

ADOPTED

MAY 12 2009

ORDINANCE NO. 31A-239

BOARD OF SUPERVISORS  
JAMES CITY COUNTY  
VIRGINIA

AN ORDINANCE TO AMEND AND REORDAIN CHAPTER 24, ZONING, OF THE CODE OF THE COUNTY OF JAMES CITY, VIRGINIA, BY AMENDING ARTICLE II, SPECIAL REGULATIONS, DIVISION 3, EXTERIOR SIGNS, SECTION 24-70, FREESTANDING SIGNS; AND SECTION 24-73, SPECIAL REGULATIONS FOR CERTAIN SIGNS.

BE IT ORDAINED by the Board of Supervisors of the County of James City, Virginia, that Chapter 24, Zoning, is hereby amended and reordained by amending Section 24-70, Freestanding signs; and Section 24-73, Special regulations for certain signs.

Chapter 24. Zoning

Article II. Special Regulations

Division 3. Exterior Signs

**Section 24-70. Freestanding signs.**

Freestanding signs shall only be permitted on properties having street frontage and shall be in compliance with the following regulations:

(d) *Sign lighting.*

(1) Internally illuminated signs shall be prohibited in the following cases:

- a. When such signs are visible from and located within 150 feet of the existing or proposed rights-of-way of primary and secondary roads within a community character area as identified on the James City County Comprehensive Plan Land Use Map; or

- b. When such signs are visible from and located within 150 feet of the existing or proposed rights-of-way of roads designated as community character corridors by the James City County Comprehensive Plan.

(2) Illuminated signs within community character areas and along community character corridors, as defined above in (d)(1) a. and b. ~~shall be signs~~ *are permitted so long as they comply with the following:*

- a. composed of back-lit or lighted channeled letters as approved by the planning director in accordance with the criteria outlined in section 24-72 *except that changeable digital displays or LED displays used specifically for indication of gas pricing on the premises are exempt from this requirement so long as they are constructed in accordance with section 24-73(m).*

An applicant may appeal the decision of the planning director to the DRC. The appeal shall be in writing and shall document the reasons and justifications for such request. The DRC shall approve, deny, or conditionally approve the applicants exception request based on the review criteria outlined in section 24-72; or

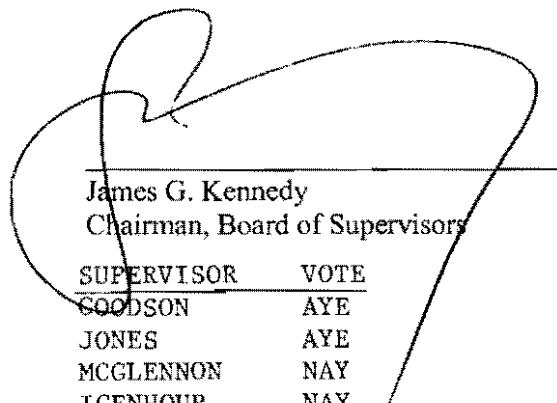
- b. externally illuminated by ground-mounted horizontal light bars, light strips, or spotlights, which shall be concealed by landscaping, or by sign-mounted lighting. With either ground-mounted or sign-mounted lighting, bulbs, lenses, and globes shall not be visible from the right-of-way, and light shall not be directed in such a way as to cause glare for passing motorists or pedestrians.

**Section 24-73. Special regulations for certain signs.**

*(m) Digital or LED signage. Digital or LED signage advertising gas price in Community Character Corridors and Community Character Areas must adhere to the following requirements:*


- (1) Signs shall only advertise gas pricing on premises;*

- (2) *Sign shall be of monument style and of a brick or stone foundation;*
- (3) *Digital/LED displays shall be limited to advertising a single gas price and each digital character may not exceed one square foot and may not accommodate more than 50 percent of the total sign area;*
- (4) *Digital/LED lighting shall be of one color that does not mimic emergency services lighting;*
- (5) *There shall be no trespass of light onto adjacent properties from the sign. Light trespass shall be defined as more than 0.1 footcandles as measured at the property line. An iso-footcandle diagram may be required with permit submission;*
- (6) *Sign copy neither flashes nor scrolls;*
- (7) *Any portion of the sign other than the gas pricing component requires the review and approval of the planning director in accordance with section 24-70;*
- (8) *Signage must otherwise comply with the provisions of this chapter.*

  
\_\_\_\_\_  
James G. Kennedy  
Chairman, Board of Supervisors

SUPERVISOR	VOTE
GOODSON	AYE
JONES	AYE
MCGLENNON	NAY
ICENHOUR	NAY
KENNEDY	AYE

ATTEST:

  
Sanford B. Wanmer  
Clerk to the Board

Adopted by the Board of Supervisors of James City County, Virginia, on this 12th day of May, 2009.