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# **ARTICLE 11. – SIGNS**

## **DIVISION I. - GENERAL PROVISIONS**

**Sec. 11-1. – Findings, purpose and intent; interpretation.**

- (a) This Article is intended to regulate the design, construction, location, size, and height of all signs placed for exterior display on private property; to protect the public health, safety, convenience and general welfare and promote traffic safety by preventing obstructions with public rights-of-way and minimizing visual distractions to motorists; to facilitate the creation of a convenient, attractive, orderly and harmonious community by ensuring that sign size and height are appropriate to their location; to protect property values by protecting the scenic, natural and historic character of the Town; and to further the urban design and economic development objectives of the Comprehensive Plan.

- (b) Signs obstruct views, distract motorists, displace alternative uses for land and pose other problems that legitimately call for regulation. The purpose of this article 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 article allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this article is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this article which can be given effect without the invalid provision.
- (c) These regulations shall apply to the construction, display, erection, alteration, installation, use, relocation, replacement and reconstruction of all signs placed for public display on private property within the Town of Orange. The message content of signs is not regulated by this Ordinance.
- (d) Signs not expressly permitted as being allowed by right or by special use permit under this article, by specific requirements in another portion of this chapter, or otherwise expressly allowed by the Town Council are forbidden.
- (e) 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 article 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 subsection (a) of this section.
- (f) 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.
- (g) These regulations distinguish between portions of the Town designed for primarily vehicular access and portions of the Town designed for primarily pedestrian access.
- (h) 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.
- (i) 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.
- (j) Whenever specifically authorized by this Article, the application for General Sign Permit

shall be subject to review by the Planning Commission. In such instances, the Planning Commission shall make a non-binding recommendation to the Zoning Administrator as to whether the proposed sign should be approved as submitted or modified by the applicant to address (1) anticipated effects of light pollution or glare on to neighboring properties as a result of illumination of the sign; and (2) safe vehicular travel along public rights-of-way, consistent with the purpose and intent of this Article.

## **Sec. 2. - Definitions.**

***A-Frame sign*** means a two-faced sign with supports that are connected at the top and separated at the base, forming an “A” shape not more than four feet high. These are also referred to as “sandwich board” signs. They are included in the term “portable sign.” A-Frame signs are allowed a maximum area of 6 square feet per side.

***Animated sign*** means a sign or part of a sign that is designed to rotate, move or appear to rotate or move. Such a sign is sometimes referred to as a “moving sign.”

***Antique sign*** means a sign which has been in place for at least 25 years and has special, aesthetic, vintage, landmark or architectural significance, and whose preservation and continued utilization are beneficial and desirable. The allowable size on an Antique Sign will be based on original size of the Antique sign.

***Awning sign*** means a sign placed directly on the surface of an awning or canopy. Signs on awnings in commercial and industrial districts shall be limited to a single line of lettering displaying no more than the name, street number, logo or trademark and principal business of the occupant of the site. The text may be no more than 8 inches in height in the Traditional Town Center and 16 inches in height in the Town Activity Center, the Rural Commercial and the Traditional Industrial zoning districts. Graphics must be flat against the awning or canopy and shall not project above or below the surfaces of the awning or canopy.

***Billboard*** means an off-premises sign, located outdoors, which is designed, intended, or used to advertise goods, merchandise, services, or entertainment to the traveling public, and/or to give distances and directions to the same, and which is visible from any public right-of-way or street.

***Banner*** means a sign made of flexible materials such as cloth, vinyl, paper, flexible plastic, or fabric of any kind, provided that this definition shall not include flags, pennants, or public banner signs. All such banner signs shall be considered temporary signs.

***Building frontage*** means the side of a building or store, or the width of that side of the building or store whether expressed as a linear distance or percentage of the lot frontage, which fronts upon: (1) a public street; (2) a customer parking area located between the front of the building and the public street; or (3) a sidewalk or other pedestrian way, and which has one or more entrance to the main part of the building or store.

***Canopy sign*** See awning.

***Changeable copy sign*** means 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. Changeable copy signs are allowed a maximum area of 12 square feet.

**Comprehensive sign plan** means a plan for the signage of a property that includes multiple tenants or owners with shared parking or other facilities but contains no advertising.

**Construction sign** means a temporary sign erected on the premises where construction is taking place, during the period of construction. The sign generally used to indicate the names of the architects, engineers, landscape architects, contractors, owners, financiers, and/or similar individuals or firms having a role or interest in the structure or project. A construction sign may remain in place until the certificate of occupancy for the structure has been issued or the final inspection of the project has been completed and all work has been approved.

**Directional sign** means an on-premises sign designed to guide vehicular and/or pedestrian traffic by using such words as "entrance", "exit", "parking", "one way", or similar directional instruction, but not including any advertising message. Directional signs are allowed a maximum of 6 square feet in the Traditional Town Center, Town Activity Center, Rural Commercial and Traditional Industrial zoning districts. Directional signs are allowed a maximum of 4 square feet in the Traditional Residential – High Density, Traditional Residential – Low Density and Rural Residential zoning districts

**Electronic Message sign** means a sign that uses a series of lights, such as light-emitting diodes (LEDs), to form a message or messages that may be programmed or modified through electronic means. An electronic time and/or temperature sign and an electronic fuel price sign shall not be considered electronic message board signs for the purposes of administering this Ordinance if the same are in accord with the definitional requirements for such signs.

**Feather sign** A lightweight, portable sign mounted along one edge on a single, vertical, flexible pole the physical structure of which at may resemble a sail, bow, or teardrop. Feather signs are considered Temporary signs for the purposes of determining maximum allowable size.

**Flag** means a piece of cloth or similar material attachable by one edge to a rigid pole or rope.

**Flashing sign** means a sign that includes lights that flash, blink, or turn on and off intermittently.

**Freestanding sign** means any non-portable sign supported by a fence, retaining wall, or by upright structural members or braces on or in the ground and not attached to a building. Ground Mounted and Monument signs are to be considered Freestanding signs when interpreting Sections 22, 23 and 24.

**Ground mounted sign** means a sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall. The area requirements shall be the same as Freestanding signs as listed in the Sections 22, 23, and 24 of the Sign Ordinance Article. In addition to the requirements listed for ground-mounted signs in Tables 22, 23 and 24, a building or use fronting on U.S. Route 15 within these districts shall be permitted an additional 25 sq. ft. of sign area for each 100 linear feet such sign is located from the center line of the highway, not to exceed 150 sq. ft. Lastly, in the Traditional Town Center (TTC) zoning district, , a ground-mounted sign may only be erected on a lot having a minimum street frontage of 100 feet. The

ground-mounted sign shall also be located at least 100 feet from any other commercial ground-mounted sign.

**Height** means the maximum vertical distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of:

- (1) Existing grade prior to construction; or
- (2) 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** means any sign erected without a required permit or which otherwise does not comply with any provisions of this article.

**Illuminated sign** means a sign illuminated in any manner by an artificial light source, whether internal, external or indirect, which is part of the sign proper, but does not include a neon sign.

**Marquee** means any permanent construction that project from a wall of a building above an entrance

**Marquee sign** means a sign made a part of a marquee with changeable, fixed or both types of lettering. There are no minimum or maximum area restrictions for a Marquee Sign

**Minor sign** means a wall or freestanding sign not exceeding one (1) square foot in area, not exceeding four feet in height, and not illuminated

**Monument sign** means a type of ground-mounted sign in which the sign and structure are an integral part of one another, and which is affixed to a solid base that is over half the width of the sign, built on grade, and typically constructed of brick, stone, or other masonry. The area requirements shall be the same as Freestanding signs as listed in the Sections 21, 22, 23, and 24 of the Sign Ordinance Article.

**Mural or Mural sign** means a large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols. The area requirements shall be the same as Wall signs within the Traditional Town Center, Town Activity Center, Traditional Industrial and Rural Commercial zoning districts. Larger dimension murals can be requested with review by the Planning Commission.

**Neon sign** means a sign containing exposed tubes filled with light-emitting gas.

**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 of the zoning ordinance and which fails to conform to current standards and restrictions of the zoning ordinance.

**Off-premises sign** means 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.

**On-premises sign** means any sign identifying or advertising a use, business, commodity, activity, service, or establishment conducted, sold, offered or located on the premises where the sign is installed and maintained.

**Permanent sign** (as found in Section 21 of this article) means any sign to be displayed for an unlimited amount of time within a residential district. Permanent signs are limited to wall, window signs, or signs affixed to a mailbox and are limited to a maximum size of 3 square feet.

**Pole sign** means a sign that is mounted on one (1) or more freestanding poles. The area requirements shall be the same as Freestanding signs as listed in the Sections 21, 22, 23, and 24 of the Sign Ordinance Article.

**Portable sign** means any temporary sign not affixed to a building, structure, vehicle or the ground. It does not include a flag or banner.

**Projecting sign** means any sign, other than a wall, awning or marquee sign, affixed to a building generally at right angles to the building and supported only by the wall on which it is mounted. Projecting Signs are allowed a maximum sign area of 15 square feet in the Traditional Town Center and 20 square feet in the Town Activity Center, Rural Commercial and Traditional Industrial zoning districts

**Public area** means 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.

**Roof sign** means 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.

**Shingle sign** means a sign that has a face perpendicular to the building provided the sign is no larger than six square feet, is no less than eight feet above the ground, and does not extend more than four feet from the building.

**Sign** means any display of any letters, words, numerals, figures, devices, emblems, pictures, structural forms, corporate logos (including symbols, color patterns or other features that communicate brand identity) or any parts or combinations thereof, by any means whereby the same are made visible for the purpose of making anything known, whether such display be made on, attached to, or as a part of a structure, surface or any other thing, including, but not limited to, the ground, any rock, tree, or other natural object, which display is visible on or beyond the boundaries of the parcel of land on which the same is made. A display of less than two (2) square feet in area is excluded from this definition. For the purposes of this chapter, the term “sign” shall include all structural members or support apparatus.

**Sign face** means the portion of a sign structure bearing the message, not including the support structure.

**Sign structure** means any structure bearing a sign face.

**Temporary sign** means any sign intended to be displayed for a specified period of time not to exceed 30 consecutive days or 60 days within one year and not permanently installed in the ground nor permanently affixed to a structure.

**Vehicle or trailer sign** means 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** means a sign attached to or painted on the exterior wall of a building and which projects away from the wall not more than twelve (12) inches. Painted Wall signs larger than allowed in Tables 22 may be requested with review by the Planning Commission. In no case shall the size exceed 40 square feet. In addition, buildings or uses fronting on U.S. Route 15 within a shopping center shall be permitted an additional 10 sq. ft. of sign area for every one hundred (100) linear feet such building or use is located off of the center line of the highway not to exceed a maximum sign area of ninety (90) sq. ft.

**Window sign** means a sign painted, stenciled, or affixed entirely within or upon the flat surface of a window or door, or placed immediately behind the window so as to attract the attention of persons outside the building, but excluding merchandise in a window display.

### **Sec. 3. - Permit required.**

- (a) *In general.* A sign permit is required prior to the display and erection of any sign except as provided in section 4 of this Article.
- (b) *Application for permit.*
  - (1) An application for a sign permit shall be filed with the Town Community Development Department on forms furnished by that department. The applicant shall provide sufficient information to determine if the proposed sign is permitted under the zoning ordinance 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 process the sign permit application and approve the application, reject the application, or notify the applicant of deficiencies in the application within 20 business days after receipt.
  - (3) If the application is rejected, the Town shall provide a list of the reasons for the rejection in writing. An application shall be rejected for non-compliance with the terms of the zoning ordinance, or other applicable law, regulation, or ordinance.
- (c) *Permit fee.* A nonrefundable fee as set forth in the uncodified fee schedule adopted by the Town Council shall accompany all sign permit applications.
- (d) *Duration and revocation of permit.* If a sign is not installed within six months following the issuance of a sign permit (or within 30 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 30 days unless another time is provided in the zoning ordinance. 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 the zoning ordinance, or other applicable law, regulation, or ordinance.

- (e) *Inspection.* The Zoning Administrator may perform an inspection after an approved sign has been installed to ensure compliance with these sign regulations. Any discrepancies between the approved sign and the sign as constructed shall be identified and may result in the halt of construction until the discrepancies have been resolved or removal of the sign if so ordered by the Zoning Administrator.
- (f) *Special exceptions.* Comprehensive sign plans may be approved by special use permit in the TND zoning districts. Comprehensive sign plans may be approved by special use permit in the districts for uses allowed by 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, 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 the Zoning Ordinance.

#### **Sec. 4. - Permit not required.**

A sign permit is not required for:

- (1) Signs erected by a governmental body after review and approval by the Town of Orange Zoning Administrator or required by law.
- (2) Flags up to 16 square feet in size not containing any commercial advertising; provided, that no freestanding pole shall be erected in the public right-of-way nor be within five (5) feet of a service drive, travel lane, adjoining street or property line.
- (3) The changing of messages on marquees and the repair of an existing permitted sign, except that repair of a nonconforming sign must comply with § 9(e).
- (4) Temporary signs as follows:
  - a. One (1) sign, no more than twelve (12) square feet in area, located on property where a building permit is active.
  - b. On any property for sale or rent in the Rural Residential, the Traditional Residential Low Density, the Traditional Residential High Density or the Traditional Town Center zoning districts, not more than one sign with a total area of up to twelve (12) square feet and a maximum height of six (6) feet, and on any property for sale or rent in the Town Activity Center, the Rural Commercial or the Traditional Industrial zoning districts, not more than one sign with a total area of up to thirty two (32) square feet and a maximum height of eight (8) feet.
  - c. Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties; provided that all such signs shall be removed no more than ten (10) days after their purpose has been accomplished.
  - d. On residential property one or more temporary signs with a total area of no more than 12 square feet, and which are removed within 90 days after being erected.
  - e. On residential 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.
- (5) Not more than two minor signs per parcel. Additional minor signs are permitted in

certain districts with a permit.

- (6) A-frame signs more than fifty (50) feet from the nearest public right of way or an A-frame sign that is removed and stored nightly.
- (7) Pavement markings. Any sign applied directly and entirely to and flush with an asphalt, concrete, or similar paved surface.
- (8) A permanent window sign, provided that the aggregate area of all window signs on each window or door does not exceed twenty-five percent (25%) of the total area of the window or door.

### **Sec. 5. – 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.
  - (1) Signs that violate any law of the Commonwealth 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 city official as a nuisance.
  - (4) Vehicle or trailer signs.
  - (5) Freestanding signs more than 25 feet in height.
  - (6) Any sign displayed without complying with all applicable regulations of this chapter.
  - (7) Billboards
  - (8) Electronic Message Signs
- (b) Prohibitions based on materials.
  - (1) Animated signs. This subsection does not apply to flags expressly permitted under this article or the changing of the message content no more often than once every seven seconds.
  - (2) Flashing signs or other signs displaying flashing, scrolling or intermittent lights or lights of changing degrees of intensity, except where such signs are expressly permitted within this article.
  - (3) Signs that emit smoke, flame, scent, mist, aerosol, liquid, or gas.
  - (4) Signs that emit sound.
  - (5) Any electronic sign that is generated by a series of moving images, such as an LED, digital display, or other video technology, whether displayed on a building, vehicle, or mobile unit.
  - (6) Strings of flags visible from, and within 50 feet of, any public right-of-way.
  - (7) Pole signs fewer than 6 feet in height.

- (c) Prohibitions based on location.
  - (1) Off-premises signs, unless specifically permitted by this chapter.
  - (2) Signs erected on public land other than those approved by an authorized Town official.
  - (3) Signs on the roof surface or extending above the roofline of a building or its parapet wall.
  - (4) Neon signs, except when located inside a building in a window.
  - (5) Any sign located in the vision triangle formed by any two (2) intersecting streets as regulated by the provisions of section 2-30.20 Obstruction to Vision at Intersections.
  - (6) Window signs whose aggregate area on a window or door exceed twenty-five percent (25%) of the total area of the window or door glass.

**Sec. 6. - Measurements of sign area and height.**

- (a) Supports, uprights or structure on which any sign is supported shall not be included in determining the sign area unless such supports, uprights or structure 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. The area of a sign shall be that area contained within the outside measurement of the perimeter of the display area of the sign, including lighting but excluding supports or sign background whether illuminated or not. For channel letters or other signs lacking an identifiable display area, the sign area shall be measured as the area of the sign face within the smallest square, circle, rectangle, triangle or combination thereof, that encompasses the extreme limits of the letters, figures, designs, devices, pictures, projected images, symbols, fixtures, logos, emblems or insignias, or any part or combination thereof, provided that the area between letters shall be included in the calculations. On a ground-mounted or monument sign, the maximum sign area shall apply to the aggregate area of all individual signs attached thereto.
    - 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.
    - d. The supports, uprights or structure on which any sign is supported shall not be included in determining the sign area unless such supports, uprights or structure area

are designed in such a manner as to form an integral background of the display

- e. In instances where there are multiple tenants or users on a property or in a building, allowable sign area for all parties shall not exceed the maximum sign area computed based on the linear footage of the building frontage where each tenant or user is located.
- (c) *Maximum height.* The maximum height for any sign shall be 25 feet unless otherwise specified within this chapter.

#### **Sec. 7. - Maintenance and removal.**

- (a) All signs shall be constructed and mounted in compliance with the Virginia Uniform Statewide Building Code.
- (b) All signs and components thereof shall be maintained in good repair and in a safe, neat and clean condition.
- (c) The zoning administrator may cause to have removed or repaired immediately without written notice any sign or sign structure which, in his 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 Article 3-80 “*Enforcement*” of this Code,
- (d) The owner of any sign located on commercial property where the use or business has ceased operating shall, within 120 days of the cessation of use or business operation, replace the sign face with a blank face until such time as a use or business has resumed operating on the property. If no new business resumes within two years, the sign structure shall also be removed by the owner, or by the Town at the owner’s expense.
- (e) A nonconforming sign structure 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 structure sign 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 fifteen (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 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.
- (f) *Sign condition, safety hazard, nuisance abatement, and abandonment.*
  - (1) 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.
  - (2) Any sign which constitutes a nuisance may be abated by the Town under the requirements of Virginia Code §§ 15.2-900, 15.2-906, and/or 15.2-1115.

#### **Sec. 8. – General requirements.**

- (a) *Placement.* Except as otherwise permitted, all signs shall be set back from any street right-of-way or property line at least half the height of the sign or a minimum of five (5) feet, whichever is greater.
- (b) *Illumination.* All permitted signs may be backlit, internally lighted, or indirectly lighted, unless such lighting is specifically prohibited in this article.
  - 1. In the case of indirect lighting, the source shall be so shielded that it illuminates only the face of the sign. However, shingle 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. Details of any illumination proposed as part of a sign shall be provided by the applicant with the sign permit application. Where illuminated signs are permitted, all exposed lamps used to illuminate ground signs or wall signs shall be equipped with reflectors, shields, or other devices arranged so as to concentrate the illumination upon the area of the sign and prevent glare. Lighting design shall be such that no excess light spill or glare occurs. No light from any illuminated sign shall cause non-reflected light from the fixture to shine onto any adjoining property or public right-of-way.
- (c) *Landscaping.* All non-temporary ground-mounted or monument signs shall be installed with a minimum surround of three (3) feet of regularly maintained floral and shrubbery landscaping in every direction.

**Sec. 9. - Nonconforming signs.**

- (a) Signs lawfully existing on the effective date of this chapter under 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) A nonconforming sign may be altered by refacing the sign by the current owner or renter of the establishment to which the sign pertains.
- (c) No nonconforming sign shall be enlarged nor shall any feature of a nonconforming sign, such as illumination, be increased.
- (d) Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign. 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.
- (e) 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 article.

- (f) A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding fifty (50) percent of its area may be restored within two (2) years after such destruction or damage but shall not be enlarged in any manner. If such sign is so destroyed or damaged to an extent exceeding fifty (50) percent, it shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this article.
- (g) Whenever a change or discontinuation of use occurs upon a lot that contains a nonconforming sign, and such change or discontinuation of use continues for more than two (2) years, such sign may not remain without being modified in such a manner as to be in full compliance with these sign regulations. A nonconforming sign without copy on its sign face shall lose its nonconforming status and be removed by the owner of the property on which the sign is located if the use to which the sign pertains is discontinued for more than two (2) years.
- (h) A nonconforming sign which is changed to become 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 article.

**Sec. 10. –Non-commercial signs.**

- (a) *Substitution.* Wherever this Article permits a sign with commercial content, non-commercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height and construction.
- (b) *Off-site Signs for Noncommercial Use of Limited Duration.* With a permit, a noncommercial organization may erect up to two off-premises temporary signs on properties in commercial and industrial zoning districts with the consent of the persons in charge of such properties. Each sign shall be no more than 16 square feet in area and 8 feet in height. The area of the sign counts against the maximum temporary sign area permitted on that lot. No more than one off-premises temporary sign may be displayed per lot. Display of such signs shall be limited to 30 days at a time. Each organization shall be limited to the display of such signs no more than 4 times within any calendar year.

**DIVISION II. - SIGN REGULATIONS BY USE AND DISTRICT**

<p>The sign types found along the left hand edge of this table (Existing Sign Types) are sign types that are currently in use in the Town of Orange. The table below shows where the Existing Sign Types fit within the more general Related Sign Types used in Sections 21, 22, 23, and 24. Existing Sign Types shall adhere to all requirements for the related sign type as found in Sections 21, 22, 23, and 24 except for maximum sign size requirement which can be found in the definition section for each of the Existing Sign Types.</p>						
	<u><b>Related Sign Types</b></u>					
	<i>Flags</i>	<i>Temporary</i>	<i>Permanent</i>	<i>Freestanding</i>	<i>Wall</i>	<i>Portable</i>
<u><b>Existing Sign Types</b></u>						
<i>A-Frame</i>		<i>X</i>				<i>X</i>
<i>Antique sign</i>				<i>X</i>	<i>X</i>	
<i>Awning/ Canopy sign</i>						
<i>Changeable copy sign</i>		<i>X</i>		<i>X</i>	<i>X</i>	<i>X</i>
<i>Directional Sign</i>				<i>X</i>	<i>X</i>	
<i>Feather sign</i>		<i>X</i>				<i>X</i>
<i>Ground mounted sign</i>				<i>X</i>		
<i>Marquee sign</i>					<i>X</i>	
<i>Monument sign</i>				<i>X</i>		
<i>Mural or Mural sign</i>					<i>X</i>	
<i>On-premises sign</i>		<i>X</i>	<i>X</i>	<i>X</i>	<i>X</i>	<i>X</i>
<i>Pole sign</i>				<i>X</i>		
<i>Projecting sign</i>					<i>X</i>	
<i>Shingle sign</i>			<i>X</i>		<i>X</i>	

**Section 21. – Residential district signs. (Rural Residential, Traditional Residential – High Density, Traditional Residential – Low Density)**

(a) Except as otherwise prohibited in this Article, the following signs are permitted as accessory to residential uses in residential districts. Moving signs and electronic message signs are prohibited on residential properties in all residential districts.

TYPE	Flags	Temporary	Permanent
Size (each/total)	16 s.f./48 s.f.	16 s.f./16 s.f.	3 s.f./3 s.f.
Illumination	External	None	External
Setback	½ the height of the flagpole or five (5) feet whichever is greater	Five (5) foot minimum from right of way and/or property line	Five (5) foot minimum from right of way and/or property line
Maximum Height	25 ft.	4 ft.	4 ft.
Location	Flag pole ≤ 8" diameter	Freestanding, portable, wall, or window	Wall or window sign or affixed to mailbox
Duration	Unlimited	90 days	Unlimited

(b) Except as provided otherwise in this Article, the following signs are permitted as accessory to non-residential uses in residential districts. Moving signs are prohibited as accessory uses for non-residential uses in all residential districts.

TYPE	Flags	Temporary signs	Permanent signs
Size (each/total)	16 s.f./48 s.f.	16 s.f./16 s.f.	16 s.f./16 s.f.
Illumination	External	None	External
Setback	½ the height of the flagpole or five (5) feet whichever is greater	Five (5) foot minimum from right of way and/or property line	Five (5) foot minimum from right of way and/or property line
Maximum Height	25 ft.	4 ft.	4 ft.
Location	Flag pole ≤ 8" diameter	Freestanding, portable, wall, or window	Wall or window sign or affixed to mailbox
Duration	Unlimited	90 days	Unlimited

**Section 22. – Commercial district signs. (Traditional Town Center – All Transects)**

(a) *Generally.* Except as provided otherwise in this Article, the following signs are permitted as accessory uses in commercial districts. In addition, up to one minor sign per business is permitted as a wall sign.

TYPE	Freestanding	Wall	Flags	Temporary signs
Size(each/total)	15 square feet	½ square foot for each linear foot of building	16 s.f./48 s.f.	16 s.f./16 s.f.

		wall on which the sign is to be attached – 30 square foot maximum		
Maximum Number	1	1 per wall	48 s.f.	4
Illumination	Internal, External, Indirect	External/Indirect	External	None
Setback	Five (5) foot minimum from right of way and/or property line	None	½ the height of the flagpole or five (5) feet whichever is greater	Five (5) foot minimum from right of way and/or property line
Maximum Height	12 feet	None	25 feet	6 feet
Materials	See Sec.5(b)(1-8)	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)
Duration	Unlimited	Unlimited	Unlimited	90 days

(b) *Window signs.* 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.

**Section 23. – Commercial district signs. (Town Activity Center, Rural Commercial)**

(a) *Generally.* Except as provided otherwise in this Article, the following signs are permitted as accessory uses in commercial districts. In addition, up to one minor sign per business is permitted as a wall sign.

TYPE	Freestanding	Wall	Flags	Temporary signs
Size (each/total)	50 square feet except where two (2) signs are erected on a lot abutting more than one public street, the maximum area of each sign shall not exceed 25 square feet	1 square foot for each linear foot of building wall on which the sign is to be attached – 150 square foot maximum	16 s.f./48 s.f.	16 s.f./16 s.f.
Maximum Number	1 unless on corner lot then 2	1 per wall	48 s.f.	4
Illumination	Internal, External, Indirect	Internal, External, Indirect	External	None

Setback	Five (5) foot minimum from right of way and/or property line		½ the height of the flagpole or five (5) feet whichever is greater	Five (5) foot minimum from right of way and/or property line
Maximum Height	20 feet	None	None	10 feet
Materials	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)
Duration	Unlimited	Unlimited	Unlimited	90 days

(b) *Window signs.* 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.

**Section 24. – Industrial district signs. (Traditional Industrial)**

Except as provided otherwise in this Article, the following signs are permitted as accessory uses in industrial districts. In addition, up to one minor sign per business is permitted as a wall sign.

TYPE	Freestanding	Wall	Flags	Temporary signs
Size (each/total)	50 square feet except where two (2) signs are erected on a lot abutting more than one public street, the maximum area of each sign shall not exceed 25 square feet	1 square foot for each linear foot of building wall on which the sign is to be attached – 150 square foot maximum	16 s.f./48 s.f.	16 s.f./16 s.f.
Maximum Number	1 unless on corner lot then 2	1 per wall	48 square feet	4
Illumination	Internal, External, Indirect	Internal, External, Indirect	External	None
Setback	Five (5) foot minimum from right of way and/or property line	Five (5) foot minimum from right of way and/or property line	½ the height of the flagpole or five (5) feet whichever is greater	Five (5) foot minimum from right of way and/or property line
Maximum Height	20 feet	None		10 feet
Materials	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)	See Sec. 5(b)(1-8)
Duration	Unlimited	Unlimited	Unlimited	90 days

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.