

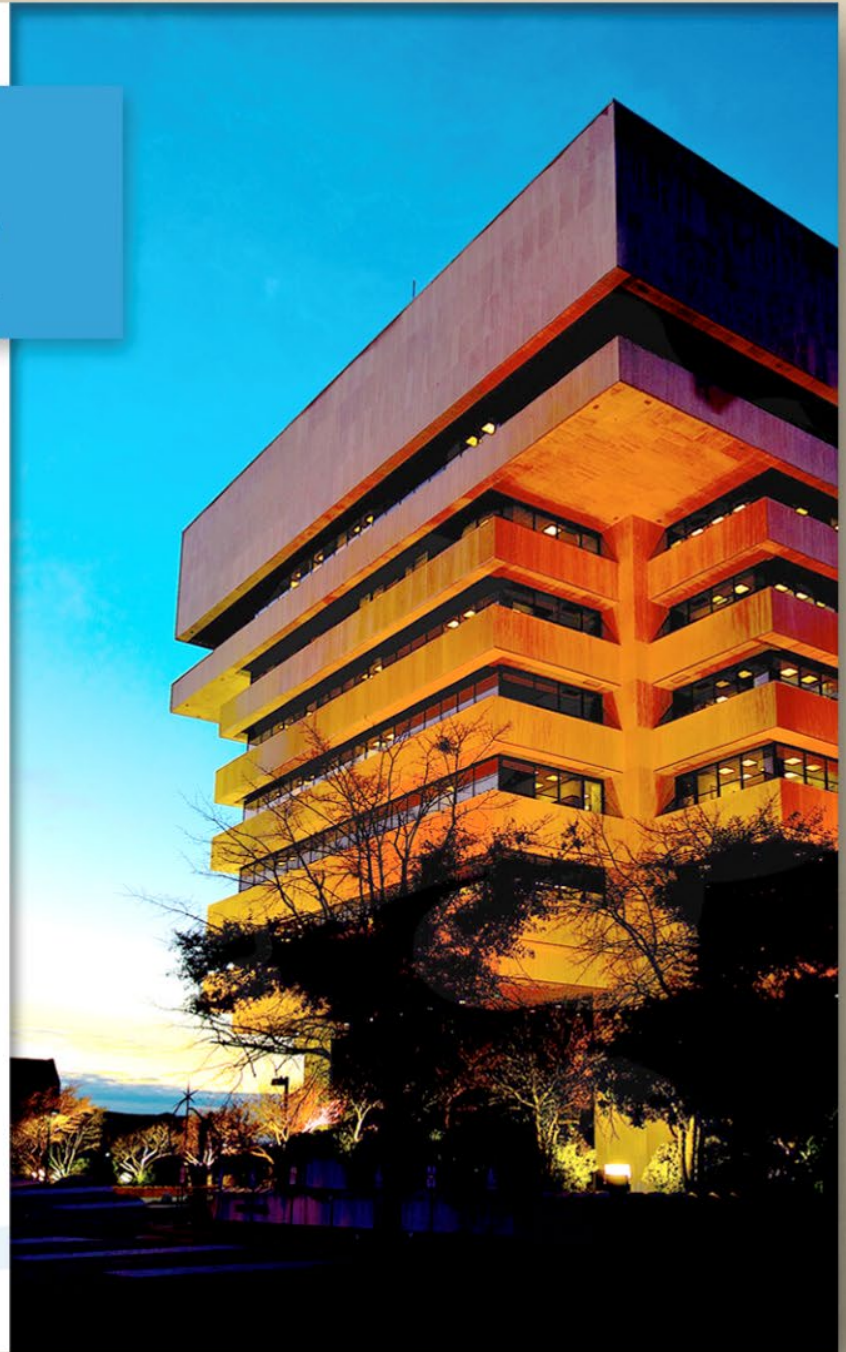
HAMPTON VA

20-0084

20-0085

O-CC Signage Regulations

**City Council
February 26, 2020**



Amendments

- Definitions for business park/
shopping center & outparcels
- O-CC Incentive-based Signage

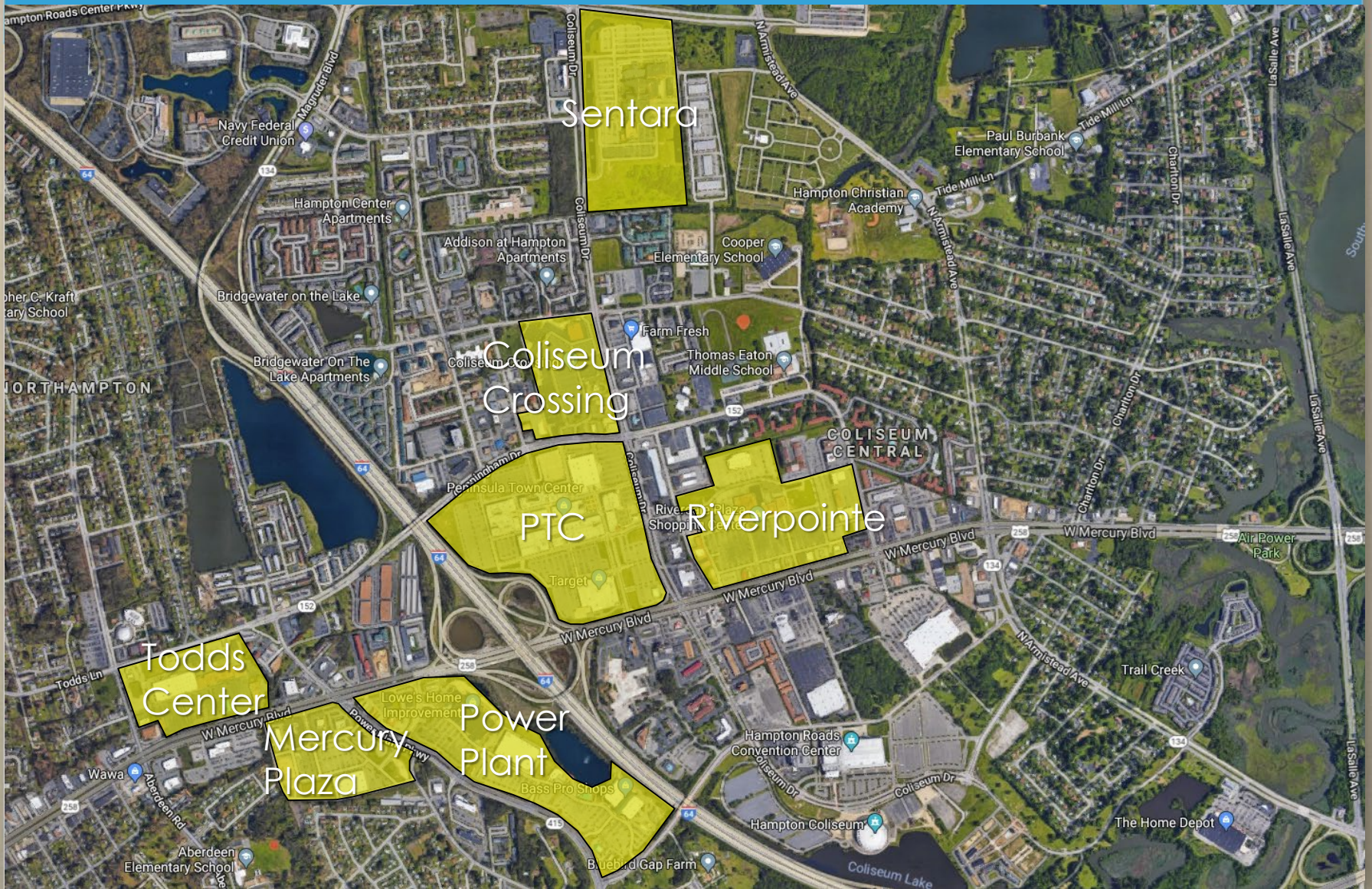
Amendments

- Site Size Disparities
- Unique Property Opportunities
 - Multiple access points
 - Multi – sided buildings
 - “Campus – like” properties
 - Buildings set back from street
 - Hidden buildings
 - Identification
 - Internal (directional)

Definitions

- Business Park/Shopping Center 1
 < 20 acres
- Business Park/Shopping Center 2
 \geq 20 acres or 200K Sq.Ft. Floor Area
- Outparcel – Dependent
 dependent re: parking, green, access
- Outparcel – Independent
 self-sustained re: parking, green, access

Business/Shopping Center 2



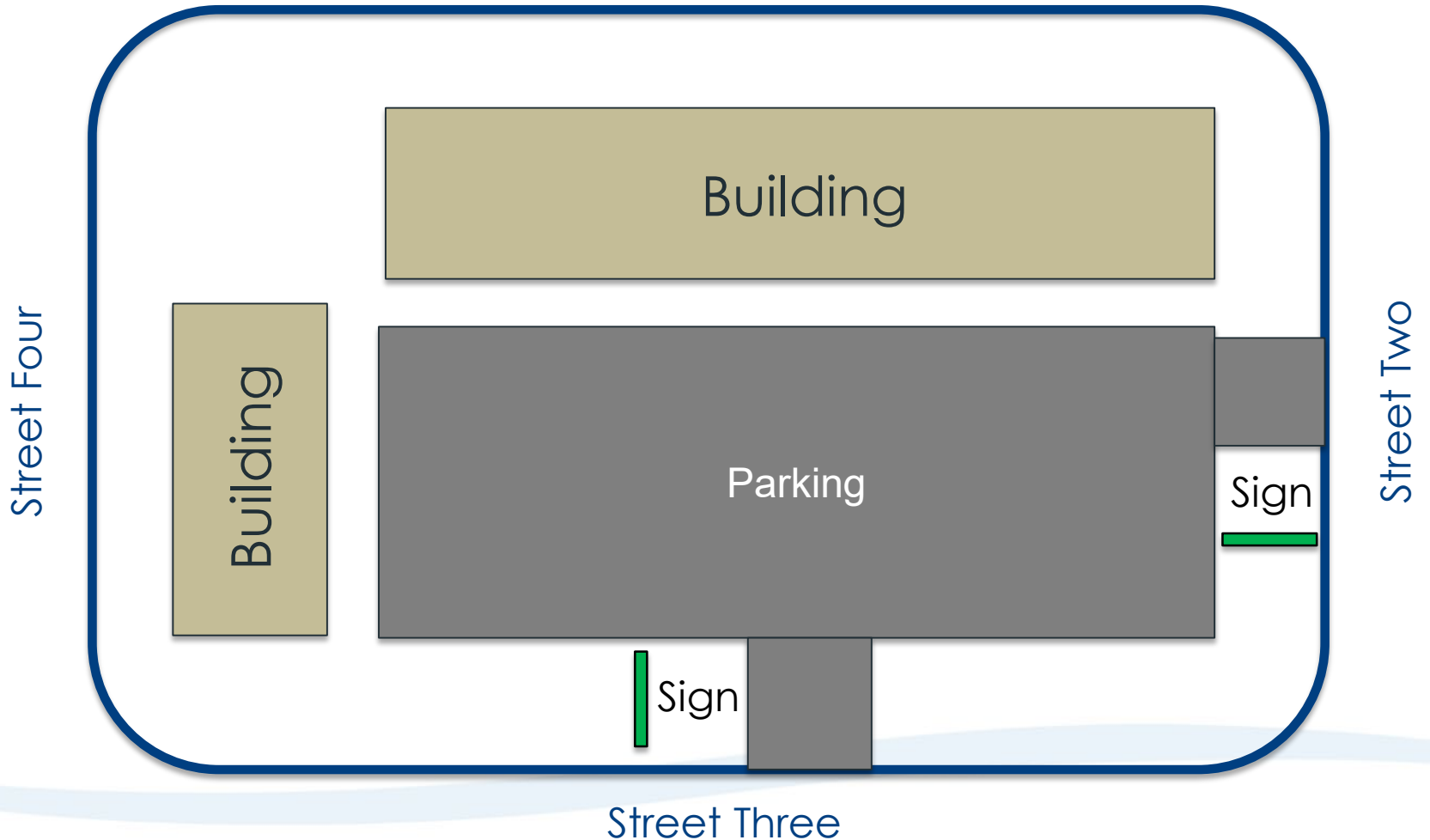
Freestanding Signage Table

O-CC Proposed Incentive

Type of Sign	Sign Height	Sign Area	Sign Width	Distance from signs of same type	Distance from other freestanding signs	Notes*
Large Shopping Center Sign	16 feet	125 square feet	10 feet	600'	100'	Located no more than 50' from the nearest public right-of-way.
Combination Sign	22 feet	225 square feet	12 feet	600'	100'	Located no more than 50' from the nearest public right-of-way.
Interstate Sign	45 feet	225 square feet	20 feet	N/A	100'	Located no more than 50' from the nearest public right-of-way.
Internal Sign	5 feet	16 square feet	6 feet	100'	100'	Located at least 200' from the nearest public right-of-way. Signs shall not be illuminated.
Outparcel Sign	8 feet	36 square feet	7 feet	50'	100'	

Freestanding Signage O-CC Existing

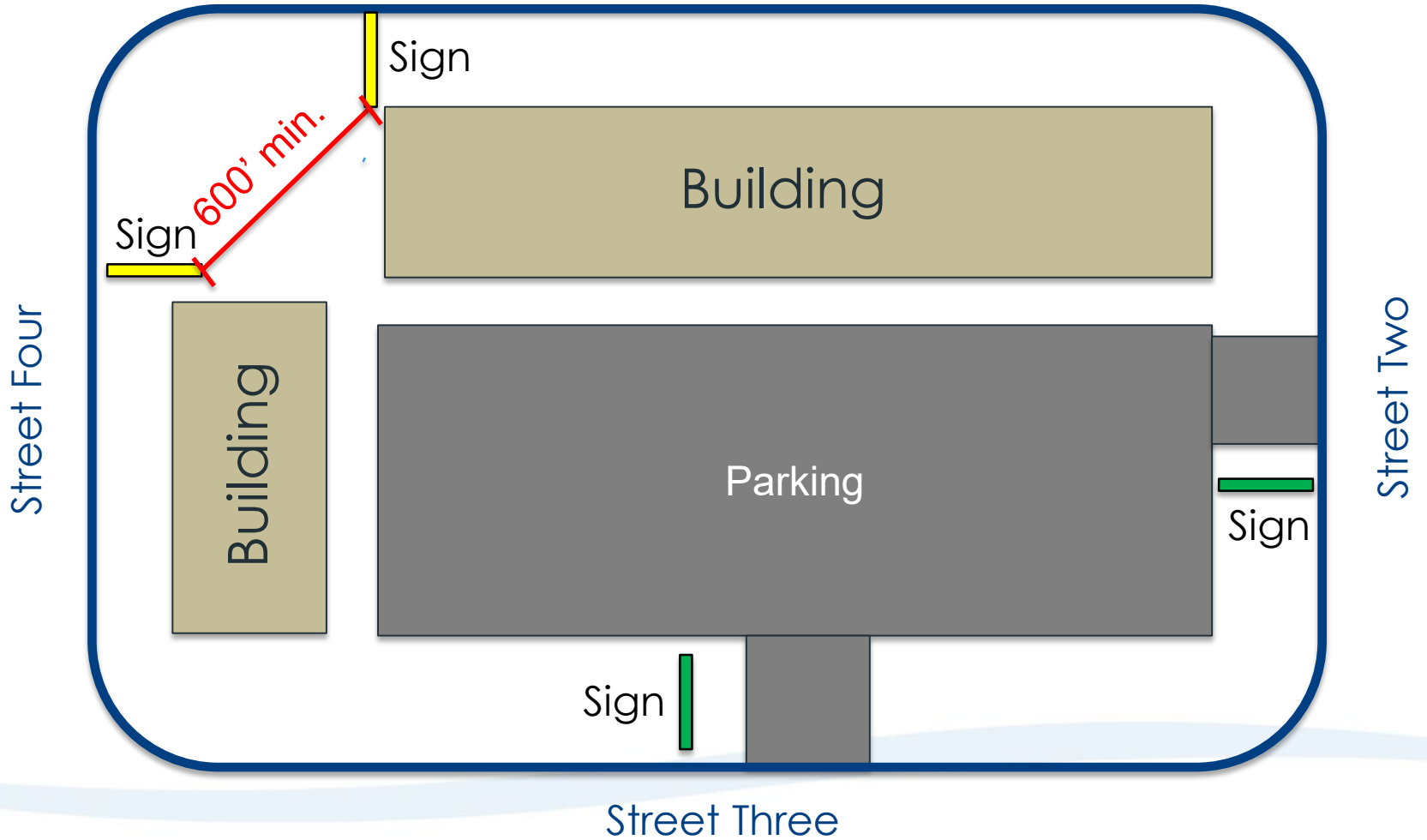
Street One



Street Three

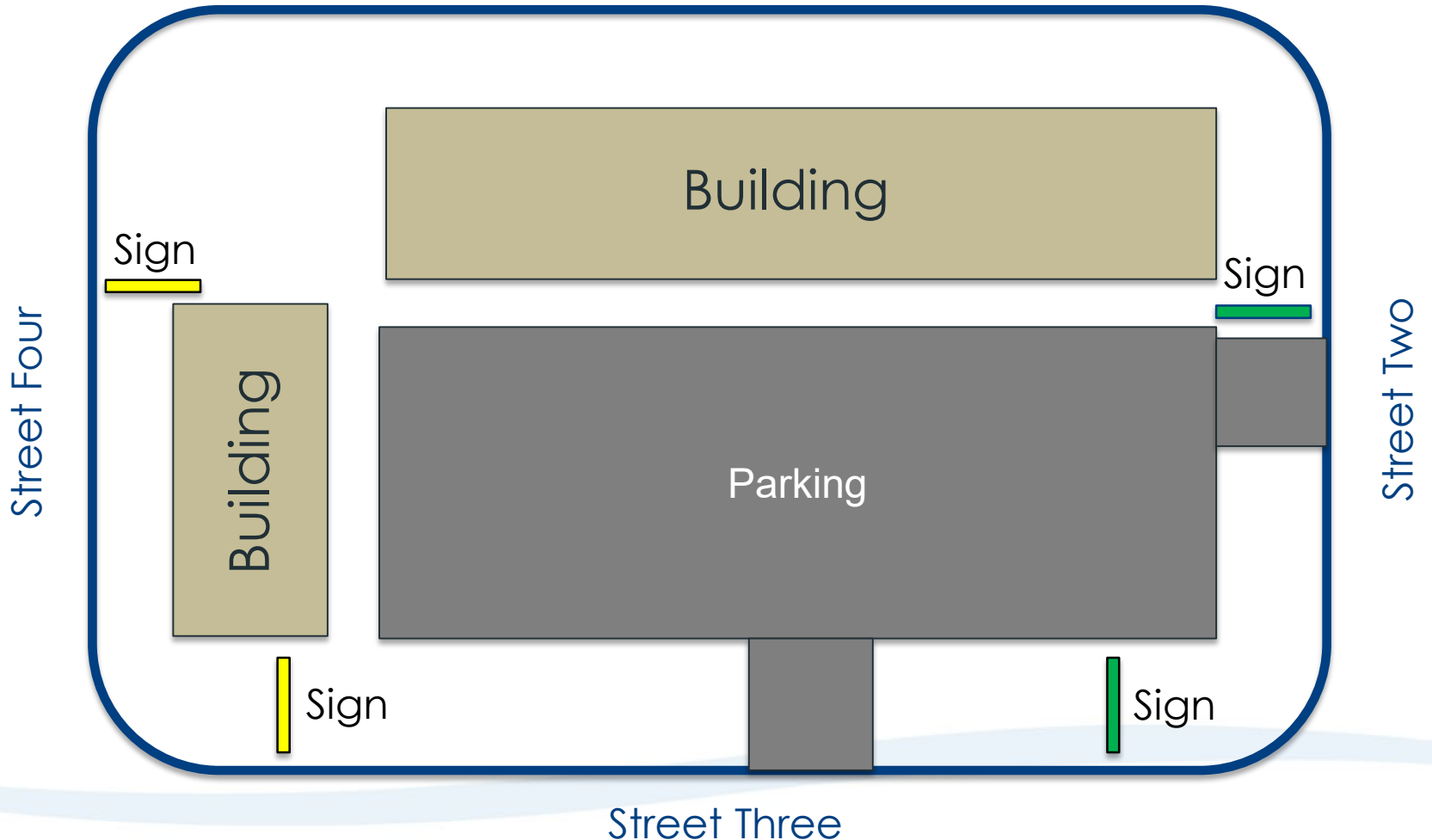
Additional **Large** Freestanding Signage O-CC Incentive

Street One



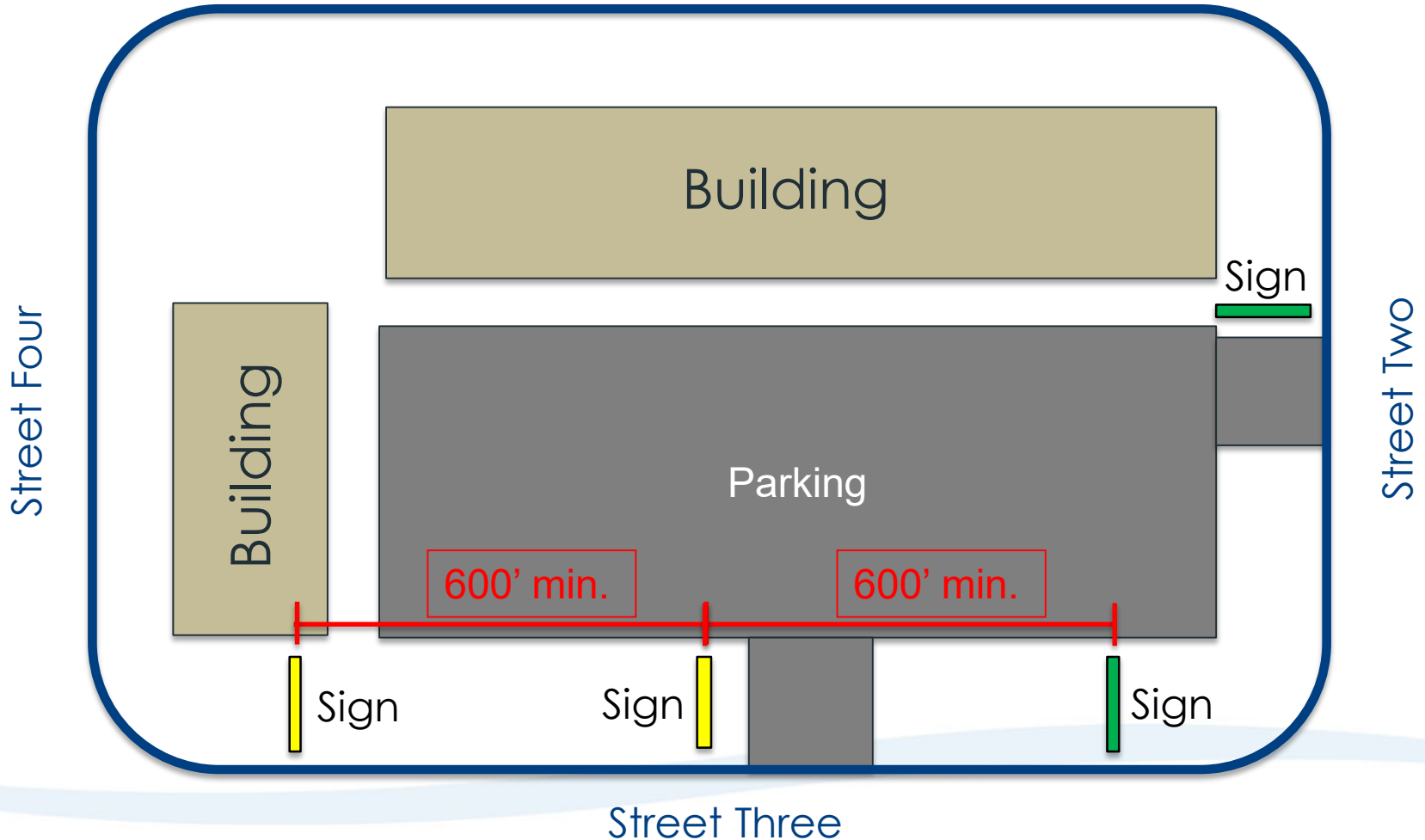
Additional **Large** Freestanding Signage O-CC Incentive

Street One

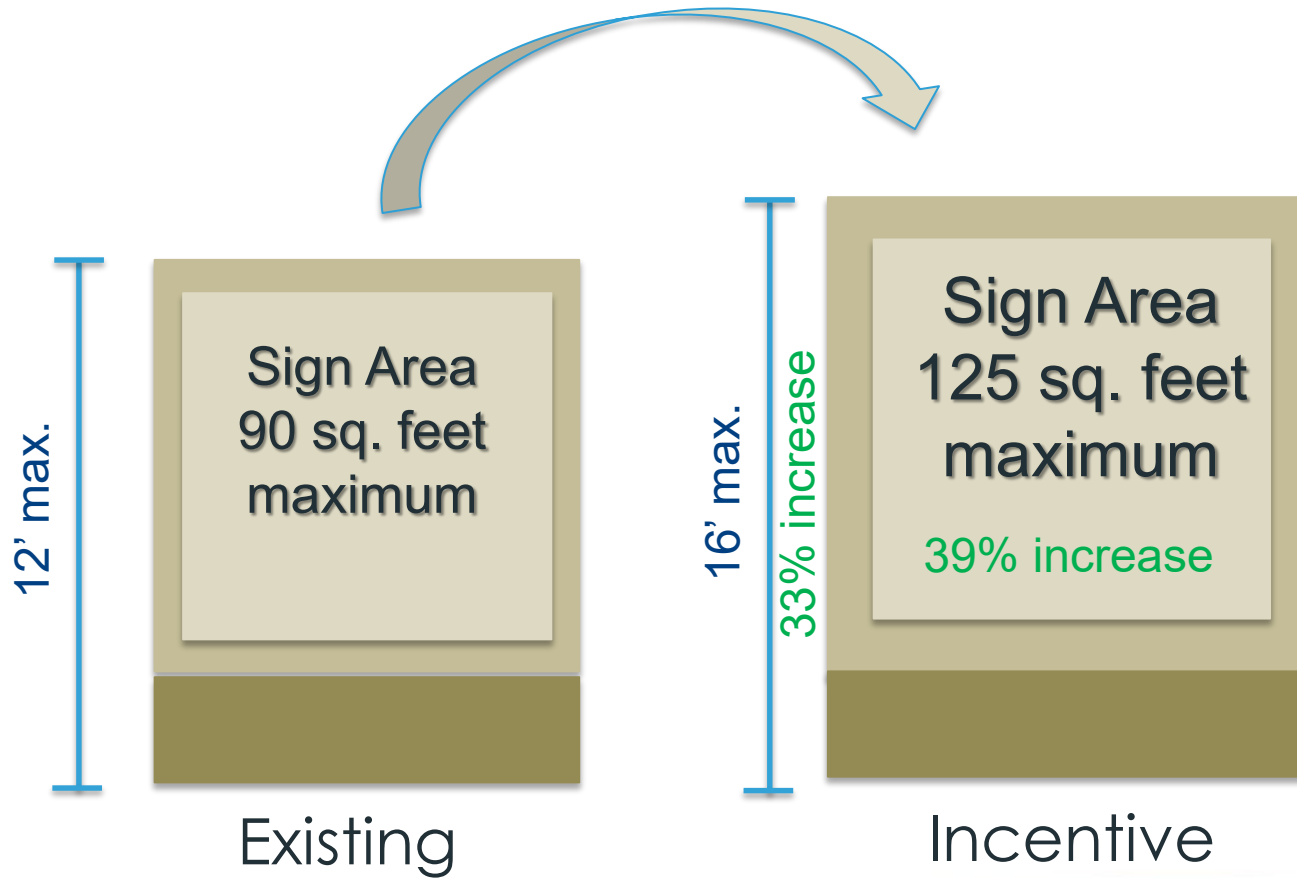


Additional **Large** Freestanding Signage O-CC Incentive

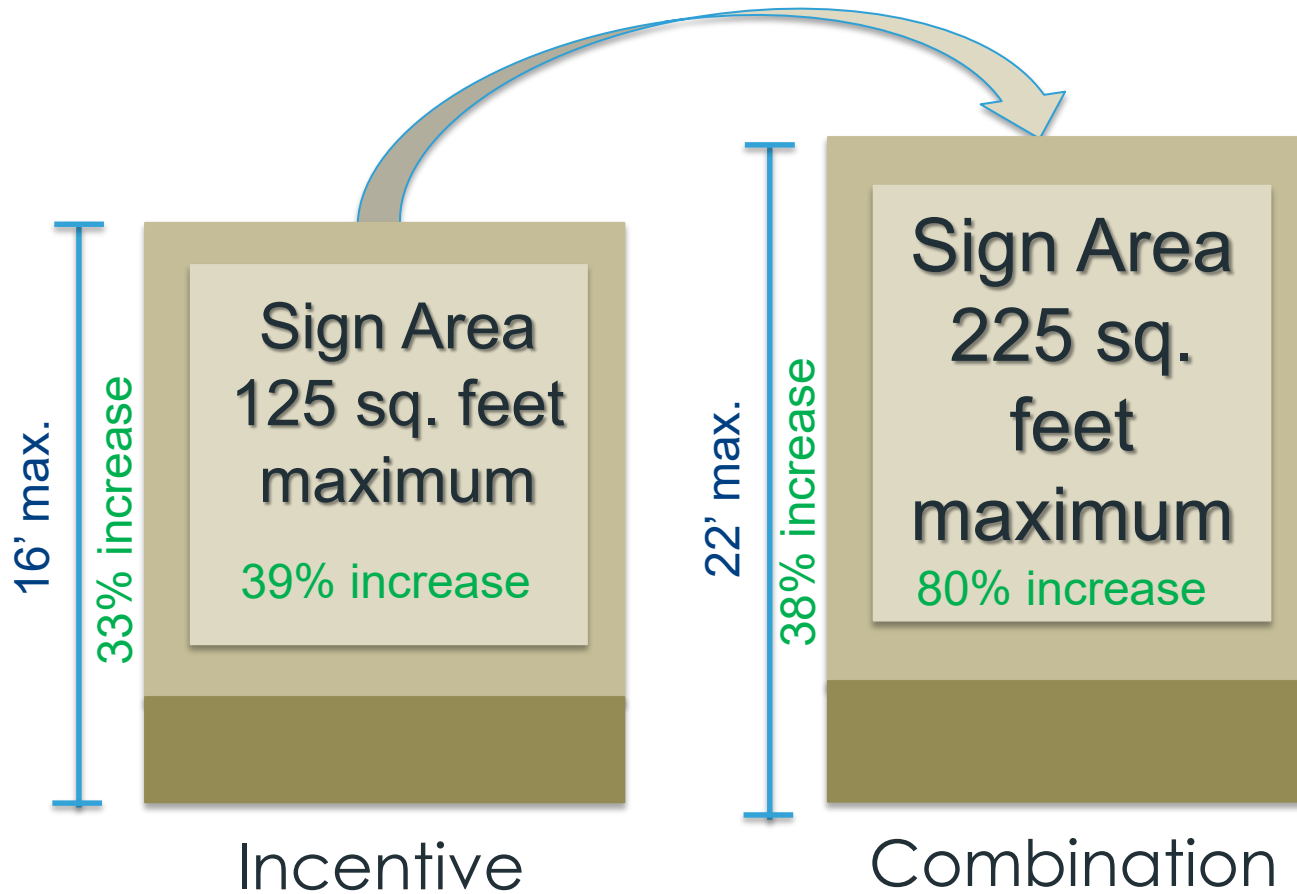
Street One



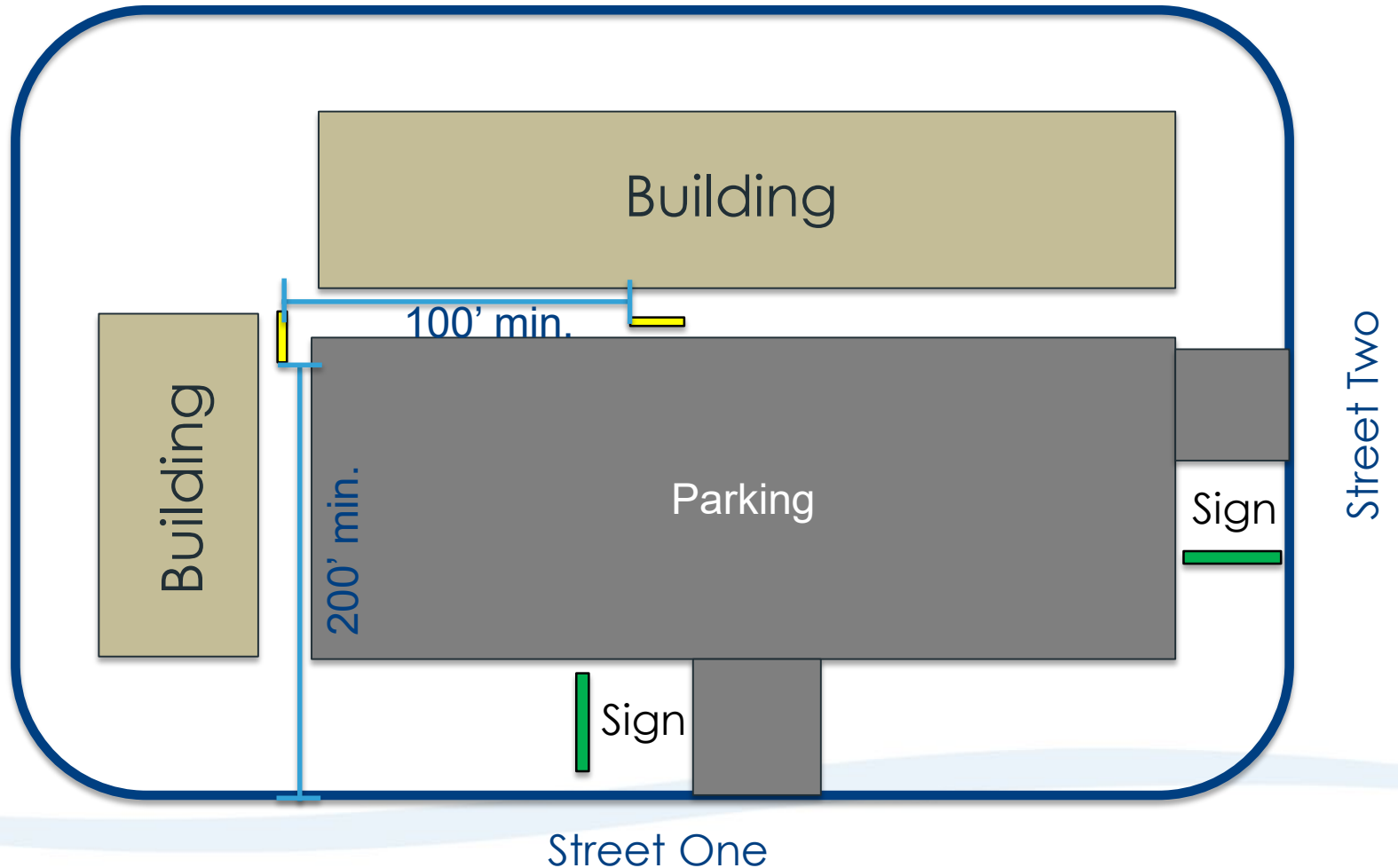
Additional **Large** Freestanding Signage O-CC Incentive



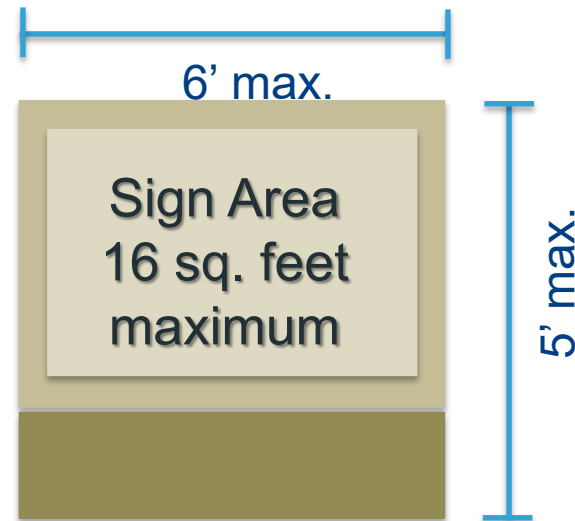
Combination Freestanding Signage O-CC Incentive



Additional **Internal** Freestanding Signage O-CC Proposed



Additional **Internal** Freestanding Signage O-CC Proposed



Wall Signage Table

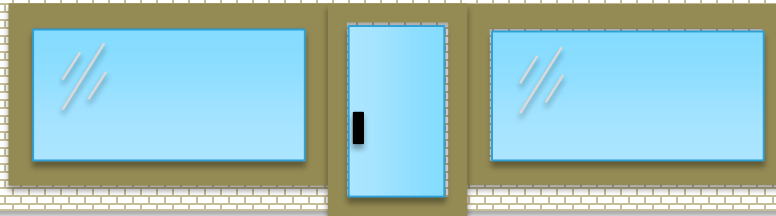
O-CC Proposed Incentive

Wall Signage Incentive Requirements

Number Of Facades Which Can Hold Signage	Maximum Square Footage Of Signage	Notes And Additional Limitations And Permissions
3 per establishment	1.5 per linear foot of facade on which it is mounted	Shall have an approved Optional Incentive Sign permit.

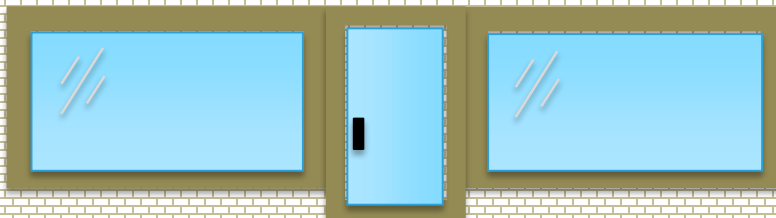
Wall Signage - Incentive

Sign Area: 1 sq. foot per linear foot



Existing

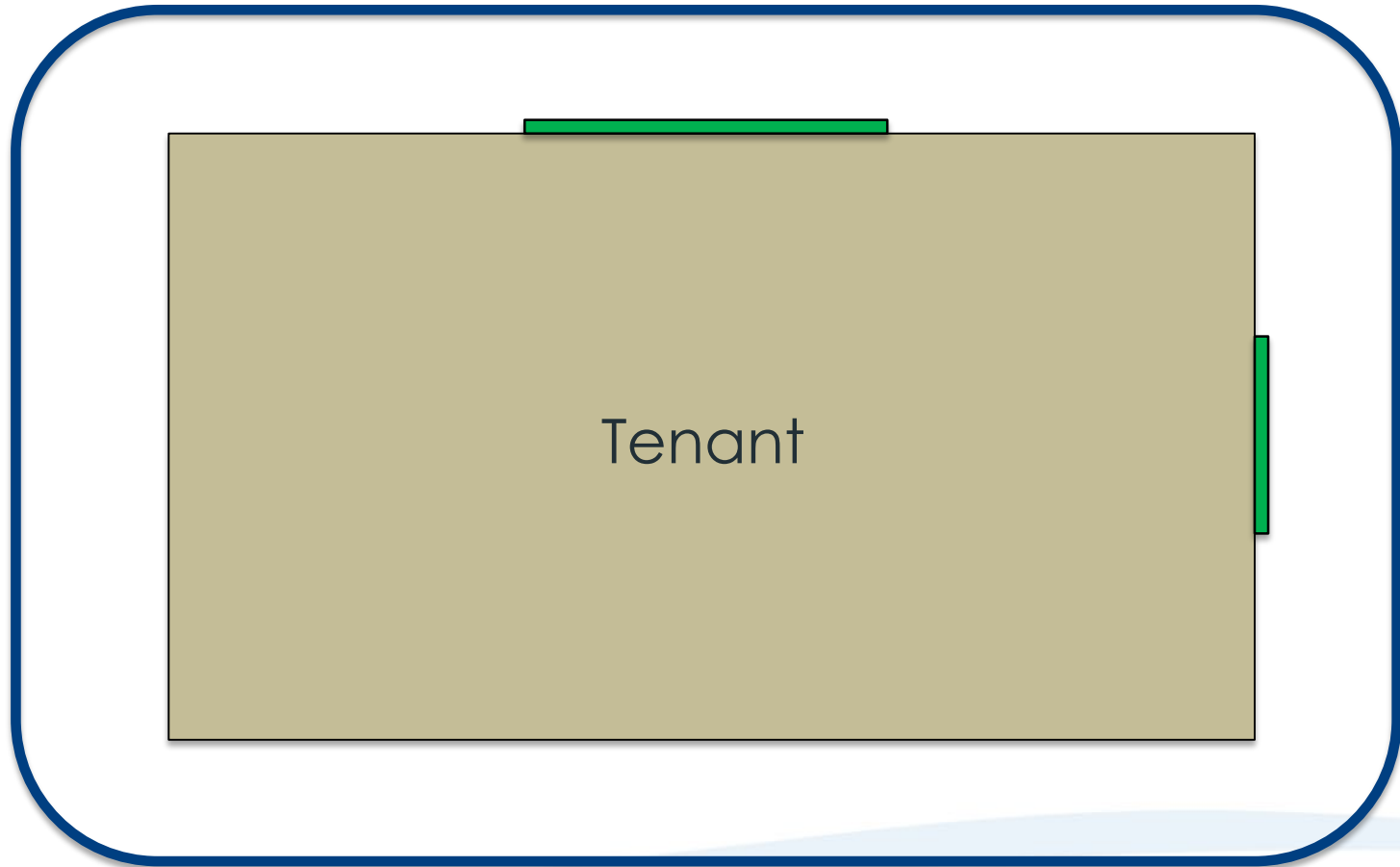
Sign Area: 1.5 sq. foot per linear foot



Incentive

Wall Signage - Existing

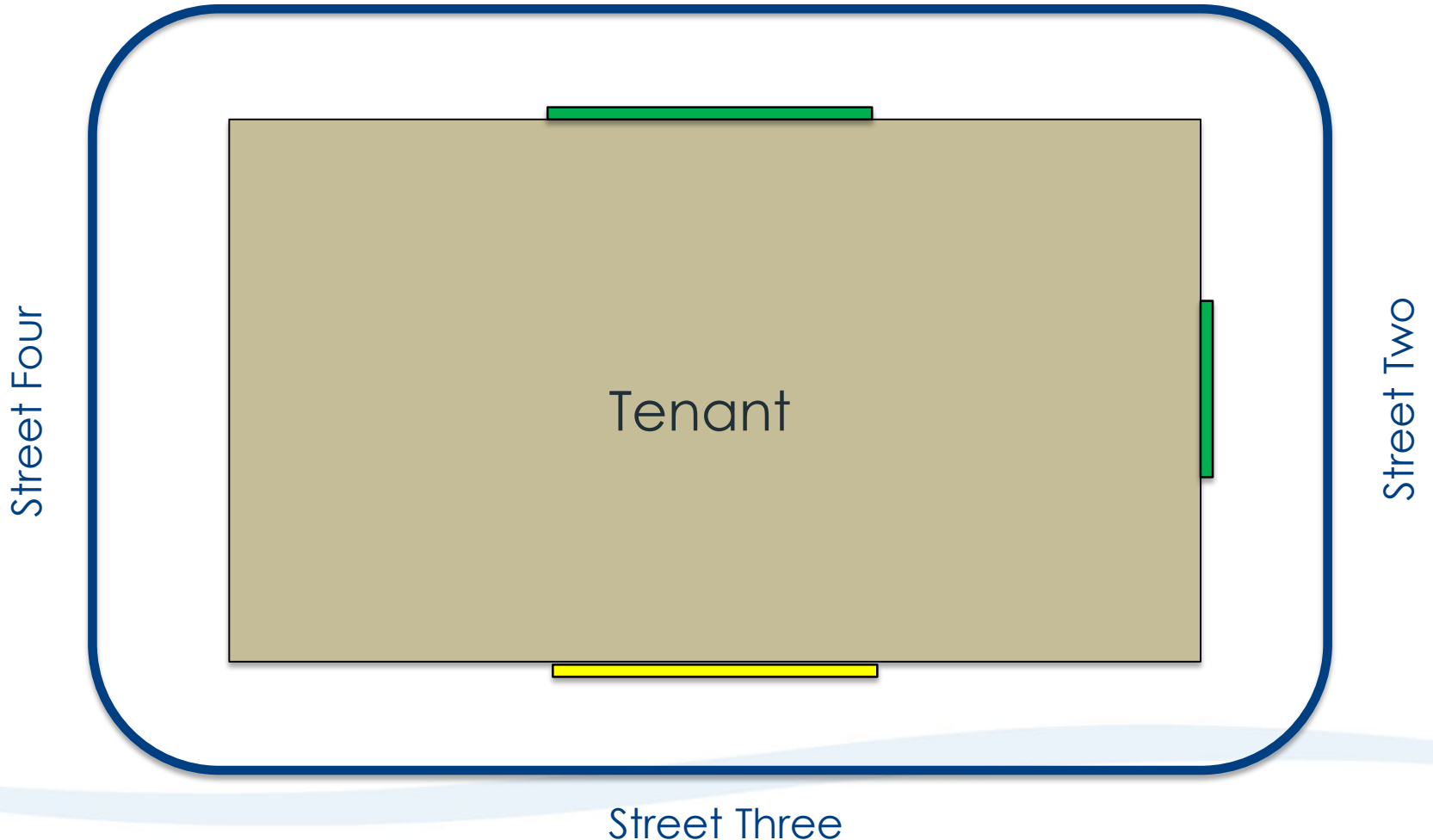
Street One



Street Two

Wall Signage - Proposed

Street One



Street Four

Tenant

Street Two

Street Three

Wall Signage - Proposed

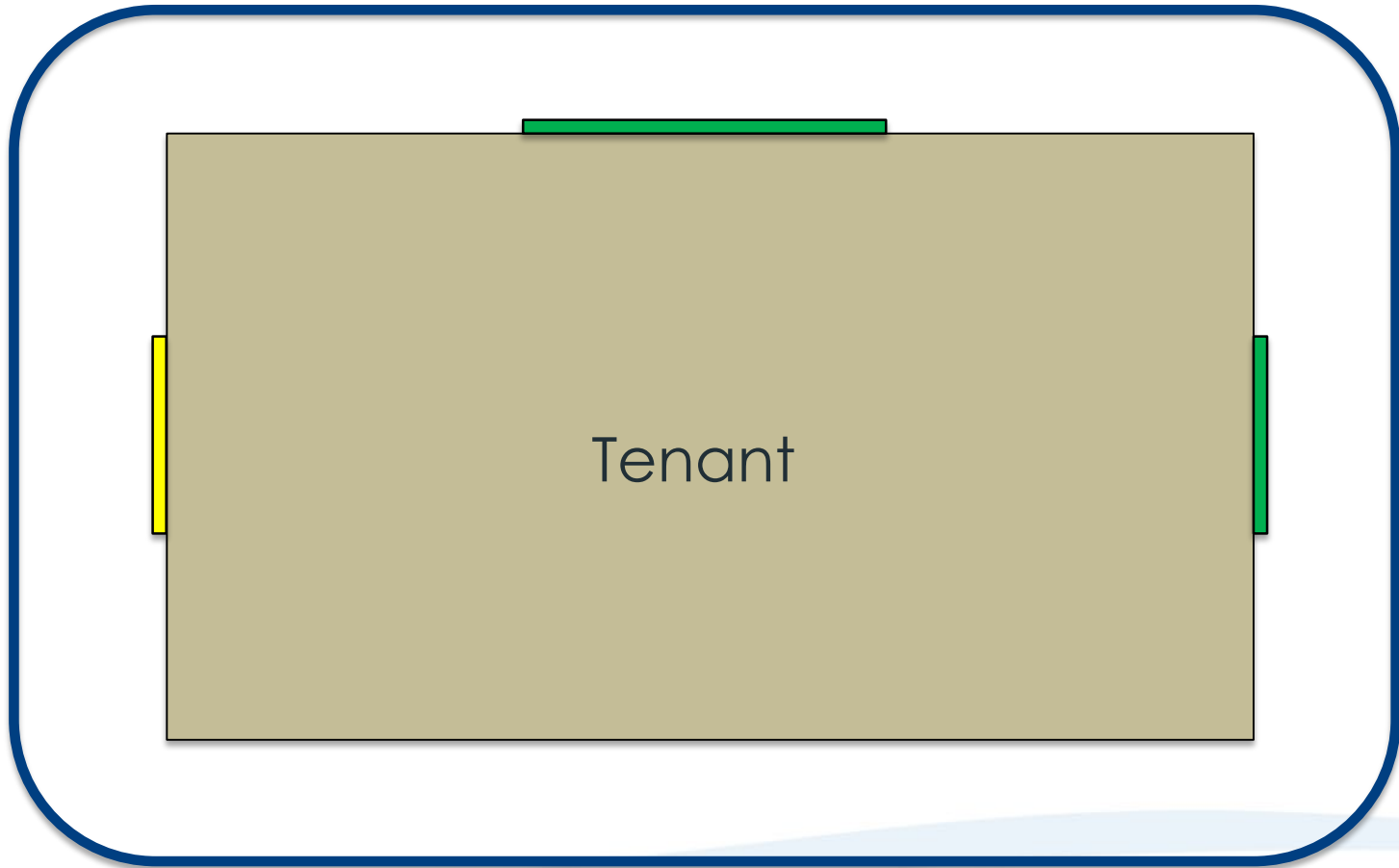
Street One

Street Four

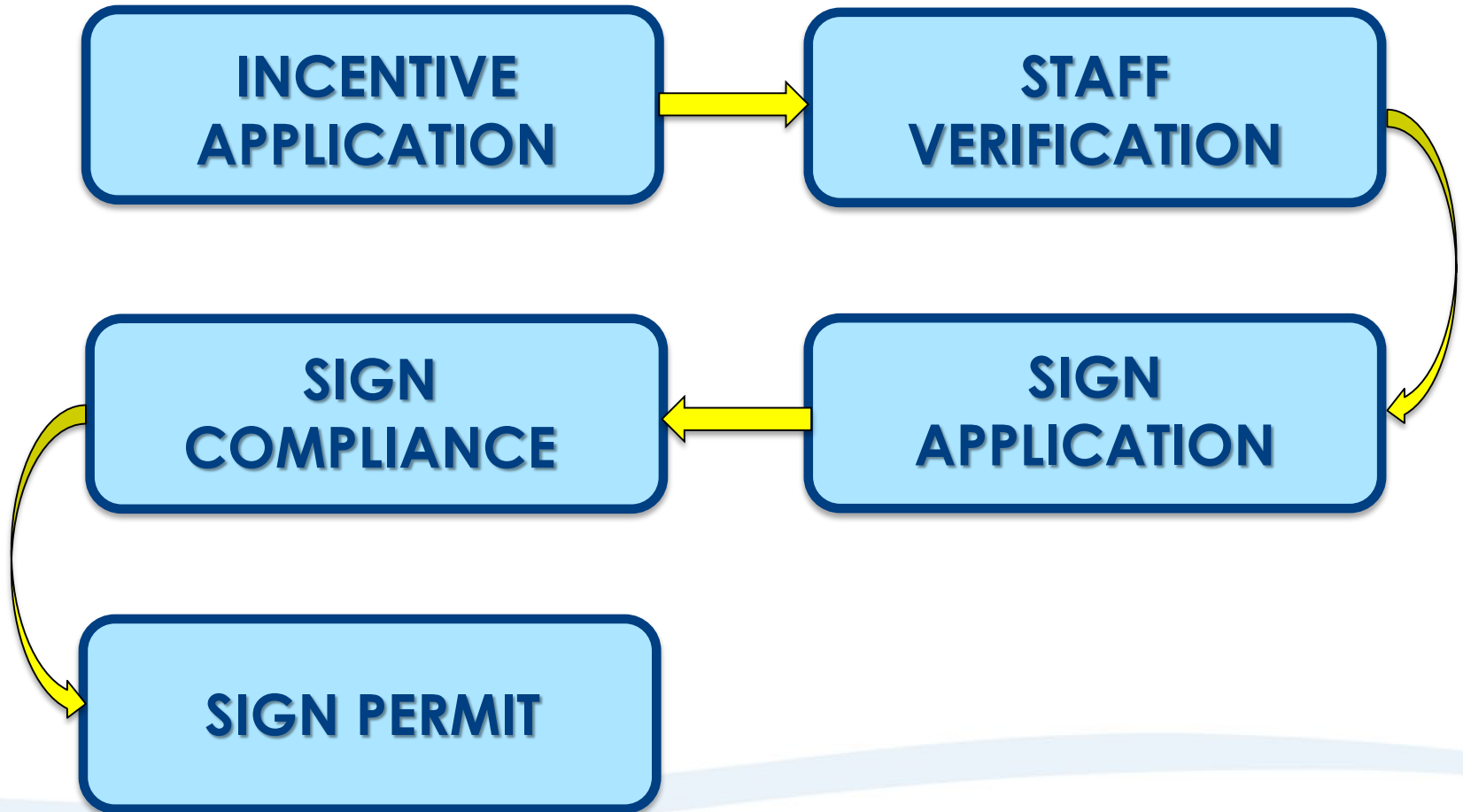
Street Two

Tenant

Street Three



Optional Incentive Process



Design Standards

- Enhanced Site Design
 - Pedestrian Connectivity
 - High Quality Elements & Materials
 - Site Amenities
- Enhanced Building Design
 - High Quality Building Elements
 - High Quality Materials

Public Policy



- Development Incentives
- Unify Signage
- Enhance Economic Development

Recommendation

Staff & Planning
Commission Recommend
Approval

20-0084

20-0085