

THIS PAMPHLET OUTLINES SIGN REGULATIONS IN THE TOWN OF WARRENTON. THIS IS A GENERAL GUIDE FOR PROPERTY OWNERS, TENANTS AND SIGN COMPANIES. PLEASE REVIEW ARTICLE 6 OF THE ZONING ORDINANCE FOR SPECIFIC EXPLANATIONS OF THE CRITERIA REQUIRED FOR APPROVAL.

Definition: A sign is defined in the ordinance as any display of 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 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.

A Sign Permit is Required: No sign may be constructed, displayed, erected, altered, installed, used relocated, replaced, or reconstructed until a sign permit has been issued by the Zoning Administrator. (Section 6-1.3)

Most signs require a sign permit to be issued prior to the installation of a sign. However, there are exceptions which are listed in Section 6-1.4 of the Zoning Ordinance. Those signs listed are mainly temporary signs or signs erected by a governmental agency.

Building Permit Required: All freestanding, monument and wall mounted signs require a building permit **IN ADDITION** to a sign

permit. Permanent window signs however, do not require a building permit. If you are unsure whether your sign will require both, please contact the Department of Planning and Community Development.

Signs in the Historic District: In addition to a sign permit, proposed signs in the Historic District must be granted a Certificate of Appropriateness from the Architectural Review Board. Please review the Historic District Guidelines to find what signs are appropriate in the Historic District (Section 6-2.8).

Certain Signs are Permitted in All Zoning Districts: Some signs are permitted in every Zoning District in the Town. These signs include Directory Signs, Political Campaign Signs, Temporary Banners advertising Fairs and Carnivals, Directional Signs for Community Buildings and Churches, Community Bulletin Boards, Parking Lot Signs and Internal Directional or Identification Signs. Descriptions of these signs along with their restrictions, can be found in Section 6-1.5 of the Zoning Ordinance.

Many Signs are PROHIBITED in all Districts: A complete list of prohibited signs can be found in Section 6-1.6 of the Zoning Ordinance. The most common offenders found in the Town are off-premises signs, portable signs, animated signs, signs affixed to trees or other unapproved structures and signs in the public right-of-way.

Measurements of Sign Area: 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 lighted or not.

Where may signs be located? No sign may be placed within a required side yard, within common open space or within ten (10) feet of

the adjacent street curb or at the property line—unless a different requirement is specified in the Zoning Ordinance. No sign shall be placed in a location or manner that creates a visual barrier or hazard to traffic (Section 6-1.9).

No sign, except for authorized traffic signs, may be erected at the intersection of any street in such a manner as to obstruct a motorist's or pedestrian's vision between two and one-half (2 1/2) and eight (8) feet in height; or at any location where it may interfere with, obstruct the view of or be confused with any authorized traffic sign (Section 6-1.10).

Wall and painted signs must be located on a wall fronting on a street (Sections 6-2.5.4., 6-2.6.5., and 6-2.7.4.).

How large may my sign be? The amount of allowable sign area depends on many factors, primarily your property's Zoning District and the size of your building. Buildings in Commercial and Industrial Districts are allowed more signage area in addition to more signage options as opposed to properties designated residential.

Wall signs are limited to three (3) in number in commercial districts and one (1) in number in the Industrial District. Wall signs may not exceed 100 square feet in total area or 10 percent of the area of the wall on which they are placed, whichever is less. Permanent window signs are considered wall signs and are included in the allowable sign area calculation. Freestanding signs and monument signs are also permitted in Commercial and Industrial districts. Monument signs are limited to fifty (50) square feet in area and shall not exceed eight (8) feet in height. Freestanding signs shall not exceed twenty (20) feet in height and must be composed of forty (40) square feet or less (Sections 6-2.6 and 6-2.7).

Fees: All sign permits require a base fee of \$30 plus \$2.50 for each square foot of sign area. For instance, a sign measuring 50 square feet will cost \$30 + (\$2.50 x 50) or \$155.

TOWN OF WARRENTON SIGN REGULATIONS AND PERMIT PROCEDURES

1. Contact the Department of Planning and Community Development to determine whether a permit is needed for your sign and what kind of signs are allowed in your district.
2. If your property is in the Historic District, submit an application to the Architectural Review Board for a Certificate of Appropriateness.
3. Submit a sign permit and a building permit (if required) and detailed plans that include the total square footage of the sign and current square footage of the wall on which the sign will be located. Fill out the sign permit in its entirety. Do not hesitate to contact the Department of Planning and Community Development with any questions you may have.
4. Allow three (3) business days for the Town to review your application. Failing to provide detailed information will delay the review process.
5. When your permit is ready to be picked up, the Town will contact you. At this time you will be informed how much the permit will cost. This amount will be due before the permit is released. Please bring the required fee upon permit pick up.
6. After the permit is picked up, work may begin. Work may not start at any point prior to the issuance of a permit.

***Contact the Department of Planning and Community Development if you require any assistance or have any questions during this process.**

**FOR FURTHER INFORMATION
AND ADDITIONAL HELP
PLEASE CONTACT:**

**The Department of Planning and
Community Development
18 Court Street
Warrenton, VA 20186
(540) 347-2405
Monday-Friday:
8:00 a.m. 4:30 p.m.**

SIGN REGULATIONS



AN OVERVIEW OF TOWN SIGN REGULATIONS AND APPLICATION PROCEDURES

**PREPARED BY:
THE DEPARTMENT OF
PLANNING AND COMMUNITY
DEVELOPMENT**