

1 **Ordinance to Amend and Reenact the Zoning Ordinance of the City of Hampton, Virginia**  
2 **by Amending Articles I through III of Chapter 10 Entitled “Signs” Pertaining to Intent of**  
3 **Sign Regulations; Administration and Enforcement of Sign Regulations; Permitted,**  
4 **Prohibited, and Exempt Signs; Requirements of Permitted Signs; and Adoption of Tables**  
5 **of Freestanding, Wall, and Temporary Signage Permitted.**  
6

7 **WHEREAS**, the public necessity, convenience, general welfare, and good zoning practice so  
8 require;  
9

10 **BE IT ORDAINED** by the City Council of the City of Hampton, Virginia, that articles I through III  
11 of chapter 10 of the zoning ordinance of the City of Hampton, Virginia be amended to read as  
12 follows:  
13

14 **CHAPTER 10 – SIGNS**

15 **ARTICLE I. – GENERAL SIGN REGULATIONS**

16 **Sec. 10-1. – Intent *of sign regulations generally.***  
17

18 The purpose of this ordinance is to create the legal framework for a comprehensive but  
19 balanced system of signs, and thereby to facilitate harmonious and effective communication  
20 between people and their environment and to alleviate the proliferation of signs that are  
21 detrimental to the visual environment and economic vitality of Hampton. *Further, the purposes*  
22 *of these sign regulations are also:*  
23

- 24
- 25 (1) *To encourage the use of signs which are compatible with their surroundings;*
  - 26 (2) *To maintain and enhance the aesthetic environment and the city’s ability to attract*  
27 *sources of economic growth;*
  - 28 (3) *To minimize adverse impacts of signs on nearby public and private properties;*
  - 29 (4) *To protect property values;*
  - 30 (5) *To protect against inappropriate or hazardous visual encroachment and complement the*  
31 *characters of the city’s various neighborhoods and zoning districts.*
  - 32 (6) *To enable the fair and consistent enforcement of sign regulations; and*
  - 33 (7) *To protect the public’s health, safety, and welfare.*

34 ~~With this purpose in mind, it is the intention of this ordinance to authorize the use of signs~~  
35 ~~which are:~~

- 36 ~~(1) Compatible with their surroundings;~~
- 37 ~~(2) Appropriate to the type of activity to which they pertain;~~
- 38 ~~(3) Expressive of the identity of individual proprietors or of the community as a whole;~~
- 39 ~~(4) Legible in the circumstances in which they are seen;~~
- 40 ~~(5) Protective of the public’s health, safety, and welfare.~~

41 ~~It is the intent of this article to outline the general parameters of sign regulations in the City~~  
42 ~~of Hampton. These regulations shall apply to all zoning districts in the city, unless specifically~~  
43 ~~overridden by the provisions for specific zoning districts as outlined in article 2. If there is a~~

44 ~~conflict between these general sign regulations and the subsequent article of this chapter, the~~  
45 ~~regulations in more specific article shall apply.~~

46  
47 **Sec. 10-2. – *Applicability, administration, and enforcement of sign regulations.* General**  
48 **provisions.**

49  
50 (1) *Applicability of articles.*

51 *The regulations contained in article I shall apply to all zoning districts in the city, unless*  
52 *expressly superseded by the specific provisions set forth in articles II or III. If there is a*  
53 *conflict between the requirements of the articles herein, the requirement of the more*  
54 *specific article shall apply.*

55 (2) *Administration and enforcement of chapter.*

56 (a) *It shall be unlawful to display, erect, paint, or otherwise maintain a sign except in*  
57 *conformance with this chapter.*

58 (b) *The definitions contained in chapter 2 of the zoning ordinance shall control*  
59 *except where specifically modified by this chapter.*

60 (c) *Characterization of contiguous zoning for purposes of applying the Table of*  
61 *Freestanding Signage Permitted shall be the following: contiguous zoning shall*  
62 *be the zoning classification of the properties which share a common property line*  
63 *with the subject property along a right-of-way, but not across any right-of-way. In*  
64 *cases where contiguous zoning is different, the more restrictive zoning*  
65 *classification shall be considered the contiguous zoning classification. In cases*  
66 *where there is no contiguous zoning, the maximum sign area for the district shall*  
67 *be permitted.*

68 (d) *This chapter, and the various parts, sections and clauses hereof, are hereby*  
69 *declared to be severable. If any part, section or clause is adjudged invalid, the*  
70 *remainder shall remain in full force and effect.*

71 (3) *Permit required.*

72 *Except where expressly provided, a permit shall be required prior to the erection,*  
73 *display, alteration, repair, or relocation of any sign, including sign face replacement. A*  
74 *permit shall not be required for routine maintenance or a change in changeable copy to*  
75 *a legally existing sign that results in no alteration to the sign structure.*

76 (a) *Permits for permanent signage shall be governed by the Uniform Statewide*  
77 *Building Code as set forth in chapter 9 of the city code of the City of Hampton.*

78 (b) *Permits for temporary signage, and any other signage exempt from the Uniform*  
79 *Statewide Building Code, shall be required to obtain a zoning permit as set forth*  
80 *in section 1-10 of the zoning ordinance.*

81 (c) *A complete permit application shall include the following:*

82 (i) *A fully completed Sign Permit Application in a form set forth by the City of*  
83 *Hampton, which shall include all information necessary to ascertain*  
84 *compliance with the city code and zoning ordinance; and*

85 (ii) *A non-refundable fee as set forth in section 9-42(i) of the city code for*  
86 *permanent signage and section 1-10 of the zoning ordinance for all other*  
87 *signage.*

- 88 ~~(1) Permitted signs shall be the following:~~
- 89 ~~(a) Freestanding signs.~~
- 90 ~~(b) Wall signs.~~
- 91 ~~(c) Special types of signs as described below.~~
- 92 ~~(2) Prohibited signs shall include the following:~~
- 93 ~~(a) Abandoned nonconforming signs, which the city may order removal of provided the city~~  
94 ~~gives the owner of the property on which the sign is located written notice to remove~~  
95 ~~the sign. Such notice may not be given until the expiration of the two-year period~~  
96 ~~necessary for the nonconforming sign to be considered abandoned. If, following such~~  
97 ~~two-year period, the city has made a reasonable attempt to notify the property owner,~~  
98 ~~the city through its own agents or employees may enter the property upon which the~~  
99 ~~sign is located and remove any such sign whenever the owner has refused to do so.~~  
100 ~~The cost of such removal shall be chargeable to the owner of the property. Nothing~~  
101 ~~herein shall prevent the city from applying to a court of competent jurisdiction for an~~  
102 ~~order requiring the removal of such abandoned nonconforming sign by the owner by~~  
103 ~~means of injunction or other appropriate remedy.~~
- 104 ~~(b) Discontinued signs, which shall require the owner of the property on which the~~  
105 ~~discontinued sign is located to~~
- 106 ~~(i) Remove the copy from the sign face,~~
- 107 ~~(ii) Replace the sign face with a blank face, or~~
- 108 ~~(iii) Remove the sign structure.~~
- 109 ~~(c) Signs of any material which are attached in any manner to a utility pole, tree, or similar~~  
110 ~~object located on public property except for banners as allowed in section 10-4(7)(d).~~
- 111 ~~(d) Signs displayed on any vehicle unless such vehicle is licensed in accordance with state~~  
112 ~~and local requirements and has a current state inspection.~~
- 113 ~~(e) Rooftop displays of any kind, with or without text.~~
- 114 ~~(f) Any private sign on public rights-of-way, which shall be subject to immediate removal,~~  
115 ~~without notice.~~
- 116 ~~(g) Any other type of sign not expressly permitted in this chapter.~~
- 117 ~~(3) A sign permit authorized by the zoning administrator shall be required for all erection,~~  
118 ~~alteration, repair, or relocation of any sign, except for the following types or situations:~~
- 119 ~~(a) Routine maintenance or a change in changeable copy which results in no alteration to~~  
120 ~~the sign structure, not to include sign face replacement.~~
- 121 ~~(b) Political signs.~~
- 122 ~~(c) Construction signs.~~
- 123 ~~(d) Real estate signs.~~
- 124 ~~(4) All signs to be erected pursuant to this ordinance must pertain to a use conducted on the~~  
125 ~~property, with the exception of those permitted off-premises advertising signs described in~~  
126 ~~subsection 10-4(11) below; except that any sign authorized in this ordinance is allowed to~~  
127 ~~contain any otherwise lawful non-commercial message which does not direct attention to a~~

128 ~~business or to a commodity or service for sale, and that complies with the area, height,~~  
129 ~~number, and all other requirements of this ordinance.~~

130 ~~(5) No sign shall project above the building part to which it is attached.~~

131 ~~(6) Characterization of contiguous zoning for purposes of applying the Table of Dimensional~~  
132 ~~Regulations shall be the following: contiguous zoning shall be the zoning classification of~~  
133 ~~the properties which share a common property line with the subject property along a right-~~  
134 ~~of-way, but not across any right-of-way. In cases where contiguous zoning is different, the~~  
135 ~~more restrictive zoning classification shall be considered the contiguous zoning~~  
136 ~~classification. In cases where there is no contiguous zoning, the maximum sign area for the~~  
137 ~~district shall be permitted. For establishments or business/shopping centers with multiple~~  
138 ~~frontages, contiguous zoning shall be determined according to subsection 10-3(3).~~

139 ~~(7) This chapter, and the various parts, sections and clauses hereof, are hereby declared to be~~  
140 ~~severable. If any part, section or clause is adjudged invalid, the remainder shall remain in~~  
141 ~~full force and effect.~~

142

143 **Sec. 10-3. – Prohibited signs.**

144 *The following types of signs are prohibited:*

145 (a) *Signs not expressly permitted in, or which violate any provision of, this chapter.*

146 (b) *Signs located on a public right-of-way or other city-owned property without a*  
147 *permitted encroachment agreement, which are subject to immediate removal*  
148 *without notice.*

149 (c) *Signs displayed on any vehicle unless the vehicle is licensed in accordance with*  
150 *state and local requirements and has a current state inspection.*

151 (d) *Abandoned nonconforming signs, which the city may order removal of provided*  
152 *the city gives the owner of the property on which the sign is located written notice*  
153 *to remove the sign. Such notice may not be given until the expiration of the two-*  
154 *year period necessary for the nonconforming sign to be considered abandoned.*  
155 *If, following such two-year period, the city has made a reasonable attempt to*  
156 *notify the property owner, the city through its own agents or employees may*  
157 *enter the property upon which the sign is located and remove any such sign*  
158 *whenever the owner has refused to do so. The cost of such removal shall be*  
159 *chargeable to the owner of the property. Nothing herein shall prevent the city*  
160 *from applying to a court of competent jurisdiction for an order requiring the*  
161 *removal of such abandoned nonconforming sign by the owner by means of*  
162 *injunction or other appropriate remedy.*

163 (e) *Discontinued signs, which shall require the owner of the property on which the*  
164 *discontinued sign is located to:*

165 (i) *Remove the copy from the sign face,*

166 (ii) *Replace the sign face with a blank face, or*

167 (iii) *Remove the sign structure.*

168

169 **Sec. 10-4. – Requirements generally applicable to all permitted signs.**

170 (1) *Height.*

171 *No sign shall project above the building part to which it is attached, except for roof signs*  
172 *where expressly permitted.*

173 (2) *Illumination.*

174 (a) *All signs may be externally or internally lighted unless such lighting is prohibited*  
175 *in this chapter. When externally illuminated, the light source shall be shielded so*  
176 *that it illuminates only the face of the sign and minimizes glare and light trespass*  
177 *on adjacent properties.*

178 (b) *In residential zones, signs may be internally illuminated, but if illuminated from*  
179 *external sources, shall be shielded so as to protect adjoining properties from*  
180 *glare.*

181 (3) *Movement.*

182 *No part of any sign may be in motion, such as by fluttering or rotating, whether by*  
183 *internal means or when set in motion by movement of the atmosphere. This prohibition*  
184 *shall not apply to feather or inflatable signs or the changing copy on electronic signs*  
185 *where permitted.*

186 (4) *Emissions.*

187 *No sign may produce odor, sound, smoke, flame, or other emissions.*

188 (5) *Traffic and pedestrian safety.*

189 *No sign may obstruct or impair access to a public sidewalk, public or private street or*  
190 *driveway, traffic control sign, bus stop, fire hydrant, or any other type of traffic or safety*  
191 *device.*

192 (6) *Maintenance.*

193 *All signs and sign structures must be maintained in good and safe structural condition*  
194 *and repair in accordance with the Virginia Uniform Statewide Building Code.*

195 (7) *Location.*

196 (a) *All signs must comply with zoning ordinance section 1-17 regarding vision*  
197 *clearance of corner lots.*

198 (b) *No less than 8 feet of clearance shall be provided between a sidewalk or*  
199 *pedestrian area and the lowest point of a hanging or projecting sign.*

200  
201 **Sec. 10-5. – Freestanding and wall signs permitted.**

202 (1) *Freestanding and wall signs shall be permitted in accordance with the “Table of*  
203 *Freestanding Signage Permitted” and “Table of Wall Signage Permitted” as applicable*  
204 *and set forth in article III of this chapter.*

205 (2) *An additional Interstate/Arterial sign shall be permitted in all commercial districts as an*  
206 *optional incentive, provided the following conditions are met:*

207 (a) *The sign is located within a 1000’ radius of the intersection of the centerline of an*  
208 *interstate highway right-of-way and the centerline of an arterial street right-of-way*  
209 *(as listed in the comprehensive plan) with direct access to that interstate.*

210 (b) *The sign complies with the City of Hampton Landscape Guidelines.*  
211  
212

- 213 (c) *All non-conforming signage otherwise located on the subject property is removed*  
214 *prior to approval of the sign permit.*
- 215 (d) *The property upon which the sign is to be located has direct access to the*  
216 *applicable arterial street.*
- 217 (e) *The sign shall not exceed 45' in height.*
- 218 (3) *Additional signage incidental to certain primary uses. In addition to the other permitted*  
219 *signs set forth in this section, the following signs are permitted in conjunction with certain*  
220 *permitted primary uses.*
- 221 (a) *In conjunction with an establishment with a drive-thru lane, two (2) freestanding*  
222 *signs per drive-thru lane, provided that the following provisions are met:*
- 223 (i) *The area of each additional freestanding sign shall not exceed 16 square*  
224 *feet when located in a front yard or a side yard and 24 square feet when*  
225 *located in a rear yard.*
- 226 (ii) *The maximum height of each freestanding sign shall be six (6) feet.*
- 227 (iii) *Each sign shall be located immediately adjacent to the applicable drive-*  
228 *thru lane.*
- 229 (b) *In conjunction with an automobile dealer, one (1) freestanding sign for each*  
230 *franchise provided that the signs are 100 linear feet apart.*
- 231 (c) *In conjunction with a gasoline supply station, the permitted sign set forth in the*  
232 *Table of Freestanding Signage Permitted may be increased by 24 square feet in*  
233 *sign area. In addition, each gasoline pump shall be permitted one (1) additional*  
234 *sign not to exceed two (2) square feet in sign area located on the pump.*
- 235 (d) *In conjunction with an educational or medical campus encompassing 50 or more*  
236 *acres that are contiguous or separated by a street:*
- 237 (i) *Up to two (2) freestanding signs may be permitted at each principal*  
238 *entrance provided that no more than one (1) sign shall be permitted at*  
239 *each side of the road or driveway.*
- 240 (ii) *Such signs shall not exceed 110 square feet in sign area and 12 feet in*  
241 *height.*
- 242 (iii) *Walls integrated into the design of a sign at the entrance to a campus*  
243 *shall not exceed 15 feet in height provided that no more than 25 percent*  
244 *of the wall shall be permitted at the maximum height.*
- 245 (iv) *All signs comply with the City of Hampton Landscape Guidelines.*
- 246 (e) *In conjunction with a home occupation, one wall sign not to exceed one (1)*  
247 *square foot in sign area.*
- 248 (f) *In conjunction with a public art display, one wall or freestanding sign not to*  
249 *exceed two (2) square feet in sign area.*
- 250 (g) *In conjunction with outdoor seating areas, one (1) sign located within the*  
251 *designated outdoor seating area, provided that the sign shall not exceed two (2)*  
252 *square feet in area and four (4) feet in height, shall not contain lighting, and shall*  
253 *be movable with flat footing.*

254 (h) In conjunction with a building containing multiple establishments, one wall sign  
255 affixed to each establishment's door or immediately adjacent thereto, not to  
256 exceed two (2) square feet in sign area.

257

258 **Sec. 10-6 – Temporary signs permitted.**

259 (1) **Intent.** Temporary signs permitted in proximity to certain events or in conjunction with  
260 certain uses shall not be construed to regulate the message displayed on any sign.

261 (2) Temporary signs shall be permitted in accordance with the "Table of Temporary Signage  
262 Permitted" set forth in article III of this chapter.

263

264 **Sec. 10-7 – Non-commercial signs permitted.**

265 The following non-commercial signs are permitted in every zoning district in conformance with  
266 the general requirements of this chapter and do not require a sign permit:

267 (1) Traffic control devices and signs related to safety and circulation on public or private  
268 property, erected and maintained in accordance with the Manual on Uniform Traffic  
269 Control Devices, if applicable, not to exceed two (2) square feet of sign area unless  
270 required by law.

271 (2) Where a federal, state, or local law requires a property owner to post a sign on the  
272 owner's property, not to exceed two (2) square feet of sign area unless required by law.

273 (3) Address numerals necessary for public safety officials to readily identify the address  
274 from the public street, which shall be proportional to the size of the building and the  
275 distance from the street to the building.

276

277 **Sec. 10-8 – Off-premises advertising signs.**

278 Off-premises advertising signs shall be permitted provided that the following provisions are met:

279 (1) Off-premises advertising signs shall be considered a permitted use upon those  
280 properties which contain such use as of September 1, 1988. Each site shall be identified  
281 as an "off-premises advertising site" on the official zoning maps of the City of Hampton  
282 and shall be available for public inspection in the offices of the zoning administrator and  
283 the director of community development. If any permitted off-premises advertising sign is  
284 relocated from an "off-premises advertising site" and if the zoning of the property is not  
285 M-2 or M-3, off-premises advertising shall not be considered a permitted use upon such  
286 property and the designation of the site as an "off-premises advertising site" shall be  
287 removed from the official zoning maps.

288 (2) Relocation of permitted off-premises advertising signs shall be permitted:

289 (a) Within the boundaries of the site upon which the structure was located on  
290 September 1, 1988, if zoned M-2 or M-3;

291 (b) On a contiguous lot, provided that such contiguous lot was created by  
292 subdivision from the lot on which the off-premises advertising sign was located  
293 on September 1, 1988, and retains common ownership, and is zoned M-2 or M-  
294 3;

- 295 (3) *No off-premises advertising sign shall be relocated within a one thousand-foot radius*  
296 *drawn from the center point of any interchange of Interstate 64 or 664.*
- 297 (4) *Off-premises advertising sign height for signs primarily read from interstate highways*  
298 *shall not exceed thirty-five (35) feet in height above the elevation of the highway to which*  
299 *the sign is principally displayed, as measured at the point of pavement of such highway*  
300 *nearest to the sign; and shall not exceed twenty-six (26) feet in height in all other areas.*
- 301 (5) *Off-premises sign area shall not exceed six hundred (600) square feet per sign face*  
302 *when oriented primarily toward I-64 and three hundred (300) square feet per sign face in*  
303 *all other areas.*
- 304 (6) *All replacements of existing units shall be of a single pole construction and subject to the*  
305 *following criteria: the site is zoned M-2 or M-3, the current size does not increase, the*  
306 *height meets the provisions of this ordinance and construction shall comply with all*  
307 *applicable Virginia building code requirements.*
- 308 (7) *No additional faces shall be permitted in excess of the number that existed on*  
309 *September 1, 1988.*
- 310 (8) *All off-premises advertising signs shall comply with the "City of Hampton Landscape*  
311 *Guidelines".*

312

313 **Sec. 10-9 – Signs exempt from regulation.**

- 314 (1) *Window signs, provided the total area of the signs shall not exceed 33 percent of the*  
315 *area of the window in which they are displayed.*
- 316 (2) *Murals.*
- 317 (3) *Letters less than 19 inches in height and one (1) inch in thickness carved into or*  
318 *constructed of the same material as the building frontage in such a way that they are an*  
319 *architectural detail of the building, provided that they are not illuminated apart from the*  
320 *building, are not made of a reflecting material, and are the same color as the building.*  
321 *For any letters greater than 19 inches in height, only 50 percent of the area shall be*  
322 *counted towards the maximum area for wall signs.*

323

324 **Sec. 10-10 – Non-conforming signs.**

325 *No nonconforming sign may be enlarged, extended, altered or relocated except as set forth*  
326 *in chapter 12 of this ordinance.*

327 *Any damaged or destroyed nonconforming sign requiring repairs at a cost of fifty (50)*  
328 *percent or more of the replacement cost of the sign shall be removed or brought into*  
329 *conformity with this ordinance. Replacement cost shall be calculated using a substantially*  
330 *similar sign with the same materials as the original sign and shall only include the cost of*  
331 *the supporting structure, foundation, and sign face(s).*

332

333 **ARTICLE II. – SUPPLEMENTAL SIGN REGULATIONS IN CERTAIN ZONING DISTRICTS**

334

335 **Sec. 10-11. – Supplemental sign regulations.**



336 The supplemental sign regulations contained in article II shall supersede the general  
337 regulations contained in article I to the extent that they are specifically in conflict with article  
338 I.

339 **Sec. 10-12. - O-MVC District sign regulations.**

340 (1) In addition to the prohibitions set forth in article I of this chapter, the following signs shall  
341 be prohibited in the Magruder Visual Corridor Overlay (O-MVC) district:

342 (a) Signs painted on a building.

343 (b) Portable signs.

344 (c) Reader boards.

345 (d) Animated signs.

346 (e) Off-premises advertising signs.

347 (2) Limitations on permitted signs. Freestanding signs shall not exceed a height of five (5)  
348 feet above natural grade within 100 feet of any major road right-of-way, and within 100  
349 feet of any intersecting street right-of-way for a distance of 300 feet to either side of the  
350 Magruder Boulevard right-of-way, and may increase one (1) foot in height for each  
351 additional 20 feet of setback, provided that other related provisions of the ordinance are  
352 met.

353 **Sec. 10-13. - O-CC District sign regulations.**

354 (1) Sign area shall be as permitted in article I of this chapter, however the following shall  
355 also apply in the O-CC District:

356 (a) No sign shall be painted on a building, accessory structure or fence.

357 (b) Parcels are required to have at least 50 feet of frontage on a public right-of-way  
358 in order to place a freestanding sign facing that right-of-way.

359 (c) No freestanding sign shall be located closer than 40 feet to any other  
360 freestanding sign.

361 (d) Except for interstate/arterial signs, all freestanding signs shall be ground-  
362 mounted monument signs as defined in this chapter.

363 (2) In an effort to address the special signage needs of the Coliseum Central area,  
364 modifications to the requirements of (1) above, to include additional sign area, may be  
365 permitted upon the approval of the Coliseum Central Design Review Committee  
366 (CCDRC), as defined in chapter 2. Such approval shall be based upon the sign  
367 package's ability to meet the following standards:

368 (a) The appropriateness to the type of activity to which it pertains;

369 (b) Compatibility with the character of the surrounding area;

370 (c) Compatibility with the architecture of the building and its incorporation into that  
371 architecture in a manner that does not obscure elements and details that define  
372 the building design;

373 (d) Sensitivity of placement to signs on adjacent parcels; and

374 (e) Consolidation of freestanding signs.

375 In no instance, however, shall the CCDRC allow the use of off-premises advertising that  
376 would not otherwise be permitted by this chapter. Should any request for additional sign

377 area, or a change in the dimensions or location of a sign, be denied by the CCDRC, the  
378 request may be forwarded to the board of zoning appeals in the form of a variance. The  
379 CCDRC shall forward the rationale for their decision to the board of zoning appeals for  
380 consideration.

381 **Sec. 10-14. - DT-1, DT-2 and DT-3 Districts sign regulations.**

382 (1) *Prohibited signs in the DT Districts. In addition to the prohibitions set forth in article I of*  
383 *this chapter, the following signs shall be prohibited within the DT Districts:*

384 (a) *Signs and parts thereof which move by spinning, rotating, or similar motion, and*  
385 *all forms of flashing or intermittent light, or any similar type devices, located on*  
386 *public or private property.*

387 (b) *Any window sign except those either specifically exempted in section 10-9 or*  
388 *those painted on a window surface.*

389 (2) *Signs in the DT Districts shall only be of the following types:*

390 (a) *Projecting signs.*

391 (b) *Wall signs. Signs may be attached flat against a storefront or building, or painted*  
392 *on glass surfaces.*

393 (c) *Freestanding signs.*

394 (d) *Awning/canopy signs.*

395 (e) *Sandwich boards.*

396 (3) *Lighting.*

397 (a) *All signs, if lighted, shall be indirectly illuminated by white-colored light, directed*  
398 *and/or shielded so that none of the lighted areas of the light source is visible from*  
399 *adjoining properties or rights-of-way, or may be internally illuminated in the case*  
400 *of a reverse-faced sign, in which the sign face is opaque and only the logo and/or*  
401 *letters are illuminated. Neon or similar gaseous discharge light shall be*  
402 *permitted.*

403 (b) *All forms of flashing or otherwise intermittent light are prohibited throughout the*  
404 *district.*

405 (4) *Materials. All exterior signs and sign supports shall be constructed of wood, non-*  
406 *corrosive metal, brick, fabric, neon, or similar gaseous discharge light, and shall be*  
407 *treated so as to be resistant to weathering, except that internally illuminated signs may*  
408 *contain plastic panels over the illuminated face. In all cases, lettering may be plastic.*

409 (5) *Optional incentives.*

410 (a) *It is the intent of this section to encourage outstanding sign design which*  
411 *reinforces the distinctive historic character of the DT Districts.*

412 (b) *A review board shall be established, composed of the community development*  
413 *director or designee, zoning administrator or designee, and three (3)*  
414 *representatives from the DT Districts. These three (3) representatives will act in*  
415 *an advisory capacity to the community development director and zoning*  
416 *administrator in the review of requests for incentive sign area.*

- 417 (c) Upon application to and approval by the review board, a proposed sign may be  
418 granted additional sign area if it is adjudged to meet design criteria which exceed  
419 the minimum standards. The following incentives may be awarded:
- 420 (i) High-rise areas, defined as the four following areas: 1) the area bounded  
421 by Settlers Landing Road, South King Street, Rudd Lane, and Bridge  
422 Street; 2) the area bounded by Settlers Landing Road, Eaton Street  
423 extended, Wine Street extended, and the Hampton River; 3) the area  
424 bounded by Settlers Landing Road, Eaton Street, East Queen Street, and  
425 the Hampton River; and 4) the area bounded by Lincoln Street, Eaton  
426 Street, Syms Street extended, and Wine Street extended: an additional  
427 one hundred (100) square feet of sign area per frontage; and
- 428 (ii) Other areas, defined as the areas not comprising the high-rise areas  
429 described above nor being part of a parcel having frontage on Queens  
430 Way between West Queens Court and Wine Street or on Kings Way  
431 between Lincoln Street and Settlers Landing Road: additional sign area of  
432 up to sixty-five (65) square feet per frontage.
- 433 (d) In determining the eligibility of a proposed sign for such incentives, the review  
434 board shall consider:
- 435 (i) The proposed sign's general design and arrangement and any distinctive  
436 stylistic features or examples of skilled craftsmanship.
- 437 (ii) Height, proportion, relation to district entrances, materials, texture, color,  
438 lighting, details, scale, and styles of expression, and the extent to which  
439 the sign would be harmonious with or incongruous to the DT Districts, the  
440 architecture of the subject building, and adjacent buildings.

441

442 **Sec. 10-15. - HRC-2 and HRC-3 Districts sign regulations.**

443

- 444 (1) In addition to the prohibitions set forth in article I of this chapter, the following signs shall  
445 be prohibited in the HRC-2 and HRC-3 districts:
- 446 (a) Signs painted on a building.
- 447 (b) Off-premises advertising signs.
- 448 (c) Portable signs.
- 449 (d) Internally illuminated signs.

450

451 **Sec. 10-16. - BB-3, BB-4 and BB-5 Districts sign regulations.**

452

- 453 (1) Permitted locations and signs in the BB-3, BB-4, and BB-5 districts.
- 454 (a) Signs are permitted only on Mixed Use Lots or Special Lots as described in  
455 chapter 8, article 3.
- 456 (b) Types of signs permitted are the following:
- 457 (i) Wall signs.
- 458 (ii) Painted window signs.
- 459 (iii) Canopy signs.

- 460 (iv) *Projecting signs.*
- 461 (v) *Sandwich board signs.*
- 462 (2) *Standards for signs in the BB-3, BB-4, and BB-5 districts.*
- 463 (a) *Internally illuminated signs (not including neon) are prohibited. Signs may be*
- 464 *illuminated by backlighting or directional lighting done in a manner to minimize*
- 465 *glare.*
- 466 (b) *Not more than 33 percent of the window surface area shall be covered by any*
- 467 *combination of signs.*

468  
469 **Sec. 10-17. – FM Districts sign regulations.**

- 470 (1) *General sign regulations for the FM Districts.*
- 471 *Signage shall generally be as permitted in article I of this chapter, however the following*
- 472 *shall also apply:*
- 473 (a) *Permitted sign types include only:*
- 474 (i) *Wall signs, to include painted wall signs.*
- 475 (ii) *Window signs.*
- 476 (iii) *Awning/canopy signs.*
- 477 (iv) *Projecting signs.*
- 478 (v) *Sandwich board signs.*
- 479 (b) *Prohibited sign types include but are not limited to:*
- 480 (i) *Freestanding signs.*
- 481 (ii) *Changeable copy signs.*
- 482 (iii) *Inflatable signs.*
- 483 (iv) *Changeable electronic message signs.*
- 484 (c) *Sign illumination.*
- 485 *Internal illumination, except for neon or similar gaseous tubing signs, is*
- 486 *prohibited.*
- 487 (d) *Sign area.*
- 488 *Total square footage of the sign area shall not exceed a ratio of 0.75 square feet*
- 489 *of sign area for each linear foot of the building façade.*
- 490
- 491 .

492  
493 **Sec. 10-18 – PH-1 District sign regulations.**

- 494 (1) *PH-1 general sign regulations.*
- 495 *Signage shall generally be as permitted in article I of this chapter, however the following*
- 496 *shall also apply:*
- 497 (a) *Permitted sign types include only:*
- 498 (i) *Wall signs, to include painted wall signs.*
- 499 (ii) *Window signs.*
- 500 (iii) *Awning/canopy signs.*
- 501 (iv) *Projecting signs.*
- 502 (v) *Sandwich board signs.*
- 503 (vi) *Roof signs.*
- 504

- 505 (b) *Prohibited sign types include but are not limited to:*  
506 (i) *Freestanding signs.*  
507 (ii) *Changeable copy signs.*  
508 (iii) *Inflatable signs.*  
509 (iv) *Changeable electronic message signs.*  
510 (c) *Sign illumination.*  
511 *Internal illumination, except for neon or similar gaseous tubing signs, is*  
512 *prohibited.*  
513 (d) *Sign area.*  
514 (i) *Total square footage of the sign area shall not exceed a ratio of 0.75*  
515 *square feet of sign area for each linear foot of the building façade.*  
516 (ii) *Notwithstanding Sec. 10-18(2)(d)(i) above, signage painted directly on the*  
517 *wall of a building shall be permitted at a ratio not to exceed 1.5 square*  
518 *feet of sign area for each linear foot of the building façade, is permitted on*  
519 *any building façade, and shall not count toward the total number of*  
520 *facades which may hold otherwise-permitted wall signage.*  
521 (iii) *Roof signs shall not exceed 180 square feet, shall not project more than*  
522 *10 feet above the highest point of the building, and shall count toward the*  
523 *maximum number of otherwise-permitted wall signs.*  
524

525 **Secs. 10-19--10-30 – Reserved.**

526

527 **ARTICLE III – TABLES OF SIGNAGE PERMITTED.**

528

529 **Sec. 10-31 – Table of Freestanding Signage Permitted.**

530 *[See attached table]*

531

532 **Sec. 10-32 – Table of Wall Signage Permitted.**

533 *[See attached table]*

534

535 **Sec. 10-33 – Table of Temporary Signage Permitted.**

536 *[See attached table]*

537

538 ~~Sec. 10-3. – Number, size and location of freestanding and wall signs.~~

539 ~~(1) Freestanding signs, which shall be in accordance with the Table of Dimensional~~  
540 ~~Regulations.~~

541 ~~(a) Business identification signs.~~

542 ~~(i) Each establishment, excepting establishments which constitute a portion of a~~  
543 ~~business/shopping center, shall be permitted one (1) freestanding business~~  
544 ~~identification sign.~~

545 ~~(ii) Each business/shopping center shall be allowed one (1) freestanding business~~  
546 ~~identification sign which may contain the name of the business/shopping center~~

547 and the names of tenants, except that business/shopping centers of five (5) or  
548 more acres with multiple street frontages shall be permitted two (2) freestanding  
549 business identification signs provided that each sign is located on a separate  
550 street frontage.

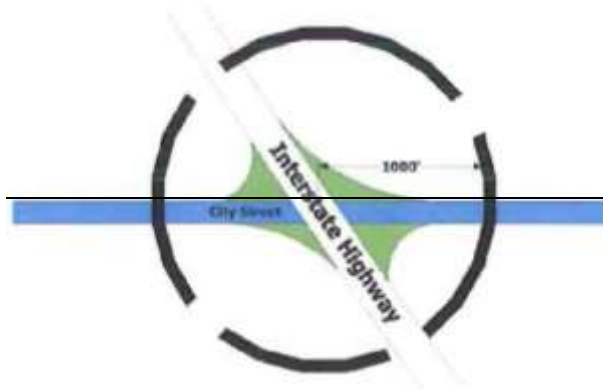
551 (b) Interstate/arterial signs. Any permitted freestanding sign located within a one thousand-  
552 foot radius of the imaginary intersection of the centerline of an interstate highway right-  
553 of-way and the centerline of an arterial street (as listed in the comprehensive plan) with  
554 direct access to that interstate, may be forty-five (45) feet in height, and shall be  
555 allowed in addition to other permitted freestanding sign(s), when the following  
556 conditions are met:

557 (i) Design approval by the director of community development or his designee of the  
558 sign face, the sign standard, and the site treatment around the sign, with emphasis  
559 on style (but not copy), lighting, and landscaping that complies with the "City of  
560 Hampton Landscape Guidelines".

561 (ii) Removal of all freestanding nonconforming signs.

562 (iii) The property upon which the sign is to be located has direct access to the subject  
563 arterial street.

564 A map identifying all interstate/arterial zones shall be available for public inspection in  
565 the offices of the zoning administrator and director of planning. The interstate/arterial  
566 zone shall be measured as shown below:



567  
568 (2) Wall signs, which shall be in accordance with the Table of Dimensional Regulations.  
569 Allowable business identification wall sign locations are as follows and as illustrated in the  
570 graphics below.

571 (a) Each building facade that fronts on a directly accessible right-of-way may hold  
572 business identification wall signs, up to a total of two (2) building facades, except as  
573 describe below:

574 (i) In the instance where a building facade is visible, but not directly accessible, from  
575 a public right-of-way, wall signs may be placed on that facade at the above stated  
576 ratio, upon the joint approval of the planning director and zoning administrator.  
577 Review of the proposed additional sign area shall be based on the applicant's  
578 ability to show that the affected facade is architecturally designed so that it mimics,  
579 to the fullest extent possible, the main facade of the building. All architectural  
580 elements, with the exception of covered walkways and glass storefronts, shall be  
581 included. If there are no architectural elements to be carried over to the affected

582 facade, this provision for additional sign area cannot be utilized. In no case shall  
583 this provision be used to allow wall or window sign area on a third building facade.

584 (b) The maximum allowable business identification wall sign area for any individual facade  
585 shall be one (1) square foot of sign area for every linear foot of building frontage along  
586 that facade, except as described below:

587 (i) In those instances where there are excessively deep lots, the following maximum  
588 sign areas shall prevail:

589 (aa) Any building whose front wall is entirely behind a line that is four hundred  
590 (400) feet from a parallel public right-of-way shall be permitted one and one-  
591 half (1½) square feet of wall sign area for every one (1) linear foot of building  
592 frontage.

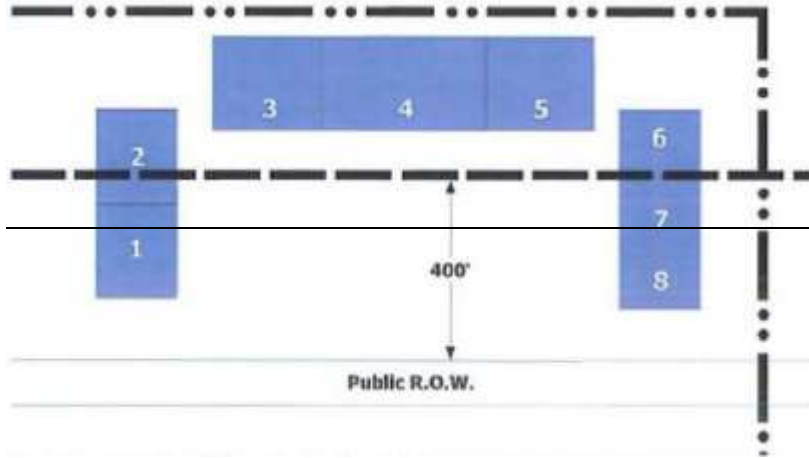
593 (bb) If a building is perpendicular to a public right-of-way, any user/tenant that is  
594 located entirely behind a line that is four hundred (400) feet from a parallel  
595 public right-of-way may have one and one-half (1½) square feet of wall sign  
596 area for every one (1) linear foot of building frontage it uses. These provisions  
597 may be used for only one (1) public right-of-way. If a property has access from  
598 more than one (1) right-of-way, the decision as to which one to use for the  
599 purpose of this subsection must be made prior to the initial request for the one  
600 and one-half (1½) square foot option.

601 (3) Multiple frontages calculations for freestanding and wall signs above. If an establishment or  
602 a business/shopping center has frontage on two (2) or more public rights-of-way, each side  
603 of the building(s) is to be separately considered for purposes of determining compliance  
604 with the provisions of this ordinance and of the Table of Dimensional Regulations. For any  
605 establishment or business/shopping center with multiple frontages, the contiguous zoning  
606 classification shall be determined by the zoning classification of the properties which abut  
607 the subject property along a single right-of-way, such that contiguous zoning may be  
608 different for separate frontages, provided that the contiguous zoning which applies to each  
609 frontage shall be used in applying the Table of Dimensional Regulations to signs which are  
610 computed towards and located at that frontage.



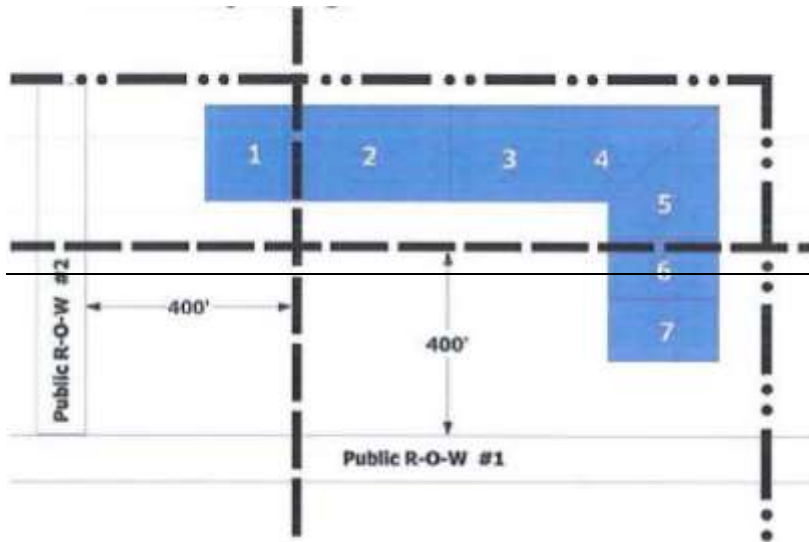
611

612 Illustration A: Maximum Business Identification Wall Sign Area.



613

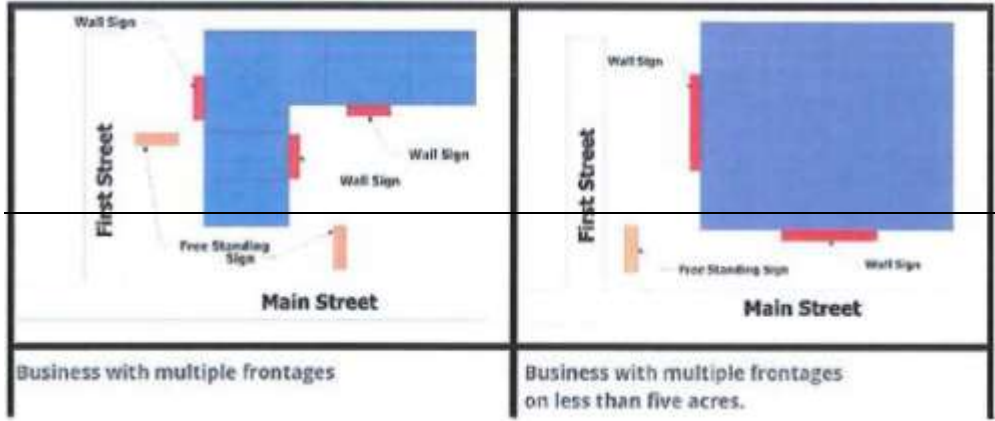
614 Illustration B: Units 3, 4, 5 and 6 would qualify for the one and one-half (1.5) square feet of sign  
 615 area for every linear foot of building frontage. Units 1, 2, 7 and 8 would be allowed one (1)  
 616 square foot of sign area for every linear foot of building frontage.



617

618 Illustration C: If the property owner chose public ROW #1, units 1, 2, 3, 4 and 5 would qualify for  
 619 one and one-half (1.5) square feet of sign area for every linear foot of building frontage, Units 6  
 620 and 7 would be allowed one (1) square foot of sign area for every linear foot of building  
 621 frontage. If the property owner chose public ROW #2, units 2, 3, 4, 5, 6 and 7 would qualify for  
 622 one and one-half (1.5) square feet of sign area for every linear foot of building frontage. Unit 1  
 623 would be allowed one (1) square foot of sign area for every linear foot of building frontage.





624

625 Illustration D: Multiple frontages.

626 (4) Table of Dimensional Regulations.

	Wall signs	Freestanding, ground-mounted signs	Freestanding, pylon signs	Total sign area per street frontage
Property zoned C-2, C-3, M-1, M-2, M-3, LFA-1, LFA-2, LFA-4, or LFA-6  With contiguous zoning of C-1, C-2, C-3, M-1, M-2, M-3, LFA-1, LFA-2, LFA-4, or LFA-6	1 square foot per linear foot of building frontage; 1.5 square foot per linear foot of building frontage located at least 400 feet from a public right-of-way	Maximum area—90 square feet  Maximum height—12 feet	Maximum area—90 square feet  Maximum height—22 feet	
Property zoned C-2, C-3, M-1, M-2, M-3, LFA-1, LFA-2, LFA-4, or LFA-6  With contiguous zoning of PO-1, DT-1, DT-2, DT-3, or LFA-5	1 square foot per linear foot of building frontage; 1.5 square foot per linear foot of building frontage located at least 400 feet from a public right-of-way	Maximum area—65 square feet  Maximum height—10 feet	Maximum area—65 square feet  Maximum height—16 feet	
Property zoned Residential, C-1,	1 square foot per linear foot of building frontage; 1.5 square foot per linear	Maximum area—48 square	Maximum area—48 square	

PO-1, or LFA-5	foot of building frontage located at least 400 feet from a public right-of-way	feet Maximum height—8 feet	feet Maximum height—14 feet	
Property zoned RT-4	1 square foot per 3 linear feet of building frontage	Maximum area—24 square feet Maximum height—6 feet		Maximum—24 square feet

627 -

628 ~~Sec. 10-4. Regulation of special sign types and locations.~~

629 ~~(1) In residential zones.~~

630 ~~(a) Any sign used for the identification of a home occupation permitted according to~~  
631 ~~chapter 3, section 3-3(7) shall not exceed one (1) square foot in area and shall not be~~  
632 ~~illuminated.~~

633 ~~(b) Other signs may be internally illuminated, but, if illuminated from external sources, they~~  
634 ~~shall be shielded so as to protect adjoining properties from glare.~~

635 ~~(2) Directory signs. In addition to other permitted signs, each business/shopping center shall be~~  
636 ~~permitted one (1) directory sign which shall be a freestanding sign or a wall sign provided~~  
637 ~~that the area does not exceed sixteen (16) square feet, and the maximum height is six (6)~~  
638 ~~feet for a freestanding sign and is in accordance with the Table of Dimensional Regulations~~  
639 ~~for wall signs; except, business/shopping centers of five (5) or more acres with multiple~~  
640 ~~frontages shall be permitted no more than two (2) directories, provided that each is located~~  
641 ~~on a separate street frontage.~~

642 ~~(3) Menu boards. In addition to other permitted signs, businesses may have two (2) menu~~  
643 ~~boards per drive-through lane, provided that the following provisions are met:~~

644 ~~(a) The area of the menu board does not exceed sixteen (16) square feet when located in~~  
645 ~~a front yard or a side yard and twenty-four (24) square feet when located in a rear yard.~~

646 ~~(b) The maximum height is six (6) feet for a freestanding sign and is in accordance with~~  
647 ~~the Table of Dimensional Regulations for wall signs.~~

648 ~~(4) Non-commercial signs. Non-commercial signs necessary to denote information pertaining~~  
649 ~~to direction, safety and messages required by law such as building numbers, identification~~  
650 ~~or traffic controls and including labels for full-service and self-service lanes at gas stations~~  
651 ~~and bank drive-in service locations, and similar signs will be allowed in addition to other~~  
652 ~~permitted signs provided that the following provisions are met:~~

- 653 ~~(a) No information or identification other than that relating to the non-commercial function,~~  
654 ~~excepting logos, shall be allowed.~~
- 655 ~~(b) Non-commercial signs shall contain no more than two (2) square feet of sign area.~~  
656 ~~Non-commercial signs over two (2) square feet will be included with allowable signs~~  
657 ~~and shall be in accordance with the requirements of the Table of Dimensional~~  
658 ~~Regulations.~~
- 659 ~~(5) Automobile dealer signs. Any automobile dealer with separate franchise agreements which~~  
660 ~~require the display of corporate logos on separate freestanding signs, may have an~~  
661 ~~additional freestanding sign for each franchise, provided that the signs are one hundred~~  
662 ~~(100) linear feet apart, display only the corporate name and logo, and meet all other~~  
663 ~~provisions of this ordinance.~~
- 664 ~~(6) Flags and festoonery. Festoons, flags, streamers, and all other fluttering, spinning, or~~  
665 ~~similar type devices are prohibited except for national flags and flags of political~~  
666 ~~subdivisions of the United States, of bona fide civic, charitable, fraternal, and welfare~~  
667 ~~organizations, except as follows:~~
- 668 ~~(a) During federal legal public holidays, or during a special civic event, or for a time period~~  
669 ~~not to exceed thirty (30) consecutive days once within any twelve-month period,~~  
670 ~~festoons, flags, streamers, and other fluttering, spinning, or similar type devices~~  
671 ~~pertaining to said periods or events may be displayed by temporary permit issued by~~  
672 ~~the zoning department.~~
- 673 ~~(b) Official flags of legal entities and flags displaying noncommercial copy may be~~  
674 ~~displayed subject to the following requirements: Only one (1) flag per establishment;~~  
675 ~~only the official logo may be displayed on the flag; the flag must meet the area and~~  
676 ~~height requirements in the Table of Dimensional Regulations for freestanding signs,~~  
677 ~~except that no flag shall be more than twenty-four (24) square feet in area.~~
- 678 ~~(7) Banners.~~
- 679 ~~(a) Museum banner. Any sign or banner located on the site or attached to the structure of~~  
680 ~~a public museum, which provides information about current or upcoming shows,~~  
681 ~~exhibits or events, shall not be displayed for a period longer than three (3) months.~~
- 682 ~~(b) Private event banner. Any banner which provides information on current or upcoming~~  
683 ~~private events shall not exceed fifty (50) percent of the building's total allowable sign~~  
684 ~~area (as determined by the Table of Dimensional Regulations herein) nor be installed~~  
685 ~~for a period of more than thirty (30) days in a one-year period, which may be:~~
- 686 ~~(i) Thirty (30) consecutive days; or~~
- 687 ~~(ii) A total of thirty (30) days, the dates of which are to be specified on the sign permit.~~
- 688 ~~(c) Public event banner. Any banner attached to a building owned or controlled by the city~~  
689 ~~or any agency thereof, or installed on public property or in the public right-of-way,~~  
690 ~~which provides information on current or upcoming public events shall not exceed fifty~~  
691 ~~(50) percent of the building's total allowable sign area (as determined by the Table of~~  
692 ~~Dimensional Regulations herein). Such banners shall not be installed for more than~~  
693 ~~thirty (30) days per event.~~
- 694 ~~(d) Non-event banner. In the interest of providing an opportunity for the placement of non-~~  
695 ~~event banners that have noncommercial copy and/or graphics, applications for such~~  
696 ~~placement may be made to the city's Public Signage Committee, which is comprised of~~  
697 ~~representatives of the planning, public works, codes compliance and parks and~~

698 recreation departments. The committee shall adopt an administrative policy for such  
699 banners.

700 ~~(8) Large institutional uses. In addition to other permitted signs, large institutional uses, limited~~  
701 ~~to educational and medical campuses, encompassing fifty (50) or more acres that are~~  
702 ~~contiguous or separated by a street, shall be permitted the following:~~

703 ~~(a) Up to two (2) entrance signs may be permitted at each principal entrance provided that~~  
704 ~~no more than one (1) sign shall be permitted at each side of the road or driveway.~~

705 ~~(b) Such signs shall not exceed one hundred ten (110) square feet and twelve (12) feet in~~  
706 ~~height.~~

707 ~~(c) Walls integrated into the design of a campus entrance sign shall not exceed fifteen (15)~~  
708 ~~feet in height provided that no more than twenty-five (25) percent of the wall shall be~~  
709 ~~permitted at the maximum height.~~

710 ~~(d) All campus entrance signs shall meet all relevant provisions of the "City of Hampton~~  
711 ~~Landscape Guidelines".~~

712 ~~(9) Real estate signs. Each establishment is allowed one (1) real estate sign in addition to~~  
713 ~~other permitted signs, provided that the following provisions are met:~~

714 ~~(a) The sign area shall not exceed six (6) square feet in area and shall not be over five (5)~~  
715 ~~feet in height; except the sign area for real estate signs displayed on property which is~~  
716 ~~being marketed for commercial intent, on a street frontage with a speed limit of thirty-~~  
717 ~~five (35) miles per hour or more, shall not exceed sixteen (16) square feet.~~

718 ~~(b) Signs must provide information related to the lease or sale of only the building or~~  
719 ~~premises on which the sign is located.~~

720 ~~(c) Signs shall be removed within two (2) weeks of ratification of the contract for sale or~~  
721 ~~forty-eight (48) hours of ratification of the rental/lease agreement.~~

722 ~~(d) One (1) additional real estate sign denoting that the property on which it is placed is~~  
723 ~~open for inspection by the public is allowed between sunrise and sunset on Saturday,~~  
724 ~~Sunday, and federal legal public holidays; three (3) additional signs providing direction~~  
725 ~~to the property open for inspection may be placed off-site on private property in~~  
726 ~~accordance with the provisions of this paragraph and with written permission of the~~  
727 ~~owner of the property on which it is placed. The size of such directional sign shall be~~  
728 ~~limited to six (6) square feet in area.~~

729 ~~(10) Political signs. Political signs shall be allowed in addition to other permitted signs, provided~~  
730 ~~that the following provisions are met:~~

731 ~~(a) The sign area shall not exceed eight (8) square feet in residential districts and on~~  
732 ~~residentially developed property, and thirty-two (32) square feet on all other properties.~~  
733 ~~The size limitations set forth in this paragraph do not apply to off-premises advertising~~  
734 ~~signs which contain a political message.~~

735 ~~(b) Nothing in this section shall be construed to grant permission to display such a political~~  
736 ~~sign without the expression of the property owner.~~

737 ~~(c) Nothing in this section shall be construed to control the number of political signs posted~~  
738 ~~on the premises on a polling place on the day of a primary, general or special election.~~

739 ~~(d) Any person displaying a political sign shall maintain it in a good state of repair, and~~  
740 ~~failure to maintain such a sign shall be a violation of this ordinance.~~

- 741 ~~(e) No political signs shall be placed in the public rights-of-way or on other city property.~~  
742 ~~Any signs placed in the public rights-of-way or on other city property shall be removed~~  
743 ~~immediately by the applicant. Signs not removed by the applicant shall be removed~~  
744 ~~and disposed of by the city without the requirement of notice.~~
- 745 ~~(11) Construction signs. Construction signs shall be allowed in addition to other permitted signs,~~  
746 ~~provided that the following provisions are met:~~
- 747 ~~(a) Such construction signs shall be limited to one (1) freestanding sign per parcel at any~~  
748 ~~one (1) time, and shall not exceed thirty-two (32) square feet in area and eight (8) feet~~  
749 ~~in height.~~
- 750 ~~(b) The sign shall be removed within fourteen (14) days of completion of the construction,~~  
751 ~~and shall not under any circumstances be displayed for a period in excess of eighteen~~  
752 ~~(18) months; except that, if construction is not complete within eighteen (18) months,~~  
753 ~~an extension may be granted by the zoning administrator of the City of Hampton,~~  
754 ~~subject to review of the condition and the placement of the sign relative to uncompleted~~  
755 ~~construction.~~
- 756 ~~(12) Off-premises advertising signs. Off-premises advertising signs shall be permitted provided~~  
757 ~~that the following provisions are met:~~
- 758 ~~(a) Off-premises advertising signs shall be considered a permitted use upon those~~  
759 ~~properties which contain such use as of September 1, 1988. Each site shall be~~  
760 ~~identified as an "off-premises advertising site" on the official zoning maps of the City of~~  
761 ~~Hampton and shall be available for public inspection in the offices of the zoning~~  
762 ~~administrator and the director of community development. If any permitted off-premises~~  
763 ~~advertising sign is relocated from an "off-premises advertising site" and if the zoning of~~  
764 ~~the property is not M-2 or M-3, off-premises advertising shall not be considered a~~  
765 ~~permitted use upon such property and the designation of the site as an "off-premises~~  
766 ~~advertising site" shall be removed from the official zoning maps.~~
- 767 ~~(b) Relocation of permitted off-premises advertising signs shall be permitted:~~
- 768 ~~(i) Within the boundaries of the site upon which the structure was located on~~  
769 ~~September 1, 1988, if zoned M-2 or M-3;~~
- 770 ~~(ii) On a contiguous lot, provided that such contiguous lot was created by subdivision~~  
771 ~~from the lot on which the off-premises advertising sign was located on September~~  
772 ~~1, 1988, and retains common ownership, and is zoned M-2 or M-3;~~
- 773 ~~(c) No off-premises advertising sign shall be relocated within a one thousand-foot radius~~  
774 ~~drawn from the center point of any interchange of Interstate 64 or 664.~~
- 775 ~~(d) Off-premises advertising sign height for signs primarily read from interstate highways~~  
776 ~~shall not exceed thirty-five (35) feet in height above the elevation of the highway to~~  
777 ~~which the sign is principally displayed, as measured at the point of pavement of such~~  
778 ~~highway nearest to the sign; and shall not exceed twenty-six (26) feet in height in all~~  
779 ~~other areas.~~
- 780 ~~(e) Off-premises sign area shall not exceed six hundred (600) square feet per sign face~~  
781 ~~when oriented primarily toward I-64 and three hundred (300) square feet per sign face~~  
782 ~~in all other areas.~~
- 783 ~~(f) All replacements of existing units shall be of a single pole construction and subject to~~  
784 ~~the following criteria: the site is zoned M-2 or M-3, the current size does not increase,~~

785 the height meets the provisions of this ordinance and construction shall comply with all  
786 applicable Virginia building code requirements.

787 ~~(g) No additional faces shall be permitted in excess of the number that existed on~~  
788 ~~September 1, 1988.~~

789 ~~(h) A landscape plan that complies with the "City of Hampton Landscape Guidelines" shall~~  
790 ~~be reviewed and approved as part of the use permit for any permitted structure which~~  
791 ~~is replaced.~~

792 ~~Sec. 10-5. - Signs exempt from regulation in this ordinance.~~

793 ~~(1) Official historic markers.~~

794 ~~(2) Flags, emblems, or insignia of the United States, the Commonwealth of Virginia, and the~~  
795 ~~City of Hampton.~~

796 ~~(3) Window signs, provided, however, that the total area of the signs shall not exceed thirty-~~  
797 ~~three (33) percent of the area of the window in which they are displayed.~~

798 ~~(4) Seasonal displays and decorations not advertising a product, service, or entertainment.~~

799 ~~(5) Letters less than nineteen (19) inches in height and one (1) inch in thickness carved into or~~  
800 ~~constructed of the same material as the building frontage in such a way that they are an~~  
801 ~~architectural detail of the building, provided that they are not illuminated apart from the~~  
802 ~~building, are not made of a reflecting material, and are the same color as the building. For~~  
803 ~~any letters greater than nineteen (19) inches in height, only fifty (50) percent of the area~~  
804 ~~shall be counted towards the maximum area for wall signs.~~

805 ~~(6) Signs which have special historical value or significance to the community, with approval of~~  
806 ~~the planning commission and subject to the following guidelines:~~

807 ~~(a) The sign relates to a significant time period, person, place, or event in the history of the~~  
808 ~~city; and/or~~

809 ~~(b) The sign's characteristics reflect a unique tradition of the community in which it is~~  
810 ~~located, of a commodity or of a type of business; and/or~~

811 ~~(c) The sign construction or features represent a special technology which no longer~~  
812 ~~occurs.~~

813 ~~(7) At gasoline supply stations:~~

814 ~~(a) Information displayed on the top of gasoline pumps provided that the sign area does~~  
815 ~~not exceed two (2) square feet.~~

816 ~~(b) Price information related to fuel products displayed on a permitted freestanding sign or~~  
817 ~~on sign(s) attached to a canopy structure, up to a sign area of twenty-four (24) square~~  
818 ~~feet.~~

819 ~~(8) Any sign which is not visible to motorists or pedestrians from the exterior of the building.~~

820 ~~(9) Murals.~~

821 ~~(10) Temporary special event signs. For purposes of this section, temporary special event signs~~  
822 ~~shall mean signs authorized by a Special Event Permit issued pursuant to Chapter 26 of the~~  
823 ~~Hampton City Code.~~

824 ~~Sec. 10-6. - Nonconforming signs.~~

825 ~~No nonconforming sign may be enlarged, extended, altered or relocated except as set forth~~  
826 ~~in chapter 12 of this ordinance.~~

827 ~~Any damaged or destroyed nonconforming sign requiring repairs at a cost of fifty (50)~~  
828 ~~percent or more of the replacement cost of the sign shall be removed or brought into conformity~~  
829 ~~with this ordinance. Replacement cost shall be calculated using a substantially similar sign with~~  
830 ~~the same materials as the original sign and shall only include the cost of the supporting~~  
831 ~~structure, foundation, and sign face(s).~~

832 ~~ARTICLE II. - SUPPLEMENTAL REGULATIONS IN CERTAIN ZONING DISTRICTS~~

833

834 ~~Sec. 10-7. - O-MVC District.~~

835 ~~(1) Intent. All signs placed for exterior observance shall be regulated so as to protect the visual~~  
836 ~~environment against inappropriate encroachment within the district, thereby furthering the~~  
837 ~~intent of chapter 9, article 6. All signs located within the Magruder Visual Corridor shall~~  
838 ~~meet the requirements of this article in addition to the provisions of article 1 hereof.~~

839 ~~(2) Prohibited signs. In addition to the prohibitions set forth in article 1 of this chapter, the~~  
840 ~~following signs shall be prohibited in the Magruder Visual Corridor Overlay (O-MVC):~~

841 ~~(a) Signs painted on a building.~~

842 ~~(b) Portable signs.~~

843 ~~(c) Reader boards.~~

844 ~~(d) Animated signs.~~

845 ~~(e) Off-premises advertising signs.~~

846 ~~(3) Limitations on permitted signs. Freestanding signs shall not exceed a height of five (5) feet~~  
847 ~~above natural grade within one hundred (100) feet of any major road right-of-way, and~~  
848 ~~within one hundred (100) feet of any intersecting street right-of-way for a distance of three~~  
849 ~~hundred (300) feet to either side of the Magruder Boulevard right-of-way, and may increase~~  
850 ~~one (1) foot in height for each additional twenty (20) feet of setback, provided that other~~  
851 ~~related provisions of the ordinance are met.~~

852 ~~Sec. 10-8. - O-CC District.~~

853 ~~(1) Sign area shall be as permitted in article 1 of this chapter, however the following shall also~~  
854 ~~apply:~~

855 ~~(a) No sign shall be painted on a building, accessory structure or fence.~~

856 ~~(b) Parcels are required to have at least fifty (50) feet of frontage on a public right-of-way~~  
857 ~~in order to place a freestanding sign facing that right-of-way.~~

858 ~~(c) No freestanding sign shall be located closer than forty (40) feet to any other~~  
859 ~~freestanding sign.~~

860 ~~(d) All freestanding signs shall be ground-mounted monument signs unless they are~~  
861 ~~located within an interstate/arterial zone, as defined in this chapter. Any freestanding~~  
862 ~~sign placed within an interstate/arterial zone shall not be in addition to other permitted~~  
863 ~~freestanding signs.~~

864 ~~(e) In those instances where the Coliseum Central logo is incorporated into any private~~  
865 ~~sign, the area of the logo itself shall not count toward the allowable sign area.~~

866 ~~(2) In an effort to address the special signage needs of the Coliseum Central area,~~  
867 ~~modifications to the requirements of (1) above, to include additional sign area, may be~~  
868 ~~permitted upon the approval of the Coliseum Central Design Review Committee (CCDRC),~~  
869 ~~as defined in chapter 2. Such approval shall be based upon the sign package's ability to~~  
870 ~~meet the following standards:~~

871 ~~(a) The appropriateness to the type of activity to which it pertains;~~

872 ~~(b) Compatibility with the character of the surrounding area;~~

873 ~~(c) Compatibility with the architecture of the building and its incorporation into that~~  
874 ~~architecture in a manner that does not obscure elements and details that define the~~  
875 ~~building design;~~

876 ~~(d) Sensitivity of placement to signs on adjacent parcels; and~~

877 ~~(e) Consolidation of freestanding signs.~~

878 ~~In no instance, however, shall the CCDRC allow the use of off-premises advertising that~~  
879 ~~would not otherwise be permitted by this chapter. Should any request for additional sign area, or~~  
880 ~~a change in the dimensions or location of a sign, be denied by the CCDRC, the request may be~~  
881 ~~forwarded to the board of zoning appeals in the form of a variance. The CCDRC shall forward~~  
882 ~~the rationale for their decision to the board of zoning appeals for consideration.~~

883 ~~Sec. 10-9. RT-1 District.~~

884 ~~(1) Sign area shall be as permitted in article 1 of this chapter, however the following shall also~~  
885 ~~apply:~~

886 ~~(a) All freestanding signs shall be ground-mounted and shall be set back at least two (2)~~  
887 ~~feet from the front property line.~~

888 ~~(b) Directory signs shall be permitted interior to any site at a ratio of two (2) square feet of~~  
889 ~~sign area for each one thousand (1,000) square feet of building area, not to exceed a~~  
890 ~~total of twenty (20) square feet per site.~~

891 ~~(i) Each individual directory sign shall be permitted a maximum of five (5) square feet.~~

892 ~~(ii) Lettering on directory signs shall not exceed four (4) inches in height.~~

893

894 ~~Sec. 10-10 PH-1 District~~

895 ~~(1) Intent.~~

896 ~~The purpose of these regulations is to regulate all signs placed for exterior~~  
897 ~~observance so as to protect property values, protect against inappropriate or~~  
898 ~~hazardous visual encroachment, and complement the historic character of the~~  
899 ~~Phoebus Business District, thereby furthering the overall intent of this article.~~

900 ~~(2) General sign regulations.~~

901 ~~Signage shall generally be as permitted in article 1 of this chapter, however the~~  
902 ~~following shall also apply:~~

903 ~~(a) Permitted sign types include only:~~

904 ~~(i) Wall signs, to include painted wall signs~~

905 ~~(ii) Window signs~~

906 ~~(iii) Awning/canopy signs~~

907 ~~(iv) Projecting signs~~



- 908 (v) — Sandwich board signs
- 909 (vi) — Roof signs
- 910 (b) — Prohibited sign types include but are not limited to:
- 911 (i) — Freestanding signs
- 912 (ii) — Changeable copy signs
- 913 (iii) — Inflatable signs
- 914 (iv) — Changeable electronic message signs
- 915 (c) — Sign illumination.
- 916 Internal illumination, except for neon or similar gaseous tubing signs, is
- 917 prohibited
- 918 (d) — Sign area.
- 919 (i) — Total square footage of the sign area shall not exceed a ratio of
- 920 0.75 square feet of sign area for each linear foot of the building
- 921 façade.
- 922 (ii) — Notwithstanding Sec. 10-10(2)(d)(i) above, signage painted
- 923 directly on the wall of a building shall be permitted at a ratio not to
- 924 exceed 1.5 square feet of sign area for each linear foot of the
- 925 building façade, is permitted on any building façade, and shall not
- 926 count toward the total number of facades which may hold
- 927 otherwise-permitted wall signage.
- 928 (iii) — Roof signs shall not exceed 180 square feet, shall not project
- 929 more than 10 feet above the highest point of the building, and
- 930 shall count toward the maximum number of otherwise-permitted
- 931 wall signs.
- 932 (e) — Pedestrian clearance.
- 933 No less than 8 feet of clearance shall be provided between a sidewalk or
- 934 pedestrian area and the lowest point of a projecting sign.
- 935

936 Sec. 10-10.1 — FM Districts

937 (1) — Intent.

938 The purpose of these regulations is to regulate all signs placed for exterior observance  
939 so as to protect property values, protect against inappropriate or hazardous visual  
940 encroachment, and complement the historic character of the Fort Monroe Districts,  
941 thereby furthering the overall intent of this article.

942 (2) — General sign regulations.

943 Signage shall generally be as permitted in article 1 of this chapter, however the following  
944 shall also apply:

- 945 (a) — Permitted sign types include only:
- 946 (i) — Wall signs, to include painted wall signs
- 947 (ii) — Window signs
- 948 (iii) — Awning/canopy signs
- 949 (iv) — Projecting signs
- 950 (v) — Sandwich board signs
- 951 (b) — Prohibited sign types include but are not limited to:
- 952 (i) — Freestanding signs

- 953 (ii) ~~Changeable copy signs~~  
954 (iii) ~~Inflatable signs~~  
955 (iv) ~~Changeable electronic message signs~~  
956 (c) ~~Sign illumination.~~  
957 Internal illumination, except for neon or similar gaseous tubing signs, is  
958 prohibited  
959 (d) ~~Sign area.~~  
960 Total square footage of the sign area shall not exceed a ratio of 0.75 square feet  
961 of sign area for each linear foot of the building façade. ~~\_\_\_\_\_~~  
962 (e) ~~Pedestrian clearance.~~  
963 No less than 8 feet of clearance shall be provided between a sidewalk or  
964 pedestrian area and the lowest point of a projecting sign.  
965

966 ~~ARTICLE III. SPECIAL REGULATIONS IN CERTAIN ZONING DISTRICTS~~

967

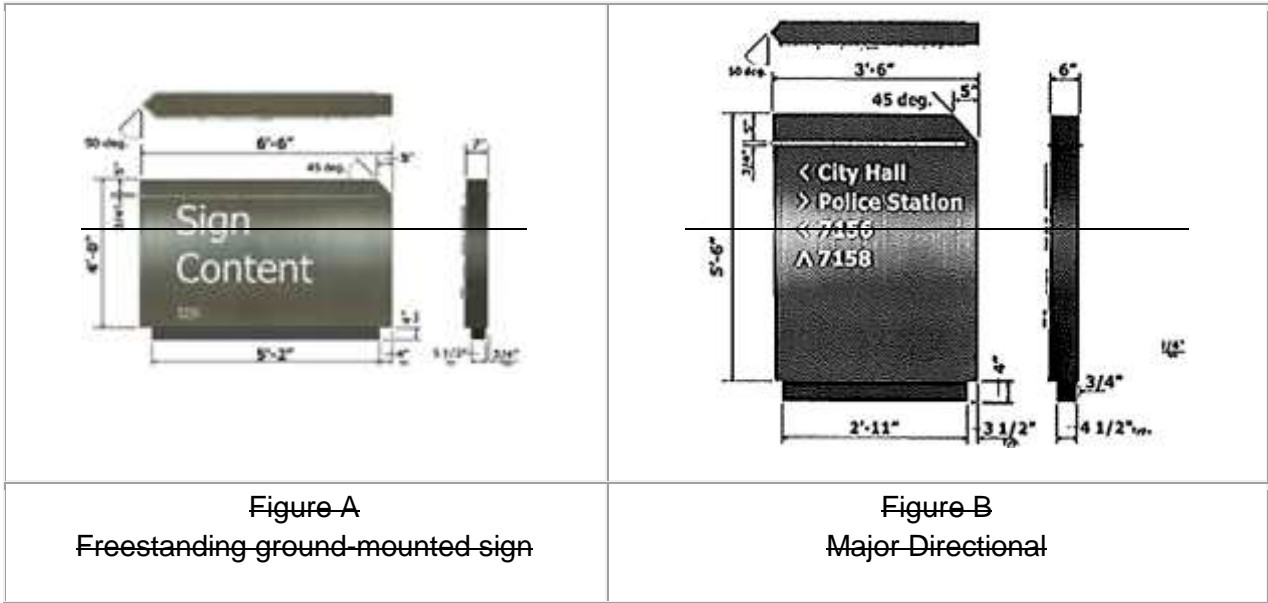
968 ~~Sec. 10-11. LFA-3 and HRC-1 Districts.~~

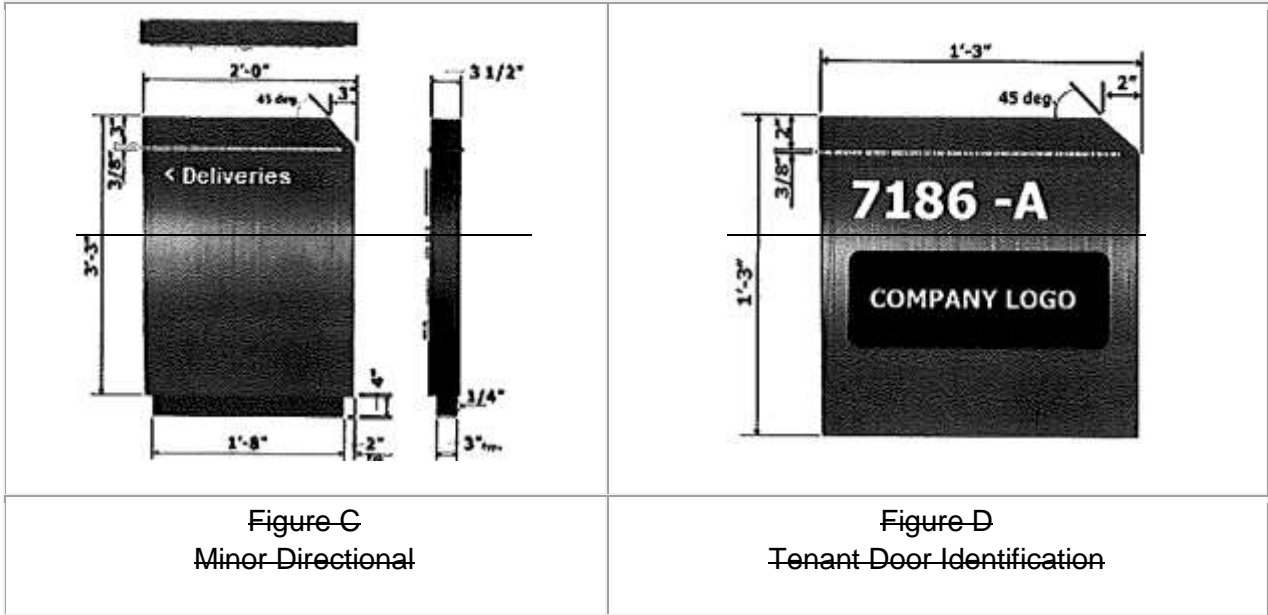
- 969 (1) ~~Intent. This article provides the regulations governing signs in the Langley Flight~~  
970 ~~Approach Hampton Roads Center (LFA-3) and Hampton Roads Center South (HRC-1)~~  
971 ~~Districts. All signs placed for exterior observance shall be regulated so as to protect the~~  
972 ~~property values and protect against inappropriate or hazardous encroachment within the~~  
973 ~~Hampton Roads Center business park.~~  
974 (2) ~~Prohibited signs. In addition to the prohibitions set forth in article 1 of this chapter, the~~  
975 ~~following signs shall be prohibited:~~  
976 (a) ~~Exterior identification signs containing information other than that pertaining to a use~~  
977 ~~conducted on the property.~~  
978 (b) ~~Signs painted on a building.~~  
979 (c) ~~Portable signs.~~  
980 (d) ~~Off-premises advertising signs.~~  
981 (3) ~~Permitted signs. Each site shall be permitted the following, as explained and illustrated:~~  
982 (a) ~~One (1) freestanding ground-mounted sign with dimensions of four (4) feet by six (6)~~  
983 ~~feet, six (6) inches (4'x6'6"). The sign shall be set back twenty-one (21) feet from the~~  
984 ~~right-of-way and oriented perpendicular to traffic flow. See Figure A below.~~  
985 (b) ~~Major directional signs, with dimensions of five (5) feet, six (6) inches by three (3) feet,~~  
986 ~~six (6) inches (5'6"x3'6"). The sign may include tenant names or logos and addresses~~  
987 ~~with directional arrows. The signs shall be located internal to the site. See Figure B~~  
988 ~~below.~~  
989 (c) ~~Minor directional signs, with dimensions of two (2) feet by three (3) feet, three (3)~~  
990 ~~inches (2'x3'3"). Information shall be limited to generic directions, such as deliveries,~~

991 exit, etc., with directional arrows. The signs shall be located as necessary within the  
992 site. See Figure C below.

993 (d) Tenant door identification signs with dimensions of one (1) foot, three (3) inches (1'3")  
994 square. The sign may include the tenant name or logo, and shall be located adjacent to  
995 the entry door, four (4) inches from the door jamb, with the top of the sign five (5) feet,  
996 eight (8) inches (5'8") from the finished floor. See Figure D below.

997 (e) Wall signage shall be permitted on buildings with frontage on Magruder Boulevard,  
998 Hampton Roads Center Parkway, Enterprise Parkway, Butler Farm Road, and/or  
999 Interstate 64. Buildings may have a maximum of two (2) wall-mounted signs per  
1000 qualifying frontage, not to exceed two (2) sides of the building. Permitted sign area  
1001 shall be one (1) square foot per one (1) linear foot of building frontage, not to exceed a  
1002 building total of one hundred fifty (150) square feet; if more than one (1) sign is used,  
1003 the amount of sign area shall be divided between the signs. Said signs shall be  
1004 proportionate to the building and located at the uppermost elevation of the building.  
1005 Wall signage shall consist of only free-standing individual letters, figures, and/or  
1006 characters. Track-mounting for said letters/characters shall be color coordinated to  
1007 blend with background building material. Signs may be internally illuminated and/or  
1008 back-lit with white light.





1009 -

1010 ~~(f) One (1) temporary construction sign shall be permitted per site, not to exceed a height~~  
 1011 ~~of eight (8) feet above natural grade and not to contain more than thirty-six (36) square~~  
 1012 ~~feet of sign area. All temporary construction signs shall be removed within fourteen~~  
 1013 ~~(14) days of the issuance of a certificate of occupancy or within three (3) days of the~~  
 1014 ~~erection of a permanent detached sign upon the site, whichever occurs first.~~  
 1015 ~~Information permitted upon temporary construction signs shall be limited to the name of~~  
 1016 ~~the project, the general contractor, the architect, the engineer, and other firms involved~~  
 1017 ~~in the construction project.~~

1018 ~~(g) One (1) real estate sign for the initial lease-up period, which shall not exceed a height~~  
 1019 ~~of ten (10) feet above natural grade and shall contain no more than thirty-two (32)~~  
 1020 ~~square feet of sign area. The initial lease-up period shall be construed as that time~~  
 1021 ~~from the beginning of construction through the execution of lease(s) for ninety-five (95)~~  
 1022 ~~percent of the building's leasable space, or one (1) calendar year, whichever is shorter.~~  
 1023 ~~If the building has not reached ninety-five (95) percent occupancy within one (1) year,~~  
 1024 ~~the permit may be renewed by the zoning administrator for an additional year. Such~~  
 1025 ~~permit may be administratively renewed twice, but the maximum permitted time period~~  
 1026 ~~for such real estate sign shall never exceed three (3) consecutive calendar years from~~  
 1027 ~~the date of the certificate of occupancy. Any subsequent real estate sign shall not~~  
 1028 ~~exceed a height of five (5) feet above natural grade and shall contain no more than~~  
 1029 ~~sixteen (16) square feet of sign area. Information permitted on such signs shall be~~  
 1030 ~~limited to the nature of the offering, the name and/or logo of the real estate company,~~  
 1031 ~~the listing agent, and the phone number. All such signs shall be removed within five (5)~~  
 1032 ~~days of the date of recordation of the deed for the property or execution of the lease for~~  
 1033 ~~the last leasable space on the property.~~

1034 (Ord. No. Z15-07, 5-13-2015)

1035 Sec. 10-12. - DT-1, DT-2 and DT-3 Districts.

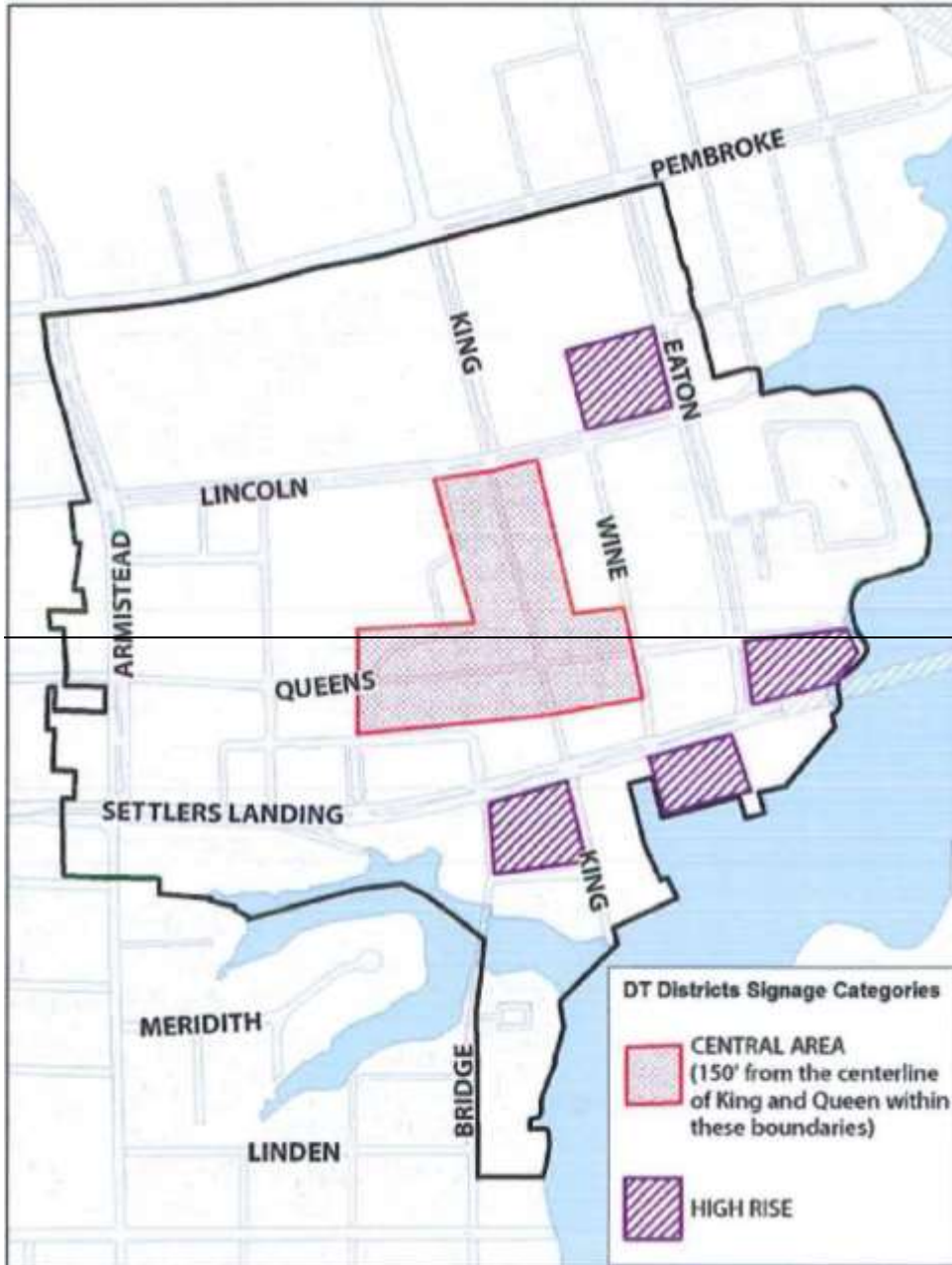
- 1036 ~~(1) Purpose. The purpose of these regulations is to regulate all signs placed for exterior~~  
1037 ~~observance so as to protect property values, protect against inappropriate or hazardous~~  
1038 ~~visual encroachment, and complement the historic character of Downtown Hampton,~~  
1039 ~~thereby furthering the intent of this article.~~
- 1040 ~~(2) General provisions.~~
- 1041 ~~(a) Except as provided in subsection 10-12(4) below, all signs shall conform to the~~  
1042 ~~provisions and guidelines of this article. No zoning certificate shall be issued to~~  
1043 ~~authorize the erection or alteration of a sign without prior approval by the zoning~~  
1044 ~~administrator, after review by the director of planning, of the plans for such erection or~~  
1045 ~~alteration. Plans shall be evaluated according to the standards contained in this article,~~  
1046 ~~and approval of such plans shall not be withheld unless they do not conform with the~~  
1047 ~~characteristics set forth therein. When approval is withheld, the zoning administrator~~  
1048 ~~shall set forth in writing for the applicant his reasons for such decision. Any applicant~~  
1049 ~~who is aggrieved by the zoning administrator's disapproval of his sign may appeal that~~  
1050 ~~decision to the board of zoning appeals.~~
- 1051 ~~(b) Private businesses may secure space on public directory or information signs for a fee~~  
1052 ~~which shall cover the cost to the city of fabrication, installation and maintenance. Only~~  
1053 ~~the City of Hampton, or its assigns, shall design, fabricate, erect and administer public~~  
1054 ~~directory or information signs.~~
- 1055 ~~(c) Each building shall be permitted wall signage on each facade with public street~~  
1056 ~~frontage and on one (1) additional facade, within the total maximum sign area allowed.~~
- 1057 ~~(d) Any multi-tenant building with a shared common entrance shall be permitted a wall~~  
1058 ~~directory sign not to exceed twelve (12) square feet placed immediately adjacent to~~  
1059 ~~each common entrance. Only the name and address of the building and the names~~  
1060 ~~and locations of individual businesses may be included on this sign. Such a sign shall~~  
1061 ~~be in addition to other allowable signage.~~
- 1062 ~~(e) A Table of Dimensional Regulations/Downtown Districts for signs is incorporated in this~~  
1063 ~~article and is in full force and effect as of April 29, 1992. Any sign which is erected,~~  
1064 ~~displayed, or substantially altered or reconstructed shall be in accordance with the~~  
1065 ~~related provisions of the Table of Dimensional Regulations/Downtown Districts, except~~  
1066 ~~as otherwise specified in this article.~~
- 1067 ~~(3) Prohibited signs. In addition to the prohibitions set forth in article 1 of this chapter, the~~  
1068 ~~following signs shall be prohibited within the DT Districts:~~
- 1069 ~~(a) Signs and parts thereof which move by spinning, rotating, or similar motion, and all~~  
1070 ~~forms of flashing or intermittent light, or any similar type devices, located on public or~~  
1071 ~~private property.~~
- 1072 ~~(b) Any window sign except those either specifically exempted in subsection 10-12(4)~~  
1073 ~~below or those painted on a window surface.~~
- 1074 ~~(4) Exemptions. The following types of signs are exempt from the requirements of this section,~~  
1075 ~~and shall not be considered when calculating any maximum number or type of sign allowed~~  
1076 ~~on any property:~~
- 1077 ~~(a) Official historic markers.~~
- 1078 ~~(b) Flags, emblems, or insignia of the United States, the Commonwealth of Virginia, and~~  
1079 ~~the City of Hampton.~~

- 1080 ~~(c) Small signs (less than one (1) square foot) which display street address only. The~~  
1081 ~~street address must be placed on the sign or on the building.~~
- 1082 ~~(d) Small signs (less than two (2) square feet) displayed for the direction or convenience of~~  
1083 ~~the public, including signs which identify restrooms, location of public telephones,~~  
1084 ~~freight entrances, and the like.~~
- 1085 ~~(e) Seasonal displays and decorations not advertising a product, service, or entertainment.~~
- 1086 ~~(f) Any sign erected by a public agency for the purpose of giving directions or information~~  
1087 ~~for the assistance of the general public, provided that such signs shall be subject to the~~  
1088 ~~same considerations of style which apply to all other signs in this district.~~
- 1089 ~~(g) Murals. A painted scene or other type of graphic which does not contain any copy and~~  
1090 ~~does not have as its primary intent the provision of information concerning the~~  
1091 ~~establishment or any product, good or service offered by the establishment.~~
- 1092 ~~(h) Temporary signs of the following type;~~
  - 1093 ~~(i) Official notices or advertisements displayed by the direction of any public or court~~  
1094 ~~officer in the official discharge of his duties.~~
  - 1095 ~~(ii) Political campaign signs, subject to the conditions of subsection 10-4(9) of this~~  
1096 ~~chapter and article II of chapter 2A of the code of the City of Hampton.~~
  - 1097 ~~(iii) Signs announcing a campaign, drive, or event of a civic, philanthropic, educational,~~  
1098 ~~or religious organization, subject to the conditions of article II of chapter 2A of the~~  
1099 ~~code of the City of Hampton, or if on private property, provided that the sponsoring~~  
1100 ~~organization shall insure the removal of such sign(s) after a period not to exceed~~  
1101 ~~one (1) month.~~
  - 1102 ~~(iv) Signs or notices posted in display areas designated by a public agency for such~~  
1103 ~~purpose.~~
  - 1104 ~~(v) Signs advertising the sale, rental, or lease of the premises or part of the premises~~  
1105 ~~on which the signs are displayed, subject to the conditions of subsection 10-4(8) of~~  
1106 ~~this chapter.~~
  - 1107 ~~(vi) Construction signs which identify the architects, engineers, contractors, and other~~  
1108 ~~individuals or firms involved with the construction, but not including any~~  
1109 ~~advertisement, and signs announcing the character of the building or site is~~  
1110 ~~intended, provided that such signs shall be limited to three (3) at any one (1) time,~~  
1111 ~~shall not exceed twelve (12) square feet per sign in area, shall be removed within~~  
1112 ~~fourteen (14) days of the construction, and shall not under any circumstances be~~  
1113 ~~displayed for a period in excess of eighteen (18) months.~~
  - 1114 ~~(vii) Signs announcing events such as "Grand Opening," "Sale," "Under New~~  
1115 ~~Management," "Going Out of Business," etc., provided that such signs shall not~~  
1116 ~~exceed twelve (12) square feet per sign in area, shall be displayed for a period not~~  
1117 ~~longer than ten (10) days, or ninety (90) days in the case of "Going Out of~~  
1118 ~~Business" signs, and shall not be displayed more than once in any year by the~~  
1119 ~~same proprietor at the same location.~~
  - 1120 ~~(viii) Other temporary display window signs within retail premises, unless exposed~~  
1121 ~~principally to Queens Way or Kings Way.~~

- 1122 ~~(5) Type and location on premises. Signs in the DT Districts shall pertain only to the~~  
 1123 ~~business(es) conducted on or nearby the premises, except as specifically permitted~~  
 1124 ~~otherwise in this chapter, and shall only be of the following types:~~
- 1125 ~~(a) Projecting signs. Signs may be attached securely to a building so as to project~~  
 1126 ~~vertically over the entrance(s) to the building at pedestrian level.~~
- 1127 ~~(b) Wall signs. Signs may be attached flat against a storefront or building, or painted on~~  
 1128 ~~glass surfaces.~~
- 1129 ~~(c) Ground-mounted monument signs.~~
- 1130 ~~(d) Pole signs. A sign may be permanently erected on a single pole or column on the~~  
 1131 ~~premises, independent of any other structure, provided that such a sign shall be at~~  
 1132 ~~pedestrian level and shall not extend into or over any adjoining property or public right-~~  
 1133 ~~of-way, without permission of that property owner.~~
- 1134 ~~(e) Banner. A sign intended to be hung on a frame, possessing characters, letters,~~  
 1135 ~~illustrations, or ornamentations applied to plastic or fabric, excluding official flags and~~  
 1136 ~~emblems of political, professional, religious, educational or corporate organizations.~~
- 1137 ~~(i) Museum banner. A sign or banner located on the site or attached to the structure~~  
 1138 ~~of a public museum which provides information about current or upcoming shows,~~  
 1139 ~~exhibits or events. Such signs shall not be displayed for a period longer than three~~  
 1140 ~~(3) months.~~
- 1141 ~~(ii) Private event banner. A banner which provides information on current or upcoming~~  
 1142 ~~private events and does not exceed fifty (50) percent of the building's total~~  
 1143 ~~allowable sign area, and is installed for a period not to exceed thirty (30) days in~~  
 1144 ~~one (1) calendar year, which may be:~~
- 1145 ~~(aa) Thirty (30) consecutive days; or~~
- 1146 ~~(bb) A total of thirty (30) days, the dates of which are to be specified on the sign~~  
 1147 ~~permit.~~
- 1148 ~~(iii) Public event banner. A banner, attached to a facility owned or controlled by the city~~  
 1149 ~~or any agency thereof, or installed on public property or in the public right-of-way,~~  
 1150 ~~which provides information on current or upcoming public events. Such banners~~  
 1151 ~~shall not exceed fifty (50) percent of the facility's allowable sign area and shall not~~  
 1152 ~~be installed for more than thirty (30) days per event.~~
- 1153 ~~(iv) Non-event banner. In the interest of providing an opportunity for the placement of~~  
 1154 ~~non-event banners that have noncommercial copy and/or graphics, applications for~~  
 1155 ~~such placement may be made to the city's Public Signage Committee, which is~~  
 1156 ~~comprised of representatives of the planning, public works, codes compliance and~~  
 1157 ~~parks and recreation departments. The committee shall adopt an administrative~~  
 1158 ~~policy for such banners.~~
- 1159 ~~(f) Public directory or information signs. Freestanding signs provided by the city, or their~~  
 1160 ~~assigns, located on public rights-of-way, intended to provide direction or information to~~  
 1161 ~~major public facilities, events and private establishments, and which may include~~  
 1162 ~~neighborhood identification and information signs identifying single family subdivisions,~~  
 1163 ~~or townhouse, condominium, or apartment developments, located at the entrance to~~  
 1164 ~~such developments.~~

- 1165 ~~(g) Awning/canopy signs. A wall sign which is applied or attached to an awning/canopy~~  
1166 ~~fabric or structure affixed to a building, provided that such sign shall not extend beyond~~  
1167 ~~the awning/canopy.~~
- 1168 ~~(h) Sandwich boards. A detached freestanding sign, the maximum size of which shall not~~  
1169 ~~exceed two (2) feet by three (3) feet (2'x3'), for use only by retail businesses only~~  
1170 ~~during business hours and which shall be removed at the end of each business day,~~  
1171 ~~containing advertisement related to nearby premises, the copy of which can be~~  
1172 ~~changed frequently. Sandwich boards shall be placed on the public sidewalk only when~~  
1173 ~~no other option is available.~~
- 1174 ~~(6) Permitted signage.~~
- 1175 ~~(a) For purposes of identifying permitted signs within the Old Hampton District, the~~  
1176 ~~following locations and categories shall apply, as shown on the following map:~~
- 1177 ~~(i) Central Area.~~
- 1178 ~~(ii) High-rise buildings.~~
- 1179 ~~(iii) All other areas not in (i) or (ii) above.~~





1180

1181 (b) Signs in the DT Districts shall be permitted as follows and as permitted by the Table of  
 1182 Dimensional Regulations/Downtown Districts:

1183 (i) Within the Central Area:

1184 (aa) Wall signs.

1185 (bb) Freestanding signs.

1186 (cc) Sandwich boards:

1187 1. Single tenant buildings shall be permitted one (1) sandwich board.

1188 2. Multi-tenant buildings shall be permitted one (1) sandwich board for each  
 1189 forty (40) feet of frontage.

- 1190 ~~(dd) Banners.~~
- 1191 ~~(ee) Incentives. If ground floor retail space is occupied, each such user may~~  
1192 ~~receive an additional four (4) square feet or ten (10) percent, whichever is~~  
1193 ~~greater, of signage area per allowable type of sign, except for sandwich~~  
1194 ~~boards and banners.~~
- 1195 ~~(ii) High-rise buildings.~~
- 1196 ~~(aa) Wall signs.~~
- 1197 ~~(bb) Freestanding signs.~~
- 1198 ~~(cc) Banners.~~
- 1199 ~~(dd) Public directory or information signs.~~
- 1200 ~~(iii) All other areas that are neither (i) or (ii) above.~~
- 1201 ~~(aa) Wall signs.~~
- 1202 ~~(bb) Freestanding signs.~~
- 1203 ~~(cc) Banners.~~
- 1204 ~~(7) Number.~~
- 1205 ~~(a) No more than one (1) ground-mounted monument sign or pole sign shall be erected on~~  
1206 ~~any site, parcel, or development.~~
- 1207 ~~(b) Where a building has more than one (1) entrance from a right-of-way, one (1)~~  
1208 ~~projecting sign may be attached over each entrance.~~
- 1209 ~~(8) Lighting.~~
- 1210 ~~(a) All signs, if lighted, shall be indirectly illuminated by white-colored light, directed and/or~~  
1211 ~~shielded so that none of the lighted areas of the light source is visible from adjoining~~  
1212 ~~properties or rights-of-way, or may be internally illuminated in the case of a reverse-~~  
1213 ~~faced sign, in which the sign face is opaque and only the logo and/or letters are~~  
1214 ~~illuminated. Neon or similar gaseous discharge light shall be permitted.~~
- 1215 ~~(b) All forms of flashing or otherwise intermittent light are prohibited throughout the district,~~  
1216 ~~except for clocks and signs giving digital display of time and/or temperature.~~
- 1217 ~~(9) Materials. All exterior signs and sign supports shall be constructed of wood, non-corrosive~~  
1218 ~~metal, brick, fabric, neon, or similar gaseous discharge light, and shall be treated so as to~~  
1219 ~~be resistant to weathering, except that internally illuminated signs may contain plastic~~  
1220 ~~panels over the illuminated face. In all cases, lettering may be plastic.~~
- 1221 ~~(10) Content.~~
- 1222 ~~(a) In the Central Area, signs, with the exception of sandwich boards, may contain only the~~  
1223 ~~following types of information, in the briefest practical form:~~
- 1224 ~~(i) The logo and/or name of the business or principal use of the property;~~
- 1225 ~~(ii) The street address of the property; and~~
- 1226 ~~(iii) Historical reference, e.g., "established 1900."~~
- 1227 ~~(b) There shall be no restriction on content of signs in all other areas or on high-rise~~  
1228 ~~buildings,~~

1229 ~~(11) Style. It is the intent of these regulations to promote the use of signs which will act as a~~  
 1230 ~~visual complement to the historic character of the DT Districts. In forming a judgment as to~~  
 1231 ~~the appropriateness of any proposed sign, the director of planning will consider as criteria~~  
 1232 ~~whether the proposed sign is expressive of individual proprietor's or the community's~~  
 1233 ~~identity; appropriate to the type of activity to which they pertain; compatible with the visual~~  
 1234 ~~character of the surrounding area; and legible in the circumstances in which they are seen.~~  
 1235 ~~Other criteria to be considered in determining the appropriateness of any proposed sign are~~  
 1236 ~~whether it fits the architecture of the building and does not obstruct the architectural~~  
 1237 ~~elements and details that define the design of the building; placed so as to be sensitive to~~  
 1238 ~~the signs of adjacent businesses; and employs colors which relate to and complement the~~  
 1239 ~~materials and color scheme of the building, including accent highlights and trim colors.~~  
 1240 ~~Therefore, signs to be created under the provisions of this article should maintain, in style~~  
 1241 ~~and material, visual and functional harmony with others permitted under this article~~

1242 ~~(12) Incentives.~~

1243 ~~(a) The provisions of subsection 10-12(11) shall be considered the minimum standards by~~  
 1244 ~~which signs are reviewed, It is the intent of this article to encourage outstanding and~~  
 1245 ~~excellent sign design which reinforces the distinctive character of the DT Districts.~~  
 1246 ~~Contemporary design shall not be discouraged when such design is compatible with~~  
 1247 ~~the elements contained within and relates to similar features of buildings and structures~~  
 1248 ~~located within the district.~~

1249 ~~(b) A review board shall be established, composed of the planning director, zoning~~  
 1250 ~~administrator, and three (3) representatives from the DT Districts. These three (3)~~  
 1251 ~~representatives will act in an advisory capacity to the planning director and zoning~~  
 1252 ~~administrator in the review of requests for incentive sign area.~~

1253 ~~(c) Upon application to and approval by the review board, a proposed sign may be granted~~  
 1254 ~~additional sign area if it is adjudged to meet design creativity criteria which exceed the~~  
 1255 ~~minimum standards. The following incentives may be awarded:~~

1256 ~~(i) High-rise buildings: an additional one hundred (100) square feet of sign area per~~  
 1257 ~~frontage; and~~

1258 ~~(ii) Other areas, excluding the Central Area: additional sign area of up to sixty-five~~  
 1259 ~~(65) square feet per frontage.~~

1260 ~~(d) In determining the eligibility of a proposed sign for such incentives, the review board~~  
 1261 ~~shall consider the proposed sign's general design and arrangement and any distinctive~~  
 1262 ~~stylistic features or examples of skilled craftsmanship. The review board shall evaluate~~  
 1263 ~~a series of elements which relate to the sign and which may include height, proportion,~~  
 1264 ~~relation to district entrances, materials, texture, color, lighting, details, scale, and styles~~  
 1265 ~~of expression, and the extent to which the sign would be harmonious with or~~  
 1266 ~~incongruous to the DT Districts. These criteria shall be interpreted by the review board~~  
 1267 ~~and subjective generalizations shall be allowed to enter into these decisions.~~

1268 ~~(13) Table of Dimensional Regulations/Downtown Districts. Except as provided in subsection~~  
 1269 ~~10-12(7) above, signs in the DT Districts shall be limited to no more than the maximum~~  
 1270 ~~area(s) provided in the following table:~~

	Wall sign	Freestanding sign	Total per street frontage	Banner

Central Area				50% of total allowable area
Queens Way and Kings Way facades		Sandwich board, public directory and information		Public and private
Single tenant	24 sq. ft.		24 sq. ft. plus*	
Multi-tenant	12 sq. ft. per sign; 36 sq. ft. total max.		36 sq. ft. plus*	
Other public street facades				Public and private
Single tenant		40 sq. ft plus**		
Multi-tenant		72 sq. ft. plus**		
<p>* public directory, information sign, and sandwich board  ** public directory and information sign</p>				
High Rise Area	1 sq. ft. per linear foot of frontage  5 sq. ft. per projecting sign	Ground-mounted monument, 65 sq. ft., 8 ft. high  Public directory and information	200 sq. ft. (300 sq. ft. with incentive)	50% of total allowable area  Public and private
Other Areas	1 sq. ft. per linear foot of frontage or 40 sq. ft., whichever is greater  5 sq. ft. per projecting sign, 20 sq. ft. total max.	Ground-mounted monument, 65 sq. ft., 8 ft. high  Public directory and information	135 sq. ft. (200 sq. ft. with incentive)	50% of total allowable area  Public and private

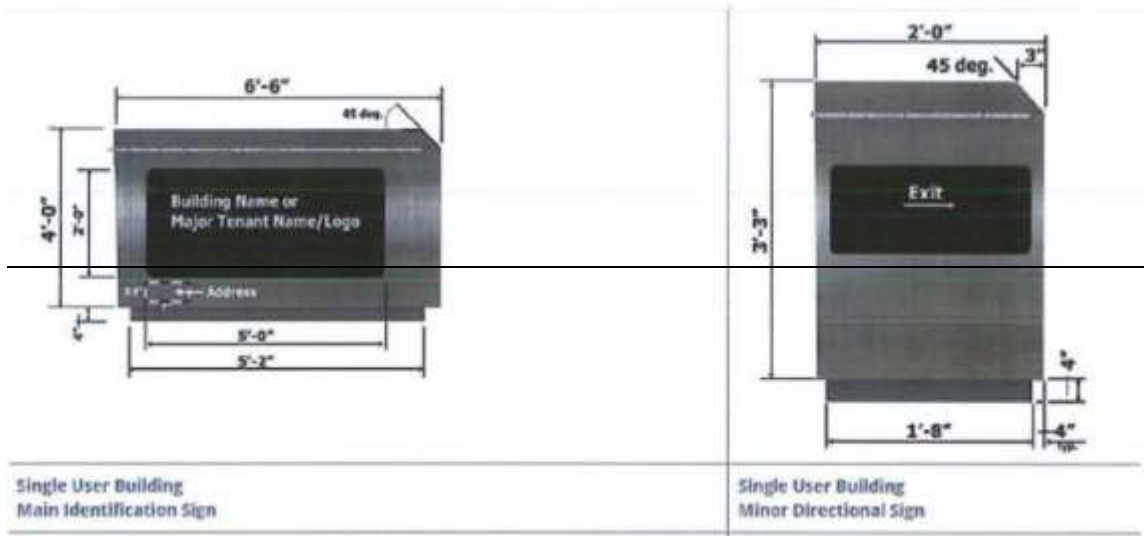
- 1272 ~~Sec. 10-13. HRC-2 District.~~
- 1273 ~~(1) Intent. All signs placed for exterior observance shall be regulated so as to protect the~~  
 1274 ~~property values and protect against inappropriate or hazardous encroachment within the~~  
 1275 ~~HRC-2 District, thereby furthering the intent of this article.~~
- 1276 ~~(2) Prohibited signs. In addition to the prohibitions set forth in article 1 of this chapter, the~~  
 1277 ~~following signs shall be prohibited in the HRC-2 District:~~
- 1278 ~~(a) Exterior identification signs containing information other than that pertaining to a use~~  
 1279 ~~conducted on the property.~~
- 1280 ~~(b) Signs painted on a building.~~
- 1281 ~~(c) Off-premises advertising signs.~~
- 1282 ~~(d) Portable signs.~~
- 1283 ~~(e) Internally illuminated signs.~~
- 1284 ~~(3) Permitted signs.~~
- 1285 ~~(a) Each site shall be permitted the following sign area, as described and illustrated:~~
- 1286 ~~(i) Sites with a single user building:~~
- 1287 ~~(aa) One (1) main identification sign, with dimensions of four (4) feet, four (4)~~  
 1288 ~~inches by six (6) feet, six (6) inches (4'4"×6'6"). The sign may include either~~  
 1289 ~~the building name and address or the business name/logo and address. The~~  
 1290 ~~sign shall be located at least twenty-one (21) feet from any existing or~~  
 1291 ~~proposed right-of-way and oriented perpendicular to the traffic flow.~~
- 1292 ~~(bb) Minor directional signs, with dimensions of three (3) feet, seven (7) inches by~~  
 1293 ~~two (2) feet (3'7"×2'). Information shall be limited to generic directions, such as~~  
 1294 ~~deliveries, exit, etc., with directional arrows. These signs may be located as~~  
 1295 ~~necessary within the site.~~
- 1296 ~~(cc) Sites with frontage on Magruder Boulevard are permitted one (1) ground-~~  
 1297 ~~mounted sign oriented toward that frontage, with dimensions of six (6) feet by~~  
 1298 ~~twenty-five feet (6'×25'). Sign design and location must be approved by the~~  
 1299 ~~IDA/DRC prior to the issuance of the sign permit.~~
- 1300 ~~(ii) Sites with multi-user buildings:~~
- 1301 ~~(aa) One main identification sign, with dimensions of four (4) feet, four (4) inches~~  
 1302 ~~by six (6) feet, six (6) inches (4'4"×6'6"). The sign may include either the~~  
 1303 ~~building name and address or the name/logo of the major tenant and address.~~  
 1304 ~~The sign shall be located at least twenty-one (21) feet from any existing or~~  
 1305 ~~proposed right-of-way and oriented perpendicular to the traffic flow.~~
- 1306 ~~(bb) One (1) multi-tenant identification sign, with dimensions of three (3) feet, ten~~  
 1307 ~~(10) inches by five (5) feet, six (6) inches (3'10"×5'6"). The sign may include~~  
 1308 ~~tenant names/logos, and shall be located at the main site entrance, at least~~  
 1309 ~~twenty-one (21) feet from any existing or proposed right-of-way, oriented~~  
 1310 ~~perpendicular to traffic flow.~~
- 1311 ~~(cc) One (1) freestanding tenant identification sign for each tenant, with~~  
 1312 ~~dimensions of five (5) feet by three (3) feet (5'×3'). The sign may include the~~

1313 tenant name/logo, and shall be located in front of the tenant's major entrance,  
1314 perpendicular to the drive aisle.

1315 (dd) Tenant door identification shall have dimensions of one and one-quarter feet  
1316 square (1 $\frac{1}{4}$ 'x1 $\frac{1}{4}$ '), and copy shall be limited to tenant name/logo and suite  
1317 number. Door identification signs shall be located on the entrydoor.

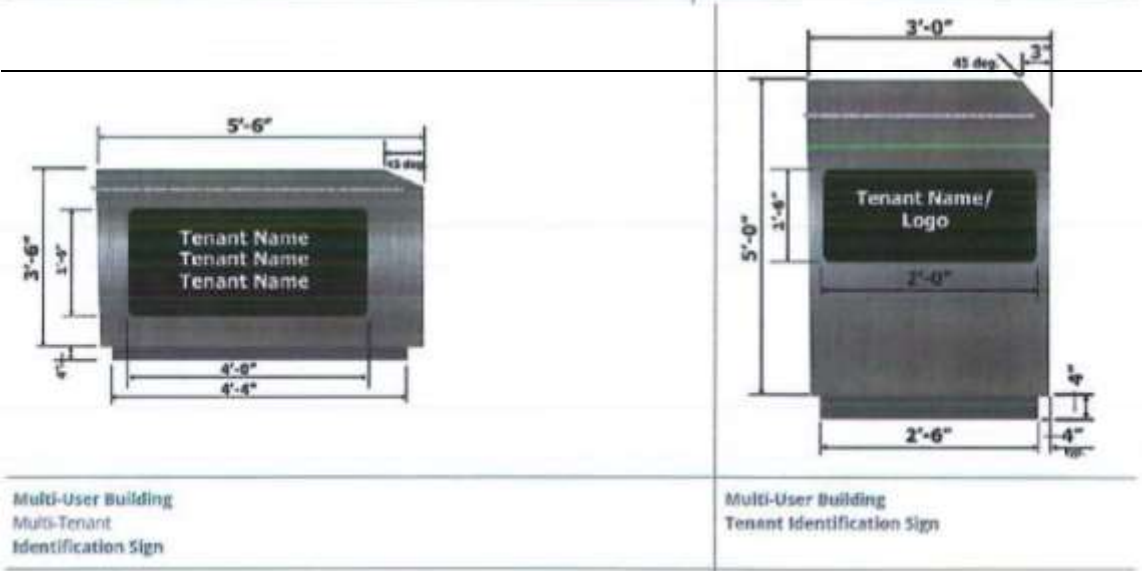
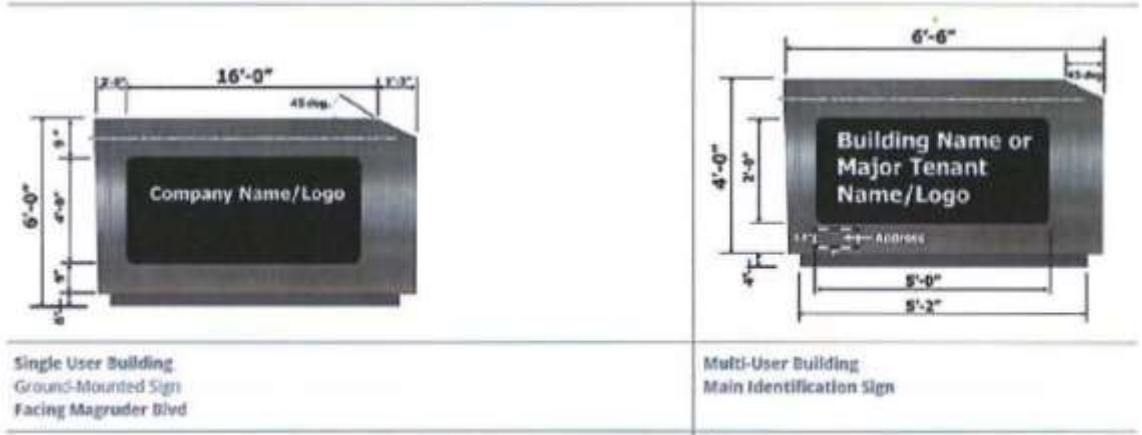
1318 (ee) Multi-tenant directional signs, with dimensions of three (3) feet, ten (10) inches  
1319 by five (5) feet, six (6) inches (3'10"x5'6"). The sign may include tenant  
1320 names/logos and addresses, with directional arrows. These signs shall be  
1321 located along drives within the site.

1322 (ff) Minor directional signs, with dimensions of three (3) feet, seven (7) inches by  
1323 two (2) feet (3'7"x2'). Information shall be limited to generic directions, such as  
1324 deliveries, exit, etc., with directional arrows. These signs may be located as  
1325 necessary within the site.



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<p>Multi-User Building Tenant Door Identification Sign</p>	<p>Multi-User Building Multi-Tenant Directional Sign</p>
<p>Multi-User Building Minor Directional Sign</p>	

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(b) ~~One (1) temporary construction sign shall be permitted per site, not to exceed a height of eight (8) feet above natural grade and not to contain more than thirty-six (36) square feet of sign area. All temporary construction signs shall be removed within fourteen (14) days of the issuance of a certificate of occupancy or within three (3) days of the erection of a permanent sign on the site, whichever occurs first. Information permitted upon temporary construction signs shall be limited to the name of the project, the general contractor, the architect, the engineer, and other firms involved in the construction project.~~

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(c) ~~One (1) real estate sign for the initial lease-up period, which shall not exceed a height of ten (10) feet above natural grade and shall contain no more than thirty-two (32) square feet of sign area. The initial lease-up period shall be construed as that time from the beginning of construction through the execution of lease(s) for ninety-five (95) percent of the building's leasable space, or one (1) calendar year, whichever is shorter. If the building has not reached ninety-five (95) percent occupancy within one (1) year, the permit may be renewed by the zoning administrator for an additional year. Such permit may be administratively renewed twice, but the maximum permitted time period~~



1347 for such real estate sign shall never exceed three (3) consecutive years from the date  
1348 of the certificate of occupancy, calendar years. Any subsequent real estate sign shall  
1349 not exceed a height of five (5) feet above natural grade and shall contain no more than  
1350 sixteen (16) square feet of sign area. Information permitted on any real estate sign  
1351 shall be limited to the nature of the offering, the name/logo of the real estate company,  
1352 the listing agent, and phone number. All real estate signs shall be removed within five  
1353 (5) days of the date of recordation of the deed for the property or execution of the lease  
1354 for the last leasable space on the property.

1355 ~~Sec. 10-14. - HRC-3 District.~~

1356 ~~(1) Intent. All signs placed for exterior observance shall be regulated so as to protect the~~  
1357 ~~property values and protect against inappropriate or hazardous encroachment within the~~  
1358 ~~HRC-3 District, thereby furthering the intent of this article. Deviation from the standards of~~  
1359 ~~this article shall be permitted only upon the express permission of the Industrial~~  
1360 ~~Development Authority Development Review Committee (IDA/DRC), and shall be approved~~  
1361 ~~only when the change does not compromise the integrity of the overall development.~~

1362 ~~(2) Prohibited signs. In addition to the prohibitions set forth in article 1 of this chapter, the~~  
1363 ~~following signs shall be prohibited in the HRC-3 District:~~

1364 ~~(a) Exterior identification sign containing information other than that pertaining to a use~~  
1365 ~~conducted on the property.~~

1366 ~~(b) Signs painted on a building.~~

1367 ~~(c) Off-premises advertising signs.~~

1368 ~~(d) Portable signs.~~

1369 ~~(3) Permitted signs.~~

1370 ~~(a) Each site shall be permitted the following freestanding sign area, as described and~~  
1371 ~~illustrated:~~

1372 ~~(i) Freestanding signs shall meet the following specifications:~~

1373 ~~(aa) All signs shall be double faced.~~

1374 ~~(bb) All signs shall be of welded aluminum box construction with polished stainless~~  
1375 ~~steel accent band, with an opening for the allowable copy area.~~

1376 ~~(cc) Face and base color shall be the equivalent of Pantone 429U.~~

1377 ~~(dd) Illumination shall be external metal halide lamp or balanced external~~  
1378 ~~fluorescent lamp.~~

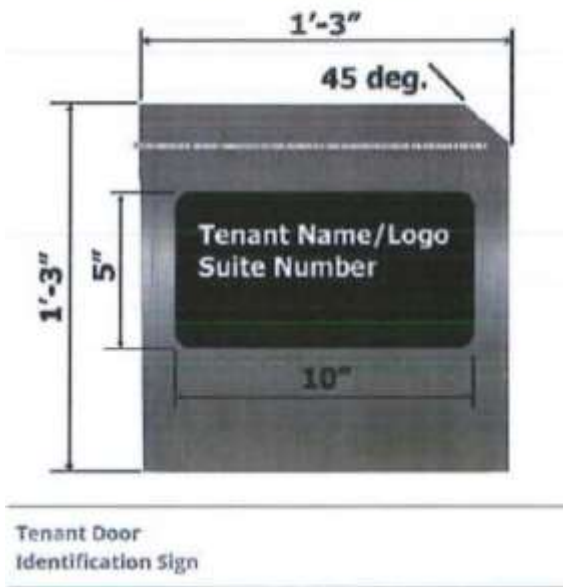
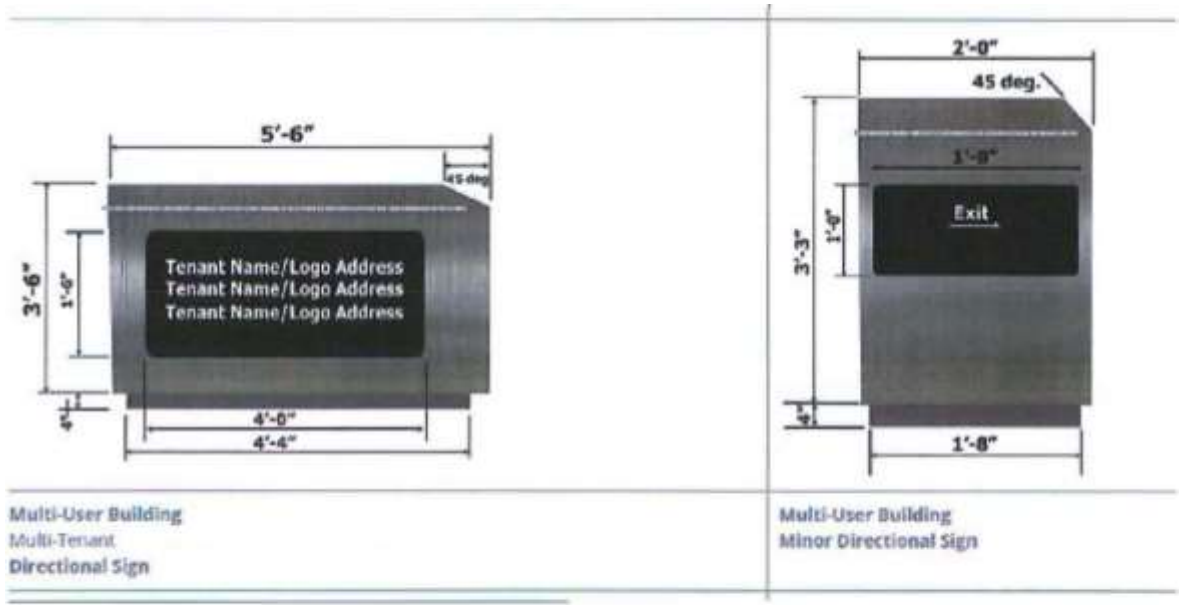
1379 ~~(ii) Sites with a single user building:~~

1380 ~~(aa) One (1) main identification sign, with dimensions of four (4) feet, four (4)~~  
1381 ~~inches by six (6) feet, six (6) inches (4'4"×6'6"). The sign may include either~~  
1382 ~~the building name and address or the business name/logo and address. The~~  
1383 ~~sign shall be located at least twenty-one (21) feet from any existing or~~  
1384 ~~proposed right-of-way and oriented perpendicular to the traffic flow.~~

1385 ~~(bb) Minor directional signs, with dimensions of three (3) feet, seven (7) inches by~~  
1386 ~~two (2) feet (3'7"×2'). Information shall be limited to generic directions, such as~~  
1387 ~~deliveries, exit, etc., with directional arrows. These signs may be located as~~  
1388 ~~necessary within the site.~~

- 1389                   ~~(cc) Sites with frontage on Interstate 64 or Big Bethel Road are permitted one (1)~~  
1390                   ~~ground-mounted sign oriented toward that frontage, with dimensions of six (6)~~  
1391                   ~~feet by twenty-five feet (6'x25'). Sign location must be approved by the~~  
1392                   ~~IDA/DRC prior to the issuance of the sign permit.~~
- 1393                   ~~(iii) Sites with multi-user buildings:~~
- 1394                   ~~(aa) One (1) main identification sign, with dimensions of four (4) feet, four (4)~~  
1395                   ~~inches by six (6) feet, six (6) inches (4'4"x6'6"). The sign may include either~~  
1396                   ~~the building name and address or the name/logo of the major tenant and~~  
1397                   ~~address. The sign shall be located at least twenty-one (21) feet from any~~  
1398                   ~~existing or proposed right-of-way and oriented perpendicular to the traffic flow.~~
- 1399                   ~~(bb) One (1) multi-tenant identification sign, with dimensions of three (3) feet, ten~~  
1400                   ~~(10) inches by five (5) feet, six (6) inches (3'10"x5'6"). The sign may include~~  
1401                   ~~tenant names/logos, and shall be located at the main site entrance, at least~~  
1402                   ~~twenty-one (21) feet from any existing or proposed right-of-way, oriented~~  
1403                   ~~perpendicular to traffic flow.~~
- 1404                   ~~(cc) One (1) freestanding tenant identification sign for each tenant with dimensions~~  
1405                   ~~of five (5) feet by three (3) feet (5'x3'). The sign may include the tenant~~  
1406                   ~~name/logo, and shall be located in front of the tenant's major entrance,~~  
1407                   ~~perpendicular to the drive aisle.~~
- 1408                   ~~(dd) Multi-tenant directional signs, with dimensions of three (3) feet, ten (10) inches~~  
1409                   ~~by five (5) feet, six (6) inches (3'10"x5'6"). The sign may include tenant~~  
1410                   ~~names/logos and addresses, with directional arrows. These signs shall be~~  
1411                   ~~located along drives within the site.~~
- 1412                   ~~(ee) Minor directional signs, with dimensions of three (3) feet, seven (7) inches by~~  
1413                   ~~two (2) feet (3'7"x2'). Information shall be limited to generic directions, such as~~  
1414                   ~~deliveries, exit, etc., with directional arrows. These signs may be located as~~  
1415                   ~~necessary within the site.~~

<p>Single User Building Main Identification Sign</p>	<p>Single User Building Minor Directional Sign</p>
<p>Single User Building Ground-mounted Sign Facing Interstate 64 or Big Bethel Road</p>	<p>Multi-User Building Main Identification Sign</p>
<p>Multi-User Building Multi-Tenant Identification Sign</p>	<p>Multi-User Building Tenant Identification Sign</p>



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1419 (b) Each site shall be permitted the following wall sign area:

1420 (i) Wall sign area shall be based on building size. The linear length of the longest and  
 1421 shortest building sides shall be totaled; one (1) square foot of sign area shall be  
 1422 permitted for every one (1) foot of such linear building length. Said sign area may  
 1423 be distributed between no more than two (2) sides of the building.

1424 (ii) Prior to the issuance of any wall sign permits in the district, the IDA/DRG shall  
 1425 review and approve a wall sign package for the district. Such approval shall be  
 1426 based upon:

1427 (aa) The package's coordination with the design of the freestanding signs in (1)  
 1428 above; and

1429 (bb) The copy on all wall signs being limited to the business name/logo.

1430 ~~(c) In addition to the wall signs in (2) above, tenant door identification shall be permitted~~  
1431 ~~with dimensions of one and one-quarter feet square (1¼'x1¼'), and copy shall be~~  
1432 ~~limited to tenant name/logo and suite number. Door identification signs shall be located~~  
1433 ~~on the entry door.~~

1434 ~~(d) One (1) temporary construction sign shall be permitted per site, not to exceed height of~~  
1435 ~~eight (8) feet above natural grade and not to contain more than thirty-six (36) square~~  
1436 ~~feet of sign area. All temporary construction signs shall be removed within fourteen~~  
1437 ~~(14) days of the issuance of a certificate of occupancy or within three (3) days of the~~  
1438 ~~erection of a permanent sign on the site, whichever occurs first. Information permitted~~  
1439 ~~upon temporary construction signs shall be limited to the name of the project, the~~  
1440 ~~general contractor, the architect, the engineer, and other firms involved in the~~  
1441 ~~construction project.~~

1442 ~~(e) One (1) real estate sign for the initial lease-up period, which shall not exceed a height~~  
1443 ~~of ten (10) feet above natural grade and shall contain no more than thirty-two (32)~~  
1444 ~~square feet of sign area. The initial lease-up period shall be construed as that time~~  
1445 ~~from the beginning of construction through the execution of lease(s) for ninety-five (95)~~  
1446 ~~percent of the building's leasable space, or one (1) calendar year, whichever is shorter.~~  
1447 ~~If the building has not reached ninety-five (95) percent occupancy within one (1) year,~~  
1448 ~~the permit may be renewed by the zoning administrator for an additional year. Such~~  
1449 ~~permit may be administratively renewed twice, but the maximum permitted time period~~  
1450 ~~for such real estate sign shall never exceed three (3) consecutive years from the date~~  
1451 ~~of the certificate of occupancy. Any subsequent real estate sign shall not exceed a~~  
1452 ~~height of five (5) feet above natural grade and shall contain no more than sixteen (16)~~  
1453 ~~square feet of sign area. Information permitted on any real estate sign shall be limited~~  
1454 ~~to the nature of the offering, the name/logo of the real estate company, the listing~~  
1455 ~~agent, and phone number. All real estate signs shall be removed within five (5) days of~~  
1456 ~~the date of recordation of the deed for the property or execution of the lease for the last~~  
1457 ~~leasable space on the property.~~

1458 ~~Sec. 10-15. BB-3, BB-4 and BB-5 Districts.~~

1459 ~~(1) Intent. This article provides the regulations governing signs in the BB-3, BB-4 and BB-5~~  
1460 ~~Districts.~~

1461 ~~(2) Permitted locations and signs.~~

1462 ~~(a) Signs are permitted only on Mixed Use Lots or Special Lots as described in chapter 8,~~  
1463 ~~article 3.~~

1464 ~~(b) Types of signs permitted are the following:~~

1465 ~~(i) Wall signs.~~

1466 ~~(ii) Painted window signs.~~

1467 ~~(iii) Canopy signs.~~

1468 ~~(iv) Projecting signs.~~

1469 ~~(v) Sandwich board signs.~~

1470 ~~(3) Standards.~~

1471 ~~(a) Internally illuminated signs (not including neon) are prohibited. Signs may be~~  
1472 ~~illuminated by backlighting or directional lighting done in a manner to minimize glare.~~

- 1473 ~~(b) Not more than thirty-three (33) percent of the window surface area shall be covered by~~  
1474 ~~any combination of signs.~~
- 1475 ~~(c) No less than eight (8) feet of clearance shall be provided between a sidewalk or terrace~~  
1476 ~~elevation and the lowest point of a hanging or projecting sign.~~
- 1477 ~~(d) Total square feet of sign area for wall, painted window, and/or canopy signs shall not~~  
1478 ~~exceed ten (10) percent of the building frontage. For corner lots, each facade facing a~~  
1479 ~~street shall be treated as a separate building frontage if that facade has primary access~~  
1480 ~~articulated.~~
- 1481 ~~(e) The maximum area for any projecting sign shall be ten (10) square feet. Each business~~  
1482 ~~shall not have more than one (1) projecting sign.~~
- 1483