

# Amendments to the City of Richmond Sign Code Ordinance No. 2018-209

City of Richmond Planning Commission  
September 4, 2018



# Outline

- Planning Commission passes a Resolution of Intent (File ID# CPCR.2018-061) June 18, 2018
- Adjustments to Awning and Canopy definitions
- Zoning districts where an Awning or Canopy sign are permitted
- Adjustments to sign area maximums: various districts
- Adjustments to Fees: SUPs & Amended SUPs

# Awning & Awning Sign Defined

*Awning:* A permanent or retractable architectural projection, typically constructed using a lightweight frame structure over which a cloth or similar non-structural covering is attached, providing a light roof-like structure over door entrances or windows that provides sun and weather protection, identity, or decoration and is wholly supported by the exterior façade of the building to which it is attached

*Sign, awning [~~or canopy~~],* means a sign painted [~~on or~~], printed, sewn, or similarly attached [flat against] to an awning [~~or canopy, which sign does not extend beyond the extremities of the surface to which it is attached~~] as an integrated part of the awning itself

# Awning Sign General Provisions

- The horizontal projection, i.e., depth, of any awning containing an awning sign shall not exceed 10 feet from the face of the building to which it is attached
- The vertical distance, i.e., height, from the top to the bottom of any awning containing an awning sign shall not exceed 4 feet, including the valance
- No portion of any awning containing an awning sign shall extend above any part of the windowsill level of the story, if any, above it

# Awning Sign General Provisions

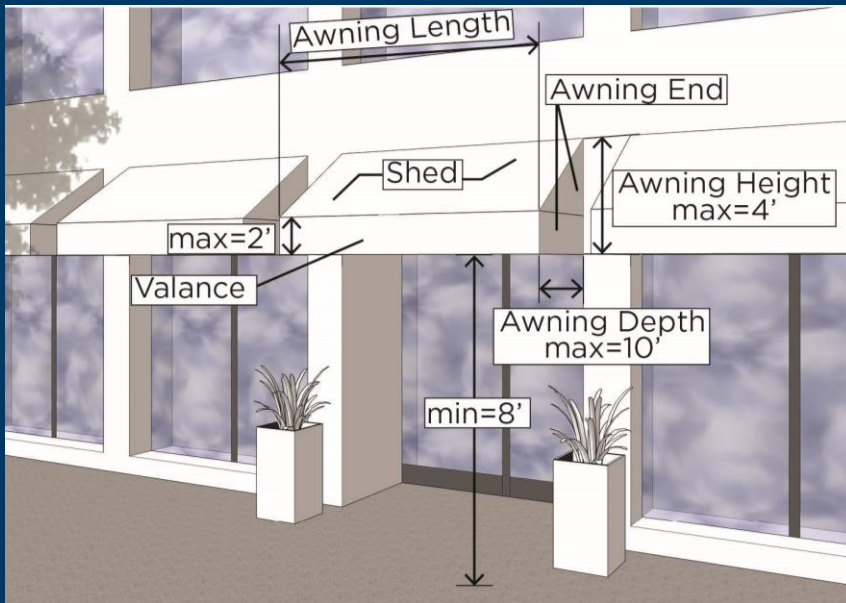
- Any awning containing an awning sign shall be attached immediately above the lintel
- An awning sign may be attached on the awning valance or the shed of the awning
- Awning signs shall not be permitted above the ground floor of the building
- Awning signs shall not exceed a maximum width of 75% of the awning length and shall not exceed a maximum of 50% of the awning height

# Awning Sign General Provisions

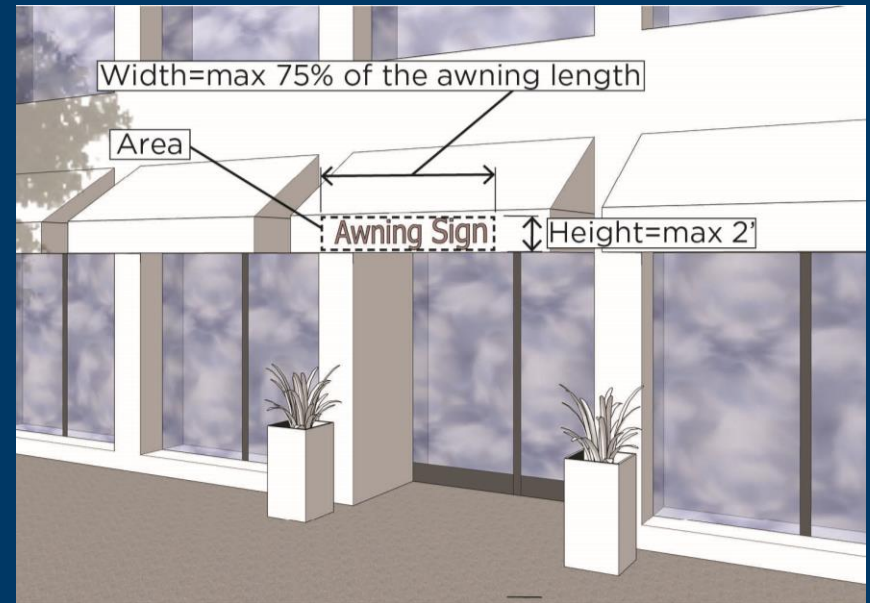
- Awning signs shall be permitted on awning ends
- Any awning containing an awning sign shall not obscure distinctive or unique architectural elements

# Awning Signs Illustrated

## Awning



## Awning Sign



# Canopy & Canopy Sign Defined

Canopy: A permanent or architectural projection typically of rigid construction over which a structural covering is attached, providing a roof-like structure generally over door entrances, outdoor dining or service areas that provides sun and weather protection, identity or decoration structurally supported by the Exterior façade of the building to which it is attached

Canopy Sign: A sign attached to a canopy so that the display surface is parallel, or nearly so, to the plane of the front building front façade.



# Canopy Sign General Provisions

- The horizontal projection, i.e., depth, of any canopy containing a canopy sign shall not exceed 10 feet from the face of the building to which it is attached
- The vertical distance, i.e., height, from the top to the bottom of any canopy containing a canopy sign shall not exceed 2 feet, including the valance
- No portion of any canopy containing a canopy sign shall extend above any part of the windowsill level of the story, if any, above it

# Canopy Sign General Provisions

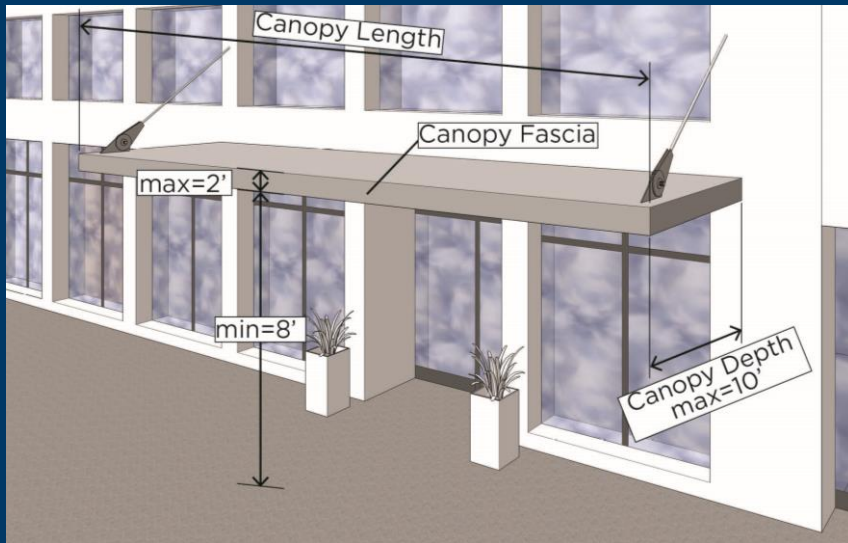
- Any canopy containing a canopy sign shall be attached above the lintel
- A canopy sign shall be attached completely below or completely above the canopy fascia or completely within the perimeter limits of the canopy fascia
- Canopy signs shall not extend outside the length of the canopy
- Canopy signs shall not be permitted above the ground floor of the building

# Canopy Sign General Provisions

- Canopy signs shall not exceed a maximum width of 75% of the canopy or canopy fascia
- Canopy signs shall not be permitted on canopy ends
- Canopy signs shall be constructed of individual freestanding letters, numbers, other characters, or logos and shall not:
  - Exceed 24 inches in height
  - Exceed 12 inches in depth
- Any canopy containing a canopy sign shall not obscure distinctive or unique architectural elements

# Canopy Signs Illustrated

Canopy



Canopy Sign



# Canopy Signs Illustrated

On the Canopy Fascia Sign



Below Canopy Sign



# Zoning Districts where an Awning or Canopy Sign are Permitted

- R-1-R-8
  - Non-Dwelling Uses Permitted By Right
  - Non-Dwelling Uses Permitted By Conditional Use Permit
- R-43, R-48, R-53, R-63, R-73, RO-1, RO-2, & RO-3
  - Signs Identifying Other Permitted Uses
- HO
  - Other Permitted Uses
- I, UB, UB-2, B-1, B-2, B-3, B-4, B-5, B-6, B-7, RF-1, RF-2, TOD-1, CM, DCC, OS, RP, M-1, & M-2
  - Permitted
- Subject to size and illumination standards per district

# Adjustments to Sign Area Maximums: Various Districts

- B-3
  - *Permitted sign area.* Aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case [~~400~~] 300 square feet for each street frontage
  
- B-4
  - *Permitted sign area.* Permitted sign area shall be as follows: The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed [~~three~~] two square feet for each linear foot of lot frontage along the street nor in any case [~~300~~] 200 square feet for each street frontage
  
- TOD-1
  - *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case [~~300~~] 200 square feet for each street frontage

# Adjustments to Sign Area Maximums: Various Districts

- M-1 & M-2
  - *Permitted sign area.* [~~There shall be no sign area limitation~~] The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed three square feet for each linear foot of lot frontage along the street nor in any case 300 square feet for each street frontage, provided that this shall not be construed to restrict any lot to less than 50 square feet of sign area per street frontage. Where more than one main building is located on a lot, the formula in this subsection for determining permitted sign area shall apply to individual buildings and building frontages along a street, rather than to lots and lot frontages.



# Adjustments to Fees: SUPs & Amended SUPs

- That the fees set forth in Appendix A of the Code of the City of Richmond (2015) for sections 30-1050.6(a) and 30-1050.6(b) of the Code of the City of Richmond (2015) be and are hereby amended and reordained as follows:
  - Section 30-1050.6(a) - new
    - (g) Signs: \$300.00
  - Section 30-1050.6(b) - amended
    - (g) Signs: \$200.00