F. Any other information requested by the Zoning Administrator in order to carry out the purpose and intent of these regulations.

15.14.4 Recording of Sign Permit

The Zoning Administrator shall maintain a record of all Sign Permits issued. All Sign Permits shall be numbered in the order of their issuance.

15.14.5 Revocations

The Zoning Administrator may revoke a permit or approval if it is found that there has been concealment or misrepresentation of material facts in either the application or plans, or the sign has not been constructed as approved.

Sec. 15.15 Temporary Sign Permit Procedures

For all signs requiring the issuance of a Temporary Sign Permit, the applicant shall submit all information requested by the Zoning Administrator prior to the issuance of such permit. The approved permit shall include the expiration date of the temporary permit. A temporary sign(s) remaining after the expiration of the permit shall be considered an obsolete sign.

Sec. 15.16 Expiration of Sign Permits

A Sign Permit shall expire and become null and void if the approved sign is not erected within a period of twelve (12) months from the date the permit was originally issued.

Sec. 15.17 Removal of Illegal Signs

The Zoning Administrator may remove or order the removal of any illegal sign at the expense of the property owner. An illegal sign is any sign erected without a permit as described in Sec. 15.14 Sign Permit Procedures or does not comply with any provision of this article.