



Town of Bedford, Virginia
Department of Planning & Community Development
215 E. Main Street Bedford, VA 24523
(540) 587-6021 • cjohnson@bedfordva.gov

Staff use:

Date received: _____ Received by: _____

Fee: _____ Zoning District: _____

Property address: _____

Downtown Area: _____

COMMERCIAL SIGN APPLICATION

Please print or type. If not applicable, write N/A.

APPLICANT INFORMATION

Sign Owner Name: _____

Address: _____

Phone: _____ **Phone 2:** _____ **Email:** _____

Sign Erector Name: _____

Address: _____

Phone: _____ **Phone 2:** _____ **Email:** _____

Property Owner Name: _____

Address: _____

Phone: _____ **Phone 2:** _____ **Email:** _____

PROPERTY INFORMATION

Sign Location address: _____

Business Name: _____

Tax Map Number and RPC Number: _____

Zoning District: _____

Type of sign(s) – Sign 1: ☐ Freestanding ☐ Façade ☐ Projecting ☐ Window ☐ Refacing ☐ Digital (Agreement)
☐ Temporary until _____

Sign 2: ☐ Freestanding ☐ Façade ☐ Projecting ☐ Window ☐ Refacing
☐ Temporary until _____ (date)

Building length in linear feet on the property where sign is to be erected: _____

Total square footage of the proposed sign(s) (excluding freestanding below): _____

Is the sign illuminated? ☐ Yes ☐ No **If Yes, Externally** ☐ **Internally** ☐ **Digital / Electronic** ☐

What is the distance of the freestanding sign from property lines in feet (setback minimum 7')? _____

How tall is the freestanding sign? _____ **Is the sign a monument or pole?** _____

What is the area of the freestanding sign? _____

Is landscaping required around the freestanding sign? (See 816.08.g., attached) ☐ Yes ☐ No

Attached drawing shows the height, sign perimeter and area dimensions, support, and landscaping. ☐ Yes ☐ No

Attached plat or plan shows the sign in relation to buildings, property lines, streets, other signs, etc. ☐ Yes ☐ No

For Digital Signs / Electronic Message Center, what is the speed limit at the B-2 parcel? _____

CERTIFICATION

816.13. *Sign permit application.* Application for a sign permit shall be filed with the Zoning Administrator on forms provided by the Town, accompanied by a filing fee as established by the Town Council, and shall contain the following information:

- a. Name and mailing address of the sign owner and sign erector;
- b. Location address, building and street frontage in linear feet of property on which sign is to be erected;
- c. Type of sign and sign structure and general description of structural design and construction materials;
- d. Drawings showing the height, sign perimeter and area dimensions, means of support, method of illumination, landscaping, and design for the existing and proposed sign;
- e. A record plat plan or drawing showing dimensions of building and relationship of building and/or sign to adjacent property lines, sidewalks, streets, intersections and buildings;
- f. Any other information that the zoning administrator may request to ensure compliance with the provisions of this ordinance and other applicable town regulations;
- g. Name, mailing address and phone number of property owner. Property owner or legal representative must sign all signage applications.

816.15. *Expiration of sign permits; extension.* A sign permit shall expire and become null and void if the sign is not erected within a period of six months from the date of permit issuance. An application for one six month extension of the permit may be made to the zoning administrator by the permit holder prior to expiration of the original permit. An extension may only be granted when the proposed sign is in compliance with all current applicable regulations, and in no case shall a permit be valid for more than a total of 12 months without the authorized sign being erected.

816.16. *Revocation of sign permit.* The zoning administrator may revoke a permit or approval if it is found that there has been concealment or misrepresentation of material facts in either the application or plans. Furthermore, failure to adhere to the requirements of this ordinance in the construction and maintenance of a sign automatically cancels such permit, and said sign or structure shall be removed by the property owner forthwith.

These regulations shall apply to the construction, erection, alteration, use, relocation or reconstruction of all signs placed for public observance within the Town of Bedford. I hereby certify that this application is complete and accurate to the best of my knowledge. For temporary signs, I certify the sign shall be removed by the specified time. Violation of the provisions of this application may result in enforcement action. By signing, I certify that I have read and understand the Regulations on pages 3 through 7 attached to the application.

Owner Signature: _____ **Date:** _____

Print Name: _____

Office Use Only

Zoning permit approved (Signature of Zoning Administrator or Agent) _____

Zoning permit issuance date: _____

Zoning permit expiration date: _____

If Digital – Agreement signed date: _____

Return pages 1-2 for the application. Please keep pages 3 through 7 for your records.

Sec. 816. Signs.

Part I. General provisions

816.01. *Intent; applicability.* The purpose of the following sign requirements is to regulate the size, location, height and construction of all signs placed for public observance within the Town of Bedford. These regulations are intended to promote and protect the health, safety and welfare of the public and further the economic development goals of the comprehensive plan by:

- a. Protecting and enhancing property values;
- b. Creating a more attractive and professional business climate and encouraging high professional standards in sign design and display;
- c. Protecting the scenic, natural and historic character of the town;
- d. Promoting traffic safety by preventing obstructions within public rights-of-way, minimizing visual distractions to motorists, ensuring that sign size and height are appropriate to their location, and preventing conflicts with public safety signs;
- e. Ensuring that signs do not interfere with police and fire protection;
- f. Protecting the safety of people and property against sign hazards due to collapse, decay or abandonment;
- g. Permitting signs that are appropriate to the planned character and development of each zoning district.

These regulations shall apply to the construction, erection, alteration, use, relocation or reconstruction of all signs placed for public observance within the Town of Bedford.

816.02. *Sign permit required; general requirements.*

- a. Except as provided in section 816.03 below, no sign or sign structure shall be erected, displayed, altered, relocated, replaced or reconstructed without a sign permit issued by the zoning administrator in accordance with the provisions of part III of these sign regulations. All signs shall be located on the same lot with the principal use to which they pertain. Failure to adhere to the requirements of this Land Development Ordinance automatically cancels such permit and said sign or structure shall be removed forthwith.
- b. All signs, whether permanent or temporary, shall comply with all applicable provisions of this Land Development Ordinance, the Uniform Statewide Building Code, as amended, and all state and federal regulations pertaining to the display of signs.

816.03. *Signs allowed without a permit.* Sign permits shall not be required for the following signs; however, all other applicable regulations of this Land Development Ordinance shall apply.

- a. Changing the message content of a conforming sign.
- b. Painting, repainting, cleaning and other normal maintenance and repair of signs or sign structures, unless a structural change is made.
- c. Commemorative plaques and historical markers erected by a recognized historical organization or governmental body, not exceeding nine square feet in area.
- d. Flags of the United States of America, Commonwealth of Virginia, Town of Bedford, or other flags displayed for non-commercial purposes.
- e. Minor signs as defined by this Land Development Ordinance not exceeding three total signs per street frontage per parcel.
- f. Signs erected by the Town of Bedford, or other authorized government entities such as traffic, directional, information, utility, and other regulatory signs.
- g. Signs not visible beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way.

- h. Vehicle signs. Signs on trucks, buses, trailers, or other vehicles, unless such vehicles are parked in such a manner that they effectively function as a sign, as determined by the zoning administrator.
- i. Any property actively offered for sale or lease, or actively undergoing construction or renovation, may display one sign per street frontage in addition to those otherwise allowed by this Land Development Ordinance, limited to a maximum area of four square feet for parcels in residential zoning districts and 16 square feet in all other zoning districts. Such signs shall be removed when the property is no longer offered for sale or lease or no longer actively undergoing construction or renovation.

816.04. Prohibited signs. The following signs shall be prohibited in all districts:

- a. Signs that imitate an official traffic sign or signs of a size, location, movement, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device, or which hide from view any traffic or street sign or signal, or which obstruct the view in any direction at any street or road intersection or materially impede the view of an intersection of a road with a railroad grade crossing, as required in section 818 of this Land Development Ordinance.
- b. Signs in any public right-of-way unless approved and erected by an authorized government agency. Signs projecting over public property shall be permitted in accordance with the building code only where "0" setbacks are allowed.
- c. Signs which contain or consist of pennants, ribbons, streamers, spinners, strings of light bulbs, or other similar moving or flashing devices.
- d. Signs attached to utility poles, trees, other natural vegetation, rocks, or fences; or signs attached to walls or other signs unless authorized as part of an approved sign permit.
- e. Signs on vehicles parked in areas visible from a public right-of-way unless such vehicles are used on a regular basis for a business delivery or other form of transportation.
- f. Signs or sign structures that obstruct ingress or egress from any window, door, fire escape, stairway, ladder, or opening intended to provide light, air, ingress or egress for any room or building as required by law.
- g. Signs that reflect or cast glare or light, directly or indirectly, on any public roadway or on adjacent property.
- h. Roof signs.
- i. Flashing signs, electronic message boards, and signs displaying video except digital signs as specifically authorized in these sign regulations.
- j. Freestanding signs greater than ten feet above the ground, except digital signs as specifically authorized in these sign regulations.
- k. Portable signs, or any sign that is not permanently affixed to a building, structure, or the ground, except for those specifically authorized under section 816.08.
- l. Off-premises signs, including outdoor advertising signs or billboards, except as expressly authorized in these sign regulations except for those specifically authorized under section 816.08.
- m. Internally illuminated, including neon signs, in Residential or Limited Professional Districts.

816.05. Sign measurement rules.

- a. *Determination of sign area.* The area of a sign shall be computed as the entire surface area within a single, continuous rectilinear perimeter enclosing all parts of the sign face, including the extreme limits of all of the letters, numbers, figures and/or symbols comprising the sign. The sign supports or support structure shall not be included in determining the sign area unless they are designed to form an integral background of the display. However, when a sign is placed within a wall, planter or other similar structure that is designed to serve a separate purpose other than sign support, the area of such structure shall not be counted.
- b. *Area of signs with two or more sign faces.* The area of a sign with two or more sign faces shall be computed as follows:
 - 1. Sign faces separated by an interior angle of 45 degrees or greater: both sign faces shall be included;
 - 2. Sign faces separated by an interior angle of less than 45 degrees: one sign face shall be included; provide, however, the area of the largest sign face shall be used when two faces are unequal in area.
- c. *Calculation of allowable sign area on corner lots.* On corner lots, the frontage shall be either: (1) the side fronting the street providing primary vehicle access; or (2) the side containing the main pedestrian entrance to the principal structure. Where neither of these methods clearly distinguished the front, or where both of these methods would

identify a front, the administrator shall make the determination. For commercial or industrial uses, the front shall not be a primarily residential street.

- d. *Calculation of allowable sign area for freestanding and building-mounted signs.* For freestanding and building-mounted signs, the following rules shall govern the determination of building frontage and allowable sign area:
 1. Buildings with one tenant or multiple tenants with access via common outside entrance: building frontage shall be the one building face or wall architecturally designed as the front of the building and containing the main public entrance. Where more than one building wall meets this description, an average of the linear feet of those walls in question shall be used in calculating allowable sign area.
 2. Multiple-tenant buildings with individual outside entrances. Building frontage for each tenant shall be the portion of the frontage on the building wall that contains the tenant's main public entrance. Where a tenant space includes more than one outside building wall, only the one wall containing the primary public entrance shall be used in calculating allowable sign area. Where more than one building wall meets this description, an average of the linear feet of those walls in question shall be used in calculating allowable sign area.
 3. Regardless of the number of stories in a building, building frontage shall be determined by one measurement of the linear feet of the wall at a height not greater than ten feet above grade.
- e. *Determination of sign height.* The height of a sign shall be calculated as the maximum vertical distance from the uppermost extremity of a sign or sign support and structure to the ground level at the base of the sign. For the purposes of this subsection, "ground level" shall not include any fill placed under or around the sign that has the effect of artificially raising the effective height of the sign.

816.06. *Sign illumination standards for districts where illumination of signs is permitted.*

- a. These signs shall not be located within 100 feet of a residential zoning district boundary.
- b. Details of any illumination proposed as part of a sign must be provided by the applicant with the sign permit application.
- c. The average level of illumination on the face or vertical surface of any sign shall not exceed three footcandles.
- d. Lighting design shall be such that no excess light spill or glare occurs. No light from any illuminated sign shall cause or direct nonreflected light from the fixture to shine into or upon any building other than the building to which the sign is related or onto any adjoining property or right-of-way.
- e. Any sign containing electrical components shall conform to current UL, ETL, CSA, or ULC standards and display a label from one of these recognized testing labs.
- f. *Externally illuminated signs.*
 1. Light fixtures illuminating signs shall be carefully located, aimed and shielded so that light is directed only onto the sign face and is prevented from creating glare or lights shining into motorist or pedestrian eyes. Shielding shall be accomplished with architectural elements, landscaping, and/or specific lighting components, such as shields or louvers.
 2. The light fixture shall be designed to prevent light spill into the sky and shall not be aimed toward adjacent streets or properties.
 3. Neon signs shall have light lettering and logo on an opaque background only.
- g. *Internally lighted signs.*
 1. The sign shall consist of light lettering, symbols and logo on an opaque or dark colored background only.
 2. Light sources internally illuminating signs shall be carefully located, aimed and shielded so that light is directed onto the message only. Shielding shall be accomplished with architectural elements and/or specific lighting components, such as shields or louvers within the sign. Lettering or symbols shall constitute no more than 40 percent of the surface area of the sign.
- h. *Digital signs.*
 1. Digital signs shall be permitted only on parcels zoned B-2 and adjacent to a public street or highway that has a minimum posted speed limit of 30 miles per hour.
 2. The maximum sign area of any digital sign shall be 20 sq. ft.
 3. The change rate between static messages shall be 15 seconds or greater.
 4. Digital signs shall be of a monument type design. Pole and post-mounted digital signs shall not be permitted regardless of the speed limit on an adjacent road or street.
 5. Digital signs shall only be permitted on the premises of the business being advertised.

6. Digital signs shall be equipped with a functioning automatic dimming feature to adjust the brightness to low-level light conditions at night, during rain or other weather or darkening events, and during the day to prevent glare.
7. In the event that a sign malfunctions, it shall be turned off until the malfunction is corrected to avoid distraction.

Part II. Permitted Signs by District

816.07. Building mounted signs. For building mounted signs:

- a. Uses in non-residential zones may display building mounted signage in proportion to the scale of the building onto which signs are mounted.
- b. Total allowable sign area may be allocated to a single sign or divided among multiple signs as determined by the applicant.
- c. Total allowable sign area may be divided among varying types of building mounted signs, such as signs mounted flat to the building façade, signs projecting from the façade, window signs, awning signs.
- d. The primary building frontage shall be the façade from which the building is typically viewed or approached, or the façade containing the building's primary entrance.
- e. Measurement of primary building frontage shall include the full width of all building walls facing the primary frontage on the building's first floor.
- f. When a building fronts on, or is visible from, more than one public street, additional building mounted signage shall be allowed on each non-primary frontage that does not exceed 50 percent of the total sign square footage permitted on the primary frontage.

TABLE 816.07 Building Mounted Sign Regulations for the LP, B-1, CNW, B-2, CLI, M-1, and WCD Zones

Building Mounted Signs						
LP	B-1	CNW	B-2	CLI	M-1	WCD
Sign square footage allowed per linear foot of primary building frontage:						
0.5 sq. ft.	1 sq. ft.	1 sq. ft.	1.5 sq. ft.	1.5 sq. ft.	1.5 sq. ft.	1.5 sq. ft.
Total primary frontage signage not to exceed:						
15 sq. ft.	100 sq. ft.	100 sq. ft.	120 sq. ft.	120 sq. ft.	120 sq. ft.	120 sq. ft.

816.08. Freestanding signs.

- a. In addition to building mounted signage, uses in appropriate districts shall be allowed freestanding signage in proportion to the scale of fronting streets.
- b. Only one freestanding sign shall be allowed per parcel in the B-2, CLI, M-1, and WCD Districts.
- c. Freestanding signs shall not be permitted in LP, B-1, CNW Districts.
- d. Freestanding signs shall be of a monument type design unless otherwise specified by this Land Development Ordinance.
- e. Pole mounted signs shall not be permitted except when located on parcels zoned B-2 and located on a property adjacent to a public street or highway that has a minimum posted speed limit of 45 miles per hour.
- f. The maximum height of any freestanding sign shall be ten feet unless located on a parcel zoned B-2 and located on a property adjacent to a public street or highway that has a minimum posted speed limit of 45 miles per hour, in which case the maximum sign height shall be 20 feet.
- g. Freestanding signs should be appropriately landscaped and set back a minimum of seven (7) feet from the street right-of-way.
- h. All freestanding signs must be located such that they do not interfere with sight distances and the safe operation of vehicles on nearby streets.
- i. *A-frame signs in B-1 and LP Zoning Districts.* These signs must not be more than an aggregate of 12 square feet or less in an a-frame design as defined herein. The sign may only be displayed during business hours. The placement of the sign shall not impede pedestrian, wheelchair, or vehicular traffic flow. Signs must be placed to maintain at least four feet of clear passage between the edge of the sign and the curb and should not otherwise compromise

public safety. Only one such sign is permitted per business, or one sign per 30 linear feet of sidewalk, whichever is more restrictive.

TABLE 816.08 Freestanding Sign Regulations for the B-2, CLI, M-1, and WCD Zones

Freestanding Signs			
B-2	CLI	M-1	WCD
Maximum sign area where street right-of-way is greater than 80 feet:			
120 sq. ft.	120 sq. ft.	120 sq. ft.	120 sq. ft.
Maximum sign area where street right-of-way is less than 80 feet:			
60 sq. ft.	60 sq. ft.	60 sq. ft.	60 sq. ft.

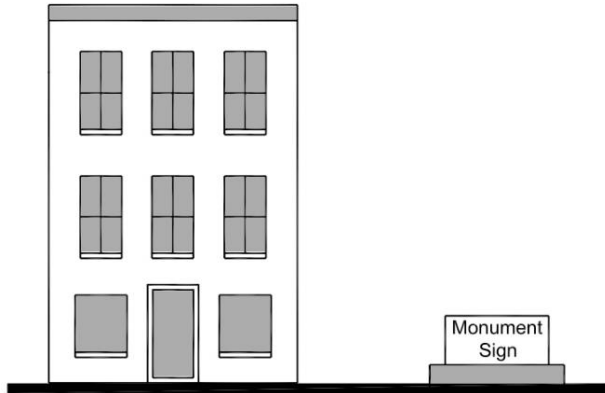


Figure 816.07. Freestanding monument signage.

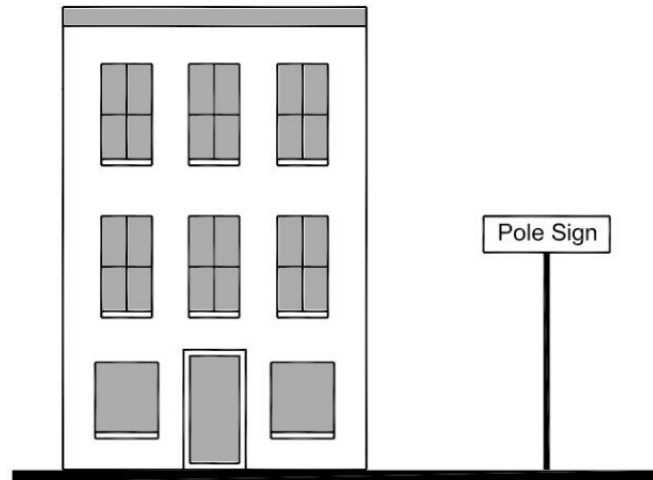


Figure 816.08. Freestanding pole signage.

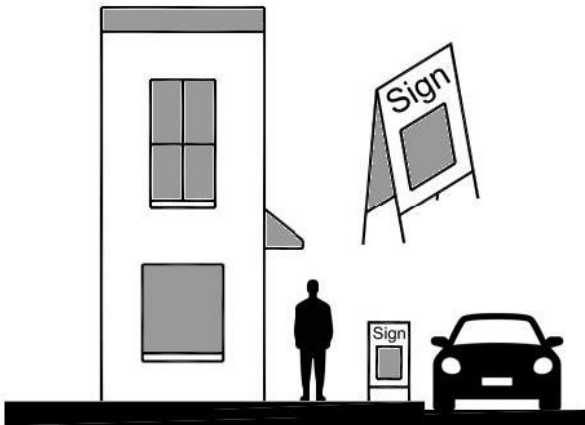


Figure 816.09. A-frame signage; permitted in B-1 and LP Districts.

816.09. Signs in Residential Zoning Districts.

- Individual residences located in zones R-1, R-2, R-3 shall not display additional signage beyond that permitted by section 816.03 of this Land Development Ordinance.
- Non-residential uses located in residential zones R-1, R-2, R-3 shall be permitted to display on wall or freestanding monument sign of up to 16 square feet.
- Only one sign shall be allowed per parcel.
- Pole mounted signs shall not be permitted.
- Illuminated signs shall not be permitted in residential zoning districts