

**CHAPTER 25. ZONING.**

**DIVISION A. IN GENERAL.**

**Article IV. Signs, billboards and outdoor advertising structures.**

- § 25-40. Applicability.
- § 25-41. Definitions.
- § 25-42. General provisions.
- § 25-43. Exempt signs.
- § 25-44. Prohibited signs in all districts.
- § 25-45. Nonconforming signs.
- § 25-46. Setbacks.
- § 25-47. Maximum sign sizes and maximum number of signs.

CHAPTER 25. ZONING.

DIVISION A. IN GENERAL.

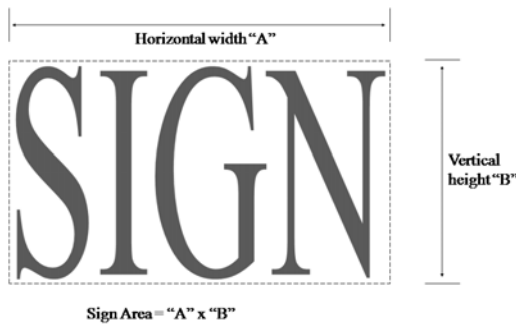
Article IV. Signs, billboards and outdoor advertising structures.

§ 25-40. Applicability.

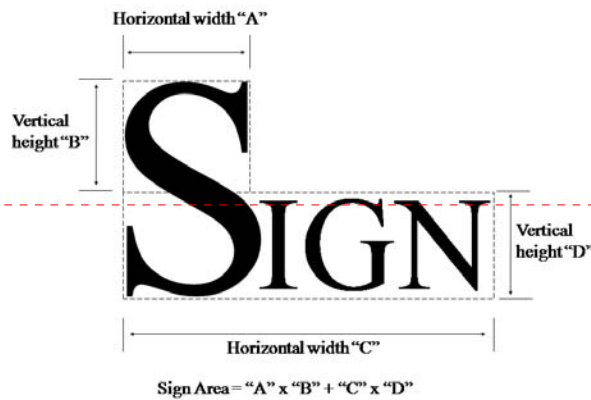
These regulations shall govern and control the erection, remodeling, enlarging, moving, maintenance and operation of all exterior signs within all zoning districts established by this article.

§ 25-41. Definitions.

Sign. Any exterior display of any letter, words, numerals, figures, devices, emblems, pictures, or any parts or combinations thereof, by any means whereby the same are made visible for the purpose of making anything known, whether such display be made on, attached to, or as part of a structure, surface or any other thing, including, but not limited to, vehicles, buildings, barns, the ground, any rock, tree, or other natural object, which display is visible beyond the boundaries of the parcel of land on which the same is located.



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



Comment [MSOffice1]: Rooftop items such as ice cream cones, statue of liberty

Advertising sign, off-premises. A sign which directs attention to a business, commodity, activity, service or product not conducted, sold or offered upon the premises where such sign is located. For the purposes of this section, billboards are considered to be off-premises advertising signs.

Advertising sign, on-premises. A sign which directs attention to a business, profession, commodity, service or entertainment sold or offered upon the premises where such sign is located or to which it is attached. Includes “coming soon” and “future home of” signs.

Agricultural and Forestal District sign. An on premises sign announcing that property is currently in an Agricultural and Forestal District.

Banner sign. Any sign intended to be hung either with or without frames, possessing characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric of any kind. National flags, flags of political subdivisions and symbolic flags of any institution or business and decorative flags shall not be considered banners for the purpose of this article.

Construction sign. Any sign giving the name or names of principal contractors, architects, engineers, landscape architects, or other such professional persons, and lending institutions responsible for the lawful construction, alteration, remodeling or demolition on the site where the sign is placed. Such signs shall be limited to one listing for each person or organization involved, and such signs shall be removed within thirty (30) days after the issuance of the Certificate of Occupancy or within thirty (30) days of completion of a demolition project.

**Comment [MSOffice2]:** Combined our definition with Pat Morgan's

Directional sign. An off-premises sign, one end of which may be pointed or on which an arrow may be painted, indicating the direction and/or distance to a business, church, school, hospital, park, scenic or historic place or other places of acknowledged public interest, and containing no other advertising. Approval for such sign must be obtained from the Zoning Administrator in residential areas only, who will grant approval only upon the showing by the applicant that the applicant cannot otherwise reasonably direct customers to the location.

**Comment [MSOffice3]:** Added business to the definition

Directional sign, business. An on-premises sign, interior to the business development or complex, one end of which may be pointed, or on which an arrow may be painted, which states only the name and location of businesses or professions. This definition includes development in a Multi-family Residential District.

**Comment [MSOffice4]:** Modified definition to be on premises signs within a business development and to include Multi-family Residential districts to include residential care facilities

Farm sign. A sign displayed on any farm by the owner or other operator thereof for the purpose of identifying such farm.

Farm product sign. A sign or signs identifying the produce, crops, animals or poultry raised or quartered on the property.

**Freestanding sign.** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building. Freestanding signs include but are not limited to pole, directory, pylon, and ground signs.

**Government/ Public Use sign.** Signs erected and maintained by or under the direction of local, state or federal governmental authorities, and any lawful road name and any number sign regardless of whether it is publicly or privately erected. Such signs may contain "danger" or "warning" messages required by governmental or other authorities.

**Home occupation sign.** A sign permitted in association with an occupation conducted on the premises within a dwelling unit that is clearly a secondary use of the property.

**Identification Sign.** A permanent sign announcing the name of a subdivision, group housing project, locality, church, school, park or other public or quasi-public structure or facility located on the premises.

**Political campaign sign.** A sign used to advertise or promote a candidate for public office or referencing an issue on the ballot in a forth-coming election or primary provided that the sign will be removed within ten (10) days after the election.

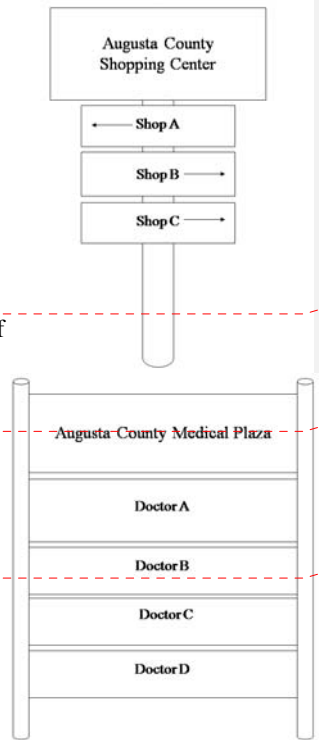
**Portable sign.** Any sign not permanently attached to the ground, a structure or any other sign. The sign area of portable signs count towards the total sign area allowed.

**Public services sign.** A sign advertising only the name, time and place of any bona fide fair, carnival, festival, bazaar, horse show or similar event, when conducted by a public agency or for the benefit of any civic, fraternal, religious or charitable cause provided that the sign will be removed within ten (10) days after the end of the event to which it refers.

**Pylon/directory sign, on-premises.** A sign on which the name of the development and the names and locations of occupants or the uses of a building or group of buildings is listed.

**Pylon/directory sign, off-premises.** A sign on which the name of the development and the names and locations of occupants or the uses of a building or group of buildings not located upon the premises where such sign is located is listed.

**Real estate, lead-in sign.** A directional sign used to provide directions to real estate for sale, lease or rent. No more than one (1) real estate lead-in sign shall be allowed at any road intersection. No such sign shall contain the name of any company or agent, only "homes for sale" and similar phrases.



**Comment [MSOffice5]:** Added to make the "welcome to Verona" type signs legal

**Comment [MSOffice6]:** Currently included in our public service signs

**Comment [MSOffice7]:** Helps direct customers to businesses on site

**Comment [MSOffice8]:** Useful for businesses not visible from the main road, such as Orchard Hill and Shenandoah Harley and would eliminate the need for variances.

**Comment [MSOffice9]:** One sign could replace 10 signs at intersections

Real estate, lot sign. On-site signs advertising the sale, rent or lease of a single dwelling unit, building, or vacant lot containing one acre or less; provided that such signs shall be removed promptly after closing of the transaction.

Real estate, tract sign. On-site signs advertising the sale, rent or lease of more than one acre of land or multiple lots within a subdivision; provided, that such signs shall be neatly painted and maintained, and shall be removed promptly after closing of the transaction of all tracts or lots within the subdivision.

Residential identification. A sign on the premises with a dwelling unit, announcing the name, owner, manager or location thereof.

Temporary sign. Any sign, banner, pennant or other advertising medium intended to be displayed for a short period of time (not to exceed sixty (60) days) as regulated by the provisions of this article for permanent signs of the same type. This includes “going out of business” signs.

Yard sale sign. Any sign advertising a special sale by property owners. Such signs shall be removed within three (3) days after the yard sale has been conducted.

#### **§ 25-42. General provisions.**

The following restrictions shall apply to all signs in Augusta County:

A. No sign shall be erected or maintained unless it is in compliance with the regulations of this article.

B. There are no height limitations for signs.

C. No sign shall be erected, constructed or maintained so as to obstruct or interfere with required traffic visibility or sight distance.

D. All signs shall be maintained in good condition and appearance. After due notice, if a sign is not restored to good condition and/or appearance, the sign shall be removed at the owner's expense.

E. Signs advertising an activity, business or service which is no longer active or available shall be removed within sixty (60) days of the date of closing or termination of the activity, business or service. Agricultural and Forestal District signs shall be removed within sixty (60) days of the date the property on which the sign is located is removed from the district or the district expires. All signs not removed after sixty (60) days of the date of closing, termination, removal, or expiration become illegal signs and shall not be considered nonconforming signs.

F. No freestanding advertising sign larger than four square feet shall be permitted within one hundred feet (100') of any lot line in a residential zoned district.

G. No off-premises advertising sign shall be erected within three hundred feet (300') of a residential zoned district.

H. Along all primary and secondary highways no off-premises advertising sign shall be larger than eight hundred square feet (800 sq. ft.) and in no case shall any off-premises advertising sign exceed eight hundred square feet (800 sq. ft.).

I. Along all interstate highways no off-premises advertising sign shall be erected closer to any other off-premises advertising sign than two thousand feet (2000') measured on the same side of the right-of-way.

J. Signs or attention-getting devices for adult businesses shall not contain any words or graphics depicting, describing or relating to specified sexual activities or specified anatomical areas, as defined in §6-41 of this Code. (Ord. 04/23/08)

K. A Building Permit for the erection, alteration, or reconstruction of signs may be required.

L. The erection, alteration, or reconstruction of a sign may be subject to approval from the Virginia Department of Transportation.

**§ 25-43. Exempt Signs.**

The following signs are exempt from the sign regulations:

- A. Gas pumps
- B. Menu boards
- C. Vending machines
- D. Ice Machines
- E. Warning signs such as “no parking, no fishing, and no trespassing”
- F. Park and ride
- G. Signs in ballparks and athletic facilities, including outfields and scoreboards
- H. Government/public use signs
- I. Political
- J. In and out signs at entrances

**§ 25-44. Prohibited signs in all districts.**

A. No sign, other than government/public use signs or signs erected and maintained by or under the direction of the Virginia Department of Transportation, shall be erected on any dedicated or publicly owned street or road right-of-way. (

B. No signs shall be placed on vehicles or trailers which are parked or located for the primary purpose of using the vehicle or trailer as a sign (this does not apply to signs or letters on buses, taxis, or vehicles operating during the normal course of business).

**§ 25-45. Nonconforming signs.**

A. No nonconforming sign erected before the effective date of this Chapter shall be enlarged, moved, replaced or repaired at a cost in excess of fifty percent (50%) of its fair market value, unless it shall be brought in compliance with the provisions of this article. All nonconforming signs in any district which are not maintained in a continuous state of good repair and all nonconforming signs which are abandoned for a continuous period of two (2) years shall be removed. For purpose of this Chapter, a sign shall be considered as abandoned if no copy or advertising matter is exhibited on the advertising face of the sign.

B. Should such sign structure be moved for any reason, it shall thereafter conform to the regulations for signs.

**§ 25-46. Setbacks.**

Signs, where permitted, are not required to meet the setback requirements for the district in which they are located except for the following:

A. No sign shall be so located as to interfere with sight distance for vehicles entering or leaving street intersections, driveways or entrances;

B. Off-premises advertising signs along interstate highways shall be set back a minimum of six hundred sixty feet (660') from the nearest edge of the right-of-way.

**§ 25-47. Maximum sign sizes and maximum number of signs.**

Unless the underlying use is not permitted in the zoning district, the following signs shall be permitted. In no case shall the following maximum individual sign sizes or maximum number of signs be exceeded.

Comment [MSOffice10]: Developed new chart, old chart deleted

A. Residential Districts.

Type Sign	Maximum Individual Sign Size (square feet)	Maximum Number of Signs
Advertising, off-premises	Not permitted	Not permitted.
Advertising, on- premises	4	One (1) sign per lot.
Banner	32	One (1) banner per lot.
Construction- one (1) sign per individual business	4	One (1) sign per business per lot.
Construction (multiple businesses listed on a single sign)	32	One (1) sign per lot.
Directional	4 Only with Zoning Administrator approval	Maximum of one (1) sign at any intersection.
Directional, business – (Interior to a business development and includes development located in a Multi-Family Residential District)	4 Only with Zoning Administrator Approval	Maximum of four (4) signs at any intersection.
Farm	4	One (1) sign per entrance.
Farm product	4	One (1) sign per lot.
Home occupation, “A” or “B”	4	One (1) sign per lot.
Home business, rural	N/A	N/A
Identification	32	Two (2) signs per entrance.
Public service	4	One (1) sign per lot or tract.
Pylon/Directory, on-premises	12	One (1) sign per entrance.
Pylon/Directory, off-premises	12	One (1) sign per entrance.
Real estate, lead-In	4	One (1) sign per intersection.
Real estate, lot	4	One (1) sign per real estate company.
Real estate, tract	32	One (1) sign per 500 feet of public road frontage.
Residential identification	2	Two (2) signs per dwelling.
Yard sale	4	One (1) sign per lot.

Comment [MSOffice11]: Permit directional signs within developments such as Promised Land

B. Agriculture Districts.

Type Sign	Maximum Individual Sign Size (Square feet)	Maximum Number of Signs
Advertising, off-Premises	800	Two (2) signs per lot.
Advertising, on-Premises	32	Two (2) signs per lot.
Agricultural Forestal District	12	Six (6) per district.
Banner	32	One (1) sign per lot.
Construction- one (1) sign per individual business	4	One (1) sign per business per lot.
Construction (multiple businesses listed on a single sign)	32	One (1) sign per lot.
Directional	8	Four (4) signs at any intersection; no more than two (2) directional signs per business.
Directional, business (Interior to a business development)	8	Four (4) signs at any intersection; no more than two (2) directional signs per business.
Directional, Rural Home Business	8	Two (2) per business.
Farm	32	One (1) sign per entrance.
Farm product	32	No limit.
Home occupation, "A" or "B"	4	One (1) sign per lot.
Home business, rural	32	One (1) sign per lot.
Identification	32	Two (2) signs per entrance.
Public service	32	One (1) sign per lot or tract.
Pylon/Directory, on-premises	12	One (1) sign per entrance.
Pylon/Directory off-premises	12	One (1) sign per entrance.
Real estate, lead-In	4	One (1) sign per intersection.
Real estate, lot	4	One (1) sign per real estate company.
Real estate, tract	64	One (1) sign per 500 feet of public road frontage.
Residential identification	4	Two (2) signs per dwelling.
Yard sale	4	One (1) sign per lot.

Comment [MSOffice12]: Added interior to a business development to the definition

C. Business and Industrial Districts.

The total combined sign area of all signs shall not exceed three (3) square feet of sign area for each lineal foot of lot frontage, including frontage on public roads, private roads, inter-parcel travel ways, and interstate highways.

Type Sign	Maximum Individual Sign Size (Square feet)	Maximum Number of Signs
Advertising, off-premises	800	Two (2) signs per lot.
Advertising, on-premises	No Limit	No Limit.
Banner	32	No Limit.
Construction	No Limit	No Limit.
Directional	8	Maximum of four (4) signs at any intersection.
Directional, business (Interior to a business development)	12	No Limit.
Pylon/Directory, on-premises	No Limit	No Limit.
Pylon/Directory, off-premises	No Limit	No Limit.
Farm	32	One (1) sign per entrance.
Farm product	32	No limit.
Home occupation, "A" or "B"	4	One (1) per lot.
Home business, rural	32	Two (2) signs per lot.
Identification	No Limit	Two (2) signs per entrance.
Public service	32	No limit.
Real estate, lead-In	4	One (1) sign per intersection.
Real estate, lot	32	One (1) sign per real estate company.
Real estate, tract	64	One (1) sign per 500 feet of public road frontage.
Residential identification	4	Two (2) signs per dwelling.
Yard sale	4	One sign per lot.

Sections 25-48 through 25-50 reserved.

[Article IV, Division A, Chapter 25 was revised and readopted on 2/10/10, eff. 3/1/10]