

# Article 15 | Sign Regulations

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## Sec. 15.1 General

### 15.1.1 Purpose and Intent

The purpose of this article is to regulate the size, location, height and construction of all signs placed for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; to protect property values; and to further the urban design and economic development objectives of the *Town Plan*. To these ends, these regulations are intended to promote signs that are:

- A. Compatible with the landscape/streetscape and architecture of surrounding buildings, including historic sites and structures;
- B. Legible and appropriate to the activity to which they pertain;
- C. Not distracting to motorists; and
- D. Constructed and maintained in a structurally sound and attractive condition.

### 15.1.2 Applicability

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

### 15.1.3 “Sign” Defined

A sign is defined as any letters, words, symbols, etc., used or intended to attract the attention of the public from the streets, sidewalks or other outside public right-of-way. For the purposes of this article, the term “sign” shall include all structural members or support apparatus.

## **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 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.

### **15.3.1 Animated Sign**

A sign which changes physical position or involves the use of motion, rotation, or the appearance of motion.

### **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.

### **15.3.3 Awning/Canopy Sign**

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

### **15.3.4 Banner**

Cloth, paper, balloons or material of any kind intended to attract attention. Governmental flags or symbolic flags of religious, charitable, public or non-profit organizations shall not be considered banners.

### **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.

### **15.3.9 Change of Use**

Any use which substantially differs from the previous use of a building or land. See Sec. 15.7.4 Pre-Existing/Non-Conforming Signs.

### **15.3.10 Construction 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.

**15.3.11 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.

**15.3.12 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.

**15.3.13 Façade Sign**

See “Wall Sign.”

**15.3.14 Flashing Sign**

A sign used for identification, direction, advertising or promotion that includes lights which flash, blink, or turn on and off intermittently.

**15.3.15 Freestanding Sign**

See “Ground-mounted Sign.”

**15.3.16 Gasoline Station Signs**

Signs permitted by Sec. 15.9.1 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.

**15.3.17 Ground-mounted Sign**

A sign which is supported by structures or supports in or upon the ground and independent of any support from any building.

**15.3.18 Home Occupation Sign**

A sign that advertises a home occupation.

**15.3.19 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.

**15.3.20 Illuminated Sign**

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

**15.3.21 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.

**15.3.22 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.

**15.3.23 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.

**15.3.24 Monument Sign**

A structure built on-grade in which the sign and the structure are an integral part of one another; not a pole sign.

**15.3.25 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.

**15.3.26 Pole Sign**

A sign that is mounted on one or more freestanding poles or similar supports.

**15.3.27 Political Sign**

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

**15.3.28 Portable Sign**

Any sign not permanently affixed to a building, structure or the ground. This category includes, but is not limited to, signs attached to or placed on vehicles not used for the daily conduct of the business, 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, signs authorized in Sec. 9.6 and A-frame/Sandwich Board signs in compliance with 15.7.2 E.

**15.3.29 Pre-Existing/Non-Conforming Sign**

See Sec. 15.7.4 for definition and conditions.

**15.3.30 Private Yard Sale Sign**

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

**15.3.31 Projecting Sign**

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

**15.3.32 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.

**15.3.33 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.

**15.3.34 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.

### **15.3.35 Sign Area**

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

### **15.3.36 Sign Face**

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

### **15.3.37 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 and Sec. 15.6.

### **15.3.38 Vehicle Sign**

A type of portable sign. See Sec. 15.3.28.

### **15.3.39 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.

### **15.3.40 Window Sign**

All signs attached to or applied directly onto the surface, or any sign visible from the public right-of-way through the window.

## **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.

### **15.4.4 Flags**

Flags, emblems and insignia of any governmental agency or religious, charitable, public or non-profit organization; provided, however, that no single flag shall exceed fifty square feet in area and no individual building shall display more than three flags.

### **15.4.5 Handicapped Parking Space Signs**

Handicapped Parking Space Sign.

### **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.

#### **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**

Signs located in the window of a business not exceeding two (2) square feet in area. Such sign cannot be neon if located in the H-1 District.

#### **15.4.9 Private Drive Signs**

One per drive entrance, not exceeding two 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 or Temporary Displays**

Seasonal or temporary displays of patriotic, religious, philanthropic or civic character on private property, not advertising a product or service, not displayed for a period to exceed thirty (30) days.

#### **15.4.12 Temporary Political Signs**

Temporary political campaign signs on private property not to exceed twenty-four (24) square feet in area and six (6) feet in height. Such signs shall not be erected more than 45 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.

#### **15.4.13 Yard Sale Signs**

Temporary private yard sale signs not exceeding three (3) in number per yard sale totaling no more than 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 24 hours of the end of the sale.

#### **15.4.14 Real Estate Signs (Leasing/Sale Information)**

Temporary real estate signs located on the premises, not exceeding four square feet in area for single-family residential uses, or nine square feet in area for other 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 such signs. Temporary real estate signs shall be removed within seven (7) days of the settlement or lease of the property.

#### **15.4.15 Temporary Window Signs**

Temporary window signs covering no more than 25 percent of the window area and not displayed above the first floor. Such signs 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 square feet in area. Such signs may be either a wall sign or attached to an existing authorized ground mounted sign structure (two per business) not to exceed the height of the ground mounted 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 Special Event Signs**

Town-sponsored special event signs or banners.

### **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.

#### **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, signs attached to or placed on vehicles not used for the daily conduct of the business, banners, balloons, 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, signs authorized in Sec. 9.6 and A-frame/Sandwich Board signs meeting the standards of Sec. 15.7.2 E.

#### **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.

#### **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**

Signs that involve or simulate motion or rotation, including but not limited to pennants, propellers, disks, streamers and flags. This prohibition shall not apply to the hands of a clock, a weathervane, or flags meeting all applicable requirements of this article and signs authorized in Sec. 9.6.

#### **15.5.6 Flashing Signs**

Flashing 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, sales areas, or any portion of a structure, unless part of an approved sign or sign-structure. This prohibition shall not apply to lights installed as holiday decorations, which lights may be illuminated only during the holiday season to which the display of such lights is customarily associated.

#### **15.5.9 Roof Signs**

Roof signs.

#### **15.5.10 Signs Affixed to Trees, etc.**

Signs affixed to trees, fences, posts, light poles, street signs or other types of natural vegetation or rocks.

#### **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 Section 16-27 of the Town Code.

#### **15.5.13 Home Occupation Sign**

Home occupation signs.

#### **15.5.14 Neon Signs**

Neon signs except as approved by the Board of Architectural Review and for open signs located outside the H-1 District that meet the requirements of Sec.15.4.8.

### **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. Special Event Sign.** The sign shall be attached to an existing principal structure and shall not exceed 24 square feet in area or six feet in height. Display of the sign is limited to 14 continuous days, three (3) 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 and Seasonal Produce Stand Signs.** The total area of all such signs shall not exceed 24 square feet, nor shall any sign exceed six (6) feet in height.
- C. Construction Sign.** A sign installed at the time of zoning permit issuance not to exceed one per street frontage, limited to a maximum six foot height and 20 square foot area. Such sign shall be removed prior to the issuance of a temporary or permanent certificate of occupancy.
- D. Temporary Business Identification.** A wall mounted temporary sign not to exceed 24 square feet to identify a new business for a period of not more than two months prior to approval of permanent signage.
- E. Temporary Real Estate Sign (Leasing/Sale Information).** Leasing/Sale information can be displayed for all uses other than single-family residential developments. One sign is permitted for each street frontage, limited to 24 square feet in area, and six (6) feet in height. The sign may be displayed for a six (6) month time period. Another temporary sign permit may be granted at the end of the six (6) month period, which is not subject to extension.

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

**G. Temporary Signs Announcing an Educational or Religious Event.** Such signs shall not exceed 24 square feet in area or six feet in height. The location of the sign shall be determined by the Zoning Administrator. The sign will not be displayed more than 14 days prior to the event and will be removed within five days after the event.

## 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 measured from the average elevation of the edge of pavement at the points most nearly adjacent to the subject parcel corners.
- B. Number of Sign Faces.** No sign shall have more than two (2) sign faces.
- 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 45 degrees or greater, both sign faces shall be included;
  2. Sign faces separated by an interior angle of less than 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.

### 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 100 feet or more of road frontage.
2. Minimum Separation Distance. No monument sign shall be permitted to be erected within 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 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 Section 16-27 of the Town Code.
5. Minimum Clearance. Seven and one-half feet (7'6").
6. Maximum Height. Fourteen feet (14') or the bottom sill of any second story window, whichever is lowest.
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.

**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'), or the height of the bottom sill of any second story window, whichever is lowest.
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 100 square feet.
4. Limit on Projection. Twelve inches (12").
5. Permanent Window Signs; Additional Restrictions. Permanent window signs shall be limited to 25 percent of the window area, inclusive of all ground floor windows, or 16 square feet, whichever is less.
6. Building Identification Wall Sign. For those uses which the Board of Architectural Review (Board of Architectural Review) have approved a Building Identification Wall Sign, the maximum size of the sign may be up to 100 square feet.

**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 Section 16-27 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**

1. **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.
2. **Maximum Size.** The sign shall not exceed twenty-four (24) inches in width and thirty-four (34) inches in height.
3. **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.

### **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. The owner of any property on which there is located a pre-existing sign shall, upon notice from the Zoning Administrator, submit verification within 60 days that the sign was lawfully in existence at the time of the adoption of these sign regulations. Once the status of the sign is determined as lawfully existing, a Pre-Existing Sign Permit shall be granted for renewable periods of five (5) years. The burden of establishing continuing compliance with the conditions of the Pre-Existing Sign Permit shall be that of the owner of the property.
  2. Any pre-existing sign which fails to conform to the conditions contained in this Zoning Ordinance, or which has not received an approved Pre-Existing Sign Permit, shall be removed or modified within 60 days of notice to conform to these sign regulations.

3. Pre-existing 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.
4. Pre-existing 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.
5. Pre-existing signs may not be enlarged, extended, reconstructed or structurally altered.
6. A pre-existing sign which is destroyed or damaged to an extent exceeding 50 percent 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 50 percent or less of the appraised value, the sign may be restored within two years of the damage, but shall not be enlarged in any manner.
7. A pre-existing sign must be removed if the structure, building or use to which it is accessory is destroyed, or demolished to an extent exceeding 50 percent of the appraised value of the principal structure, building or use.
8. The sign copy of pre-existing 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 unless further restricted by provisions of this article.
- 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 and Sec. 15.6, respectively.
- B. **Residential Developments.** Permanent subdivision or development identification signs indicating only the name and/or address of the premises. The identification sign shall be designed as monument signs with the maximum sign area as follows:
  1. Developments of 20 Units or Less. One monument sign, not to exceed 10 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 20 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 ten (10) square feet of sign area for each feature, subject to Board of Architectural Review approval. Any sign reviewed by the Board under this section shall comply with the requirements of the H-2 Corridor Design Guidelines.

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 12 square feet.

#### **C. Signs for Accessory Uses**

1. Accessory Management or Rental Offices. One wall or projecting sign up to four (4) square feet in area.
2. Community Centers. Two (2) institutional bulletin boards per use as either ground-mounted signs or wall signs, not to exceed 20 square feet in area each. Ground-mounted signs shall not exceed six (6) feet in height.
3. Other Accessory Uses. One wall or projecting sign up to four (4) square feet in area.

#### **D. Signs for Special Exception Uses**

1. Institutional Bulletin Boards. One ground-mounted or wall sign per use, not to exceed 24 square feet in area and, if a ground-mounted sign, six (6) feet in height.
2. Other Special Exception Uses. One sign of any type identifying only the name and/or address of the premises, not to exceed 16 square feet in area and, if a ground-mounted sign, six (6) feet in height. However, this sign is not permitted for special exception uses approved in residential zoning districts where the special exception use is accessory to the primary residential use.

## **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 and Sec. 15.7.2.
- B. Ground-mounted Signs; Monument Sign Requirement.** All ground mounted signs erected within business and employment districts shall be constructed as monument signs.
- C. Signs Facing Residential Areas.** Any sign erected within 100 feet of either an existing residential use or a residential zoning district shall be non-illuminated and limited to 16 square feet in area.
- D. Minimum Setback of Monument Signs.** Ten (10) feet from any public right-of-way, service drive or entrance.

### **15.9.2 Signs for Individual Businesses**

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

- A. Maximum Number of Signs Per Business.** Two (2). However, a business shall not be permitted to have both a monument sign and a projecting sign.

**B. Types of Signs Permitted.** Wall, monument, projecting, awning, canopy, marquee or A-frame/Sandwich Board.

**C. Maximum Size of Signs.**

1. Wall or Marquee Sign. One square foot per linear foot of building frontage on which the sign or signs are to be attached, up to a maximum aggregate of 100 square feet.
2. Monument Sign. One square foot per five linear feet of lot frontage on which the sign is to be located, up to a maximum size of 40 square feet and a maximum height of ten (10) feet.
3. Awning or Canopy Sign. One square foot per linear foot of the awning or canopy, up to twenty (20) square feet.
4. Projecting Sign. One 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.

### 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 Lot.** No lot shall be permitted to have erected both a projecting sign and a monument sign or more than one monument sign.
- B. Maximum Number of Signs Per Business.** Two (2), plus a directory sign.
- C. Types of Signs Permitted.** Wall, monument, projecting, awning, canopy, marquee or A-frame/Sandwich Board.
- D. Maximum Size of Signs.** Same as for individual businesses.
- E. Directory Sign.** One wall mounted sign per building placed near the principal entrance, up to 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.
- F. Wall Signs.** One per establishment having an individual outside entrance; harmonious with other wall signs as to color and lettering. The size shall be limited to one square foot per linear foot of building frontage for the establishment, up to a maximum of 100 square feet.
- G. Building Identification Wall Sign.** The Board of Architectural Review may approve an alternative building identification wall sign when the location and proposed building name will better relate to the overall design and architectural quality of the building. The maximum size of the sign may be up to 100 square feet, and is permitted in lieu of individual wall signs.

### 15.9.4 Signs for Commercial, Office and Industrial Centers

Commercial, office or industrial centers or parks at least two acres in size and including five or more establishments planned as an integrated development shall be authorized to erect 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 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 square foot per five linear feet of lot frontage on which the sign is to be erected, up to a maximum of 40 square feet and a maximum height of ten (10) feet. Only the name and address of the center and up to three 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 monument sign at each major entrance of an office or industrial center identifying the name of the center only. No such sign shall exceed 40 square feet in area or ten (10) feet in height.

### **15.9.5 Signs for Gasoline Stations**

Automobile gasoline 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, Monument, awning, canopy, marquee or A-frame/Sandwich Board.
- C. Maximum Size of Signs**
  - 1. Wall, Marquee and A-frame/Sandwich Board. Same as individual businesses listed in Sec. 15.9.2.
  - 2. Signs. Same as for individual businesses, but may include within the allowable square footage a provision for changeable fuel price sign. The location of the Monument sign must be demonstrated as not interfering with entrance sight distances.
  - 3. Canopy or Awning. One 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 of signage per side of canopy.
  - 4. Gas Pump Signs. Each gas pump shall be permitted a total of two (2) square feet of sign area to identify the product dispensed.

### **15.9.6 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.

### **15.9.7 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 Historic District require the approval of a Certificate of Appropriateness by either the Board of Architectural Review in accordance with Sec. 7.5.5. Certificate of Appropriateness, or the Preservation Planner in accordance with Sec. 7.5.6 Administrative Approval of Certificate of Appropriateness and the issuance of a sign permit by the Zoning Administrator.

### **15.11.2 Sign Modifications**

The Board of Architectural Review may authorize an alternative signage plan 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 design is more consistent with the architectural character of the building to which it relates and other surrounding properties.

### **15.11.3 Additional Review Criteria**

Any sign erected within the H-1 Overlay District shall also satisfy all applicable criteria established in Sec. 7.5.

### **15.11.4 Area, Height, Number and Location of Signs**

The area, height, number and location standards for all signs erected in the H-1 Overlay District shall be determined by the Board of Architectural Review in accordance with the Old and Historic District Design Guidelines during the Historic District Sign Permit review process. In making determinations that differ from the design standards contained in Sec. 15.7, Sec. 15.8, and Sec. 15.9, the Board shall be guided by the Old and Historic District Design Guidelines.

## **Sec. 15.12 Signs in the H-2 Overlay District**

### **15.12.1 Historic District Zoning Permit Required**

Signs within the H-2 Overlay District require the approval of a Historic Corridor Architectural Control Certificate of Approval (See Sec. 3.11) and the issuance of a sign permit by the Zoning Administrator.

### **15.12.2 Additional Review Criteria**

In addition to meeting all applicable standards of this article and the underlying zoning district, all signs erected within the H-2 Overlay District shall comply also satisfy all applicable criteria established in Sec. 7.6.

## **Sec. 15.13 Signs in Planned Development Districts**

### **15.13.1 Signs, Generally**

Applicants submitting a petition for a Planned Development District (PRN, PRC or PEC) shall submit the proposed maximum size, height and number of signs, including proposed limitations and requirements on all private signs, as required by Sec. 15.7.2.

### **15.13.2 Optional Comprehensive Signage Plan**

In order to allow greater design flexibility, planned development applications may include a comprehensive signage plan indicating the types, general location, size, height and design of proposed signs. Such a comprehensive signage plan shall be reviewed by the Planning Commission and approved by the Town Council as part of the site plan procedures.

## **Sec. 15.14 Comprehensive Signage Plans**

### **15.14.1 Signs, Generally**

In order to encourage unified compatible signage, any existing or proposed multiple tenant development may submit a comprehensive signage plan which indicates the proposed sign types, location, size, height, design, materials and color.

### **15.14.2 Review Authority**

Comprehensive signage plans will be reviewed by the Board of Architectural Review. The design criteria of Sec. 7.6.7 will be utilized to evaluate the relationship of the proposed signage with the architectural design of the building. Any individual sign which exceeds the size limitations contained in this article must be authorized by the Town Council upon recommendation by the Board of Architectural Review.

## **Sec. 15.15 Sign Permit Procedures**

### **15.15.1 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.

### **15.15.2 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.

### **15.15.3 Pre-Existing Sign Permits**

No fee is required with the submittal of a Pre-Existing Sign Permit verification.

### **15.15.4 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.

#### **15.15.5 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.

#### **15.15.6 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. 15.16 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. The applicant may request extensions of said permit for good cause. A temporary sign(s) remaining after the expiration of the permit shall be considered an obsolete sign.

### **Sec. 15.17 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 12 months from the date the permit was originally issued. The Zoning Administrator may grant one extension of the Sign Permit for a period of six (6) months, but in no case shall a permit be valid for more than a total of 18 months. Extensions may be granted only when the proposed sign is in compliance with all current applicable regulations.

### **Sec. 15.18 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. 15.15 or does not comply with any provision of this article.