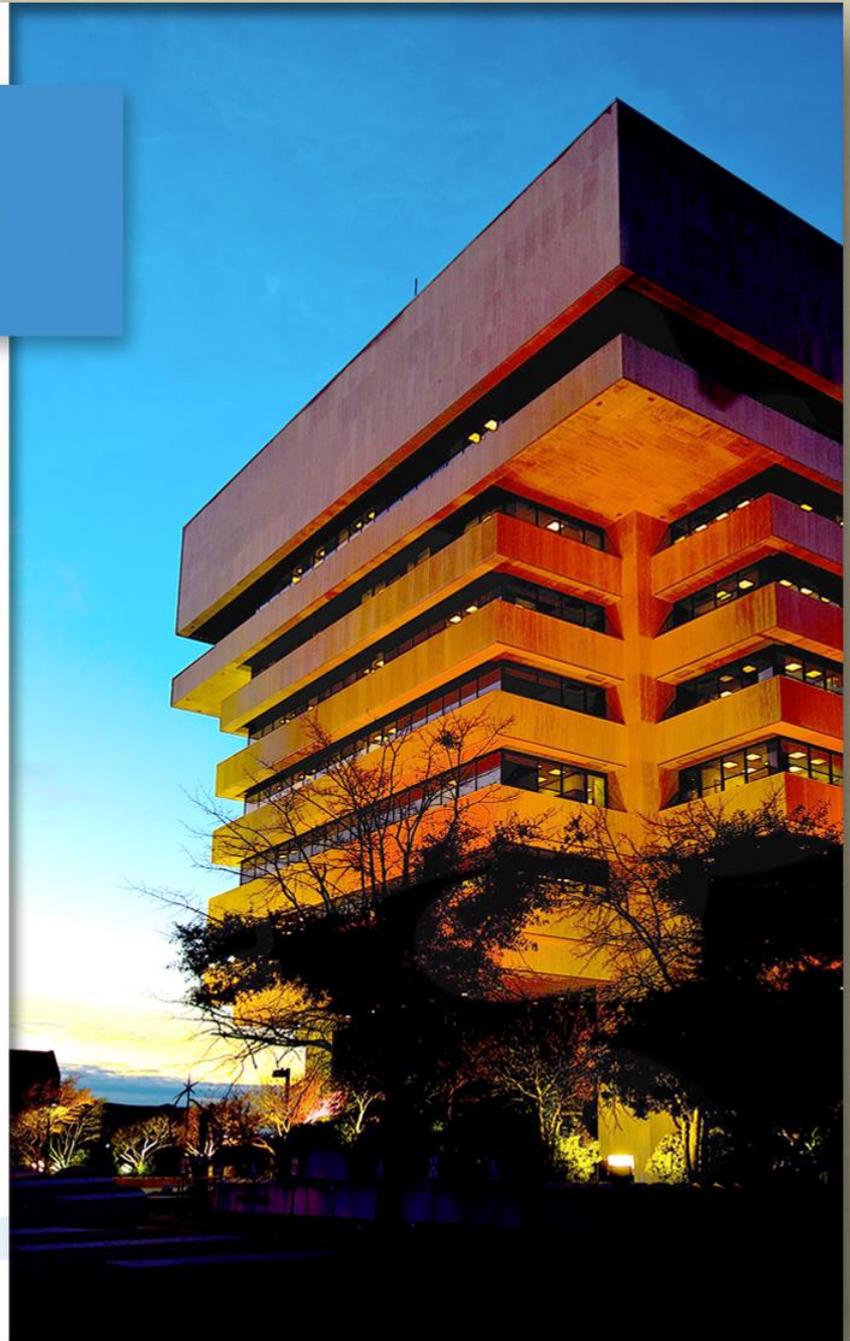


HAMPTON VA

Zoning Ordinance Amendment

Interstate/Arterial Signs

City Council
February 10, 2021



Purpose

Amend Section 10-5 “Freestanding and Wall Signs Permitted”

Goal

- Address unique needs of large educational and medical campuses by increasing the size of permitted interstate/arterial signs
- encourage signs which are compatible with their surroundings
- maintain and enhance the city's ability to attract sources of economic growth
- minimize adverse impacts of signs on nearby public and private properties
- protect the public's health, safety, and welfare

Existing Ordinance

Interstate/Arterial signs shall be permitted in all commercial districts:

- located within 1,000' of the intersection of the interstate highway and the arterial street with direct access to that interstate
- compliance with the City of Hampton Landscape Guidelines
- non-conforming signage otherwise located on the property is removed
- property upon which the sign is to be located has direct access to the applicable arterial street
- 45' in height

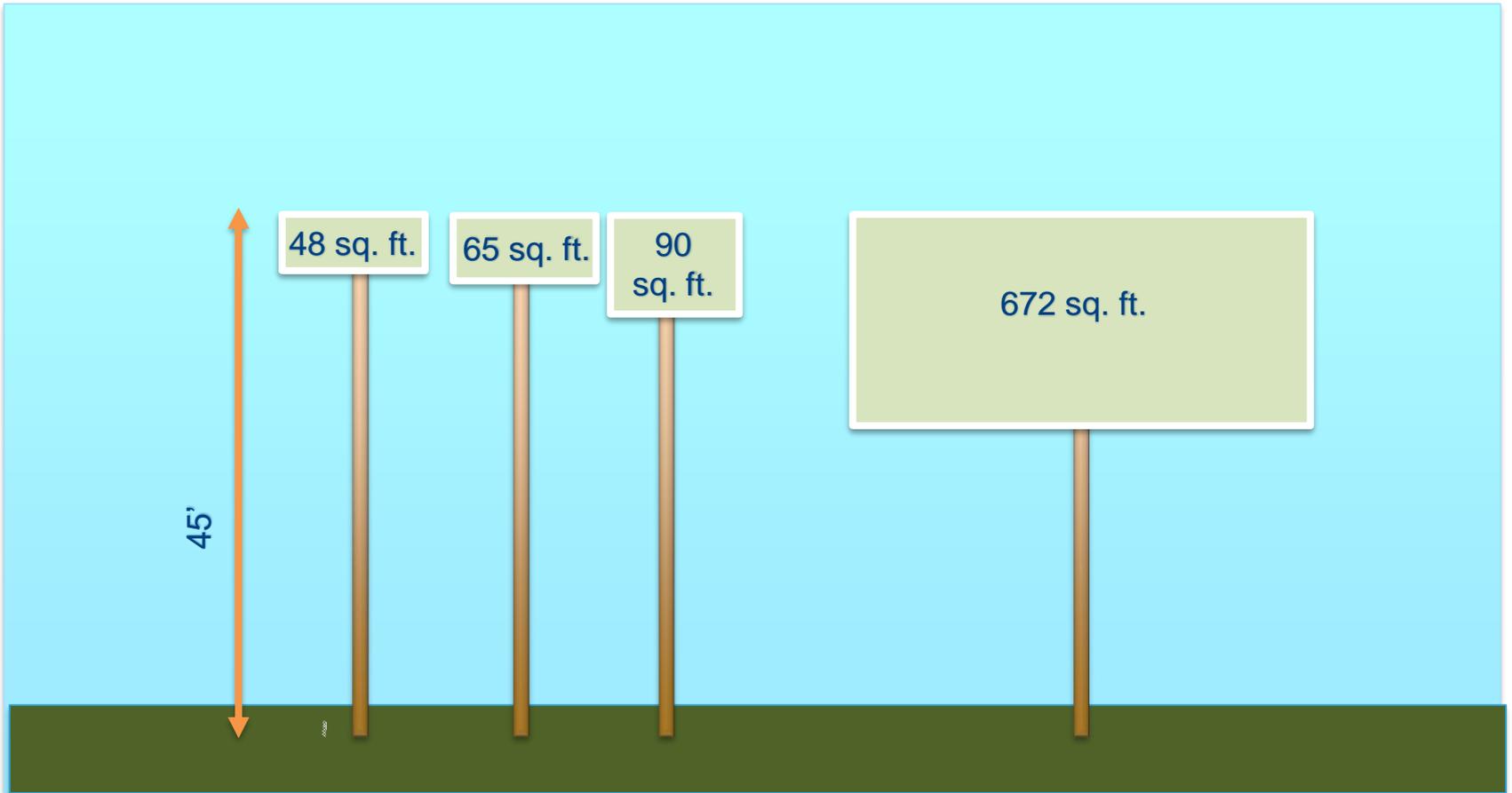
Sign Area

Zoning District	Contiguous Zoning District	Sign Area
C-1	Any	48 sq. ft.
C-2, C-3	Any C, M, or HRC district, LFA-1, LFA-2, LFA-3, LFA-4, LFA-6	90 sq. ft.
C-2, C-3	Any R, MD, RT, BB, DT, PH, or PO district, LFA-5	65 sq. ft.

90 sq. ft. sign, 45' tall



Sign Area Examples



Proposed Ordinance

Interstate/Arterial signs in conjunction with a large (50+ acres) educational or medical campus:

- **permitted regardless of underlying district**
- **maximum sign area is 672 sq. ft.**
sign must comply with off premises advertising regulations
- located within 1,000' of the intersection of the interstate highway and the arterial street with direct access to that interstate
- compliance with the City of Hampton Landscape Guidelines
- property upon which the sign is to be located has direct access to the applicable arterial street
- 45' in height

Recommendations

Staff and Planning Commission
recommend **approval** of this
Zoning Ordinance Amendment
Item #21-0059