

INTRODUCED: July 23, 2018

AN ORDINANCE No. 2018-209

To amend City Code §§ 30-504, 30-506—30-507.1, 30-509—30-523, and 30-1220; to amend ch. 30, art. V, div. 1 by adding therein new §§ 30-504.01 and 30-504.02; and to amend the fees set forth in Appendix A of the City Code for sections 30-1050.6(a) and 30-1050.6(b), for the purpose of modifying the City’s zoning ordinance to ensure the proper administration and implementation of the City’s sign regulations.

\_\_\_\_\_  
Patron – Mayor Stoney

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Approved as to form and legality  
by the City Attorney  
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PUBLIC HEARING: SEPT 10 2018 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That sections 30-504, 30-506, 30-507, 30-507.1, 30-509, 30-510, 30-511, 30-512, 30-513, 30-514, 30-515, 30-516, 30-517, 30-518, 30-518.1, 30-518.2, 30-518.3, 30-518.4, 30-519, 30-520, 30-521, 30-522, and 30-523 of the Code of the City of Richmond (2015) be and are hereby **amended** and reordained as follows:

**Sec. 30-504. General provisions to qualify, supplement or modify other provisions.**

The following subsections qualify, supplement or modify, as the case may be, the district sign regulations and shall apply to signs in all districts:

AYES:            8            NOES:            0            ABSTAIN: \_\_\_\_\_

ADOPTED:    SEPT 10 2018    REJECTED: \_\_\_\_\_    STRICKEN: \_\_\_\_\_

(1) *Signs to be located on main buildings.* Unless specifically indicated to the contrary by this article, permitted wall signs, projecting signs and other signs attached to buildings may be attached to main buildings or may be attached to accessory buildings.

(2) *Compliance with building code.* All signs shall conform to applicable sections of the Virginia Uniform Statewide Building Code.

(3) *Illumination of signs.* Unless otherwise specified by this article, permitted signs may be illuminated, provided the source of illumination is [~~not visible and that illumination is~~] of such type and is located, directed or shielded so as not to shine directly on adjoining properties or streets.

(4) *Interference with traffic.* No sign shall be located, arranged, designed or illuminated in such a manner that it interferes with traffic by any of the following means:

- a. Glare;
- b. Confusion with a traffic control device by reason of its color, location, shape, or other characteristic;
- c. Similarity to or confusion with official signs, traffic signals, warning lights or lighting on emergency vehicles; or
- d. Any other means.

(5) *Underclearance for projecting signs, awning signs, canopy signs, and suspended signs.* Projecting signs, awning signs, canopy signs, and suspended signs shall be provided with an underclearance of not less than eight feet.

(6) *Painted wall signs.* The total area of all wall signs painted on a building wall shall not exceed 25 percent of the area of such wall.

(7) *Wall signs facing lots in R or RO district.* No wall sign located on a lot in a UB, UB-2, B-1, B-2 or B-3 district shall face an abutting lot located in an R or RO district unless separated therefrom by an off-street parking area serving the lot in the UB, UB-2, B-1, B-2 or B-3 district.

(8) *Signs along alley frontages.* Any portion of the aggregate sign area permitted on a lot may be allocated to wall signs attached to a building and oriented to an alley abutting the lot, provided that no such sign adjacent to or across an alley from an R or RO district shall be illuminated.

(9) *Encroachment or extension beyond property lines.* No portion of any sign or its supporting structure shall extend beyond the property lines of the lot on which it is located, provided that a sign permitted by this article may extend into or project over the right-of-way of a public street, public alley or other public way when in compliance with and authorized pursuant to the encroachment policies and regulations of the City. The area of such sign shall be included in the calculation of permitted sign area under this article.

(10) *Service station pump island and canopy signs.* Signs displayed on service station pump islands shall not be included in the calculation of aggregate sign area permitted on a lot, provided that such signs do not exceed a total of six square feet per pump face within the pump island. Signs displayed on service station pump island canopies shall be included in the calculation of aggregate sign area permitted on a lot, shall not exceed ten square feet each in area, and not more than one such sign shall be displayed on each side of a pump island canopy.

(11) *Illuminated awnings and canopies.* Except as provided in Subsection (10) of this section, no awning or canopy, whether or not it contains any awning or canopy sign as defined in Section 30-1220, shall be illuminated by internal or integral means or by outlining its extremities,

provided that lighting external to an awning or canopy may be provided for purposes of illuminating a building or entrance thereto.

**Sec. 30-506. R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7 and R-8 districts.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7 and R-8 residential districts:

(1) *Nondwelling uses permitted by right.* On any lot utilized for nondwelling uses permitted by right, not more than two wall signs, awning signs, or canopy signs not exceeding an aggregate of 16 square feet in area on each building frontage along a street and one freestanding sign not exceeding 32 square feet in area on each site shall be permitted.

(2) *Nondwelling uses permitted by conditional use permit.* On any lot utilized for nondwelling uses permitted by conditional use permit, wall signs, awning signs, and [~~awning or~~] canopy signs not exceeding an aggregate of 16 square feet in area on each lot shall be permitted. Such signs shall not be illuminated.

(3) *Signs at entrance to residential neighborhoods and residential subdivisions.* One freestanding sign not exceeding 32 square feet in area at each entrance to a residential neighborhood or residential subdivision, but not more than a total of two such signs, shall be permitted.

(4) *Freestanding sign limitations.* Freestanding signs shall not exceed a height of eight feet and shall not be located within five feet of any street line or within 15 feet of any other property line.

**Sec. 30-507. R-43, R-48, R-53 and R-73 districts.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in R-43, R-48, R-53 and R-73 Multifamily Residential Districts:

(1) *Signs permitted in R-1 through R-8 districts.* Any sign permitted in R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7, and R-8 residential districts as set forth in Section 30-506 shall be permitted.

(2) *Signs identifying other permitted uses.* On any lot utilized for any use permitted by right other than those uses set forth in Section 30-506(1), wall signs, suspended signs, awning [~~and~~] signs, canopy signs, and freestanding signs shall be permitted, provided that:

a. The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed 12 square feet for street frontages of less than 100 feet, 20 square feet for street frontages of 100 feet to 300 feet, and 32 square feet for street frontages of greater than 300 feet.

b. Not more than one freestanding sign shall be permitted along each street frontage. Freestanding signs shall not exceed a height of eight feet and shall not be located within five feet of any street line or within 15 feet of any other property line.

**Sec. 30-507.1. R-63 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the R-63 Multifamily Urban Residential District:

(1) *Signs identifying uses permitted in R-1 through R-8 districts.* Any sign permitted in R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7, and R-8 residential districts as set forth in Section 30-506 shall be permitted.

(2) *Signs identifying other permitted uses.* On any lot utilized for any use permitted by right other than those uses set forth in Section 30-506(1), wall signs, suspended signs, ~~and~~ awning signs, and canopy signs shall be permitted, provided that: the aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed one square foot for each linear foot of building frontage along such street, nor in any case 16 square feet.

(3) *Projecting signs.* On any lot utilized for principal uses permitted only on corner lots as listed in Section 30-419.3, projecting signs shall be permitted, provided that:

a. No projecting sign shall exceed six square feet in area or be located within 25 feet of another projecting sign on the same building wall.

b. No projecting sign, other than a noncommercial flag, shall project greater than three feet from the face of the building or extend above the height of the wall to which it is attached.

c. The area of projecting signs shall be included in the calculation of maximum permitted aggregate area of all signs.

**Sec. 30-509. RO-1, RO-2 and RO-3 districts.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in RO-1, RO-2, and RO-3 Residential-Office Districts:

(1) *Signs identifying uses permitted in R-1 through R-8 districts.* Any sign permitted in R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7, and R-8 residential districts as set forth in Section 30-506 shall be permitted.

(2) *Signs identifying other permitted uses.* On any lot utilized for any use permitted by right other than those uses set forth in Section 30-506(1), wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, provided that:

a. The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed 12 square feet for street frontages of less than 100 feet, 20 square feet for street frontages of 100 feet to 300 feet, and 32 square feet for street frontages of greater than 300 feet. In addition thereto, where two or more main buildings occupied by nondwelling uses are located on a lot, each such building may be permitted with a wall sign not exceeding 12 square feet in area.

b. No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

c. Not more than one freestanding sign shall be permitted along each street frontage. Freestanding signs shall not exceed a height of eight feet and shall not be located within five feet of any street line or within 15 feet of any other property line.

**Sec. 30-510. HO district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the HO Hotel-Office District:

(1) *Signs identifying uses permitted in R-1 through R-8 districts.* Any sign permitted in R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7, and R-8 residential districts as set forth in Section 30-506 shall be permitted.

(2) *Other permitted uses.* On any lot utilized for any use permitted by right other than those uses set forth in Section 30-506(1), wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, provided that:

a. 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 square feet for each street frontage. In addition thereto, one wall sign may be located on the face of a building above a height of 100 feet when no other signs are located on such face above a height of 35 feet. The area of such sign shall not exceed 300 square feet.

b. No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

c. Not more than one freestanding sign shall be permitted along each street frontage. Freestanding signs shall not exceed 50 square feet in area or eight feet in height.

**Sec. 30-511. I district.**



Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the I Institutional District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning [~~and~~] signs, canopy signs, and freestanding signs shall be permitted subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs visible from any street frontage shall not exceed 32 square feet. In addition thereto, where two or more main buildings are located on a lot, each building may be permitted to have a wall sign not exceeding 12 square feet in area.

(3) *Projecting signs.* No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* Not more than one freestanding sign shall be permitted along each street frontage. Freestanding signs shall not exceed a height of eight feet and shall not be located within five feet of any street line or within 25 feet of any lot in an R or RO district.

**Sec. 30-512. UB and UB-2 districts.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the UB and UB-2 Urban Business Districts:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning [~~and~~] signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs located on a lot shall not exceed one square foot for each linear foot of street frontage nor in any case 100 square feet, provided that:

a. No individual sign shall exceed the smaller of 32 square feet in area or such smaller sign area specified elsewhere in this article.

b. For a lot having frontage on more than one street, permitted sign area shall be determined by the street frontage having the greatest dimension.

c. Where more than one main building is located on a lot, the aggregate area of all signs attached to each building shall not exceed one square foot for each linear foot of building frontage along the street nor in any case 100 square feet for each building frontage along a street, and in addition thereto such lot shall be permitted one freestanding sign subject to the restrictions set forth in Subsection (4) of this section.

(3) *Projecting signs.* No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* Freestanding signs shall be permitted subject to the following:

a. One freestanding sign not exceeding 16 square feet in area or ten feet in height shall be permitted. Except as set forth in subdivision (b) of this subsection, such sign shall be included in the calculation of the permitted sign area set forth in subsection (2) of this section.

b. On any lot utilized for a shopping center, one freestanding sign not exceeding 32 square feet in area or ten feet in height shall be permitted on a shopping center

site provided no other freestanding signs are located on such lot. Such sign shall not be included in calculation of the permitted sign area set forth in Subsection (2) of this section.

**Sec. 30-513. B-1 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-1 Neighborhood Business District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs located on a lot shall not exceed one square foot for each linear foot of street frontage nor in any case 100 square feet, provided that:

a. This subsection shall not be construed to restrict any lot to less than 32 square feet of sign area.

b. For a lot having frontage on more than one street, permitted sign area shall be determined by the street frontage having the greatest dimension.

c. Where more than one main building is located on a lot, the formula for determining permitted sign area in this subsection shall apply to individual buildings and building frontages along a street, rather than to lots and lot frontages.

(3) *Projecting signs.* No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* Freestanding signs shall be permitted only on lots utilized for uses set forth in Section 30-506(1) and shall be subject to the restrictions applicable to freestanding signs as set forth in Section 30-506. Such signs shall be included in the calculation of the permitted sign area set forth in Subsection (2) of this section.

**Sec. 30-514. B-2 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-2 Community Business District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed one square foot for each linear foot of street frontage nor in any case 250 square feet for each street frontage, provided that this shall not be construed to restrict any lot to less than 40 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.

(3) *Projecting signs.* No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* Freestanding signs shall be permitted subject to the following:

a. Not more than one freestanding sign shall be permitted along each street frontage. The total square footage attributable to a freestanding sign shall not exceed 100 square feet in area, nor shall a freestanding sign exceed 35 feet in height.

b. On any lot less than two acres in area and utilized for a shopping center, one freestanding sign not exceeding 100 square feet in area or 35 feet in height shall be permitted. On any such lot having multiple street frontages, one additional freestanding sign shall be permitted along each street frontage of 300 feet or more. Such freestanding signs shall not be included in the calculation of the permitted sign area set forth in Subsection (2) of this section.

**Sec. 30-515. B-3 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-3 General Business District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, freestanding signs and off-premises signs shall be permitted, subject to the restrictions set forth in this section and Section 30-504.

(2) *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 ~~[400]~~ 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.

(3) *Projecting signs.* No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* Freestanding signs shall be permitted subject to the following:

a. Not more than one freestanding sign shall be permitted along each street frontage. The total square footage attributable to a freestanding sign shall not exceed 100 square feet in area, nor shall a freestanding sign exceed 35 feet in height.

b. On any lot less than two acres in area and utilized for a shopping center, one freestanding sign not exceeding 100 square feet in area or 35 feet in height shall be permitted. On any such lot having multiple street frontages, one additional freestanding sign shall be permitted along each street frontage of 300 feet or more. Such freestanding signs shall not be included in the calculation of the permitted sign area set forth in Subsection (2) of this section.

(5) *Off-premises signs.* Off-premises signs shall be permitted provided such off-premises signs are oriented towards, visible from, and located within 660 feet of the right-of-way of an interstate highway, and further provided that:

a. Such signs shall not exceed 700 square feet in area or 35 feet in height.

b. No two structures shall be spaced less than 500 feet apart along the same side of the highway. The distance between structures shall be measured along the nearest edge of the pavement between points marking the intersections of the edge of the pavement and perpendiculars extending from the edge of the pavement to the structures.

c. No such structure shall be located within 500 feet of an interchange. The distance from an interchange shall be measured along the nearest edge of the pavement between points marking the beginning or ending of the pavement widening at the exit ramp from or entrance ramp to the main traveled way and a point marking the intersection of the edge of the pavement and a perpendicular extending from the edge of the pavement to the structure.

**Sec. 30-516. B-4 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-4 Central Business District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* Permitted sign area shall be as follows:

a. 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.

b. In addition to the permitted sign area set forth in Subsection (2)a of this section, one wall sign not exceeding 300 square feet may be located on each face of a building above a height of 100 feet when no other signs are located on such face above a height of 35 feet, provided that the permitted sign area for any building face may be increased by up to 25 percent by transferring permitted sign area from another face of the same building.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* One freestanding sign not exceeding 50 square feet in area or eight feet in height shall be permitted along each street frontage, provided that a flag shall not exceed a height of 35 feet.

**Sec. 30-517. B-5 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-5 Central Business District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, ~~and~~ awning signs, and canopy signs shall be permitted, subject to the restrictions set forth in this section.

(2) *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 square feet for each street frontage.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

**Sec. 30-518. B-6 district.**



Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-6 Mixed Use Business Districts:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed one square foot for each linear foot of lot frontage along the street nor in any case 32 square feet for each street frontage. Where more than one main building is located on a lot, the above formula for determining permitted sign area shall apply to individual buildings and building frontages along a street, rather than to lots and lot frontages.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* One freestanding sign not exceeding 16 square feet in area or six feet in height shall be permitted along each street frontage.

**Sec. 30-518.1. B-7 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-7 Mixed-Use Business District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, freestanding signs and roof signs shall be permitted, subject to the restrictions set forth in this section.

(2) *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 square feet for each street frontage. Where more than one main building is located on a lot, the above formula for determining permitted sign area shall apply to individual buildings and building frontages along a street, rather than to lots and lot frontages.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* One freestanding sign not exceeding 50 square feet in area or 15 feet in height shall be permitted along each street frontage.

(5) *Roof signs.* Roof signs located on buildings utilized for uses permitted by Section 30-446.2(46) of this chapter, when such signs are lawfully existing on the effective date of the ordinance from which this section is derived to include the property in the B-7 district, and provided that such signs shall not be included in the calculation of permitted sign area set forth in Subsection (2) of this section.

**Sec. 30-518.2. RF-1 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the RF-1 Riverfront District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case 300 square feet for each street frontage.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* One freestanding sign not exceeding 50 square feet in area or ten feet in height shall be permitted along each street frontage of 150 feet or more, provided freestanding signs not exceeding 60 square feet in area or 12 feet in height in addition to other signs permitted by this section, and shall not be included in the calculation of aggregate sign area permitted on any lot.

**Sec. 30-518.3. RF-2 district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the RF-2 Riverfront District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case 300 square feet for each street frontage.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* One freestanding sign not exceeding 50 square feet in area or ten feet in height shall be permitted along each street frontage of 150 feet or more, provided freestanding signs not exceeding 60 square feet in area or 12 feet in height in addition to other signs permitted by this section, and shall not be included in calculation of aggregate sign area permitted on any lot.

**Sec. 30-518.4. TOD-1 district.**

In addition to the regulations set forth in this article applicable to signs in all districts, the following signs shall be permitted and the following sign regulations shall apply in the TOD-1 transit-oriented nodal district:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *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.

(3) *Projecting signs.* Projecting signs shall be permitted subject to the following:

a. No projecting sign shall be located within 15 feet of another projecting sign on the same building wall.

b. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

c. The aggregate area of all projecting signs shall not exceed 100 square feet.

(4) *Freestanding signs.* One freestanding sign not exceeding 20 square feet in area or five feet in height shall be permitted.

(5) *Roof signs.* Roof signs located on buildings utilized for uses permitted by Section 30-457.2, when such signs are lawfully existing on the effective date of the ordinance from which this section is derived, provided that such signs shall not be included in calculation of permitted sign area set forth in Subsection (2) of this section.

**Sec. 30-519. CM district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the CM Coliseum Mall District (see Sections 30-502 through 30-504 and 30-505):

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, ~~and~~ awning signs, and canopy signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street or mall frontage shall not exceed two square feet for each linear foot of lot frontage along the street or mall nor in any case 300 square feet for each street frontage.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

**Sec. 30-520. DCC district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the DCC Downtown Civic and Cultural District:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *Permitted sign area.* The aggregate area of all signs directed toward or intended to be viewed from any street or mall frontage shall not exceed two square feet for each linear foot of lot frontage along the street or mall.

(3) *Projecting signs.* No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall

project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) *Freestanding signs.* Freestanding signs shall be permitted subject to the following:

a. One freestanding sign not exceeding 50 square feet in area or ten feet in height shall be permitted along each street frontage of 150 feet or more.

b. Uses located on a mall and outside of an enclosed building which are not otherwise entitled to any sign under Subsection (2) of this section and subdivision (a) of this subsection shall be permitted one freestanding sign not exceeding 12 square feet in area.

**Sec. 30-521. OS district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the OS Office-Service district:

(1) *Signs permitted in R-1 through R-8 districts.* Any sign permitted in R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7, and R-8 residential districts as set forth in Section 30-506 shall be permitted.

(2) *Other permitted uses.* On any lot utilized for any use permitted by right other than those uses set forth in Section 30-506(1), wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, provided that:

a. The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed 12 square feet for street frontages of less than 100 feet, 20 square feet for street frontages of 100 feet to 300 feet, and 32 square feet for street frontages of greater than 300 feet. In addition thereto, where two or more main buildings

are located on a lot, each such building may be permitted to have a wall sign not exceeding 12 square feet in area.

b. No projecting sign shall exceed 24 square feet in area or be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

c. One freestanding sign shall be permitted. Freestanding signs shall not exceed a height of eight feet and shall not be located within five feet of any street line or within 15 feet of any other property line.

**Sec. 30-522. RP district.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the RP Research Park District:

(1) *Types of permitted signs.* Wall signs, suspended signs, awning ~~and~~ signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) *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 200 square feet for each street frontage.

(3) *Awning and canopy signs.* Not more than one sign shall be attached to each face of an awning or canopy, and no such sign shall exceed 12 square feet in area.

(4) *Freestanding signs.* One freestanding sign not exceeding 25 square feet in area or eight feet in height shall be permitted along each street frontage, provided that:



a. On any lot used as a parking lot, one freestanding sign not exceeding 12 square feet in area or eight feet in height shall be permitted along the frontage of each street from which public vehicular access is provided to the parking lot.

b. On any lot used as a research park, freestanding signs not exceeding 60 square feet in area or 12 feet in height shall be permitted in addition to other signs permitted by this section and shall not be included in the calculation of aggregate sign area permitted on any lot.

**Sec. 30-523. M-1 and M-2 districts.**

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the M-1 and M-2 Industrial Districts:

(1) *Types of permitted signs.* Wall signs, projecting signs, suspended signs, awning ~~and~~ signs, canopy signs, freestanding signs, roof signs, and off-premises signs shall be permitted, subject to the restrictions set forth in this section.

(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.

(3) *Off-premises signs.* Off-premises signs shall be subject to the regulations applicable in the B-3 General Business District set forth in Section 30-515(5).

§ 2. That the definitions numbered .101 and .107 within section 30-1220 of the Code of the City of Richmond (2015) be and are hereby **amended** and reordained as follows:

.101 *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.

.107 *Sign, suspended*, means a sign suspended from the underside of an awning sign, a canopy sign, a porte cochere, or the roof of a permanently covered walkway or porch.

§ 3. That Chapter 30, Article V, Division 1 of the Code of the City of Richmond (2015) be and is hereby amended and reordained by **adding therein new** sections numbered 30-504.01 and 30-504.02 as follows:

**Sec. 30-504.01. General provisions to qualify, supplement or modify other provisions related to awning signs.**

The following subsections qualify, supplement or modify, as the case may be, the district sign regulations and shall apply to awning signs in all districts:

(1) The horizontal projection, i.e., depth, of any awning containing an awning sign shall not exceed ten feet from the face of the building to which it is attached.

(2) The vertical distance, i.e., height, from the top to the bottom of any awning containing an awning sign shall not exceed four feet, including the valance.

(3) 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.

(4) Any awning containing an awning sign shall be attached immediately above the lintel.

(5) An awning sign may be attached on the awning valance or the shed of the awning.

(6) Awning signs shall not be permitted above the ground floor of the building.

(7) Awning signs shall not exceed a maximum width of 75 percent of the awning length and shall not exceed a maximum of 50 percent of the awning height.

(8) Awning signs shall be permitted on awning ends.

(9) Any awning containing an awning sign shall not obscure distinctive or unique architectural elements.

**Sec. 30-504.02. General provisions to qualify, supplement or modify other provisions related to canopy signs.**

The following subsections qualify, supplement or modify, as the case may be, the district sign regulations and shall apply to canopy signs in all districts:

(1) The horizontal projection, i.e., depth, of any canopy containing a canopy sign shall not exceed ten feet from the face of the building to which it is attached.

(2) The vertical distance, i.e., height, from the top to the bottom of any canopy containing a canopy sign shall not exceed two feet, including the valance.

(3) 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.

(4) Any canopy containing a canopy sign shall be attached above the lintel.

(5) A canopy sign shall be attached completely below or completely above the canopy fascia or completely within the perimeter limits of the canopy fascia.

(6) Canopy signs shall not extend outside the length of the canopy.

(7) Canopy signs shall not be permitted above the ground floor of the building.

(8) Canopy signs shall not exceed a maximum width of 75 percent of the canopy or canopy fascia.

(9) Canopy signs shall not be permitted on canopy ends.

(10) Canopy signs shall be constructed of individual freestanding letters, numbers, other characters, or logos and shall not:

- a. Exceed 24 inches in height.
- b. Exceed 12 inches in depth.

(11) Any canopy containing a canopy sign shall not obscure distinctive or unique architectural elements.

§ 4. That section 30-1220 of the Code of the City of Richmond (2015) be and is hereby amended and reordained by **adding therein new** definitions numbered .12:1, .20:1, and .101:1, as follows:

.12:1 *Awning* means 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.

.20:1 *Canopy*, means 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.

.101:1 *Sign, canopy*, means 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.

§ 5. 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:

<i>Code Section</i>	<i>Description</i>	<i>Fee</i>
30-1050.6(a)	Fee which shall accompany each special use permit application:	
	(1) Day nursery	\$300.00
	(2) Single- or two-family detached or attached dwelling	\$300.00
	(3) Outdoor dining	\$300.00
	(4) Mobile food business	\$300.00
	(5) Multifamily dwelling (three to ten units)	\$1,800.00
	(6) Commercial or industrial use equal to or less than 5,000 square feet	\$1,800.00
	(7) Multifamily dwelling (more than ten units)	\$2,400.00
	(8) Commercial or industrial use greater than 5,000 square feet	\$2,400.00
	(9) <u>Signs</u>	<u>\$300.00</u>
30-1050.6(b)	Fee which shall accompany each application for an amendment to a special use permit pertaining to a change in the originally approved special use permit or amendment thereto	
	(1) Day nursery	\$200.00
	(2) Single- or two-family detached or attached dwelling	\$200.00
	(3) Outdoor dining	\$200.00
	(4) Mobile food business	\$200.00
	(5) Multifamily dwelling (three to ten units)	\$1,200.00
	(6) Commercial or industrial use equal to or less than 5,000 square feet	\$1,200.00
	(7) Multifamily dwelling (more than ten units)	\$1,800.00
	(8) Commercial or industrial use greater than 5,000 square feet	\$1,800.00
	(9) <u>Signs</u>	<u>\$200.00</u>

§ 6. This ordinance shall be in force and effect upon adoption.



# CITY OF RICHMOND

## INTRACITY CORRESPONDENCE

O & R REQUEST

4-7949

JUN 27 2018

O&R REQUEST JUL 16 2018

OFFICE OF CITY ATTORNEY

Office of the Chief Administrative Officer

EDITION: 1

DATE: June 26, 2018

TO: The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor

*LS 7/16/18*

THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer

THROUGH: Peter L. Downey, Deputy Chief Administrative Officer for Economic Development and Planning

*PLD 6-27-18*

FROM: Mark A. Olinger, Director of Planning & Development Review

*MAO*

RE: Amendments to City's Chapter 30, Article V of the Richmond Zoning Ordinance Concerning Sign Regulations and to Amend and Reordain the fees set forth in Appendix A for City Code §30-1050.6(a) and §30-1050.6(b), for the purpose of amending fees for filing applications for special use permits and amended special use permits related to signage.

ORD. OR RES. No. \_\_\_\_\_

**PURPOSE:** To amend and reordain Chapter 30, Article V of the City Code concerning sign regulations in the city of Richmond which will include establishing awning signs and canopy signs as distinct sign types and incorporating design elements related thereto, adjusting maximum sign area in various zoning districts and to Amend and Reordain the fees set forth in Appendix A for City Code §30-1050.6(a) and §30-1050.6(b), for the purpose of amending fees for filing applications for special use permits and amended special use permits related to signage, and other related sections of the Zoning Ordinance to ensure the proper administration and implementation of the Sign Regulations.

**REASON:** To amend Chapter 30, Article V of the City Code to provide additional clarity and opportunity for the installation of awning signs and canopy signs by creating their own distinct set of standards, to adjust the signage calculations in various districts, and to amend and reordain the fees set forth in Appendix A for City Code §30-1050.6(a) and §30-1050.6(b), to permit new fees associated with the application of a special use permit, or an amended special use permit in those instances where signage is the only element for which a special use, or amended special use is sought.

**RECOMMENDATION:** The City Administration recommends adoption of this ordinance.

**BACKGROUND:** Department of Planning and Development Review staff have been contacted by a number of firms/businesses about the possibility of installing signs that are not part of the Sign Regulations of the Zoning Code. This is particularly true with canopy signs and awning signs.

Staff have also been concerned about the maximum amount of square footage permitted in certain zoning districts, or none as in the case of the M-1 and M-2 districts, and—based on some recent sign applications—believe that the fees to cover a sign SUP or an Amendment to an SUP for signage only exceed the amount of effort needed to review and process them.

As a result, numerous offices of the Department of Planning and Development Review (PDR) and the City Attorney's Office have been meeting to establish unique definitions for awning and canopy signs, and the conditions applicable to both, to more clearly identify the differences between them, create general standards for their size, location, and character; develop standards for the maximum amount of signs that can be installed in several different zoning districts (B-3, B-4, TOD-1, M-1, and M-2, specifically); and propose fees associated with signage-related SUPs and amended SUPs.

On June 18, 2018, the Richmond City Planning Commission passed a Resolution of Intent (File ID# CPR.2018-061) to declare an intent to amend Chapter 30, Article V of the Zoning Ordinance to bring Chapter 30, Article V to Amend and Reordain the fees set forth in Appendix A for City Code §30-1050.6(a) and §30-1050.6(b), for the purpose of amending fees for filing applications for special use permits and amended special use permits related to signage. A copy of the Resolution of Intent, along with a copy of the proposed Ordinance are attached to this O&R request.

**FISCAL IMPACT / COST:** The Department of Planning and Development Review does not anticipate any significant impact to the City's budget for this or future fiscal years.

**FISCAL IMPLICATIONS:** Staff time for processing the reports and preparation of the draft ordinance.

**BUDGET AMENDMENT NECESSARY:** No budget amendment is necessary if this proposed ordinance is adopted.

**REVENUE TO CITY:** \$300 for each special use permit application and \$200 for each amended special use permit applied for as a result of this ordinance.

**DESIRED EFFECTIVE DATE:** Upon adoption.

**REQUESTED INTRODUCTION DATE:** July 23, 2018

**CITY COUNCIL PUBLIC HEARING DATE:** September 10, 2018

**REQUESTED AGENDA:** Consent.

**RECOMMENDED COUNCIL COMMITTEE:** None.

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission, September 4, 2018

**AFFECTED AGENCIES:** Department of Planning and Development Review, Office of the City Attorney

**RELATIONSHIP TO EXISTING ORD. OR RES.:** Amends City Code Chapter 30, Article V and Appendix A of the Richmond City Code.

**REQUIRED CHANGES TO WORK PROGRAM(S):** No changes to work programs are required.

**ATTACHMENTS:** Draft Amendments to City Code Chapter 30, Article V, and Appendix A for City Code §§30-1050.6(a) and §§30-1050.6(b).

**STAFF:** Mark A. Olinger, Director of Planning and Development Review, 646-6305.