

- c. Additional public access easements may be required adjacent to existing rights-of-way or alleys to meet the fire code standards.

M. Lighting. Lighting standards shall be no more than ten (10) feet in height above grade and shall be so arranged and hooded as to confine all direct light rays entirely within the boundaries of the property. Indirect and low ground-oriented lighting should be used whenever possible. Lighting fixture designs shall be harmonious with the general architectural nature of the building or site.

N. Design Guidelines for Signs. Signs shall provide a coordinated image between signs and buildings and provide adequate exposure for the businesses.

i. **General sign design requirements.**

- a. Signs shall be integrated into the design of the building and shall not interfere with the architectural integrity or features of the building.
- b. Exterior signs shall face public thoroughfares or rear parking lots.
- c. Signs may not be placed nearer to a window or door than a distance equal to the width of any molding surrounding the window or door. In the event there is no molding, the sign shall not be placed nearer to the edge of a window or door than four inches.
- d. Multiple panel signs shall be designed to create a harmonious overall impression.
- e. Exterior signs shall have an element of "three-dimensionality."

ii. **Content and layout.**

- a. Sign text may only include the business name as the same is stated on the business license, except that a "trading as" (T/A) or "doing business as" (DBA) identity is acceptable. Either a tag line or three descriptive or informational items are also permitted. A trademark, or logo may be incorporated into the sign design provided the same conforms as to this provision. Telephone and facsimile numbers, Internet and electronic mail (E-mail) addresses, and prices may not be displayed on any sign.
- b. Sign design and copy shall serve the primary purpose of business identification. Colors shall be used appropriately for the architecture, business identification and design elements. Designs and colors shall not be used for product advertisement.
- c. Store hours may only be posted on an additional unilluminated sign no larger than 1½ square feet and placed adjacent to any public entrance.
- d. Sign layouts shall be centered within the sign area such that there is a border space around the entire sign with a width equal to ten percent of the total sign width.
- e. Sign designs and letter forms shall be professionally prepared.

iii. **Materials.**

- a. Materials for signs will be consistent with the building architecture and section §18-236.
- b. Signs shall be made of predominately natural materials such as wood, metal or stone.

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- c. Synthetic materials, including plastic and sign foam, may be used only when it is finished to appear as a natural material.
- d. Unpainted plastic, molded plastic letters and vinyl leaf shall not be used.
- e. Glass beads or sand may be used to add texture.
- f. Only genuine metallic leaf products in gold or silver and Palladium leaf (a.k.a. Dutch Metal) may be used.

iv. **Lighting.**

- a. Signs may be illuminated by reflected light only.
- b. Signs may not be internally illuminated or use any exposed neon tubing.
- c. Signs may be illuminated only by external spot lighting; such light fixtures to be architecturally part of the structure.

v. **Open signs.**

- a. Each business may place one sign reading "open" in a store window facing a public thoroughfare or parking lot.
- b. "Open" signs may not exceed 1½ square feet, may not be internally illuminated and may not be made of neon.

vi. **Window signs.** Only the following window signs will be permitted:

- a. One permanent window sign for each business, lettered on the inside of the glass with no background color, no larger than 25 percent of each window area of the window in which it is placed and made of either gold leaf, silver leaf or white individual letters.
- b. The area of a window sign will be calculated by measuring the outer edge of the overall sign image.
- c. Temporary window signs may not cover more than ten percent of any window area in which it is placed. Temporary window signs may not stay up for more than 30 days at one time and there may be no more than four such signs posted in any one calendar year.

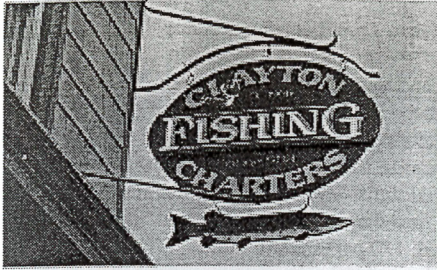
vii. **Facade signs.**

- a. Facade signs may not interfere with or interrupt building details or openings and shall be designed in coordination with the structure. Facade signs include any wall mounted sign facing the front street, rear customer entrance or other public way.
- b. A total of two square feet of facade signage is permitted for each linear foot of building frontage. Such sign area is to be shared by all tenants or tenant spaces within the building.
- c. Facade signs may be placed flat or perpendicular against any building side that fronts a parking lot or public thoroughfare.
- d. Facade signs must be permanently and securely attached to the building.
- e. Facade signs must be reinforced with a continuous metal band around the outer edge of the sign.
- f. Facade signs shall be below the trim fascia or gutter line.
- g. Facade signs shall not eclipse the roofline.

- h. Facade signs may be illuminated only by external spot lighting; such light fixtures to be architecturally part of the structure.
- i. Perpendicular signs may not project more than four feet from the building facade, may not over-hang the property line, and may not interfere with pedestrian traffic or the building's architectural elements.
- viii. **Canopy signs.** Canopy signs may only be placed flat along the canopy valance.
- ix. **Freestanding signs.**
 - a. More than one freestanding sign may be erected per building but may not over-hang the property line or interfere with pedestrian traffic or the building's architectural elements.
 - b. A freestanding sign may be no larger than twenty (24) square feet per building.
- x. **Sign prohibitions.** The following signs are prohibited:
 - a. A-frame or sandwich board signs;
 - b. Billboards;
 - c. Signs which involve motion or rotation of any part, or display flashing, strobe, or intermittent lights;
 - d. Signs generating amplified sound, smoke, vapor particle emission or objectionable odors;
 - e. Standards, banners, flags, streamers and similar devices, except for national, state or local governmental flags and temporary banners approved by the zoning administrator;
 - f. Exposed neon visible from the street regardless of form, location or message, including signs reading "open";
 - g. Shopping center style directory signs for multiple tenants.
- xi. **Additional sign restrictions.**
 - a. Signs shall not be placed or used to compete for automobile visibility.
 - b. Real estate, "for sale" and "for rent" signs may only be placed in the windows of the building to which the signs pertain. Such signs may not be placed in outdoor locations and may be up only so long as the space is for rent or sale.
 - c. Signs may not use fluorescent colors, paint additives such as "pearl" or "metal flake" reflective sheeting, or refractive metallic films, including gold leaf vinyl sheeting.
 - d. Signs may not be placed or erected upon the roof of any building.
 - e. Signs may not be plainly offensive to human sensibilities or otherwise provide a reasonably foreseeable detriment to the community.
- xii. **Sign examples.** The following pages provide examples of signs that illustrate the design elements, styles, colors and materials required in the CS-O overlay.

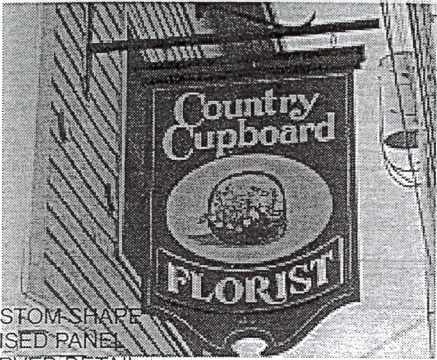
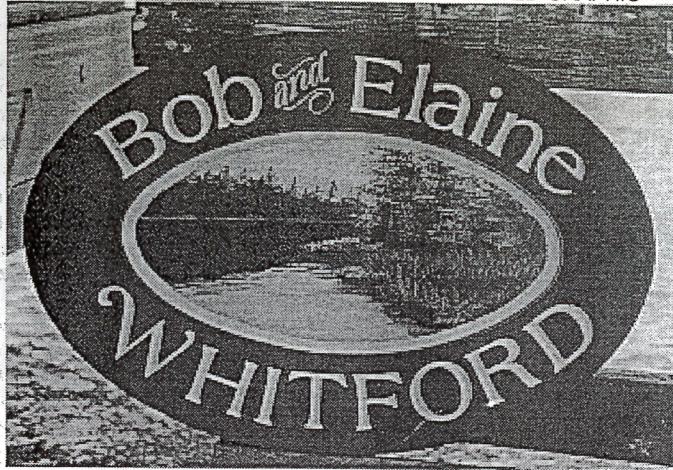
Article 2. Zones, Districts, and Dimensional Standards

PLYWOOD PANEL
 RAISED PINE PANEL
 W/ CARVED GOLD LEAF
 CARVED FISH
 CUSTOM BRACKET



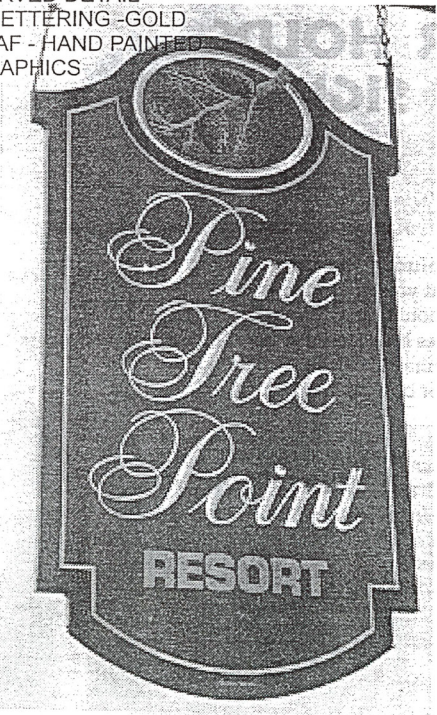
Vienna Town Code

RAISED EDGE (TRIPLE THICK)
 INCISED LETTER - GOLD LEAFED
 HAND PAINTED GRAPHIC



CUSTOM SHAPE
 RAISED PANEL
 CARVED DETAIL
 & LETTERING -GOLD
 LEAF - HAND PAINTED
 GRAPHICS

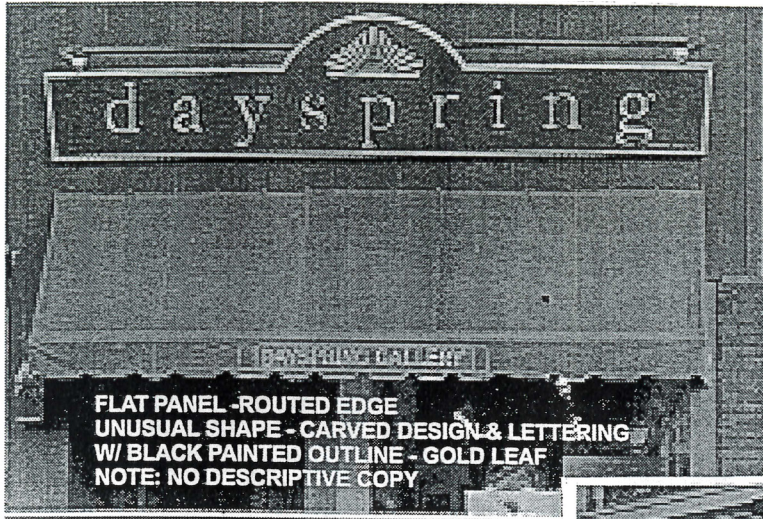
INCISED PIN STRIPE
 INCISED LETTER - GOLD LEAFED
 HAND PAINTED GRAPHIC



2" THICK - FLAT PANEL
 INCISED LETTER - GOLD LEAFED
 HAND PAINTED GRAPHIC



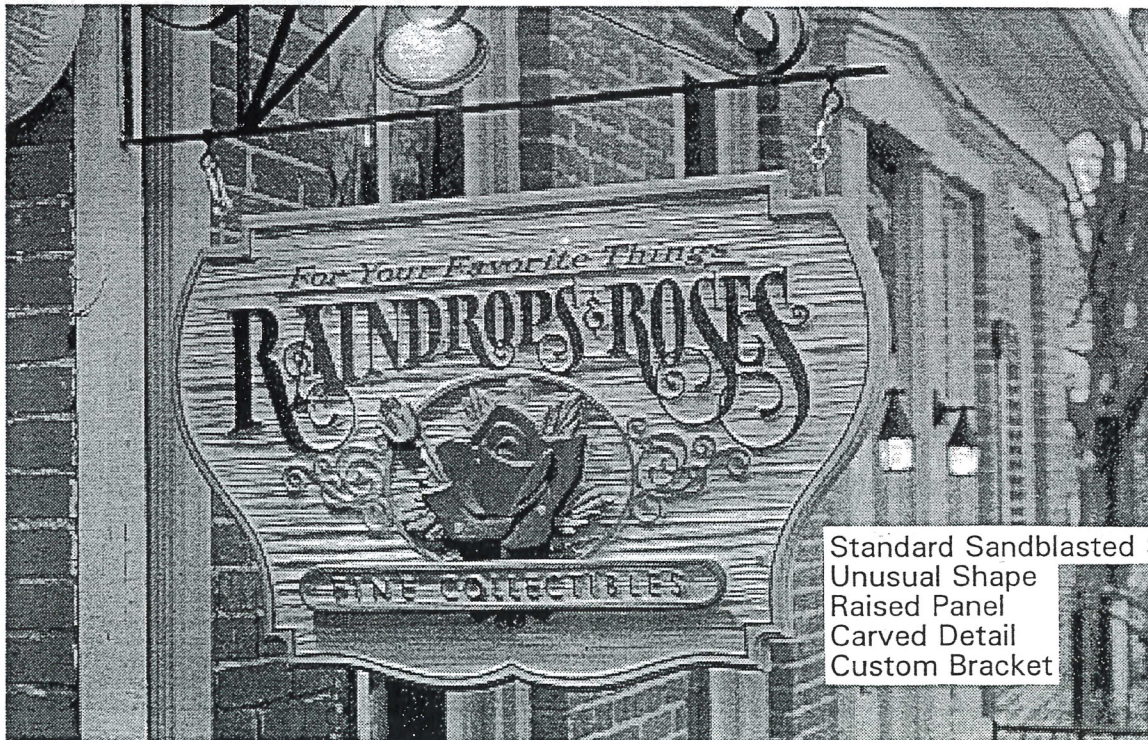
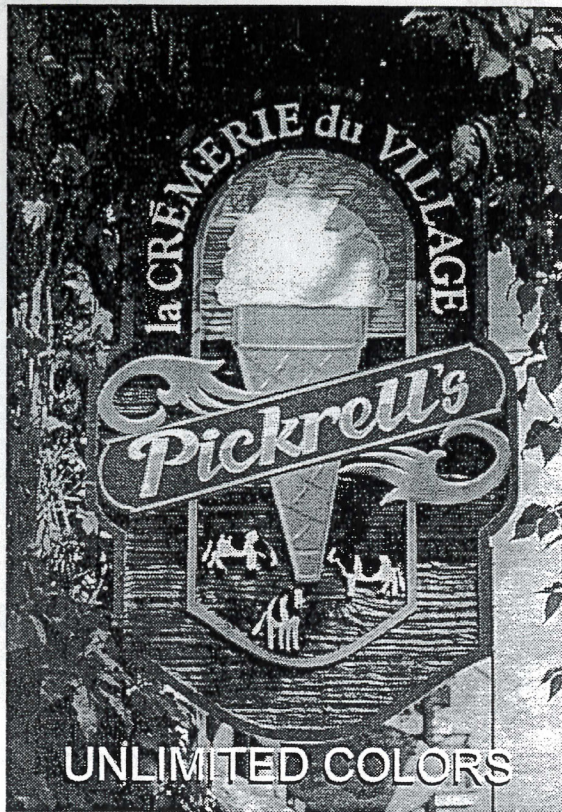
FIGURE 2.28.
 Sign examples

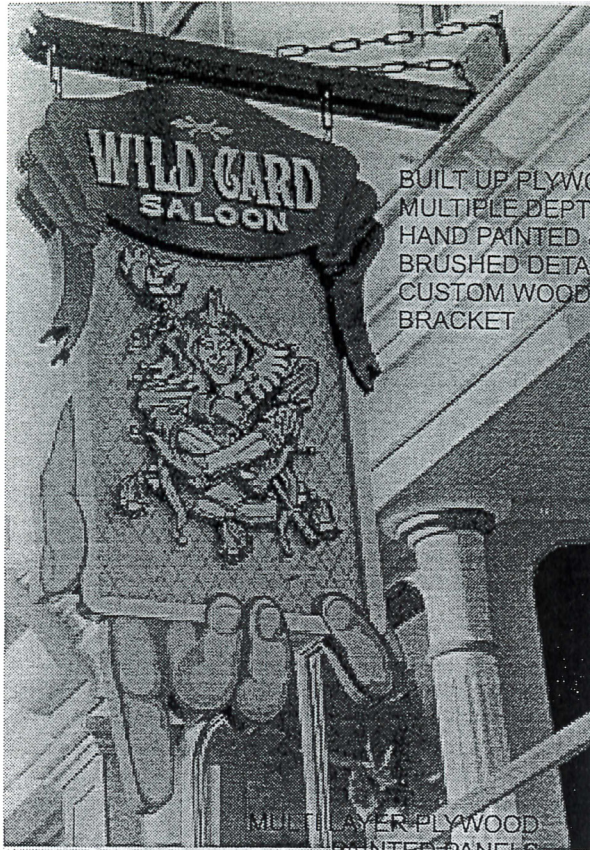


FLAT PANEL - ROUTED EDGE
UNUSUAL SHAPE - CARVED DESIGN & LETTERING
W/ BLACK PAINTED OUTLINE - GOLD LEAF
NOTE: NO DESCRIPTIVE COPY

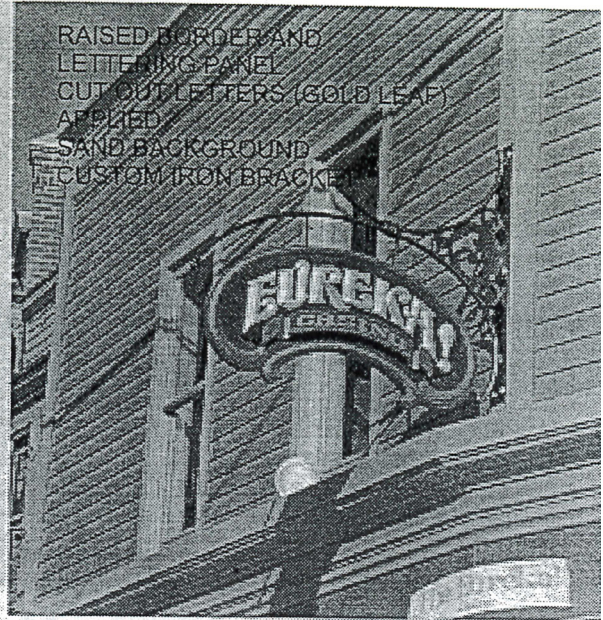


RECTANGULAR SHAPE
CONTRASTING MOLDING
INCISED GOLD LEAF LETTERING





BUILT UP PLYWOOD
MULTIPLE DEPTH
HAND PAINTED & AIR
BRUSHED DETAILS
CUSTOM WOOD
BRACKET



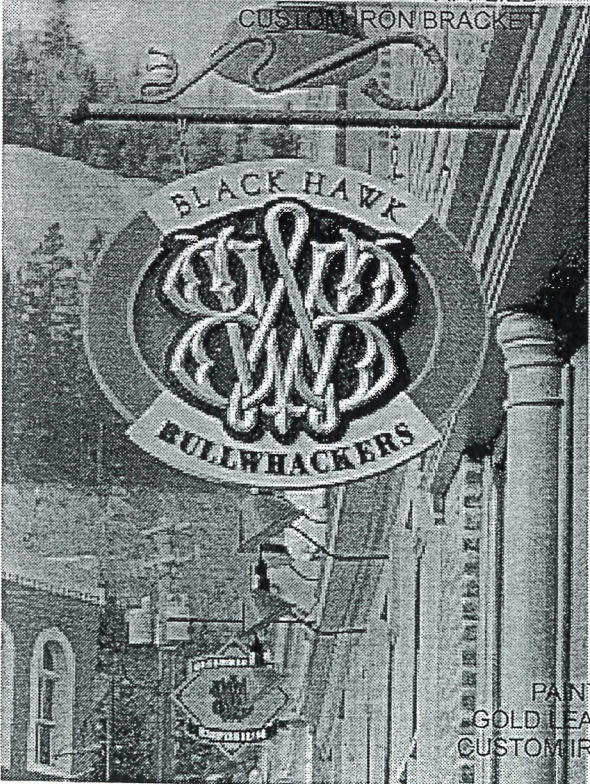
RAISED BORDER AND
LETTERING PANEL
CUT OUT LETTERS (GOLD LEAF)
APPLIED
SAND BACKGROUND
CUSTOM IRON BRACKET



MULTI LAYER PLYWOOD
PAINTED PANELS
GOLD LEAF CARVED LETTERING
AND PAINTED CUT OUT LETTERS
APPLIED
CUSTOM IRON BRACKET



MULTI LAYER PLYWOOD
PAINTED GRAPHIC
GOLD LEAF BORDER & LETTERING
RIBBON PANEL - BENT METAL
CUSTOM IRON BRACKET



FLAT PANEL
PAINTED GRAPHIC
GOLD LEAF LETTERING
CUSTOM IRON BRACKET



PROJECTING SIGN SAMPLES

B. Application and Review Process.

- i. **Completeness and Compliance.** Applications to utilize the Avenue Center Overlay zoning bonuses are reviewed for completeness and compliance with the Town code by the Director of Planning and Zoning, the Director of Public Works, the Director of Parks and Recreation, and the Zoning Administrator.
- ii. **Final Decision by Town Council.** Once staff review is complete, the application will be transmitted to the Town Council for review and determination at a public hearing. Town Council shall review and consider the application for compliance with the Avenue Center (AC) Amenity Overlay District requirements in this Code.

7. Church Street Vision Overlay Applications.

- A. **Zoning Incentives.** Developments proposed within the Church Street Vision Overlay Zone that intend to utilize the bonus modification incentives identified in Article 2 §18-236 must submit a site plan to the Department of Planning and Zoning.
- B. **Required Public Improvements.** All major site plans are required to meet the required public improvements provisions outlined in Article 6, §18-628 in accordance with standards and specifications by the Director of Public Works per the road category shown on the Town's Official Map along all lot lines of all dedicated rights-of-way.
- C. **Application and Review Process.**
 - i. **Completeness and Compliance.** Applications to utilize the Church Street Vision Overlay zoning bonuses are reviewed for completeness and compliance with Town code by the Director of Planning and Zoning, the Director of Public Works, the Director of Parks and Recreation, and the Zoning Administrator.
 - ii. **Final Decision by Town Council.** Once staff review is complete, the application will be transmitted to the Town Council for review at a regular meeting. Town Council shall review and consider the application for compliance with the Avenue Center (AC) Amenity Overlay District requirements in this Chapter.

8. Corporate Park District Plan of Development Application.

- A. **Application.** An application for a Corporate Park District Plan of Development shall be submitted to the Director of Planning and Zoning on such forms as the Director may prescribe and shall include the following:
 - i. **Plan of Development.** In addition to the standard site plan requirements, the plan of development is required to include the following:
 - a. Location and height of all buildings and structures.
 - b. Area devoted to parking facilities and loading berths.
 - c. All access roads, landscaping and screening plans.
 - d. Areas designated for outdoor storage.
 - e. Proposed signs.
 - ii. **Description of proposed operation.** A description of the proposed operation including:
 - a. All machinery, processes, and products.
 - b. An estimate of the maximum number of employees contemplated and the number of shifts during which they would work.