

§ 125-20 Signs. [Amended 6-19-2012] [Amended \_\_\_\_\_]

- A. General. Notwithstanding any other section of this chapter to the contrary, the regulations set forth in this section shall govern signs.
- B. Purpose and intent. ~~To permit and regulate the type, size, and location of signage used in the County so as to provide adequate opportunity for the identification and promotion of and direction to businesses and institutions, while preserving the County's rural, agricultural and scenic character.~~ To regulate the type, size, height, and location of signage used in the County so as to provide adequate opportunity for the identification and promotion of and direction to businesses and institutions, while preserving the County's rural, agricultural, historic, and scenic character.

This Article is intended to:

- (1) Minimize visual distractions to motorists using public and private streets;
- (2) Reduce hazards that may be caused by signs overhanging or projecting over public right of ways;
- (3) Protect property values;
- (4) Enhance the physical appearance of the County and preserve the scenic and natural beauty of the community; and,
- (5) Promote commerce and trade to create an attractive economic and business climate.

C. Interpretation, conflict and severability.

- (1) This ~~division~~ article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech.
- (2) Where this ~~division~~ article differs in any manner from the provisions of the Virginia Uniform Statewide Building Code or any other ordinance or regulation of the County, the ordinance, code, or regulation imposing the greater restriction upon the use of any sign shall control.
- (3) Should any ~~Division~~ Article, Section, subsection, sentence, clause, or phrase of this ordinance, for any reason, be held unconstitutional or invalid, such decision or holding shall not affect the validity of the remaining portions hereof. It being the intent of Page County to enact each Section and portion thereof, individually, and each such Section shall stand alone, if necessary, and be in force regardless of the determined invalidity of any Section or provision.

CD. Definitions. As used in this section, the following terms shall have the meanings indicated:

**SIGN**

~~Any device visible from a public place that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any flags displayed from flagpoles or staffs will not be considered to be signs.~~ An identification, description, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land and which directs attention to a product, place, concept, activity, person, institution, or business. Any device, display, or structure that is visible from a public place and that has words, letters, figures, designs, symbols, logos, illumination, or projected images. The term Sign shall not include the following: architectural elements incorporated into the structure or facade of a building; devices, displays, or structures that are visible only from the inside of a building

**SIGN, AREA**

The total area devoted to conveying a message excluding any border and trim, ornamental base or apron supports and other structural members. Where signs employ appurtenances such as "pop-ups" and "cut-outs" or objects that extend beyond the normal area, the area of such appurtenances shall be measured separately and included in the total sign area. The total sign area for a double-faced sign or a "V" type sign shall be measured on the largest face of the sign; however, advertising or other copy may be posted on both sides of such sign. (See

Figures F.3 and F.4.)

### **SIGN, AWNING OR CANOPY**

A sign that is mounted, painted, or attached directly on the surface of an awning or canopy.

### **SIGN, BANNER**

A flexible substrate on which copy or graphics may be displayed with no permanent rigid backing. A banner sign is considered a temporary sign.

### **SIGN, BUILDING ENTRANCE**

~~A sign designating the location to the outside entrance to a particular use.~~

### **SIGN, BUSINESS**

~~A sign which directs attention to a business or profession conducted or to a commodity or service sold, offered or manufactured, or to a service or entertainment offered.~~

### **SIGN, DIRECTIONAL**

~~Signs containing directional information about public places owned or operated by federal, state, or local governments or their agencies; publicly or privately owned natural phenomena; historic, cultural, scientific, educational, and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation, deemed to be in the interest of the traveling public.~~

### **SIGN, FLAG**

A piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope and used as a symbol, decoration, or message; this includes pennants.

### **SIGN, FREESTANDING**

A rigid or semi-rigid sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground. (See Figure F.1.)

### **SIGN, HEIGHT**

The height of a sign shall be measured from the average elevation of the ground below the sign to the top point of the sign. Where the location of a sign is lower than the street to which it is oriented, the height may be increased by the difference in elevation, except for off-site group signs. (See Figures F.1, F.2 and F.3.)

### **SIGN, MINOR**

A wall or freestanding sign not exceeding four (4) square feet in area, not exceeding four feet in height, and not illuminated. Examples include no trespassing signs, displays of building address, security warning signs, parking signs, and entrance/exit signs.

### **SIGN, MONUMENT**

A rigid or semi-rigid sign placed directly on the ground by means other than a support pole or brace in which the message portion is either on top of, or affixed to, the support structure. (See Figure F.2.)

### **SIGN, OFF-PREMISES/BILLBOARD**

A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered on a parcel of land other than the one on which the sign is located.

### **SIGN, ON-SITE INFORMATIONAL**

~~A sign commonly associated with, and not limited to, information and directions necessary for the convenience of visitors coming on the property, including signs marking entrances and exits, parking areas, circulation direction, restrooms, and pickup and delivery areas.~~

### **SIGN, REAL ESTATE**

~~A sign advertising the sale, lease or rental of the property or premises upon which it is located.~~

### **SIGN, ROOF**

A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees shall not be considered to be roof signs. (See Figure F.5.)

### **SIGN, TEMPORARY**

~~A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.~~ **A sign designed or intended, based on materials and structural components, to be displayed for a specified or limited period of time, regardless of type or style of sign. Examples include real estate signs, yard sale signs, construction signs, contractor's signs, auction signs, civic event signs, grand opening signs, direction to event signs, banner signs, and special or one-time event signs per year.**

### **SIGN, TRESPASSING**

~~A sign that generally indicates no trespassing. Such sign shall not contain any other unrelated messages.~~

### **SIGN, WALL-MOUNTED**

A sign that is in any manner affixed to any exterior wall of a building or structure and that projects no more than 18 inches (457 mm) from the building or structure wall, including signs affixed to architectural projections from a building, provided the copy area of such signs remains on a parallel planed to the face of the building facade or to the face or faces of the architectural projection to which it is affixed. (See Figure F.5.)

~~DE.~~ Permits. No sign, unless herein exempted, shall be erected, constructed or altered until a permit has been issued by the County. Fees for sign permits shall be in accordance with the schedule of fees adopted by the Board of Supervisors, from time to time.

~~EF.~~ General requirements. The following regulations shall apply to all signs, ~~regardless of the zoning district in which they are located:~~

- ~~(1)~~ No sign shall exceed the maximum height requirement for the zoning district in which it is located. ~~Signs in the A-1 (Agriculture), W-C (Woodland Conservation), and R (Residential) Zoning Districts shall not exceed 24 feet. The height of a sign shall be measured from the average elevation of the ground below the sign to the top point of the sign. Where the location of a sign is lower than the street to which it is oriented, the height may be increased by the difference in elevation, except for off-site group signs. (See Figures F.1, F.2 and F.3.)~~
- ~~(2)~~ **(21)** Setbacks shall apply to all signs except temporary signs **and minor signs**. ~~real estate signs less than 10 square feet, campaign signs, and on-site informational signs.~~
  - (a) Front property line and rights-of-way: 15 feet.
  - (b) Side or rear property lines if no right-of-way exists: five feet.
- ~~(3)~~ ~~On-site informational signs shall be exempt from the minimum spacing.~~
- ~~(4)~~ **(42)** No sign, other than a sign approved or installed by the Virginia Department of Transportation, shall be located within or over any public right-of-way.
- ~~(5)~~ **(53)** No sign, whether permanent or temporary, shall be attached to trees, utility poles or other

supporting structures, unless specifically authorized by the Zoning Administrator.

- (64) Except in the case of shopping centers and corner lots, not more than one permanent freestanding sign shall be permitted for each lot or parcel.
- (75) Corner lots shall be entitled to one freestanding sign for each road frontage; provided, however, that this provision shall not apply along road frontages where restricted access easements are in place.
- (86) Signs shall be sized and/or located so as to not impair any sight distance reasonably necessary for pedestrian or traffic safety, such determination to be made ~~in the sole discretion of the Board of Supervisors.~~ **as determined by the Zoning Administrator and/or Virginia Department of Transportation.**
- (97) Signs may be lighted without non-glaring internal lights or may be illuminated by shielded floodlights, which are directed downwards. Any sign with light sources of such brightness as to constitute a hazard or nuisance, as determined by the Zoning Administrator and/or Virginia Department of Transportation, shall be prohibited.
- (108) A sign which revolves or moves, whether illuminated or not, which has letter(s) or numbers shall not change at intervals of not less than five seconds. This shall include a clock or thermometer or similar instrument with moving hands.

**FG. Signs permitted in all districts: Exemptions. A zoning permit for a sign is not required for:**

- (1) ~~Signs indicating the names or addresses of the occupants of the residences.~~ **Minor Signs as referenced in § 125-20.N.**
- (2) Commemorative plaques and historical markers (a plate of metal, ceramic, stone, wood, or other material, typically attached to a wall, stone, or other vertical surface, and bearing text in memory of an important figure or event) shall not exceed four square feet.
- (3) Private road signs.
- (4) Signs erected or required by a governmental agency.
- (5) Temporary signs as **referenced in § 125-20.N.** ~~detailed below.~~
- (6) ~~Home occupation signs shall not exceed eight square feet and five feet in height.~~
- (7) ~~Agricultural signs offering the sale of farm products, nursery products, or livestock produced or raised on the parcel of property. The sign shall not exceed 40 square feet.~~
- (86) ~~Commercial flags. A flag that advertises a business or commercial activity shall only be permitted if such business or commercial activity exists on the same lot that the flag is erected upon. Commercial flags shall not exceed 100 square feet.~~ **Flags of the United States of America, Commonwealth of Virginia, and the County are permitted. All other flags shall not exceed 100 square feet.**
- (9) ~~Campaign signs as allowed by the Code of Virginia.~~
- (107) Signage on movable vehicle(s) licensed and properly insured and tagged in the state of Virginia and ready for road use.

**H. The following regulations shall apply to all signs according to the Zoning District in which they are located as referenced in § 125-20.N.**

- (111) ~~No business sign (freestanding or monument)~~ **freestanding or monument sign** shall exceed 160 square feet in the Commercial or Industrial **Zoning** Districts or 50 square feet in ~~all other~~

~~zoning districts.~~ the Agriculture, Woodland-Conservation, and Park-Recreation Zoning Districts. One freestanding or monument sign per street frontage shall be allowed in the Agriculture, Woodland-Conservation, Commercial, Industrial and Park-Recreation Zoning Districts. When determining the location of such sign, consideration shall be taken into account of the proximity to the entrance and the proximity to other signs.

- (122) Wall-mounted ~~business~~ signs in the Commercial, ~~and Industrial,~~ **Woodland-Conservation, Agriculture, and Park-Recreation Zoning** Districts shall be permitted to encompass 25% of the area of the wall to which the sign is attached, provided the total area of the wall-mounted ~~business~~ sign does not exceed 160 square feet.
- (13) ~~Building entrance signs shall not exceed eight square feet.~~
- (143) Residential-zoned subdivision ~~and Mobile Home Parks~~ entrances are permitted one monument-style ~~or freestanding~~ sign which is restricted to identifying the subdivision not to exceed 30 square feet.
- (154) Multifamily dwellings are permitted one wall-mounted sign per building not to exceed eight square feet, which solely identifies the building name or addresses.
- (165) Awning or canopy sign length shall not exceed the length of the vertical surface of the awning or canopy.
- (17) ~~On-site informational signs shall not exceed four square feet.~~
- (18) ~~Directional signs.~~
  - (a) ~~The maximum size shall be two square feet.~~
  - (b) ~~No permit is required.~~
  - (c) ~~There can be one placed at an intersection of a federal route and a secondary route.~~
- (19) ~~Real estate signs shall not exceed 40 square feet in area. Not more than one sign shall be placed on the property unless such property fronts on more than one public road, in which case one sign may be erected on each road frontage.~~
- (20) ~~One freestanding business sign shall be allowed. When determining the location of such sign, consideration shall be taken into account of the proximity to the entrance and the proximity to other signs.~~
- (216) Roof signs are allowed only within the Industrial Zoning District, unless a special use permit is obtained.

#### GI. Temporary signs.

- (1) ~~Temporary signs include the following:~~ **Temporary signs shall be up for no more than 90 days in any 12-month period and shall be removed seven days after the completion of the event/sale.**
  - (a) ~~Construction.~~
  - (b) ~~Yard sale.~~
  - (c) ~~Auction.~~
  - (d) ~~Civic event.~~
  - (e) ~~Grand opening.~~

~~(f) Direction to event.~~

~~(g) Banner signs; shall be used for special event announcements only and shall be up for no more than 30 days in any six-month period.~~

~~(h) Real estate.~~

~~(1) All temporary signs shall be removed seven days after the completion of the event/sale.~~

~~(2) They shall not exceed 40 square feet.~~

~~H. Off-premises signs.~~

~~(1) Off-premises signs are not permitted in the following districts: W-C, A-1, C-1, I-1 Zoning Districts.~~

~~I. Signs prohibited in all districts:~~

~~(1) Flashing.~~

~~(2) Simulated traffic signals/signs, except VDOT signs.~~

~~(3) Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying said sign. (This does not apply to allowed portable signs or signs or letters on buses, taxis, or vehicles operating during the normal course of business.)~~

~~(4) No signs shall be permitted on dumpsters which are either temporarily or permanently located on property located within Page County limits other than signs identifying the owner of the dumpster, which owner must also be in the business of waste removal. The purpose of this restriction is to prohibit use of dumpsters for the purposes of advertising.~~

~~(5) Off premises signs except as permitted for temporary signs in Section 125-20.N.~~

~~JK. Maintenance and repair.~~

~~(1) Condition of signs. All signs and structural components shall be maintained in full repair and in an attractive condition.~~

~~(2) Repair or removal of signs. Any sign declared by the County Building Official to be a hazard to life or property may be ordered to be repaired or removed. In addition, any sign in violation of this section, or any sign which is not consistent with the intent of this section, may be ordered to be repaired or removed. All costs for repair or removal will be charged to the sign owner and/or the owner of the property.~~

~~(3) Removal of obsolete signs. Signs will be removed within 30 days of discovery of being discontinued or obsolete. All costs will be charged to the owner of the sign and/or the owner of the property.~~

~~KL. Special use permit. The Board of Supervisors may authorize the following exceptions to these rules by special use permit in accordance with all applicable procedural requirements: an increase in sign area and/or sign height, a reduction in sign spacing, a variance to sign type ( wall-mounted location and/or roof signage).~~

~~LM. Nonconforming signs. Nonconforming signs once removed shall be replaced only with conforming signs; however, nonconforming signs may be repainted or repaired, provided that they do not exceed the dimensions of the existing sign.~~

N. Chart. Sign Type Restrictions by Zoning District.

Sign Type Restrictions by Zoning Districts

Sign Type	Residential / Mobile Home Park			Agriculture / Woodland-Conservation / Park-Recreation			Industrial / Commercial		
	Number	Area (SF)	Height (ft.)	Number	Area (SF)	Height (ft.)	Number	Area (SF)	<sup>1</sup> Height (ft.)
<b>Freestanding or Monument</b>	None, except minor signs	N/A	N/A	1 per street frontage	50 SF	24 ft.	1 per street frontage	160 SF	24 ft.
<b>Wall</b>	None, except minor signs	N/A	N/A	1 per street frontage	<sup>2</sup> 25% of wall and less than 160 SF	N/A	1 per occupant or street frontage	<sup>2</sup> 25% of wall and less than 160 SF	N/A
<b>Temporary</b>	4 per parcel	4 SF	4 ft.	4 per parcel	32 SF, and an aggregate of 64 SF per parcel	4 ft.	Not limited	32 SF per sign, and an aggregate of 64 SF per parcel	4 ft.
<b>Minor</b>	Not limited	4 SF per sign, and an aggregate of 16 SF per parcel	4 ft.	Not limited	4 SF per sign	4 ft.	Not limited	4 SF per sign	4 ft.
<b>Roof</b>	<sup>3</sup> By Special Use Permit			<sup>3</sup> By Special Use Permit			Not limited in Industrial. <sup>3</sup> By Special Use Permit in Commercial.		
<b>Flag</b>	<sup>4</sup> Not Limited	<sup>4</sup> 100 SF	N/A	<sup>4</sup> Not Limited	<sup>4</sup> 100 SF	N/A	<sup>4</sup> Not Limited	<sup>4</sup> 100 SF	N/A

<sup>1</sup>The height of a sign shall be measured from the average elevation of the ground below the sign to the top point of the sign. Where the location of a sign is lower than the street to which it is oriented, the height may be increased by the difference in elevation, except for off-site group signs. (See Figures F.1, F.2 and F.3.)

<sup>2</sup>25% of the area of the wall to which the sign is attached, provided the total area of the wall-mounted business sign does not exceed 160 square feet.

<sup>3</sup>Roof signs are allowed only within the Industrial Zoning District, unless a special use permit is obtained.

<sup>4</sup>Flags of the United States of America, Commonwealth of Virginia, and the County are permitted. All other flags shall not exceed 100 square feet.

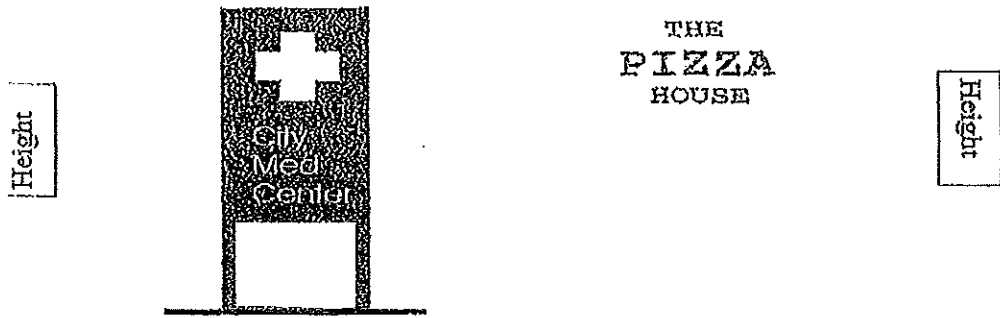
ZONING

125 Attachment 3

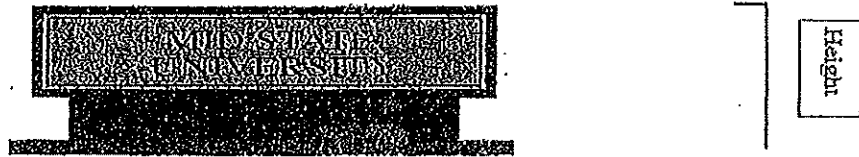
Page County

Sign Figures F.1 through F.5

Freestanding Sign  
Figure F.1

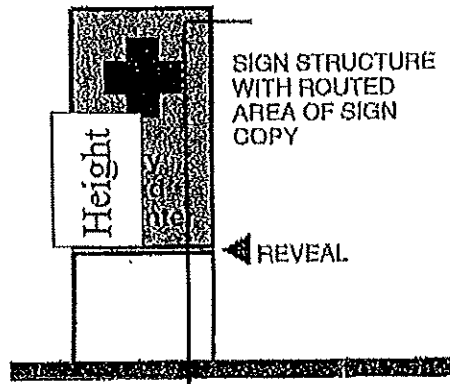


Monument Sign  
Figure F.2



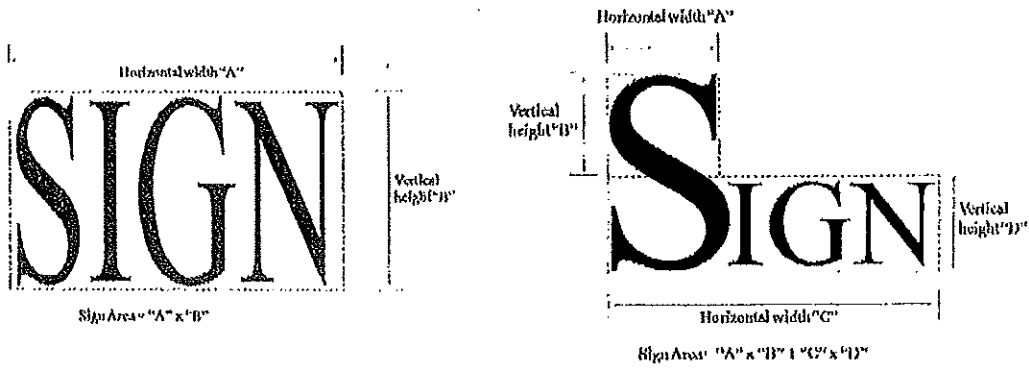


Sign Area  
Figure F.3



Note: Sum of Shaded Area represents Sign Area

Figure F.4



ZONING

Roof Signs

Figure F.5

