



TOWN OF OCCOQUAN

Circa 1734 | Chartered 1804 | Incorporated 1874

314 Mill Street
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Occoquan, VA 22125
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PLANNING COMMISSION MEETING

October 21, 2025 | 7 PM

1. **Call to Order**
2. **Public Hearing**
 - a. Joint Planning Commission and Town Council Public Hearing on Sign Ordinance Zoning Text Amendment
3. **Action Items**
 - a. Request to Make Recommendation to Town Council on Ordinance O-2025-12 on Sign Ordinance Zoning Text Amendment
4. **Adjournment**

Eliot Perkins
Chair, Planning Commission



TOWN OF OCCOQUAN PLANNING COMMISSION

Agenda Communication

2. Public Hearing

Meeting Date: October 21, 2025

2A: Joint Planning Commission and Town Council Public Hearing on Sign Ordinance Zoning Text Amendment

Attachments:

- a. Draft Ordinance O-2025-12
- b. Public Hearing Advertisement

Submitted by: Adam C. Linn
Town Manager

This is a joint public hearing on a zoning text amendment to make changes to the sign ordinance (§ 157.300 et seq) of the Town Code. The proposed changes are intended to make technical clarifications as well as substantive changes to the code. The substantive changes include:

1. To amend §157.302(I) to authorize permits for colored illuminated tubing or strings of lights outside the October 1-March 31 period.
2. To amend §157.303 to allow up to two A-frame signs without a permit, consistent with placement and design rules (§157.307).
3. To amend §157.307(F) to allow off-premises A-frame signs in the B-1 Business District subject to conditions.
4. Reformat and update tables contained in §§157.320-157.321

The draft ordinance is attached. This is a joint public hearing held between the Planning Commission and the Town Council.

This public hearing was advertised in The Washington Times on October 10, 2025, and October 16, 2025, as well as on the Town website and at locations around the town.

Town Staff's Recommendation: Recommend closing the public hearing.

Proposed/Suggested Motion:
"I move to close the public hearing."

OR

Other action the Commission deems appropriate.

**TOWN OF OCCOQUAN, VIRGINIA
Notice of Joint Public Hearing of
Planning Commission and Town Council**

October 21, 2025 – 7:00 p.m.

Notice is hereby given pursuant to § 15.2-2204 of the Code of Virginia, as amended, that the Occoquan Town Planning Commission and Town Council will conduct a joint Public Hearing on proposed amendments to the Zoning Ordinance. The proposed amendments are intended to make technical clarifications to § 157.300 et seq. along with the following notable substantive changes:

1. To amend §157.302(I) to authorize permits for colored illuminated tubing or strings of lights outside the October 1-March 31 period.
2. To amend §157.303 to allow up to two A-frame signs without a permit, consistent with placement and design rules (§157.307).
3. To amend §157.307(F) to allow off-premises A-frame signs in the B-1 Business District subject to conditions.
4. Reformat and update tables contained in §§157.320–157.321

The proposed amendments are available for review in Town Hall, 314 Mill Street, Occoquan, Virginia 22125 and online at www.occoquanva.gov.

The hearing is being held on October 21, 2025, at 7:00 p.m. at the Occoquan Town Hall, located at 314 Mill Street, Occoquan, Virginia 22125 by the Occoquan Planning Commission and Town Council respectively.

The Occoquan Town Hall is an accessible building. If a member of the public wishes to obtain an accommodation for a disability in order to participate in the public hearing, please contact the Town Hall Office Staff to arrange for the accommodation as far in advance as possible.

**The Planning Commission and Town Council
of the Town of Occoquan, Virginia**

Run Dates: October 10th, 2025
October 16th, 2025

AD#97143

SIGNS; GENERAL PROVISIONS

§ 157.300 FINDINGS, PURPOSE, AND INTENT; INTERPRETATION.

(A) Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this subchapter is to regulate the size, color, illumination, movement, materials, location, height, and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, the creation of a convenient, attractive, and harmonious community, protection against destruction of or encroachment upon historic areas, and the safety and welfare of pedestrians and wheeled traffic, while providing convenience to citizens and encouraging economic development. This subchapter allows adequate communication through signage while encouraging aesthetic quality in the design, location, size, and purpose of all signs. This subchapter shall be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this subchapter is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this subchapter which can be given effect without the invalid provision.

(B) Signs not expressly permitted as being allowed by right or by special use permit under this subchapter, by specific requirements in another portion of this chapter, or otherwise expressly allowed by the Town Council are forbidden.

(C) 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 subchapter is to establish limitations on signs in order to ensure they are appropriate to the land, building, or use to which they are appurtenant and are adequate for their intended purpose while balancing the individual and community interests identified in division (A) above.

(D) These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, landscape and architecture of surrounding buildings, are legible and 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.

(E) These regulations distinguish between portions of the town designed for primarily vehicular access and portions of the town designed for primarily pedestrian access.

(F) 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.

(G) 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.

(1998 Code, § 66-360) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020)

Statutory reference:

Outdoor advertising in sight of public highways, see VA Code §§ 33.2-1200 et seq.

§ 157.301 DEFINITIONS.

For the purpose of this subchapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

A-FRAME SIGN. A two-faced chalkboard sign with supports that are connected at the top and separated at the base, forming an "A" shape. These are also referred to as SANDWICH BOARD SIGNS. They are included in the term PORTABLE SIGN.

ABANDONED SIGN. Any sign associated with a building, structure, or business, where the building or occupation permit or business license has expired and where the sign may be considered abandoned in accordance with the law of the Commonwealth of Virginia.

ADVERTISING. Any words, symbol, color, or design used to call attention to a commercial product, service, or activity.

ANIMATED SIGN. A sign or part of a sign that is designed to rotate, move, or appear to rotate or move.

AWNING. An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

AWNING SIGN. A sign placed directly on the surface of an awning.

BANNER. A temporary sign of flexible material designed to be installed with attachments at each of four corners.

BOX SIGN. A sign contained in a box, transparent on one side, which is not more than four and a half square feet in area and not more than one foot deep.

~~**BUSINESS SIGN.** A sign which directs attention to a product, service, or commercial activity available on the premises.~~

~~**CANOPY SIGN.** A sign attached to a canopy.~~

CHANGEABLE COPY SIGN. A sign or part of a sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or surface of the sign.

~~COMMERCIAL SIGN. A sign that advertises a business, product, service, or other commercial activity.~~ COMPREHENSIVE SIGN PLAN. A plan for the signage of a property that includes multiple tenants or owners with shared parking or other facilities, ~~with special use permit (SUP) from Town Council.~~

FEATHER SIGN. A lightweight, portable sign mounted along one edge on a single, vertical, flexible pole. The physical structure may resemble a sail, bow, or teardrop.

FLAG. A piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope, and used as a symbol or decoration; this includes PENNANTS.

FLASHING SIGN. A sign that includes lights that flash, blink, or turn on and off intermittently.

FREESTANDING SIGN. A non-portable sign that is supported by structures or supports in or upon the ground, such as a fence or retaining wall, and independent of any support from any building or wall.

HEIGHT. The maximum vertical distance from the base of the sign including the sign structure at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of: existing grade immediately prior to construction of the sign; or the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating primarily for the purpose of mounting or elevating the sign. ILLEGAL SIGN. Any sign erected without a required permit or which otherwise does not comply with any provisions of this subchapter.

ILLUMINATED SIGN. A sign that is backlit, internally lighted, or indirectly lighted, but does not include a neon sign.

INFLATABLE SIGN. Any sign which uses compressed or forced gas to provide support.

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.

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.

MINOR SIGN. A temporary, wall, projecting, or freestanding sign, as per the tables in §§ 157.320 and 157.321, and not illuminated.

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.

NEON SIGN. A sign containing exposed tubes filled with light-emitting gas.

NON-RESIDENTIAL USE PROPERTY. A property that at the time is being used for some purpose other than a residence, regardless of the zoning district in which the property is located.

NONCONFORMING SIGN. Any sign which was lawfully erected in compliance with applicable regulations of the town and maintained prior to the effective date of this chapter and which fails to conform to

OFF-PREMISES SIGN. A sign that directs attention to a business, product, service, or activity conducted, sold, or offered at a location other than the premises on which the sign is erected.

POLE SIGN. A sign that is mounted on one or more freestanding poles.

PORTABLE SIGN. Any temporary sign not affixed to a building, structure, vehicle, or the ground. It does not include a flag or banner.

PROJECTING SIGN. Any sign, other than a wall, awning, or marquee sign, affixed to a building and supported only by the wall or a bracket on which it is mounted.

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.

RESIDENTIAL-USE PROPERTY. A property that at the time is being used as a residence, regardless of the zoning district in which the property is located.

ROOF SIGN. A sign erected 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.

SIGN. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, 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 an institution, organization, business, product, service, event, or location by any means involving words, letters, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images. The term "sign" also does not include the display of merchandise for sale on the site of the display. Any device (writing, letter work or numeral, pictorial presentation, illustration or decoration, emblem, device, symbol or trademark, flag, banner or pennant or any other device, figure, or character) visible to and designed to communicate information to persons in a public area. However, the term SIGN does not include architectural features, except those that identify products or services or advertise a business use. The term SIGN also does not include the display of merchandise for sale on the site of the display.

SIGN FACE. The portion of a sign structure bearing the message.

SIGN STRUCTURE. Any structure required to support the sign.

TEMPORARY SIGN. A sign constructed of cloth, canvas, vinyl, paper, fabric, or other lightweight material not well suited to provide a durable substrate or, if made of some other material, is neither permanently installed in the ground nor permanently affixed to a building or structure which is permanently installed in the ground. Duration of installation as per the tables in §§ 157.320 and 157.321.

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 advertising a business establishment, product, service, or activity. Any such vehicle or trailer shall, without limitation, be considered to be used for the primary purpose of advertising 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.

WALL SIGN. Any sign attached to a wall or painted on or against a flat vertical surface of a structure.

WATERFRONT SIGN. A sign facing the river on riverfront property.

WINDOW SIGN. Any sign visible outside the window and attached to or within 18 inches in front of or behind the surface of a window or door.

YARD SIGN. ~~A temporary sign placed upon or supported by the ground independently of any other structure, but not including any A-frame sign or banner~~ A temporary sign placed upon or supported by the ground independently of any other structure, but not including any A-frame sign or banner.

(1998 Code, § 66-361) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023)

§ 157.302 SIGNS REQUIRING A PERMIT.

(A) Permit required. A sign permit is required prior to the display and erection of any sign and sign structure except as provided in § 157.303.

(B) Application for permit.

(1) An application for a sign permit shall be filed with the town on forms furnished by the town. The applicant shall provide sufficient information to determine if the proposed sign is permitted under this chapter and other applicable laws, regulations, and ordinances. An application for a temporary sign shall state the dates intended for the erection and removal of the sign.

(2) The Town Zoning Administrator or designee shall promptly process the sign permit application and approve the application, deny the application, or notify the applicant of deficiencies in the application within 30 business days after receipt. Any application that complies with all provisions of this chapter, the Building Code, and other applicable laws, regulations, and ordinances shall be approved.

(3) If the application is denied, the town shall provide a list of the reasons for the denial in writing. An application shall be denied for noncompliance with the terms of this chapter, the Building Code, or other applicable law, regulation, or ordinance.

(C) Nonrefundable fee. A nonrefundable fee as set forth in the uncodified fee schedule adopted by the Town Council shall accompany all sign permit applications.

(D) Permit void after one year. If a sign is not installed within one year following the issuance of a sign permit (or within 20 days in the case of a temporary sign permit), the permit shall be void. The permit for a temporary sign shall state its duration, not to exceed 20 consecutive days, once per calendar year, unless another time is provided in this chapter. The town may revoke a sign permit under any of the following circumstances:

(1) The town determines that information in the application was materially false or misleading;

(2) The sign as installed does not conform to the sign permit application; or

(3) The sign violates this chapter, the Building Code, or other applicable law, regulation, or ordinance.

(E) Signs in ~~Old and Historic Occoquan Historic~~ Overlay District. All signs in the ~~Old and Historic Historic~~ Occoquan Overlay District (HOD) require compliance with Architectural Review Board (ARB) guidelines except as provided in subsection (H) of this section or when a sign permit is not required as provided in § 157.303.

(F) Comprehensive sign plans approval by Town Council. The Town Council shall approve comprehensive sign plans in the B-1 District with a Special Use Permit. The comprehensive sign plan shall establish the time, manner, and placement of signs, frequency of message changes, the materials, the hours of lighting, intensity of lighting, the height of signs, the total number of square feet of sign surface, and the number of signs to be placed on a site. Height of signs shall not be modified above the height permitted in this chapter.

(G) Basis of permitting and enforcement. All signage regulations contained in this chapter shall be applied on the following basis for each use, unless otherwise specified within this chapter:

(1) For non-residential use properties, each business per parcel will be considered individually as the basis of each use, including when calculating the maximum number of signsage;

(2) For residential use properties, each tenant or homeowner per parcel will be considered individually as the basis of each use, including when calculating the maximum number of signsage.

(H) Exemption from certificate of appropriateness. Except as listed below, all signs and sign structures regulated under this chapter are exempt from the certificate of appropriateness process as provided in §§ 157.177 through 157.182:

(1) Any sign structures with a height greater than 15 feet; and/or

(2) Any sign structure whose component parts individually have a width greater than five inches.

(I) Permits for strings of colored light. Upon application, the Town shall issue a permit, in the same manner as it does temporary signage, for colored illuminated tubing or colored strings of lights during the period February 16 through the following October 14. Such permits shall be for 30 consecutive days. No more than one permit shall be issued per non-residential unit or residential unit in a calendar year.

(1998 Code, § 66-362) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.303 SIGNS NOT REQUIRING A PERMIT.

A sign permit is not required for the following:

- (A) Signs erected by a governmental body or required by law;
- (B) Flags up to 16 square feet in size, subject to limitations on their number contained elsewhere in this chapter; provided, that no freestanding pole shall be erected in the public right-of-way nor be within five feet of a service drive, travel lane, or adjoining street;
- (C) The changing of messages on marquees and the repair of an existing permitted sign, except that repair of a nonconforming sign must comply with § 157.308(E);
- (D) Temporary signs as follows:
 - (1) For non-residential use property one sign, no more than 16 square feet in area, located on property where a building permit is active;
 - (2) On residential-use property, one or more temporary signs with a total area of no more than eight square feet, and which are removed within 90 days after being erected. Once removed, temporary signs may not be erected again for 30 days; and
 - (3) On residential-use property, window signs, provided that the total extent of window signs do not obstruct more than 25% of the total area of all windows on each building façade.
 - (4) On any property for sale or rent, not more than one sign with a total area of up to 16 square feet and a maximum height of six feet when the sign abuts a road with a speed limit of 25 mph or less, and when the sign abuts a road with a speed limit greater than 25 mph not more than one sign with a total area of up to 32 square feet and a maximum height of eight feet;
 - (5) On any property official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his or her official or directed duties; provided, that all such signs shall be removed no more than ten days after their purpose has been accomplished;
- (E) Not more than four minor signs, consistent with the tables in §§ 157.320 and 157.321. Additional minor signs are permitted in certain districts with a permit;

(F) ~~One~~Two A-frame signs ~~not in the public right-of-way~~, consistent with § 157.307 and the tables in §§ 157.320 and 157.321;

(G) Window signs, provided that the aggregate area of all window signs on each window or door does not exceed 25% of the total area of the window or door;

(H) Box signs, consistent with the tables in §§ 157.320 and 157.321;

(I) Signs consisting of illuminated tubing or strings of lights outlining property lines or open sales areas, rooflines, doors, windows, or wall edges of any building ~~provided such lights are white, off-white, or a color commonly considered white, unless colored and installed outside of .Lights other than white are permitted only from~~ October 15 through February 15 March 31.

~~—(J) Security and Warning Signs. On-premise signs regulating the use of the premises, such but not limited to “no trespassing”, “no hunting” and “no soliciting” signs that do not exceed one (1) sign not exceeding two (2) square feet in area in residential districts and one (1) sign not exceeding five (5) square feet in area in commercial and industrial districts. These limitations shall not apply to the posting of conventional “no trespassing” signs in accordance with state law;~~

~~—(K) Private Drive Signs. On-premise private drive signs are limited to one (1) per driveway entrance, not exceeding two (2) square feet in area; and~~

~~—(L) Painted and/or applied wall accents and decorations.~~

(1998 Code, § 66-363) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023)

§ 157.304 PROHIBITED SIGNS.

In addition to signs prohibited elsewhere in this code or by applicable state or federal law, the following signs are prohibited.

(A) General prohibitions. General prohibitions include:

(1) Signs that violate any law of the state relating to outdoor advertising;

(2) Signs attached to natural vegetation;

(3) Signs simulating, or which are likely to be confused with, a traffic control sign 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;

(4) Vehicle or trailer signs;

(5) Freestanding signs more than 15 feet in height;

(6) Vending machines within the Old and Historic Occoquan District that are outside of a wholly enclosed structure; and (7) Any sign displayed without complying with all applicable regulations of this chapter.

(B) Prohibitions based on materials. Prohibitions based on materials include:

(1) Signs painted directly on a building, driveway, or private road, except where expressly permitted by this chapter;

(2) Animated signs;

(3) Flashing signs;

(4) ~~Non-white colored~~ Signs consisting of colored illuminated tubing or strings of lights ~~outlining property lines or open sales areas, rooflines, doors, windows, or wall edges of any building,~~ except during the period October 1 through ~~February 15~~ March 31 or with a permit as provided in § 157.302 (I)

(5) Signs that emit smoke, flame, scent, mist, aerosol, liquid, or gas;

(6) Signs that emit sound;

(7) Any electronic sign that is generated by a series of moving images, such as a TV, digital display, or other video technology, whether displayed on a building, vehicle, or mobile unit;

(8) Strings of flags (two or more connected together) visible from, and within 50 feet of, any public right-of-way;

(9) Pole signs less than six feet in height;

(10) Feather signs;

(11) Inflatable signs;

(12) Internally lighted signs, except for marquees and box signs;

(13) Neon signs; and

(14) A-frame signs made of plastic, vinyl, and/or non-durable materials.

(C) Prohibitions based on location. Prohibitions based on location include:

(1) Off-premises signs placed in a manner inconsistent with the standards provided in § 157.307 (F);

(2) Signs erected on public land other than those approved by an authorized town official in writing, required by law without such approval, or permitted under VA Code § 24.2-310 E. 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;

(3) Signs on the roof surface or extending above the roofline of a building or its parapet wall;

(4) Any sign which obstructs visibility for motorists or pedestrians at an intersection of a public street;

(5) Window signs whose aggregate area on a window or door exceed 25% of the total area of the window or door; and

(6) ~~YCommercial signs are not permitted as~~ yard signs in business districts.

(1998 Code, § 66-364) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2021-07, passed 12-7-2021; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.305 MEASUREMENTS OF SIGN AREA AND HEIGHT.

(A) Supports, uprights, or structures in determining sign area. Supports, uprights, or structures on which any sign is supported shall not be included in determining the sign area unless such supports, uprights, or structures are designed in such a way as to form an integral background of the display; except, however, 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 area shall be computed in accordance with the preceding provisions.

(B) Sign area.

(1) Sign 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 area is calculated using all that area within a maximum of three abutting or overlapping rectangles that enclose the sign face.

(b) The permitted area of a double-faced sign shall be considered to be the area on one side only. If one face contains a larger sign area than the other, the larger face shall be used in calculating the sign area. A double-faced sign must have an internal angle between its two faces of no more than 45 degrees.

(c) For projecting signs with a thickness of four inches or more, the sign area also includes the area of the visible sides of the sign, calculated as a rectangle enclosing each entire side view.

(2) The maximum height for any freestanding sign or sign structure measured from the average of the finished ground elevation of the base of the sign or bottom of a wall or fence shall be 15 feet unless otherwise specified within this chapter.

(3) Maximum sign area is 16 square feet unless otherwise specified within this chapter.

(1998 Code, § 66-365) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

§ 157.306 MAINTENANCE AND REMOVAL.

(A) All signs shall be constructed and mounted in compliance with the State Uniform Statewide Building Code, 13 VAC 5-63.

(B) All signs and components thereof shall be maintained in good repair and in a safe, neat, and clean condition.

(C) The Building Official may take action under the State Maintenance Code, after such notice as is provided by law, to address any sign which, in his or her 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 as provided in Chapters 92 and 150 of this code.

(D) Where the use or business has ceased operating, the owner of the sign or property owner shall remove the sign within 60 days of the cessation of use or business operation, or remove/replace the sign face with a blank face until such time as a new use or business has resumed operating on the property.

(E) Any sign which becomes a safety hazard or which is not kept in a reasonably good state of repair shall be put in a safe and good state of repair within 30 days of a written notice by [the zoning administrator](#) to the owner and permit holder. Any sign which constitutes a nuisance may be abated by the town under the requirements of VA Code §§ 15.2-900, 15.2-906, and/or 15.2-1115.

(1998 Code, § 66-366) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

§ 157.307 GENERAL AND SIGN TYPE REQUIREMENTS.

(A) Placement. Except [for a public sign](#) or as otherwise permitted, all signs shall leave a vertical clearance over any sidewalk of at least seven feet and shall not overhang any vehicular right-of-way.

(B) Illumination. All permitted signs may be indirectly [lit](#), unless such lighting is specifically prohibited in this subchapter. Box signs may be internally [lit](#).

(1) In the case of indirect lighting, the source shall be so shielded that it illuminates only the face of the sign. However, wall signs shall be indirectly illuminated or have shielded direct lighting, unless otherwise prohibited within this chapter. 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

substantially confined to the sign to minimize glare, sky glow, and light trespass. The beam width shall not be wider than that needed to light the sign.

(2) Internal illumination shall be limited to the illumination standards for outdoor lighting in § 157.287. No sign shall be permitted to have an illumination spread of more than five-hundredths foot-candle at the lot line, shine into oncoming traffic, affect highway safety, or shine directly into a residential dwelling unit. In no event shall the illumination of any sign resulting from any internal or external artificial light source exceed 100 lumens. All lighting fixtures used to illuminate a sign shall be full-cutoff, as defined by the Illuminating Engineering Society of North America (IESNA), and shall have fully shielded or recessed luminaires with horizontal-mount flat lenses that prevent upward light scatter and protect the dark night sky.

(3) All illumination for signs shall comply with provisions of §§ 157.285 through 157.288.

(C) Waterfront signs. See [chartables](#) in §§ 157.320 through 157.322.

(D) Temporary signs. ~~In the Old and Historic Occoquan District, temporary sign colors shall be consistent with the ARB guidelines.~~ Signs that meet the standards of this subsection (D) are exempt from the standards for permanent signs and are not counted in the total amount of signage allowed on any particular property or site. Signs that do not meet the standards of this subsection are subject to the standards for permanent signs.

(1) Temporary Banners. Banners shall be attached to an existing principal structure (with a clearance of at least 12 inches from the edge of the store or building) or sign pole. They must not obscure architectural features of the building (such as windows, railings, or ornamentation) and shall not exceed 16 square feet in total area. They may be hung in a horizontal or vertical manner and shall be attached at all four corners in a taut manner.

(2) Temporary Wall, Freestanding, or Portable Signs. Signs may not extend above roof lines. Extensions into the right-of-way are prohibited.

(3) A-frame Signs. A-frame signs may be used if they meet the following requirements:

(a) The sign is entirely outside the vehicular travel portion of a street or roadway;

(b) The sign is no larger than eight (8) square feet per sign face;

(c) The sign is no taller than three and one-half (3.5) feet;

(d) If located on public or private sidewalks or similar pedestrian pathways, the sign shall leave a continuous through pedestrian zone of at least three (3) feet in width;

(e) The sign does not obstruct pedestrian and wheelchair access from the sidewalk to any of the following: transit stop areas, designated disabled parking spaces, disabled access ramps, or building exits including fire escapes; and

(f) The sign is displayed outdoors only during operating hours of the establishment which owns the sign.

~~(41)~~ Temporary signs shall not contain more than four colors.

~~(2) Banners shall be attached to an existing principal structure (with a clearance of at least 12 inches from the edge of the store or building) or sign pole. They must not obscure architectural features of the building (such as windows, railings, or ornamentation) and shall not exceed 16 square feet in total area. They may be hung in a horizontal or vertical manner and shall be attached at all four corners in a taut manner.~~

~~(53) Duration. Temporary signs shall be displayed as set out in the tables in §§ 157.320 through 157.322 permits shall be for 20 consecutive days and no more than twice in one calendar year per sign per business per parcel.~~

~~(64)~~ Temporary signs installed and used for special events and festivals sponsored by the town may be erected without a permit and shall be removed within two days after the event. (E) Flags. In the Old and Historic Occoquan District, flags shall be attached to an principal structure or pole. They must not obscure architectural features of the building (such as windows, railings, or ornamentation).

~~(F) Off-premises Signs. Off-premises signs shall be allowed only in the B-1 business district and only as A-frame signs, subject to the sign standards specified for them in this Chapter.~~

~~(1) Off-premises signs shall not result in an individual business or parcel exceeding the maximum number of A-frame signs allowed by this Chapter.~~

~~(2) Consent of the property owner where the sign is to be placed shall be provided as part of the requirements for approval for sign permits.~~

~~(3) An off-premises sign must not be placed more than 150 feet from the business which owns the sign.~~

(1998 Code, § 66-367) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.308 NONCONFORMING SIGNS.

(A) Signs lawfully existing on the effective date of this chapter or prior ordinances, which do not conform to the provisions of this chapter, 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 erection. Failure to provide such verification shall be cause for order to remove sign(s) or bring sign(s) into compliance with the current ordinance.

(B) No nonconforming sign shall be enlarged nor shall any feature of a nonconforming sign, such as illumination, be increased.

(C) (1) Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign.

(2) Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner, except a sign face may be changed so long as the new face is equal to or reduced in height and/or sign area.

(D) No nonconforming sign shall 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 subchapter.

(E) (1) A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding 50% of its area may be restored within two years after such destruction or damage but shall not be enlarged in any manner.

(2) If such sign is so destroyed or damaged to an extent exceeding 50%, it shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this subchapter.

(F) A nonconforming sign which is changed to becoming conforming or is replaced by a conforming sign shall no longer be deemed nonconforming, and thereafter such sign shall be in accordance with the provisions of this subchapter.

(G) A nonconforming sign structure shall be subject to the provisions of § 157.212.

~~(H) In addition~~, After making a reasonable attempt to notify the property owner, the Zoning Administrator may order the removal of a nonconforming sign structure that has been abandoned. For purposes of this subsection, a sign shall be considered abandoned if the business for which the sign was erected has not been in operation for a period of at least two years. If the property owner has refused to remove the sign after the Zoning Administrator has made a reasonable attempt to notify the property owner that the sign must be removed within 15 days of the notice, shall be removed if the use to which it is accessory has not been in operation for a period of two 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 15 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 legal 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.

(1998 Code, § 66-368) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

§ 157.309 NONCOMMERCIAL SIGNS.

Wherever this subchapter permits a sign with commercial content, noncommercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height, and construction.

(1998 Code, § 66-369) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

SIGN REGULATIONS BY USE AND DISTRICT

§ 157.320 RESIDENTIAL DISTRICT SIGNS (R-1, R-2, R-3, R-4).

(A) Except as otherwise prohibited in this subchapter, Table 1 below includes signs that are permitted as accessory to residential uses in residential districts. ~~Animated signs and electronic message signs are prohibited on residential properties in all residential districts~~

(B) Except as provided otherwise in this subchapter, Table 2 below includes signs that are permitted as accessory to nonresidential uses in residential districts. ~~Animated signs are prohibited as accessory uses for nonresidential uses in all residential districts.~~

Table 1: Residential District Residential Use Property Signs

Type	Flags	Temporary	Permanent: Box, Freestanding, Monument, Pole, Projecting, and Wall	Permanent: Awning, Freestanding, Monument, and Pole	Window	Minor	Waterfront
Duration	Unlimited	90 days	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Illumination	As required by law	None	Indirect	Indirect	None	None	Indirect
Location	See § 157.303(B)	See §§ 157.303(D) and 157.307	Wall, fence bracket, freestanding, awning, or affixed to mailbox	Wall, freestanding, or awning.	Attached to or within 18 inches in front of or	Wall, fence, bracket, freestanding, awning, or	Wall, fence, bracket, freestanding, awning, or

					<u>behind the surface of a window or door</u>	affixed to mailbox	affixed to mailbox
Max. height	15 ft	6-ft <u>15 ft (if freestanding)</u>	6-ft <u>None</u>	<u>15 ft</u>	<u>None</u>	6-ft <u>None</u>	6-ft <u>None</u>
Setback	See § <u>157.303(B)</u>	None	None	None	None	None	None
Size (each/total)	16 sf/no limit	16 sf/no limit	3 sf/3 sf	<u>3 sf/3 sf</u>	<u>Aggregate cannot exceed 25% or more of the area of the window</u>	1 sf/4 sf	16 sf

Table 2: Residential District Non-residential Use Property Signs

Type	Flags	Temporary	Variable Message Signs <u>Permanent: Box, Projecting, and Wall</u>	Permanent: Awning, Box, Freestanding, Monument, and Pole, Projecting, and Wall	<u>Window</u>	Minor	Monument	Water front
Durati	Unlimit	20 Days	Unlimited	Unlimite	<u>Unli</u>	Unli	<u>Unlimi</u>	Unlimi

on	ed			d	mitted	mitted	ted	ted
Illumination	As required by law	None	Indirect	Indirect	None	None	Indirect	Indirect
Materials	See flag definition	<u>See §§ 157.303 (D) and 157.307-157.303(D)</u>		-	Attached to or within 18 inches in front of or behind the surface of a window or door	-	-	-
Max. height	15 ft	6 ft	None 6 ft	15 ft	None	6 ft None	6 ft	6 ft None
Setback	See § 157.303(B)	None	None	None	None	None	None	None
Size (each/total)	16 sf/no limit	8 sf/8 sf	16 sf/16 sf	16 sf/16 sf	Aggregate cannot exceed 25% or more of the area of the window	1 sf/4 sf	16 sf	16 sf

(1998 Code, § 66-391) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.321 BUSINESS DISTRICT SIGNS (B-1).

(A) Except as prohibited in this subchapter, Table 3 below includes signs that are permitted in business districts.

(B) Window signs are permitted up to 25% of the area of a window ~~and count toward the maximum square footage of wall signs~~. Window signs are permitted only on the first floor of a building unless the business advertised is only on the floor where the window sign is displayed.

~~(C) Commercial signs are not permitted as yard signs in business districts.~~

~~(D)~~ Box signs do not count towards the maximum number of signs and flags as outlined in Table 3.

Type	<u>Permanent: Box, Projecting, and Wall</u>	<u>Permanent: Awning, Freestanding, Monument, and Pole, Projecting, and Wall</u>	<u>Window</u>	Temporary	Flags	Minor	Waterfront	Marquee***
Duration	<u>Unlimited</u>	Unlimited	<u>Unlimited</u>	20 days	Unlimited	Unlimited	Unlimited	Unlimited
Illumination	<u>Indirect</u>	Indirect	<u>None</u>	None	As required by law	None	Indirect	Backlit, internally or indirectly
Location	<u>Wall, fence, bracket, or affixed to mailbox</u>	Wall, bracket, awning, freestanding or affixed to mailbox	<u>Attached to or within 18 inches in front</u>	<u>See §§ 157.303 (D) and 157.307§ 157.303(D)</u>	<u>See §§ 157.303(B) and 157.307</u>	Wall, fence, bracket, awning, freestanding, or	Wall, fence, bracket, awning, freestanding, or	SUP req.

			<u>of or behind the surface of a window or door</u>			affixed to mailbox	affixed to mailbox	
Maximum number	4 (with no flags)*		<u>None</u>	Unlimited**	4* (with no signs)*	4 signs total without a permit; up to 2 additional with a permit	Unlimited up to maximum size	1
Maximum height	<u>None</u>	<u>156</u> ft	<u>None</u>	<u>156</u> ft (if freestanding)	15 ft	<u>6</u> ft None	Height of building	Height of building
Size (Each)	<u>16 sf (except box signs, which are limited to 4.5 sf by definition)</u>	16 sf (except box signs, which are limited to 4.5 sf by definition)	<u>Aggregate cannot exceed 25% or more of the area of the window</u>	16 sf total for commercial use property; 8 sf total for residential use property	16 sf	1 sf total	Total: 2 sf/linear foot of building riverfront width, divided into as many signs as occupant wishes	SUP req.
<p>Table notes:</p> <p>* Maximum number is a combination of <u>permanent</u> signs and flags. There shall be no more than four signs and/or flags on any one business per parcel at a given time.</p> <p>** <u>Commercial Yard</u> signs are not permitted <u>as yard signs</u> in business districts.</p> <p>*** SUP required prior to install.</p>								

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(1998 Code, § 66-392) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

2023 S-12

DRAFT



TOWN OF OCCOQUAN PLANNING COMMISSION

Agenda Communication

3. Action Items	Meeting Date: October 21, 2025
3A: Request to Make Recommendation to Town Council on Ordinance O-2025-12 on Sign Ordinance Zoning Text Amendment	

Attachments: a. Draft Ordinance

Submitted by: Adam C. Linn
Town Manager

Explanation and Summary:

This is a request to make a recommendation to Town Council on O-2025-12 on changing the sign ordinance thought a zoning text amendment. The draft ordinance is attached. A joint public hearing was held on the proposed zoning text amendment earlier on the agenda.

The proposed changes are intended to make technical clarifications as well as substantive changes to the code. The substantive changes include:

1. To amend §157.302(I) to authorize permits for colored illuminated tubing or strings of lights outside the October 1-March 31 period.
2. To amend §157.303 to allow up to two A-frame signs without a permit, consistent with placement and design rules (§157.307).
3. To amend §157.307(F) to allow off-premises A-frame signs in the B-1 Business District subject to conditions.
4. Reformat and update tables contained in §§157.320-157.321

Town Staff's Recommendation: Recommend approval of the draft ordinance.

Proposed/Suggested Motion:

"I move to recommend approval of the attached draft ordinance, O-2025-12, as presented."

OR

"I move to recommend approval of the attached draft ordinances with the following changes:_____."

OR

"I move to recommend disapproval of the attached draft ordinances because _____."

OR

Other action the Commission deems appropriate.

ORDINANCE # O-2025-12

AN ORDINANCE TO AMEND TITLE XV OF THE TOWN CODE

BE IT ORDAINED by the Council for the Town of Occoquan, Virginia meeting in regular session this 21st day of October, 2025:

1. That the Town Council hereby amends Title XV, §157.300 et seq. of the Occoquan Town Code as follows:

SIGNS; GENERAL PROVISIONS

§ 157.300 FINDINGS, PURPOSE, AND INTENT; INTERPRETATION.

(A) Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this subchapter is to regulate the size, color, illumination, movement, materials, location, height, and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, the creation of a convenient, attractive, and harmonious community, protection against destruction of or encroachment upon historic areas, and the safety and welfare of pedestrians and wheeled traffic, while providing convenience to citizens and encouraging economic development. This subchapter allows adequate communication through signage while encouraging aesthetic quality in the design, location, size, and purpose of all signs. This subchapter shall be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this subchapter is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this subchapter which can be given effect without the invalid provision.

(B) Signs not expressly permitted as being allowed by right or by special use permit under this subchapter, by specific requirements in another portion of this chapter, or otherwise expressly allowed by the Town Council are forbidden.

(C) 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 subchapter is to establish limitations on signs in order to ensure they are appropriate to the land, building, or use to which they are appurtenant and are adequate for their intended purpose while balancing the individual and community interests identified in division (A) above.

(D) These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, landscape and architecture of surrounding buildings, are legible and 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.

(E) These regulations distinguish between portions of the town designed for primarily vehicular access and portions of the town designed for primarily pedestrian access.

(F) 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.

(G) 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.

(1998 Code, § 66-360) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020)

Statutory reference:

Outdoor advertising in sight of public highways, see VA Code §§ 33.2-1200 et seq.

§ 157.301 DEFINITIONS.

For the purpose of this subchapter, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

A-FRAME SIGN. A two-faced chalkboard sign with supports that are connected at the top and separated at the base, forming an "A" shape. These are also referred to as SANDWICH BOARD SIGNS. They are included in the term PORTABLE SIGN.

ABANDONED SIGN. Any sign associated with a building, structure, or business, where the building or occupation permit or business license has expired and where the sign may be considered abandoned in accordance with the law of the Commonwealth of Virginia.

ADVERTISING. Any words, symbol, color, or design used to call attention to a commercial product, service, or activity.

ANIMATED SIGN. A sign or part of a sign that is designed to rotate, move, or appear to rotate or move.

AWNING. An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

AWNING SIGN. A sign placed directly on the surface of an awning.

BANNER. A temporary sign of flexible material designed to be installed with attachments at each of four corners.

BOX SIGN. A sign contained in a box, transparent on one side, which is not more than four and a half square feet in area and not more than one foot deep.

~~**BUSINESS SIGN.** A sign which directs attention to a product, service, or commercial activity available on the premises.~~

~~**CANOPY SIGN.** A sign attached to a canopy.~~

CHANGEABLE COPY SIGN. A sign or part of a sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or surface of the sign.

~~**COMMERCIAL SIGN.** A sign that advertises a business, product, service, or other commercial activity.~~ **COMPREHENSIVE SIGN PLAN.** A plan for the signage of a property that includes multiple tenants or owners with shared parking or other facilities, ~~with special use permit (SUP) from Town Council.~~

FEATHER SIGN. A lightweight, portable sign mounted along one edge on a single, vertical, flexible pole. The physical structure may resemble a sail, bow, or teardrop.

FLAG. A piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope, and used as a symbol or decoration; this includes PENNANTS.

FLASHING SIGN. A sign that includes lights that flash, blink, or turn on and off intermittently.

FREESTANDING SIGN. A non-portable sign that is supported by structures or supports in or upon the ground, such as a fence or retaining wall, and independent of any support from any building or wall.

HEIGHT. The maximum vertical distance from the base of the sign including the sign structure at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of: existing grade immediately prior to construction of the sign; or the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating primarily for the purpose of mounting or elevating the sign. **ILLEGAL SIGN.** Any sign erected without a required permit or which otherwise does not comply with any provisions of this subchapter.

ILLUMINATED SIGN. A sign that is backlit, internally lighted, or indirectly lighted, but does not include a neon sign.

INFLATABLE SIGN. Any sign which uses compressed or forced gas to provide support.

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.

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.

MINOR SIGN. A temporary, wall, projecting, or freestanding sign, as per the tables in §§ 157.320 and 157.321, and not illuminated.

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.

NEON SIGN. A sign containing exposed tubes filled with light-emitting gas.

NON-RESIDENTIAL USE PROPERTY. A property that at the time is being used for some purpose other than a residence, regardless of the zoning district in which the property is located.

NONCONFORMING SIGN. Any sign which was lawfully erected in compliance with applicable regulations of the town and maintained prior to the effective date of this chapter and which fails to conform to

OFF-PREMISES SIGN. A sign that directs attention to a business, product, service, or activity conducted, sold, or offered at a location other than the premises on which the sign is erected.

POLE SIGN. A sign that is mounted on one or more freestanding poles.

PORTABLE SIGN. Any temporary sign not affixed to a building, structure, vehicle, or the ground. It does not include a flag or banner.

PROJECTING SIGN. Any sign, other than a wall, awning, or marquee sign, affixed to a building and supported only by the wall or a bracket on which it is mounted.

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.

RESIDENTIAL-USE PROPERTY. A property that at the time is being used as a residence, regardless of the zoning district in which the property is located.

ROOF SIGN. A sign erected 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.

SIGN. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, 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 an institution, organization, business, product, service, event, or location by any means involving words, letters,

~~figures, designs, symbols, fixtures, logos, colors, illumination, or projected images. The term "sign" also does not include the display of merchandise for sale on the site of the display. Any device (writing, letter work or numeral, pictorial presentation, illustration or decoration, emblem, device, symbol or trademark, flag, banner or pennant or any other device, figure, or character) visible to and designed to communicate information to persons in a public area. However, the term SIGN does not include architectural features, except those that identify products or services or advertise a business use. The term SIGN also does not include the display of merchandise for sale on the site of the display.~~

SIGN FACE. The portion of a sign structure bearing the message.

SIGN STRUCTURE. Any structure required to support the sign.

TEMPORARY SIGN. A sign constructed of cloth, canvas, vinyl, paper, fabric, or other lightweight material not well suited to provide a durable substrate or, if made of some other material, is neither permanently installed in the ground nor permanently affixed to a building or structure which is permanently installed in the ground. Duration of installation as per the tables in §§ 157.320 and 157.321.

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 advertising a business establishment, product, service, or activity. Any such vehicle or trailer shall, without limitation, be considered to be used for the primary purpose of advertising 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.

WALL SIGN. Any sign attached to a wall or painted on or against a flat vertical surface of a structure.

WATERFRONT SIGN. A sign facing the river on riverfront property.

WINDOW SIGN. Any sign visible outside the window and attached to or within 18 inches in front of or behind the surface of a window or door.

YARD SIGN. ~~A temporary sign placed upon or supported by the ground independently of any other structure, but not including any A-frame sign or banner. A temporary sign placed upon or supported by the ground independently of any other structure, but not including any A-frame sign or banner.~~

(1998 Code, § 66-361) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023)

§ 157.302 SIGNS REQUIRING A PERMIT.

(A) Permit required. A sign permit is required prior to the display and erection of any sign and sign structure except as provided in § 157.303.

(B) Application for permit.

(1) An application for a sign permit shall be filed with the town on forms furnished by the town. The applicant shall provide sufficient information to determine if the proposed sign is permitted under this chapter and other applicable laws, regulations, and ordinances. An application for a temporary sign shall state the dates intended for the erection and removal of the sign.

(2) The Town Zoning Administrator or designee shall promptly process the sign permit application and approve the application, deny the application, or notify the applicant of deficiencies in the application within 30 business days after receipt. Any application that

complies with all provisions of this chapter, the Building Code, and other applicable laws, regulations, and ordinances shall be approved.

(3) If the application is denied, the town shall provide a list of the reasons for the denial in writing. An application shall be denied for noncompliance with the terms of this chapter, the Building Code, or other applicable law, regulation, or ordinance.

(C) Nonrefundable fee. A nonrefundable fee as set forth in the uncodified fee schedule adopted by the Town Council shall accompany all sign permit applications.

(D) Permit void after one year. If a sign is not installed within one year following the issuance of a sign permit (or within 20 days in the case of a temporary sign permit), the permit shall be void. The permit for a temporary sign shall state its duration, not to exceed 20 consecutive days, once per calendar year, unless another time is provided in this chapter. The town may revoke a sign permit under any of the following circumstances:

(1) The town determines that information in the application was materially false or misleading;

(2) The sign as installed does not conform to the sign permit application; or

(3) The sign violates this chapter, the Building Code, or other applicable law, regulation, or ordinance.

(E) Signs in ~~Old and Historic Ocoquan Historic~~ Overlay District. All signs in the ~~Old and Historic Historic~~ Ocoquan Overlay District (HOD) require compliance with Architectural Review Board (ARB) guidelines except as provided in subsection (H) of this section or when a sign permit is not required as provided in § 157.303.

(F) Comprehensive sign plans approval by Town Council. The Town Council shall approve comprehensive sign plans in the B-1 District with a Special Use Permit. The comprehensive sign plan shall establish the time, manner, and placement of signs, frequency of message changes, the materials, the hours of lighting, intensity of lighting, the height of signs, the total number of square feet of sign surface, and the number of signs to be placed on a site. Height of signs shall not be modified above the height permitted in this chapter.

(G) Basis of permitting and enforcement. All signage regulations contained in this chapter shall be applied on the following basis for each use, unless otherwise specified within this chapter:

(1) For non-residential use properties, each business per parcel will be considered individually as the basis of each use, including when calculating the maximum number of signsage;

(2) For residential use properties, each tenant or homeowner per parcel will be considered individually as the basis of each use, including when calculating the maximum number of signsage.

(H) Exemption from certificate of appropriateness. Except as listed below, all signs and sign structures regulated under this chapter are exempt from the certificate of appropriateness process as provided in §§ 157.177 through 157.182:

(1) Any sign structures with a height greater than 15 feet; and/or

(2) Any sign structure whose component parts individually have a width greater than five inches.

(I) Permits for strings of colored light. Upon application, the Town shall issue a permit, in the same manner as it does temporary signage, for colored illuminated tubing or colored strings of lights during the period February 16 through the following October 14. Such permits shall be for

30 consecutive days. No more than one permit shall be issued per non-residential unit or residential unit in a calendar year.

(1998 Code, § 66-362) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.303 SIGNS NOT REQUIRING A PERMIT.

A sign permit is not required for the following:

- (A) Signs erected by a governmental body or required by law;
- (B) Flags up to 16 square feet in size, subject to limitations on their number contained elsewhere in this chapter; provided, that no freestanding pole shall be erected in the public right-of-way nor be within five feet of a service drive, travel lane, or adjoining street;
- (C) The changing of messages on marquees and the repair of an existing permitted sign, except that repair of a nonconforming sign must comply with § 157.308(E);
- (D) Temporary signs as follows:
 - (1) For non-residential use property one sign, no more than 16 square feet in area, located on property where a building permit is active;
 - (2) On residential-use property, one or more temporary signs with a total area of no more than eight square feet, and which are removed within 90 days after being erected. Once removed, temporary signs may not be erected again for 30 days; and
 - (3) On residential-use property, window signs, provided that the total extent of window signs do not obstruct more than 25% of the total area of all windows on each building façade.
 - (4) On any property for sale or rent, not more than one sign with a total area of up to 16 square feet and a maximum height of six feet when the sign abuts a road with a speed limit of 25 mph or less, and when the sign abuts a road with a speed limit greater than 25 mph not more than one sign with a total area of up to 32 square feet and a maximum height of eight feet;
 - (5) On any property official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his or her official or directed duties; provided, that all such signs shall be removed no more than ten days after their purpose has been accomplished;
- (E) Not more than four minor signs, consistent with the tables in §§ 157.320 and 157.321. Additional minor signs are permitted in certain districts with a permit;
- (F) OneTwo A-frame signs not in the public right-of-way, consistent with § 157.307 and the tables in §§ 157.320 and 157.321;
- (G) Window signs, provided that the aggregate area of all window signs on each window or door does not exceed 25% of the total area of the window or door;
- (H) Box signs, consistent with the tables in §§ 157.320 and 157.321;
- (I) Signs consisting of illuminated tubing or strings of lights outlining property lines or open sales areas, rooflines, doors, windows, or wall edges of any building provided such lights are white, off-white, or a color commonly considered white, unless colored and installed outside of .Lights other than white are permitted only from October 15 through February 15 March 31.
- ~~(J) Security and Warning Signs. On-premise signs regulating the use of the premises, such but not limited to “no trespassing”, “no hunting” and “no soliciting” signs that do not exceed one (1) sign not exceeding two (2) square feet in area in residential districts and one (1) sign not exceeding five (5) square feet in area in commercial and industrial districts. These limitations shall not apply to the posting of conventional “no trespassing” signs in accordance with state law;~~

- ~~—(K) Private Drive Signs. On-premise private drive signs are limited to one (1) per driveway entrance, not exceeding two (2) square feet in area; and~~
- ~~—(L) Painted and/or applied wall accents and decorations.~~

(1998 Code, § 66-363) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023)

§ 157.304 PROHIBITED SIGNS.

In addition to signs prohibited elsewhere in this code or by applicable state or federal law, the following signs are prohibited.

(A) General prohibitions. General prohibitions include:

- (1) Signs that violate any law of the state relating to outdoor advertising;
- (2) Signs attached to natural vegetation;
- (3) Signs simulating, or which are likely to be confused with, a traffic control sign 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;
- (4) Vehicle or trailer signs;
- (5) Freestanding signs more than 15 feet in height;
- (6) Vending machines within the Old and Historic Occoquan District that are outside of a wholly enclosed structure; and
- (7) Any sign displayed without complying with all applicable regulations of this chapter.

(B) Prohibitions based on materials. Prohibitions based on materials include:

- (1) Signs painted directly on a building, driveway, or private road, except where expressly permitted by this chapter;
- (2) Animated signs;
- (3) Flashing signs;
- (4) ~~Non-white colored s~~Signs consisting of colored illuminated tubing or strings of lights outlining property lines or open sales areas, rooflines, doors, windows, or wall edges of any building, except during the period October 1 through February 15 March 31 or with a permit as provided in § 157.302 (I)
- (5) Signs that emit smoke, flame, scent, mist, aerosol, liquid, or gas;
- (6) Signs that emit sound;
- (7) Any electronic sign that is generated by a series of moving images, such as a TV, digital display, or other video technology, whether displayed on a building, vehicle, or mobile unit;
- (8) Strings of flags (two or more connected together) visible from, and within 50 feet of, any public right-of-way;
- (9) Pole signs less than six feet in height;
- (10) Feather signs;
- (11) Inflatable signs;
- (12) Internally lighted signs, except for marquees and box signs;
- (13) Neon signs; and
- (14) A-frame signs made of plastic, vinyl, and/or non-durable materials.

(C) Prohibitions based on location. Prohibitions based on location include:

- (1) Off-premises signs placed in a manner inconsistent with the standards provided in § 157.307 (F);

(2) Signs erected on public land other than those approved by an authorized town official in writing, required by law without such approval, or permitted under VA Code § 24.2-310 E. 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;

(3) Signs on the roof surface or extending above the roofline of a building or its parapet wall;

(4) Any sign which obstructs visibility for motorists or pedestrians at an intersection of a public street;

(5) Window signs whose aggregate area on a window or door exceed 25% of the total area of the window or door; and

(6) ~~YCommercial signs are not permitted as~~ yard signs in business districts. (1998 Code, § 66-364) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2021-07, passed 12-7-2021; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.305 MEASUREMENTS OF SIGN AREA AND HEIGHT.

(A) Supports, uprights, or structures in determining sign area. Supports, uprights, or structures on which any sign is supported shall not be included in determining the sign area unless such supports, uprights, or structures are designed in such a way as to form an integral background of the display; except, however, 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 area shall be computed in accordance with the preceding provisions.

(B) Sign area.

(1) Sign 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 area is calculated using all that area within a maximum of three abutting or overlapping rectangles that enclose the sign face.

(b) The permitted area of a double-faced sign shall be considered to be the area on one side only. If one face contains a larger sign area than the other, the larger face shall be used in calculating the sign area. A double-faced sign must have an internal angle between its two faces of no more than 45 degrees.

(c) For projecting signs with a thickness of four inches or more, the sign area also includes the area of the visible sides of the sign, calculated as a rectangle enclosing each entire side view.

(2) The maximum height for any freestanding sign or sign structure measured from the average of the finished ground elevation of the base of the sign or bottom of a wall or fence shall be 15 feet unless otherwise specified within this chapter.

(3) Maximum sign area is 16 square feet unless otherwise specified within this chapter. (1998 Code, § 66-365) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

§ 157.306 MAINTENANCE AND REMOVAL.

(A) All signs shall be constructed and mounted in compliance with the State Uniform Statewide Building Code, 13 VAC 5-63.

(B) All signs and components thereof shall be maintained in good repair and in a safe, neat, and clean condition.

(C) The Building Official may take action under the State Maintenance Code, after such notice as is provided by law, to address any sign which, in his or her 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 as provided in Chapters 92 and 150 of this code.

(D) Where the use or business has ceased operating, the owner of the sign or property owner shall remove the sign within 60 days of the cessation of use or business operation, or remove/replace the sign face with a blank face until such time as a new use or business has resumed operating on the property.

(E) Any sign which becomes a safety hazard or which is not kept in a reasonably good state of repair shall be put in a safe and good state of repair within 30 days of a written notice by the zoning administrator to the owner and permit holder. Any sign which constitutes a nuisance may be abated by the town under the requirements of VA Code §§ 15.2-900, 15.2-906, and/or 15.2-1115.

(1998 Code, § 66-366) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

§ 157.307 GENERAL AND SIGN TYPE REQUIREMENTS.

(A) Placement. Except for a public sign or as otherwise permitted, all signs shall leave a vertical clearance over any sidewalk of at least seven feet and shall not overhang any vehicular right-of-way.

(B) Illumination. All permitted signs may be indirectly lit, unless such lighting is specifically prohibited in this subchapter. Box signs may be internally lit.

(1) In the case of indirect lighting, the source shall be so shielded that it illuminates only the face of the sign. However, wall signs shall be indirectly illuminated or have shielded direct lighting, unless otherwise prohibited within this chapter. 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 substantially confined to the sign to minimize glare, sky glow, and light trespass. The beam width shall not be wider than that needed to light the sign.

(2) Internal illumination shall be limited to the illumination standards for outdoor lighting in § 157.287. No sign shall be permitted to have an illumination spread of more than five-hundredths foot-candle at the lot line, shine into oncoming traffic, affect highway safety, or shine directly into a residential dwelling unit. In no event shall the illumination of any sign resulting from any internal or external artificial light source exceed 100 lumens. All lighting fixtures used to illuminate a sign shall be full-cutoff, as defined by the Illuminating Engineering Society of North America (IESNA), and shall have fully shielded or recessed luminaires with horizontal-mount flat lenses that prevent upward light scatter and protect the dark night sky.

(3) All illumination for signs shall comply with provisions of §§ 157.285 through 157.288.

(C) Waterfront signs. See chartables in §§ 157.320 through 157.322.

(D) Temporary signs. In the Old and Historic Occoquan District, temporary sign colors shall be consistent with the ARB guidelines. Signs that meet the standards of this subsection (D) are exempt from the standards for permanent signs and are not counted in the total amount of

signage allowed on any particular property or site. Signs that do not meet the standards of this subsection are subject to the standards for permanent signs.

(1) Temporary Banners. Banners shall be attached to an existing principal structure (with a clearance of at least 12 inches from the edge of the store or building) or sign pole. They must not obscure architectural features of the building (such as windows, railings, or ornamentation) and shall not exceed 16 square feet in total area. They may be hung in a horizontal or vertical manner and shall be attached at all four corners in a taut manner.

(2) Temporary Wall, Freestanding, or Portable Signs. Signs may not extend above roof lines. Extensions into the right-of-way are prohibited.

(3) A-frame Signs. A-frame signs may be used if they meet the following requirements:

(a) The sign is entirely outside the vehicular travel portion of a street or roadway;

(b) The sign is no larger than eight (8) square feet per sign face;

(c) The sign is no taller than three and one-half (3.5) feet;

(d) If located on public or private sidewalks or similar pedestrian pathways, the sign shall leave a continuous through pedestrian zone of at least three (3) feet in width;

(e) The sign does not obstruct pedestrian and wheelchair access from the sidewalk to any of the following: transit stop areas, designated disabled parking spaces, disabled access ramps, or building exits including fire escapes; and

(f) The sign is displayed outdoors only during operating hours of the establishment which owns the sign.

~~(4) Temporary signs shall not contain more than four colors.~~

~~(2) Banners shall be attached to an existing principal structure (with a clearance of at least 12 inches from the edge of the store or building) or sign pole. They must not obscure architectural features of the building (such as windows, railings, or ornamentation) and shall not exceed 16 square feet in total area. They may be hung in a horizontal or vertical manner and shall be attached at all four corners in a taut manner.~~

~~(5) Duration. Temporary signs shall be displayed as set out in the tables in §§ 157.320 through 157.322 permits shall be for 20 consecutive days and no more than twice in one calendar year per sign per business per parcel.~~

~~(6) Temporary signs installed and used for special events and festivals sponsored by the town may be erected without a permit and shall be removed within two days after the event. (E) Flags. In the Old and Historic Occoquan District, flags shall be attached to an principal structure or pole. They must not obscure architectural features of the building (such as windows, railings, or ornamentation).~~

~~(F) Off-premises Signs. Off-premises signs shall be allowed only in the B-1 business district and only as A-frame signs, subject to the sign standards specified for them in this Chapter.~~

~~(1) Off-premises signs shall not result in an individual business or parcel exceeding the maximum number of A-frame signs allowed by this Chapter.~~

~~(2) Consent of the property owner where the sign is to be placed shall be provided as part of the requirements for approval for sign permits.~~

~~(3) An off-premises sign must not be placed more than 150 feet from the business which owns the sign.~~

(1998 Code, § 66-367) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.308 NONCONFORMING SIGNS.

(A) Signs lawfully existing on the effective date of this chapter or prior ordinances, which do not conform to the provisions of this chapter, 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 erection. Failure to provide such verification shall be cause for order to remove sign(s) or bring sign(s) into compliance with the current ordinance.

(B) No nonconforming sign shall be enlarged nor shall any feature of a nonconforming sign, such as illumination, be increased.

(C) (1) Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign.

(2) Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner, except a sign face may be changed so long as the new face is equal to or reduced in height and/or sign area.

(D) No nonconforming sign shall 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 subchapter.

(E) (1) A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding 50% of its area may be restored within two years after such destruction or damage but shall not be enlarged in any manner.

(2) If such sign is so destroyed or damaged to an extent exceeding 50%, it shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this subchapter.

(F) A nonconforming sign which is changed to becoming conforming or is replaced by a conforming sign shall no longer be deemed nonconforming, and thereafter such sign shall be in accordance with the provisions of this subchapter.

(G) A nonconforming sign structure shall be subject to the provisions of § 157.212.

~~(H) In addition, After making a reasonable attempt to notify the property owner, the Zoning Administrator may order the removal of a nonconforming sign structure that has been abandoned. For purposes of this subsection, a sign shall be considered abandoned if the business for which the sign was erected has not been in operation for a period of at least two years. If the property owner has refused to remove the sign after the Zoning Administrator has made a reasonable attempt to notify the property owner that the sign must be removed within 15 days of the notice, shall be removed if the use to which it is accessory has not been in operation for a period of two 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 15 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 legal 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.~~

(1998 Code, § 66-368) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

§ 157.309 NONCOMMERCIAL SIGNS.

Wherever this subchapter permits a sign with commercial content, noncommercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height, and construction.

(1998 Code, § 66-369) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020) Penalty, see § 10.99

SIGN REGULATIONS BY USE AND DISTRICT

§ 157.320 RESIDENTIAL DISTRICT SIGNS (R-1, R-2, R-3, R-4).

(A) Except as otherwise prohibited in this subchapter, Table 1 below includes signs that are permitted as accessory to residential uses in residential districts. ~~Animated signs and electronic message signs are prohibited on residential properties in all residential districts~~

(B) Except as provided otherwise in this subchapter, Table 2 below includes signs that are permitted as accessory to nonresidential uses in residential districts. ~~Animated signs are prohibited as accessory uses for nonresidential uses in all residential districts.~~

Table 1: Residential District Residential Use Property Signs

Type	Flags	Temporary	Permanent: Box, Freestanding, Monument, Pole, Projecting, and Wall	Permanent: Awning, Freestanding, Monument, and Pole	Window	Minor	Waterfront
Duration	Unlimited	90 days	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Illumination	As required by law	None	Indirect	Indirect	None	None	Indirect
Location	See § 157.303(B)	See §§ 157.303(D) and 157.307	Wall, fence bracket, freestanding , awning , or affixed to mailbox	Wall, freestanding, or awning.	Attached to or within 18 inches in front of or behind the surface of a	Wall, fence , bracket, freestanding, awning, or affixed to mailbox	Wall, fence , bracket, freestanding, awning, or affixed to mailbox

					<u>windo w or door</u>		
Max. height	15 ft	6-ft <u>15 ft</u> (if freestanding)	6-ft <u>None</u>	<u>15 ft</u>	<u>None</u>	6-ft <u>None</u>	6-ft <u>None</u>
Setback	See § <u>157.303(B)</u>	None	None	None	None	None	None
Size (each/total)	16 sf/no limit	16 sf/no limit	3 sf/3 sf	<u>3 sf/3 sf</u>	<u>Aggregate cannot exceed 25% or more of the area of the window</u>	1 sf/4 sf	16 sf

Table 2: Residential District Non-residential Use Property Signs

Type	Flags	Temporary	Variable Message Signs <u>Permanent:</u> <u>Box, Projecting, and Wall</u>	<u>Permanent:</u> <u>Awning, Box, Freestanding, Monument, and Pole, Projecting, and Wall</u>	<u>Window</u>	Minor	<u>Monument</u>	Water front
Duration	Unlimited	20 Days	Unlimited	Unlimited	<u>Unlimited</u>	Unlimited	<u>Unlimited</u>	Unlimited
Illumination	As required by law	None	Indirect	Indirect	<u>None</u>	None	<u>Indirect</u>	Indirect

Materials	See flag definition	<u>See §§ 157.303 (D) and 157.307§-157.303(D)</u>		-	Attached to or within 18 inches in front of or behind the surface of a window or door	-	-	-
Max. height	15 ft	6 ft	None 6-ft	156 ft	None	6 ft None	6-ft	6 ft None
Setback	See § 157.303(B)	None	None	None	None	None	None	None
Size (each/total)	16 sf/no limit	8 sf/8 sf	16 sf/16 sf	16 sf/16 sf	Aggregate cannot exceed 25% or more of the area of the window	1 sf/4 sf	16 sf	16 sf

(1998 Code, § 66-391) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99

§ 157.321 BUSINESS DISTRICT SIGNS (B-1).

(A) Except as prohibited in this subchapter, Table 3 below includes signs that are permitted in business districts.

(B) Window signs are permitted up to 25% of the area of a window ~~and count toward the maximum square footage of wall signs.~~ Window signs are permitted only on the first floor of a building unless the business advertised is only on the floor where the window sign is displayed.

~~(C) Commercial signs are not permitted as yard signs in business districts.~~

(~~C~~D) Box signs do not count towards the maximum number of signs and flags as outlined in Table 3.

Type	<u>Perma</u> <u>nent:</u> <u>Box,</u> <u>Project</u> <u>ing,</u> <u>and</u> <u>Wall</u>	<u>Permane</u> <u>nt,;</u> <u>Awning,</u> <u>Freestan</u> <u>ding,</u> <u>Monume</u> <u>nt, and</u> <u>Pole,</u> <u>Projecti</u> <u>ng, and</u> <u>Wall</u>	<u>Wind</u> <u>ow</u>	Temporary	Flags	Minor	Waterfr ont	Marque e***
Duration	<u>Unlimit</u> <u>ed</u>	Unlimit ed	<u>Unlim</u> <u>ited</u>	20 days	Unlimit ed	Unlimit ed	Unlimit ed	Unlimit ed
Illumination	<u>Indirect</u>	Indirect	<u>None</u>	None	As required by law	None	Indirect	Backlit, internall y or indirectl y
Location	<u>Wall,</u> <u>fence,</u> <u>bracket,</u> <u>or</u> <u>affixed</u> <u>to</u> <u>mailbo</u> <u>x</u>	Wall, bracket, awning, freestan ding or affixed to mailbox	<u>Attach</u> <u>ed to</u> <u>or</u> <u>within</u> <u>18</u> <u>inches</u> <u>in</u> <u>front</u> <u>of or</u> <u>behin</u> <u>d the</u> <u>surfac</u> <u>e of a</u> <u>windo</u> <u>w or</u> <u>door</u>	<u>See</u> <u>§§ 157.303 (</u> <u>D) and</u> <u>157.307§ 157</u> <u>.303(D)</u>	<u>See</u> <u>§§ 157.3</u> <u>03(B)</u> <u>and</u> <u>157.307</u>	Wall, <u>fence,</u> bracket, <u>awning,</u> freestan ding, or affixed to mailbox	Wall, <u>fence,</u> bracket, <u>awning,</u> freestan ding, or affixed to mailbox	SUP req.
Maximum number	4 (with no flags)*		<u>None</u>	Unlimited**	4* (with no signs)*	4 signs total without a	Unlimit ed up to maximu m size	1

						permit; up to 2 additional with a permit		
Maximum height	None	156 ft	None	156 ft (if freestanding)	15 ft	6 None	Height of building	Height of building
Size (Each)	16 sf (except box signs, which are limited to 4.5 sf by definition)	16 sf (except box signs, which are limited to 4.5 sf by definition)	Aggregate cannot exceed 25% or more of the window	16 sf total for commercial use property; 8 sf total for residential use property	16 sf	1 sf total	Total: 2 sf/linear foot of building riverfront width, divided into as many signs as occupant wishes	SUP req.
<p>Table notes: * Maximum number is a combination of <u>permanent</u> signs and flags. There shall be no more than four signs and/or flags on any one business per parcel at a given time. ** Commercial Yard signs are not permitted as yard signs in business districts. *** SUP required prior to install.</p>								

(1998 Code, § 66-392) (Ord. passed 9-5-2017; Ord. 2020-06, passed 11-4-2020; Ord. O-2023-12, passed 6-6-2023) Penalty, see § 10.99
2023 S-12

2. That this ordinance is effective upon passage.

Meeting Date: October 21, 2025
Town Council Meeting
Ord No. O-2025-12

RE: AN ORDINANCE TO AMEND TITLE VII OF THE TOWN CODE

BY ORDER OF THE TOWN COUNCIL

MOTION:
SECOND:
ACTION:

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

CERTIFIED COPY _____

Town Clerk