

Chapter 4 ADVERTISING [11](#)

ARTICLE I. - IN GENERAL

ARTICLE II. - HANDBILLS, POSTERS AND BANNERS

ARTICLE III. - OUTDOOR ADVERTISING IN SIGHT OF PUBLIC STREETS

FOOTNOTE(S):

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Charter reference— Regulation of billboards, signs and advertising, § 6.04. [\(Back\)](#)

ARTICLE I. IN GENERAL

[Sec. 4-1. Policy.](#)

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Sec. 4-1. Policy.

In order to promote the safety, convenience and enjoyment of travel on and protection of the public investment in streets within the town, to attract tourists and promote the prosperity, economic well-being and general welfare of the town and to preserve and enhance the natural scenic beauty or aesthetic features of the streets and adjacent areas, the town council declares it to be the policy of this town that the erection and maintenance of outdoor advertising in areas adjacent to the rights-of-way of the streets and otherwise visible within this town shall be regulated in accordance with the terms of this chapter.

(Code 1992, § 3-1(a); Ord. of 11-20-1987, art. I, § 1; Ord. of 5-2-1989; Ord. of 4-3-1990; Ord. of 1-19-1999; Ord. No. 2006-4, 11-7-2006; Ord. No. 2008-7, 12-16-2008; Ord. No. 2009-8, 9-15-2009)

Sec. 4-2. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Advertisement means any writing, printing, picture, painting, display, emblem, flag, pennant, drawing, sign or similar device which is posted or displayed outdoors on real property and is intended to invite or to draw the attention or to solicit the patronage or support of the public to any goods, merchandise, property, real or personal, business, services, entertainment or amusement manufactured, produced, bought, sold,

conducted, furnished or dealt in by any person or for any political party or for the candidacy of any individual for any nomination or office. The term "advertisement" shall also include any part of an advertisement recognizable as such.

Advertising structure means any rigid or semirigid material, with or without any advertisement displayed thereon, situated upon or attached to real property outdoors, primarily or principally for the purpose of furnishing a background or base or support upon which an advertisement may be posted or displayed.

Business of outdoor advertising means the erection, use or maintenance of advertising structures or the posting or display of outdoor advertisements by any person who receives profit gained from rentals or any other compensation from any other person for the use or maintenance of such advertising structures or the posting or display of such advertisements, except reasonable compensation for materials and labor used or furnished in the actual erection of advertising structures or the actual posting of advertisements. The business of outdoor advertising shall not include the leasing or rental of advertising structures or advertisements used to advertise products, services or entertainment sold or provided on the premises where the advertising structures or advertisement is located.

Centerline of the street means a line equidistant from the edges of the median separating the main-traveled ways of a divided street, or the centerline of the main-traveled way of a nondivided street.

Distance from edge of a right-of-way means the horizontal distance measured along a line normal or perpendicular to the right-of-way line.

Handbill means any leaflet, flier, handout or other such advertisement or informational sheet posted or otherwise intended for distribution to the general public.

Legible means capable of being read without visual aid by a person of normal visual acuity.

Maintain means to allow to exist.

Main-traveled way means the traveled way of a street on which through traffic is carried. In the case of a divided street, the traveled way of each of the separated roadways for traffic in opposite directions is a main-traveled way. The term "main-traveled way" does not include such facilities as frontage roads, turning roadways or parking areas.

Post means to post, display, print, paint, burn, nail, paste or otherwise attach.

Primary roof means a roof which is erected or constructed to cover an enclosed main or primary portion of a building.

Real property means any property physically attached or annexed to real property in any manner whatsoever.

Road frontage means the width of a lot or parcel of land along the street upon which it abuts.

Secondary roof means a roof which is erected or constructed to cover an enclosed portion of a building which is at a lower elevation than the highest point of the primary building roof (such as may cover an entranceway, addition or annex) and does not exceed 20 feet in height.

Sign means any outdoor sign, display, device, figure, flag, pennant, painting, drawing, message, placard, poster, billboard or other thing which is designed, intended or used to advertise or inform, any part of the advertising or informative contents of which is visible from any street or from any nearby or adjacent property.

Sign, accessory, means a sign relating only to uses of the premises on which the sign is located, or products sold on the premises on which the sign is located, or indicating the name or address of a building or the occupants or management of a building on the premises where the sign is located; a business sign.

Sign, business, means a sign which directs attention to a product, commodity or service which is available on the premises upon which the sign is erected; an accessory sign.

Sign, changeable copy, means a sign, exclusive of flags, designed so that characters or letters can be changed or rearranged without altering the face or size of the sign as with 'reader or menu boards.'

Sign, combined area, means a sign advertising the products, commodities or services of three or more businesses located on the same premises on which the sign is erected.

Sign, construction, means a sign intended to be maintained for a short duration located on a construction site and which sign is intended to explain the nature of the construction project.

Sign, development, means a sign located within a subdivision or housing development, farm or estate which displays the name of the development, farm or estate.

Sign, directional, means a traffic directional sign, including regulatory, warning and street name signs.

Sign, double-faced, means a sign with two parallel, or nearly parallel, faces, back to back, and located not more than 24 inches from each other.

Sign, electronic changeable copy, means a sign, or portion thereof, that displays electronic, non-pictorial, text information in which each alphanumeric character, graphic or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area. Electronic changeable copy signs include computer programmable, microprocessor controlled electronic displays.

Sign, electronic graphic display, means a sign, or portion thereof, that displays electronic, static images, static graphics or static pictures, with or without information, defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area where the message change sequence is accomplished immediately or by means of fade, pixelation, repixelation or dissolve modes. Electronic graphic display signs include computer programmable, microprocessor controlled electronic or digital displays. Electronic graphic display signs include projected images or messages with these characteristics onto buildings or other objects.

Sign, electronic messaging means an electronic changeable copy sign, an electronic graphic display sign or video display sign.

Sign, freestanding, means a sign supported by uprights or braces in or upon the ground surface and the term "freestanding sign" shall include and have the same meaning as a 'ground sign'; a portable sign on its own support or a sign attached to a flat surface such as a fence or wall which fence or wall is not a part of a building shall be considered as a freestanding sign.

Sign, general advertising, means a sign which is not an accessory sign or which directs attention to a product, commodity or service not necessarily available on the premises upon which the sign is erected; a billboard not related to a use conducted on the premises is a general advertising sign.

Sign, ground, means a sign supported by uprights or braces in or upon the ground surface and the term "ground sign" shall include and have the same meaning as a 'freestanding sign'; a portable sign on its own support or a sign attached to a flat surface such as a fence or wall which fence or wall is not a part of a building shall be considered as a ground sign.

Sign height means the vertical distance from the street grade or the average lot grade at the front setback line, whichever produces the greater vertical distance, to the highest point of the sign.

Sign, home occupation, means a sign either single-faced or double-faced directing attention to products, commodities or services available on the premises upon which the sign is located, but the provision or sale of such products, commodities or services is a secondary use of the premises upon which the sign is erected.

Sign, location, means an off-premises sign which directs attention to the approximate location of an establishment on other premises from which an advertised product, or products, may be obtained.

Sign, marquee, means a sign attached to, hung from or part of a marquee, awning, canopy or other such structure, projecting from and supported by the building and extending beyond the building wall,

building line or street line (but not covering an enclosed structure) or a freestanding covering structure such as a gas station, drive-thru or carwash canopy.

Sign, multiple, means a ground/freestanding sign structure on which more than one single-faced or more than one double-faced sign may be mounted within an overall frame.

Sign, nonconforming, nonconforming advertisement or nonconforming advertising structure means one which was lawfully erected, but which does not comply with the provisions of this chapter or which later fails to comply with an ordinance or ordinances adopted by the council.

Sign, off-premises, means a sign which is not an accessory sign or which directs attention to a product, commodity or service not available on the premises upon which the sign is erected; any sign not related to a use conducted on the premises is an off-premises sign.

Sign, on-premises, means a sign which is an accessory sign or which directs attention to a product, commodity or service available on the premises upon which the sign is erected.

Sign, portable, means a sign not permanently anchored to the ground or to a building or structure and which is constructed in such a manner as to permit its easy removal, as for example a sign mounted upon a carriage or fixed supports or on an axle and wheels.

Sign, projecting, means a sign which is attached directly to a building wall and extends more than 18 inches outward from such wall.

Sign, roof, means a sign which is erected or constructed and maintained from the roof of a building, but shall not include secondary roof signs.

Sign, secondary roof, means a sign which is erected or constructed and maintained from a roof of a building which is at a lower elevation than the highest point of the primary roof and which secondary roof does not exceed 20 feet in height.

Sign, single-faced, means a sign on which a message is displayed on one side thereof only.

Sign, temporary, means a sign constructed of light material, with or without a frame, the use of which sign is intended for a limited period of display and the term "temporary sign" shall apply to a sign advertising a seasonal or activity such as holiday displays, special sales events and auction sales.

Sign, video display, means a sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text, and depicts action or a special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including, but not limited to, the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes, not including electronic changeable copy signs. Video display signs include projected images or messages with these characteristics onto buildings or other objects.

Sign, wall, means a sign which is painted on or attached directly to an outside building wall, the face of which is parallel to and extends not more than 18 inches from the wall.

Street means every way or place of whatever nature open to the use of the public for purposes of vehicular travel in this town.

Tourist attraction means a business or activity destination with specific cultural, recreational, or other potential draw due to unique appeal for travelers from other localities such as museums, art galleries, antique malls and wineries. Such destinations shall have a substantial portion of its products or services being of substantial interest to tourists and derive its major portion of income or visitors during the normal business season from road users not residing in the area of the facility defined as within 15 miles.

Traveled way means the portion of a roadway for the movement of vehicles, exclusive of shoulders.

Turning roadway means a connecting roadway for traffic turning between two intersection legs of an interchange.

Visible means capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

(Code 1992, § 3-1(b); Ord. of 11-20-1987, art. I, § 1; Ord. of 5-2-1989; Ord. of 4-3-1990; Ord. of 1-19-1999; Ord. No. 2006-4, 11-7-2006; Ord. No. 2008-7, 12-16-2008; Ord. No. 2009-8, 9-15-2009)

State Law reference— Similar definitions regarding highways of the Commonwealth, Code of Virginia, § 33.1-351.

Secs. 4-3—4-22. Reserved.

ARTICLE II. HANDBILLS, POSTERS AND BANNERS

[Sec. 4-23. Posting advertisements, etc.](#)

[Sec. 4-24. Tearing down authorized advertisements or posters.](#)

[Sec. 4-25. Painting signs on sidewalks.](#)

[Sec. 4-26. Placing advertising sign or banner across street or alley.](#)

[Sec. 4-27. Handbills—Permit prerequisite to distribution.](#)

[Sec. 4-28. Same—Deposit on private residences.](#)

[Sec. 4-29. Same—Deposit in or upon motor vehicles.](#)

[Secs. 4-30—4-46. Reserved.](#)

Sec. 4-23. Posting advertisements, etc.

It shall be unlawful for any person to post, stick or fasten any card, poster or advertisement upon any building, premises, wall, fence, post or pole without having first secured the permission of the owner of such building, premises, wall, fence, post or pole.

(Code 1972, § 3-1; Code 1992, § 3-2; Ord. of 1-19-1999)

Sec. 4-24. Tearing down authorized advertisements or posters.

It shall be unlawful for any person to tear down any advertisement or poster put up without the consent of the owner of the property whereupon the same is posted or to alter or mutilate the same.

(Code 1972, § 3-2; Code 1992, § 3-3; Ord. of 1-19-1999)

Sec. 4-25. Painting signs on sidewalks.

It shall be unlawful for any person to paint signs on sidewalks.

(Code 1972, § 3-3; Code 1992, § 3-4; Ord. of 1-19-1999)

Sec. 4-26. Placing advertising sign or banner across street or alley.

It shall be unlawful for any person to place any advertising sign or banner across any street or alley of the town; provided, however, that the town manager may grant temporary permission to so place any such banner advertising an event for charitable purposes or county or town affairs or occurrences of a similar nature.

(Code 1972, § 3-4; Code 1992, § 3-5; Ord. of 1-19-1999)

Charter reference— Construction and maintenance of awnings, fire escapes, etc. on streets, etc., § 4.11.

State Law reference— Signs over streets, etc., Code of Virginia, § 15.2-2010 et seq.

Sec. 4-27. Handbills—Permit prerequisite to distribution.

It shall be unlawful for any person to distribute or hand out any handbills, circulars or other advertising matter in the town without first having secured a permit therefor from the town manager. This section shall not be construed to apply to handbills, circulars or other advertising matter relative to judicial sales or religious or political expression.

(Code 1972, § 3-6; Code 1992, § 3-6; Ord. of 1-19-1999)

Sec. 4-28. Same—Deposit on private residences.

It shall be unlawful for any person to distribute, or cause to be distributed, handbills, dodgers, circulars, cards or other advertising matter by depositing or casting the same on the porches, in the vestibules or in the yards of private residences in the town.

(Code 1972, § 3-7; Code 1992, § 3-7; Ord. of 1-19-1999)

State Law reference— Litter control, Code of Virginia, § 15.2-901.

Sec. 4-29. Same—Deposit in or upon motor vehicles.

It shall be unlawful for any person to place any handbill, dodger, circular, card or other advertising material in or upon any automobile or other motor vehicle.

(Code 1972, § 3-8; Code 1992, § 3-8; Ord. of 1-19-1999)

State Law reference— Distribution of handbills, etc., to occupants of vehicles, Code of Virginia, § 46.2-931.

Secs. 4-30—4-46. Reserved.

ARTICLE III. OUTDOOR ADVERTISING IN SIGHT OF PUBLIC STREETS [\[2\]](#)

DIVISION 1. - GENERALLY

DIVISION 2. - PERMITS

DIVISION 3. - FALSE AND MISLEADING SIGNS

DIVISION 4. - PERMITTED SIZE, NUMBER, HEIGHT AND LOCATION OF SIGNS

FOOTNOTE(S):

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State Law reference— Outdoor advertising in sight of public highways, Code of Virginia, § 33.1-351 et seq. ([Back](#))

DIVISION 1. GENERALLY

[Sec. 4-47. Enforcement of provisions by town manager.](#)

[Sec. 4-48. Territory to which article applies.](#)

[Sec. 4-49. Construction of article.](#)

[Sec. 4-50. Excepted signs, advertisements and advertising structures.](#)

[Sec. 4-51. Removal of construction signs.](#)

[Sec. 4-52. Area of advertising structure or sign.](#)

[Sec. 4-53. Identification of advertising structure or advertisement.](#)

[Sec. 4-54. Certain advertisements or structures prohibited.](#)

[Sec. 4-55. Pasting advertisements prohibited in certain instances.](#)

[Sec. 4-56. Advertising on rocks, poles, etc., within limits of street.](#)

[Sec. 4-57. Harmony of regulations.](#)

[Sec. 4-58. Nonconforming signs.](#)

[Sec. 4-59. Disposition of fees.](#)

[Sec. 4-60. Violation a nuisance; abatement.](#)

[Sec. 4-61. Penalty for violation.](#)

[Secs. 4-62—4-80. Reserved.](#)

Sec. 4-47. Enforcement of provisions by town manager.

The town manager shall administer and enforce the provisions of this article. He may, in the performance of his duties, hereunder assign to other town employees such duties other than discretionary powers as he may think appropriate.

(Code 1992, § 3-37; Ord. of 11-20-1987, art. I, § 2)

State Law reference— Similar provision regarding enforcement for highways of the Commonwealth, Code of Virginia, § 33.1-352.

Sec. 4-48. Territory to which article applies.

- (a) The territory under the jurisdiction of the town manager for the purposes of this article shall include all areas within the corporate limits of the town.
- (b) The town manager and all employees under his direction may enter upon such lands as may be necessary in the performance of their functions and duties, as prescribed by this article. Any person who shall hinder or obstruct the town manager or any assistant or agent of the town manager in carrying out such functions and duties shall be guilty of a Class 4 misdemeanor.

(Code 1992, § 3-38; Ord. of 11-20-1987, art. I, § 3)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, §§ 33.1-353, 33.1-354.

Sec. 4-49. Construction of article.

This article shall be liberally construed with a view to the effective accomplishment of its purposes.

(Code 1992, § 3-39; Ord. of 11-20-1987, art. I, § 23)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-378.

Sec. 4-50. Excepted signs, advertisements and advertising structures.

The following signs and advertisements, if securely attached to real property or advertising structures, and the advertising structures, or parts thereof, upon which they are posted or displayed, are excepted from all the provisions of this article, except those enumerated in sections 4-54 and 4-60:

- (1) Signs limited in area to 32 square feet erected or maintained, or caused to be erected or maintained, on any farm by the owner or lessee of such farm and relating solely to farm products, merchandise, services or entertainment sold, produced, manufactured or furnished on such farm.
- (2) Signs of 25 square feet or less upon real property posted or displayed by the owner or by the authority of the owner stating that the property upon which the sign is located, or a part of such property, is for sale or rent or stating any data pertaining to such property and its appurtenances, and the name and address of the owner and the agent of such owner. This provision shall not be applicable to real property upon which are situated miniwarehouses, bed and breakfast inns, guest homes, hotels and motels for the purpose of advertising the accommodations of such in an ordinary course of business.
- (3) Official notices or advertisements posted or displayed by or under the direction of any public or court official in the performance of his official or directed duties or by trustees under deeds of trust, deeds of assignment or other similar instruments.
- (4) Danger or precautionary signs relating to the premises or signs warning of the condition of or dangers of travel on a street, erected or authorized by the town manager; or forest fire warning signs erected under authority of the United States forestry service.

- (5) Notices of any telephone company, electric power company, telegraph company, gas company, railroad or other transportation company necessary in the discretion of the town manager for the safety of the public or for the direction of the public to such utility or to any place to be reached by it.
- (6) Historical markers erected by duly constituted and authorized public authorities.
- (7) Highway markers and signs erected, or caused to be erected, by the Virginia Department of Transportation or other authorities in accordance with law.
- (8) Signs erected upon property warning the public against hunting, fishing or trespassing thereon.
- (9) Signs erected by Red Cross authorities relating to Red Cross emergency stations. Authority is hereby expressly given for the erection and maintenance of such signs upon the right-of-way of all streets in this town at such locations as may be approved by the town manager.
- (10) A sign of six square feet or less or one sign structure containing more than one sign with aggregate area of six square feet or less which denotes only the name of the civic services club or church, location and directions for reaching same and time of meeting of such organization.
- (11) A sign for identification purposes giving the name of the owner or occupant and/or the address of the property on which it is placed and not exceeding two square feet in area.
- (12) Changing of the copy on a bulletin board, poster board, display encasement or marquee.
- (13) Temporary nonilluminated paper signs in show windows in a business district.
- (14) Temporary nonilluminated election campaign signs not exceeding six square feet in area, provided such signs are removed within seven days after the election.
- (15) All portable signs existing on May 15, 1989 shall be included in the measurement of permitted sign area.
- (16) Sign on a truck, bus or other vehicle, while in use in the normal course of business. This subsection should not be interpreted to permit parking for display purposes of a vehicle to which signs are attached in a district where such signs are not permitted.
- (17) Church bulletin boards, located on church property, not exceeding 32 square feet and located ten feet from street right-of-way.
- (18) Governmental flags.
- (19) Garage and/or yard sale signs in accordance with chapter 20, Flea Markets and Garage and/or Yard Sales, provided that such signage is limited to a maximum of six square feet in area and one sign per parcel.
- (20) Tourist attraction signs in accordance with the state logos participation criteria. When doubt arises as to whether a business or activity destination meets the definition of tourist attraction, the town manager may refer the decision to town council.
- (21) Community-base curbside recycling collection service signage limited to a maximum of 14 days at initiation of service on properties utilizing the service at a maximum area of six square feet.
- (22) Signage erected by the town under the direction of the town manager or town council.

(Code 1992, § 3-40; Ord. of 11-20-1987, art. I, § 5; Ord. of 5-2-1989; Ord. of 4-3-1990; Ord. No. 2004-4, 9-7-2004; Ord. No. 2006-4, 11-7-2006; Ord. No. 2010-1, 4-20-2010)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-369.

Sec. 4-51. Removal of construction signs.

Construction signs shall be removed within 30 days after construction of the project advertised thereby has been completed.

(Code 1992, § 3-41; Ord. of 11-20-1987, art. I, § 4)

Sec. 4-52. Area of advertising structure or sign.

- (a) The area of an advertising structure or sign shall include that area within a line including the outer extremities of all letters, figures, characters and delineations, or within a line including the outer extremities of the framework or background of the sign, whichever line includes the larger area. The support for the sign background, whether it is columns, a pylon or a building, or part thereof, shall not be included in the sign area. Only one side of a double-faced sign shall be included in a computation of sign area; for other signs with more than one face, each side shall be included in a computation of sign area. The area of a cylindrical or spherical sign shall be computed by multiplying one-half of the circumference by the height of the sign. For an awning sign, only the area of the message shall be used in sign area computation.
- (b) Signs shall conform to the size, number, height and location, as provided for in division 4.

(Code 1992, § 3-42; Ord. of 11-20-1987, art. I, § 10)

Sec. 4-53. Identification of advertising structure or advertisement.

The town manager may require that each advertising structure and each advertisement not posted or displayed on an advertising structure shall bear an identification number, furnished by the town manager, and if erected, maintained or displayed by a licensed outdoor advertiser shall also bear his name. The town manager may make suitable provisions for the details thereof.

(Code 1992, § 3-43; Ord. of 11-20-1987, art. I, § 14)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-368.

Sec. 4-54. Certain advertisements or structures prohibited.

No advertisement or advertising structure shall be erected, maintained or operated:

- (1) Which involves motion or rotation of any part of the structure, moving reflective disks, running animation or displays an intermittent light, or lights, visible from any roadway; provided, however, that the prohibition of this subsection shall not apply to moving or rotating parts of structures, or to the displays of intermittent lights, when such structures or displays are located along streets in this town when the moving or rotating parts of such structures or such displays convey solely public information. Public information shall include all or any of the following information: date, time, temperature, weather, community events and other similar information.
- (2) Which uses the word "stop" or "danger" prominently displayed or presents or implies the need or requirement of stopping or the existence of danger on any highway, or which is a copy or imitation of official highway signs.
- (3) Which, within visible distance of any street, advertises any county, city, town, village, historical place or shrine without the consent, in writing, of such county, city, town or village or of the owner of such historical place or shrine.

- (4) Which is mobile and is designed to, and effectively does, distract the attention of passing motorists on any street by flashing lights, loud and blatant noises or movable objects.
- (5) Which involves red, green or amber lights or reflective material and which resembles traffic signal lights or traffic control signs and is within the visible distance of any street.
- (6) At any public street intersection in such manner as would obstruct the clear vision in either direction between a point on the centerline of the side street 20 feet from the nearest edge of the pavement of the main street and points on the main street 400 feet distant, measured along the nearest edge of the pavement of the main street.
- (7) At any grade intersection of a public street and a railroad in such manner as would obstruct the clear vision in either direction within triangular areas formed by:
 - a. A point at the center of the railroad-public street intersections;
 - b. A point on the public street 400 feet from the center of the railroad-public street intersection, as measured along the center of the public street; and
 - c. A point on the railroad 500 feet from the center of the railroad-public street intersection, as measured along the center of the railroad.
- (8) At or near any curve in a street in such a manner as to obstruct the clear vision of traffic from any one point on such curve to any other point on such curve or to any other point not more than 400 feet apart, as measured between each point from the nearest edge of the pavement.
- (9) Which advertises activities which are illegal under state or federal laws or regulations in effect at the location of such sign or advertisement or at the location of such activities.
- (10) Which is obsolete or inconsistent with this article or regulations adopted by the Commonwealth Transportation Board pursuant to Code of Virginia, § 33.1-351 et seq.
- (11) Which is designed to be mobile or portable in nature, except permitted temporary portable signs 32 square feet or less owned or leased by civic, governmental or public organizations and located within a business or industrial district.
- (12) Illuminated signs positioned and unshielded so as to impair the vision of any motor vehicle operator.
- (13) Alley signs projecting beyond the alley lot line.
- (14) Signs in violation of the Statewide Fire Code or State Building Codes.
- (15) Any sign greater than 200 square feet in total area.
- (16) Off-premises signs greater than 50 square feet in total area.
- (17) On-premises ground/freestanding signs, other than combined area signs, greater than 50 square feet, excluding changeable copy area. See section 4-116 for combined area sign provisions.

(Code 1992, § 3-44; Ord. of 11-20-1987, art. I, § 15; Ord. of 5-2-1989; Ord. of 4-17-1990; Ord. of 1-19-1999)

State Law reference— Advertisements or structures prohibited on highways of the Commonwealth, Code of Virginia, § 33.1-369.

Sec. 4-55. Pasting advertisements prohibited in certain instances.

No advertisement shall be pasted or glued on any building, fence, wall, tree, rock or other similar structure or object, unless the same is an advertising structure for which a permit has been issued and is in effect.

(Code 1992, § 3-45; Ord. of 11-20-1987, art. I, § 16)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-372.

Sec. 4-56. Advertising on rocks, poles, etc., within limits of street.

Any person who in any manner paints, prints, places, puts or affixes any sign or advertisement upon or to any rock, stone, tree, fence, stump, pole, mile-board, milestone, danger-sign, guide-sign, guidepost, highway sign, historical marker, building or other object lawfully within the limits of any street shall be assessed a civil penalty of \$100.00. Each occurrence shall be subject to a separate penalty.

(Code 1992, § 3-46; Ord. of 11-20-1987, art. I, § 17)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-373.

Sec. 4-57. Harmony of regulations.

No zoning board or commission or any other public officer or agency shall permit any sign, advertisement or advertising structure which is prohibited under the provisions of this article, nor shall the town manager permit any sign, advertisement or advertising structure which is prohibited by any other public board, officer or agency in the lawful exercise of its or his powers.

(Code 1992, § 3-47; Ord. of 11-20-1987, art. I, § 18)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-374.

Sec. 4-58. Nonconforming signs.

A nonconforming sign, advertisement or advertising structure, as defined in this article, and any supporting structures may be maintained in their then structural condition, but shall not be replaced, reconstructed, moved, structurally altered, lighted or relighted, except in compliance with the provisions of this article and may continue in use unless subject to removal under other provisions of this article. Removal, replacement, reconstruction, moving or structural alteration for any cause whatsoever shall be considered as loss of nonconforming status. Change of message or change of ownership shall not affect nonconforming status. Supporting structures for nonconforming signs may continue in use for a conforming sign, if the supporting structures comply in all respects to the applicable requirements of these regulations and other codes and ordinances. No permits for additional signs shall be issued for any premises on which there are any nonconforming signs.

(Code 1992, § 3-48; Ord. of 11-20-1987, art. I, § 19; Ord. of 5-2-1989)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-370.2.

Sec. 4-59. Disposition of fees.

All monies received by the town manager under the provisions of this article shall be paid by him into the town treasury.

(Code 1992, § 3-49; Ord. of 11-20-1987, art. I, § 21)

Sec. 4-60. Violation a nuisance; abatement.

Any sign, advertisement or advertising structure which is erected, used, maintained, operated, posted or displayed in violation of this article, or for which no permit has been obtained where such is required, or after revocation or more than 30 days after expiration of a permit, or which, whether or not excepted under the provisions of this article, is not kept in a good general condition and in a reasonably good state of repair and is not, after 30 days' written notice to the person erecting, using, maintaining, posting or displaying the same, put into good general condition and in a reasonably good state of repair, is hereby declared to be a public and private nuisance and may be forthwith removed, obliterated or abated by the town manager or his representatives. The town manager may collect the cost of such removal, obliteration or abatement from the person erecting, using, maintaining, operating, posting or displaying such sign, advertisement or advertising structure.

(Code 1992, § 3-50; Ord. of 11-20-1987, art. I, § 20)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-375.

Sec. 4-61. Penalty for violation.

Any person violating any provision of this article for which violation no other penalty is prescribed by this article shall be guilty of a misdemeanor and, upon conviction thereof, shall be fined not less than \$10.00 nor more than \$50.00. Each day during which such violation is continued after conviction may be treated for all purposes as a separate offense.

(Code 1992, § 3-51; Ord. of 11-20-1987, art. I, § 22)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-377.

Secs. 4-62—4-80. Reserved.

DIVISION 2. PERMITS ^[3]

[Sec. 4-81. Required.](#)

[Sec. 4-82. Applications; fees.](#)

[Sec. 4-83. Temporary permits.](#)

[Sec. 4-84. Unusual displays.](#)

[Sec. 4-85. Refusal to grant permit; revocation.](#)

[Sec. 4-86. Appeal from refusal or revocation of permit.](#)

[Sec. 4-87. Transfer of permits to successor concerns.](#)

[Secs. 4-88—4-100. Reserved.](#)

Sec. 4-81. Required.

- (a) Except as in this article otherwise provided, no person, whether engaged in the business of outdoor advertising or not, shall erect, use, maintain, post or display any advertisement or advertising structure in this town without first obtaining a permit therefor from the town manager and paying the fee therefor as herein provided.
- (b) No permit shall be required for the posting or display of any advertisement posted or displayed on any advertising structure or space for which a permit has been issued unless such permit has been revoked.

(Code 1992, § 3-61; Ord. of 11-20-1987, art. I, § 6)

Sec. 4-82. Applications; fees.

- (a) A separate application for a permit shall be made for each separate advertisement or advertising structure on a form furnished by the town manager, which application shall be filed by the applicant or his representative duly authorized in writing to act for him and shall describe and set forth the size, shape and the nature of the advertisement or advertising structure it is proposed to post, display, erect or maintain and its actual or proposed location with sufficient accuracy to enable the town manager to identify such advertisement or advertising structure and to find its actual or proposed location.
- (b) Each application shall be accompanied by an application and inspection fee in the amount as established in the latest edition of the town development fee schedule which may be amended from time to time by the town council. Churches, nonprofit or not-for-profit organizations, and election campaigns shall be exempt from inspection fees and shall be eligible for blanket permits for multiple locations.
- (c) Each application shall be accompanied by the written consent, or in lieu thereof a copy certified by an official authorized to take acknowledgments to deeds in this state, of the owner of the real property upon which such advertisement or advertising structure is to be erected, used, maintained, posted or displayed, or of such other persons having the legal right to grant such consent, or of the duly authorized agent of such owner, or other person.

(Code 1992, § 3-62; Ord. of 11-20-1987, art. I, § 7; Ord. No. 2004-4, 9-7-2004)

Sec. 4-83. Temporary permits.

The town manager, upon application as required in section 4-82, may issue temporary permits for signs and displays when, in his opinion, the use of such signs and displays would be in the public interest and would not result in damage to private property. Temporary sign permits are valid for a period of 30 calendar days unless otherwise specified by the town manager and include the following:

- (1) Signs advertising a special civic or cultural event such as a fair or exposition, play, concert or meeting, sponsored by a governmental, civic or charitable organization.
- (2) Special decorative displays used for holidays, public demonstrations or promotion for nonpartisan civic purposes.

- (3) Special sales promotion displays in a district where such sales are permitted, including displays incidental to the opening of a new business.

(Code 1992, § 3-63; Ord. of 11-20-1987, art. I, § 8; Ord. of 5-2-1989; Ord. of 1-19-1999)

Sec. 4-84. Unusual displays.

Applications for unusual signs or displays which give rise to questions of interpretation of this article may be referred by the town manager to the town council for the purpose of interpretation by the council and recommendation for action on the application by the town manager. If, in the opinion of the council, the application is not adequately covered by this article, the council may make recommendations for amendment of this article.

(Code 1992, § 3-64; Ord. of 11-20-1987, art. I, § 9)

Sec. 4-85. Refusal to grant permit; revocation.

- (a) The town manager may deny or refuse to grant any permit under this article in any case in which it shall appear to the town manager that the application for the permit contains knowingly false or misleading information or that the application would be in violation of any of the provisions of this article, unless such permittee shall correct all false or misleading information, or make the necessary changes to the application that such advertisement or advertising structure shall comply with the provisions of this article, as the case may be.
- (b) The town manager may, after 30 days' notice in writing to the permittee, revoke any permit under this article in any case in which it shall appear to the town manager that the application for the permit contains knowingly false or misleading information, that the permittee has failed to keep in a good general condition and in a reasonable state of repair the advertisement or advertising structure for which such permit was issued or that the permittee has violated any of the provisions of this article, unless such permittee shall before the expiration of such 30 days correct all false or misleading information, or make the necessary repairs or improvements in the general condition of such advertisement or advertising structure or comply with the provisions of this article, as the case may be.
- (c) If the permittee does not correct the false or misleading information or make the necessary repairs or improvements in the general condition of such advertisement or advertising structure or otherwise comply with the provisions of this article, the application fee for such advertisement or advertising structure shall be returned by the town manager and the permit revoked. However, one-half of the application fee shall be retained by the town if, upon the erection of an advertising structure or the display of an advertisement, an inspection by the town manager or his representative was performed.
- (d) If the permit has been revoked, as above provided, for the erection, maintenance and display of any advertisement or advertising structure for which a permit is issued by the town manager, issuance of a permit by any zoning board, commission or other public agency which also has jurisdiction over the proposed advertisement or advertising structure or its site shall be prohibited.

(Code 1992, § 3-65; Ord. of 11-20-1987, art. I, § 11)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-364.

Sec. 4-86. Appeal from refusal or revocation of permit.

Any person aggrieved by any action by the town manager in refusing to grant or revoking a sign permit may, within 30 days from the date of such refusal or revocation appeal from the decision of the town manager to the circuit court of the county by presenting to the court or the judge thereof in vacation, after five days' notice in writing to the town manager, an affidavit made by such person or his duly authorized agent or attorney, setting forth the fact of such refusal or revocation as the case may be and that the action of the town manager was without just or lawful cause.

(Code 1992, § 3-66; Ord. of 11-20-1987, art. I, § 12)

Sec. 4-87. Transfer of permits to successor concerns.

Any permit issued pursuant to this article may be transferred to any person who acquires as a successor the business of the person for whom such permit was issued.

(Code 1992, § 3-67; Ord. of 11-20-1987, art. I, § 13)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-367.

Secs. 4-88—4-100. Reserved.

FOOTNOTE(S):

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State Law reference— Permits and licenses regarding highways of the Commonwealth, Code of Virginia, § 33.1-3. ([Back](#))

DIVISION 3. FALSE AND MISLEADING SIGNS ^[4]

[Sec. 4-101. Prohibited.](#)

[Sec. 4-102. Penalty: existing signs.](#)

[Sec. 4-103. Removal by town manager.](#)

[Secs. 4-104—4-115. Reserved.](#)

Sec. 4-101. Prohibited.

It shall be unlawful for any person to erect or maintain alongside, or in plain view of, any public street any false or misleading sign of any kind or character purporting to furnish travel information relating to place or direction.

(Code 1992, § 3-81; Ord. of 11-20-1987, art. II, § 1)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-379.

Sec. 4-102. Penalty; existing signs.

Any person who shall violate any of the provisions of section 4-88 shall, upon conviction thereof, be guilty of a Class 4 misdemeanor, and it shall be deemed a separate offense for the same person to erect, or permit to be erected, a similar sign at each of two or more places.

(Code 1992, § 3-82; Ord. of 11-20-1987, art. II, § 2)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-380.

Sec. 4-103. Removal by town manager.

The town manager, whenever he shall ascertain that any sign gives incorrect information in violation of this division, shall notify the person who erected the same, and the person on whose property it is located, in writing, to remove it forthwith, and if it is not removed within ten days after receipt of such notice, the town manager shall remove and destroy the same, or cause it to be removed and destroyed, without liability for damages therefor, and, if any person convicted of erecting or maintaining any such sign, or of permitting the same to be erected or maintained, as hereinabove provided, shall fail or refuse to remove the same within ten days after such judgment of conviction, the town manager shall remove and destroy such sign, or cause the same to be removed and destroyed, without liability for damages therefor.

(Code 1992, § 3-83; Ord. of 11-20-1987, art. II, § 3)

State Law reference— Similar provision regarding highways of the Commonwealth, Code of Virginia, § 33.1-381.

Secs. 4-104—4-115. Reserved.

FOOTNOTE(S):

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State Law reference— False and misleading signs regarding highways of the Commonwealth, Code of Virginia, § 33.1-379. [\(Back\)](#)

DIVISION 4. PERMITTED SIZE, NUMBER, HEIGHT AND LOCATION OF SIGNS ^[5]

[Sec. 4-116. Generally.](#)

[Sec. 4-117. Permitted size, number, height and location of signs.](#)

[Sec. 4-118. Electronic messaging signs.](#)

Sec. 4-116. Generally.

Section 4-117 contains regulations for the size, number, height and location of permitted signs. In addition, the following regulations shall apply:

- (1) Reference in the table to zoning districts means zoning districts as established in chapter 42, Zoning.
- (2) Structural and safety features and electrical systems shall be in accordance with the requirements of the applicable codes and ordinances. No sign shall be approved for use unless it has been inspected by the building inspections department and is found to be in compliance with all the requirements of this article and applicable technical codes.
- (3) A group of three or more contiguous businesses or uses may combine permitted ground/freestanding sign area to provide a single ground/freestanding sign advertising the group if there are no other ground/freestanding signs and if total ground/freestanding sign area does not exceed 150 square feet. In mixed use districts, combined area signs shall not exceed 100 square feet. It shall be the responsibility of the property owner to allocate sign areas to the businesses. Should any sign created under this provision cease to advertise three or more contiguous businesses for a period of 90 days then such sign shall be made to conform to the provisions of this article or be removed.
- (4) A shopping center or cluster of businesses on one tract of land, as identified on a current subdivision plat of record, having enough street frontage to allow more than one ground/freestanding sign may combine ground/freestanding sign areas and number of faces to create one permanent multifaced freestanding business sign having no more than four faces, joined at the corners at 90 degree or less angles, with no face exceeding the area normally allocated a single ground/freestanding sign face provided as follows:
 - a. There shall be no ground/freestanding signs upon the premises other than the one multifaced ground/freestanding sign.
 - b. The multifaced ground/freestanding sign shall not advertise any off-premises activity or use.
 - c. Should future subdivisions reduce the amount of frontage required for the multifaced ground/freestanding sign, then the sign shall be removed at the owner's expense.

(Code 1992, § 3-96; Ord. of 11-20-1987, art. III, § 1; Ord. of 5-2-1989; Ord. of 4-27-1990; Ord. of 1-19-1999; Ord. No. 2004-4, 9-7-2004)

Sec. 4-117. Permitted size, number, height and location of signs.

The setbacks for advertisements shall be as follows:

- (1) Advertisements in all zoning districts other than B-2 shall be subject to the following provisions:
 - a. The first ground/freestanding, location, and/or general advertising sign on any premises must remain a minimum of ten feet from any street right-of-way.
 - b. The second and all additional ground/freestanding, location, and/or general advertising signs on any premises must meet the front yard setback requirements of the zoning district in which they are located. See chapter 42, Zoning, for front yard setback requirements.
 - c. Advertisement must remain a minimum of three feet from all other property lines.
 - d. On all corner lots, a sight triangle formed by a 20-foot measurement down both rights-of-way shall be maintained.
 - e. Side and rear wall signs facing and within 100 feet of a residential district are prohibited.
 - f. Marquee signs for buildings with zero front yard setbacks and fronting on a public sidewalk shall meet the setback requirements of the B-2 Central Business district.
- (2) In the B-2 Central Business district, advertisements have no setbacks other than following provisions:
 - a. Sign may project a maximum of 42 inches over public property.
 - b. Sign must remain a minimum of two feet from the back of the street curb.
 - c. On all corner lots a sight triangle formed by a 20-foot measurement down both rights-of-way shall be maintained.
 - d. Side and rear wall signs facing and within 100 feet of a residential district are prohibited.
- (3) The type, number, size and height of signs allowed in each zoning district shall be as follows:

Zoning District	Sign Type	Maximum Number of Signs Permitted	Maximum Area of Signs	Max./Min. Height
All districts	Construction (off-premises)	1 for each principal participant.	32 sq. ft. per face.	10 ft. max.
All districts	Development (on-premises)	1 per entrance.	32 sq. ft. per face.	10 ft. max.
All districts	Directional (on-premises)	2 per entrance or exit.	6 sq. ft. per face.	7 ft. max.
A, Agricultural	Home	1 wall-	2 sq. ft. per	5 ft. max.

	occupation (on-premises)	mounted in close proximity to the front door.	face.	
R-1A, Rural Residential	None other than those allowed in all districts (Construction, Development or Directional). See beginning of table.			
R-1, Single-Family Residential	None other than those allowed in all districts (Construction, Development or Directional). See beginning of table.			
R-2, Two-Family Residential	Home occupation (on-premises)	1 wall-mounted in close proximity to the front door.	2 sq. ft. per face.	5 ft. max.
R-3, Multiple-Family Residential	Home occupation (on-premises)	1 wall-mounted in close proximity to the front door.	2 sq. ft. per face.	5 ft. max.
R-MS, Residential Manufactured Home Subdivision	Home occupation (on-premises)	1 wall-mounted in close proximity to the front door.	2 sq. ft. per face.	5 ft. max.
MU-1, Mixed Use: Residential/Limited Business	Ground/Freestanding (on-premises)	1 single-faced or 1 double-faced per lot with less than 200'	50 sq. ft. per face.	20 ft. max.

		frontage. Lots having in excess of 200' frontage shall be permitted 1 such sign on each 200' of frontage, but no fractional distance shall increase the number of signs permitted. Not allowed if a location sign exists.		
MU-1, Mixed Use: Residential/Limited Business	Changeable copy (on-premises)	1, as part of a permitted ground/free standing sign or as a substitute for 1 permitted ground/free standing sign.	18 sq. ft. per face.	20 ft. max.
MU-1, Mixed Use: Residential/Limited Business	Marquee (on-premises)	1 per side, if there are no roof or projecting signs.	Length of marquee times one foot, up to a maximum of 200 sq.	May not project above marquee or below 8 ft.

			ft.	
MU-1, Mixed Use: Residential/Limited Business	Secondary roof (on-premises)	1 per secondary roof to occupy no more than half the width of the secondary roof, if there are no roof or projecting signs.	Length of secondary roof times one foot, up to a maximum of 200 sq. ft.	May not project above primary roof; more than 4 feet above the lowest point of the secondary roof; or below 8 ft.
MU-1, Mixed Use: Residential/Limited Business	Wall (on-premises or off-premises)	Not limited other than side and rear wall signs facing and within 100 feet of a residential district are prohibited.	Total signage area may not exceed 10% of wall area on which placed up to a maximum of 200 sq. ft.	May not project above roof line, parapet wall or top of other supporting structure.
MU-1, Mixed Use: Residential/Limited Business	Temporary (on-premises or off-premises)	Same as for permanent signs depending on type and subject to approval by town manager for structure		

		and placement.		
MU-2, Mixed Use: Residential/Limited Business/Limited Industrial	Ground/Free standing (on-premises)	1 single-faced or 1 double-faced per lot with less than 200' frontage. Lots having in excess of 200' frontage shall be permitted 1 such sign on each 200' of frontage, but no fractional distance shall increase the number of signs permitted. Not allowed if a location sign exists.	50 sq. ft. per face.	20 ft. max.
MU-2, Mixed Use: Residential/Limited Business/Limited Industrial	Changeable copy (on-premises)	1, as part of a permitted ground/free standing sign or as a substitute for 1 permitted ground/free	18 sq. ft. per face.	20 ft. max.

		standing sign.		
MU-2, Mixed Use: Residential/Limited Business/Limited Industrial	Marquee (on-premises)	1 per side, if there are no roof or projecting signs.	Length of marquee times one foot, up to a maximum of 200 sq. ft.	May not project above marquee or below 8 ft.
MU-2, Mixed Use: Residential/Limited Business/Limited Industrial	Secondary roof (on-premises)	1 per secondary roof to occupy no more than half the width of the secondary roof, if there are no roof or projecting signs.	Length of secondary roof times one foot, up to a maximum of 200 sq. ft.	May not project above primary roof; more than 4 feet above the lowest point of the secondary roof; or below 8 ft.
MU-2, Mixed Use: Residential/Limited Business/Limited Industrial	Wall (on-premises or off-premises)	Not limited other than side and rear wall signs facing and within 100 feet of a residential district are prohibited.	Total signage area may not exceed 10% of wall area on which placed up to a maximum of 200 sq. ft.	May not project above roof line, parapet wall or top of other supporting structure.
MU-2, Mixed Use: Residential/Limited Business/Limited Industrial	Temporary (on-	Same as for permanent		

	premises or off-premises)	signs depending on type and subject to approval by town manager for structure and placement.		
B-1, Limited Business	Ground/Freestanding (on-premises)	1 single-faced or 1 double-faced per lot with less than 200' frontage. Lots having in excess of 200' frontage shall be permitted 1 such sign on each 200' of frontage, but no fractional distance shall increase the number of signs permitted. Not allowed if a location sign exists.	50 sq. ft. per face.	35 ft. max.

B-1, Limited Business	Changeable copy (on-premises)	1, as part of a permitted ground/free standing sign or as a substitute for 1 permitted ground/free standing sign.	18 sq. ft. per face.	35 ft. max.
B-1, Limited Business	Location (off-premises)	1 single-faced or 1 double-faced per lot with not less than 200' of public street frontage provided there is no ground/free standing sign.	50 sq. ft. per face.	35 ft. max.
B-1, Limited Business	Marquee (on-premises)	1 per side, if there are no roof or projecting signs.	Length of marquee times one foot, up to a maximum of 200 sq. ft.	May not project above marquee or below 8 ft.
B-1, Limited Business	Secondary roof (on-premises)	1 per secondary roof to occupy no more than	Length of secondary roof times one foot, up to a	May not project above primary roof; more

		half the width of the secondary roof, if there are no roof or projecting signs.	maximum of 200 sq. ft.	than 4 feet above the lowest point of the secondary roof; or below 8 ft.
B-1, Limited Business	Roof (on-premises)	1 per side, if there are no marquee, secondary roof, projecting or wall signs.	50 sq. ft. per face if erected within 75' from street right-of-way. 75 sq. ft. per face if erected in excess of 75' from street right-of-way. 100 sq. ft. if erected in excess of 150' from street right-of-way. 200 sq. ft. per face if erected in excess of 300' from street right-of-way.	May not project above peak of a sloping roof or parapet wall of a flat roof.
B-1, Limited Business	Wall (on-premises or off-premises)	Not limited other than side and rear wall	Total signage area may not exceed	May not project above roof line,

		signs facing and within 100 feet of a residential district are prohibited.	10% of wall area on which placed up to a maximum of 200 sq. ft.	parapet wall or top of other supporting structure.
B-1, Limited Business	Temporary (on-premises or off-premises)	Same as for permanent signs depending on type and subject to approval by town manager for structure and placement.		
B-2, Central Business	Ground/Freestanding (on-premises)	1 single-faced or 1 double-faced per lot with less than 200' frontage. Lots having in excess of 200' frontage shall be permitted 1 such sign on each 200' of frontage, but no fractional distance shall increase the number of signs permitted. Not allowed	50 sq. ft. per face.	35 ft. max.

		if a location sign exists.		
B-2, Central Business	Changeable copy (on-premises)	1, as part of a permitted ground/free standing sign or as a substitute for a permitted ground/free standing sign.	18 sq. ft. per face.	35 ft. max.
B-2, Central Business	Location (off-premises)	1 single-faced or 1 double-faced per lot with not less than 200' of public street frontage, provided there is no ground/free standing sign.	50 sq. ft. per face.	35 ft. max.
B-2, Central Business	Marquee (on-premises)	1, if there are no roof or projecting signs.	Length of marquee times one foot, up to a maximum of 200 sq. ft.	May not project above marquee or below 8 ft.
B-2, Central Business	Secondary roof (on-	1 per secondary	Length of secondary	May not project

	premises)	roof to occupy no more than half the width of the secondary roof, if there are no roof or projecting signs.	roof times one foot up to a maximum of 200 sq. ft.	above primary roof; more than 4 feet above the lowest point of the secondary roof; or below 8 ft.
B-2, Central Business	Roof (on-premises)	1 per side, if there are no marquee, secondary roof, projecting or wall signs.	50 sq. ft. per face if erected within 75' from street right-of-way. 75 sq. ft. per face if erected in excess of 75' from street right-of-way. 100 sq. ft. if erected in excess of 150' from street right-of-way. 200 sq. ft. per face if erected in excess of 300' from street right-of-way.	May not project above peak of a sloping roof or parapet wall of a flat roof.
B-2, Central Business	Projecting	1, if there	50 sq. ft.	Minimum

	(on-premises)	are no marquee or roof signs.	per face.	height to bottom of sign shall be 9 ft.
B-2, Central Business	Wall (on-premises or off-premises)	Not limited other than not permitted if there is a roof sign and that side and rear wall signs facing and within 100 feet of a residential district are prohibited.	Total signage area may not exceed 10% of wall area on which placed up to a maximum of 200 sq. ft.	May not project above roof line, parapet wall or top of other supporting structure.
B-2, Central Business	Temporary (on-premises or off-premises)	Same as for permanent signs depending on type and subject to approval by town manager for structure and placement.		
B-3, General Business	Ground/Freestanding (on-premises)*	1 single-faced or 1 double-faced per lot with less than 200' of public street frontage. Lots having in excess of 200' of public street	50 sq. ft. per face.	35 ft. max.

		frontage shall be permitted 1 such sign on each 200' of frontage, but no fractional distance shall increase the number of signs permitted. Not allowed if a general advertising sign exists.		
B-3, General Business	Changeable copy (on-premises)*	1, as part of a permitted ground/free standing sign or as a substitute for 1 permitted ground/free standing sign.	32 sq. ft. per face.	35 ft. max.
B-3, General Business	General Advertising (on-premises or off-premises)*	1 single-faced or 1 double-faced per lot with not less than 200' of public street	50 sq. ft. per face.	35 ft. max.

		frontage, provided there is no ground/free standing sign.		
B-3, General Business	Marquee (on-premises)	1 per side, if there are no roof or projecting signs.	Length of marquee times 1 foot, up to a maximum of 200 sq. ft.	May not project above marquee or below 8 ft.
B-3, General Business	Secondary roof (on-premises)	1 per secondary roof to occupy no more than half the width of the secondary roof, if there are no roof or projecting signs.	Length of secondary roof times 1 foot, up to a maximum of 200 sq. ft.	May not project above primary roof; more than 4 feet above the lowest point of the secondary roof; or below 8 ft.
B-3, General Business	Roof (on-premises)	1 per side, if there are no marquee, secondary roof, projecting or wall signs.	90 sq. ft. per face if erected within 75' from street right-of-way. 140 sq. ft. per face if erected in excess of 75' from	May not project more than 4 ft. above peak of a sloping roof or parapet wall of a flat roof.

			street right-of-way. 170 sq. ft. if erected in excess of 150' from street right-of-way. 200 sq. ft. if erected in excess of 300' from street right-of-way.	
B-3, General Business	Wall (on-premises or off-premises)	Not limited other than not permitted if there is a roof sign and that side and rear wall signs facing and within 100 feet of a residential district are prohibited.	Total signage area may not exceed 10% of wall area on which placed up to a maximum of 200 sq. ft.	May not project above roof line, parapet wall or top of other supporting structure.
B-3, General Business	Temporary (on-premises or off-premises)	Same as for permanent signs depending on type and subject to approval by town manager for		

		structure and placement.		
I-1, Limited Industrial	Ground/Free standing (on-premises)	1, provided there is no location sign.	50 sq. ft. per face.	15 ft. max.
I-1, Limited Industrial	Location (off-premises)	1 single-faced or 1 double-faced per lot with not less than 200' of public street frontage, provided there is no ground/free standing sign.	50 sq. ft. per face.	15 ft. max.
I-1, Limited Industrial	Marquee (on-premises)	1 per side, if there are no roof or projecting signs.	Length of marquee times 1 foot, up to a maximum of 200 sq. ft.	May not project above marquee or below 8 ft.
I-1, Limited Industrial	Secondary roof (on-premises)	1 per secondary roof to occupy no more than half the width of the	Length of secondary roof times 1 foot, up to a maximum of 200 sq. ft.	May not project above primary roof; more than 4 feet above the lowest

		secondary roof, if there are no roof or projecting signs.		point of the secondary roof; or below 8 ft.
I-1 Limited Industrial	Roof (on-premises)	1 per side, if there are no marquee, secondary roof, projecting or wall signs.	90 sq. ft. per face if erected within 75' from street right-of-way. 140 sq. ft. per face if erected in excess of 75' from street right-of-way. 170 sq. ft. if erected in excess of 150' from street right-of-way. 200 sq. ft. if erected in excess of 300' from street right-of-way.	May not project more than 4 ft. above peak of a sloping roof or parapet wall of a flat roof.
I-1 Limited Industrial	Wall (on-premises or off-premises)	1, provided there is no roof sign. Side and rear wall signs facing and within 100 feet of	Total signage area may not exceed 10% of wall area on which placed up	May not project above roof line, parapet wall or top of other supporting

		a residential district are prohibited.	to a maximum of 200 sq. ft.	structure.
I-1 Limited Industrial	Temporary (on-premises or off-premises)	Same as for permanent signs depending on type and subject to approval by town manager for structure and placement.		
I-2, General Industrial	Ground/Freestanding (on-premises)*	1 single-faced or 1 double-faced per lot with less than 200' of public street frontage. Lots having in excess of 200' of public street frontage shall be permitted 1 such sign on each 200' of frontage, but no fractional distance shall increase the number of signs permitted. Not allowed	50 sq. ft. per face.	35 ft. max.

		if a general advertising sign exists.		
I-2, General Industrial	Changeable copy (on-premises)*	1, as part of a permitted ground/free standing sign or as a substitute for 1 permitted ground/free standing sign.	32 sq. ft. per face.	35 ft. max.
I-2, General Industrial	General Advertising (on-premises or off-premises)*	1 single-faced or 1 double-faced per lot with not less than 200' of public street frontage provided there is no ground/free standing sign.	50 sq. ft. per face.	35 ft. max.
I-2, General Industrial	Marquee (on-premises)	1 per side, if there are no roof or projecting signs.	Length of marquee times 1 foot, up to a maximum of 200 sq. ft.	May not project above marquee or below 8 ft.
I-2, General Industrial	Secondary	1 per	Length of	May not

	roof (on-premises)	secondary roof to occupy no more than half the width of the secondary roof, if there are no roof or projecting signs.	secondary roof times 1 foot, up to a maximum of 200 sq. ft.	project above primary roof; more than 4 feet above the lowest point of the secondary roof; or below 8 ft.
I-2, General Industrial	Roof (on-premises)	1 per side, if there are no marquee, secondary roof, projecting or wall signs.	90 sq. ft. per face if erected within 75' from street right-of-way. 140 sq. ft. per face if erected in excess of 75' from street right-of-way. 170 sq. ft. if erected in excess of 150' from street right-of-way. 200 sq. ft. if erected in excess of 300' from street right-of-way.	May not project more than 4 ft. above peak of a sloping roof or parapet wall of a flat roof.
I-2, General Industrial	Wall (on-	Not limited	Total	May not

	premises or off-premises)	other than not permitted if there is a roof sign and that side and rear wall signs facing and within 100 feet of a residential district are prohibited.	signage area may not exceed 10% of wall area on which placed up to a maximum of 200 sq. ft.	project above roof line, parapet wall or top of other supporting structure.
I-2, General Industrial	Temporary (on-premises or off-premises)	Same as for permanent signs depending on type and subject to approval by town manager for structure and placement.		

- (4) Common private access subdivisions in B-3 General Business and I-2 General Industrial shall be limited to one combined area sign (up to 150 square feet total, subject to the provisions of section 4-116) or one general advertising sign (subject to the property having at least 200 feet of street frontage) for the entirety of the subdivision. This provision shall not restrict marquee, roof, wall and temporary signs.
- (5) Common private access subdivisions in MU-1 Mixed Use: Residential - Limited Business and MU-2 Mixed Use: Residential - Limited Business - Limited Industrial shall be limited to one combined area sign (up to 100 square feet total, subject to the provisions of section 4-109) for the entirety of the subdivision. This provision shall not restrict marquee, wall and temporary signs.

(Code 1992, § 3-97; Ord. of 11-20-1987, art. III, § 1; Ord. of 5-2-1989; Ord. of 2-18-1992; Ord. of 8-5-1997; Ord. of 1-19-1999; Ord. No. 2002-3, 4-2-2002; Ord. No. 2004-4, 9-7-2004; Ord. No. 2008-7, 12-16-2008)

Sec. 4-118. Electronic messaging signs.

- (a) Electronic messaging signage (including the primary message and any and all secondary messages, backgrounds, etc.) is required to remain static for at least four seconds and may not flash or change intensity by pulsing or pulsating with the exception that such displays conveying solely public information such as date, time, temperature, weather, community events and other similar information may scroll but may not flash or change intensity by pulsing or pulsating.

- (b) Electronic messaging signs shall require conditional use permit approval per section 42-8 for all signs that are located in areas that are within historic districts as designated by the Virginia Landmarks Register or within the central business district, except those signs that display only public information such as date, time, temperature, weather, community events and other similar information and signs that display drive-through menus of four square feet or less.

(Code 1992, § 3-98; Ord. No. 2009-8, 9-15-2009)

FOOTNOTE(S):

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State Law reference— Regulations regarding political signs, Code of Virginia, § 15.2-109. ([Back](#))