

Sec. 10-5. - Freestanding and wall signs permitted.

- (1) Freestanding and wall signs shall be permitted in accordance with the "Table of Freestanding Signage Permitted" and "Table of Wall Signage Permitted" as applicable and set forth in article III of this chapter.
- (2) An additional Interstate/Arterial sign shall be permitted in all commercial districts as an optional incentive, provided the following conditions are met:
 - (a) The sign is located within a 1,000' radius of the intersection of the centerline of an interstate highway right-of-way and the centerline of an arterial street right-of-way (as listed in the comprehensive plan) with direct access to that interstate.
 - (b) The sign complies with the City of Hampton Landscape Guidelines.
 - (c) All non-conforming signage otherwise located on the subject property is removed prior to approval of the sign permit.
 - (d) The property upon which the sign is to be located has direct access to the applicable arterial street.
 - (e) The sign shall not exceed 45' in height.
- (3) Additional signage incidental to certain primary uses. In addition to the other permitted signs set forth in this section, the following signs are permitted in conjunction with certain permitted primary uses.
 - (a) In conjunction with an establishment with a drive-thru lane, two (2) freestanding signs per drive-thru lane, provided that the following provisions are met:
 - (i) The area of each additional freestanding sign shall not exceed 16 square feet when located in a front yard or a side yard and 24 square feet when located in a rear yard.
 - (ii) The maximum height of each freestanding sign shall be six (6) feet.
 - (iii) Each sign shall be located immediately adjacent to the applicable drive-thru lane.
 - (b) In conjunction with an automobile dealer, one (1) freestanding sign for each franchise provided that the signs are 100 linear feet apart.
 - (c)

In conjunction with a gasoline supply station, the permitted sign set forth in the Table of Freestanding Signage Permitted may be increased by 24 square feet in sign area. In addition, each gasoline pump shall be permitted one (1) additional sign not to exceed two (2) square feet in sign area located on the pump.

- (d) In conjunction with an educational or medical campus encompassing 50 or more acres that are contiguous or separated by a street:
 - (i) Up to two (2) freestanding signs may be permitted at each principal entrance provided that no more than one (1) sign shall be permitted at each side of the road or driveway.
 - (ii) Such signs shall not exceed 110 square feet in sign area and 12 feet in height.
 - (iii) Walls integrated into the design of a sign at the entrance to a campus shall not exceed 15 feet in height provided that no more than 25 percent of the wall shall be permitted at the maximum height.
 - (iv) All signs comply with the City of Hampton Landscape Guidelines.
- (e) In conjunction with a home occupation, one wall sign not to exceed one (1) square foot in sign area.
- (f) In conjunction with a public art display, one wall or freestanding sign not to exceed two (2) square feet in sign area.
- (g) In conjunction with outdoor seating areas, one (1) sign located within the designated outdoor seating area, provided that the sign shall not exceed two (2) square feet in area and four (4) feet in height, shall not contain lighting, and shall be movable with flat footing.
- (h) In conjunction with a building containing multiple establishments, one wall sign affixed to each establishment's door or immediately adjacent thereto, not to exceed two (2) square feet in sign area.

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