

Town of Luray

Planning Commission Agenda

January 14, 2026

7:00 P.M.

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Addition or Deletion of Agenda Items**
 - A) Selection of Chair & Vice Chair (Item 9A)
- 5. Review of Minutes** – December 10, 2025, Meeting Minutes
- 6. General Citizen Comments**
- 7. Public Hearings**
 - A) Proposed Amendments to the Sign Ordinance
- 8. Updates & Discussion Items**
 - A) Annual Report Content Draft
- 9. Action Items**
 - A) Selection of the Chair & Vice Chair
- 10. Commission Comments**
- 11. Chairman's Comments**
- 12. Adjourn**

The meeting will be live streamed on the Town's website. Please submit any public comments concerning the agenda items through any of the following means: Attendance at meeting; Email – bchrisman@townofluray.com; Mail – Luray Town Council, Attention Bryan Chrisman, Post Office Box 629, Luray VA, 22835; Hand Delivery – Place in exterior DROP BOX in the alcove located at the front of the Town's Town Hall facing Main Street; or Phone – (540) 743-5511. All comments must be submitted by 12 noon on the day of the meeting and will be read aloud at the meeting.

Town of Luray
PO Box 629
45 East Main Street
Luray, VA 22835
www.townofluray.com
540.743.5511



PLANNING COMMISSION

Ronald Good, Chair

meado12@aol.com

Appointed By

Councilman Ron Vickers

Term Ends: 12-31-2026

Frankie Seaward
frankieseward@gmail.com
Appointed By
Councilman Chuck Butler
Term Ends: 12-31-2028

Brian Sours
Brian.sours@mybrb.bank
Appointed By
Councilman Joey Sours
Term Ends: 12-31-2028

Tracie Dickson
tdickson@truist.com
Appointed By
Mayor Stephanie Lillard
Term Ends: 12-31-2028

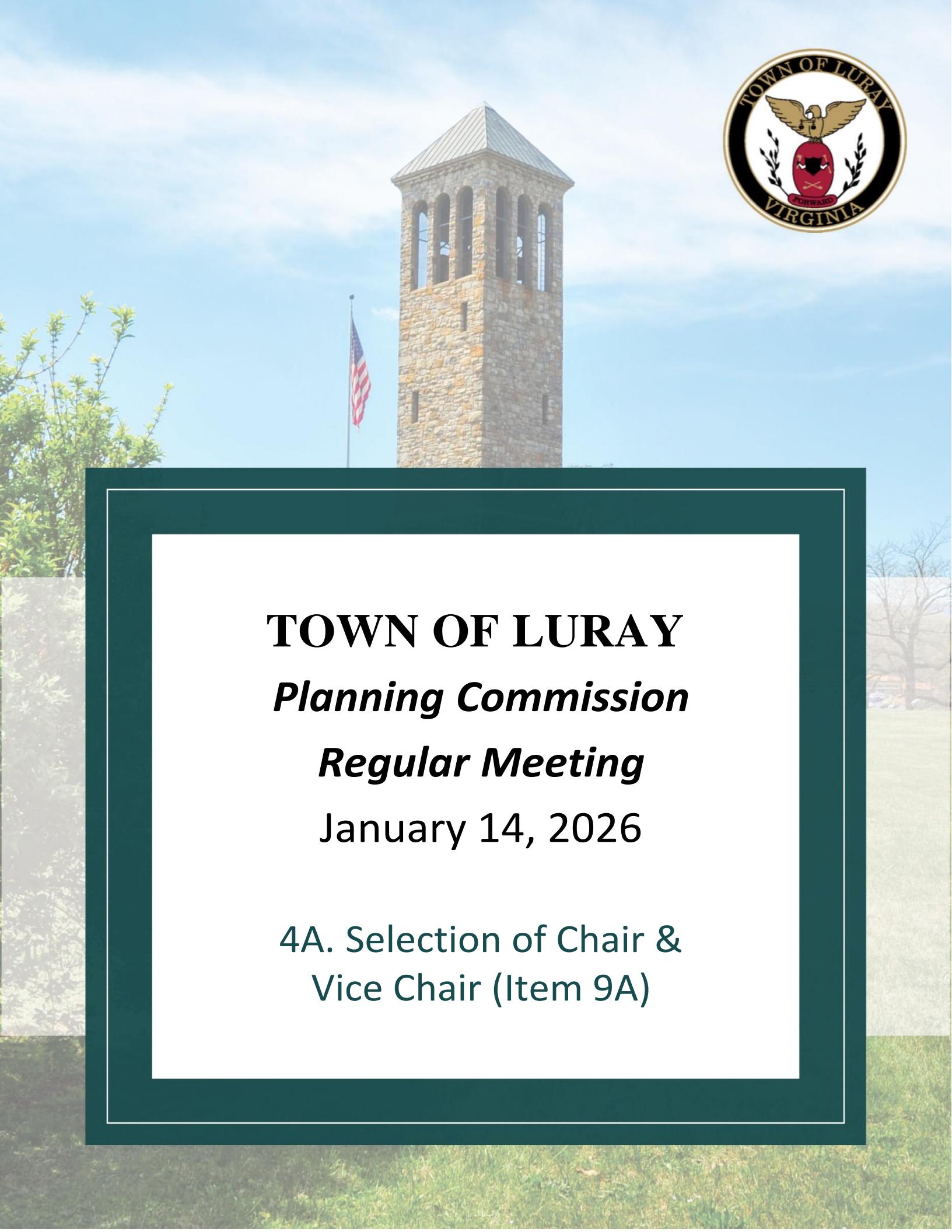
Barbie Stombock
barbiestombock@gmail.com
Appointed By
Councilman Jason Pettit
Term Ends: 12-31-2028

Bill Huffman
bill.huffman@luraycaverns.com
Appointed By
Former Council Member Lillard
Term Ends: 12-31-2026

John Shaffer, Vice Chair
john.shaffer@luraycaverns.com
Appointed By
Councilman Alex White
Term Ends: 12-31-2026

Town Officials

Town Manager – Bryan Chrisman
Assistant Town Manager – Michael Coffelt
Planning & Zoning Technician – Brooke Newman
Town Clerk/ Treasurer – Danielle Babb
Deputy Town Clerk/ Treasurer - Danielle Alger
Chief of Police - Bow Cook
Superintendent of Public Works - Lynn Mathews
Parks & Recreation Director - Jennifer Jenkins
WTP Superintendent - Joey Haddock
WWTP Superintendent – John Sonifrank

A photograph of a stone bell tower with a metal roof and arched windows. An American flag flies from a pole to the left of the tower. The background shows a clear blue sky and some greenery.

TOWN OF LURAY
Planning Commission
Regular Meeting
January 14, 2026

**4A. Selection of Chair &
Vice Chair (Item 9A)**

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TOWN OF LURAY

Planning Commission

Regular Meeting

January 14, 2026

**5A. Review of December
10, 2025 Minutes**

**REGULAR MEETING OF
LURAY PLANNING COMMISSION
December 10, 2025**

The Luray Planning Commission met on Wednesday, December 10, 2025, at 7:00 p.m. in regular session. The meeting was held in the Luray Town Council Chambers at 45 East Main Street, Luray, Virginia at which time there were present the following:

Commissioner's Present:

Ronald Good, Chairman
John Shaffer, Vice Chairman
Barbie Stombock
Frankie Seaward
Brian Sours (7:22 pm)

Commissioners Absent:

Bill Huffman
Tracie Dickson

Others Present:

Bryan Chrisman, Town Manager
Michael Coffelt, Assistant Town Manager
Brooke Fox, Planning & Zoning Technician

The meeting was called to order by Chairman Good at 7:00 p.m. and everyone joined in the Pledge of Allegiance.

ROLL CALL

The roll was called with four (4) members present and three (3) members absent. Commissioner Sours arrived slightly late.

ADDITIONS OR DELETION OF AGENDA

Motion: Chairman Good approved the December 10, 2025, agenda as presented with the vote as follows: **YEA:** Chairman Good, Commissioners Shaffer, Stombock, Seaward, Sours
Approved 5-0

APPROVAL OF MINUTES

Chairman Good led a review of the November 12, 2025, regular meeting minutes.

Motion: Commissioner Shaffer made the motion to approve the November 12, 2025, regular meeting minutes as presented. **Motion seconded** by Commissioner Seaward with the vote as follows: **YEA:** Chairman Good, Commissioners Shaffer, Stombock, Seaward **Approved 4-0**

GENERAL CITIZENS COMMENTS:

There were no citizen comments.

PUBLIC HEARINGS

There were no public hearings.

UPDATES & DISCUSSION ITEMS

8A) Annual Report Content & Timeframe

The Planning Commission is requested to receive an update on the content and time frame of the Annual Report.

The recommended content for the Annual Report includes:

Brief Introduction

Reporting of various Permit Types and Numbers for the FY

Addition of a 5-year bar graph for each permit type to show trends

List of Certificate of Occupancy permits signed (location, type)

List of Development Projects (per phase)

Summary of significant Code Changes or projects during the year

List of Current Commission members and staff

Summary

The timeframe for the Annual Report is recommended to change from the calendar year to the Fiscal Year to match its record-keeping. So instead of the report being generated in January and February each year, it would be generated in July and August each year.

Bryan Chrisman stated there are several things in the ordinance that are based on calendar year such as the appointment of the Chair and Vice-Chair. That will be done at the next meeting. It would mean more tracking data by the fiscal year, and it would align with the budget.

Chairman Good mentioned that all planning commissioner terms end at the end of 2026 or 2028 so there will be no appointments this coming year.

Commissioner Stombock asked about how much detail the annual report would include regarding zoning and various permit types.

Mrs. Fox stated it would be broken down by residential and commercial zoning permits, zoning clearances, signs, boundary line adjustments, board of zoning appeals, and subdivisions. Zoning would be broken down to new builds, accessory structures, and additions.

Mr. Chrisman added that zoning clearances are broken down by business license, rezoning, and change of use.

Commissioner Stombock asked how many types of special use permit there are?

Mr. Chrisman stated there is just one type of special use permit. We do not get a lot of special use permits, subdivisions, rezonings, or boundary line adjustments. But it would be important to break those down individually so that we can see what the address was and what it was for, what the rezonings were changed to. And each category would have its own breakdown.

Chairman Good and Bryan Chrisman agreed that this report will be provided in August.

ACTION ITEMS

7A) Zoning Text Amendments – Sec. 202, Ch. 406, 409, 503, 521

Planning Commission conducted is requested to review, discuss and take action on proposed Zoning Text Amendments.

Several changes have been added by the Town Attorney based on comments by the Council, Commission, and staff at their last review.

Summary of proposed changes:

- Reduction of the minimum square footage for residential structures
- Definitions of portable refuse and portable storage containers
- Adding auto rentals as a by-right use in the B-1
- Adding apartment houses in existing buildings as a by-right use in the B-1
- Adding setbacks to new residential uses in B-1
- Creating a density bonus in the PND for the inclusion of workforce housing
- Clarifying the definition of recreational vehicles
- Clarifying that off-street parking to meet a permit need is on private property
- Creating a new chapter (521) governing portable storage containers

Chairman Good ask about the inclusion of apartment houses within a structure constructed prior to a certain date.

Mr. Chrisman stated this date would be the date that the amendments are adopted. This is one of the housing improvement goals that have been discussed. This is an effort to try and make long-term rentals more available. And if we can allow owners of existing large buildings in our business district that existed before that date to convert those into apartment houses without a change of use zoning permit, it takes one big step out of that process. The other change is off-street parking which will be in section 515 of the site plan. This is now required to be on private property. This has been a grey area. Just

because you have room in the public right-of-way in front of your house, it does not mean you get to park there. Now parking is going to be off the street and out of the right-of-way and must be on your own private property.

The other issue is portable storage containers. They are being used for a lot of different things. This gives us a way to control them. People use them for accessory structures and houses.

Another important change is providing setbacks for new residential uses in the business district by special use permit. There have never been any guidelines for setbacks.

Motion: Commissioner Stombock made the motion to recommend the proposed amendments to Council for approval as presented. **Motion seconded** by Commissioner Seaward with the vote as follows: **YEA:** Chairman Good, Commissioners Shaffer, Stombock, Seaward, Sours **Approved 5-0**

COMMISSION COMMENTS

CHAIRMAN'S COMMENTS

Chairman Good informed members the next meeting will be held on January 14, 2026.

ADJOURNED

The meeting was adjourned at 7:31 p.m.

Bryan Chrisman
Town Manager

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TOWN OF LURAY

Planning Commission

Regular Meeting

January 14, 2026

**7A. Proposed Amendments
to the Sign Ordinance**



Town of Luray, Virginia

Planning Commission Agenda Statement

Item No: VII-A

Meeting Date: January 14, 2026

Agenda Item:

PLANNING COMMISSION PUBLIC HEARING & ACTION

Item VII-A – Sign Ordinance Amendments

Summary:

The Planning Commission is requested to conduct a public hearing to receive comments from the public regarding proposed text amendments to the Sign Ordinance regulations – Appendix A.

A copy of the proposed sign ordinance amendments is included for review and discussion.

A brief summary of the proposed changes include:

Reducing the scope of the Ordinance
Increasing the type of signs allowed without a permit
Increasing the size and/or number of certain size type
Consolidating several sections of the Ordinance
Eliminating unneeded portions of the previous ordinance
Ensuring conformity with applicable state codes
Simplifying the Ordinance for use by customers and staff

Commission Review: N/A

Fiscal Impact: N/A

Suggested Motion: I move that the proposed Sign Ordinance Amendments be placed on an upcoming meeting agenda for **further consideration** before action by the Planning Commission.

OR

I move that the proposed Sign Ordinance Amendments be recommended to the Council for **approval**.

OR

I move that the proposed Sign Ordinance Amendments be recommended to the Council for **approval with the following changes** _____.

OR

I move that the proposed Sign Ordinance Amendments be recommended to the Council for **denial based on the following reasons** _____.

ARTICLE VIII. SIGNS

801. General provisions.

801.1. Purpose and intent: The purpose of this article is to regulate the size, location, height and construction of all signs placed on private property for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; and to protect property values. This article shall be interpreted in a manner consistent with the First Amendment of the United States Constitution. If any provision of this article is found to be invalid, such finding shall not affect the validity of other provisions of this article that can be given effect without the invalid provision.

801.2. Definitions.

Flag. A sign applied to cloth or similar material attachable by one edge to a pole or rope.

Ground sign. A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall.

Location. The broadest of the following: (a) a lot, (b) multiple lots spanned by a single commercial enterprise, organization, or entity, or (c) a shopping center comprised of multiple commercial enterprises.

Minor sign. A sign not exceeding six square foot in sign area and six feet in height.

Off-premises sign. A sign, such as a billboard, which directs attention to an event, activity, business, commodity, service or establishment conducted, sold or offered at a location other than the location on which the sign is erected.

Sign. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving letters, words, figures, designs, symbols, logos, colors, illumination, or projected images.

Sign area. The surface area of the face of the sign, all frames, and all other components not used for support. In calculating sign area, exterior dimensions are used and any open space within the sign is included. The sign area of a sign designed to be viewed from two directions shall be the area of the largest sign. Nonetheless, if the two faces of a sign are (a) more than two feet apart, or (b) neither parallel nor at an angle of less than 45 degrees, the area of the sign shall be the total area of all sides.

Sign height. Sign height for ground signs is the distance from the ground to the highest point on the sign or its support structure.

Temporary sign. A temporary sign is either (a) a sign, pennant, valance, banner, feather banner, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plastic, or other light materials with or without frames, intended to be displayed for a short period of time, or (b) a sign, through the use of wheels or otherwise, which is designed to be transported from place to place.

The category of "temporary signs" is not mutually exclusive with other categories. For example, a temporary sign may also be a ground sign. Therefore, a temporary sign must meet the requirements for temporary signs as well as other requirements which apply to the type of sign involved.

Wall sign. A sign with one face attached to or painted upon a wall or other vertical surface of a structure such as a window, marquee, canopy, or awning.

801.3. Sign permit required. Except as provided herein, no sign shall be erected, installed, used, altered, relocated, replaced or reconstructed until a sign permit has been issued. All signs are considered accessory uses and accessory structures.

801.4. Prohibited signs. The following signs are prohibited:

- (a) Off-premises signs.
- (b) Any sign which may be confused with or obstruct the view of a traffic sign or signal.
- (c) Animated signs that rotate, move, or appear to rotate or move, including but not limited to pennants, propellers, and discs. This does not include the hands of a clock or a weather vane.
- (d) Signs that flash, blink, or turn on and off intermittently.
- (e) Glaring signs, signs with moving or changing images, and signs with light sources that constitute a traffic hazard or distraction.
- (f) Signs affixed to a tree, other natural vegetation, rocks, public utility poles, or public signs.
- (g) Window signs that occupy more than 50 percent of the area of a window.
- (h) Signs that obstruct the visibility of intersections or block any door, fire escape, or stairway, or any opening intended for light, air or access to any building.
- (i) Signs erected on public property or within or over a public right-of-way.

801.5. Signs Allowed Without a Permit. The following signs are allowed without a permit in all zoning districts and do not count against the zoning-specific allowances set forth in Section 801.6:

- (a) Plaques, tablets or markers made of granite, bronze or a similar material.
- (b) Flags up to 36 square feet in sign area.
- (c) Three minor signs per lot.
- (d) A ground sign not to exceed 36 square feet in area or six feet in height at each major street entrance to a subdivision.
- (e) Signs attached to gasoline pumps or protective structures adjacent to such pumps provided the sign is not larger than the pump itself.
- (f) Window signs aligned against the top of the window frame on the first floor of a structure that cover up to 50 percent of the area of each window.
- (g) The following temporary signs:
 - (1) Temporary signs not more than six feet in height and 36 feet in sign area on:
 - (i) Any lot for sale or rent, but only until the property is sold or rented;
 - (ii) Any lot with an active building permit during the life of the permit;
 - (iii) Any lot zoned R-1, R-2, R-3, R-4, or R-5 for a period of 60 days.
 - (2) Feather banners not more than 12 feet in height and 36 square feet in area on any lot zoned B-1 or M-1 for a period of 60 days.
- (h) Any sign erected by the town or required by law.

801.6. Signs allowed by Permit.

- (a) R-1, R-2, R-3, R-4, R-5, and PND zoning districts:
 - (1) On a lot with a non-residential use, one ground sign up to six feet in height or one wall sign up to ten feet in height with neither to exceed 36 square feet in area.
 - (2) One temporary sign of not more than six feet in height and 36 square feet in area may be displayed at each residential subdivision entrance for up to two years.
- (b) B-1 and M-1 zoning districts:

- (1) For each location, one ground sign of up to (i) 36 square feet in area, or (ii) one square foot in area for each linear foot of principal building width facing the public right-of-way, whichever is greater.
- (2) For each street frontage of a commercial, industrial, or other enterprise, one wall sign of up to (i) 56 square feet in area, or (ii) two square feet in area for each linear foot of principal building width facing the public right-of-way, whichever is greater.
- (3) Minor signs throughout each location.

(c) Temporary signs. The following temporary signs up to six feet in height and 36 square feet in sign area are allowed by permit and may be displayed for a maximum period of 60 days:

- (1) Temporary signs advertising an event.
- (2) Temporary signs on a vacant lot.
- (3) Temporary signs on a location with a business that is new, closing, or under new management.

801.8. General limitations.

- (a) Height. No sign shall exceed the maximum height for a structure in the relevant zoning classification, no flag shall exceed 75 percent of such maximum height, and no ground sign shall exceed 50 percent of such maximum height.
- (b) Location.
 - (1) No sign may be 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.
 - (2) A ten-foot setback shall be observed for any sign located within 25 feet of a street or public right-of-way. The setback shall be measured from the property boundary to the closest point of the sign.
 - (3) No sign within 100 feet of the boundary of a lot with an existing residential use may be illuminated.
- (c) A temporary sign that is removed may not be replaced by the same or another temporary sign for 60 days.
- (d) All signs and components shall be maintained in good repair and in a safe, clean and attractive condition.
- (e) All signs shall be constructed in compliance with the Virginia Uniform Statewide Building Code. All illuminated signs shall comply with the National Electrical Code.

802. Administration.

802.1. Sign permit applications.

- (a) *Filing of applications; fees.* Applications for sign permits shall be filed by the applicant or his agent with the zoning administrator along with a nonrefundable filing fee.
- (b) *Information required.* Every application shall include the following information:
 - (1) Name, address and telephone number of the applicant.
 - (2) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.
 - (3) A general description of the proposed sign type, structural design, and construction materials.
 - (4) Purpose of the proposed signs.

- (5) Drawings of the proposed sign with specifications of the height, perimeter, area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- (6) Size and placement of all existing signs on the lot.
- (7) For temporary signs, the time period during which the applicant seeks to display the proposed sign.
- (8) The relevant principal building width for signs permitted pursuant to Sections 801.6(b)(1)(ii) and 801.6(b)(2)(ii).

(c) The zoning administrator shall review each application and either approve the application, reject the application, or notify the applicant of deficiencies in the application within five business days after receipt. Any application that meets all requirements of this article, the building code, and other applicable laws, regulations, and ordinances shall be approved. If an application is rejected, the zoning administrator 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, building code, or other applicable law, regulation, or ordinance.

(d) Sign permits shall be numbered in the order of issuances and recorded separately from other zoning permits for building or remodeling. The zoning administrator shall maintain a record of all sign permits issued.

(e) If a sign is not constructed within 12 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. A permit for a temporary sign shall state its duration. 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.
- (3) The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

802.2. Nonconforming signs. Any sign lawfully in existence on the effective date of this article that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a legally nonconforming sign. The restoration and replacement of legally nonconforming signs shall be governed by appendix A, article VI, section 607 of the town code.

802.3. Special exceptions: Upon proper application and after following the process described in chapter 703 of article VII, the town council may grant a special use permit authorizing a sign which would otherwise be prohibited by this article. The permit may contain such conditions as the town council deems proper.

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 - (iii) Any lot zoned R-1, R-2, R-3, R-4, or R-5 for a period of 60 days.
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- (b) B-1 and M-1 zoning districts:

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 - (1) Name, address and telephone number of the applicant.
 - (2) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.
 - (3) A general description of the proposed sign type, structural design, and construction materials.
 - (4) Purpose of the proposed signs.

- (5) Drawings of the proposed sign with specifications of the height, perimeter, area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- (6) Size and placement of all existing signs on the lot.
- (7) For temporary signs, the time period during which the applicant seeks to display the proposed sign.
- (8) The relevant principal building width for signs permitted pursuant to Sections 801.6(b)(1)(ii) and 801.6(b)(2)(ii).

(c) The zoning administrator shall review each application and either approve the application, reject the application, or notify the applicant of deficiencies in the application within five business days after receipt. Any application that meets all requirements of this article, the building code, and other applicable laws, regulations, and ordinances shall be approved. If an application is rejected, the zoning administrator 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, building code, or other applicable law, regulation, or ordinance.

(d) Sign permits shall be numbered in the order of issuances and recorded separately from other zoning permits for building or remodeling. The zoning administrator shall maintain a record of all sign permits issued.

(e) If a sign is not constructed within 12 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. A permit for a temporary sign shall state its duration. 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.
- (3) The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

802.2. Nonconforming signs. Any sign lawfully in existence on the effective date of this article that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a legally nonconforming sign. The restoration and replacement of legally nonconforming signs shall be governed by appendix A, article VI, section 607 of the town code.

802.3. Special exceptions: Upon proper application and after following the process described in chapter 703 of article VII, the town council may grant a special use permit authorizing a sign which would otherwise be prohibited by this article. The permit may contain such conditions as the town council deems proper.

ARTICLE VIII. SIGNS

801. General provisions.

801.1. Purpose and intent: The purpose of this article is to regulate the size, location, height and construction of all signs placed on private property for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; and to protect property values, and to further the urban design and economic development objective of the town's comprehensive plan. To these ends, these regulations are intended to promote signs that are:

- (a) Compatible with the landscape/streetscape and architecture of surrounding buildings, including historic sites and structure;
- (b) Legible and appropriate to the activity to which they pertain;
- (c) Not distracting to motorists; and
- (d) Constructed and maintained in a structurally sound and attractive condition.

This article shall be interpreted in a manner consistent with the First Amendment of the United States Constitution. If any provision of this article is found to be invalid, such finding shall not affect the validity of other provisions of this article that can be given effect without the invalid provision.

801.2. Definitions. The following definitions apply throughout this article:

Animated sign. A sign or part of a sign that is designed to rotate, move, or appear to rotate or move. This definition does not include the hands of a clock, a weather vane, or feather banners.

Artistic mural. A work of art (as a painting) applied to and made integral with a building wall that is prepared by a skilled artist and shows imaginative skill in arrangement or execution.

Awning sign. A sign placed, painted or printed directly on the surface of an awning.

Canopy sign. A sign attached or otherwise affixed to a canopy.

Changeable copy sign. 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.

Commercial, office, or industrial center. A lot of at least two acres in size on which there are five or more businesses, or any lot with business or industrial zoning of at least five acres in size.

Feather banner. A vertical portable sign with a fabric sign wrapped around a harpoon-style pole or staff driven into the ground for support.

Flag. A sign applied to cloth or similar material attachable by one edge to a pole or rope.

Flashing sign. A sign that includes lights which flash, blink, or turn on and off intermittently.

Ground-mounted sign. A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall.

Illuminated sign. A sign illuminated in any manner by an artificial light source, whether internally or externally lit, including neon.

Institutional bulletin board sign. A sign containing a surface upon which is displayed information about an institution and/or its service.

Location. The broadest of the following: (a) a lot, (b) multiple lots spanned by a single commercial enterprise, organization, or entity, or (c) a shopping center comprised of multiple commercial enterprises.

Marquee. A permanent structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather.

Marquee sign. A sign attached to and made part of a marquee or any other similar projection from a building with changeable, fixed or both types of lettering in use.

Minor sign. A sign not exceeding four square foot in sign area and four feet in height.

Monument sign. A sign affixed to a structure built on grade in which the sign and structure are an integral part of one another and is not a pole sign.

Off-premises sign. A sign, such as a billboard, which directs attention to an event, activity, business, commodity, service or establishment conducted, sold or offered at a location other than the premises location on which the sign is erected.

Pole sign. A sign mounted on one or more freestanding poles.

Portable sign. Any sign not affixed to a building, structure, vehicle, or the ground. It does not include a flag.

Principal structure. The structure occupying the same or greater square footage on a lot when compared to other structures located on the same lot.

Projecting sign. Any sign, other than a wall, awning or marquee sign, which is affixed to a building and supported only by bracketing to the surface on which it is mounted.

Roof sign. 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.

Sandwich board sign. A non illuminated sign constructed by connecting two sides in a triangular shape that is self supporting. Such signs may be constructed as a standard "A" or an inverted "T" frame method.

Sign. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving device employing letters, words, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images etc. used or intended to attract the attention of the public from streets, sidewalks, or other outside public right of ways. For the purposes of this article, the term "sign" includes all structural members.

Sign area. The surface face area encompassed within any regular geometric figure, e.g. (square, rectangle, circle, triangle), which would enclose all parts of the sign, excluding structural supports. Sign area includes the area of enclosing the face of the sign, all frames, and all other components not used for support. In calculating sign area, exterior dimensions are used and any open space within the sign is included. The sign area of a sign designed to be viewed from two directions shall be the area of the largest sign. Nonetheless, if the two faces of a sign are (a) more than two feet apart, or (b) neither parallel nor at an angle of less than 45 degrees, the area of the sign shall be the total area of all sides.

Sign height. Sign height is the distance from the ground to the highest point on the sign or its support structure.

(4) Sign area of a sign with two faces shall be computed as follows:

a. Both sides of a sign having two faces shall be included in computing area if the sides separated by an interior angle of 45 degrees or greater.

b. Sign faces separated by an interior angle of less than 45 degrees, one sign face shall be included, provided, however, the area of the largest sign face shall be used when two faces are unequal in area.

Temporary sign. A temporary sign is either (a) a sign, pennant, valance, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plastic, or other light materials with or without frames, intended to be displayed for a short period of time, or (b) a sign, through the use of wheels or otherwise, which is designed to be transported from place to place..

~~This definition does not include flags.~~ The category of "temporary signs" is not mutually exclusive with other categories. For example, a temporary sign may also be a ground-mounted sign. Therefore, a temporary sign must meet the requirements for temporary signs as well as other requirements which apply to the type of sign involved.

Wall sign. A sign with one face attached to or painted upon a wall, or other painted on or against a flat vertical surface of a structure such as a marquee, canopy, or awning, which displays only one advertising surface.

Window sign. A sign visible outside a window and attached to or within one foot in front of or behind the interior surface of a window or door.

~~801.3. Sign permit required.~~ Except as provided herein, no sign shall be erected, installed, used, altered, relocated, replaced or reconstructed until a sign permit ~~or zoning permit~~ has been issued ~~(and a certificate of appropriateness, if applicable).~~ ~~For the purpose of this ordinance, a~~ All signs are considered accessory uses and accessory structures.~~.-~~

801.4. Prohibited signs. The following signs are prohibited:

- (a) Off-premises signs.
- ~~(b) Portable signs, including signs displayed on a stationary vehicle.~~
- ~~(c) Changeable copy signs with the following exception, any lot on which there is a gas station or movie theater may have a sign with changeable copy area up to 20 square feet or 50 percent of the total sign area, whichever is less. In such cases, this allowance shall not count against signage allowed in sections 801.5 and 801.6.~~
- ~~(d) Flashing signs that includes lights which flash, blink, or turn on and off intermittently.~~
- ~~(e) Animated signs that, rotate, move, or appear to rotate or move, including but not limited to pennants, propellers, and discs. This does not include the hands of a clock or a weather vane, including but not limited to pennants, propellers, and discs.~~
- ~~(f) Glaring signs or signs with light sources that constitute a traffic hazard or distraction.~~
- ~~(g) Roof signs.~~
- ~~(h) Signs affixed to a tree, other natural vegetation, rocks, public utility poles, or public signs.~~
- ~~(i) Signs that obstruct the visibility of intersections or block any window, door, fire escape, or stairway, or any opening intended for light, air or access to any building.~~
- ~~(j) Signs erected on public property or within or over a public right-of-way or on public land.~~

~~801.5. Allowed Signs Allowed Without a Permit.~~ The following signs are allowed without a permit in all zoning districts and do not count against the zoning-specific allowances set forth in Section 801.6.: This section governs what signs are allowed in each zoning classification.

- ~~(a) Signs allowed in all zoning districts without a sign permit.~~
 - ~~(a1) Plaques, tablets or markers made of granite, bronze or a similar material.~~
 - ~~(b2) Flags up to 2516 square feet in sign area.~~
 - ~~(c3) Three minor signs per lot placed at least ten feet away from the curb of any abutting street.~~
 - ~~(4) Any sign that is not visible beyond the boundaries of the lot or parcel upon which it is located and cannot be viewed from any public right of way.~~

(d5) A ground sign not to exceed 25 square feet in area or six feet in height at each major street entrance to a subdivision.

(e) Signs attached to gasoline pumps or protective structures adjacent to such pumps provided the sign is not larger than the pump itself. an existing ground mounted sign on any lot where vehicle safety inspections are performed. Signs authorized by this subsection shall not exceed ten square feet in sign area and shall not exceed the height of any adjoining ground mounted sign.

(f) Any sign erected by the town or required by law.

(g) The following temporary signs not more than four feet in height and 25 square feet in sign area:

(1)a. On any lot for sale or rent, one sign of not more than six square feet in sign area any lot for sale or rent for residential districts or 16 square feet in sign area in commercial/industrial districts. Temporary signs authorized by this subsection shall not exceed six feet in height and shall be removed within 30 days of the settlement or lease of the property, but only until the property is sold or rented.

(2)b. On any property with an active building permit, one temporary sign of not more than eight feet in height and 12 square feet in sign area any lot with an active building permit. Signs authorized under this subsection shall be removed within 14 days following completion of construction.

c. On residential property, one or more temporary signs with a total area of no more than eight square feet, and which are removed within 90 days after being erected.

d. Temporary window signs on the first floor of a structure that cover no more than 50 percent of the window area. Such signs shall not remain in place for more than eight weeks.

(3) On any lot zoned R-1, R-2, R-3, R-4, or R-5 for a period of 60 days.

(h) (6) Any sign erected by the town or required by law.

801.6. (b) Signs allowed by Permit.

(a) R-1, R-2, R-3, R-4, R-5, and PND zoning districts: Residential districts; signs allowed with a sign permit.

(1) The following signs are allowed as accessory to residential uses in residential districts:

(1) a. Single family and two family dwellings: None except for signs allowed in sections 801.5(a) and 801.6.

b. Residential developments: At subdivision entrances, a monument sign may be erected and may be illuminated by white light with the maximum sign area determined as follows:

1. Development of 20 units or less: One sign, not to exceed 16 square feet in area or six feet in height, at each major street entrance.

2. Development of 21 units or more: One sign at each major street entrance not to exceed 25 square feet in area or six feet in height.

3. Where signs are incorporated as part of a monument entrance structure, such as a gateway, archway or freestanding entry columns, the lettering or signage incorporated therein may be physically divided and still considered as one entrance sign. The total of all lettering or signage shall not exceed the maximum allowed in this section.

(2) ~~On a lot with a The following signs are allowed as accessory to non-residential use, s in residential districts o:~~

a. ~~One pole ground sign up to four feet in height or one wall sign up to ten feet in height with neither to exceed 25 square feet in area.~~

(2) ~~One temporary sign of not more than four feet in height and 25 square feet in area may be displayed at each residential subdivision entrance for up to two years. b. An institutional bulletin board sign which may be illuminated by white light.~~

(be) ~~B-1 zoning district; Business and industrial zoning districts; signs allowed with a sign permit.~~

(1) ~~(1) General regulations.~~

a. ~~No sign may be illuminated that is erected within 100 feet of the principal structure of an existing residential use or the boundary of a residential zoning district.~~

b. ~~Pole signs and monument signs must have a minimum setback of five feet from any public right-of-way, service driveway, or entrance.~~

(2) ~~In addition to the signs allowed in sections 801.5(a) and 801.6, a maximum of three signs may be erected on each lot within a business or industrial district with the following exceptions:~~

Any combination of ground and wall signs with total sign area of up to 100 square feet per location.

(2) One ground sign for each location and one wall sign for each separate commercial or other enterprise.

(3) Minor signs throughout each location.

a. ~~Lots occupied by multiple businesses.~~

1. ~~Each business with a dedicated exterior entrance may erect two signs, except that a business on a corner unit facing a street or parking lot may erect three signs.~~

2. ~~Each business that shares an entrance may erect one wall sign of up to four square feet in area.~~

3. ~~One pole directory sign of up to four square feet in area may be erected so long as there is no other pole sign on the same street frontage or zoning lot.~~

4. ~~Where tenant spaces are recessed under a canopied walkway, one additional double-faced projecting sign of up to four square feet may be erected under the canopy adjacent to the main entry of the individual tenant.~~

b. ~~Lots on which there is a commercial, office, or industrial center.~~

1. ~~A maximum of two pole signs, one for each street or highway frontage, which may not exceed 20 feet in height and 150 square feet in area with a minimum setback of 15 feet.~~

2. ~~Two projecting signs projecting up to ten feet may be erected for each principal structure. Sign area may be up to two square feet for each linear foot of building width to which the sign is attached subject to a maximum of 100 square feet.~~

3. ~~Two wall signs may be erected for each principal structure. Sign area may be up to two square feet for each linear foot of building width to which the sign is attached subject to a maximum of 150 square feet. No wall sign shall exceed 25 feet in height or the lowest part of roof, whichever is lowest.~~

4. ~~Two awning, canopy, or marquee signs may be erected for each principal structure. Sign area may be up to two square feet for each linear foot of building width to which the sign is attached subject to a maximum of 100 square feet.~~

(c) M-1 zoning district:

- (1) Any combination of ground and wall signs with total sign area of up to 200 square feet per location.
- (2) One ground sign for each location and one wall sign for each separate commercial or other enterprise.
- (3) Minor signs throughout each location.

(d) Temporary signs. The following temporary signs up to four feet in height and 25 square feet in sign area are allowed by permit and may be displayed for a maximum period of 60 days: (1) General regulations:

(1) Temporary signs advertising an annual event.

(2) Temporary signs on a vacant lot.

(3) Temporary signs on a location with a business that is new, closing, or under new management. a. No sign may be illuminated that is erected within 100 feet of the principal structure of an existing residential use or the boundary of a residential zoning district.

b. Pole signs and monument signs must have a minimum setback of five feet from any public right-of-way, service driveway, or entrance.

(2) In addition to the signs allowed in sections 801.5(a) and 801.6, a maximum of three signs may be erected on each lot within a business or industrial district with the following exceptions:

801.6. Temporary signs allowed by Permit.

(a)

e. Temporary signs advertising an event which occurs not more than one time per calendar year not exceeding 12 square feet in sign area may be displayed a maximum of seven days before the event and removed two days after the event.

On a vacant lot, temporary signs up to 20 square feet in sign area may be displayed for one continuous period of up to 45 days in each calendar year.

(b) On a lot on which there is a business that is new, closing, under new management, or conducting a special event, temporary signs may be attached to an existing principal structure or sign pole, shall not exceed 20 square feet in area, and may be displayed for one continuous 45 day period in each calendar year. In addition, one feather banner of not more than 14 feet in length may be displayed for up to 30 days.

(c) For each residential subdivision entrance, one temporary sign of not more than eight feet in height and 16 square feet in area may be erected for a period of two years.

(d) A maximum of two sandwich board signs with neither side of each sign to exceed seven square feet in sign area. Such signs may not impede pedestrian traffic or intersection visibility and must be removed at the close of business hours.

801.8. General Sign requirements/limitations. The following standards apply throughout this article except where alternate specifications are expressly provided.

(a) Height. No sign shall exceed the maximum height for a structure in the relevant zoning classification and no ground sign shall exceed 50 percent of such maximum height.

(b) Location.

- (1) No sign may be 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.
- (2) A ten-foot setback shall be observed for any sign located within 25 feet of a street or public right-of-way. The setback shall be measured from the property boundary to the closest point of the sign.
- (3) No sign within 100 feet of the boundary of a lot with an existing residential use may be illuminated.
- (3) Permanent window signs: Permanent window signs shall be limited in area to 25 percent of the window area or 25 square feet, whichever is less. (c) A temporary sign that is removed may not be replaced by the same or another temporary sign for 60 days.
- (4) Maximum size: One square foot for each linear foot of building width on the side to which the sign will be attached subject to a maximum of 56 square feet. Artistic murals may not exceed 25 square feet.

(a) Standards applicable to all signs.

- (1) The height of a sign shall be measured from the ground to the highest point on the sign or its support structure. The setback shall be measured from the property boundary to the closest point of the sign.
- (2) No sign shall have more than two faces.
- (3) Sign area includes the area enclosing the face of the sign, all frames, and all other components not used for support.
- (4) Sign area of a sign with two faces shall be computed as follows:
 - a. Both sides of a sign having two faces shall be included in computing area if the sides separated by an interior angle of 45 degrees or greater.
 - b. Sign faces separated by an interior angle of less than 45 degrees, one sign face shall be included, provided, however, the area of the largest sign face shall be used when two faces are unequal in area.
- (d5) All signs and components shall be maintained in good repair and in a safe, clean and attractive condition.
- (e6) All signs shall be constructed in compliance with the Virginia Uniform Statewide Building Code. All illuminated signs shall comply with the National Electrical Code.

(b) Pole signs.

- (1) Lot frontage and size requirements. Pole signs up to a maximum allowable size of 36 square feet shall be permitted on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a pole sign shall not exceed 32 square feet in size.
- (2) Minimum clearance. Where a pole sign is located within 25 feet of an intersecting developed street, or town maintained alley, a minimum ten foot clearance from the ground to the bottom of the sign shall be provided.
- (3) Maximum height. 15 feet or the height of the principal structure, whichever is less.
- (4) Foundation requirements. The foundation of a pole sign shall be constructed of wood, masonry, or other appropriate materials. The foundation shall be a minimum of two feet in height, and be included in overall pole sign height calculation.

(c) Projecting signs.

- (1) *Frontage requirements:* 18 feet of ground level frontage.
- (2) *Angle of projection:* 90 degrees.
- (3) *Limit on projection:* Six feet.
- (4) *Projection over right of way:* No sign shall project over a public right of way.
- (5) *Minimum clearance:* Nine feet.
- (6) *Maximum height:* 14 feet or the lowest point of the roof, whichever is lower.
- (7) *Maximum size:* One square foot for each linear foot of building width to which the sign will be attached subject to a maximum of 16 square feet.

(d) *Wall signs.*

- (1) *Maximum height:* 20 feet or the lowest point of the roof, whichever is lower.
- (2) *Limit on projection:* One foot.
- (3) *Permanent window signs:* Permanent window signs shall be limited in area to 25 percent of the window area or 25 square feet, whichever is less.
- (4) *Maximum size:* One square foot for each linear foot of building width on the side to which the sign will be attached subject to a maximum of 56 square feet. Artistic murals may not exceed 25 square feet.

(e) *Awning, canopy and marquee signs.*

- (1) *Location:* Parallel to the face and not projecting above or below the face of the awning, canopy or marquee.
- (2) *Maximum projection:* One foot of the vertical placement of curves without interfering with or obstructing pedestrian or vehicular traffic.
- (3) *Maximum size:* One square foot for each linear foot of awning or canopy subject to a maximum of ten square feet.

(f) *Monument signs.*

- (1) *Lot frontage and size requirements:* Monument signs up to 36 square feet are allowed on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a monument sign may not exceed 32 square feet.
- (2) *Minimum clearance:* A ten foot setback shall be observed for a monument sign located within 25 feet of an intersecting street or public right of way.
- (3) *Maximum height:* Six feet not including the foundation.
- (4) *Foundation:* Must be constructed of wood, masonry, or other appropriate materials and shall be between two and three feet in height.

802. Administration.

802.1. Sign permit applications.

- (a) *Filing of applications; fees.* Applications for sign permits shall be filed by the applicant or his agent with the zoning administrator along with a nonrefundable filing fee.
- (b) *Information required.* Every application shall include the following information:
 - (1) Name, address and telephone number of the applicant.
 - (2) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.

- (3) A general description of the proposed sign type, structural design, and construction materials.
- (4) Purpose of the proposed signs.
- (5) Drawings of the proposed sign with specifications of the height, perimeter, area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- (6) Size and placement of all existing signs on the lot.
- (7) For temporary signs, the time period during which the applicant seeks to display the proposed sign.

(c) The zoning administrator shall review each application and either approve the application, reject the application, or notify the applicant of deficiencies in the application within five business days after receipt. Any application that meets all requirements of this article, the building code, and other applicable laws, regulations, and ordinances shall be approved. If an application is rejected, the zoning administrator 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, building code, or other applicable law, regulation, or ordinance.

(d) Sign permits shall be numbered in the order of issuances and recorded separately from other zoning permits for building or remodeling. The zoning administrator shall maintain a record of all sign permits issued.

(e) If a sign is not constructed within 12 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. A permit for a temporary sign shall state its duration. 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.
- (3) The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

(f) ~~Any decision made by the zoning administrator while interpreting or enforcing this article may be appealed to the board of zoning appeals.~~

802.2. Sign maintenance and removal.

(a) ~~Any sign 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 to the owner and permit holder.~~

(b) ~~Any sign that poses an immediate or imminent hazard to life or property may be immediately removed. All costs associated with the removal or repair shall be reimbursed by the owner of the premises or the owner of the sign.~~

(c) ~~Covering of unused sign frames/structures. When a sign face is removed due to the cessation of the activity to which the sign relates, such as a business closure, the property owner shall cover the sign frame with an approved material within 30 calendar days.~~

802.23. Nonconforming signs.

(a) Any sign lawfully in existence on the effective date of this article that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a legally nonconforming sign and may remain. The restoration and replacement of legally nonconforming signs shall be governed by appendix A, article VI, section 607 of the town code.

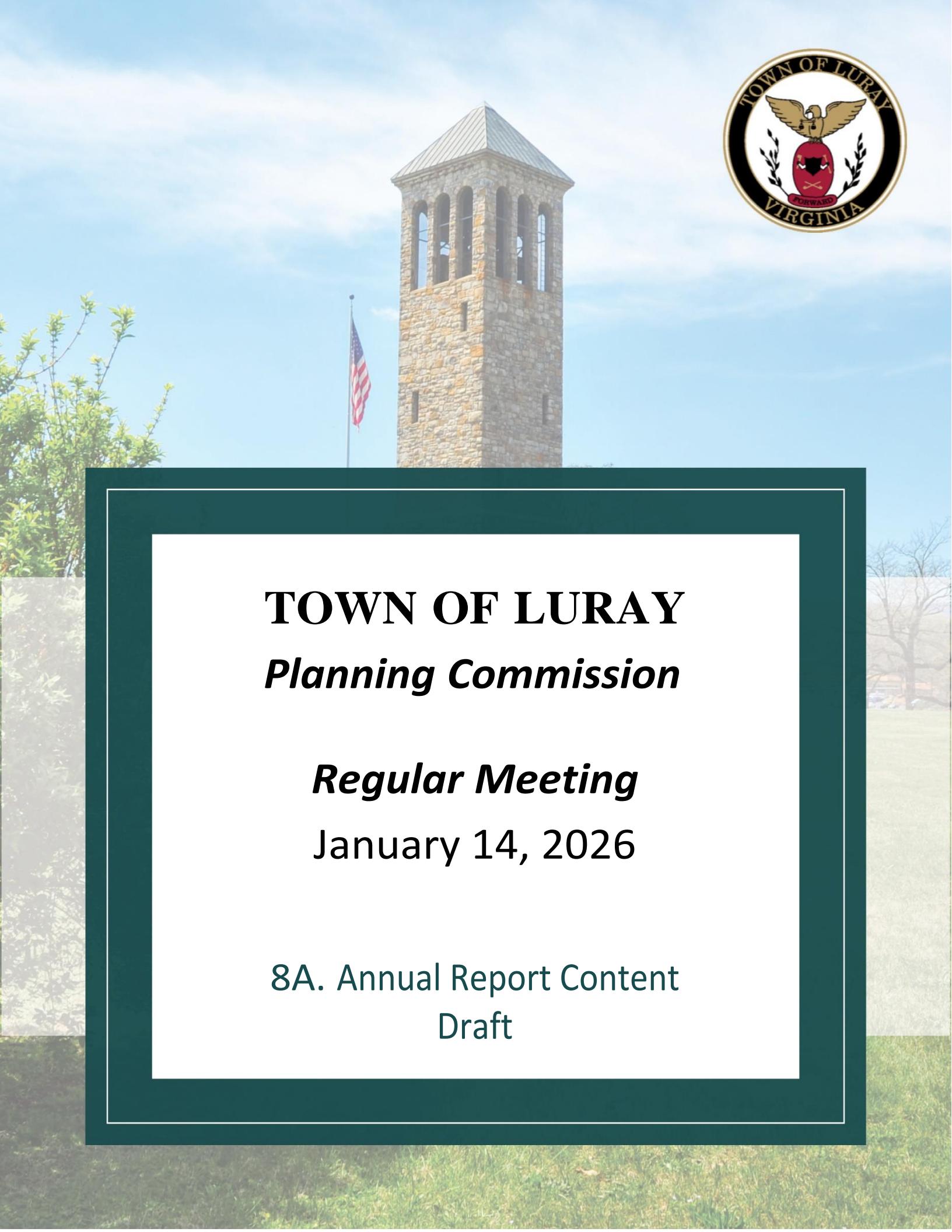
~~Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner except that a sign face may be changed on a one-time basis so long as the new face does not exceed the height and sign area of the old sign face. If there are multiple nonconforming sign(s) on a property, the~~

~~owner may elect to permanently remove one or more signs in exchange for a sign face change to a remaining nonconforming sign. In that case, the sign face change shall not count against the one-time change allowed in this section and shall be made within 14 days of permit approval.~~

- ~~(b) Damage or destruction of nonconforming sign. A nonconforming sign which is destroyed or damaged to an extent exceeding 50 percent of its area may not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this article.~~
- ~~(c) Removal of obsolete nonconforming signs. Within 15 days after the issuance of a written notice from the town, the owner shall remove any nonconforming sign or sign structure accessory to a use which has been discontinued for a period of two years or more.~~

802.34. Special exceptions: Upon proper application and after following the process described in chapter 703 of article VII, the town council may grant a special use permit authorizing a sign which would otherwise be prohibited by this article. The permit may contain such conditions as the town council deems proper.

(Ord. of 8-8-2016(1))

The background of the entire page is a photograph of a stone bell tower with a metal roof and several arched windows. An American flag flies from a pole to the left of the tower. The sky is blue with some white clouds. The image is framed by a dark green border.

TOWN OF LURAY

Planning Commission

Regular Meeting

January 14, 2026

**8A. Annual Report Content
Draft**



TOWN OF LURAY

Planning Commission

Regular Meeting

January 14, 2026

**9A. Selection of the Chair &
Vice Chair**



Town of Luray, Virginia

Planning Commission Agenda Statement

Item No: IX-A

Meeting Date: January 14, 2026

Agenda Item:

PLANNING COMMISSION DISCUSSION & ACTION

Item IX-A – Selection of the Chair & Vice Chair

Summary:

The Planning Commission is requested to review, discuss and take action on the selection of a Chair and Vice Chair to serve the Planning Commission for the calendar year of 2026.

A member, or members, may make a nomination for each position whereby the group shall vote, provided a quorum is present.

The group can also elect members to one or both positions by acclamation.

In each action, the Commission shall take a voice vote or roll call vote.

Commission Review: N/A

Fiscal Impact: N/A

Suggested Motion: I nominate _____ to the position of Planning Commission Chair for 2026.

AND

I nominate _____ to the position of Planning Commission Vice Chair for 2026.