

1 **Ordinance To Amend And Re-Enact Chapter 10 Of The Zoning Ordinance Of The City Of**  
2 **Hampton, Virginia Entitled “Signs” By Amending Article 1 Pertaining to Freestanding and**  
3 **Wall Signs Permitted and Article II Section 10-13 Pertaining to O-CC District Sign**  
4 **Regulations**

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

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8 **BE IT ORDAINED** by the Council of the City of Hampton, Virginia that Sections 10-5 and 10-13  
9 of the Zoning Ordinance of the City of Hampton, Virginia, be amended and re-enacted as follows:

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11 **Chapter 10 – SIGNS**

12 **ARTICLE 1. – GENERAL SIGN REGULATIONS**

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

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16 *(4) In addition to the other permitted signs as set forth in this section, the following signs are*  
17 *permitted in conjunction with an establishment:*

18 *(a) Freestanding monument signs completely screened from view by someone standing at*  
19 *ground level from any public right-of-way due to a physical obstruction including, but*  
20 *not limited to, a building, screening, landscaping, or opaque fencing. The dimensional*  
21 *requirements of each such sign shall not exceed 12 feet in sign height, four (4) feet in*  
22 *sign width, and 16 square feet in sign area.*

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24 **ARTICLE II. - SUPPLEMENTAL SIGN REGULATIONS IN CERTAIN ZONING DISTRICTS**

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

27 *(1) Optional incentive signage for business parks/shopping centers.*

28 *(a) Intent and applicability. In an effort to address the special signage needs of the*  
29 *Coliseum Central area, additional signage may be permitted for Business*  
30 *park/shopping centers 1 and 2, defined in Chapter 2, as an optional incentive*  
31 *when such business park/shopping centers provide certain features, design*  
32 *elements and amenities as set forth in this section.*

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**(2) Contents of Section.** Signage requirements and incentives applicable in the O-CC District are set forth in the following order in this section:

- (a) Signage requirements generally applicable to the O-CC district.
- (b) Optional incentive signage specifically applicable to business park/shopping centers in the O-CC district.
  - (i) Additional freestanding optional incentive signage permitted.
  - (ii) Additional wall optional incentive signage permitted.
  - (ii) Prerequisites to approval of optional incentive signage.
    - a. Approval as a business park/shopping center 1 or 2.
    - b. Approval of qualifying design improvements.
    - c. Identification of nonconforming signage.
  - (iii) Application process for approval of optional incentive signage.
  - (iv) Effect of approval of optional incentive signage.

**(3) Signage requirements generally applicable to all establishments in the O-CC district.**

- (a) The following sign types shall not be permitted anywhere in the O-CC district:
  - (i) Signs painted on a building or accessory structure, including fences and walls;
  - (ii) Wall signs that are formed plastic, or injection molded plastic;
  - (iii) Wall signs that are internally illuminated sign box cabinets;
  - (iv) Wall signs that are box-type, back-lit panels;
  - (v) Parapet signs;
  - (vi) Roof signs.
- (b) Parcels in the O-CC district are required to have at least 100 feet of frontage on a public right-of-way in order to place a freestanding sign facing that right-of-way.
- (c) No freestanding sign shall be located closer than 50 feet to any other freestanding sign that requires a sign permit, which shall exclude non-commercial signs and signs exempt from regulation as set forth in this chapter.

62 (d) All freestanding signs in the O-CC district shall be monument signs.

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64 (4) **Additional freestanding optional incentive signage permitted.** Business  
65 park/shopping center 2 uses which meet the qualifications for optional incentive signage set  
66 forth in this section, as determined by the zoning administrator, shall be permitted the following  
67 additional freestanding signage:

68 (a) A total of four (4) "**Large Shopping Center Signs**," which shall comply with the  
69 following requirements and the Table of Freestanding Optional Incentive  
70 Signage Requirements set forth below:

71 (i) The two (2) freestanding signs that are generally permitted by-right  
72 outside the optional incentive signage package may be increased in  
73 height and area such that they constitute Large Shopping Center  
74 Signage.

75 (ii) No more than a total of four (4) Large Shopping Center Signs shall be  
76 located within the Business park/shopping center 2 site boundaries. If  
77 an Interstate/Arterial sign is located within the Business park/shopping  
78 center 2 site boundaries, then such Interstate/Arterial sign shall  
79 constitute one (1) of the four (4) Large Shopping Center signs.

80 (b) One (1) "**Combination Sign**" which shall be permitted in lieu of two (2) of the  
81 four (4) Large Shopping Center Signs \ and which shall comply with the Table of  
82 Freestanding Optional Incentive Signage Requirements set forth below.

83 (c) An unlimited number of "**Internal Business Park/ Shopping Center Signs**,"  
84 which shall comply with the Table of Freestanding Optional Incentive Signage  
85 Requirements set forth below.

86 (d) An unlimited number of "**Existing Freestanding Outparcel Signs**," which shall  
87 mean all freestanding signs on business park/shopping center outparcels that  
88 were legally in existence prior to approval of an optional incentive signage  
89 package and which do not meet the requirements as set forth in this section.  
90 Such existing freestanding outparcel signs shall be considered legally  
91 nonconforming and governed by Chapter 12 of the zoning ordinance.  
92 Notwithstanding the foregoing, signs made legally nonconforming as a result of  
93 approval of an optional incentive signage package shall be brought into  
94 compliance with the requirements of this section upon a change in tenant or  
95 operator of the establishment on the outparcel.

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(e) *The following is an illustrative table of the permitted type and number of additional freestanding optional incentive signs:*

| <b>Permitted Sign Combinations</b> |                                   |                         |                        |
|------------------------------------|-----------------------------------|-------------------------|------------------------|
|                                    | <b>Large Shopping Center Sign</b> | <b>Combination Sign</b> | <b>Interstate Sign</b> |
| Option 1                           | 4                                 | 0                       | 0                      |
| Option 2                           | 3                                 | 0                       | 1                      |
| Option 3                           | 2                                 | 1                       | 0                      |
| Option 4                           | 1                                 | 1                       | 1                      |

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(f) *Table of freestanding optional incentive signage requirements:*

| <b>Table of Freestanding Optional Incentive Signage Requirements</b> |                            |                          |                           |   |   |   |
|--|----------------------------|--------------------------|---------------------------|---|---|---|
| <b>Type of Sign</b>  | <b>Maximum Sign Height</b> | <b>Maximum Sign Area</b> | <b>Maximum Sign Width</b> | <b>Minimum Distance From Signs Of Same Type</b>   | <b>Minimum Distance From Other Freestanding Signs</b>   | <b>Other Requirements</b>   |
| Large Shopping Center Sign ("LSCS")                                  | 16 feet                    | 125 square feet          | 10 feet                   | 600' unless other LSCS are in a separate Business Park/Shopping Center and across an interstate/arterial street | 100'<br>Except that existing freestanding signs may be replaced with a Large Shopping Sign in the same location, provided the replacement sign is separated by a minimum of | Shall not be located more than 50' from the nearest public right-of-way |

|                  |         |                 |         |      |   |  |
|------------------|---------|-----------------|---------|------|---|--|
|                  |         |                 |         |      | 75' from any other freestanding sign  |  |
| Combination Sign | 22 feet | 225 square feet | 12 feet | 600' | 100'<br>Except that existing freestanding signs may be replaced with a Combination Sign in the same location, provided the replacement sign is separated by a minimum of 75' from any other freestanding sign | Shall not be located more than 50' from the nearest public right-of-way; |
| Interstate Sign  | 45 feet | 225 square feet | 20 feet | N/A  | 100'  | Shall not be located more than 50' from the nearest public right-of-way  |

|   |        |                |        |      |      |   |
|---|--------|----------------|--------|------|------|---|
| Internal Business Park/ Shopping Center Signs | 5 feet | 16 square feet | 6 feet | 100' | 100' | Shall be located at least 200' from the nearest public right-of-way.<br><br>Shall not be illuminated. |
| Outparcel Sign                                | 8 feet | 36 square feet | 7 feet | 50'  | 100' |   |

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103 (5) **Additional wall optional incentive signage permitted.** Business park/shopping center  
 104 1 and 2 uses which meet the qualifications for optional incentive signage set forth in this  
 105 section, as determined by the zoning administrator, shall be permitted the following  
 106 additional wall signage as set forth in the Table of Wall Optional Incentive Signage  
 107 Requirements.

108 (a) **Table of Wall Optional Incentive Signage Requirements:**

| Table of Wall Optional Incentive Signage Requirements |  |
|---|--|
| Number Of Facades Which Can Hold Signage              | Maximum Square Footage Of Signage                    |
| 3 per establishment                                   | 1.5 per linear foot of façade on which it is mounted |

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110 (6) **Prerequisites to Qualify for Optional Incentive Signage.**

111 (a) **Review and approval of the business park/shopping center 1 or 2**  
 112 **boundaries.** Upon submittal of complete optional incentive signage application

113 *materials and any other information as may reasonably be required by the City,*  
114 *the zoning administrator shall review the proposed boundaries of the business*  
115 *park/shopping center 1 or 2 and determine whether the requirements of Chapter*  
116 *2 are met. Outparcels which meet the definition of “business park/shopping*  
117 *center outparcel, dependent” must be included within the boundaries of the*  
118 *applicable business park/shopping center in order for the business park/shopping*  
119 *center boundaries to be approved. Outparcels which meet the definition of*  
120 *“business park/shopping center outparcel, independent” may voluntarily be*  
121 *included within the boundaries of the applicable business park/shopping center*  
122 *at the discretion of the property owners.*

123 **(b) *Review and approval of site design prerequisites.*** *Upon approval of the*  
124 *business park/shopping center boundaries, the zoning administrator shall review*  
125 *the application materials to determine whether the following site design*  
126 *requirements have been met.*

127 *(i) All legally non-conforming signs located within the business*  
128 *park/shopping center boundaries shall be removed prior to approval of*  
129 *any optional incentive signage, except: legally nonconforming signs that*  
130 *were included as part of a sign package approved prior to January 1, 2020*  
131 *under a former version of this ordinance; and existing freestanding*  
132 *outparcel signs as defined in section 10-13(4)(d).*

133 *(ii) The following shall be applicable and required, as determined by*  
134 *the zoning administrator:*

135 *(aa) For new construction/redevelopment, which shall mean*  
136 *new development and/or removal and replacement of existing*  
137 *buildings, parking areas, or roads: the Business park/shopping*  
138 *center shall adhere to all “Coliseum Central Design Standards”*  
139 *provisions pertaining to building design/materials, signage, and*  
140 *site design/materials. Sign design shall complement the primary*  
141 *building architecture of the business park/shopping center, utilize*  
142 *materials permitted by the “Coliseum Central Design Standards,”*  
143 *and comply with the “City of Hampton Landscape Guidelines.”*

144 (bb) For renovations, which shall mean the refurbishment,  
145 restoration, or other improvement of an existing site development,  
146 including but not limited to, buildings, parking areas, and roads:  
147 renovation of 75% of all building facades within the business  
148 park/shopping center and the entire site within the business  
149 park/shopping center boundaries. As applicable, the site and/or  
150 building(s) shall adhere to the following "Coliseum Central Design  
151 Guidelines" provisions pertaining to architectural design elements,  
152 materials, and colors, including but not limited to fuel canopies,  
153 drive-thru's, sheds, and one-story buildings: (1) Building design,  
154 (2) Fenestration, (3) Roof massing, (4) Building massing, and (5)  
155 Pedestrian cover. In addition, a minimum of three of the  
156 following site elements shall be provided and shall adhere to the  
157 "Coliseum Central Design Standards" for site design/materials: (1)  
158 Outdoor pedestrian space(s), (2) Pedestrian amenities, (3)  
159 Pavement materials, (4) Walls and fences, and (5) Site Lighting.  
160 In addition, the entire business park/shopping center and all  
161 signage shall comply with the "City of Hampton Landscape  
162 Guidelines". Sign design shall adhere to the signage provisions in  
163 the "Coliseum Central Design Standards," complementing the  
164 primary building architecture of the Business park/shopping  
165 center.

166 (c) **Review and approval of the optional incentive signage.** Upon approval by the  
167 zoning administrator of the business park/shopping center boundaries and site  
168 design prerequisites, the zoning administrator shall review the optional incentive  
169 signage which the applicant desires to install to determine compliance with this  
170 section.

171 (d) **Identification of nonconforming signage.** Upon approval by the zoning  
172 administrator of the business park/shopping center boundaries, site design  
173 prerequisites, and the optional incentive signage to be installed within the  
174 business park/shopping center, the zoning administrator shall identify, in writing:  
175 (1) all legal nonconforming signs that must be removed prior to issuance of a  
176 sign permit for any optional incentive signage, and (2) all legal nonconforming



177 signs that qualify as existing freestanding outparcel signs which may remain in  
178 existence as described in section 10-13(4)(d).

179 **(7) Application process for approval of optional incentive signage.**

180 (a) Application for optional incentive signage shall be made to the zoning  
181 administrator by submittal of an application, which shall be signed by all affected  
182 property owners, and all such other plans, information, and documentation that  
183 the zoning administrator deems necessary to make a determination of whether  
184 the application complies with the applicable standards and regulations, which  
185 may include but shall not be limited to, conceptual site plan, building elevations  
186 with material call-outs, survey plats, and documentation concerning the business  
187 park/shopping center. Prior to approval of an application for optional incentive  
188 signage, a copy of the application and associated materials shall be provided by  
189 the zoning administrator to the Coliseum Central Design Review Committee.

190 **(8) Effect of approval of optional incentive signage.**

191 (a) Upon issuance of a sign permit for any optional incentive signage, the qualifying  
192 business park/shopping center shall be perpetually maintained in compliance with the  
193 design requirements of section 10-13(6)(b). Subsequent to approval of optional incentive  
194 signage, all renovations and new construction within a business park/shopping center  
195 shall comply with the design requirements of section 10-13(6)(b).

196 **(b) Amendment to approved business park/shopping centers and optional  
197 incentive sign packages.**

198 (i) If, subsequent to approval of optional incentive signage, a business  
199 park/shopping center desires to add a business park/shopping center outparcel  
200 to the existing boundaries, then such business park/shopping center outparcel  
201 shall be required to be brought into full compliance with this section prior to  
202 becoming eligible for inclusion in the business park/shopping center and optional  
203 incentive signage.

204 (ii) If, subsequent to approval of optional incentive signage, a business  
205 park/shopping center outparcel desires to be removed from the approved  
206 boundaries, then it shall immediately remove all optional incentive signage from  
207 the outparcel. If removal of the outparcel would result in disqualification of the

208 *business park/shopping center from optional incentive signage, then the written*  
209 *consent of all owners of the business park/shopping center shall be required prior*  
210 *to removal of the outparcel from the business park/shopping center boundaries.*

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

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

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

216 ~~(c) No freestanding sign shall be located closer than 40 feet to any other freestanding~~  
217 ~~sign.~~

218 ~~(d) Except for interstate/arterial signs, all freestanding signs shall be ground mounted~~  
219 ~~monument signs as defined in this chapter.~~

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

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

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

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

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

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

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

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