

**Town of Luray**  
**45 East Main Street**  
**Luray, Virginia 22835**

**Planning Commission Agenda**  
*May 12, 2010*

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Review of Minutes from the April 14, 2010 regular meeting**
- 4. Public Hearing: Ordinance Amendments to Sign Ordinance**

Substantial changes are proposed to the Town's sign ordinance; these proposed changes are the first significant revisions to the Town's sign ordinance since being adopted in the mid-1990s. The current regulations related to the type, size and number of allowable signs can be found in Appendix A (Zoning), Article VIII (Signs), Sections 801 through 803 of the Town Code. It is believed the said changes will create a sign ordinance containing greater internal congruency, and provide regulations and incentives to develop aesthetically pleasing signage. Briefly described below are the Town Code sections that are proposed to be amended:

- 1. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 801.4 (Special definitions), of the Town Code be amended. An overview of the proposed amendments:**

Eliminate the term Ground mounted sign; Amend the term Monument sign; Add the term Pole sign;

- 2. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 801.9 (Development standards for permitted sign types), (a) Ground mounted sign – Development standards of the Town Code be amended. An overview of the proposed amendments:**

Eliminate the term Ground mounted sign, replace it with the term Pole sign; changes to the development standards for pole signs (formerly known as ground mounted signs);

- 3. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 801.9 (Development standards for permitted sign types), (c) Wall sign – Development standards of the Town Code be amended. An overview of the proposed amendments:**

Amend the Town Code to change/include/add development standards for wall signs;

- 4. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 801.9 (Development standards for permitted sign types), (d) Awning, canopy and marquee signs – Development standards of the Town Code be amended. An overview of the proposed amendment:**

Amend the Town Code to include/add the following development standard: 3. One square foot per linear foot of awning or canopy, not to exceed 10 square feet.

- 5. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 801.9 (Development standards for permitted sign types) be amended to include a letter "(e)". This letter (e) will contain development standards for Monument signs. An overview of the proposed amendments:**

Amend the Town Code to change/include/add development standards for Monument signs;

**6. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 802 (Signs permitted by zoning districts), 802.1 (Residential zoning districts – permitted signs), (b) signs for permitted uses, of the Town Code amended. An overview of the proposed amendments:**

Amend the Town Code related to signs for residential developments and institutional signs/billboards;

**7. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 802 (Signs permitted by zoning districts), 802.2 (Business and industrial zoning districts; permitted signs:) of the Town Code amended. An overview of the proposed amendments:**

Amend the Town Code to change/include/add development standards for the following: 1) signs in business and industrial districts, 2) Signs for individual businesses, 3) Signs for a single zoning lot having two or more business, and 4) Signs for commercial, office and industrial centers;

**8. It is proposed that Appendix A (Zoning), Article VIII (Signs), Section 802 (Signs permitted by zoning districts), 802.3 (Signs in the business district:) of the Town Code amended. An overview of the proposed amendment:**

Amend the Town Code to eliminate the following: (a) Certificate of appropriateness required. Signs within the business district; and include/add the following in its place: Sign types or styles not specifically listed in this ordinance shall require the approval of the Luray Town Council and town manager prior to the issuance of a sign permit by the zoning administrator.

## **5) Review: Proposed Ordinance Amendment related to Poolroom/Billiard Parlor**

## **6) Adjournment**