

Comparison of Sign Requirements among Selected Virginia Localities

	Existing New Kent Ordinance	Proposed New Kent Ordinance	Hanover County	King William County	James City County	Williamsburg	Albemarle County
Setbacks	None	None Must be outside VDOT right-of-way	None	No setbacks if sign area is <32 Square Feet; Setbacks established by zoning district if sign area is >32 Square Feet	5 – 10 Feet	None	5 – 10 Feet
Maximum Size & Height of Free-Standing Signs (Business/Industrial)	150 Square Feet/25 Feet (Business); 200 Square Feet/30 Feet (Industrial)	64 Square Feet/8 Feet (Roadways <45 MPH); 100 Square Feet/10 Feet (Roadways ≥45 MPH)	30 Square Feet/12 Feet (<4 Travel Lanes); 50 Square Feet/16 Feet (4+ Travel Lanes)	32 Square Feet/20 Feet; up to 200 Square Feet with a Special Use Permit	32 – 60 Square Feet, depending on distance from right-of-way 15 Feet	32 Square Feet 8 Feet	32 Square Feet 12 Feet
Maximum Size & Height of Free-Standing Signs (Shopping Centers)	150 Square Ft. 25 Feet	120 Square Ft. 15 Feet	75 Square Feet/16 Feet (<4 Travel Lanes); 125 Square Feet/20 Feet (4+ Travel Lanes)	110 Square Ft. 25 Feet	32 – 60 Square Feet, depending on distance from right-of-way 15 Feet	32-64 Square Ft. 8 Feet	32 Square Ft. 12 Feet
Maximum Size & Height of Façade Signs (Business/Industrial)	150 Square Ft. (Business) 200 Square Ft. (Industrial)	1 Square Foot per linear foot of building width	50 Square Ft. to 300 Square Ft., depending on type of Business/Industrial District	No more than 10% of the façade area or 60 Square Feet, whichever is smaller	No more than 1 Square Ft. per linear foot of building width or 60 Square Feet, whichever is smaller	1.5 Square Feet per linear foot of building width, not to exceed 40 – 100 Square Feet, depending on building setback	1.5 Square Feet per linear foot of building width, not to exceed 200 Square Feet
Maximum Size & Height of Free-Standing Signs (Village)	N/A	32 Square Feet 15 Feet	Village/Historic Overlays have generally the same requirements as the underlying zoning	N/A	N/A	N/A	24 Square Feet 10 Feet
Maximum Size & Height of Community Identification Signs	64 Square Feet 8 Feet	32 Square Feet 8 Feet	20 Square Feet 10 Feet	12 Square Feet 15 Feet	32 Square Feet 15 Feet	24 Square Feet 5 Feet	24 Square Feet 6 Feet
Maximum Size & Height of Property Identification Signs	32 Square Feet 8 Feet	8 Square Feet 6 Feet	10 Square Feet 10 Feet	12 Square Feet 15 Feet	32 Square Feet 15 Feet	2 Square Feet 5 Feet	24 Square Feet 10 Feet
Maximum Size & Height of Farm Identification Signs	32 Square Feet 8 Feet	16 Square Feet 6 Feet	10 Square Feet 10 Feet	12 Square Feet 15 Feet	32 Square Feet 15 Feet	N/A	24 Square Feet 10 Feet
Maximum Size & Height of Home Occupation Signs	4 Square Feet 8 Feet	4 Square Feet 6 Feet	2 Square Feet 10 Feet	2 Square Feet 15 Feet	4 Square Feet Attached to Dwelling	Not Permitted	4 Square Feet