

Wall signs: A sign attached to a wall, or painted on or against a flat vertical surface of a structure, which displays only one advertising surface



1. Maximum height of wall signs: Twenty (20) feet, or the lowest point of the roof, whichever is lowest.

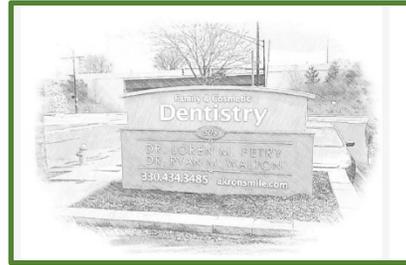
2. Limit on projections: 12 inches.

3. Permanent window signs (Additional restrictions) : Permanent window signs shall be limited in area to 25 percent of the window area or 25 square feet, whichever is less, and shall be included in the sign area calculations.

4. *Maximum Size.* One (1) square foot per linear foot of building width on the side which the sign is to be attached, up to a maximum of fifty six (56) square feet on any building elevation. Artistic murals containing business or product advertising may exceed twenty-five (25) square feet provided consent is obtained from the Town Council.

Monument Sign – A sign affixed to a foundation that is part of an integral structure built on-grade, and does not involve the use of poles as its major support. Such signs shall be not exceed 6 feet in height; the sign's foundation shall be a minimum of 2 feet in height, and not

exceed 3 feet in height. The foundation shall not be included in calculating height.



1. *Lot frontage and size requirements:* Monument signs up to a maximum allowable size of 36 square feet shall be permitted on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a pole sign shall not exceed 32 square feet in size.

2. *Minimum clearance:* Where a monument sign is located within 25 feet of an intersecting developed street, or town maintained right-of-way, a minimum ten-foot buffer from the edge of the right-of-way shall be maintained so not to interfere with pedestrian or vehicular line-of-sight.

3. *Maximum height.* 6 feet; foundation shall not be included in height calculation

4. The foundation of monument sign shall be constructed of wood, masonry, or other appropriate materials. The foundation shall not exceed three (3) feet in height.

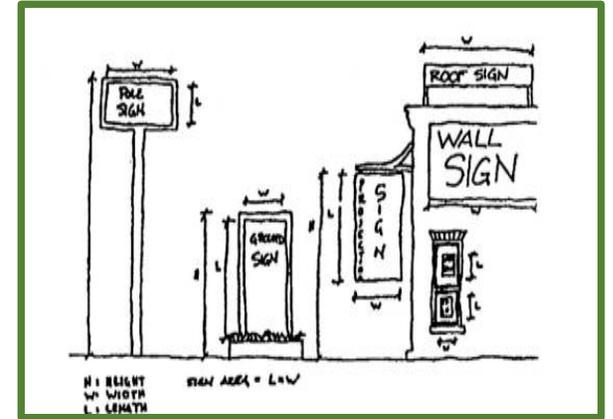
Other Considerations:

All non-exempt signage will be required to apply for a Town sign permit prior to erecting sign.

Any sign which is attached to a building, set on a foundation or contains electrical elements will also be required to obtain zoning and building

permits. Please see the Town's Zoning Administrator for permitting information.

Town of Luray: A Guide to Signage



Town of Luray

45 East Main Street

Luray, Virginia 22835

(540) 743-5511

What are sign standards in the Town of Luray?

Like many communities, Luray has a sign ordinance which regulates the total number and size of signage that a business may display. The intent of the sign ordinance is to provide businesses with an avenue to promote their products and/or services, while avoiding unnecessary clutter or unsightly conditions.

Overview of Sign Regulations:

Businesses may have up to three signs on their property (see sign types on next page)

Signage EXEMPT from regulations include:

Flags, emblems or insignia of any governmental agency, religious institution or charitable organization

Public events/festival signage, including traffic, parking and temporary construction signage

Political signage on private property provided sign not exceed eight (8) square feet in area

Temporary real estate signs located on private property

Auction and/or special sales events located on private property not displayed more than seven (7) days before sale or event, and removed two (2) days after event/sale

PROHIBITED Signage include:

Billboards and Off-premise signage

Portable signs, including signs displayed from stationary vehicle

Flashing, glaring and electronic signage (except for nonprofits and public service institutions)

Signs erected in public right-of-way or public land

Signs affixed to trees or utilities poles

Roof Signs

What types of signs can businesses display? What are size and dimensional limits?

Pole Signs: A permanent, freestanding sign that is mounted on a pole(s) or other support(s) that is placed on and anchored in the ground on a foundation and is independent from any building or other structure.



1. Lot frontage and size requirements. Pole signs up to a maximum allowable size of 36 square feet shall be permitted on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a pole sign shall not exceed 32 square feet in size.

2. Minimum clearance. Where a ground mounted sign is located within 25 feet of an intersecting developed street, or town-

maintained alley, a minimum ten-foot clearance from the ground to the bottom of the sign shall be provided.

3. Maximum height. 15 feet or the height of the principal structure, whichever is less.

4. Foundation Requirements. The foundation of a pole sign shall be constructed of an approved wood, masonry, or other appropriate materials. The foundation shall be a minimum of 2 feet in height, and be included in overall pole sign height calculation.

Projecting sign: Any sign, other than a wall, awning or marquee sign, which is affixed to a building perpendicularly and is supported by bracketing to the surface on which it is mounted.



1. Frontage requirements: 18 feet of ground level frontage.

2. Angle of projection: 90 degrees.

3. Limit on projection: Six feet.

4. Projection over right-of-way: No sign outside the Business District shall project over the public right-of-way.

5. Minimum clearance: Nine feet.

6. Maximum height: 14 feet, or the lowest point of the roof.