

Repeal §§ 98-941 through 98-946 and re-enact as follows:

Sec. 98-941. Sign requirements.

(a) *Purpose.* Requirements governing the design and placement of signs are necessary to create a well-indexed community, protect the safety of the traveling public, protect property values, protect the rural and historic character of the County, promote economic development, and create an attractive and harmonious streetscape.

(b) *Applicability.* The conditions set forth in this article shall apply to all newly-constructed signs and the alteration and modification of existing signs that are visible to and legible from public rights-of-way. A permit is not required when performing general maintenance on an existing sign, including repainting, resurfacing, or making minor non-structural repairs, which is made necessary by ordinary wear and tear.

(c) *Definition of Sign Types*

(1) *Canopy Signs* are any signs that are incorporated onto an awning, canopy, or any other structure that projects from a building (Figure 1).

(2) *Facade Signs* are signs attached to, inscribed upon, painted on, or otherwise supported by a building or structure. Facade signs shall not extend more than eighteen inches (18") from the building face (Figure 1).

(3) *Free-standing Signs* are any signs that are supported by structures or supports that are placed on or anchored in the ground and are independent of but on the same lot or parcel as the building or structure in which the person, place, event, product, business, or other matter noted on the sign is located. A sign attached to a flat surface, such as a fence or wall, that is not part of a building, shall be considered a free-standing sign (Figure 1).

(4) *Monument signs* are free-standing signs that rest atop a continuous base that sits upon the ground and is not attached to any building. This base must span at least ninety percent (90%) of the width of the sign (Figure 1).

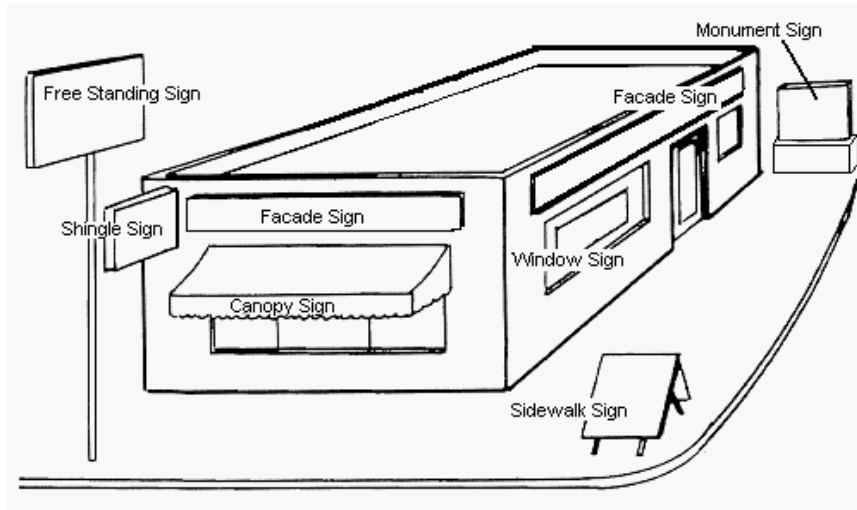
(5) Pennants consist of a series of triangular pieces of fabric or other flexible material that is suspended from a fixed structure, rope, wire, string or cable and is designed to move in the wind.

~~(5)~~(6) *Shingle Signs* are two-sided flat signs that project at least eighteen inches (18") from a building or structure. These signs are situated perpendicular to the supporting wall, and are suspended from an arm or bracket, mounted directly to the wall, or suspended from the underside of a canopy or awning (Figure 1).

~~(6)~~(7) *Sidewalk Signs* are portable, A-frame signs that are not permanently attached to the ground (Figure 1).

~~(7)~~(8) *Window Signs* are any signs applied, painted, affixed to, or otherwise attached or placed in the window of a building, whether temporary or permanent (Figure 1).

Figure 1: Selected Sign Types



~~(8)~~(9) *Building Identification Signs* are any signs that identify the characteristics of an individual or multi-family/multi-tenant building, including but not limited to the name of the owner(s) or management company, address, and/or the name of the building.

~~(9)~~(10) *Community Identification Signs* are free-standing signs that identify the location of subdivisions in residential and agricultural areas.

~~(10)~~(11) *Farm Identification Signs* are any free-standing signs that identify the characteristics of an agricultural or forestal operation, including but not limited to the name of the owner(s), the name of the agricultural or forestal operation, and/or the type of agricultural or forestal operation.

~~(11)~~(12) *Farm Market Signs* are any free-standing or building-mounted signs that identify the location of any facility where farmers or other people gather regularly to sell produce, goods, and crafts produced on their farms.

~~(12)~~(13) *Home Occupation Signs* are any signs that identify the location and characteristics of a permitted home occupation, including but not limited to the name of the owner(s), the name of the business, address, and/or contact information.

~~(13)~~(14) *Property Identification Signs* are any signs that identify the characteristics of an individual dwelling or parcel, including but not limited to

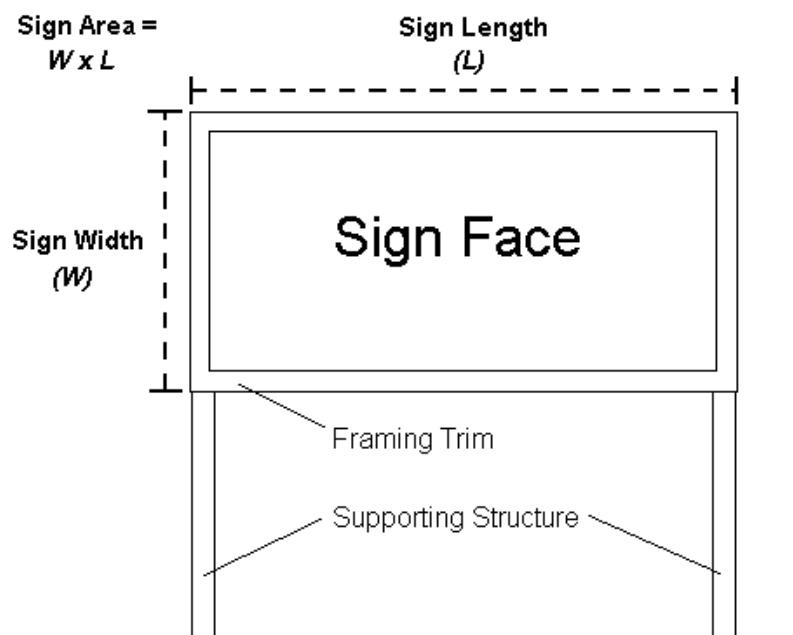
the name of the owner(s), lot number, address, and/or dwelling or parcel name.

~~(14)~~(15) *Temporary signs* are any sign, banner, valance or advertising display which may easily be dismantled or removed and which can feasibly be displayed for a limited period of time on any one premises.

(d) *Calculating Sign Area and Height*

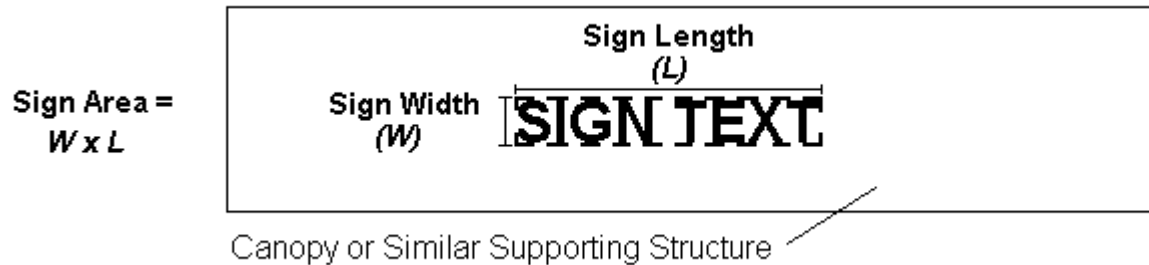
- (1) Sign area refers to the entire face of a sign, including the advertising surface and any framing trim or molding but not including the supporting structure. When a sign consists of two identical parallel faces that are back to back and located less than twenty-four inches (24") from one another, only one (1) side of such sign shall be used in computing the area. When a sign consists of two (2) non-parallel faces, the area of each sign face shall be calculated separate and applied to the regulations set forth in this article (Figure 2).

Figure 2: Calculating Sign Area



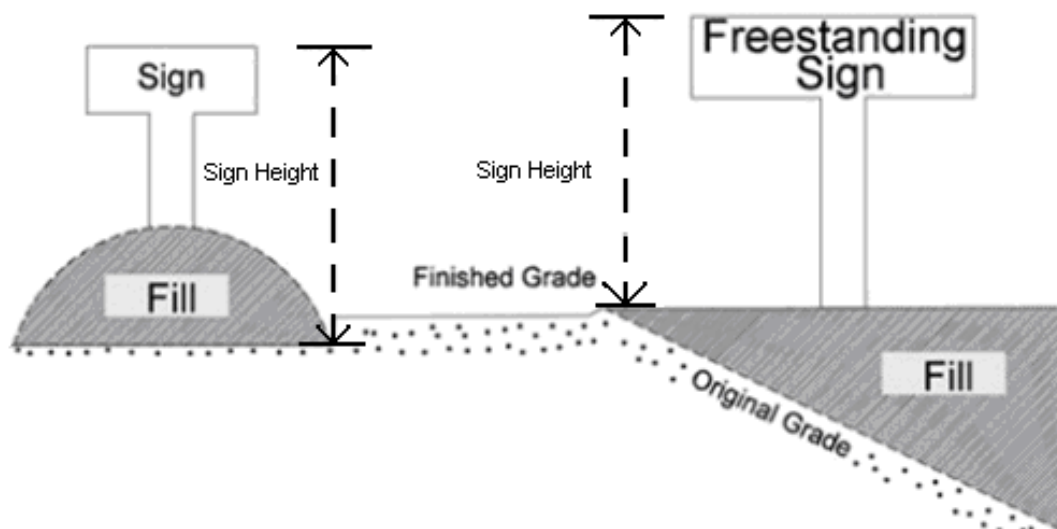
- (2) For canopy signs, sign area includes the area bounded by the outermost edge of all characters displayed on the sign (Figure 3).

Figure 3: Calculating Sign Area of Canopy Signs



- (3) If the sign is located on a decorative fence or wall, when such fence or wall meets all requirements and ordinances set forth in the Code, the fence or wall shall not be included in the sign area.
- (4) Sign height shall be the distance from the base of the sign at the normal grade to the top of the highest point of the sign or sign structure, the normal grade being the lower of existing grade prior to construction, or the newly constructed grade after construction exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign (Figure 4).

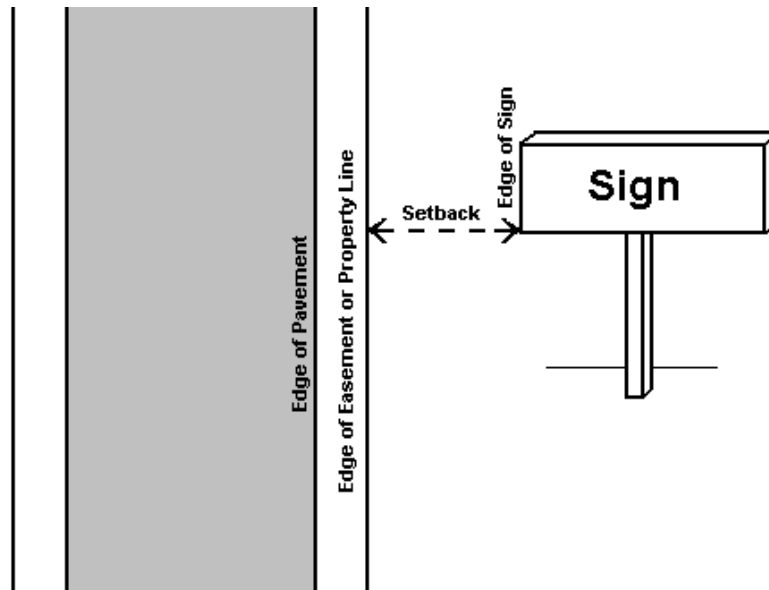
Figure 4: Calculating Sign Height



- (e) *Calculating Sign Setbacks.* For all signs other than a sign within the public right-of-way, the sign setback shall be measured from the property line or, in the case of an access easement, from the edge of the easement, to the closest point of

the sign. The setback for a sign within a public right-of-way shall be measured from the edge of the travelway to the closest point of the sign (Figure 5).

Figure 5: Calculating Sign Setbacks



- (f) *Permit Requirements.* The following regulations apply generally to all signs and are in addition to the regulations set forth in this chapter:
- (1) *Required Permits.* No signs, unless hereinafter exempted, shall be erected, constructed, structurally altered or relocated until a zoning permit has been issued by the zoning administrator. Before any such zoning permit is issued, an application shall be filed with the zoning administrator together with three (3) sets of drawings or specifications, one (1) of which shall be returned to the applicant. Such drawings and specifications shall advise and acquaint the zoning administrator fully with the location in relation to adjacent buildings, construction materials, manner of illuminating or securing or fastening, number of signs applied for, and the wording of the sign or advertisement to be carried on the sign. More than one sign may be included in a single application, provided such signs are located on the same parcel.
 - (2) *Other permits.* All applicants shall obtain all necessary building permits or other required approvals prior to the erection of any sign.
 - (3) *Time limit.* All signs shall be erected on or before the expiration of one (1) year from the date of issuance of the zoning permit; otherwise, the permit shall become null and void and a new permit shall be required.
 - (4) *Special permit requirements for temporary signs.* All temporary signs noted below require a permit and the duration of posting is as follows:

- a. Temporary commercial activity signs can only be approved for the same period permitted for the activity;
- b. "Now Open" and "Grand Opening" or "Grand Reopening" event signs can be permitted for a maximum of 60 days for any business enterprise. Such opening events may only be advertised with special signage within the first 180 days of obtaining a new business license from the Commissioner of the Revenue and only one (1) such sign per parcel is permitted.
- c. "Now Hiring" signs visible from a public roadway may only be posted for a cumulative maximum of 90 days in any 365-day period.
- d. "Coming Soon" or "Future home of" signs can be permitted for one year, and may be renewed thereafter for successive periods of one year each, provided however that after the first renewal and each successive renewal thereafter shall require a building permit having been issued authorizing construction of the facility noted on the sign. Regardless of such period of approval, the permit for a temporary sign shall automatically expire 30 days after a permit for any permanent sign on the same project is approved.
- e. Community or civic event signs calling attention to events and similar time-specific activities may be posted or erected no earlier than 90 days prior to the event or activity and during the period the event or activity is being conducted. The signs shall be removed by the person(s) responsible for the sign(s) within thirty days after the last date of the event or activity;
- f. Signs involving construction projects, including builders, developers, engineers, finance companies, associated consultants, or real estate matters (for sale, for lease, now selling), may be approved for one year, and may be renewed thereafter for successive periods of one year each, during the time occurring. A request for renewal must be submitted no less than four weeks prior to the expiration date. Regardless to such period of approval, the permit for a temporary sign shall automatically expire thirty days after a permit for a permanent sign for the same project is approved.
- g. Only one (1) temporary sign requiring a permit may be displayed on a parcel at a time.

(g) *General Sign Regulations.* The following regulations apply to all signs, regardless of the zoning district in which located:

(1) *Setbacks & Clearance*

- a. All free-standing signs shall be located at least ten feet (10') from all adjacent roadways and property lines unless otherwise noted.
- b. All canopy signs shall have a ground clearance of at least eight feet (8').
- c. All facade signs that project more than one foot (1') from the main structure shall have a ground clearance of at least seven and one-half feet (7.5'). If a facade sign does not project over a pedestrian way, the zoning administrator may waive the minimum ground clearance requirements.
- d. No signs shall be located within areas designated as sight triangles according to the guidelines set forth in section 91-102 of this Code.
- e. No sign shall be placed in a location that obstructs the view of traffic signs and signals located on public or private roadways.

(2) *Illumination*

- a. All externally illuminated signs shall utilize full cut-off fixtures to Externally illuminated signs shall be lighted from the top of the sign downward and be fully shielded to prevent all upward light scatter and protect the dark night sky. Externally illuminated signs may be lighted from the top of the sign downward, or from ground-mounted fixtures. Externally illuminated signs shall be illuminated using only white lighting.
- b. The light from any illuminated sign shall not cause direct glare into or upon any building or property other than the building or property with which the sign is associated.
- c. The light from any illuminated sign shall not be directed towards any public or private roadway, nor shall it compromise the visibility of motorists traveling on public or private roadways.
- d. For signs that are internally illuminated, the illumination source must be shaded, shielded or directed so that the light intensity or brightness does not adversely affect adjacent properties. The light bulbs or other devices responsible for illuminating the sign shall not be easily visible. Internally illuminated signs shall be illuminated using only white lighting; however this restriction shall not apply to digital sign panels.

(3) *Appearance and Maintenance.* The owner of a sign is responsible for maintaining the sign according to the following standards:

- a. All materials used to construct the sign shall be properly maintained to prevent decay, including rusting and rotting. All wood shall be covered with paint, stain, or other similar protective material to prevent decay. Rotted wood and rusted metal shall be immediately replaced.
- b. If the sign is illuminated, all lighting shall be maintained in working order.
- c. The landscaping and vegetation surrounding the sign shall be kept free of trash and debris and properly maintained so that it does not obstruct the sign from public view.
- d. Any graffiti or other defacement of a sign or supporting structure shall be removed immediately.
- e. The character of all signs should be harmonious with the architecture of the associated buildings and structures. The use of brick, stone, painted wood, and/or similar materials is encouraged.

(4) *Use and Design of Changeable Messages*

- a. For signs with changeable message panels, the changeable message area of the sign shall not exceed twenty-five percent (25%) of the total sign area, except for gasoline price signs, which shall not exceed seventy-five percent (75%) of the total sign area.
- b. The messages displayed on changeable message panels shall pertain to the businesses located on the associated parcel or shall provide time and/or temperature information.
- c. Messages may change at any time interval that is forty-five (45) seconds or longer. Messages must be constant for the entire interval of display and may not use transitions between messages that simulate movement.

(h) *Design Elements Prohibited in all Zoning Districts*

(1) Off-premises advertising signs are prohibited in all districts.

(2) No signs shall be posted or attached to utility poles, signposts within the public right-of-way, lampposts, trees, or any other unapproved supporting structures.

- (3) No sign shall display flashing or intermittent lights, or other lights of changing degrees of intensity, brightness, or color. This shall not be interpreted to prevent the use of digital panel signage (such as LCD, LED, plasma displays, or projected images) that display non-animated messages that are either constant or change at set intervals of not less than 45 seconds.
 - (4) Rotating signs ~~shall not be visible from a public right-of-way~~ are prohibited. All parts of the sign visible from a public right-of-way shall be stationary.
 - (5) The use of portable signs is prohibited for exterior use.
 - (6) No sign shall be placed on or attached to the roof of any structure or extend above the roofline of any structure.
 - (7) No sign shall consist of a moored balloon or any other inflatable object tethered to the ground. This shall not be interpreted to preclude seasonal decorations limited to 30 days of display.
 - (8) The use or display of pennants, whether permanent or temporary, is prohibited.
- (i) *Sign Requirements in Business, Economic Development and Industrial Districts.* All properties located within the Business, Economic Development, and Industrial zoning districts, except for shopping centers as defined in Section 98-2, shall be subject to the following sign regulations:
- (1) *Permitted Types*
 - a. Free-standing Signs
 - b. Facade Signs
 - c. Canopy Signs
 - d. Shingle Signs
 - e. Sidewalk Signs
 - (2) *Quantity*
 - a. No more than one (1) free-standing sign shall be permitted for each side of a parcel with public road frontage. Where two or more parcels share common access as part of an access management effort, but the parcels do not meet the definition of a shopping center, each parcel fronting on a public road shall be entitled to a free-standing sign that meets the requirements of this subsection.

- b. No more than one facade sign shall be permitted for each side of a building that faces a public roadway.
- c. No more than two (2) canopy signs shall be permitted on a canopy.
- d. No more than one (1) shingle sign shall be permitted for each public entrance.
- e. All businesses applying for a sign permit must have a valid business license issued by New Kent County.

(3) *Size*

- a. On roadways with a posted speed limit of less than forty-five (45) miles per hour, free-standing signs shall not exceed sixty-four (64) square feet in area or eight feet (8') in height. An additional sixteen (16) square feet may be devoted exclusively to a changeable message area subject to the requirements in subsection five (5).
- b. On roadways with a posted speed limit equal to or greater than forty-five (45) miles per hour, free-standing signs shall not exceed one hundred (100) square feet in area or ten feet (10') in height. An additional twenty-five (25) square feet may be devoted exclusively to a changeable message area subject to the requirements in subsection five (5).
- c. Facade sign area is limited to one (1) square foot per linear foot of building facing a public right-of-way.
- d. For a free-standing sign, the distance from the ground to the bottom of the sign face shall be not more than fifty percent (50%) of the combined height of the sign face and supporting structure. Monument-style free-standing signs are preferred.
- e. Canopy signs associated with individual businesses shall not exceed twenty (20) square feet per sign.
- f. Shingle signs shall not exceed twelve (12) square feet in size and shall be erected no lower than seven and one-half feet (7.5') above ground level and no higher than twelve feet (12') above the pedestrian way. If a shingle sign does not project over a pedestrian way, the zoning administrator may waive the minimum ground clearance requirements.

- (j) *Design Requirements for Signs associated with Shopping Centers.* Shopping centers, as defined in Section 98-2, shall be subject to the following regulations:

(1) *Permitted Types*

- a. Free-standing Signs
- b. Facade Signs
- c. Canopy Signs
- d. Shingle Signs
- e. Sidewalk Signs

(2) *Quantity*

- a. One (1) free-standing sign for the shopping center shall be permitted for each public street frontage.
- b. Individual free-standing signs for individual tenants within the shopping center are prohibited other than for lawfully subdivided outparcels which have been depicted on the approved shopping center site plan which shall be considered as separate parcels and may each have one monument-type free standing sign along each public road frontage, regardless of whether or not direct access from the road into the outparcel is permitted.
- c. Each individual tenant within a shopping center may have no more than two (2) canopy signs.
- d. Each individual tenant within a shopping center may have no more than one (1) facade sign per side of the building that provides a customer entrance.
- e. No more than one (1) shingle sign shall be permitted for each public entrance.
- f. Sidewalks signs are permitted, provided that there is no more than one (1) sign per business per street frontage and the sign is displayed only during business hours.

(3) *Size*

- a. On roadways with a posted speed limit of less than forty-five (45) miles per hour, free-standing signs for a shopping center shall not exceed one-hundred twenty-eight (128) square feet in area or fifteen feet (15') in height. An additional thirty-two (32) square feet may be devoted exclusively to a changeable message area subject to the requirements in subsection five (5).

- b. On roadways with a posted speed limit equal to or greater than forty-five (45) miles per hour, free-standing signs for a shopping center shall not exceed two hundred (200) square feet in area or twenty feet (20') in height. An additional fifty (50) square feet may be devoted exclusively to a changeable message area subject to the requirements in subsection five (5).
 - c. For a free-standing sign for a shopping center, the distance from the ground to the bottom of the size face shall be not more than fifty percent (50%) of the combined height of the sign face and supporting structure. Monument-style free-standing signs are preferred.
 - d. Free-standing signs on outparcels of shopping centers shall be monument-type and not exceed fifty (50) square feet in area or eight feet (8') in height. An additional twelve (12) square feet may be devoted exclusively to a changeable message area subject to the requirements in subsection five (5).
 - e. Canopy signs associated with individual tenants within the shopping center shall not exceed twenty (20) square feet per sign.
 - f. The cumulative area of all facade signs within a shopping center shall not exceed one (1) square foot per linear foot of building facing a public right-of-way.
 - g. Shingle signs shall not exceed twelve (12) square feet in size and shall be erected no lower than seven and one-half feet (7.5') above ground level and no higher than twelve feet (12') above the pedestrian way. If a shingle sign does not project over a pedestrian way, the zoning administrator may waive the minimum ground clearance requirements.
 - h. Sidewalk signs shall be less than three feet (3') in height when opened for display and each sign face is limited to an area of no more than six (6) square feet.
- (k) *Design Requirements in Residential Districts.* All properties located within the R-0A, R-1, R-1A, R-2, R-3, and MHP zoning districts shall be subject to the following sign regulations:
- (1) *Permitted Types*
 - a. Community Identification
 - b. Property Identification

- c. Building Identification
- d. Home Occupation

(2) *Quantity*

- a. No more than one (1) property identification sign or home occupation sign shall be permitted per dwelling unit. A dwelling unit is not permitted to have both a property identity sign and a home occupation sign.
- b. One (1) or more building identification signs are permitted in multi-family districts for the purpose of building identification, provided that the combined area of all identification signs does not exceed twelve (12) square feet per building.
- c. Each residential subdivision or community is permitted to have no more than two (2) identification signs at each entrance into the community from a publicly-maintained roadway.

(3) *Size*

- a. Community identification signs shall ~~be monument signs that do~~ not exceed thirty-two (32) square feet in area or eight feet (8') in height.
- b. Property identification signs shall not exceed eight (8) square feet in area or six feet (6') in height.
- c. Home occupation signs shall not exceed eight (8) square feet in area or six feet (6') in height.
- d. Building identification signs shall not exceed six (6) square feet in area and the combined area of all building identification signs shall not exceed twelve (12) square feet per building. When free-standing, building identification signs shall not exceed four feet (4') in height. When attached to a building, building identification signs shall be located below the second floor of the building that is above ground level.

(4) *Illumination:* The illumination of property identification, building identification, and home occupation signs is prohibited. In residential districts, only community identification signs may be illuminated and only from external sources.

- (l) *Design Requirements in Agricultural Districts.* All properties located within the A-1 (Agricultural) zoning district shall be subject to the following sign regulations:

(1) *Permitted Types*

- a. Farm Identification
- b. Farm Market
- c. Community Identification
- d. Property Identification
- e. Home Occupation

(2) *Quantity*

- a. No more than one (1) farm identification sign is permitted per eligible parcel.
- b. No more than one (1) farm market sign is permitted per eligible parcel. It may be either a free-standing sign or a façade sign.
- c. No more than one (1) property identification sign or home occupation sign shall be permitted per dwelling unit. A dwelling unit is not permitted to have both a property identification sign and a home occupation sign. A farm market sign shall not be considered a home occupation sign.
- d. Each subdivision or community is permitted to have one (1) identification sign at each entrance into the community from a state-maintained public roadway.

(3) *Size*

- a. Farm identification signs shall not exceed sixteen (16) square feet in area or six feet (6') in height.
- b. Farm market signs shall not exceed sixteen (16) square feet in area or six feet (6') in height.
- c. Community identification signs shall be ~~monument signs that do~~ not exceed thirty-two (32) square feet in area or eight feet (8') in height.
- d. Property identification signs shall not exceed eight (8) square feet in area or six feet (6') in height.

- e. Home occupation signs shall not exceed eight (8) square feet in area or six feet (6') in height.
- (4) *Illumination*: The illumination of farm identification, property identification, and home occupation signs is prohibited. In agricultural districts, only community identification signs and farm market signs may be illuminated and only from external sources.
- (5) *Historic General Mercantile Establishments*. Historic general mercantile establishments permitted in the A-1 (Agricultural) zoning district by conditional use permit shall follow the sign requirements established by such conditional use permit. In the absence of specific conditions, the establishment may attempt to as nearly as possible replicate the size and location of the signage that originally or in a historically-relevant period existed on the site. The owner shall file a signage sketch plan with the zoning administrator documenting the existing and proposed signage.
- (m) *Design Requirements in Conservation (C-1) Districts*. All properties located within the C-1 (Conservation) zoning district shall be subject to the following sign regulations:
- (1) *Permitted Types*
 - a. Property Identification
 - b. Monument Signs
 - c. Building Identification Signs
 - (2) *Quantity*
 - a. No more than one (1) property identification sign is permitted per parcel.
 - b. No more than one (1) free-standing sign shall be permitted for each side of a parcel with public road frontage. ~~Such sign shall be a monument sign.~~
 - c. One (1) building identification sign is permitted on each side of a building on which there is a public entrance.
 - (3) *Size*
 - a. Property identification signs shall not exceed eight (8) square feet in area or six feet (6') in height
 - b. Any free-standing or monument sign shall not exceed thirty-two (32) square feet in area or eight feet (8') in height.

- c. Building identification signs may be a maximum of six (6) square feet each with a maximum cumulative sign area per building of eighteen (18) square feet.

(4) *Illumination*

- a. Internally illuminated signs are prohibited. The illumination of property identification signs is prohibited.
- b. Monument signs may be illuminated, but only by external sources utilizing full cut-off fixtures that prevent upward light scatter and protect the dark night sky.

(n) *Design Requirements in Special Area Districts.* All properties located within special area zoning districts shall be subject to the following sign regulations unless the district regulations shall provide a different standard, in which case the standard within the district regulations shall take precedence over these provisions:

(1) *Permitted Types*

- a. Free-standing Signs
- b. Facade Signs
- c. Shingle Signs
- d. Canopy Signs
- e. Sidewalk Signs
- f. Building Identification
- g. Property Identification
- h. Home Occupation

(2) *Quantity*

- a. No more than one (1) free-standing sign shall be permitted for each side of a parcel with public road frontage.
- b. No more than one facade (1) sign per establishment shall be permitted for each side of a building that faces a public roadway.
- c. All businesses applying for a sign permit must have a valid business license issued by New Kent County.

- d. No more than two (2) canopy signs shall be permitted for each side of a building that faces a public roadway.
- e. No more than one (1) shingle sign shall be permitted for each public entrance.
- f. No more than one (1) property identification sign or home occupation sign shall be permitted per dwelling unit. A dwelling unit is not permitted to have both a property identification sign and a home occupation sign.
- g. One (1) or more building identification signs are permitted in multi-family districts for the purpose of building identification, provided that the combined area of all building identification signs does not exceed twelve (12) square feet per building.
- h. Sidewalks signs are permitted, provided that there is no more than one (1) sign per business per street frontage and the sign is displayed only during business hours.

(3) *Size*

- a. Free-standing signs shall not exceed thirty-two (32) square feet in area. The maximum height shall not exceed fifteen feet (15') and shall be erected no lower than seven and one-half feet (7.5') above ground level. Free-standing signs are prohibited from encroaching on sidewalks. The zoning administrator may grant an exception to the minimum height requirement if the applicant can demonstrate that the proposed sign does not disrupt pedestrian or vehicular traffic or obstruct the view of nearby businesses.
- b. Shingle signs shall not exceed twelve (12) square feet in size and shall be erected no lower than seven and one-half feet (7.5') above ground level and no higher than twelve feet (12') above the pedestrian way. If a shingle sign does not project over a pedestrian way, the zoning administrator may waive the minimum ground clearance requirements.
- c. Facade sign area is limited to one (1) square foot per linear foot of building width facing a public right-of-way. Art and artistic signs painted onto buildings can exceed the area restrictions.
- d. Canopy signs associated with individual businesses shall not exceed ten (10) square feet.
- e. Property identification signs shall not exceed eight (8) square feet in area or six feet (6') in height.

- f. Home occupation signs shall not exceed eight (8) square feet in area or six feet (6') in height.
- g. Building identification signs shall not exceed six (6) square feet in area and the combined area of all building identification signs shall not exceed twelve (12) square feet per building. When free-standing, building identification signs shall not exceed four feet (4') in height. When attached to a building, building identification signs shall be located below the second floor of the building that is above ground level.
- h. Sidewalk signs shall be less than three feet (3') in height when opened for display and each sign face is limited to an area of no more than six (6) square feet.

(4) *Setbacks*. All signs shall be located at least five feet (5') from all adjacent roadways and property lines.

(5) *Illumination*

- a. The illumination of property identification, building identification, and home occupation signs is prohibited. Only free-standing and shingle signs may be illuminated within the district.
 - b. Free-standing signs may be illuminated only by external means in Special Area Districts unless the district provisions shall specifically provide otherwise. Illumination shall be directed downward onto the sign from a fully shielded source and all lights shall be white incandescent, compact fluorescent or LED.
- (o) *Directional Signs*. The zoning administrator may authorize the placement of off-premises directional signage on any parcel, regardless of zoning, if the following conditions are met:
- a. Off-premises directional signs are necessary to locate distinctive places of historical significance, campgrounds, industries, churches, civic organizations, government facilities, hospitals, or other similar activities that are not located on arterial roads or major collectors, as designated by the Comprehensive Plan.
 - b. The off-premises directional signs show only the name, logo, mileage, and direction of the subject parcel or use.
 - c. The off-premises directional signs are no more than twelve (12) square feet in area and no more than six feet (6') in height.

- d. There are no more than three (3) off-premises directional signs directing traffic to a place.
 - e. The off-premises directional signs are located on private property, and the owner of the property on which the signs are proposed has given written permission for the sign(s) to be erected on his/her property.
 - f. The off-premises directional signs consist of muted colors that are harmonious with the surrounding landscape and buildings.
 - g. Off-premises directional signage is not permitted for individual commercial enterprises except as part of an overall way-finding signage program adopted by or approved by the Board of Supervisors.
- (p) *Exceptions.* The following sign types, but not limited to, may be erected or posted without a permit or approval from the zoning administrator, provided that such signs meet the general sign regulations set forth in this section.
- (1) Signs erected or temporarily placed by a governmental agency.
 - (2) The changing of a permitted message board, bulletin board, or similar sign.
 - (3) Professional nameplates or plaques, no more than one (1) square foot in area, affixed to a building or structure.
 - (4) Signs displayed in the windows of establishments located within Business, Economic Opportunity, Industrial, and Special Area Districts, provided such signs do not cover more than twenty-five percent (25%) of the area of the window in which they are displayed.
 - (5) Signs associated with non-residential uses within the Business, Industrial, or Economic Development districts that are not visible from a public right-of-way or an abutting property line.
 - (6) Signs affixed to a car, truck, or other vehicle while in the normal course of business, provided that the related vehicle is parked in a location not visible from a public roadway when not in use.
 - (7) Directional and informational signs located within parking lots, which indicate the location of nearby entrances and exits, the conditions of use, or similar, non-commercial information. Such signs shall be no more than six (6) square feet in size and no more than four feet (4') in height and shall not contain any commercial logos or names that are legible on adjacent public streets.

- (8) Signs, no more than sixty-four (64) square feet in area, which identify municipal or government buildings and offices or buildings used for religious purposes, provided such signs are located on the same parcel as the building or on the building itself and there is no more than one (1) sign per public street frontage.
- (9) Temporary non-illuminated signs, no more than sixteen (16) square feet in area, advertising the sale of seasonal agricultural products, provided that such signs are located within Agricultural (A-1) districts and are displayed for no more than sixty (60) days.
- (10) Signs affixed to single-family dwellings, no more than one (1) square foot in area, displaying the dwelling name, occupant, and/or location.
- (11) Free-standing signs, no more than two (2) square feet in area, that state "Private Drive," provided that there is no more than one (1) such sign per driveway entrance.
- (12) Non-illuminated signs, no more than four (4) square feet in area, warning trespassers or announcing property as posted.
- (13) Signs or scoreboards located within recreational facilities that are associated with a particular recreational use, provided that they are not generally legible from a public right-of-way or an abutting property line.
- (14) Real estate signs erected on the premises for sale or rent. In residential districts, signs shall be limited to three (3) square feet in area with no more than one (1) sign per public street frontage. In all other districts, real estate signs shall be limited to thirty-two (32) square feet in area per sign face with no more than one (1) sign assembly per public street frontage. Sign assemblies may include two sign faces at an oblique angle.
- (15) Off-premises directional open house signs, provided that they are no more than three (3) square feet in area, no more than three feet (3') in height and are located on private property, with the consent of the landowner. Such signs can be located at intersections where a turning movement is indicated, and there can only be two (2) signs per intersection. Such signs may be displayed from Friday through Sunday during which time the open house must take place and the sign promptly removed. For such signs to be placed other than Friday through Sunday, written or electronic notification shall be provided to the zoning administrator specifying a time period of no more than 3 consecutive days and the location(s) on which the off-premises directional open house sign(s) will be placed.
- (16) Signs indicating support of individuals or political parties during the course of a campaign for elected office. Such signs shall be thirty-two (32)

square feet in area or less and all such signs shall be removed within thirty (30) days after the election to which they pertain.

- (17) Seasonal displays and decorations for events such as religious holidays and Fourth of July not advertising a product, service or entertainment.

(q) *Modifications to the standards set forth in this section.*

Any request for a variation in the permitted height, area, location, or number of signs in any district may be considered in the same manner and following the same application process as a conditional use permit. In approving such requests, the Board of Supervisors may establish reasonable conditions including, but not limited to, performance bonding requirements to guarantee removal of such approved signage should the reason for its approval materially change.

(r) *Nonconforming signs.*

Any sign lawfully existing on the effective date of the ordinance from which this article derived and not conforming to the terms of this article is hereby declared a nonconforming sign and may not be structurally altered or replaced unless such sign conforms to the requirements of this article. Upon cessation or termination of this particular use on a real property, the owner shall, within ninety (90) days of such cessation or termination, remove all nonconforming signs whether on or off the premises. If the owner shall not comply with this requirement, then written notice shall be given by the zoning administrator to the owner advising him of the violation. If such signs are then not removed within ten (10) days, the zoning administrator shall cause such removal and charge the cost to the owner of the premises.

(s) *Remedies.*

Whenever a sign becomes structurally unsafe, as determined by the county building official, or endangers the safety of a structure, premises or the public, or is erected or maintained in violation of this chapter, or is abandoned or the use with which it is associated is abandoned or discontinued, the zoning administrator may, by the issuance of a violation notice and correction order, order such sign to be made safe and comply with this ordinance, or be removed. For failure to comply with the notice as set forth in this chapter within ten (15) days of the mailing of the notice, the zoning administrator shall have the sign removed, and the cost thereof shall be borne by the person so notified as an addition to any fine imposed by a court of law for a violation of this chapter. If the cost is not paid as an addition to any fine, the county may seek to recover such cost by any means allowed at law or equity. If a removed sign is not claimed by the owner within fifteen (15) days of notice, the zoning administrator may dispose of the sign.

§§ 98-942 to 98-946. Reserved