

1 **Ordinance To Amend And Re-Enact The Zoning Ordinance Of The City Of Hampton,**
2 **Virginia by Amending Chapter 2 Entitled, “Definitions” Pertaining to Definitions of Sign,**
3 **Flag, Off-Premises Advertising Sign, and Sign Area**

4
5 **Whereas**, the public necessity, convenience, general welfare and good zoning practice so
6 require;

7 **BE IT ORDAINED** by the Council of the City of Hampton, Virginia that Section 2-2 of Chapter 2
8 of the Zoning Ordinance of the City of Hampton, Virginia, be amended to read as follows:

9 **Chapter 2 - DEFINITIONS**

10

11 **Sec. 2-2 – Definitions**

12 *Sign.* Any structure, wall fixture, object, display, or device that directs attention to or is
13 intended to direct attention to the sign or to an object, product, place, activity, person, institution,
14 organization, or business by means of temporary or permanent written copy, graphics, symbols,
15 figures, fixtures, or projected images. The term shall not include public art; ~~flags of any nation,~~
16 ~~state, or other geopolitical entity not related to a commercial business, product, or service;~~
17 seasonal displays and decorations not advertising a product, service, or entertainment; or
18 architectural features, except those that identify products or services or advertise a business
19 use. The following terms and their definitions apply to the sign regulations in this chapter:

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21 *Flag – A type of sign made of fabric or other flexible material attached on one side to a*
22 *flagpole or similar device.*

23

24 *Off premises advertising sign* — ~~A freestanding or wall~~ sign that directs the attention of the
25 general public to a business, service or activity not conducted or a product not offered or
26 sold upon the premises where the sign is located. Neither freestanding signs nor wall
27 signs permitted in conjunction with establishments located within the boundaries of a
28 business park/shopping center shall be considered off premises advertising signs.

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30 *Sign area*—The larger of that area bounded by the outer extremities of all letters, figures,
31 characters, and delineation, or the outer extremities of the framework or background of the
32 sign; the sign area for a freestanding sign shall be contained in a continuous, unbroken
33 plane or geometric shape. The support for the sign background, whether it be columns, a
34 pylon, a building, *minor structural framing*, or part thereof *which is not intended to draw*
35 *attention to the sign*, shall not be included in the sign area and shall not be used to provide
36 information or identification. When two (2) sign faces are parallel, back to back,
37 continuously enclosed, and not more than thirty-six (36) inches from each other, only one
38 (1) face shall be included in the computation of the sign area; otherwise each sign face
39 shall be included in the computation of sign area.