

**TOWN OF ASHLAND
ORDINANCE 2019-03**

ORD2019-03 RESIDENTIAL MONUMENT SIGN

NOW THEREFORE, be it ordained by the Council of Town of Ashland, in the State of Virginia, as follows:

SECTION 1: **AMENDMENT** “Sec 21-208 Signs Permitted” of the Ashland *Town Code is hereby *amended* as follows:

B E F O R E A M E N D M E N T

Sec 21-208 Signs Permitted

(a) Only the following signs are permitted in **RR-1, R-1, R-2, and PMH** districts¹:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Home occupation sign	1 per lot	2 square feet	N/A
Neighborhood sign	1 at each street entrance but not more than 2 total	32 square feet	6 feet
Directional sign	1 per lot	4 square feet	5 feet
Traffic control sign	2 per (entrance)	4 square feet	5 feet
Freestanding sign	1 per lot	24 square feet	8 feet
Temporary sign	*as allowed according to temporary sign definition within this article	*	*

¹Signage within the RR-1, R-1, R-2, and PMH district may not be illuminated in any way.

(b) Only the following signs are permitted in the **R-3, R-4 and R-5** districts²:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Attached sign	1 per lot	24 square feet	N/A
Freestanding sign	1 per lot	32 square feet	8 feet
Home occupation sign	1 per lot	2 square feet	N/A
Neighborhood sign	1 at each street entrance but not more than 2 total	32 square feet	6 feet
Directional sign	1 per lot	4 square feet	5 feet
Traffic control sign	2 per entrance	4 square feet	5 feet
Awning sign	1 per lot	25 square feet	N/A
Temporary sign	*as allowed according to temporary sign definition within this article	*	*

²Signage within the R-3, R-4, and R-5 district may not be illuminated in any way.

(c) Only the following signs are permitted in **RO-1** district³:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Attached sign	1 per lot	12 square feet	N/A
Freestanding sign	1 per lot	16 square feet	8 feet
Neighborhood sign	1 at each street entrance but not more than 2 total	32 square feet	6 feet
Temporary sign	*as allowed according to temporary sign definition within this article	*	*
Home occupation sign	1 per lot	2 square feet	N/A
Awning sign	1 per lot	25 square feet	N/A
Directory sign	1 per lot	6 square feet	N/A
Window sign	*as allowed according to window sign definition within this article	*	*
Traffic control signs	2 per entrance	4 square feet	5 feet

³Signage within the RO-1 district may not be illuminated in any way.

(d) Only the following signs are permitted in **HE** and **PUD** districts⁴:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Attached sign	1 per lot	24 square feet	N/A
Freestanding sign	1 per lot	24 square feet	8 feet
Monument-type freestanding sign	1 per lot	30 square feet	8 feet
Directional sign	1 per lot	4 square feet	5 feet
Traffic control sign	2 per entrance	4 square feet	5 feet
Awning sign	1 per lot	25 square feet	N/A
Directory sign	1 per lot	6 square feet	N/A
Window sign	*as allowed according to window sign definition within this article	*	*
Temporary sign	*as allowed according to temporary sign definition within this article	*	*

⁴Signage within the HE and PUD districts may be illuminated in accordance with Sec. 21-209.

(e) Only the following signs are permitted in **B-2, B-4, M-1, and PSC** districts⁵:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Attached sign	Two shapes per street frontage	1.5 square feet for each linear foot of building/business frontage, not to exceed 120 square feet	N/A
Freestanding signs	1 per lot	60 square feet	18 feet
Monument-type freestanding sign	1 per lot	75 square feet	8 feet
Electronic changeable copy or graphic display sign (allowed as up to 40% of the total area of a monument sign)	See monument sign above	See monument sign above	See monument sign above
Directional sign	1 per lot	4 square feet	5 feet
Fuel pump sign	1 per each face of a fuel pump	2 square feet	N/A
Projecting sign	1 per lot	24 square feet	None
Temporary sign	*as allowed according to temporary sign definition within this article	*	*
Shared sign	*as allowed according to shared sign definition within this article	120 square feet	18 feet
Awning sign	1 per lot	25 square feet	N/A
Directory sign	1 per lot	6 square feet	N/A
Marquee sign	*as allowed according to marquee sign definition within this article	48 square feet per side	N/A
Window sign	*as allowed according to window sign definition within this article	*	*

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Gas station canopy sign	N/A	No more than 25 square feet per side	N/A
Traffic-control signs	2 per entrance	4 square feet	5 feet

⁵Signage within the B-2, B-4, M-1, and PSC districts may be illuminated in accordance with Sec. 21-209.

(f) Only the following signs are permitted in **B-1** district⁶:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Attached sign	Two shapes per street frontage	1.5 square feet for each linear foot of building/business frontage, not to exceed 120 square feet	N/A
Monument-type freestanding sign (only if building is setback a minimum of 10 feet)	1 per lot	30 square feet	8 feet
Electronic changeable copy for fuel price display	See Monument sign above	See Monument sign above	See Monument sign above
Directional sign	1 per lot	4 square feet	5 feet
Fuel pump sign	1 per each face of a fuel pump	2 square feet	N/A
Projecting sign	1 per lot	1 square foot for each linear foot of building/business frontage, not to exceed 16 square feet	None
Awning sign	1 per lot	25 square feet	N/A
Directory sign	1 per lot	6 square feet	N/A
Marquee sign	*as allowed according to marquee sign definition within this article	48 square feet per side	N/A
Window sign	*as allowed according to window sign definition within this article	*	*
Gas station canopy sign	N/A	No more than 25 square feet per side	N/A
Temporary sign	*as allowed according to temporary sign definition within this article	*	*

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Shared sign	*as allowed according to shared sign definition within this article	120 square feet	18 feet
Traffic control sign	2 per entrance	4 square feet	5 feet
A-frame sign	1 per lot	6 square feet	3 feet

⁶Signage within the B-1 district may not be internally illuminated.

AFTER AMENDMENT

Sec 21-208 Signs Permitted

(a) Only the following signs are permitted in **RR-1, R-1, R-2, and PMH** districts¹:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Home occupation sign	1 per lot	2 square feet	N/A
Neighborhood sign	1 at each street entrance but not more than 2 total	32 square feet	6 feet
Directional sign	1 per lot	4 square feet	5 feet
Traffic control sign	2 per (entrance)	4 square feet	5 feet
Freestanding sign	1 per lot	24 square feet	8 feet
<u>Monument Sign</u>	<u>1 per lot</u>	<u>24 square feet</u>	<u>8 feet</u>
Temporary sign	*as allowed according to temporary sign definition within this article	*	*

¹Signage within the RR-1, R-1, R-2, and PMH district may not be illuminated in any way.

(b) Only the following signs are permitted in the **R-3, R-4 and R-5** districts²:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Attached sign	1 per lot	24 square feet	N/A
Freestanding sign	1 per lot	32 square feet	8 feet
<u>Monument Sign</u>	<u>1 per lot</u>	<u>32 square feet</u>	<u>8 feet</u>
Home occupation sign	1 per lot	2 square feet	N/A
Neighborhood sign	1 at each street entrance but not more than 2 total	32 square feet	6 feet
Directional sign	1 per lot	4 square feet	5 feet
Traffic control sign	2 per entrance	4 square feet	5 feet
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(c) Only the following signs are permitted in **RO-1** district³:

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³Signage within the RO-1 district may not be illuminated in any way.

(d) Only the following signs are permitted in **HE** and **PUD** districts⁴:

Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
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Type of Sign	Number Allowed	Maximum Sign Area	Maximum Sign Height
Gas station canopy sign	N/A	No more than 25 square feet per side	N/A
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Traffic control sign	2 per entrance	4 square feet	5 feet
A-frame sign	1 per lot	6 square feet	3 feet

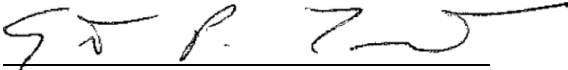
⁶Signage within the B-1 district may not be internally illuminated.

PASSED AND ADOPTED BY THE TOWN OF ASHLAND COUNCIL JUNE 18, 2019.

	AYE	NAY	ABSENT	ABSTAIN
Councilmember McGraw	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Councilmember Abbott	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Councilmember Spagna	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Vice Mayor Hodges	<u> X </u>	<u> </u>	<u> </u>	<u> </u>
Mayor Trivett	<u> X </u>	<u> </u>	<u> </u>	<u> </u>

Presiding Officer

Attest



Steven Trivett, Mayor, Town of Ashland



Matthew Reynal, Clerk of Council
Town of Ashland

