

TOWN OF WINDSOR

Town Elected Officials
 Carita J. Richardson, Mayor
 Wesley F. Garris-Vice Mayor
 Clint Bryant
 Durwood V. Scott
 Greg Willis
 N. Macon Edwards, III
 Patty Fleming



Established 1902

October 3, 2014

Town Manager
 Michael R. Stallings, Jr.

Town Clerk
 Terry Whitehead

Town Attorney
 Wallace W. Brittle, Jr.

Memorandum

To: Michael R. Stallings, Jr. Town Manager
 Hon. Mayor Carita J. Richardson
 Town Council Members

From: Dennis W. Carney, Planning and Zoning Administrator

Subject: 2014 Amendments on Temporary Signs and Banners

Issue: At the request of Town Council, the Planning Commission began reviewing the Town's Sign Ordinance for temporary signs to determine how to make them more business friendly and not as cumbersome to administer.

Facts: At present these additional signs can only be put in place as temporary signs with a permit fee of \$25.00 and can only be up for 30 days from the date of the permit. They can be banners, and small free-standing "paper or vinyl signs. As long as they get the requisite permits a business can have as many as it wants. Portable signs which are not permitted as permanent signs otherwise have been historically permissible because of their "temporary" nature. Some "temporary signs" are taken down when 30 days are up, a new permit applied for, and put right back up with a slight change of the message.

The Planning Commission carried out several months of discussion which included a meeting where the business community was invited. The ideas from that meeting are the nucleus of these amendments. The amendments have gone through several iterations and Staff would like to thank Mayor Richardson for her great assistance to Staff in crafting these amendments.

The basic premise for the Ordinance amendments on temporary signs was to lengthen the time a temporary sign could be in place and permit multiple time periods to be shown on one permit (for only one fee). To summarize this section, it is suggested that annually up to five time periods of sixty days in duration each be permitted provided that a fifteen day period be given in which signs must be removed before the next sign cycle could begin. These time frames would allow businesses to plan ahead for their signs based on seasonal and holiday sales and other sales that they may be able to foresee.

Another major thrust of the Ordinance was to define better the number of temporary signs a business can utilize. The number of temporary signs and banners whether on the

building or in front of the business is suggested to be based on every 75 feet of street frontage of the business. The suggestion was two flag type signs, two free-standing signs or one horizontal banner or sign per business per every 75 feet of frontage.

Another ordinance amendment involved the permitting of properly placed “sandwich boards” as permanent signs. The sandwich board signs would be permitted with the safeguard that the signs would be only in place when the business was operating.

The other major attempt was to take steps to lead to more quality signs was to insert in the definition and in the final section of the amendments respectively, the term “professionally made letters” (definition section) and “professional manner” (Installation and Maintenance provision).

Several phrases were deleted (shown as crossed out) from the present Ordinance to either lead to the improvement of language of temporary signs in the Town or on political signage which the courts have largely taken out of our hands. The language in bold script is the revised wording.

Planning Commission Recommendation: The Planning Commission, after a duly advertised public hearing at their September meeting, voted unanimously to recommend that Town Council approve the amendments.

Staff Recommendation: Staff recommends that Town Council consider the acceptance of the recommendation of the Planning Commission.

Article III

SIGN, TEMPORARY: Any sign, banner, pennant, valance, or advertising display **with professionally made letters** constructed of cloth, canvas, light fabric eardboard, wallboard or other material with or without frame to be displayed for a period of not more than 60 consecutive days.

160-44 Signs.

- D. Temporary signs.** Temporary signs and displays ~~including political advertisements~~ are permitted under the following provisions: The Planning and Zoning Administrator, upon receiving an application with an annual fee set by Town Council, shall issue a temporary permit when the requirements of this Ordinance are met. **A temporary sign permit can be issued for an annual sign permit which would allow up to five 60-day displays annually if each sign or display is removed for at least 15 days following each 60-day interval. Businesses can plan their display times to coincide with annual sales and holiday events to meet their individual needs and designate the times generally upon the permit. One sign can be replaced with another sign with the 60 day time period remaining the same as for the original sign permit. The types of temporary signs are as follows:**

- (5) There shall be no more than two flag type signs, two free-standing vertical banners, or one horizontal banner or sign per business for every 75 feet of street frontage that the business has upon a given street.**

- E. Signs as permitted uses.** The following signs are permitted uses in the following districts:

- (2) Business Districts.** Within any business district, signs that comply with the following are permitted:

- (k) Sandwich board type signs placed outside a Virginia Department of Transportation right of way and in such a manner as not to impede the view of vehicular traffic or impede or otherwise block pedestrians or sidewalks. Such signs shall be mobile and shall be placed inside the business daily at the close of business hours.**

- H. Installation, maintenance, and removal of signs**

(1) All signs and structure shall be installed in a professional manner to insure public safety and kept in good repair in a proper state of preservation. All signs must adhere to the appropriate provisions of the Uniform Statewide Building Code when applicable.