

**AN ORDINANCE TO AMEND AND REENACT
SECTIONS 12-217 OF THE CODE OF ORDINANCES
OF THE TOWN OF HAYMARKET, VIRGINIA (1989), AS AMENDED,
RELATING GENERALLY TO INDUSTRIAL SIGNS**

BE IT ORDAINED by the Council of the Town of Haymarket, Virginia, meeting in Regular session this 6th day of November, 2000, that:

1. That Section 12-217 of the Code of Ordinances of the Town of Haymarket, Virginia (1989), is hereby amended and reenacted as follows:

Section 12-217. Industrial Signs.

- (a) *Styles.*
- | | |
|----------------------|--------------------------------|
| 1. Window | 6. Menu |
| 2. Freestanding | 7. Marquees, Awnings, Canopies |
| 3. Hanging | 8. Secondary Entrance |
| 4. Wall | 9. Directional |
| 5. Individual Letter | 10. Service Station |
| | 11. <u>Illuminated Signs.</u> |

Note: For exact shapes of signs permitted, refer to approved sign samples attached to this ordinance and made a part hereof [on file in town offices].

(b) *Sizes. Total Sign Area:* The maximum size sign shall not exceed eight (8) square feet in total area for hanging signs, twelve (12) square feet in total area for wall-mounted signs and twenty (20) square feet in total area for freestanding signs.

(1) *Window signs.* For any window sign, the maximum size shall not exceed twenty (20) percent of the total window area in which that sign is to be displayed or ten (10) square feet, whichever is less. Such signs shall be located no less than five (5) feet from grade in order to create good pedestrian visibility.

(2) *Freestanding signs.* Freestanding signs are permitted on lots which provide parking or drive-in services and which have at least thirty (30) linear feet of road frontage. Such signs shall not exceed twenty (20) square feet in area and fifteen (15) feet in height and be no closer than ten (10) feet to any lot line.

(3) *Hanging signs.* Hanging signs shall be mounted perpendicular to the façade of the building and shall project no more than six (6) feet from the building and no closer than five (5) feet to the edge of any travel lane, service drive, or street line. Such signs shall be no less than nine (9) feet in height from grade to the lowest part of the sign. There shall be no more than one (1) projecting sign per business. Hanging signs are pedestrian oriented and, therefore, shall be designed

accordingly. Signs shall not exceed eight (8) square feet in area.

(4) *Wall signs.* Wall signs shall be mounted flat on the façade of the building and shall be placed no higher than fifteen (15) feet above existing grade where the sign is to be placed or no higher than the second story window sill, whichever is lower. Such signs shall not have letters more than twelve (12) inches in height. Also such signs shall not extend more than six (6) inches from the surface of the building. Signs shall not exceed one (1) square foot of sign for every two (2) linear feet of building width and a maximum of twelve (12) square feet in area for one (1) entrance. Buildings with more than one (1) road frontage may have one (1) sign per road frontage (i.e., corner lot will have two (2) road frontages, therefore two (2) twelve-square-foot signs are allowed). Wall signs shall be designed and located to complement the existing building and are to be pedestrian oriented. Buildings with multiple tenants and one (1) common entrance shall have wall signs for each tenant that face onto the road frontage, not to exceed three (3) square feet in area. Buildings with multiple tenants where each tenant has his own separate entrance may have a wall sign for each tenant, not to exceed eight (8) square feet in area.

(5) *Individual letter signs.* Signs made up of letters only that are attached directly to the building. Individual letter signs (and the type) shall be no larger than twelve (12) inches in height per ten (10) feet of building height with a maximum of twenty-four (24) inches in height and shall be located so as to complement the existing building. The type style shall also correspond to the architectural period of the buildings.

(6) *Menu signs.* Signs shall not exceed twenty (2) square feet in area and twelve (12) feet in height and be no closer than ten (10) feet to any lot line.

(7) *Marquees, awnings, and canopy signs.* Marquees, awnings and canopy signs (made from canvas or other durable material) shall be placed only in the valance of the building with type not to exceed twelve (12) inches in height. There shall be an allowance made for a margin of a minimum of one (1) inch above and below the letters.

(8) *Secondary entrance signs.* Buildings with secondary entrances may have a sign to identify the business if it is used as a client or customer entrance. Sign shall not exceed four (4) square feet in area and must comply with all other requirements of this article.

(9) *Directional signs.* A directional sign, one (1) end of which may be pointed or on which an arrow may be painted, indicates the direction to which attention is called. It shall be less than two (2) square feet in area, giving only the name of the business or individual responsible for the sign.

(10) *Service station.* In addition, an automobile service station may display signs on a group of pumps not exceeding an aggregate area of twelve (12) square feet for each pump island; cloth or paper signs relating to price may be displayed without a permit. Authorized establishments may display one (1) sign not exceeding nine (9) square feet in area per road frontage indicating state

inspection service.

(11) *Illuminated Signs.* The following regulations shall override the general provisions of the sign ordinance in regard to internally illuminated signs and their size in the Industrial-1 zoning district: where retail shopping space is constructed in excess of 75 feet from the edge of the public right-of-way and not within 500 feet of residential property:

a. A building located more than 75' from the edge of the public right-of-way shall be allowed two (2) square feet of sign area for each linear foot of property unit width. If the tenant is located in an end unit, it is permitted to install an additional sign. The total area of the second sign may not exceed the result of two (2) times the width of the store. The total combined allowable area of the two signs may allocate between the two signs as the tenant sees fit, providing all other criteria are observed.

b. All property signage must be located in the sign band provided above the building canopy. In order to create visual balance and continuity within the shopping center, signs are to be as closely vertically centered as possible on the major architectural features of the building such as the space between or over major piers or columns and/or the tenants unit.

c. Sign shall occupy a maximum sign area not taller than two feet (2') and not longer than 80% of the tenants' unit width. To the extent possible, signs will have a consistent appearance in terms of the amount of area they occupy in front of each tenant. Any store in excess of forty thousand square feet (40,000) shall occupy a maximum sign area not taller than three feet six inches (3'6") and not longer than 80% of the tenants' unit width.

dd. All signs shall maintain a center line elevation.

i. Specifications.

a. Internally illuminated signs shall have individual channel letters constructed of 0.040 thick aluminum. The exterior finish of the aluminum shall be a shop allied, white, baked-on finish. All exterior returns shall be white letter faces are to be 3/16", minimum, white Plexiglas. Channel letters and one inch (1") plastic trim cap shall be white. Letters shall not exceed five inches (5") in depth. Typeface for channel letters will be reviewed by the ARB. Specific "trade name" fonts require the written approval of the Town of Haymarket.

b. Channel letters and logos shall be mounted on and completely supported by a self-contained transformer vault/raceway. Vault/raceway shall be painted to ARB specifications.

c. All necessary permits required by the Town of Haymarket shall be obtained and approved by all necessary departments before installation or posting of any signs.

ii. Service Door Sign/Store Front Address

a. Tenant rear service door sign is limited to the trading name and address. The tenant storefront address shall be a number only.

b. Tenant name and address shall be directly applied to the rear service door. Stenciled on letters with a maximum height of six inches (6") and two feet six inches (2' 6") width total. Total not exceeding 2 feet six inches (2' 6") shall be used.

iii. Restrictions

a. No paper or stickers utilized as signs inside or outside of glass storefronts shall be permitted.

b. No painted or printed signs shall be permitted.

c. No outrigger signs or banners shall be permitted.

d. No signs on vehicles parked in or on the common areas shall be permitted in the I-1 District.

e. The character, design and layout of all signs shall be subject to the Town of Haymarket's written approval and shall be in accordance with all ordinances and reviews.

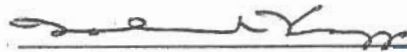
f. The advertising or informative content of all signs shall be limited to letters designating the store name and/or store type only. Any designation of the store type shall be by general descriptive terms only and shall not include any specifications of the merchandise offered for sale or the services rendered.

Note: Buildings with one (1) or more tenants (where each tenant has its own outside entrance) shall have a sign that shall not exceed one (1) square foot of sign area for every four (4) linear feet of building frontage for that tenant. The maximum sign area for each tenant shall not exceed eight (8) square feet in area.

Industrial parks shall conform to the aforementioned industrial sign guidelines and also to the following: One (1) freestanding directory and identification sign on site in close proximity to the major vehicular entrance to the industrial park. Such signs shall not exceed twenty (20) square feet in area and fifteen (15) feet in height and shall be no closer than ten (10) feet to any street line, travel lane or access road.

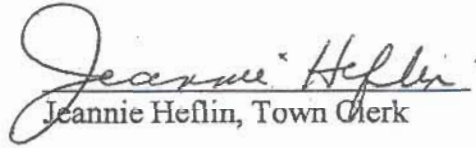
2. This Ordinance shall take effect November 6, 2000.

BY ORDER OF COUNCIL



John R. Kapp, Mayor

ATTEST:


Jeannie Heflin, Town Clerk

TOWN OF HAYMARKET, VA.
Chartered in 1799
County of Prince William

PUBLIC HEARING

- (1) Boundary line adjustment (town)
- (2) Zoning text amendment – Sec 12-1 definition of Grade
- (3) Zoning text amendment – Sec 12-116 Height Regulations “not above three (3) stories”
- (4) Zoning text amendment – Sec 12 – Architectural Survey requirement

MAYOR
John R. Kapp

ATTORNEY
John Arledge, Smith & Davenport

COUNCIL
James Shepard, Vice Mayor
Nancy Bailey, PC Liaison
Tom Utz, Police Dept. Liaison
Mary Lou Scarbrough, ARB Liaison
Doug Mohr
Pam Stutz, Historic Commission Liaison

Mayor Kapp opened the public hearing at 7:01 p.m.

Town boundary line adjustment – 14540 John Marshall Highway, Gainesville

Mayor Kapp states the property is an industrial use presently and would come into the town as a Residential I zoning.

Mayor Kapp asked all those **in favor** to speak.

First Call – Ms. Crafton-Masterson gave some history from 1994 from her records and states from an economic standpoint it would benefit the town tax wise and he [property owner] is building an additional building.

Second Call – no one spoke.

Third Call – no one spoke.

Mayor Kapp asked all those **against** to speak.

First Call – no one spoke.

Second Call – no one spoke.

Third Call – no one spoke.

Zoning Text Amendment – Sec. 12 –1 – Definition of Grade

Mayor Kapp asked all those **in favor** to speak.

First Call – no one spoke.

Second Call – no one spoke.

Third Call – no one spoke.

Mayor Kapp asked all those **against** to speak.

First Call – no one spoke.

Second Call – no one spoke.

Third Call – no one spoke.

Zoning Text Amendment – Sec. 12-116 Height Regulations – “not above three (3) stories.

Mayor Kapp asked all those **in favor** to speak.

First Call – no one spoke.

Second Call – no one spoke.

Third Call – Christine Barringer – business owner – supports no high rise buildings.

Mayor Kapp asked all those **against** to speak.

First Call – no one spoke.

Second Call – no one spoke.

Third Call – no one spoke.

Zoning Text Amendment – Sec. 12 – Architectural Survey requirement.

Mayor Kapp asked all those **in favor** to speak.

First Call – no one spoke.