



Applicant **City of Virginia Beach**
Public Hearing **August 9, 2017**
Signage in Industrial Districts

Agenda Item

9

Request

An Ordinance to Amend Section 1005 of the City Zoning Ordinance pertaining to signs in the Industrial Zoning Districts.

Summary of Request

This amendment was initiated due to a clerical error when the sign ordinance was last amended in 2016, limiting lots less than 100-feet in width to 16 square feet of signage. This amendment changes the maximum allowable signage on narrow lots to no more than 40 square feet. Staff also used this opportunity to make changes the format to which the signage requirements are listed in the Ordinance. The language of the allowable signage is simplified to read 1 ½ square feet of signage for each linear feet of building or occupancy frontage. New sections were added to provide more specific requirements for commercial buildings, depending on their height, and for lots of 100-feet and 200-feet or greater of width.

Recommendation

Staff recommends approval of this Ordinance, as this amendment reorganizes the industrial signage section and provides more clarity and simplicity in the sign regulations. Staff intends to replicate this format and initiate similar changes to all sections of the Ordinance dealing with sign requirements.

1 AN ORDINANCE TO AMEND SECTION 1005
2 OF THE CITY ZONING ORDINANCE
3 PERTAINING TO SIGNS IN THE
4 INDUSTRIAL ZONING DISTRICTS

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6 Section Amended: § 1005 of the City Zoning
7 Ordinance

8
9 WHEREAS, the public necessity, convenience, general welfare and good zoning
10 practice so require;

11
12 BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF VIRGINIA
13 BEACH, VIRGINIA:

14
15 That Section 1005 of the City Zoning Ordinance is hereby amended and
16 reordained to read as follows:

17
18 **ARTICLE 10. - INDUSTRIAL DISTRICTS**

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21
22 **Sec. 1005. - Sign regulations.**

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24 In the I-1 and I-2 Industrial Districts, signs shall be permitted as follows:

- 25
- 26 (a) ~~For each forty (40) feet of frontage and for each eighty (80) feet of lot line~~
27 ~~adjoining a street, but not constituting frontage, not more than one (1) sign and~~
28 ~~not more than sixty (60) square feet area of signage shall be permitted;~~
29 ~~provided, however, that no establishment shall have more than three (3) signs, of~~
30 ~~which one (1) may be a including one (1) freestanding sign; and provided further,~~
31 ~~that no establishment having a frontage less than one hundred (100) feet shall~~
32 ~~have a freestanding sign. No establishment having a frontage at least one~~
33 ~~hundred (100) feet but less than or equal to two hundred (200) feet shall have a~~
34 ~~freestanding sign exceeding thirty two (32) square feet in area per face and no~~
35 ~~establishment having a frontage of more than two hundred (200) feet shall have~~
36 ~~a freestanding sign exceeding seventy five (75) square feet in area per face. No~~
37 ~~freestanding sign shall exceed thirty two (32) square feet in area per face, and no~~
38 ~~sign of any other type shall exceed seventy five (75) square feet in area. Any~~
39 ~~establishment having less frontage or lot line adjoining a street than is required~~
40 ~~hereinabove may have one (1) sign not exceeding sixteen (16) square feet in~~
41 ~~area.~~
42 One and a half (1 1/2) square feet of signage shall be permitted for every linear
43 foot of building frontage or occupancy frontage. No more than three (3) signs
44 shall be permitted, per establishment, including one (1) freestanding sign. Uses
45 with twenty-six (26) linear feet or less of building or occupancy frontage shall be
46 allowed forty (40) square feet of signage.

- 47 (b) Commercial buildings of less than five (5) stories in height may have two (2)
48 signs up to one hundred fifty (150) square feet each in addition to other allowed
49 signage. Such signs shall be mounted on or above the fourth story of the
50 building, but not above the roofline of such building, and only one (1) such sign
51 per building facade shall be allowed. Two (2) additional signs, not exceeding
52 twenty (20) square feet each, shall be allowed at each street level entrance.
53
- 54 (c) Commercial buildings of five (5) stories to ten (10) stories may have two (2)
55 signs up to two hundred (200) square feet in addition to other allowed
56 signage. Such signs shall be mounted on or above the top one-quarter (¼) of
57 the building, but not above the roofline of such building, and only one (1) sign
58 per building facade shall be allowed. Two (2) additional signs, not exceeding
59 twenty (20) square feet each, may be allowed at each street level entrance.
60
- 61 (d) Commercial buildings of more than ten (10) stories in height may have two
62 (2) signs up to three hundred (300) square feet each in addition to other
63 allowed signage. Such signs shall be mounted on or above the top one-
64 quarter (¼) of the building, but not above the roofline of such building, and
65 only one (1) sign per building facade shall be allowed. Two (2) additional
66 signs, not exceeding twenty (20) square feet each, may be allowed at each
67 street level entrance.
68
- 69 (e) Establishments with a lot frontage of between one hundred (100) linear feet and
70 two hundred (200) linear feet shall be permitted one (1) freestanding sign, which
71 shall not exceed thirty two (32) square feet in area per face. Establishments with
72 a lot frontage greater than two hundred (200) linear feet shall be permitted one
73 (1) freestanding sign, which shall not exceed seventy five (75) square feet in area
74 per face.
75
- 76 ~~(b)(f)~~ Industrial parks containing three (3) or more
77 establishments and a minimum of ten (10) acres of land area, shall be permitted
78 one (1) additional sign not exceeding one hundred fifty (150) square feet per face
79 in area shall be permitted at each principal entrance or frontage. ~~Where there is~~
80 ~~an industrial park~~ An industrial park containing three (3) or more establishments
81 and a minimum of thirty (30) acres of land area, shall be permitted one (1)
82 additional sign not exceeding two hundred (200) square feet in area per face
83 shall be permitted at each principal entrance or frontage.
84
- 85 ~~(e)~~ Beacon lights or search lights may be permitted for advertising purposes for
86 special events.
87
- 88 ~~(d)(g)~~ Property for sale, lease or rent, shall be permitted,
89 provided that no such sign shall exceed thirty two (32) square feet in area, that
90 no more than two (2) such signs shall be erected for each one hundred (100) feet
91 of lot frontage line adjoining the street. Such signs shall not exceed thirty two
92 (32) square feet in area and that not no more than four (4) such signs shall be

93 erected on any property. Any property having less frontage or than one hundred
94 feet of lot frontage line adjoining a street may have one (1) sign not exceeding
95 thirty-two (32) square feet in area. All such signs shall be separated by at least
96 fifty (50) linear feet.
97

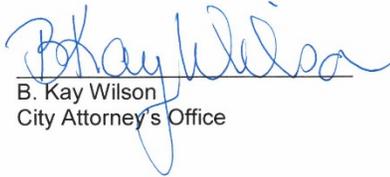
98 (e)(h) To facilitate occupancy in new industrial parks, a temporary sign ~~may be erected~~
99 shall be permitted at each principal entrance. In an industrial park containing a
100 minimum of ten (10) acres of land area, one (1) ~~such~~ sign no greater in area than
101 one hundred fifty (150) square feet may be erected at each principal entrance. In
102 a new industrial park containing a minimum of thirty (30) acres of land, one (1)
103 ~~such~~ sign no greater in area than two hundred (200) square feet may be erected
104 at each principal entrance. Such signs shall be removed when seventy (70)
105 percent of the property is occupied or leased, or after a period of twenty-four (24)
106 months from the date a certificate of occupancy is issued, whichever comes first.

Adopted by the Council of the City of Virginia Beach, Virginia, on the _____ day
of _____, 2017.

APPROVED AS TO CONTENT:

APPROVED AS TO LEGAL SUFFICIENCY:


Barry Frankenfield
Department Planning


B. Kay Wilson
City Attorney's Office

CA13919
R-4
June 7, 2017