

ARTICLE XXI – SIGN ORDINANCE¹⁰⁸

21-1. PURPOSE, INTERPRETATION, AND INTENT:

21-1.1 **Purpose:** The purposes of this sign ordinance are to protect the public health, safety, and welfare as follows:

- A. To preserve viewsheds and the scenic beauty of Wytheville and surrounding areas.
- B. To protect the safety of motorists and pedestrians by reducing distractions.
- C. To preserve available land for alternative land uses.
- D. To protect community and neighborhood character while providing a convenient, attractive, and harmonious environment.
- E. To assure preservation of historical and cultural resources within Wytheville while protecting the visual quality of historic districts.
- F. To protect property values.
- G. To regulate the size, color, illumination, movement, materials, location, height, and condition of all signs placed on private property.
- H. To encourage economic development by providing opportunities for convenience and clarity in commercial landscapes.

21-1.2 **Interpretation:**

- A. This Article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech.
- B. Signs not expressly permitted as being allowed by right under this Article, by specific reference in another provision of this Article, the Town Zoning Ordinance, the Town Code; or otherwise expressly allowed by law, the Town Zoning Administrator, Town Manager, Board of Zoning Appeals, Virginia Constitution, or the Constitution of the United States, are forbidden.
- C. If any provision of this Article is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this Article which shall be given effect without the invalid provision.
- D. A sign placed on land or on a building for the purpose of identification, protection, or directing persons to a use conducted

therein shall be deemed to be an integral but accessory and subordinate part of the principal use of land or building. Therefore, the intent of this Article is to establish limitations on signs in order to ensure they are appropriate to the land, the building, or the use to which they are appurtenant, and are adequate for their intended purpose while balancing the individual and community interests identified in Subsection A) of this section.

- E. Wherever this Article permits a sign with business or commercial content, non-commercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height, and construction.

21-1.3

Intent:

- A. This Article allows communication through signage while encouraging aesthetic quality in the design, location, size, and purpose of all signs.
- B. These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, the landscape and architecture of surrounding buildings; and that are legible, appropriate to the activity to which they pertain, are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.
- C. These regulations distinguish between portions of the Town designed for primarily vehicular access and portions of the Town designed for primarily pedestrian access.
- D. These regulations do not regulate every form and instance of visual speech that may be displayed anywhere within the jurisdictional limits of the Town. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.
- E. These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.

21-2. DEFINITIONS:

21-2.1 The following words, terms, and phrases, when used in this Article, shall have the meanings ascribed to them in this Article, except where the context clearly indicates a different meaning:

A. **A-Frame Sign:** A two-faced sign with supports that are connected at the top and separated at the base, forming an “A” shape not more than four (4) feet high. These are also referred to as “sandwich board” signs. They are included in the term “portable sign.”



B. **Advertising:** Any words, symbol, color, or design used to call attention to a commercial venue, product, service, or activity.

C. **Animated Sign:** A sign or part of a sign that is designed to rotate, move, or appear to rotate or move. Such a sign is sometimes referred to as a “moving sign.”

D. **Awning Sign:** A sign placed directly on the surface of an awning.



E. **Banner:** A sign of flexible material designed to be installed with attachments at each of four corners or affixed to a framework or flat surface. Banner signs also include feather-type signs. Banners are defined as a temporary sign and subject to the same display time limits.

F. **Billboard Sign:** means any sign, advertisement, or advertising structure as defined herein that is owned by a person, firm, or corporation in the business of outdoor advertising.



G. **Building Frontage:** The length of the main wall of a building which physically encloses usable interior space, and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height of five (5) feet above grade.

H. **Business of Outdoor Advertising:** means the installation, 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 installation of advertising structures or the actual posting of advertisements. "Business of outdoor advertising" does 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.

I. **Canopy Sign:** A sign attached or applied to a building canopy.



J. **Chalkboard Sign:** A framed, single-faced chalkboard or slate that can be written on with chalk or similar markers.



K. **Changeable Copy Sign:** A sign or part of a sign that is designed so that characters, letters, or illustrations can be changed or rearranged manually without altering the face or surface of the sign. This excludes digital or electronic messaging signage.



L. **Combined Area Sign:** A sign used by more than one tenant or property owner located on the same property on which the sign is installed or on a contiguous property that shares a common drive or accessway. These signs are sometimes known as "pylon signs."



M. **Comprehensive Sign Plan:** A signage plan approved as part of a common plan development.

N. **Common Plan Development:** A contiguous area where separate and distinct construction activities may be taking place at different times on different schedules, or where multiple distinct tenant spaces may exist. A common plan development may occupy a single parcel or include multiple parcels but is planned and/or constructed as a unified site development plan.

O. **Directional Sign:** A sign that provides onsite directional information for the convenience of the public.



P. **Double Face Sign:** A sign that is visible from both sides of the sign structure. If two faces of the sign are not mounted parallel to each other, the sign must be connected at one end with an internal angle of not more than 45 degrees.



Q. **Electronic Message Sign:** A sign that uses digital technology in combination with a pixelated illuminated screen, such as an LED, digital display, or other video technology, to display a changeable message.

R. **Entrance Corridor:** Areas designated along certain primary roadways entering the Town of Wytheville as described in Article XVI, General Provisions Section 16-18.

S. **Feather Sign:** A lightweight, flexible sign mounted along one edge on a single, vertical, flexible pole the physical structure of which at may resemble a sail, bow, or teardrop. Feather signs are defined as a temporary sign and subject to the same display time limits.



T. **Flag:** A piece of cloth or similar material, typically oblong or square, attached by one edge to a pole or rope and used as a national, state, local, or other symbol or decoration; this includes pennants.

U. **Flashing Sign:** A sign that includes lights that flash, blink, or turn on and off intermittently.

V. **Freestanding or Ground-Mounted Sign:** Any non-portable sign supported by upright structural members or braces on or in the ground and not attached to a building.

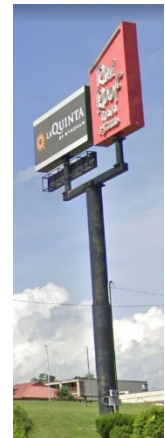
W. **Height:** The maximum vertical distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the higher of the existing grade of the roadway adjacent to the sign location or the existing grade at the time of the installation of the sign, exclusive of any filling, berming, mounding or excavating primarily for the purpose of mounting or elevating the sign.



X. **High Mast Sign:** An on-premises pole sign with a height in excess of 35 feet, which is intended to increase visibility along an Interstate highway corridor.



Y. **Historic Sign:** Any sign with cultural significance due to age, connection to significant cultural activities or historical events. Generally, signs that are fifty years old or more may have historical significance, but newer signs may also be included if connected with significant cultural feature or activity as determined by the zoning administrator.



Z. **Holiday Displays:** Displays installed on a seasonal basis in observance of religious, national, or state holidays which are not intended to be permanent in nature and which contain no advertising material.

AA. **Illegal Sign:** Any sign installed without a required permit, or which otherwise does not comply with any provisions of this Article.

BB. **Illuminated Sign:** A sign that is backlit, internally lighted, or indirectly lighted, but does not include a neon type lighting.

CC. **Internally Illuminated Sign:** A sign that is lighted from a source inside of the sign structure normally using a translucent sign face or backlighting.

DD. **Interstate corridor:** An area adjacent to but less than 660 feet from the right-of-way line of any portion of the Interstate highway system, as illustrated on the map available in the Town GIS mapping system.

EE. **Marquee:** A permanent structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather, projecting from and supported by the building and extending beyond the building wall, building line, or street line. It includes an attached awning, canopy, or a freestanding covering structure such as a theater entrance, gas station, drive-thru, or carwash canopy.

FF. **Marquee Sign:** A sign attached to and made a part of a marquee or any similar projections from a building, with changeable, fixed, or both types of lettering in use.



GG. **Minor Sign:** A permanent wall or freestanding sign not exceeding six (6) square feet in area, not exceeding eight (8) feet in height, and not internally illuminated.



HH. **Monument Sign:** A sign affixed to a structure built on grade in which the sign and the structure are an integral part of one another; not a pole sign.

II. **Neon Sign:** A sign containing exposed tubes filled with light-emitting gas.

JJ. **Nonconforming Sign:** Any sign which was lawfully installed in compliance with applicable regulations of the Town and maintained prior to the effective date of this Article of the zoning ordinance and which fails to conform to standards and restrictions as set forth herein.

- KK. **Off-Premises Sign:** A sign that directs attention to a location, venue, or resource not found on the premises on which the sign is installed.
- LL. **On-Premises Sign:** A sign that is an accessory use to the primary use of the property.



MM. **Pole Sign:** A sign that is mounted on one (1) or more freestanding poles.

NN. **Portable Sign:** Any durable and moveable sign that may be displayed up to 90 consecutive days, for up to two times within a 12-month period, unless otherwise restricted by this Article, which is typically a rigid material such as metal or wood, and not permanently affixed to a building, structure, vehicle, or the ground.



It includes, but is not limited to, A-frame signs (or sandwich boards), wall signs that are removed periodically, and removable ground mounted signs.

OO. **Premises:** A tract of land with the buildings and appurtenances thereon.

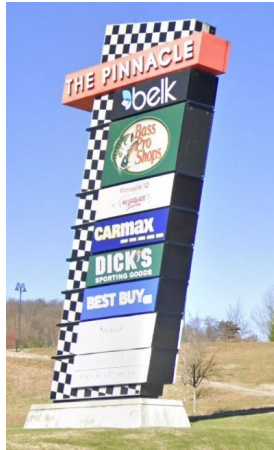
PP. **Projecting Sign:** Any sign, other than a wall, awning, canopy, or marquee sign that is affixed in a manner that said sign is not flush with the face of a building and said sign is supported only by the building wall on which it is mounted.



QQ. **Public Area:** Any public place, public right-of-way, any parking area, or right-of-way open to use by the general public, or any navigable body of water.

RR. **Public Art:** Items expressing creative skill or imagination in a visual form, such as painted murals, or sculpture, which are intended to beautify or provide aesthetic qualities to public areas or areas which are visible from the public realm.

SS. **Public Use Sign:** Any sign installed by official representatives of the Town of Wytheville, Wythe County or the State of Virginia and their respective departments for the public health, safety, welfare, or convenience. Such signs include traffic safety signs, directional signs, wayfinding signs, official public notices, and other similar purposes.



TT. **Pylon Sign:** A large and tall sign structure with architectural features that hide or beautify structural elements. Typically, these are used as a combined area sign in a shopping area and target traffic on an arterial road or Interstate highway.

UU. **Residence Sign:** A small sign normally used to identify a single residential dwelling.



VV. **Roof Sign:** A sign installed or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof for any building with a pitched roof.

WW. **Sign:** Any object, device, display, or structure, or part thereof, visible to the public from any parking area, or right-of-way open to use by the general public, or any navigable body of water, which is designed and used to attract attention to a venue, institution, organization, resource, or location by means involving words, letters, figures, designs, symbols, fixtures, logos, trademarks, colors, illumination, or projected images. The term "sign" does not include public art, architectural elements incorporated into the style or function of a building, holiday displays, or flags of any nation, state, or other geopolitical entity not related to a commercial venue, product, or service. The term "sign" also does not include the display of merchandise for sale on the site of the display.

XX. **Sign Face:** The portion of a sign structure bearing the words or images designed to attract attention. See Section 21-6 for sign face area calculations.

YY. **Sign Structure:** Any structure bearing a sign face.

ZZ. **Temporary Sign:** A sign neither permanently installed in the ground nor permanently affixed to a building or structure or that may be displayed up to 90 consecutive days, for up to two times within a 12-month period. Examples include paper or corrugated plastic yard signs and banners.



AAA. **Temporary Sign – Extended Use:** A sign that is not intended for permanent use, but which because of its intended use may be required to be in place for more than 90 days. Examples may include signs located on a property for sale or rent, or signs on properties with an active building permit.

BBB. **Vehicle or Trailer Sign:** Any sign attached to or displayed on a vehicle if the vehicle or trailer is used for the primary purpose of displaying the sign. Any such vehicle or trailer shall, without limitation, be considered to be used for the primary purpose of displaying signage if it fails to display current license plates, inspection sticker, or municipal decal, if the vehicle is inoperable, if evidence of paid-to-date local taxes cannot be made available, or if the sign alters the standard design of such vehicle or trailer.



CCC. **Wall:** An entire outside wall of a structure, including wall faces, parapets, fascia, windows, and doors, of one (1) complete elevation.

DDD. **Wall Sign:** Any sign attached to a wall or painted on or against a flat vertical surface of a structure, fence, or retaining wall. A marquee (including an awning or canopy) and projecting sign shall be counted as a wall sign for the wall of the structure for which it is attached, unless otherwise provided herein.



EEE. **Window Sign:** Any sign, except temporary signs, visible outside the window and attached to or within 18 inches in front of or behind the surface of a window or door.



FFF. **Wytheville Historic District:** The area designated as a National Historic District as delineated in the Town of Wytheville GIS system.

21-3. PERMIT REQUIRED:

21-3.1 **General:** A sign permit is required prior to the display and installation of any sign except as provided in Section 21-4 of this Article or shown in the charts found in Section 21-11. Failure to obtain a required permit prior to installation of a sign is a violation of the Zoning Ordinance and subject to enforcement in accordance with Article XVI General Provisions.

21-3.2 **Application for Permit:** The process for obtaining a sign permit is as follows:

- A. An application for a sign permit shall be filed with the Town Building Official on forms furnished by that department. The applicant shall provide sufficient information to determine if the proposed sign is permitted under the zoning ordinance and other applicable laws, regulations, and ordinances. An application for a temporary sign shall state the dates intended for the installation and removal of the sign.
- B. The Town Zoning Administrator or designee shall promptly process the sign permit application and approve the application, reject the application, or notify the applicant of deficiencies in the application. Any application that complies with all provisions of this zoning ordinance, the building code, and other applicable laws, regulations, and ordinances shall be approved.
- C. If the application is rejected, the Town shall provide the reason(s) for the rejection in writing. An application shall be rejected for noncompliance with the terms of the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

21-3.3 **Permit Fee:** A nonrefundable fee as set forth in the fee schedule adopted by the Town Council shall be paid after approval of the sign permit application.

21-3.4 **Duration and Revocation of Permit:** If installation of a permitted sign is not commenced within six (6) months following the issuance of a sign permit, the permit shall be void. The applicant may be granted a six (6)

month extension of time to start installation if requested before the permit expiration date. The Town may revoke a sign permit under any of the following circumstances:

- A. The Town determines that information in the application was materially false or misleading;
- B. The sign as installed does not conform to the sign permit application; or
- C. The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

21-3.5 **Overlay and Special District Regulations:** Signs in certain overlay and special districts shall adhere to additional regulations as follows:

21-3.6 Signs in the B-2DT require approval of the Design Committee of Downtown Wytheville Inc. except when a sign permit is not required as provided in Section 21-4, or in the charts found in Section 21-11.

21-3.7 Signs in the Entrance Corridor Overlay District shall adhere to the height, length and quantity restrictions found in the table found in Section 21.11 entitled Signs in Industrial Districts, Medical Arts District and in the Entrance Corridor Overlay District.

21-3.8 Signs in the Small-Lot/Small-Home Overlay Zone shall conform regulations for the underlying zoning district as found in the tables in Section 21-11.

21-4. PERMIT NOT REQUIRED:

21-4.1 The following are exempt from permit requirements:

- A. Signs owned or installed by a governmental body or required by law. Such signs required for official public use are exempt from the regulations of this Article in all Zoning Districts. This shall include official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties.
- B. Flags as defined herein, provided, that no freestanding pole shall be installed in the public right-of-way nor be within five (5) feet of a service drive, travel lane or adjoining street.
- C. The changing of messages on changeable copy signs and marquee signs with changeable copy.
- D. In agricultural and residential districts, including the A-1, R-1, R-1A, R-1M, R-2, R-2 FH, R-3, and R-3 MH zoning districts, up to four (4)

temporary signs per premises with a total area not exceeding 16 square feet in sign face area and not to exceed four (4) feet in height. Temporary signs allowed under this provision are still subject to the 90 consecutive day, twice per year limit as described in the temporary sign definition.

- E. In commercial, medical arts and industrial districts, including the B-1, B-2, B-2 DT, M-1, M-1A, M-2, and MA-1 zoning districts, up to four (4) temporary signs per premises with a total area not to exceed 36 square feet in sign face area. Temporary signs allowed under this provision are still subject to the 90 consecutive day, twice per year limit as described in the temporary sign definition. Additional temporary signs may be allowed by permit in some zoning districts. See the charts for the relevant zoning district in Section 21-11 for details.
- F. **Temporary Signs – Extended Use:** These are signs that are not intended to be permanent, but which are required for indeterminate periods as follows:
 - (1) One (1) sign, no more than twelve (12) square feet in area, located on property where a building permit is active.
 - (2) On any property for sale or rent, not more than one (1) sign with a total area of up to twelve (12) square feet and a maximum height of six (6) feet when the sign abuts a road with a speed limit of 25 miles per hour or less, and when the sign abuts a road with a speed limit greater than 25 miles per hour not more than one (1) sign with a total area of up to thirty-two (32) square feet and a maximum height of six (6) feet.
- G. In agricultural and residential districts, including the A, R-1, R-1A, R-1M, R-2, R-2 FH, R-3, and R-3 MH zoning districts, one (1) portable sign not exceeding six (6) square feet in sign face area.
- H. In commercial, medical arts and industrial districts, including the B-1, B-2, B-2 DT, M-1, M-1A, M-2, and MA-1 zoning districts, one (1) portable sign not exceeding ten (10) square feet in sign face area. Additional signs may be allowed by permit in some zoning districts. See the charts for the relevant zoning district in Section 21-11 for details.
- I. Repair of an existing permitted sign as allowed in Section 21-10.E.
- J. One (1) minor sign per premises in non-residential zoning districts. Additional minor signs may be allowed by permit in some zoning

districts. See the charts for the relevant zoning district in Section 21-11 for details.

- K. A-frame or chalkboard signs of ten (10) square feet of sign face area or less that are located more than fifty (50) feet from the nearest public right of way. A-frame signs of other sizes or located closer to a public right-of-way may be allowed by permit in some zoning districts. See the charts for the relevant zoning district in Section 21-11 for details.
- L. Pavement markings. Any painted sign or symbol applied directly and entirely to and flush with an asphalt, concrete, or similar paved surface for the purpose of traffic safety and/or control. Pavement markings may be subject to review as part of the site plan approval process.
- M. Temporary signs or banners attached to the inside of store windows, except those signs specified as "prohibited signs" in this Article, provided that the aggregate area of all window signs on each window or door does not exceed twenty-five percent (25%) of the total area of the window or door.

21-5. PROHIBITED SIGNS:

21-5.1 In addition to signs prohibited elsewhere in this Code or by applicable state or federal law, the following signs are prohibited:

21-5.2 General Prohibitions:

- A. Signs that violate any law of the Commonwealth of Virginia relating to outdoor advertising.
- B. Signs attached to natural vegetation.
- C. Signs simulating, or which are likely to be confused with, a traffic control sign, traffic signal, or any other sign displayed by a public authority. Any such sign is subject to immediate removal and disposal by an authorized Town official as a nuisance.
- D. Vehicle or trailer signs as defined herein.
- E. Any sign displayed without complying with all applicable regulations of this Article.

21-5.3 Prohibitions Based on Materials:

- A. Animated signs as defined, flashing signs or electronic signs displaying flashing, scrolling or intermittent lights or lights of

changing degrees of intensity, except where such signs are expressly permitted within this Article.

- B. Signs attached with moveable supports, chains, or similar devices. Moveable supports can be subject to wear that could result in failure or collapse of the mounting hardware.
- C. Signs or displays consisting of flexible illuminated tubing or strings of lights outlining property lines or open sales areas, rooflines, doors, windows, or wall edges of any building, except for temporary decorations not to exceed three (3) months per year. Lighting displays fabricated with durable materials intended for long term exposure to weather are exempt from this requirement.
- D. Signs that emit smoke, flame, scent, mist, aerosol, liquid, or gas.
- E. Signs that emit sound.
- F. Any electronic sign that generates a series of moving images, pulses, flashes, or similar distracting images using technology such as an LED digital display, or other video system, whether displayed on a building, vehicle, or mobile unit. This does not include electronic or digital signs that display a static image which changes at four (4) second or longer intervals.
- G. Strings of flags or pendants visible from, and within 50 feet of, any public right-of-way.

21-5.4 Prohibitions Based on Location:

- A. Off-premises signs, unless specifically permitted by this Article.
- B. Signs installed on public land or within the public right-of-way unless approved by an authorized Town official in writing. Any sign not so authorized is subject to immediate removal and disposal by any authorized official. Removal of the sign under this provision does not preclude prosecution of the person responsible for the sign.
- C. Signs on the roof surface or extending above the roofline of a building or its parapet wall.
- D. A sign that obstructs free or clear vision, or otherwise causes a safety hazard for vehicular, bicycle, or pedestrian traffic due to its location, including any sign located in the vision triangle formed by any two (2) intersecting streets, as regulated by the provisions of Section 16-20.5.

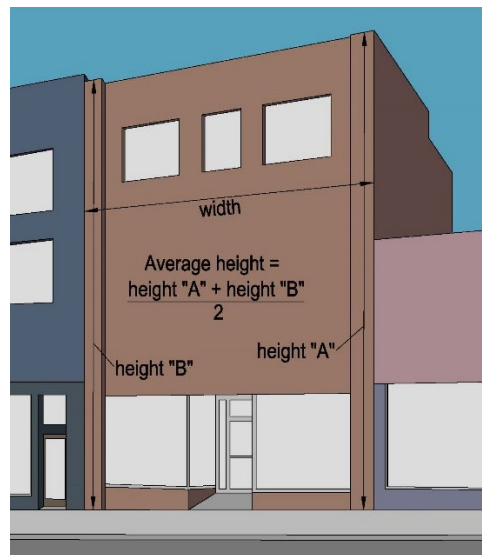
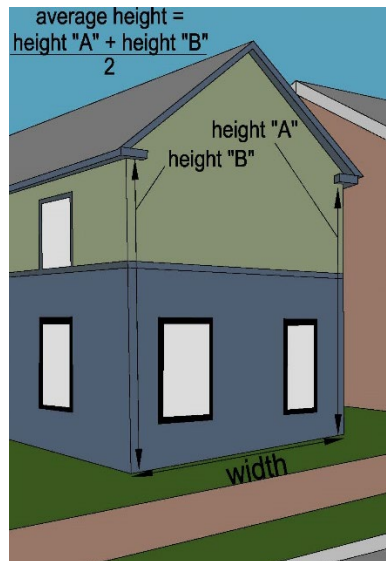
- E. Signs at or near any curve in a street in such a manner as to obstruct the clear vision of traffic from any one point on such curve to any other point on such curve or to any other point not more than 400 feet apart, as measured between each point from the nearest edge of the pavement.
- F. Side and rear wall signs facing and within 100 feet of a residential district.

21-6. MEASUREMENTS AND CALCULATION OF SIGN FACE AREA:

21-6.1 **Support Structures:** Supports, uprights, or structure on which any sign is supported shall not be included in determining the sign face area unless such supports, uprights or structure are designed in such a way as to form an integral background of the display. When a sign is placed on a fence, wall, planter, or other similar structure that is designed to serve a separate purpose other than to support the sign, the entire area of such structure shall not be computed. In such cases, the sign face area shall be computed in accordance with the other provisions of this section.

21-6.2 **Allowable Wall Sign face area:** The area of a wall for use in calculating maximum allowable sign face area shall be calculated in the following manner.

- A. The area of the wall is calculated by multiplying the width by height of the wall. The height shall be measured by calculating the average vertical distance from grade to the top of the wall of a flat roof, or parapet wall; or to the eave line of a gable, hip, or gambrel roof. (See diagram below.)



- B. In instances where there are multiple tenants or users on a property or in a building, which are located in distinct storefronts so as to be visible from a public right-of-way or publicly accessible parking lot, the measurement of wall area shall be determined for each individual establishment.
- C. In instances where there are multiple tenants or users within a single building, which are not visibly distinguishable when viewed from a public right-of-way or publicly accessible parking lot, the measurement of wall area shall be determined for all parties shall not exceed the maximum sign face area computed as if there were a single tenant or user.

21-6.3 **Sign face area:** Sign face area is calculated under the following principles.

- A. With signs that are regular polygons or circles the area can be calculated by the mathematical formula for that polygon or circle. With signs that are not regular polygons or circles, the sign face area is calculated using all that area within a maximum of three (3) abutting or overlapping rectangles that enclose the sign face. (See diagram below.)



- B. The support for the sign face, whether it is columns, a pylon, or a building, or part thereof, shall not be included in the sign face area.
- C. The area of a cylindrical or spherical sign shall be computed by multiplying one-half of the circumference by the height of the sign.
- D. For a marquee sign, only the area of the message shall be used in sign face area computation.

- E. The sign face area for a double-faced sign shall be measured on one side only. If the sign face areas differ, the larger sign face area shall be used.
- F. For projecting signs with a thickness of four (4) inches or more, the sign face area also includes the area of the visible sides of the sign, calculated as a rectangle enclosing each entire side view.
- G. A combined area sign may have up to four (4) 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.

21-6.4 **Height Measurement:** Measured as the vertical distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be the higher elevation of either the existing elevation at the edge of pavement closest to the sign location, or the existing grade at the time of the installation of the sign, exclusive of any filling, berming, or mounding primarily for the purpose of mounting or elevating the sign.

21-6.5 **Maximum Height:** The maximum height for any sign shall be 35 feet unless otherwise specified within this Article.

21-7. MAINTENANCE AND REMOVAL:

21-7.1 All signs shall be constructed and mounted in compliance with the Virginia Uniform Statewide Building Code.

21-7.2 All signs and components thereof shall be maintained in good repair and in a safe, neat, and clean condition. Signs showing visible signs of wear, fading, chipped paint, rotting or rusting structure, or non-working components after inspection by the building official, must be repaired or may be subject to code enforcement as a nuisance. Such signs shall be put in a safe and good state of repair, or removed, within 30 days of a written notice to the owner and/or permit holder.

21-7.3 The building official may cause to have removed or repaired immediately without written notice any sign which, in his opinion, has become insecure, in danger of falling, or otherwise unsafe, and, as such, presents an immediate threat to the safety of the public. If such action is necessary to render a sign safe. The cost of such emergency removal or repair shall be at the expense of the owner or lessee thereof.

21-7.4 The owner of any sign advertising a use that has ceased operating shall, within 60 days of the cessation, replace the sign face with a blank face.

21-7.5

Historic Signs: Preservation of historic signs is encouraged. Signs identified as historic or that contribute to a designated historic district or site should be preserved as recommended by the Virginia Department of Historic Resources; State Historic Preservation Office or their representative. Preservation and maintenance of historic signs shall conform to the recommendations of [Preservation Brief 25](#) of the U.S. Department of the Interior, National Park Service, Cultural Resources and Preservation Assistance Division.



21-7.6

Temporary displays must be maintained in good condition, whether permitted, allowed without permit, or otherwise; this includes temporary signs, flags, and holiday displays. Strings of lights designed for temporary seasonal use must be in safe working condition and shall not be displayed for more than three (3) months per calendar year. Any power source for temporary displays must comply with all applicable building and electrical codes. Worn or deteriorated displays must be removed, repaired, or replaced subject to the regulations contained herein.

21-8. ELECTRONIC MESSAGE SIGNS:

21-8.1

Electronic message signs (including the primary message and any and all secondary messages, backgrounds, etc.) are required to remain static for at least four (4) seconds and may not flash or change intensity by pulsing, pulsating, or other similar visual effect.

21-8.2

Electronic message signs are prohibited in the B-2 DT Business Zoning District and within any portions of the B-2 Business Zoning District that are part of the Wytheville Historic District.

21-8.3

See the charts in Section 21-11 for zoning districts where electronic message signs are allowed.

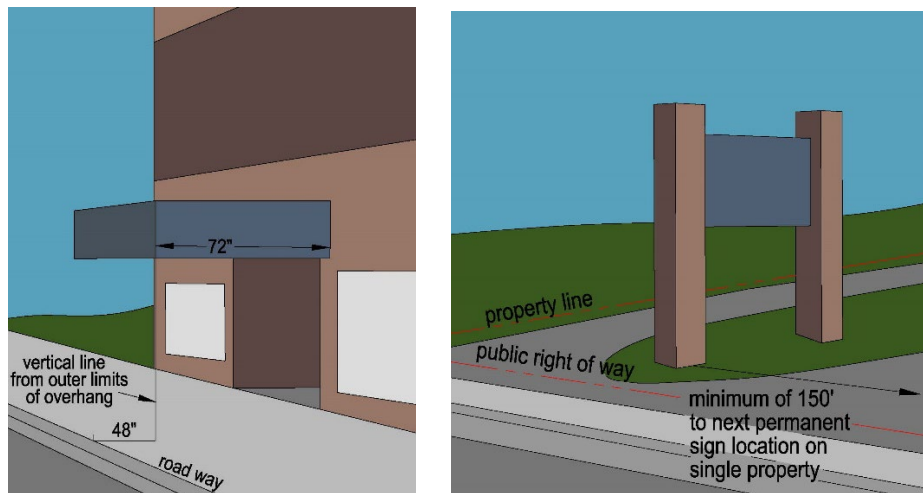
21-9. GENERAL REQUIREMENTS:

21-9.1

Placement:

- A. Signs in all zoning districts except for the B-2 DT Zoning District, permanent freestanding signs shall be set back a minimum of five (5) feet from any public right-of-way and a minimum of five (5) feet from all other property lines.
- B. In the B-2 DT Business Zoning District, all permanent freestanding signs must remain a minimum of two (2) feet from the back of the right-of-way line.

- C. In the B-2 DT Zoning District, projecting signs mounted on building facades may project a maximum of 72 inches over public property, or to within 48 inches of the face of curb of any roadway, whichever is less. This provision shall not prevent maintenance, repair, reconstruction, or preservation of historic signs and cultural features including, but not limited to, signs, marquees, public art, and similar cultural objects. (See diagram below left.)



- D. When two or more permanent ground mounted or freestanding signs are to be located on one (1) premises, those signs must be separated by a minimum of 150 feet. (See diagram above right.)
- E. Residence signs in residential districts shall be wall-mounted in close proximity to the front door.

21-9.2 **Glint and Glare:** The illumination from any sign resulting in any internal or external artificial light source that adversely affects surrounding properties, causes offensive glare, or creates a traffic hazard shall be prohibited. Furthermore, no sign shall be permitted to affect highway safety or shine directly into a residential dwelling unit.

21-9.3 **Size and Dimensional Requirements:** The tables in Section 21-11 set forth the sign type, number, sign face area, and maximum sign height allowed in each zoning district. (In lieu of following the strict guidelines as contained in Section 21-11, a comprehensive sign plan may be submitted for a common plan development.

21-9.4 **Structural Safety:** All signs shall conform to relevant building code standards and meet the following requirements.

- A. Sealed engineering and/or architectural plans may be required to assure that footings and structures are in compliance with building code requirements and meet applicable wind load standards.

- B. Signs must be mounted in a way that prevents repeated movement due to wind or other forces.

21-9.5 Illumination:

- A. All permitted signs in non-residential zoning districts, and signs of one (1) square foot of sign face area or less in residential zoning districts, may be backlit, internally lighted, or indirectly lighted, unless such lighting is specifically prohibited in this Article.
- B. Signs larger than one (1) square foot in sign face area in residential zoning districts may be illuminated with external or indirect lighting sources as described below.
- C. **External or Indirect Illumination:** Where indirect lighting is used to illuminate a sign, the source shall be shielded to reduce glint and glare. Projecting signs shall be indirectly illuminated or have shielded indirect lighting. Indirect lighting shall consist of full cut-off or directionally shielded lighting fixtures that are aimed and controlled so that the directed light shall be restricted to the sign to minimize glint, glare, and light trespass. The beam width shall not be wider than that needed to light the sign.
- D. **Internal Illumination:** Internally illuminated signs shall have a light-colored copy on a dark-colored or opaque background, so that the copy is legible during the day and night and to reduce nighttime glare. When illuminated, the sign shall appear to have an illuminated copy with a dark or non-illuminated background. (This requirement shall not apply to internally illuminated individual characters, letters, or shapes that do not contain copy on the sign face. Neon lighting is not considered to be internal lighting.)

21-10. NONCONFORMING SIGNS:

- 21-10.1 **Establishment of Legal Nonconforming Status:** Signs lawfully existing on the effective date of this Ordinance or prior ordinances, which do not conform to the provisions of this Article, and signs which are accessory to a nonconforming use shall be deemed to be nonconforming signs and may remain except as qualified below. The burden of establishing nonconforming status of signs and of the physical characteristics/location of such signs shall be that of the owner of the property. Upon notice from the zoning administrator, a property owner shall submit verification that sign(s) were lawfully existing at time of installation. Failure to provide such verification shall be cause for order to remove sign(s) or bring sign(s) into compliance with the current ordinance.

- 21-10.2 **Modification of Nonconforming Signs:** Nonconforming sign shall not be enlarged nor shall any feature of a nonconforming sign, such as illumination, be increased. A sign face may be changed so long as the new face is equal in sign face area.
- 21-10.3 **Maintenance of Nonconforming Signs:** Nonconforming signs may be maintained and kept in good repair without jeopardizing legal nonconforming status.
- 21-10.4 **Relocation of Nonconforming Signs:** Nonconforming sign shall not be moved for any distance on the same lot or to any other lot unless such change in location will make the sign conform in all respects to the provisions of this Article.
- 21-10.5 **Damaged Nonconforming Signs:** A nonconforming sign that is destroyed or damaged by any natural disaster may be restored within two (2) years after such destruction or damage but shall not be enlarged in any manner.

21-10.6 Removal of Nonconforming Signs:

- A. A nonconforming sign that is removed for any cause other than a natural disaster shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this Article.
- B. It is the responsibility of the applicant to obtain a permit for a replacement sign prior to removal of a nonconforming sign.
- C. A nonconforming sign structure shall be subject to the removal provisions of Section 21-7 when the use to which it is accessory has not been in operation for a period of two (2) years or more. Such sign structure shall be removed by the owner or lessee of the property. If the owner or lessee fails to remove the sign structure, the zoning administrator or designee shall give the owner thirty (30) days' written notice to remove it. Upon failure to comply with this notice, the zoning administrator or designee may enter the property upon which the sign is located and remove any such sign or may initiate such action as may be necessary to gain compliance with this provision. The cost of such removal shall be chargeable to the owner of the property.

21-11. PERMITTED SIGN CHARTS:

The charts on the following pages provide a detailed description of the requirements for the various sign types within the various zoning districts of the Town of Wytheville. The charts also identify which sign types require permitting and in which zoning districts they are allowed.

Chart 21-1: Signs in Agricultural District A-1

General Signage Requirements:

Except as otherwise prohibited in this Article, the following signs are permitted as accessory to agricultural uses in the A-1 Zoning District.

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Changeable Copy, Freestanding, Ground-Mounted, Monument, Pole	1	32	6 feet	Setback at least 5 feet from the right-of-way line. Must be removed or repaired if deteriorated or damaged.	Yes
Wall	1 per wall	25% of the total wall area.	Not to exceed wall height.	Wall signs facing residentially zoned abutting properties are prohibited.	Yes
Minor	Not Regulated	6 square feet maximum per sign.	8 feet	Locations subject to review as part of a site plan zoning review.	No
A-Frame, Banner, Feather, Portable, Temporary	6	36	6 feet	May be displayed no more than 90 consecutive days and twice per year. Setback three (3) feet minimum from right-of-way. For multi-family units, signs shall be within ten (10) feet of the entrance door. Must be removed if deteriorated or damaged.	Up to 4 signs with a total sign face area of 16 square feet or less do not require a permit. More than 4 signs or more than 16 square feet of sign face area requires a permit.
Flag, Holiday Display	Not restricted	Not restricted	Flag poles 30 feet. Holiday displays not regulated.	Must be removed, replaced, or repaired if deteriorated or damaged.	No
Temporary Sign - Extended Use	1	12	6 feet	On properties with an active building permit	No
	1	12 on roads with 25 MPH speed limit or less 32 on roads with speed limits greater than 25 MPH	6 feet	On properties for sale or rent	No

Chart 21-2: Signs in Residential Districts

General Signage Requirements:

Except as otherwise prohibited in this Article, the following signs are permitted as accessory to residential uses in residential districts. Residential districts shall include R-1, R-1A, R-1M, R-2, R-2C, R-2 FH, R-3, and R-3 MH. Residential uses include single family homes and individual units in multi-family complexes. Internally illuminated signs larger than one square foot in sign face area, moving signs, and electronic message signs are prohibited on residential properties in all residential districts.

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Temporary	4	16	4 feet	May be displayed no more than 90 consecutive days and twice per year. Setback three (3) feet minimum from right-of-way. For multi-family units, signs shall be within ten (10) feet of the entrance door. Must be removed if deteriorated or damaged.	No
A-Frame Portable	1	6	4 feet	May be displayed no more than 90 consecutive days and twice per year. Setback three (3) feet minimum from right-of-way. For multi-family units, signs shall be within ten (10) feet of the entrance door. Must be removed if deteriorated or damaged.	No
Residence Sign	1	6	6 feet	Setback at least five (5) feet from the right-of-way line. Must be removed or repaired if deteriorated or damaged.	No
Flag Holiday Display	Not restricted	Not restricted	Flag poles 30 feet. Holiday displays not regulated.	Must be removed, replaced, or repaired if deteriorated or damaged.	No
Temporary Sign - Extended Use	1	12	6 feet	On properties with an active building permit	No
	1	12 on roads with 25 MPH speed limit or less 32 on roads with speed limits greater than 25 MPH	6 feet	On properties for sale or rent	No

Chart 21-2: Signs in Residential Districts (Continued)

General Signage Requirements for Various Non-residential Uses in Residential Zoning Districts:

Except as provided otherwise in this Article, the following sign types are permitted in addition to those listed in this table above, as accessory to non-residential uses in residential districts. Non-residential uses include multi-family housing complexes with four or more units, funeral homes, churches, and other grandfathered commercial or institutional uses. Internally illuminated signs larger than one square foot in sign face area, moving signs, and electronic message signs are prohibited as accessory uses for non-residential uses in all residential districts.

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Awning Canopy	1	16	Shall not extend above the awning or canopy.	To be located above the principal building entrance or management office entrance of the non-residential use.	Yes
Monument Freestanding or Ground-Mounted Wall	1	32	6 feet	Setback at least 5 feet from the right-of-way line.	Yes

Chart 21-3: Signs in B-1 and B-2 Business Districts Except for Sites Located in an Entrance Corridor

General Signage Requirements:				Arterial Road Frontage:	Base Sign Area
<p>Sign types highlighted with yellow shading are subject to a total maximum sign face area. The maximum sign face area allowed per premises or common plan development is calculated based on street frontage along principal streets and highways for the premises or common plan development area. Local residential neighborhood streets are excluded from the frontage total. The total allowable sign area includes both on premises and off premises signs. Other time and/or location requirements apply to various sign types as indicated in this table.</p> <p>Except as provided otherwise in this Article, the following signs are permitted as accessory uses in the B-1 and B-2 Zoning Districts.</p>				1 – 400 ft 401 – 600 ft 601 – 800 ft 801 – 1000 ft 1001 – 1200 ft 1201 – 1400 ft 1401 or more	90 ft ² 180 ft ² 270 ft ² 360 ft ² 450 ft ² 540 ft ² 600 ft ²
Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Freestanding Ground Mounted Monument Pole	1 for every premises or common plan of development with up to 200 feet of street frontage. 1 additional for every full additional 200 feet of street frontage.	Counts toward total for “General Signage” in this table.	35 feet	Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line. May not obstruct sight triangles of any street or access driveway.	Yes
Awning Canopy Marquee Projecting	1	Counts toward total for “General Signage” in this table.	Not to exceed the height of the building, awning, or canopy where installed.	In the B-1 and B-2 Zoning Districts, these signs must be located at least five (5) feet away from any public right-of-way	Yes
Electronic Message	1	Counts toward total for “General Signage” in this table.	35 feet	Message or image must remain static for at least 4 seconds. Scrolling, flashing, or moving images are prohibited.	Yes
Window	2	Not Regulated.	N/A	Applies to signs permanently affixed to windows.	Yes
Wall	1 per wall	25% of the total wall area.	Not to exceed wall height.	Wall signs facing residentially zoned abutting properties are prohibited.	Yes

Chart 21-3: Signs in B-1 and B-2 Business Districts Except for Sites Located in an Entrance Corridor (Continued)

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Minor Directional	Not Regulated	6 square feet maximum per sign.	8 feet	Locations subject to review as part of a site plan zoning review.	No
Changeable Copy	1 per storefront	32	Freestanding signs, 6 feet Building mounted not to exceed building height.	Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line.	Yes
High Mast	1	600 square feet	High Mast – 130 feet	Permitted only within commercial zoning districts that are also located within the Interstate Corridor as defined herein.	Yes
Banner Feather Temporary	Number not limited	100 square feet total with a maximum of 32 square feet per sign.	8 feet	May be displayed no more than 90 consecutive days and twice per year. Setback minimum of 3 feet from right-of-way line.	Up to 4 signs with a total sign face area of 36 square feet or less do not require a permit. More than 4 signs or more than 36 square feet of sign face area requires a permit.
A-Frame Chalkboard Portable	1 per building or storefront	10 square feet per building or storefront	4 feet for signs placed on the ground or pavement. Wall mounted signs below 9 feet.	Setback minimum of 3 feet from right-of-way line.	No
Flags and Holiday Displays	Not restricted	Not restricted	Flag poles 30 feet. Holiday displays not regulated.	Setback minimum of 3 feet from right-of-way line.	No
Temporary Sign - Extended Use	1	12	6 feet	On properties with an active building permit	No
	1	32	6 feet	On properties for sale or rent	No

Chart 21-4: Signs in B-2 DT Zoning District

General Signage Requirements:

Except as provided otherwise in this Article, the following signs are permitted as accessory uses in B-2 DT Zoning District. Signs within the B-2 DT Zoning District are subject to review for historic appropriateness by the Downtown Wytheville Design Committee.

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Freestanding Ground Mounted Monument Pole	1 for every premises or common plan of development with 75 or more feet of street frontage and where building setback is greater than the sign width plus five (5) feet. Neon illumination is allowed.	90	20 feet	Must be located at least two (2) feet away from any public right-of-way and fifteen (15) feet away from any other property line. May not obstruct sight triangles of any street or access driveway.	Yes
Projecting	1 for every premises or common plan of development with a front building setback of less than five (5) feet. Neon illumination is allowed.	50	Not to exceed the height of the building where installed.	In the B-2 DT Zoning District, these signs may project a maximum of 72 inches over public property, or to within 48 inches of the face of curb of any roadway, whichever is less.	Yes
Window	2	25% of the window surface area.	N/A	Applies to signs permanently affixed to windows.	Yes
Awning Canopy Marquee Wall	1 per wall. Neon illumination is allowed on Marquee and Wall signs.	25% of the total wall area.	Not to exceed wall, awning, canopy, or marquee height.	Signs located on historic building facades must be located within the portion of the façade designed to accommodate signage, such as a sign band, awning, or transom area. Wall signs facing residentially zoned abutting properties are prohibited.	Yes
Changeable Copy	1 per premises or common plan of development.	32	Freestanding signs, 6 feet Building mounted not to exceed building height.	Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line.	Yes
Minor Directional	Not Regulated	6 square feet maximum per sign.	8 feet	Locations subject to review as part of a site plan zoning review.	No

Chart 21-4: Signs in B-2 DT Zoning District (Continued)

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Banner Feather Temporary	4	100 square feet total with a maximum of 32 square feet per sign.	8 feet	May be displayed no more than 90 consecutive days and twice per year. Setback minimum of three (3) feet from right-of-way line.	No
A-Frame Chalkboard Portable	1 per building or storefront	10 square feet per building or storefront	4 feet for signs placed on the ground or pavement. Wall mounted signs below 9 feet.	May be located on paved public sidewalk or on grass parkway strip within the public right-of-way but shall not block the flow of pedestrian traffic.	No
Flags and Holiday Displays	Not restricted	Not restricted	Flag poles 30 feet. Holiday displays not regulated.	Setback minimum of two (2) feet from right-of-way line.	No
Temporary Sign -Extended Use	1	12	6 feet	On properties with an active building permit	No
	1	32	6 feet	On properties for sale or rent	No

Chart 21-5: Signs in the M-1 and M-2 Industrial Districts, Except for Sites Located in an Entrance Corridor

General Signage Requirements:				Arterial Road Frontage:	Base Sign Area
<p>Sign types highlighted with yellow shading are subject to a total maximum sign face area. The maximum sign face area allowed per premises or common plan development is calculated based on street frontage along principal streets and highways for the premises or common plan development area. Local residential neighborhood streets are excluded from the frontage total. The total allowable sign area includes both on premises and off premises signs. Other time and/or location requirements apply to various sign types as indicated in this table.</p> <p>Except as provided otherwise in this Article, the following signs are permitted as accessory uses in industrial districts including the M-1, M-1A, M-2 and MA-1 Zoning Districts. In addition, up to one (1) minor sign per tenant space, suite, or similar unit is permitted as a wall sign.</p>				<p>1 – 400 ft 401 – 600 ft 601 ft or more</p>	<p>90 ft² 150 ft² 270 ft²</p>
Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Freestanding Ground Mounted Monument Pole	<p>1 for every premises or common plan of development with up to 200 feet of street frontage.</p> <p>1 additional for every full additional 200 feet of street frontage.</p>	Counts toward total for "General Signage" in this table.	6 feet	<p>Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line.</p> <p>May not obstruct sight triangles of any street or access driveway.</p>	Yes
Awning Canopy Marquee Projecting	1	Counts toward total for "General Signage" in this table.	Not to exceed the height of the building, awning, or canopy where installed.	These signs must be located at least five (5) feet away from any public right-of-way	Yes
Electronic Message	1	Counts toward total for "General Signage" in this table.	6 feet	<p>Message or image must remain static for at least 4 seconds.</p> <p>Scrolling, flashing, or moving images are prohibited.</p>	Yes
Window	Not Regulated	Not Regulated	Not applicable	Applies to signs permanently affixed to windows.	No

Chart 21-5: Signs in the M-1 and M-2 Industrial Districts, Except for Sites Located in an Entrance Corridor

(Continued)

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Wall	1 per storefront.	25% of the total wall area.	Shall not exceed the height of the wall where the sign is affixed.	Shall not be located on any wall that faces an adjoining residential use.	Yes
Changeable Copy	1 per storefront	32	Freestanding signs, 6 feet Building mounted not to exceed building height.	Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line.	Yes
Directional Minor	Not Regulated	6 square feet maximum per sign.	8 Feet	Locations subject to review as part of a site plan zoning review.	No
High Mast	1	600 square feet	High Mast – 130 feet	Permitted only within commercial zoning districts that are also located within the Interstate Corridor as defined herein.	Yes
Banner Feather Temporary	Number not limited	100 square feet total with a maximum of 32 square feet per sign.	6 feet	May be displayed no more than 90 consecutive days and twice per year. Setback minimum of 3 feet from right-of-way line, or in the case	Up to 4 signs with a total sign face area of 36 square feet or less do not require a permit. More than 4 signs or more than 36 square feet of sign face area requires a permit.
A-Frame Chalkboard Portable	1 per building or storefront	10 square feet per building or storefront	4 feet for signs placed on the ground or pavement. Wall mounted signs below 9 feet.		No
Flags and Holiday Displays	Not restricted	Not restricted	Flag poles 30 feet. Holiday displays not regulated.	Not regulated	No
Temporary Sign -Extended Use	1	12	6 feet	On properties with an active building permit	No
	1	12 on roads with 25 MPH speed limit or less 32 on roads with speed limits greater than 25 MPH	6 feet	On properties for sale or rent	No

Chart 21-6: Signs in the Entrance Corridor Overlay District and, in the MA-1 Medical Arts District

General Signage Requirements:

Except as provided otherwise in this Article, the following signs are permitted as accessory uses in the MA-1 Medical Arts Zoning District.

Additional Entrance Corridor Requirements

Signs shall have an effective height of no more than six (6) feet with a length limit of twenty-five (25) feet with a limit of four (4) different colors. Signs shall be of stone masonry, brick, wood, or other traditional materials. See Article XVI: General Provisions Section 16-18.3.

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Electronic Message Freestanding Ground Mounted Monument Pole	1 for every premises or common plan of development.	150	6 feet	Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line. May not obstruct sight triangles of any street or access driveway. Electronic message or image must remain static for at least 4 seconds. Scrolling, flashing, or moving images are prohibited.	Yes
Awning Canopy Marquee Projecting	1		Not to exceed the height of the building, awning, or canopy where installed.	These signs must be located at least five (5) feet away from any public right-of-way	Yes
Window	Not Regulated	Not Regulated	Not applicable	Applies to signs permanently affixed to windows.	No
Wall	1 per storefront.	25% of the total wall area.	Shall not exceed the height of the wall where the sign is affixed.	Shall not be located on any wall that faces an adjoining residential use.	Yes
Changeable Copy	1 per storefront	32	Freestanding signs, 6 feet Building mounted not to exceed building height.	Must be located at least five (5) feet away from any public right-of-way and fifteen (15) feet away from any other property line.	Yes

Chart 21-6: Signs in the Entrance Corridor Overlay District and in the MA-1 Medical Arts District (Continued)

Sign Type	Maximum Number of Signs	Cumulative Maximum Square Feet of Sign Face	Maximum Height	Time and Location Requirements	Permit Required
Directional Minor	Not Regulated	6 square feet maximum per sign.	8 feet	Locations subject to review as part of a site plan zoning review.	No
Banner Feather Temporary	Number not limited	100 square feet total with a maximum of 32 square feet per sign.	6 feet	May be displayed no more than 90 consecutive days and twice per year. Setback minimum of 3 feet from right-of-way line, or in the case	Up to 4 signs with a total sign face area of 36 square feet or less do not require a permit. More than 4 signs or more than 36 square feet of sign face area requires a permit.
A-Frame Chalkboard Portable	1 per building or storefront	10 square feet per building or storefront	4 feet for signs placed on the ground or pavement. Wall mounted signs below 9 feet.		No
Flags and Holiday Displays	Not restricted	Not restricted	Flag poles 30 feet. Holiday displays not regulated.	Not regulated	No
Temporary Sign -Extended Use	1	12	6 feet	On properties with an active building permit	No
	1	12 on roads with 25 MPH speed limit or less 32 on roads with speed limits greater than 25 MPH	6 feet	On properties for sale or rent	No

