

§154.191 DISTRICT SIGN REGULATIONS

(B) The following signs shall be permitted in Village Neighborhood Business, Waterfront Village-Neighborhood Business, Waterfront Village-Waterfront Commercial, Town Edge-Neighborhood Business, Town Edge-Commercial General, Existing Business, and Existing Industrial Districts and where such uses are allowed by special use permit in other zoning districts, subject to the general regulations found in § 154.190, unless otherwise modified by provisions of § 154.165 Highway Corridor District. **The following signs shall also be permitted for business uses in the Agriculture/Rural Business District.**

- (1) *Business signs, free standing.* One such sign on the premises of the business, with an area not to exceed 32 square feet. Maximum height is fifteen (15) feet; minimum setback from a public right-of-way is ten (10) feet. For a business located on a corner lot, two (2) such signs are permitted, one (1) on each road frontage.
- (2) *Business sign, wall.* One such sign on the premises of the business with an area not to exceed one (1) square foot of sign area for each linear foot of the building's or unit's front façade or 32 square feet, whichever is smaller.
- (3) *Sale or rental signs.* Such signs shall be governed by standards found in § 154.190.
- (4) *Contractor's signs.* One temporary contractor's sign, not exceeding four (4) square feet, provided that such sign shall be removed upon completion of work. Height limitation is three (3) feet above the ground.
- (5) *Public, political, and posting signs.* Such signs shall be governed by standards found in § 154.190.
- (6) *Temporary event signs.* Such signs shall be governed by standards found in § 154.190.
- (7) *Directional signs.* Such signs shall be governed by standards found in § 154.190.
- (8) *Identification signs.* One sign on-site, not exceeding 20 square feet in area, for the purpose of showing the name and uses of a country club, cemetery, convent, monastery, seminary, children's home, orphanage, fraternal organization, hospital, church or other similar establishment when such use is permitted.
- (9) *Theater signs.* Signs advertising the acts or features to be given in any theater, movie or otherwise may be displayed on permanent frames erected on the theater buildings; provided that the bottom of such frames are erected flat against a wall and the area of all such frames does not exceed 48 square feet. Marquees shall not be less than ten (10) feet above the sidewalk.
- (10) *Entrance signs.* Signs identifying an industry at its entrance provided such sign is no greater in area than 64 square feet and does not exceed fifteen (15) feet in height. Such signs shall be erected in a landscaped setting.
- (11) *Commercial multiple tenant signs.*
 - (a) Building-mounted signs on buildings housing only one (1) tenant or multiple tenants that access the building via a common outside entrance(s) shall not exceed one and one-half square feet of sign area for each of the first 100 linear feet of building frontage plus one square

foot of sign area for each linear foot over 100 linear feet of building frontage. No one sign, however, shall have a sign area in excess of 200 square feet.

- (b) Any commercial center shall be permitted one (1) freestanding commercial center identification sign. No freestanding sign shall be permitted for individual enterprises or uses located within or on the same lot with a shopping center; however, identification signs for each individual store within the shopping center may be located on the commercial center identification sign. Any such sign shall not exceed 18 square feet. The maximum area for a regional commercial center identification sign shall be 64 square feet with a maximum height of ten (10) feet. The maximum sign area for a neighborhood commercial center identification sign shall be 32 square feet with a maximum height of eight (8) feet.

(12) *Additional signage permitted in the Existing Business District.*

(a) An existing sign structure located on improved, unoccupied property having no other current business signs in use may be converted to a billboard or off-premise advertising sign. Such sign shall require a zoning clearance pursuant to §154.040 herein, a building permit if required by the Building Code, and review and approval by the Virginia Department of Transportation. Such sign may not be enlarged or structurally altered in any way or relocated.

(b) If the premises on which the converted sign is located become occupied, the converted sign face(s) shall be removed within ninety (90) days of the property being occupied. Any new occupants shall be prohibited from constructing a new free-standing sign while the temporary sign is in use and may utilize the existing structure when the temporary sign face(s) are removed.