

ORDINANCE NO. 1117

APPROVED BY THE BOARD OF SUPERVISORS: November 27, 2007

AN ORDINANCE to amend and reordain Section 24-3 titled "Enumerated" and Section 24-104 titled "Signs" of the Code of the County of Henrico to allow for additional signage within regional shopping centers.

BE IT ORDAINED BY THE BOARD OF SUPERVISORS OF HENRICO COUNTY, VIRGINIA:

1. That Section 24-3 of the Code of the County of Henrico be amended and reordained as follows:

Sec. 24-3. Enumerated.

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Sign, monument. A detached sign that is either: 1) a solid structure made of brick, stone, concrete or similar durable type of material; or 2) constructed on or connected directly to a solid supporting foundation made of brick, stone, concrete or similar durable type of material, with no separation between the sign and the base. The width of the base shall be at least 90% of the width of the sign.

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2. That Section 24-104 of the Code of the County of Henrico be amended and reordained as follows:

Sec. 24-104. Signs.

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(l) *Signs permitted in the B-3 business districts.*

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(5) Shopping Centers.

- a. In a shopping center as described in section 24-101, one detached sign not exceeding 100 square feet in area, limited in height to 25 feet, identifying the shopping center and announcing only the name and/or location of the shopping center. When on a corner lot, two detached signs shall be permitted; provided, that the signs are at least 75 feet apart and the aggregate total of the two signs shall not exceed 150 square feet. In no case shall either of the two signs exceed 100 square feet.

No detached sign shall be placed within 150 feet of any R district when the R district is located on the same side of the street as the sign.

- b. Attached and projecting signs in a shopping center as described in section 24-101 as follows:

- 1. The aggregate total sign areas shall not exceed four square feet of sign area for each front foot of building.
- 2. All individual business signs shall be attached to or integrated with the principal building.
- 3. Where the building lot line adjoins an R district, an attached sign shall be placed flat against the building and shall not face the adjacent lot located in the R district unless the sign is located at least 150 feet from the R district.
- 4. Attached signs shall not extend above the roofline of the building.

Signs erected inside a completely enclosed shopping mall shall require sign permit approval but shall not be included in any computation of sign area, provided the signs are not visible from the outside.

- c. In a regional shopping center, as regulated in section 24-62.1. (aa), one detached sign per outparcel or business exceeding 60,000 square feet of finished floor area, provided that such sign shall:

- 1. be located and oriented to serve motorists and pedestrians within the regional shopping center, rather than traffic on a public street;
- 2. be located at least 200 feet from a public street;
- 3. be a monument sign;
- 4. be located along the access drive or road serving the interior traffic circulation of the regional shopping center;
- 5. be part of an overall sign plan approved by the director of planning for the placement and design of all exterior signs within a regional shopping center;
- 6. be no larger than 35 sq. ft. in sign area; and
- 7. be limited to 5 feet in height and 11 feet in width, including the overall sign structure.

- d. In a regional shopping center as regulated in section 24-62.1.(aa), additional internal directional signs to help locate any business exceeding 60,000 square feet of finished floor area and to help direct traffic within the regional shopping center, provided that such additional directional signs shall meet the requirements of provisions 1-5 of subdivision c hereinabove, shall be at least 200 feet from any other directional sign, and shall be limited to 12 feet in height and 8 feet in width, including the overall sign structure.

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- 3. That this ordinance shall be in full force and effect on and after its passage as provided by law.