

## **APPENDIX D**

### **FAUQUIER COUNTY BONUS PROVISIONS FOR SIGNS**

#### **STATEMENT OF INTENT**

This pattern book establishes design guidelines for signs intended to help property owners and businesses choose signage that is both consistent with the regulations in Article 8 of the Zoning Ordinance and the broader goals of the Fauquier County Comprehensive Plan. As signs are an accessory use, they should work within and not dominate a building or property. Furthermore, signs promote a visual image of the overall County and, more specifically, the particular setting in which they are located. For this reason, a sign should be designed in a manner that is compatible with its surrounding area be it rural or more urban.

The intent of this pattern book is two-fold. First, the Zoning Ordinance sign provisions in Article 8 provide for bonus amounts and types of signs in certain cases where signs are designed consistent with the guidelines set forth in this pattern book. Second, the pattern book provides principles and good examples of sign techniques and design that can be utilized by all other property owners and businesses seeking to meet Fauquier County's expectations for appropriate signage that not only serves the individual user, but also helps to promote and reinforce the County's unique identity. As an incentive to achieve this end, an expedited permit review process has been established for those applicants that design signage consistent with those examples provided herein and fulfill the standards specified for each particular sign type.

## BONUS PROVISIONS, AS AUTHORIZED BY ARTICLE 8, SIGNS

### A. Standards for Free-Standing Monument Signs, Including the Bonus Provision For Monument Signs as Set Forth in Sections 8-602.1, 8-603.1 and 8-604.1

- While the maximum sign height is 8 feet within a service district and 6 feet outside of a service district, additional height up to 12 inches is allowed to encourage architectural elements such as post caps, pediments, or other types of decorative trim.
- Design, materials, and color of both the sign and its support should be compatible with the associated building on-site. In addition, the base or structure of the sign should be a minimum of 12 inches in height and the sign cabinet itself shall be proportionate to the base.
- Outside of a service district, only indirect and reverse-lit illumination is allowed. However, while internal illumination is allowed within a service district, only the sign copy is allowed to be illuminated in such a manner and the background shall be opaque.
- All signs shall be placed within a landscaped area a minimum of 18 inches in width around the perimeter of the sign base.
- Signs shall be oriented perpendicular to vehicular traffic except on corner lots, where signs may be located to optimize visibility on both streets, or for those signs that include content only on one side.
- For monument signs associated with multi-use lots, individual sign panels are limited to 2 different sizes and should be uniform in background color.



**B. Standards for Free-Standing Signs Located Within 15 Feet of the Front Property Line, Within Villages (Section 8-604.1)**

- Signs shall be constructed of natural materials such as wood or stone, or a synthetic material that gives the appearance of such natural materials.
- Signs shall be no larger than 12 sq. ft. with a maximum height of 6 feet.
- The overall design shall not be a monument style but shall have one or two supporting posts. Supporting structure shall be finished and designed to be compatible with the sign itself.
- Sign colors shall not be vivid or fluorescent.
- Signs shall only incorporate indirect illumination.
- For signs associated with multi-use lots, individual sign panels should be uniform in size and background color.



**C. Standards for Building Signs, Including those for Commercial and Business Uses Located Outside the Service Districts on Property in a Residential Zoning District (Section 8-604.3)**

- Sign materials should be compatible with design of the building façade on which they are placed.
- Sign content should be limited to the name of the business or service offered on-site and/or the building address.
- Sign colors shall not be fluorescent.
- Outside of a service district, only indirect and reverse-lit illumination is allowed. However, while internal illumination is allowed within a service district, only the sign copy is allowed to be illuminated in such a manner and the background shall be opaque.
- Signs should be located so that they are integrated with the design of the building and placed to establish façade rhythm, scale and proportion.



#### D. Standards for Projecting Signs

- Projecting signs shall not exceed 12 sq. ft. in area for the first tenant, and 8 sq. ft. for each additional tenant having separate building entrances, and shall project no more than 5 feet from the building wall to which it is attached.
- Projecting signs should not be mounted above the second floor window-sill on a multiple store building.
- Signs shall only incorporate indirect illumination.
- The design of the sign should utilize visually interesting elements such as unusual shapes, two or three dimensional symbols or icons, irregular outlines and/or internal cut-outs.
- Sign colors shall not be fluorescent.
- Mounting hardware should be attractive as an integral part of the overall sign design. Metal brackets are preferred with decorative or complex shapes encouraged where appropriate to add character to the building on which the sign is placed.

