

1 **Ordinance to Amend and Reenact the Zoning Ordinance of the City of Hampton, Virginia**
2 **by Amending Chapter 2 Entitled, “Definitions” Pertaining to Definitions Related to**
3 **Signage**

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6 **WHEREAS**, the public necessity, convenience, general welfare, and good zoning practice so
7 require;

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9 **BE IT ORDAINED** by the City Council of the City of Hampton, Virginia, that section 2-2 of the
10 zoning ordinance of the City of Hampton, Virginia be amended to read as follows:

11
12 **Chapter 2 – DEFINITIONS**

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16 **Sec. 2-2. - Definitions.**

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19 *Sign. Any structure, wall fixture, object, display, or device that directs attention to or is*
20 *intended to direct attention to the sign or to an object, product, place, activity, person, institution,*
21 *organization, or business by means of temporary or permanent written copy, graphics, symbols,*
22 *figures, fixtures, or projected images. The term shall not include public art; flags of any nation,*
23 *state, or other geopolitical entity not related to a commercial business, product, or service;*
24 *seasonal displays and decorations not advertising a product, service, or entertainment; or*
25 *architectural features, except those that identify products or services or advertise a business*
26 *use. Any structure, wall fixture, placard, or other object using graphics, symbols and/or written*
27 *copy designed specifically for the purpose of providing information or identifying any*
28 *establishment, product, goods or services. The following terms and their definitions apply to the*
29 *sign regulations in this ordinance:*

30 *Abandoned nonconforming sign—A sign installed in conjunction with an establishment*
31 *where the establishment has identifying or advertising a business for which the sign was*
32 *erected where the business has not been in operation for at least two (2) consecutive*
33 *years.*

34 *Awning/canopy sign—A type of wall sign attached to, printed on, or painted on an awning or*
35 *canopy.*

36 *Banner—A type of temporary sign hung on a building intended to be hung on a frame,*
37 *possessing characters, letters, illustrations or ornamentals applied to plastic or fabric,*
38 *excluding official flags and emblems of political, professional, religious, educational or*
39 *corporate organizations.*

40 *Business center/shopping center sign—A freestanding or wall sign that serves to identify a*
41 *business/shopping center.*

42 ~~Construction sign—A freestanding sign giving the name or names of the principal~~
43 ~~contractors, architects, lending institutions or other firms, and information related to the~~
44 ~~construction and marketing of the site.~~

45 ~~Directory sign—A freestanding or wall sign designed to provide on-site direction to~~
46 ~~establishments within a shopping center/business center and containing copy not legible~~
47 ~~from any public right-of-way.~~

48 ~~Discontinued sign—A sign *installed in conjunction with an establishment where that*~~
49 ~~*establishment* identifying or advertising an establishment where the establishment has not~~
50 ~~operated for a period of at least ninety (90) consecutive days.~~

51 ~~Establishment—For the purposes of signage only, any business, institutional, professional~~
52 ~~or religious entity which provides products or services, or any apartment, condominium,~~
53 ~~cluster home, townhouse for sale, or similar project. Only an entity which occupies a~~
54 ~~separate business space which is enclosed by walls and accessed and secured separately~~
55 ~~will be considered a single establishment. Any apartment, condominium, cluster home,~~
56 ~~townhouse for sale or similar project under single management or association will be~~
57 ~~considered a single establishment unless located on non-contiguous lots, in which case~~
58 ~~each non-contiguous grouping will be considered a separate establishment for purposes of~~
59 ~~this ordinance.~~

60 ~~Exposure—Any face of a building and the lot area between that face and its corresponding~~
61 ~~property line.~~

62 ~~Festoons—A string of ribbon, tinsel, small flags, pennants, pinwheels, or similar devices.~~

63 ~~*Feather sign---a type of temporary sign that is portable and mounted to one flexible vertical*~~
64 ~~*pole, the physical structure of which may resemble a sail, bow, or teardrop, the only*~~
65 ~~*movement of which is incidental to the movement of the atmosphere.*~~

66 ~~Freestanding sign—A sign that is permanently attached to the ground and not attached to~~
67 ~~or supported by a building. ; a sign attached to a surface such as a fence or a wall that is~~
68 ~~not a structural part of a building (except a roof-like structure); a freestanding sign shall not~~
69 ~~contain two (2) or more noncontinuous broken planes or geometric shapes, unless~~
70 ~~supported by a single column or surface.~~

71 ~~*Monument sign* ~~Ground-mounted sign~~—A type of freestanding sign with a continuous~~
72 ~~vertical plane extending from the ground to the top of the sign.~~

73 ~~Illegal sign—A sign that does not meet the requirements of this ordinance and has not~~
74 ~~received legal nonconforming status.~~

75 ~~*Inflatable sign---a type of temporary sign that is located on the ground and which is*~~
76 ~~*enlarged or inflated by air or moving gas.*~~

77 ~~*Interstate/arterial sign--- A type of freestanding sign located within a 1000' radius of the*~~
78 ~~*intersection of the centerline of an interstate highway right-of-way and the centerline of an*~~

79 *arterial street right-of-way (as listed in the comprehensive plan) with direct access to that*
80 *interstate.*

81 *Lawn sign---a type of freestanding temporary sign typically supported by a wooden or wire*
82 *frame.*

83 ~~Menu board—A freestanding or wall sign designed as an outdoor means to communicate,~~
84 ~~in a manner not legible from any public right-of-way, offerings of food and beverages for~~
85 ~~drive-in and drive-thru service.~~

86 *Mural—A painted scene or other type of graphic that does not contain any copy and does*
87 *not provide information concerning the establishment or any product, good or service*
88 *offered by the establishment.*

89 *Nonconforming sign—A sign that does not conform to the regulations and restrictions*
90 *prescribed for the district where the sign is located, but was permissible under previous*
91 *provisions of this ordinance or predates this ordinance.*

92 *Off premises advertising sign—A permanently attached, freestanding sign that directs the*
93 *attention of the general public to a business, service or activity not conducted or a product*
94 *not offered or sold upon the premises where the sign is located.*

95 *Projecting sign—A type of wall sign attached to a building which projects perpendicularly*
96 *from the building wall.*

97 *Public art – objects expressing creative skill or imagination in a visual form that do not*
98 *contain any copy, which are intended to beautify or provide aesthetic influences to public*
99 *areas or areas which are visible from the public realm, including but not limited to murals,*
100 *paintings, and sculptures, rather than draw attention to an establishment.*

101 *Pylon sign---a type of freestanding sign that is mounted on one or more freestanding pylons*
102 *or poles.*

103 *Roof sign—A sign attached to and extending vertically from the roof of a building.*

104 *Sandwich board sign—A temporary, moveable sign consisting of two sign faces placed*
105 *together at an angle of ninety (90) degrees or less to form an "A"-shaped structure which*
106 *tapers from a wide base to a narrow top.*

108 ~~Permanently attached sign—A sign rigidly attached by bolting, welding, molding, nailing,~~
109 ~~concrete, or similar mechanisms to a support installed below the surface grade of the lot.~~

110 ~~Political sign—A freestanding or wall sign providing information relating to a local, state or~~
111 ~~national election.~~

112 ~~Public directory or information sign—Freestanding signs provided by the city or its assigns,~~
113 ~~located on public rights of way, intended to provide direction or information to major public~~

114 ~~facilities, events, and private establishments, and signs identifying neighborhoods, single-~~
115 ~~family subdivisions, or townhouse, multi-family or mixed-use developments, located at the~~
116 ~~entrances to such developments.~~

117 ~~*Real estate sign*—A freestanding or wall sign providing information concerning the rent,~~
118 ~~lease or sale of only the real estate upon which it is located, including the name of the~~
119 ~~realtor and listing agent and their contact information.~~

120 *Sign area*—The larger of that area bounded by the outer extremities of all letters, figures,
121 characters, and delineation, or the outer extremities of the framework or background of the
122 sign; the sign area for a freestanding sign shall be contained in a continuous, unbroken
123 plane or geometric shape. The support for the sign background, whether it be columns, a
124 pylon, a building, or part thereof, shall not be included in the sign area and shall not be
125 used to provide information or identification. When two (2) sign faces are parallel, back to
126 back, continuously enclosed, and not more than thirty-six (36) inches from each other, only
127 one (1) face shall be included in the computation of the sign area; otherwise each sign face
128 shall be included in the computation of sign area.

129 *Sign face*—Any side of a sign providing information or identification.

130 *Sign height*—The vertical distance measured from the surface grade of the lot to the
131 highest point of the sign.

132 *Temporary sign* --- a sign displayed for a limited period of time, which is neither
133 permanently installed on the ground nor permanently affixed to a building or structure.

134 *Wall sign*—A sign *that is permanently* attached to, erected, or painted on the outside wall of
135 a structure, or which extends from a building wall, *including projecting signs and awning*
136 *signs.*

137 *Window sign*—A sign that is attached to, or located behind a window that exceeds thirty-
138 three (33) percent of the window area.

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