

## CHAPTER 8: SIGNS

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### 8.01 Application of Sign Regulations

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**Purpose.** *The visual environment has an effect on, and is an important element of, safeguarding life, health, and property, and preserving the natural beauty, historic and cultural attributes, unique character, and attractiveness of communities. Careful control of signs can protect the general welfare, safety of individuals, and property values, support economic vitality and viability, and enhance Loudoun's communities overall. This Chapter, therefore, establishes well-designed signs that contribute in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County. This Chapter establishes standards for the physical type, number, physical dimensions, location, design, construction, installation, display, and safety of signs to accomplish the following purposes:*

- *Protect the right to freedom of expression;*
- *Ensure the compatibility of signs with land uses;*
- *Promote orderly, attractive, and effective signs;*
- *Treat similar types of signs consistently;*
- *Minimize competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter to help people find a location without difficulty or confusion;*
- *Allow for identification of addresses, places of business, and communities to promote public safety and identification by public safety and emergency personnel, residents, employees, consumers, and visitors to the County;*
- *Ensure signs are accessory components of an overall composition of architectural elements and do not become dominant architectural elements by themselves. Ensure signs are subordinate to the Structures and land use functions on the site;*
- *Determine placement consistent with traffic safety by reducing traffic hazards caused by distractions to motorists and impairment of sight lines;*
- *Protect property values by facilitating harmony between residential and commercial uses;*

- *Incorporate new technologies for sign design and display where consistent with their context and the County's long-range planning policies;*
- *Complement the character of the surrounding built and natural environment;*
- *Preserve the residential character of residential neighborhoods;*
- *Reduce administrative burdens;*
- *Avoid the creation of nonconformities;*
- *Facilitate the implementation of the General Plan's policy areas and place types; and*
- *Preserve, protect, and promote the public health, safety and general welfare.*

**Findings:** *The County finds that the type, dimensions, setbacks, and physical design of signs permitted by this Chapter protect its interests in traffic safety, community character, and design, while allowing for adequate visibility, legibility, and pedestrian or motorist recognition and comprehension. The County finds and determines that the standards set out in this Chapter were developed after a public process in which the design and dimensional standards were tested against industry criteria, past experience in administering sign standards, and community input as to the appropriate characteristics of signs in the County's various neighborhoods and business areas.*

- A. **Title.** Chapter 8 is known and may be cited as the "Loudoun County Sign Regulations" or "Sign Regulations."
- B. **Applicability.**
  1. **Generally.** Chapter 8 regulates the type, dimensions, design, and other characteristics of signs throughout the County. Chapter 8 applies to any sign within the County's zoning jurisdiction.
  2. **Exemption.** Chapter 8 does not apply to government signs.
- C. **Content Neutral.** Chapter 8 regulates only the sign structure and physical parameters and not the sign's content. Despite any other provision of this Chapter, no sign is subject to any limitation based on the content of its message.
- D. **Allocation Standards.** Chapter 8 allocates signs by number and area to lots and structures. This system provides flexibility for persons and entities who display signs, avoids sign distinctions that depend on a sign's message, and minimizes potential traffic hazards and clutter. Because this Chapter does not regulate sign content, applicants and property owners may allocate signs by message type (for example, onsite advertising, directional, and opinion messages) in any manner within the sign quantity and area limits established in this Chapter.
  1. Sections 8.04 through 8.06 establish standards and overall allowances for signs by number and area for 3 major sign categories:
    - a. Freestanding signs (Section 8.04);
    - b. Attached signs (Section 8.05); and
    - c. Incidental signs (Section 8.06).
  2. Section 8.09 establishes standards and overall allowances for Murals and Art Displays.
  3. Sections 8.04 through 8.06 and Section 8.09 include tables that establish the standards for individual sign categories, including:
    - a. Whether the sign category is permitted in the designated zoning districts;
    - b. Whether a Sign Permit is required;
    - c. The maximum permitted number of signs of the designated category on the property, which may be based on factors such as:
      1. Number per street frontage;

2. Number per occupant (such as a business, institution, or other entity occupying a multitenant building) that has its own ground floor entryway or storefront;
3. Number per entry (for example, per single-tenant building or multitenant building with a single entry); and
4. The total number of that sign category on a single lot or parcel; and
- d. Maximum sign dimensions and allowed locations, which may include, but are not limited to:
  1. Sign area;
  2. Height;
  3. Spacing;
  4. Right-of-way setback; and
  5. Spacing in relation to other signs; and
- e. Design characteristics, including whether the following design features are allowed or required:
  1. Digital;
  2. Illumination, backlight;
  3. Illumination, internal;
  4. Illumination, external; and
  5. Illumination, halo lit.

**Sign Groups.** Sections 8.04, 8.05, 8.06, and 8.09 regulate sign characteristics by common zoning districts. The zoning districts with common characteristics are grouped for purposes of applying this Chapter's sign regulations as provided in Table 8.01-1.

Table 8.01-1. Sign Groups	
<b>Urban</b>	
Transit Related Center - TRC	
Urban Employment - UE	
<b>Suburban Mixed Use</b>	
Planned Development - Mixed Use Business - PD-MUB	
Planned Unit Development <sup>1</sup>	
Town Center - TC	
<b>Neighborhood<sup>2</sup></b>	
Joint Land Management Area - JLMA	
Multifamily Residential - R-24	
Planned Development - Active Adult/Age Restricted - PD-AAAR	
Planned Development - Housing - PD-H	
Single Family Residential - R	
Suburban Neighborhood - SN	
Suburban Compact Neighborhood - SCN	
Townhouse/Multifamily Residential - R-16	
Transitional Residential - TR	
Transition Compact Neighborhood - TCN	
Transition Small Lot Neighborhood - TSN	
<b>Commercial</b>	
Commercial Center - CC	

Table 8.01-1. Sign Groups
Planned Development - Commercial Center (Regional Center) - PD-CC(RC)
Transition Community Center - TCC
<b>Employment/Industrial</b>
Commercial/Light Industry - CLI
General Business - GB
General Industry - GI
Industrial Park - IP
Office Park - OP
Planned Development - Research and Development Park - PD-RDP
Planned Development - Special Activities - PD-SA
Mineral Resource - Heavy Industry - MR-HI
<b>Rural<sup>3</sup></b>
Agricultural/Residential - 3 - A-3
Agricultural - 10 - A-10
Agricultural Rural - AR
Countryside Residential - CR
Planned Development - Rural Village - PD-RV
Rural Commercial - RC
<b>TABLE NOTES:</b>
<sup>1</sup> See Section 8.02.C.
<sup>2</sup> For purposes of Chapter 8, in the Neighborhood Sign Group, "Residential" means a lot where the principal use is a dwelling unit and refers to the sign allowance for an individual lot or parcel and not to individual dwelling units.
<sup>3</sup> For purposes of Chapter 8, in the Rural Sign Category:
<ul style="list-style-type: none"> <li>▪ "Village" means any lot zoned PD-RV or within the Village Conservation Overlay District (VCOD)</li> <li>▪ "Nonresidential" (or "NR") means any lot that is not designated as "Residential," including any farm that includes a dwelling unit.</li> <li>▪ "Residential" means a lot where the principal use is a dwelling unit.</li> </ul>

## 8.02 General Sign Requirements

- A. **Signs Permitted.** Only signs listed in Sections 8.04, 8.05, 8.06, 8.07, 8.08 and 8.09 are permitted. Those signs are subject to any regulations specifically set forth for each category and to all other regulations in this Chapter.
- B. **Sign Requirements.** Sections 8.04, 8.05, 8.06, 8.07, 8.08, and 8.09 regulate the following:
  1. Maximum aggregate sign area;
  2. Maximum area of any one sign;
  3. Maximum number of signs;
  4. Sign illumination;
  5. Percentage of a sign that can be digital;
  6. Minimum setback from public road right-of-way or private road. Section 7.01.04.C. Measurements from Roads applies; and
  7. Maximum sign height.
- C. **Signs in PD and PUD Districts.** Signs in a Planned Development (PD) or Planned Unit Development (PUD) Zoning District are subject to the Suburban Mixed Use Sign Group regulations and/or an approved PD or PUD Concept Development Plan and any applicable amendments.
- D. **Safety.** Signs must be properly secured and not impede visibility at intersections pursuant to 7.07.04.

- E. **Nonconforming Signs.** Any sign lawfully in existence at the time of the effective date of this Zoning Ordinance may be maintained although it does not conform with the provisions of this Zoning Ordinance, except that any such nonconforming sign, which was required to be removed under a prior Zoning Ordinance, must be removed. A nonconforming sign cannot be moved, in whole or in part, to any other location on or off the property unless every portion of such sign is brought into conformity with all requirements of the Zoning Ordinance and the Codified Ordinances of Loudoun County. See Section 1.03 for additional requirements and allowances for nonconformities.

## 8.03 Prohibited Signs

- A. Signs with any of the following characteristics are prohibited and cannot be amended through the Sign Development process:
1. **Signs Not Enumerated.** Any sign not specifically permitted by Chapter 8;
  2. **Off-Premise Signs.** Any sign not located on the property or structure to which it directs attention or to which it is appurtenant, except:
    - a. Any sign erected or maintained by or under the supervision of the County or other governmental authority or the Virginia Department of Transportation; and
    - b. Any other off-premise sign that is specifically provided for in this Chapter; and
  3. **Snipe Signs.** Signs fastened, placed, painted, pasted, or attached in any way to, in, or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, light post (except for light post signs as permitted in Section 8.06), hydrant, bridge, highway marker, publicly owned art within the public right-of-way, or another sign, except as required by law;
  4. **Attention-Getting Devices.** Balloons, banners, pennants, feather signs, or inflated devices, unless otherwise permitted by this Chapter 8;
  5. **Traffic Hazards.** No sign may be located on, illuminate, or mimic traffic control signs. No sign may create a traffic hazard or obstruction for motorists, bicyclists, or pedestrians. The Zoning Administrator may determine that the location, lighting, or design of a sign could cause a traffic hazard or obstruction;
  6. **Obscene Signs.** Any sign containing obscene text or pictures as defined by the Code of Virginia § 18.2-372; and
  7. **Illegal Activity.** Signs advertising activities or products that are illegal under federal, state, or county law.
- B. Signs with any of the following characteristics are prohibited, except as specifically permitted with the approval of a Sign Development Plan:
1. **Signs with Neon/Lighted Outlines.** Outlines of any building or sign with exposed neon illumination or other permanent lights; and
  2. Animated Signs.
- C. **Lighting and Glare.** Any sign that does not meet the Light and Glare standards in Section 7.05.02 may be permitted pursuant to Section 10.11.01 and 10.11.09.

## 8.04 Freestanding Signs

- A. **Applicability.** Section 8.04 applies to Freestanding Signs, which include the following sign types:
1. Ground Signs - Pylon Signs are subject to the same standards as Ground Signs;
  2. Pole Signs;
  3. Sidewalk Signs; and
  4. Entry Signs.
- B. **Ground Signs.**

1. Ground Signs must comply with Table 8.04-1. Note the number of signs allowed and the cumulative area allowed for Ground Signs and Pole Signs are counted together.
2. Ground Signs must include a landscaped base with a minimum depth of 3 feet on all sides (Figure 8.04-1). The owner or applicant must maintain the landscaped base.

Figure 8.04-1. Ground Signs



Table 8.04-1. Ground Signs

Standard		Sign Groups <sup>1</sup>								
		Rural			Neighborhood		Commercial	Employment/ Industrial	Suburban Mixed Use	Urban
		NR	R	V	R	NR				
1	Allowed?	Y	Subject to Table 8.06-4 <sup>2</sup>	Y	N	Y	Y	Y	Y	Y
2	Permit required?	Y	N	Y	NA	Y	Y	Y	Y	Y
3	Number allowed ( <i>all ground and pole signs</i> )	1 sign at the property entrance	N/A	1	NA	2	4	3	2	2
<b>Dimensions</b>										
4	Cumulative area ( <i>max all ground and pole signs</i> )	N/A	N/A	15 sf	NA	20 sf	120 sf	100 sf	120 sf	120 sf
5	Individual sign area ( <i>max</i> )	depends on road frontage <sup>3</sup>	N/A	15 sf	NA	15 sf	60 sf	100 sf	60 sf	60 sf
	- Arterial frontage	40 sf	N/A	N/A	NA	N/A	N/A	N/A	N/A	N/A

**Table 8.04-1. Ground Signs**

Standard		Sign Groups <sup>1</sup>								
		Rural			Neighborhood		Commercial	Employment/ Industrial	Suburban Mixed Use	Urban
		NR	R	V	R	NR				
	- Collector frontage	20 sf	N/A	N/A	NA	N/A	N/A	N/A	N/A	N/A
	- Local frontage	15 sf	N/A	N/A	NA	N/A	N/A	N/A	N/A	N/A
6	Height ( <i>ft, max</i> )	6 ft	N/A	6 ft	NA	8 ft	15 ft	8 ft	8 ft	8 ft
Location										
7	ROW Setback ( <i>ft, min</i> )	5 ft	N/A	5 ft	NA	5 ft	5 ft	5 ft	5 ft	5 ft
8	Spacing from other signs on the same parcel ( <i>ft, min</i> )	500 ft	N/A	N/A	NA	N/A	N/A	N/A	N/A	N/A
Design										
9	Digital ( <i>max percent of sign area or 30 sf, whichever is greater</i> )	N	N/A	N	NA	N	70%	50%	70%	100%
10	Backlight	N	N/A	N	NA	Y	Y	Y	Y	Y
11	Illumination, External	Y	N/A	Y	NA	Y	Y	Y	Y	Y
12	Illumination, Halo Lit	N	N/A	N	NA	N	N	N	Y	Y

**TABLE KEY:**

Y = The sign type or characteristic is permitted. N = The sign type or characteristic is not permitted. N/A = The standard does not apply.

sf = square feet, ft = feet, and ROW = right-of-way

R = residential, NR = nonresidential, and V = village

**TABLE NOTES:**

<sup>1</sup>For Sign Groups, see Section 8.01.

<sup>2</sup>Rural residential Ground Signs are regulated as Miscellaneous Signs and are subject to Table 8.06-4.

<sup>3</sup>Street Categories are as designated in the Countywide Transportation Plan, as follows: Arterial = Principal Arterial – Freeway (Level 2), Principal Arterial – Non-Freeway/Other (Level 3), or Minor Arterial (Level 4); Collector = Major Collector (Level 5) or Minor Collector (Level 6); Local = Neighborhood Collector (Level 7), Local Secondary Road (Level 8).

- C. **Pole Signs.** Pole signs must comply with Table 8.04-2 below. Note the number of signs allowed and the cumulative area allowed for Ground Signs and Pole Signs are counted together.

Figure 8.04-2. Pole Signs

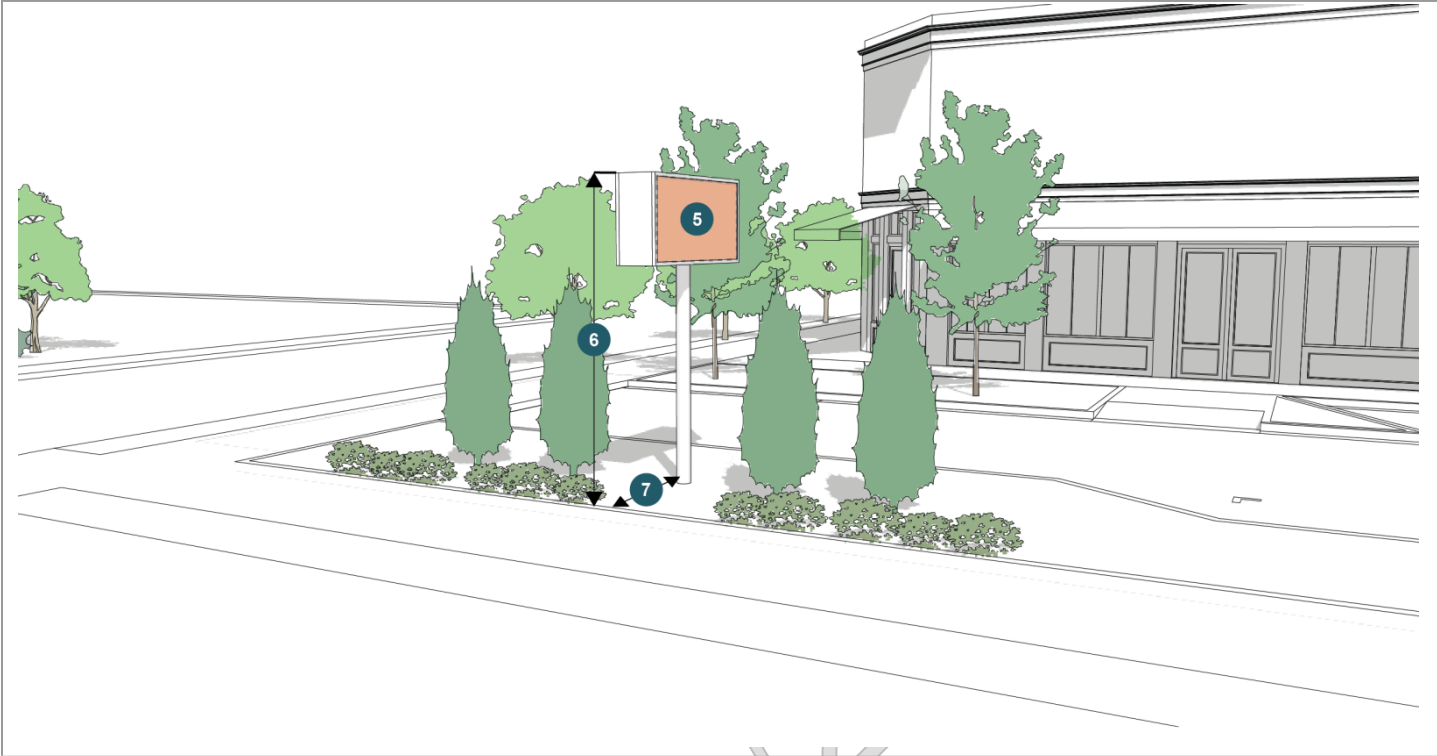


Table 8.04-2. Pole Signs

Standard		Sign Groups <sup>1</sup>							
		Rural			Neigh- bor- hood	Commer- cial	Employ- ment/ Industrial	Mixed Use	Urban
		NR	R	V					
1	Allowed?	Y	Subject to Table 8.06- 4	Y	Y	Y	Y	Y	Y
2	Permit required?	Y	N/A	Y	Y	Y	Y	Y	Y
3	Number allowed ( <i>all ground and pole signs</i> )	1 sign at the property entrance	N/A	1	2	4	3	2	2
<b>Dimensions</b>									
4	Cumulative area ( <i>max-all ground and pole signs</i> )	N/A	N/A	15 sf	20 sf	120 sf	100 sf	120 sf	120 sf
5	Individual sign area ( <i>sf, max</i> )	depends on road frontage	N/A	15 sf	10 sf	20 sf	30 sf	20 sf	20 sf
	- Arterial frontage	30 sf	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	- Collector frontage	20 sf	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	- Local frontage	15 sf	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6	Height ( <i>ft, max</i> )	8 ft	N/A	5 ft	5 ft	15 ft	8 ft	8 ft	8 ft
<b>Location</b>									
7	ROW Setback ( <i>ft, min</i> )	5 ft	N/A	5 ft	5 ft	5 ft	5 ft	5 ft	5 ft
8	Spacing from other signs on	500 ft	N/A	N/A	N/A	N/A	N/A	N/A	N/A



**Table 8.04-2. Pole Signs**

Standard		Sign Groups <sup>1</sup>							
		Rural			Neighborhood	Commercial	Employment/Industrial	Mixed Use	Urban
		NR	R	V					
	the same parcel (ft, min)								
<b>Design</b>									
9	Digital	N	N/A	N	N	N	N	N	N
10	Backlight	N	N/A	N	Y	Y	Y	Y	Y
11	Illumination, External	Y	N/A	Y	Y	Y	Y	Y	Y
12	Illumination, Halo Lit	N	N/A	N	N	N	N	N	N

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

sf = square feet, ft = feet, and ROW = right-of-way

R = residential, NR = nonresidential, and V = village

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup>Street Categories are as designated in the Countywide Transportation Plan, as follows: Arterial = Principal Arterial – Freeway (Level 2), Principal Arterial – Non-Freeway/Other (Level 3), or Minor Arterial (Level 4); Collector = Major Collector (Level 5) or Minor Collector (Level 6); Local = Neighborhood Collector (Level 7), Local Secondary Road (Level 8).

<sup>3</sup>An "individual parcel" means a parcel in separate ownership from adjacent parcels along the same frontage. Individual parcels with less than 500 feet of frontage are allowed 1 ground or pole sign.

- D. **Sidewalk Signs.** Sidewalk signs must comply with Table 8.04-3. In addition, sidewalk signs must be located on the sidewalk in front of and within 20 linear feet of a building entrance. The sidewalk sign's placement must leave at least a 4-foot-wide unobstructed space for pedestrians on the sidewalk in front of the tenant space. Refer to Figure 8.04-3.

**Figure 8.04-3. Sidewalk Signs**



**Table 8.04-3. Sidewalk Signs**

Standard/Requirement		Sign Groups <sup>1</sup>					
		Rural R and Rural NR	Rural V	Neighborhood	Commercial	Employment/Industrial	Urban and Suburban Mixed Use
1	Allowed?	N	Y	N	Y	Y	Y
2	Permit required?	N/A	Y	N/A	Y	Y	Y
3	Number allowed ( <i>max</i> )	N/A	1 per building entry <sup>2</sup>	N/A	1 per building entry <sup>2</sup>	1 per building entry <sup>2</sup>	1 per building entry <sup>2</sup>
<b>Dimensions</b>							
4	Cumulative area	N/A	N/A	N/A	N/A	N/A	N/A
5	Individual sign area ( <i>sf, max</i> )	N/A	6 sf	N/A	6 sf	6 sf	6 sf
6	Height ( <i>ft, max</i> )	N/A	3 ft	N/A	3 ft	3 ft	3 ft
<b>Design</b>							
7	Digital	N/A	N	N/A	N	N	N
8	Backlight	N/A	N	N/A	N	N	N
9	Illumination, External	N/A	N	N/A	N	N	N
10	Illumination, Halo Lit	N/A	N	N/A	N	N	N
<b>TABLE KEY:</b> Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply. sf = square feet and ft = feet R = residential, NR = nonresidential, and V = village <b>TABLE NOTES:</b> <sup>1</sup> For sign groups, see Section 8.01. <sup>2</sup> "Building entry" means a building space that has a ground floor public entrance abutting a sidewalk.							

- E. **Entry Signs.** Entry signs are permitted to be located along a vehicle entry from a collector or arterial road designated on the Countywide Transportation Plan and must be designed as ground signs. Entry signs do not count toward the number or area allocation for any other Freestanding Sign in Section 8.04. Entry signs must comply with Table 8.04-4.

Figure 8.04-4. Entry Signs

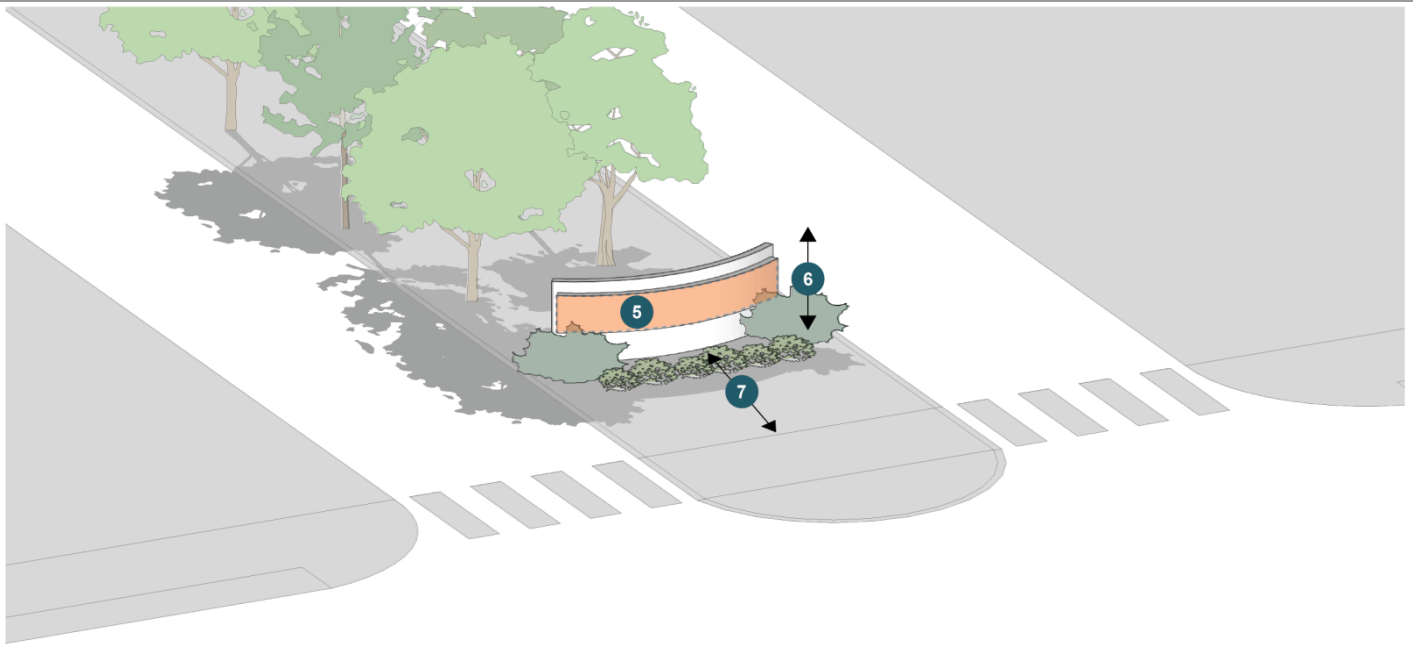


Table 8.04-4. Entry Signs <sup>1</sup>

Standard/Requirement		Sign Groups			
		Rural NR	Rural R, Rural V, and Neighborhood	Commercial, Employment / Industrial, and Mixed Use	Urban
1	Allowed?	N	Y (Subdivision Entry Sign)	Y (Development Entry Sign)	Y (Development Entry Sign)
2	Permit required?	N/A	Y	Y	Y
3	Number allowed	N/A	1 per entry <sup>3,4</sup>	1 per entry <sup>2,3</sup>	1 per entry <sup>2,3</sup>
<b>Dimensions</b>					
4	Cumulative area	N/A	N/A	N/A	N/A
5	Individual sign area (sf, max)	N/A	80 sf <sup>3</sup>	Development project size: < 10 acres: 50 sf ≥ 10 and < 40 acres: 60 sf ≥ 40 acres: 75 sf	Development project size: < 10 acres: 50 sf ≥ 10 and < 40 acres: 60 sf ≥ 40 acres: 75 sf
6	Height (ft, max)	N/A	5 ft	10 ft	10 ft
<b>Location</b>					
7	ROW Setback (ft, min)	N/A	10 ft	10 ft	10 ft
8	Spacing from other signs (ft, min)	N/A	N/A	N/A	N/A
<b>Design</b>					
9	Digital (max percent of sign area)	N/A	N	70%	100%
10	Backlight	N/A	N <sup>3</sup>	Y	Y
11	Illumination, External	N/A	Y	Y	Y

**Table 8.04-4. Entry Signs <sup>1</sup>**

Standard/Requirement	Sign Groups			
	Rural NR	Rural R, Rural V, and Neighborhood	Commercial, Employment / Industrial, and Mixed Use	Urban
12 Illumination, Halo Lit	N/A	N	Y	Y

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

sf = square feet, ft = feet, and ROW = right-of-way

R = residential, NR = nonresidential, and V = village

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup>For this table, an "entry" means a vehicle entry from a collector or arterial road designated on the Countywide Transportation Plan.

<sup>3</sup>For PD-H and PD-AAAR, 2 subdivision entry signs are allowed per entry, with a maximum individual sign area of 120 sf, minimum 1,000 feet between signs on same side of road or at intersection and may include backlight.

<sup>4</sup>For Subdivision Entry Signs, an "entry" means a public road or private road entering a subdivision from a local public road designated on the Countywide Transportation Plan.

## 8.05 Attached Signs

- A. **Applicability.** Section 8.05 applies to attached signs, which include the following sign types:
1. Wall Signs - Awning Signs and Projecting Signs are types of Walls Signs and are subject to the Wall Sign standards; and
  2. Window Signs.
- B. **Wall Signs.** Wall Signs must comply with Table 8.05-1. The number of signs allowed and the cumulative area allowed for Walls Signs, Awning Signs, and Projecting Signs are counted together.

**Figure 8.05-1. Wall Signs**



**Table 8.05-1. Wall Signs**

Standard		Sign Groups <sup>1</sup>								
		Rural			Neighborhood		Commercial	Employment/ Industrial	Mixed Use	Urban
		NR	R	V	R <sup>2</sup>	NR				
1	Allowed?	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Permit required?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Number allowed ( <i>max</i> )	Per lot: 2	2	2 per building + 1 per tenant space per public building entry <sup>3,4</sup>	2 per building	2 per building	4 per building + 1 per tenant space per public building entry <sup>3,4</sup>			
Dimensions										
4	Cumulative area ( <i>max all wall signs, per building</i> )	40 sf	4 sf	20% per façade <sup>5</sup>	4 sf	20 sf	20% per façade <sup>5</sup>			
5	Individual sign area ( <i>max</i> )	20 sf	4 sf	5% of building façade <sup>5</sup> , up to 100 sf	4 sf	20 sf	1% of building façade <sup>5</sup> up to 200 sf	0.5% of building façade <sup>5</sup> up to 100 sf	1% of building façade <sup>5</sup> up to 200 sf	1% of buildin g façade <sup>5</sup> up to 200 sf
6	Height ( <i>ft, max</i> )	A Wall Sign must not extend above or beyond the perimeter of the wall or façade to which it is attached.								
Design										
7	Digital ( <i>max</i> )	N	N	N	N	N	70%	50%	70%	100% wall sign only
8	Backlight	N	N	N	N	Y	Y	Y	Y	Y
9	Illumination, External	Y	N	Y	N	Y	Y	Y	Y	Y
10	Illumination, Halo Lit	Y	N	Y	N	N	Y	Y	Y	Y

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

NR = nonresidential, R = residential, and V = village

sf = square feet and ft = feet

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup>For MFA buildings in the NR Sign Group, Neighborhood NR regulations apply.

<sup>3</sup>For multitenant buildings with individual exterior building entries for each tenant, "Public Building Entry" means an exterior public entrance dedicated to a tenant space that has a ground floor public entrance abutting a sidewalk. Such building entry may be on the front, side, or rear of a building.

<sup>4</sup>For multitenant buildings with individual exterior building entries for each tenant, "tenant space" means a building space occupied by a tenant or owner and has a ground floor public entrance abutting a sidewalk.

<sup>5</sup>For purposes of this Section 8.05, "façade" does not include any rooftop Structure as defined by the Virginia Uniform Statewide Building Code (such as an enclosed mechanical room).

**C. Window Signs.**

1. Window Signs are allowed in addition to Wall Signs.

- For multistory buildings, Window Signs may be located on the first story of the building or street level. Window Signs are not permitted on the second building story or above.
- Window Signs must comply with Table 8.05-2.

Figure 8.05-2. Window Signs



Table 8.05-2. Window Signs

Standard		Sign Groups <sup>1</sup>						
		Rural			Neighborhood	Commercial	Employment/ Industrial	Urban and Suburban Mixed Use
		NR	R	V				
1	Allowed?	Y	N	Y	Y	Y	Y	Y
2	Permit required?	Y	N/A	Y	Y	Y	Y	Y
3	Number allowed ( <i>max</i> )	3	N/A	3	3	4 per building façade or 4 per tenant space <sup>2</sup>		
Dimensions								
4	Cumulative area ( <i>max</i> )	N/A	N/A	N/A	N/A	Lesser of 25% of the total square footage of window area or 10 sf		
5	Individual sign area ( <i>sf, max</i> )	1.5 sf	N/A	1.5 sf	1.5 sf	1.5 sf	1.5 sf	1.5 sf
6	Height ( <i>ft, max</i> )	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Design								
7	Digital ( <i>max percent of sign area or 30 sf, whichever is greater</i> )	N	N/A	N	N	N	N	100%
8	Backlight	N	N/A	N	N	Y	N	Y
9	Illumination, External	N	N/A	N	N	Y	N	Y
10	Illumination, Halo Lit	N	N/A	N	N	Y	N	Y

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

**Table 8.05-2. Window Signs**

Standard	Sign Groups <sup>1</sup>						
	Rural			Neighborhood	Commercial	Employment/ Industrial	Urban and Suburban Mixed Use
	NR	R	V				

NR = nonresidential, R = residential, and V = village

sf = square feet and ft = feet

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup>For purposes of Section 8.05, "façade" does not include any rooftop structure as defined by the Virginia Uniform Statewide Building Code (such as an enclosed mechanical room).

<sup>3</sup>For multitenant buildings with individual exterior building entries for each tenant, "Public Building Entry" means an exterior public entrance dedicated to a tenant space that has a ground floor public entrance abutting a sidewalk. Such building entry may be on the front, side, or rear of a building.

<sup>4</sup>For multitenant buildings with individual exterior building entries for each tenant, "tenant space" means a building space occupied by a tenant or owner and has a ground floor public entrance abutting a sidewalk.

## 8.06 Incidental Signs

A. **Applicability.** This Section 8.06 applies to Incidental Signs, which include the following sign types:

1. Light Post Banners;
2. De Minimis Signs;
3. Temporary Signs; and
4. Miscellaneous Signs.

B. **Light Post Banners.** Light Post Banners must comply with Table 8.06-1.

**Table 8.06-1. Light Post Banners**

Standard		Sign Groups <sup>1</sup>	
		Rural NR Rural R Neighborhood	Rural V Commercial Employment/Industrial Suburban Mixed Use Urban
1	Allowed?	N	Y
2	Permit required?	N/A	Y
3	Number allowed	N/A	2 per light post affixed at the same height on the light post
<b>Dimensions</b>			
4	Cumulative area ( <i>max-all light post banners on property</i> )	N/A	N/A
5	Individual sign area ( <i>max</i> )	N/A	8 sf
6	Height ( <i>ft, max</i> )	N/A	No point of the banner can extend higher than 15 ft above grade.
7	ROW Setback ( <i>ft, min</i> )	N/A	N/A
8	Spacing from other signs ( <i>ft, min</i> )	N/A	N/A
<b>Design</b>			
9	Backlight	N/A	N
10	Illumination, External	N/A	N

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

Table 8.06-1. Light Post Banners		
Standard	Sign Groups <sup>1</sup>	
	Rural NR Rural R Neighborhood	Rural V Commercial Employment/Industrial Suburban Mixed Use Urban
NR = nonresidential, R = residential, and V = village sf = square feet and ft = feet <b>TABLE NOTES:</b> <sup>1</sup> For sign groups, see Section 8.01.		

**C. De Minimis Signs.** De minimis signs must comply with Table 8.06-2.

Table 8.06-2. De Minimis Signs		
Standard		All Sign Groups <sup>1</sup>
1	Allowed?	Y
2	Permit required?	N
3	Number allowed	N/A
<b>Dimensions</b>		
4	Cumulative area ( <i>max all de minimis signs</i> )	4 sf per building or 4 sf per tenant space in a multitenant building <sup>2</sup>
5	Individual sign area ( <i>max</i> )	2 sf
6	Height ( <i>ft, max</i> )	N/A
<b>Design</b>		
7	Digital	Y (100%)
8	Backlight	Y
9	Illumination, External	Y
10	Illumination, Halo Lit	Y
<b>TABLE KEY:</b> Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply. NR = nonresidential, R = residential, and V = village sf = square feet and ft = feet <b>TABLE NOTES:</b> <sup>1</sup> For sign groups, see Section 8.01. <sup>2</sup> For multitenant buildings with individual exterior building entries for each tenant, "tenant space" means a building space occupied by a tenant or owner and has a ground floor public entrance abutting a sidewalk.		

**D. Temporary Signs.** Temporary Signs must comply with Table 8.06-3. Sign Permits for Temporary Signs are limited to 120 days within a 12-month period.

1. The Zoning Administrator may grant extensions to a Sign Permit for a Temporary Sign based on written justification for the need of an extension.
2. Signs must be removed prior to Sign Permit expiration.
3. The Sign Permit Application must include the dates of sign display, which do not have to be consecutive.



Table 8.06-3. Temporary Signs		
Standard		All Sign Groups
1	Allowed?	Y
2	Permit required?	Y
3	Number allowed	N/A
<b>Dimensions</b>		
4	Cumulative area ( <i>max</i> )	N/A
5	Individual sign area ( <i>sf, max</i> )	32 sf
6	Height ( <i>ft, max</i> )	8 ft
<b>Location</b>		
7	ROW Setback ( <i>ft, min</i> )	5 ft
8	Spacing from other signs ( <i>ft, min</i> )	20 ft
<b>Design</b>		
7	Digital	N
8	Backlight	N
9	Illumination, External	N
10	Illumination, Halo Lit	N
<b>TABLE KEY:</b> Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply. NR = nonresidential, R = residential, and V = village sf = square feet and ft = feet <b>TABLE NOTES:</b> <sup>1</sup> For sign groups, see Section 8.01.		

- E. **Miscellaneous Signs.** Miscellaneous Signs must comply with Table 8.06-4. Miscellaneous signs are Incidental signs that do not meet the definition of light post banners, de Minimus, or Temporary Miscellaneous signs and may be freestanding or attached.

Table 8.06-4. Miscellaneous Signs									
Standard		Sign Groups <sup>1</sup>							
		Rural			Neighbor- hood	Commercial	Employment/ Industrial	Suburban Mixed Use	Urban
		NR	R	V					
1	Allowed?	Y	Y	Y	Y	Y	Y	Y	Y
2	Permit required?	N	N	N	N	Y	Y	Y	Y
3	Number allowed	4	2	4	N/A	1 per tenant per public building entry			
Dimensions									
4	Cumulative sign area ( <i>max all Miscellaneous Signs</i> )	24 sf	32 sf	24 sf	32 sf	32 sf	32 sf	32 sf	32 sf
5	Individual sign area	6 sf	20 sf	6 sf	2 sf	2 sf	2 sf	2 sf	2 sf
6	Height ( <i>ft, max</i> )	6 ft	6 ft	6 ft	5 ft	6 ft	6 ft	6 ft	6 ft
Design									
7	Digital	N	N	N	N	70%	N	70%	100%
8	Backlight	N	N	N	N	Y	N	Y	Y
9	Illumination, External	N	N	N	N	Y	N	Y	Y
10	Illumination, Halo Lit	N	N	N	N	N	N	N	Y

**Table 8.06-4. Miscellaneous Signs**

Standard	Sign Groups <sup>1</sup>							
	Rural			Neighbor- hood	Commercial	Employment/ Industrial	Suburban Mixed Use	Urban
	NR	R	V					

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

NR = nonresidential, R = residential, and V = village

sf = square feet and ft = feet

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup> "Building entry" means a building space that has a ground floor public entrance abutting a sidewalk.

## 8.07 Historic Signs

- A. **Eligibility.** To be eligible as a historic sign, a sign must be a historic resource. Such eligible signs are permitted in accordance with this Section 8.07.
- B. **Effect of Eligibility.** A historic sign is:
  1. Permitted to continue as a legally established conforming sign; and
  2. May exceed the area or height established by this Chapter and may include any design features otherwise prohibited by this Chapter.
- C. **Alteration or Destruction.**
  1. If a historic sign is damaged, it is permitted to be repaired in kind.
  2. If a historic sign has been destroyed, it may be rebuilt in kind at the same location and up to the area and height of the original sign and must replicate the design characteristics of the original sign in terms of color, materials, mounting, and similar features. Subject to the approval of the Zoning Administrator, alternate comparable materials may be substituted in the reconstruction of the sign if:
    - a. The proposed material replicates the dimensions, proportions, and appearance of the historic sign; and
    - b. It is technically not feasible to replace the sign with the original material.
  3. If a historic sign is not repaired or replaced in kind pursuant to Sections 8.07.C.1. or C.2., then the requirements of Chapter 8 apply.

## 8.08 Illuminated and Digital Signs

- A. **Applicability.** Section 8.08 applies to any illuminated sign. Types of illumination include: digital, backlight, external illumination, and halo lit. Except as provided below, illuminated signs are subject to the standards in this Section. This Section supersedes the standards in Section 7.05.02 Light and Glare, except as provided below.
- B. **Generally.**
  1. **Brightness.**
    - a. The intensity of the light source for an illuminated sign must not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety, or welfare.
    - b. Illuminated signs are subject to the maximum illumination levels of Section 7.05.02 Light and Glare, and the highest point of the illuminated or digital sign face is limited to 25 feet.
  2. **Hours of Operation.** Hours of operation for illuminated and digital signs are limited to the hours of operation associated with the establishment. The establishment must shut off all illumination and digital content when the establishment is closed. For purposes of this Section, an "establishment" means a place of

business or nonprofit entity that owns or operates the digital or illuminated sign, and "hours of operation" include any licensed or permitted event associated with the establishment.

3. **Color Temperature.** See Section 7.05.02 Light and Glare.

## C. Digital Signs.

1. **Where Permitted.** See Sections 8.04, 8.05, 8.06, and 8.09.

2. **Hold Time.** Each message on the sign must be displayed for at least 6 seconds duration.

3. **Message Transition.** Digital signs must contain static messages changed only through dissolve or fade transitions and must not have movement or the appearance or optical illusion of movement during the static display period of any part of the sign. A static message must not include any flashing or the varying of light intensity, and the message must not scroll. The change of message using dissolve or fade transition must not exceed 1 second of time between each message displayed on the sign.

4. **Light Sensing Device.** Each digital sign must have a light-sensing device that will adjust the brightness as ambient light conditions change.

5. **Automatic Shutoff.** A digital sign must:

- Have automatic dimmer software or solar sensors to control brightness for nighttime viewing and variations in daytime ambient light;
- Include systems and monitoring to either turn the display off, show "full black" on the display, or include a default mechanism that freezes the sign in one position if a malfunction occurs;
- Be designed so that a catastrophic power surge will cause the sign to go dark or to deploy the maximum brightness limitations; and
- Automatically adjust the intensity of its display according to natural ambient light conditions.

6. **Owner Responsibilities.** Prior to County approval of a Sign Permit, the sign owner must provide the Zoning Administrator the phone number and email address of the property owner and a person who is available to be contacted at any time and who is able to turn off the electronic sign promptly after a malfunction occurs.

7. **Maintenance.** The sign owner must repair or replace light modules on digital signs within 30 days after they become broken, burned-out, or substantially dimmed.

D. **External Illumination.** All fixtures used for the external illumination of signs must be shielded and must direct lighting only to the sign face and not to any surrounding surface.

## 8.09 Murals and Art Displays

### 8.09.01 Murals

**Purpose:** The purpose of these Mural regulations is to:

- Encourage the creation of vibrant areas and a sense of place to maximize the use and enjoyment of public places and invite visitors to rest and linger;
- Promote the development of inviting, distinctive public spaces that promote culture and the arts;
- Promote the creation of public places to serve as centers for human activity, focal points for gathering, and community or neighborhood identity; and
- Create usable, visually appealing streetscapes and sidewalks that foster street-level activity and public interaction.

A. **Applicability.** Section 8.09.01 applies to any Mural, except for a Mural that is a Government Sign, as Government Signs are exempt from Chapter 8.

B. **Location.** Murals are not permitted on the front building wall. The "front building wall" is a building elevation that faces the adjacent street right-of-way and is the primary entrance. Buildings located on a block corner with

the primary entrance located diagonally at the building corner to both intersecting streets have 2 primary front building walls. This restriction does not apply to barns in the Rural districts or to data centers.

- C. **Text.** Murals may include words, logos, emblems, trademarks, artist and sponsor name, or numbers (hereinafter "text") within the depiction that do not exceed the following cumulative area, whichever is less:
  1. 20% of the total size of the mural, up to the maximum allowable mural area; or
  2. 5% of the surface area of the wall to which the mural is attached or painted.
- D. **Attachment.** Murals may be applied directly to a wall or attached to a frame or substrate that is attached to a wall. Murals must not extend beyond or project above the vertical or horizontal line of any wall onto which the mural is painted or affixed and must be attached so as to not create a safety hazard to the public.
- E. **Sign Permit.** See Section 8.10.D. for Sign Permit requirements for Murals.
- F. **Standards for Approval.** The Zoning Administrator must consider whether a Sign Permit meets the following standards for approval:
  1. The Mural complies with Table 8.09.01-1.
  2. The Mural's components, including its Structure and construction materials:
    - a. Are securely attached to the structure to which it is applied; and
    - b. Incorporate paint, evolving paint and vinyl printing technologies, or other artistic mediums such as tile or mosaic; and
  3. The Mural is applied to a legally established structure;
  4. The Mural is not installed in a location that conflicts with the setback requirements of the zoning district in which it is located;
  5. The Mural is not above a height that is or would be nonconforming to current building height limitations; and
  6. The Mural is designed and constructed by an artist who has demonstrated expertise in mural design and construction.
- G. **Sign Allowance.** Murals must comply with Table 8.09.02-1. The number of Murals or sign area allowed for Murals does not count against the maximum cumulative sign area or maximum area for any other category of sign.

Table 8.09.01-1. Murals

Table 8.09.01-1. Murals										
Standard		Sign Groups <sup>1</sup>								
		Rural			Neighborhood		Commercial	Employment/ Industrial	Suburban Mixed- Use	Urban
		NR	R	V	R <sup>4</sup>	NR				
1	Allowed?	Y	N	Y	Y	Y	Y	Y	Y	Y
2	Permit required?	Y	N/A	Y	Y	Y	Y	Y	Y	Y
3	Number allowed	<i>Per lot:</i> Lot < 5 acres: 1 Lot > 5 acres: 2	N/A	1 per building	1 per building	1 per building	1 per building	1 per building	1 per building	1 per building
Dimensions										
4	Cumulative mural area	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5	Individual mural area ( <i>max</i> )	50 sf	N/A	50 sf	16 sf	100 sf	N/A	N/A	N/A	N/A
6	Height ( <i>ft, max</i> )	A mural must not extend above or beyond the perimeter of the wall or façade to which it is attached.								
Design										
7	Digital	N	N/A	N	N	N	N	N	N	N

**Table 8.09.01-1. Murals**

Standard		Sign Groups <sup>1</sup>								
		Rural			Neighborhood		Commercial	Employment/ Industrial	Suburban Mixed- Use	Urban
		NR	R	V	R <sup>4</sup>	NR				
8	Backlight	N	N/A	N	N	Y	Y	Y	N	Y
9	Illumination, External	Y	N/A	Y	Y	Y	Y	Y	Y	Y
10	Illumination, Halo Lit	N	N/A	N	N	N	Y	Y	N	Y

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

NR = nonresidential, R = residential, and V = village

sf = square feet and ft = feet

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup>"Building entry" means a building space that has a ground floor public entrance abutting a sidewalk.

<sup>3</sup>"Façade" does not include any rooftop structure as defined by the Virginia Uniform Statewide Building Code (such as an enclosed mechanical structure).

<sup>4</sup> For MFA buildings in the Neighborhood R Sign Group, Neighborhood NR regulations apply.

## 8.09.02 Art Displays

**Purpose:** The purpose of these Art Display regulations is to:

- Encourage the creation of vibrant areas and a sense of place to maximize the use and enjoyment of public places and invite visitors to rest and linger;
- Promote the development of inviting, distinctive public spaces that promote culture and the arts;
- Promote the creation of public places to serve as centers for human activity, focal points for gathering, and community or neighborhood identity;
- Create usable, visually appealing streetscapes and sidewalks that foster street-level activity and public interaction;
- Encourage combining public open space and parks with public facilities and civic buildings, in community centers, town centers, and gathering places and include amenities such as seating areas, public art, playgrounds, and gardens; and
- Encourage combining open and civic space in features such as pedestrian promenades and plazas, public art, entrance features, linear parks and trails, outdoor seating, and lawns and greens, to invite pedestrian activity.

- Applicability.** Section 8.09.02 applies to any Art Display that is a Sign, except for an Art Display that is a Government Sign, as Government Signs are exempt from Chapter 8.
- Sign Allowance.** An Art Display must comply with Table 8.09.02-1. Art Displays do not count against the maximum cumulative sign area or maximum area for any category of sign.
- Sign Permit.** See Section 8.10 for Sign Permit requirements for Art Displays.
- Standards for Approval.** The Zoning Administrator must consider whether a Sign Permit for an Art Display meets the following standards for approval:
  1. The Art Display complies with Table 8.09.02-1;
  2. The Art Display's components, including its structure and construction materials, are securely attached to the surface or base upon which it is affixed;
  3. The Art Display is not installed in a location that conflicts with the setback requirements of the zoning district in which it is located;
  4. The Art Display does not obstruct pedestrian traffic; and

5. The Art Display is designed and constructed by an artist who has demonstrated expertise in Art Display design and construction.

**Figure 8.09.02-1. Art Display**



**Table 8.09.02-1. Art Display**

Standard		Sign Groups <sup>1</sup>							
		Rural		Neighborhood		Commercial	Employment/ Industrial	Suburban Mixed Use	Urban
		R	NR & V	R	NR				
1	Allowed?	N	Y	N	Y	Y	Y	Y	Y
2	Permit required?	N/A	Y	N/A	Y	Y	Y	Y	Y
3	Number allowed	N/A	1	N/A	1	2	2	2	2
<b>Dimensions</b>									
4	Cumulative area	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5	Individual volume (cf <sup>2</sup> , max)	N/A	1,500 cf	N/A	1,000 cf	4,000 cf	4,000 cf	4,000 cf	5,000 cf
6	Height (ft, max)	N/A	11 ft	N/A	9 ft	18 ft	18 ft	18 ft	24 ft
<b>Location</b>									
7	ROW Setback (ft, min)	N/A	5 ft	N/A	5 ft	5 ft	5 ft	5 ft	5 ft
8	Spacing from other signs or Art Displays (ft, min)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Design</b>									
9	Digital	N/A	N	N/A	N	N	N	N	N
10	Backlight	N/A	N	N/A	N	N	N	N	N
11	Illumination, External	N/A	N	N/A	N	Y	Y	Y	Y
12	Illumination, Halo Lit	N/A	N	N/A	N	N	N	Y	Y

**TABLE KEY:**

Y = The sign type or characteristic is permitted, N = The sign type or characteristic is not permitted, and N/A = The standard does not apply.

**Table 8.09.02-1. Art Display**

Standard	Sign Groups <sup>1</sup>						
	Rural		Neighborhood		Commercial	Employment/ Industrial	Suburban Mixed Use
	R	NR & V	R	NR			

NR = nonresidential, R = residential, and V = village  
ft = feet and cf = cubic feet

**TABLE NOTES:**

<sup>1</sup>For sign groups, see Section 8.01.

<sup>2</sup>Maximum area is measured as any rectangular plane from the lowest to the highest point of the structure and extending to the furthest horizontal edges of the structure.

## 8.10 Sign Permits and Administration

- A. **Sign Permits.** If Chapter 8 requires a Sign Permit, the sign is not allowed to be erected without obtaining a Sign Permit pursuant to Section 10.05.
- B. **Removal of Signs.**
  1. If a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public or is erected or maintained in violation of this Zoning Ordinance, the Zoning Administrator will order that such sign be made safe or comply with this Chapter or be removed.
  2. The Zoning Administrator will send the order by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign.
  3. Within 5 business days of the receipt of the order, the owner or violator must correct the sign based on the Zoning Administrator's order.
  4. The Zoning Administrator may grant 1 extension of time, not to exceed 10 business days, based on a written justification for the need of an extension that is accepted by the Zoning Administrator.
  5. Failure to comply with the order is grounds for the Zoning Administrator to issue a civil summons pursuant to Section 10.13.D. and to take other appropriate actions to have the sign removed.
- C. **Sign Development Plan.** An applicant may request a Sign Development Plan pursuant to Section 10.11.03 for alternative sign regulations.
- D. **Art Displays and Murals.**
  1. **Sign Permit Required.** An Art Display or Mural require a Sign Permit. If the Art Display or Mural is located in a Historic Overlay District, a Certificate of Appropriateness is also required (Section 10.12).
  2. **Initiation.** In addition to the materials required for a Sign Permit, a Sign Permit application for an Art Display or Mural must include:
    - a. Site Plan, aerial view, or diagram showing the lot and building dimensions and indicating the proposed location of the Art Display or Mural;
    - b. Scale drawing or color photo of the building showing the proposed size and placement of the Art Display or Mural;
    - c. A drawing of the proposed Art Display or Mural;
    - d. Materials to be used; and
    - e. Life expectancy and maintenance plan.
  3. **Standards for Approval.** For Murals, see Section 8.09.01. For Art Displays, see Section 8.09.02.

## 8.11 Sign Measurements

### A. General.



1. The sign area is within a continuous perimeter enclosing the limits of a sign.
2. The sign area includes any frame or other material or color that forms an integral part of the display or is used to differentiate the sign from the sign background against which it is placed.
3. Sign area excludes the structural supports or uprights on which the sign is placed.

## B. Freestanding Signs.

1. **Area.** The area of a Freestanding Sign is determined by:
  - a. A rectangle enclosing the sign face, including background elements but not including any poles supporting the sign, for a Pole Sign;
  - b. A rectangle enclosing the area of the sign face and structure for a Ground Sign;
  - c. The sign area includes both the sign face and the background structure; and
  - d. Where lettering appears back-to-back (i.e., on opposite sides of a sign), only 1 display face is counted in the sign area.

- C. **Art Display Volume.** The volume of an Art Display, which is a sign with three-dimensional, spherical, free-form, sculptural or other nonplanar areas, is determined by calculating the volume of the smallest cube that will encompass the sign structure and multiplying the result by (50%). The purpose of the 50% adjustment factor is to accommodate embellishments and irregular surfaces.

**Table 8.11-1. Calculating the Volume of a Cube**

**$V = W \times L \times H$ , where**

*V = volume*

*L = the cube's length*

*W = the cube's width [Either side may be designated as the length or width, as this will not change the result.]*

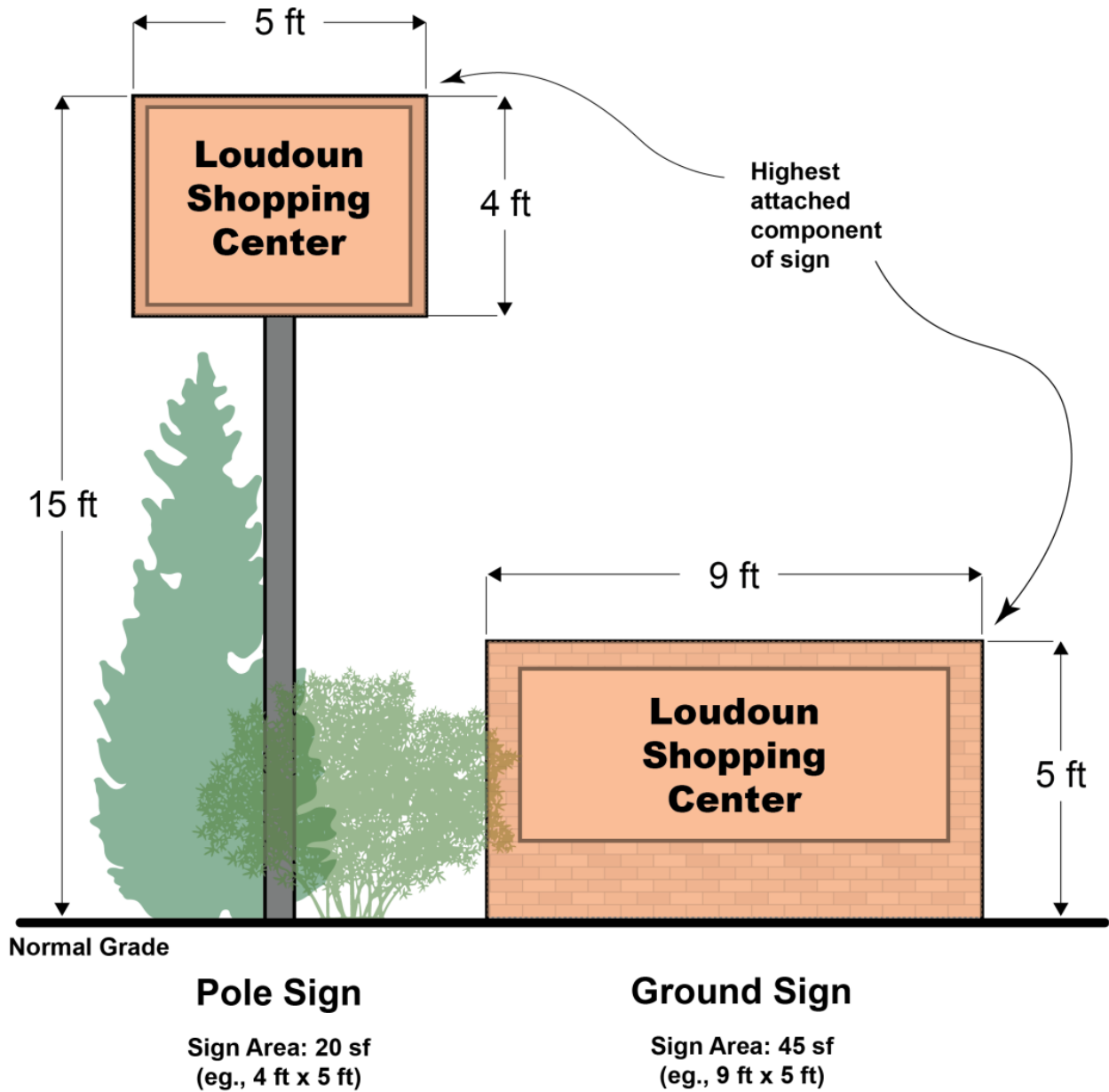
*H = the cube's height, measured from the finished grade*

## D. Height.

1. The height of a sign, Mural, or Art Display must be computed as the linear measurement from the base of the sign at normal grade to the top of the highest attached component of the sign, Mural, or Art Display.
2. If the land is uneven at the base of the sign or Art Display the elevation at the halfway point (middle) of the sign or Art Display at the base must be used.
3. Normal grade is the lower of:
  - a. The existing grade prior to construction; or
  - b. The newly established grade after construction, exclusive of any filling, berming, mounding, or excavating for the purpose of locating the sign or Art Display.



Figure 8.11-1. Freestanding Sign Measurements



**E. Attached Signs and Murals.**

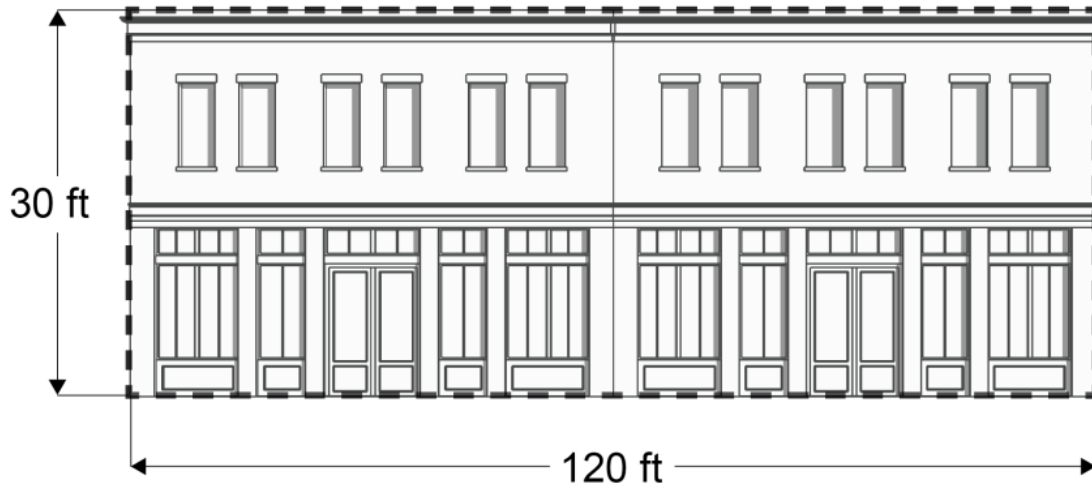
**1. The building façade area is:**

- Equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line); and
- Includes windows and doors.

**Figure 8.11-2. Building Façade Measurements**

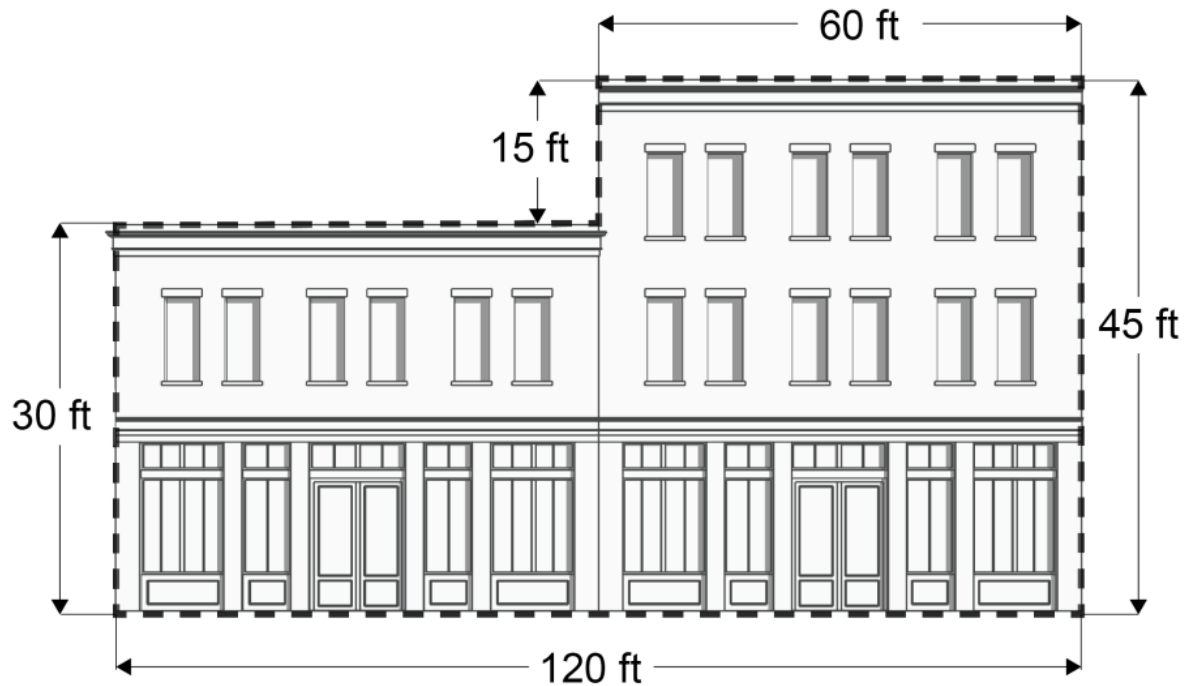
### Building 1

Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 1 is 3,600 sf.



### Building 2

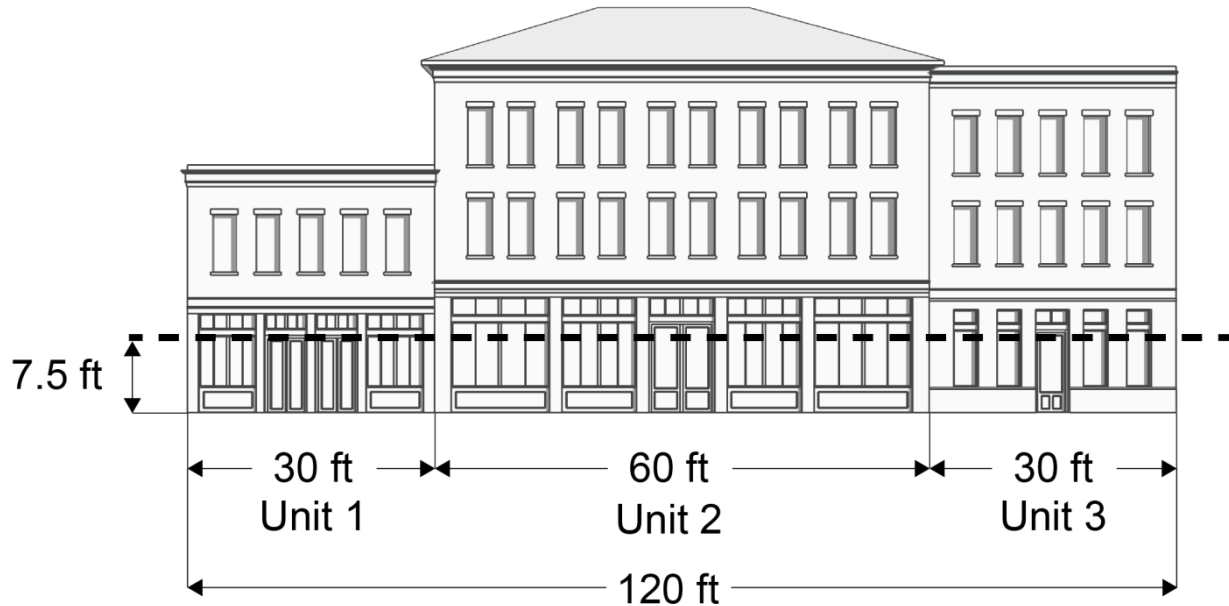
Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 2 is 4,500 sf.



2. Linear Foot (LF) is equal to the length of a wall of a building that physically encloses usable interior space. LF is measured at a height not greater than 10 feet above grade. In this example, the LF of Units 1 and 3 is 30

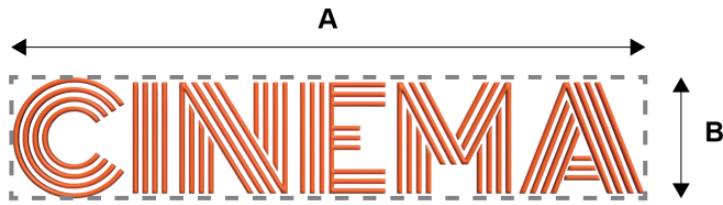
feet, the LF of Unit 2 is 60 feet, and all lengths have been measured at 7.5 feet above grade (depicted with a dashed line).

**Figure 8.11-3. Linear Foot Measurements**



- F. **Irregular Shaped Signs.** The area of an irregular shaped sign is determined by the "rule of 8" meaning the area of the sign is determined by the area of the shape created by outlining the sign with a maximum of 8 connecting lines. The area is the area of two rectangles formed by 8 connecting lines.

Figure 8.11-4. Irregular Shaped Sign Measurements



### Individual Letters

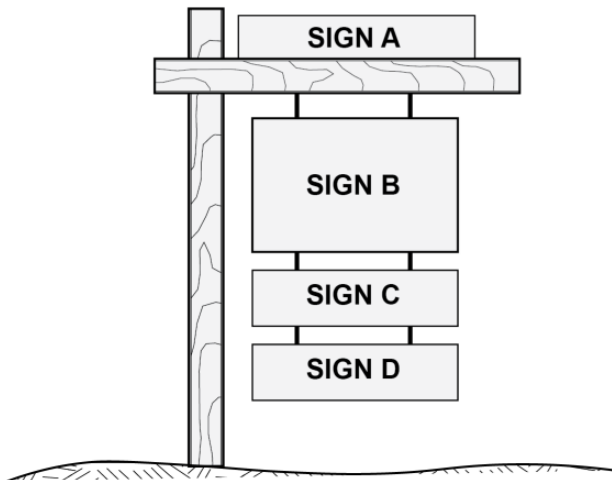
Area = A X B.



### Irregular Shaped Sign

Area determined by "The Rule of 8," meaning the area of the sign is determined by the area of the shape created by outlining the sign with a maximum of 8\* connecting lines.

Area = Area of two rectangles formed by 8 connecting lines.



### Temporary Sign Example

Area = Area of Sign A +  
Area of Sign B +  
Area of Sign C +  
Area of Sign D