



# Town of Bedford, Virginia

Department of Planning & Community Development

215 E. Main Street

Bedford, VA 24523

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*Staff use:*

Date received: \_\_\_\_\_ Received by: \_\_\_\_\_

Fee: \_\_\_\_\_ Zoning District: \_\_\_\_\_

Downtown Area?: \_\_\_\_\_

## COMMERCIAL SIGN APPLICATION

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

### APPLICANT INFORMATION

**Property Owner Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Phone 2: \_\_\_\_\_ Email: \_\_\_\_\_

**Sign Erector Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Phone 2: \_\_\_\_\_ Email: \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Phone 2: \_\_\_\_\_ Email: \_\_\_\_\_

### PROPERTY INFORMATION

**Sign Location address:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Tax Map Number and RPC Number:** \_\_\_\_\_

**Type of sign(s) – Sign 1:**  Freestanding  Façade  Projecting  Window  Refacing

Temporary until \_\_\_\_\_

**Sign 2:**  Freestanding  Façade  Projecting  Window  Refacing

Temporary until \_\_\_\_\_

**Building street frontage length in linear feet of property where sign is to be erected:** \_\_\_\_\_

**Total square footage of the proposed sign(s):** \_\_\_\_\_

**Is the sign illuminated?**  Yes  No If Yes, Externally  Internally

**What is the distance of the freestanding sign from property lines in feet (setback)? :** \_\_\_\_\_

**How tall is the freestanding sign? :** \_\_\_\_\_

**Is landscaping required around the freestanding sign? (See Table 904.09, 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

Only the first two pages of this application with drawings are needed. Please keep pages 3 through 7 for your files.

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**CERTIFICATION**

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**904.11. 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.

**904.12. 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.

**904.13. 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.

**Authorized Applicant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Town Staff:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Town of Bedford  
Land Development Regulations

904.05. *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 abovegrade.
- 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.

904.06. *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.

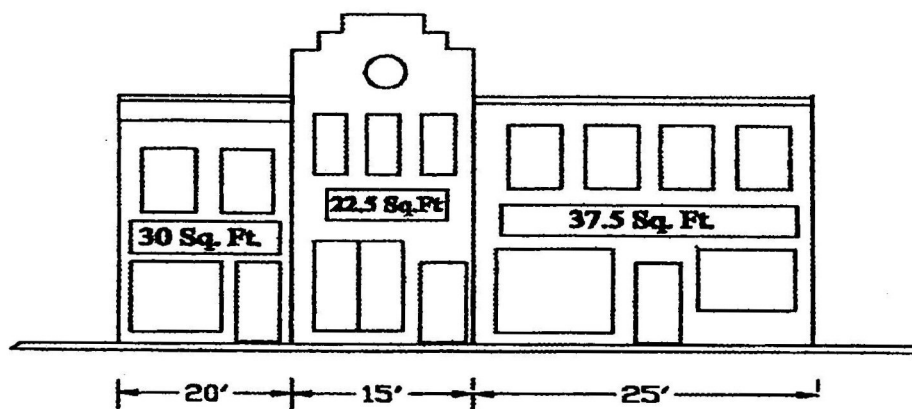
- e. Any sign containing electrical components shall conform to current UL, ETL, CSA, or ULC standards and display a label from one of these recognized testing labs.
- f. Externally illuminated signs.
  - (1) Light fixtures illuminating signs shall be carefully located, aimed and shielded so that light 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.

904.09. *Limited Business District B-1, General Business District B-2, Commercial/Light Manufacturing District CLI, and Industrial District M-1*: Signs that are for permitted and conditional uses shall be as described in Figure 2 and Table 904.09 in the B-1, B-2, CLI and M-1 zoning districts are permitted as provided below, subject to the standards of Part I and any other applicable provisions of this ordinance.

- a. For each lot, tract, or parcel, 1½ square feet of aggregate sign area shall be allowed for each one linear foot of building frontage.
- b. The permitted total sign area may be in a single sign, or in a combination of signs located on one or more sides of the building, with no more than two signs affixed to a building (including wall, awning, canopy, projecting, and permanent window signs) allowed for each building facade.
- c. In addition, one sign shall be permitted to be affixed to the rear of the building, computed on the ratio of one half square foot of sign for each (one) lineal foot of building frontage.
- d. Illuminated signs meeting the requirements of section 904.06 are permitted.
- e. Off-premises signs otherwise meeting the development standards of Part I and all applicable standards of Part II for the proposed sign type and the zoning district in which the sign will be located. The applicant shall submit in writing with the application such supporting documentation as needed for each sign to show compliance with the following:
  - (1) The proposed sign must be on private property;
  - (2) A notarized written authorization from the property owner;
  - (3) A current, certified and approved survey of property showing the proposed location, including dimensions indicating property and street setbacks of the proposed sign;
  - (4) The proposed landscaping around the sign, detailing such items as the species, number and mature size of each plant and the dimensions of the area to be planted. Such plantings shall be nondeciduous only;
  - (5) A detailed drawing of the sign showing the message, size and height dimensions. The message shall be limited to a logo and directional arrow only. The height shall be limited to three feet and the area shall be limited to six square feet;
  - (6) Illumination of signs shall not be allowed unless the zoning administrator finds that there is a clearly documented public need;
  - (7) The sign location must be within 50 feet of the public right-of-way and within 50 feet of an intersection of a designated primary street;

- (8) Only one such off-premises sign may be located on a lot and the sign must be within 1,000 feet of the business or tenant being advertised. The business or tenant and their existing signage, must be conforming;
- (9) Virginia Department of Transportation approval;
- (10) The need for such sign shall not be shared by other businesses or tenants located in area, unless the sign message is shared. The applicant must present a space sharing plan for current and possible future business/tenants;
- (11) Written data showing there is a clear and demonstrated need for the sign for public safety or other public need.

**FIGURE 2**  
*Calculation of maximum total sign area in B-1, B-2, CLI & M-1 Zones:*



*Building frontage (in feet) x 1.5 = Sign area (in square feet)*

**NOTE: Signs Located in a Consistent Sign Band on Each Building**

*TABLE 904.09 Sign Regulations for the B-1, B-2, CLI, and M-1 Zones*

Type	Maximum Number	Maximum Size (square feet)	Miscellaneous Provisions	Maximum Height (feet)	Location/ Clearance
Freestanding (on conforming lots only)	For 1 use on 1 lot; 1 if building takes up less than 50 percent of total lot area	120 for any permitted use which has a property line that is 80 feet or less from any limited access bypass highway with a posted speed limit of 55 mph; otherwise 60	May include address, name, and/or logo of tenant or building. Cannot have both a freestanding and projecting sign on the same street frontage.	30 for any permitted use which has a property line that is 80 feet or less from any limited access bypass highway; otherwise 20 or lowest point of roof	Within area landscaped with ornamental plantings. Minimum 25 feet separation from another freestanding sign and setback at least seven feet from the street right-of-way

Type	Maximum Number	Maximum Size (square feet)	Miscellaneous Provisions	Maximum Height (feet)	Location/ Clearance
Freestanding (on conforming lots only)	1 for a shopping center and/or multiple tenant development	60	May include address, name, and/or logo of tenant or building. Cannot have both a freestanding and projecting sign on the same street frontage.	30 for any permitted use which has a property line that is 80 feet or less from any limited access bypass highway; otherwise 20 or lowest point of roof	Within area landscaped with ornamental plantings. Minimum 25 feet separation from another freestanding sign and setback at least seven feet from the street right-of-way
Digital	For 1 use on 1 lot; 1 if building takes up less than 50% of total lot area	20	Permitted only in B-2 district for a permitted use located on a property adjacent to a public street or highway that has a minimum posted speed limit of 45 miles per hour. Must be ground mounted. May include address, name, and/or logo of tenant or building. Images displayed must remain static for a minimum of 8 seconds. A change of image must be accomplished within one second or less. Animation, scrolling, or action videos may not be displayed.	20	Within area landscaped with ornamental plantings. Minimum 25' separation from any other freestanding sign and setback at least 7' from the public right-of-way.
Type	Maximum Number	Maximum Size (square feet)	Miscellaneous Provisions	Maximum Height (feet)	Location/ Clearance

	1 for a shopping center and/or multiple tenant development	60	<p>Permitted only in B-2 district for a permitted use located on a property adjacent to a public street or highway that has a minimum posted speed limit of 45 miles per hour.</p> <p>Must be ground mounted.</p> <p>May include address, name, and/or logo of tenant or building.</p> <p>Images displayed must remain static for a minimum of 8 seconds.</p> <p>A change of image must be accomplished within one second or less.</p> <p>Animation, scrolling, or action videos may not be displayed.</p>	20	
Reproduction of Historic Mural	For 1 use on 1 lot; 1 if building takes up less than 50% of total lot area	None	<p>Permitted within the area of a National Register Historic District subject to proof and/or documentation of prior existence</p> <p>May include commercial or advertising messages.</p>	None	