



## Legislation Text

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**File #:** 18-0375, **Version:** 1

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Ordinance To Amend And Re-Enact Chapter 10 Of The Zoning Ordinance Of The City Of Hampton, Virginia Entitled "Signs" By Amending Section 10-18 Pertaining to Phoebus Business (PH-1) District Sign Regulations

**Background Statement:**

PH-1 was specifically adopted along Mellen and Mallory Streets, bounded by Mercury Boulevard to the east and Interstate 64 to the west. The intent, as described in the Phoebus Master Plan (2007, as amended) is to support the revival of the heart of Phoebus as a pedestrian oriented, downtown village center. In order to achieve this intent, the City of Hampton adopted special zoning regulations, including those related to signage, for the commercial core of Phoebus.

In adopting the signage regulations, all free standing signs are prohibited on properties governed by PH-1, with the obvious exception of those already in existence. Generally, this regulation makes a lot of sense for areas like Phoebus where historic and future buildings are pulled up to the back of the sidewalk, are used to frame the street, and situated to engage pedestrians rather than cars. However, there are some special provisions that currently exist for other districts that should also exist for Phoebus.

These exceptions include a provision for signs related to drive-thrus, public art displays, and outdoor dining. While the PH-1 district is generally geared toward pedestrian oriented development, it does allow for drive-thrus with an approved use permit. There are also three existing businesses with drive-thrus. In these cases, it is appropriate to permit the same additional signage, which is typically used for a menu board, permitted in other districts. With respect to the signage for art displays and outdoor dining, these are relatively small signs that provide the opportunity to share information, such as a menu, description of the piece, or acknowledgement of donors.

As a reminder, signage regulations cannot govern content of signs, but regulations can govern whether or not signs are permitted, number, and dimension.

While only the section directly related to PH-1 (Sec.10-18) is the subject of this amendment, the amendment references another subsection (Sec. 10-5 (3)) so that subsection is also provided in this package.

**Recommendations:**

Staff Recommendation:

Approve

Planning Commission Recommendation:

Approve

**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 Chapter 10 of the Zoning Ordinance of the City of Hampton, Virginia, be amended and re-enacted as follows:

**Sec. 10-18. - PH-1 District sign regulations.**

- (1) *PH-1 sign regulations.* Signage shall generally be as permitted I article I of this chapter, however the following shall apply:
- (a) *Permitted sign types include only:*
- (i) Wall signs, to include painted wall signs.
  - (ii) Window signs.
  - (iii) Awning/canopy signs.
  - (iv) Projecting signs.
  - (v) Sandwich board signs.
  - (vi) Roof signs.
  - (vii) Freestanding signs permitted in Sections 10-5(3)(a), (f), and (g).
- (b) *Prohibited sign types include but are not limited to:*
- (i) Freestanding signs, with the exception of those permitted in Sections10-5(3)(a), (f), and (g).
  - (ii) Changeable copy signs
  - (iii) Inflatable signs.
  - (iv) Changeable electronic message signs, with the exception of those permitted in Sections10-5(3)(a), (f), and (g).
- (c) Internal illumination, except for neon or similar gaseous tubing signs and LED or similar screens for signs permitted by Sec. 10-5(3)(a), (f), and (g), is prohibited.
- (d) Sign area.
- (i) Total square footage of the sign area shall not exceed a ratio of 0.75 square feet of sign area for each linear foot of the building façade.
  - (ii) Notwithstanding Section 10-18(1)(d)(i) above, signage painted directly on the wall of a building shall be permitted at a ration not to exceed 1.5 square feet of sign area for each linear foot of the building façade, is permitted on any building façade, and shall not count toward the total number of facades which may hold other-wise permitted signage.

- (iii) Roof signs shall not exceed 180 square feet, shall not project more than 10 feet above the highest point of the building, and shall count toward the maximum number of otherwise-permitted wall signs.