



Legislation Text

File #: 21-0216, Version: 1

Ordinance to Amend and Re-Enact the Zoning Ordinance of the City of Hampton, Virginia by Amending Chapter 2 Entitled, "Definitions" Pertaining to Definitions of Sign, Flag, Off-Premises Advertising Sign, and Sign Area

Background Statement:

This proposal would add a definition for the term flag. Approval of this amendment would also amend the definitions of sign, off premises advertising sign, and sign area.

This amendment is accompanied by a separate, related amendment to Chapter 10 (ZOA 21-0217), "Signs".

Recommendations:

Staff Recommendation:

Approval

Planning Commission Recommendation:

Approval

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

BE IT ORDAINED by the Council of the City of Hampton, Virginia that Section 2-2 of Chapter 2 of the Zoning Ordinance of the City of Hampton, Virginia, be amended to read as follows:

Chapter 2 - DEFINITIONS

.....

Sec. 2-2 - Definitions

Sign. Any structure, wall fixture, object, display, or device that directs attention to or is intended to direct attention to the sign or to an object, product, place, activity, person, institution, organization, or business by means of temporary or permanent written copy, graphics, symbols, figures, fixtures, or projected images. The term shall not include public art; seasonal displays and decorations not advertising a product, service, or entertainment; or architectural features, except those that identify products or services or advertise a business use. The following terms and their definitions apply to the sign regulations in this chapter:

.....

Flag - A type of sign made of fabric or other flexible material attached on one side to a flagpole or

similar device.

.....

Off premises advertising sign - A sign that directs the attention of the general public to a business, service or activity not conducted or a product not offered or sold upon the premises where the sign is located. Neither freestanding signs nor wall signs permitted in conjunction with establishments located within the boundaries of a business park/shopping center shall be considered off premises advertising signs.

.....

Sign area-The larger of that area bounded by the outer extremities of all letters, figures, characters, and delineation, or the outer extremities of the framework or background of the sign; the sign area for a freestanding sign shall be contained in a continuous, unbroken plane or geometric shape. The support for the sign background, whether it be columns, a pylon, a building, minor structural framing, or part thereof which is not intended to draw attention to the sign, shall not be included in the sign area and shall not be used to provide information or identification. When two (2) sign faces are parallel, back to back, continuously enclosed, and not more than thirty-six (36) inches from each other, only one (1) face shall be included in the computation of the sign area; otherwise each sign face shall be included in the computation of sign area.