

**ARTICLE 1400**  
**SIGNS**

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**1400.01 STATEMENT OF LEGISLATIVE INTENT**

It is the intent of the sign regulations section of this ordinance to:

- A. Preserve and improve the scenic natural environment of Putnam County, particularly along transportation corridors, by allowing signs that are consistent with an attractive environment and are appropriate to the planned character of each zoning district; and,
- B. Protect property values by encouraging visually appealing, non-distracting forms of signs; and,
- C. Prescribe the appropriate size, location, construction, and manner of display of permitted signs; and,
- D. Permit such signs that will not, by reason of their size, location, or manner of display, endanger life or limb, confuse traffic, obstruct vision, or otherwise endanger the public morals, safety, or welfare; and,
- E. Prevent signs from causing an annoyance or disturbance, particularly to residential properties which are adjacent to non-residential properties; and,
- F. Promote a healthy and business-friendly environment where regulated signs contribute to and encourage the economic viability of local business and industry; and,
- G. Bring nonconforming signs into compliance with the ordinance, when practical; and,
- H. Allow the limited placement of off-premises directional signs.

**1400.02 PROCEDURES AND PERMITS**

- A. It shall be unlawful for any person to erect, structurally alter, or relocate any sign or structure supporting a sign without first obtaining a permit from the Planning Officer, except as provided in Section 1400.03, Permit Exemptions.
- B. The application for the approval of a sign shall be made upon forms provided by the Planning Office. All applications shall be accompanied by accurate sketches and scaled drawings showing the location of the proposed sign.

No application shall be accepted for review unless it is complete, accompanied by the appropriate fee and signed by the applicant. The Planning Officer may require that the location of a proposed sign be based on a survey by a registered land surveyor or engineer, at the expense of the applicant. The Planning Officer shall endeavor to complete a review of the completed application within five (5) working days.

- C. Once a sign is constructed, erected, or installed, based on the approved application, the property owner/business owner will provide a letter of certification to the Planning Officer certifying that the sign was designed (including content), sized, constructed, erected and/or installed according to the approved sign

application. The letter of certification shall be submitted to the Planning Office prior to the property owner/business owner receiving a certificate of compliance with the zoning ordinance. An approved certificate of compliance with the zoning ordinance is required before a commercial or industrial land use may open for business.

- D. When a permit is issued for an approved temporary sign, the Planning Office shall also issue a permit decal which shall be placed by the applicant in the lower left corner of the sign. The permit decal shall include the date of approval of the sign and the expiration date. Any temporary sign erected without a county-issued permit decal, as well as any temporary sign which remains erected beyond the expiration date, shall be deemed an illegal sign and the applicant will be subject to the procedures and penalties of Article 1900, Administration and Enforcement of this ordinance.
- E. A sign plan must be submitted as part of a site plan for all new developments and substantial renovations which require the review and approval of the Planning Office. A sign plan also must be submitted as part of the change of land use application and cannot be submitted separately or at a later date.
- F. The Planning Officer may inspect existing signs to determine if they are detrimental to the public health, safety, and welfare. If they are detrimental to the public health, safety, and welfare, they shall be removed or repaired within five (5) days following the determination by the Planning Officer. At the determination of the Planning Officer, more time may be granted to repair or replace the sign if the property owner can demonstrate a good faith effort of working toward compliance with this ordinance. If a nonconforming sign is determined by the Planning Officer or owner to require repair, it must be brought into compliance with these regulations within a period determined by the Planning Officer.

#### **1400.03 PERMIT EXEMPTIONS**

A permit shall not be required for the following signs and activities. Except where noted otherwise, the types of signs listed below are allowed in addition to the maximum number and square footage of regulated signs as permitted in other sections of this article:

- A. Servicing, repainting, or cleaning an existing sign, including repair and maintenance of nonconforming signs necessary to keep the sign in sound condition. In no case shall a business be permitted to maintain nonconforming signage and erect new signage which cumulatively exceed the maximum sign area permitted in the respective zoning district.
- B. House number or nameplate (apartment or home occupation) identifying the occupant or address of a structure and not exceeding two square feet in area.
- C. Memorial sign or tablet or name of building and date of erection, when cut into any masonry surface or when constructed of bronze or other noncombustible material, and when mounted on a wall of the building.
- D. Any non-commercial flag.
- E. Traffic or other government sign, such as legal notice, railroad crossing, danger or other emergency sign.
- F. Yard, garage or moving sale signs that are removed within a two-day period after the sale.
- G. Traffic control signs on private residential property which contains no commercial message of any sort.
- H. Time and temperature portions of a sign, up to 33 percent of the total sign area allowed.
- I. Public warning signs for trespassing or danger area.
- J. Temporary interior window signs.
- K. Non-commercial seasonal signs.
- L. Drive-thru menu signs.
- M. Portable signs.

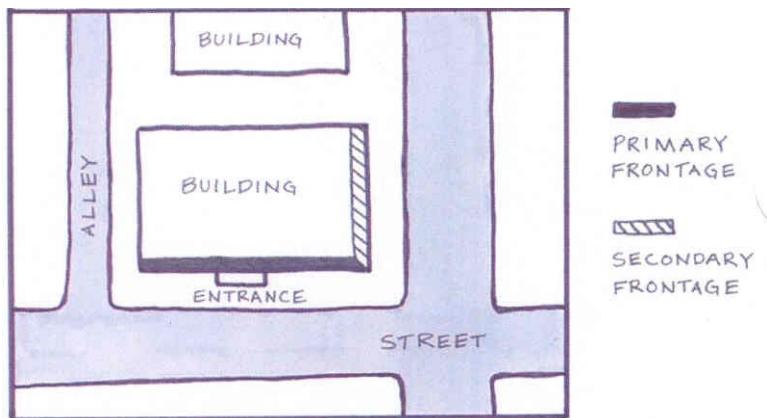
- N. Up to two on-premises banners advertising product(s) or service(s) sold or available on-site, placed flush against the wall of a principal permitted commercial structure on the lot, and of a size no greater than thirty (30) square feet each.
- O. Grand opening displays such as temporary signs, posters, banners, clusters of flags, balloons or other air or gas filled figures are permitted for a period of thirty (30) days only to announce the opening of a completely new commercial enterprise. All such materials shall be removed immediately upon the expiration of thirty (30) days.
- P. Temporary commercial signs placed by businesses or the West Virginia Division of Highways during the construction of any road improvement project. To be exempted from the permitting process, a business may either (a) relocate its permanent sign out of the construction zone to a temporary location on-site, or (b) replace the permanent sign with a temporary new sign no larger than the maximum height and size limits permitted in the zoning district. In any case, once the road improvements are completed in front of the business, any sign placed temporarily during the construction period must be removed within sixty (60) days and a permanent sign which fully conforms to the sign regulations must be erected.
- Q. Notwithstanding other provisions contained in this ordinance, the message or sign face of a nonconforming sign may be changed as long as this action does not create any new nonconformities with the sign.

**1400.04 RULES OF MEASUREMENT AND COMPUTATIONS OF INDIVIDUAL SIGN AREA**

This section of the article explains how a sign is to be measured in order to determine its size. A summary of maximum permitted sign sizes, length of display time, etc. in the various zoning districts can be found at the end of this article.

- A. The permitted maximum size of a sign shall apply to the entire area enclosing the extreme limits of writing, representation, emblem, or figure, together with any frame or other material or color forming an integral part of the display or used to differentiate a sign from the background against which it is placed. Necessary supports or uprights on which a sign is placed are excluded from the measurement of sign area. (See Section 1400.13, Measurement of Sign Area.)
- B. The permitted actual size of a sign shall apply to each facing of a sign structure; however, where signs are double-faced, placed back-to-back, or in a V-type construction, only one side of the sign shall be counted when the V is at a 45-degree angle or less.
- C. If a sign is painted on a wall, and includes background colors and/or graphics, and if the sign is an integral part of the overall graphic scheme, the entire wall shall be considered a sign and its measurement computed as such. If a sign is painted on a wall, and the sign can be logically separated and measured separately from the background graphics, the background graphic scheme shall not be computed in the sign size.
- D. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the crown of the nearest existing road accessing the parcel, measured perpendicular to the location of the sign.
- E. **Determining Developed Area.** For the purposes of the Article and for determining allowable sign area for commercial subdivisions/developments, the developed area shall include the impervious surface area, as well as future developable non-impervious areas if fully enclosed by impervious areas.
- F. **Determining Building Frontage and Building Unit.** For the purposes of the Article and for determining allowable wall sign area, the building frontage shall include the building walls that face a public street, face a parking lot which serves the use, or that contains a public entrance to the uses therein. For the purposes of these regulations, a public alley is not considered a public street.
  - 1. The building frontage shall be measured along such building wall between the exterior faces of the exterior sidewalls.
  - 2. In the case of an irregular wall surface, a single straight line approximating such wall surface surface shall be used to measure the wall's length.
  - 3. For multi-occupant buildings, the portion of a building that is owned or leased by a single occupant shall be considered a building unit. The building frontage for a building unit shall be measured from the centerline of the party walls defining the building unit.

4. The **primary frontage** shall be the portion of a frontage that serves as the main access point to a building or building unit. (See Figure 1)
5. The **secondary frontage** shall be all other frontages. (See Figure 1)



*Figure 1: Primary and Secondary Frontages*

#### **1400.05 PROHIBITED SIGNS**

The following signs shall be prohibited in all districts, except as otherwise noted herein:

- A. A flashing sign or an animated sign which incorporates in any manner flashing or moving lights or any other visible moving or revolving part, except for the time, temperature, or date sign.
- B. Commercial banners (except as permitted in Article 1400.03, Permit Exemptions), pennants, flags, spinners, or streamers.
- C. Signs which obstruct or impair the vision of drivers, or obstruct or detract from the visibility of, or resemble, any traffic sign or traffic control device on a public street or road, by reason of size, shape, location, color, or illumination.
- D. Commercial signs which make use of such words as "STOP", "LOOK", "DANGER", or other similar words, phrases, symbols, or characters in such a manner as to imply the need or requirement of stopping or the existence of danger.
- E. Signs which obstruct free ingress or egress from a door, window, fire escape, or other exit way.
- F. Signs on wheels, "A-frame" or "T-shape" signs, signs on portable structures such as trailers, and advertising placed on motor vehicles which are not used regularly or able to move under their own power and are placed in such a manner as to attract attention.
- G. Signs determined by the Planning Officer to contain subject matter defined within this ordinance related to "Specified Sexual Activities" or "Specified Anatomical Areas."
- H. Signs now or hereafter existing which no longer advertise a bona fide business, activity, campaign, service, or product.
- I. Abandoned signs, as defined by this ordinance.
- J. Any sign located in a public right-of-way.
- K. All off-premises signs, except as permitted in Section 1400.10, Off-Premises Signs and 1400.11 – Nonconforming Signs – (F) Off-Premises Billboards. *(Amended 12-17-24)*
- L. Signs attached to utility poles and West Virginia Division of Highways sign poles.

#### **1400.06 GENERAL SIGN REGULATIONS**

- A. A sign shall comply with the provisions of Section 1700.04, Vision Field.
- B. Unless otherwise restricted in this ordinance, a sign shall comply with the height regulations for structures in the zoning district where the sign is located or otherwise specifically regulated in this article.
- C. A sign or its support structure may be permitted in the front setback but in no case shall any part of the sign be placed within five feet of a private or public right-of-way.
- D. A projecting sign shall not extend over more than one-half of a public sidewalk nor be lower than nine feet above ground level.
- E. The back of any permitted sign structure must be shielded from public view by a building, other structure, high planting, or another sign of the same size (where permitted), unless such back is painted a neutral color or is enclosed in a solid metal backing that is treated or painted against corrosion.
- F. All signs shall be maintained in good and safe structural condition.
- G. The general area in the vicinity of a sign must be kept clear of weeds, debris, trash, and other refuse by the property owner.
- H. Permanent window signs shall not cover more than 33% of a side of a building.
- I. In no case shall any sign cast light directly upon any part of an adjacent residential or agricultural property at anytime of the day or night. Electronic Variable Message Signs (EVMS) shall not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the sign size.

**1400.07 ON-PREMISES SIGNS FOR ZONING DISTRICTS**

- A. **Agricultural “A” District, Residential Districts “R-C”, “R-R”, “R-1”, “R-2”, and “R-3”:** On-premises signs shall be permitted as follows, except as noted under Section 1400.08, On-Premises Signs for Parking Areas:

- 1. One non-illuminated nameplate sign and/or non-commercial message is permitted provided the surface area does not exceed two (2) square feet and the sign is set back at least five (5) feet from the front property line. The maximum height of the sign shall be six (6) feet.
  - 2. One wall, monument, or panel/column sign shall be permitted for the following uses where permitted: church, school, museum, other community facility, other special permit use, or nonresidential principal use. One (1) square foot per one (1) lineal foot of building frontage shall be permitted with the total sign area not exceeding forty (40) square feet. Such sign shall be solely for the purpose of identifying the use and its services or activities, or identifying the building, and may be illuminated (no exposed neon). Such sign shall not be closer than ten (10) feet to the curb nor more than ten (10) feet in overall height above grade.

Additionally, one kiosk shall be permitted for the following uses where permitted: church, school, museum, or other community facility, as defined by this ordinance. Such kiosks shall be permitted for the purpose of announcing activities, and the like, scheduled to occur in such buildings. One (1) square foot per one (1) lineal foot of building frontage shall be permitted with the total sign area not exceeding forty (40) square feet. Such kiosks shall not be closer than ten (10) feet to the curb nor more than ten (10) feet in overall height above grade.

- 3. A home occupation may be identified by one non-illuminated wall sign not exceeding a total area of two (2) square feet, affixed to the building, and not projecting more than one (1) foot beyond the building.
  - 4. For major residential subdivisions and multi-family residential complexes, one monument or panel/column sign indicating the name of the subdivision or multi-family residential complex may be placed at each roadway entry point. The sign may not exceed forty (40) square feet in area or an overall height of ten (10) feet above grade.

Additionally, one information sign is permitted for each entry to a multi-family residential complex. The sign may not exceed two (2) square feet in area. Multi-family residential complexes also shall

be permitted one sign identifying a rental office which shall not exceed four (4) square feet if the sign is visible from a public right-of-way; otherwise, there is no size limit.

**B. Neighborhood Commercial “N-C” and Suburban Commercial District “C-1”:** On-premises signs shall be permitted as follows except as noted under Section 1400.08, On-Premises Signs for Parking Areas:

1. Multi-tenant development: Commercial subdivisions/developments, as defined in this ordinance, shall be permitted signage as described below:

Commercial subdivisions/developments with one common entrance/exit driveway shall be permitted one monument or panel/column sign to be located at the common entrance/exit. The sign shall not exceed seventy-five (75) square feet in size for up to one (1) acre of developed area and shall not exceed one hundred fifty (150) square feet in size for ten (10) acres or more of developed area.

To calculate the allowable sign size for a developed area that is between one (1) and ten (10) acres, use the following formula:

- $\{y = -0.8333x^2 + 17.5x + 58.333\}$
- Note: y = allowable sign size (square feet), and x = developed area (acres).

Height limit for the above signs shall be twelve (12) feet for less than five (5) acres of developed area, and fifteen (15) feet for five (5) acres or more of developed area.

Commercial subdivisions/developments with more than one entrance/exit driveway shall be permitted one monument or panel/column sign, as calculated above, at each driveway if the distance between the two driveways is greater than fifteen hundred (1,500) lineal feet.

In addition, each parcel within a commercial subdivision/development shall be permitted wall sign(s) to identify the name of the building or occupant. The size of the sign permitted for each individual parcel shall be regulated as follows:

- a. Wall Signs shall be calculated as one (1) square foot per one (1) lineal foot of building frontage within the subdivision.
- b. If the development has two (2) frontages than wall signage shall be regulated under primary and secondary frontages as follows:
  1. One (1) square foot per one (1) lineal foot of primary building frontage.
  2. (0.60) square feet per one (1) lineal foot of secondary building frontage.
  3. The Planning Officer shall determine the primary and secondary frontages of a structure.

Each tenant within Commercial subdivisions/developments shall be permitted a maximum of one (1) blade sign. For requirements: See §1400.07B (2.i. Blade Signs)

Pole signs are prohibited in a commercial subdivision/development.

2. Single-tenant development: The following signs are permitted and shall be regulated as follows in regard to number, size and type of on-premises signs:

No more than one (1) freestanding sign is permitted per parcel.

- a. Monument and Panel/Column Signs (See examples in §1400.14A and §1400.14B)
  1. No more than one (1) monument OR panel/column sign shall be permitted per place of business.
  2. The maximum area for a monument OR panel/column sign shall be seventy-five (75) square feet.
  3. The width of the support base for a monument sign shall be no less than one-half (1/2) the width of the panel/sign face.

4. The panel/column sign shall be supported between two (2) columns/ornamental pillars consisting of a round or square shaft, capital, and base.

All monument OR panel/column signs shall stand in a bed of natural landscaping. This area shall contain low-growing materials such as vegetative ground cover, perennials and shrubs and shall be bordered by acceptable curbing materials such as wood or concrete. Such curbing shall be located in such a manner so as to prevent automobiles from contacting the sign when maneuvering. The perimeter of the landscaped area shall extend outward from the monument sign by at least three (3) feet.

- b. Pole Signs (See examples in §1400.14C)

No more than one pole sign shall be permitted per parcel. In no case shall a parcel be permitted more than one (1) pole sign, monument sign or panel/column sign. Pole signs shall be permitted up to a maximum area of seventy-five (75) square feet.

- c. Marquee Signs

No more than one marquee sign shall be permitted per place of business. No part of the sign shall extend beyond the outer edge of the marquee. The roofs of all marquees shall be properly guttered and connected by downspouts so that the water therefrom will not drip or flow onto public property.

- d. Wall Signs

An identification sign on an awning or canopy shall be considered a wall sign. Wall signs shall be permitted as follows:

1. One (1) square foot per one (1) lineal foot of primary building frontage shall be permitted per wall sign.
2. (0.60) square feet per one (1) lineal foot of secondary building frontage shall be permitted per wall sign.
3. The Planning Officer shall determine the primary and secondary frontages of a structure.
4. The structure shall be permitted to have a maximum of two (2) primary frontages.
5. A wall sign shall not extend further than 12 inches above or from the building to which the sign is attached.

- e. Kiosks

No more than one kiosk shall be permitted for the following uses where permitted: church, school, museum, or other community facility, as defined by this ordinance. Such kiosks shall be permitted for the purpose of announcing activities, and the like, scheduled to occur in such buildings. One (1) square foot per one (1) lineal foot of building frontage shall be permitted with the total aggregate sign area not exceeding forty (40) square feet. Such kiosks shall not be closer than ten (10) feet to the curb nor more than twelve (12) feet in overall height above grade.

- f. Community Event Signs

Community event signs are special permit uses and must comply with the regulations set forth in Section 2100.09 of this ordinance.

Community event signs shall be monument, kiosk, or pole signs. The maximum size of a community event sign shall not exceed sixty (60) square feet and the maximum height shall not exceed six (6) feet. The community event sign shall not be included in the maximum signage permitted for the business on the lot on which the community event sign is located. A community event sign may be an on-premises or off-premises sign. Specific criteria for community event signs are available from the Planning Office.

- g. Changeable Copy Signs

Signs with changeable copy are permitted provided that the changeable copy area does not exceed fifty percent (50%) of the total sign area for a static Reader board, or one hundred percent (100%) of the total sign area for an Electronic Variable Message Sign (EVMS). The changeable copy sign area is calculated in the maximum sign area permitted in the zoning district. Such signs shall change static copy no more than once every eight (8) seconds. Animated Changeable Copy signs are prohibited.

h. **Blade Signs (See example in §1400.14)**

All blade signs are temporary signs, must be located on-premises, and shall require an approved sign permit and associated fee. Blade signs shall be permitted as follows:

1. Blade signs shall only be permitted for two (2) non-consecutive calendar months per calendar year, per business.
2. A business in a single occupant structure/site shall be permitted the following:  
One (1) blade sign for structures with less than one hundred (100) lineal feet of primary or secondary building frontage, OR  
Two (2) blade signs for structures with one hundred (100) lineal feet or more of primary or secondary building frontage.
3. Each tenant in a multi-tenant development shall be permitted a maximum of one (1) blade sign.
4. Blade signs shall be no more than 3.5 feet in width (at the widest point), and shall be no more than twelve (12) feet in height.
5. Blade signs shall be placed no nearer to the public road than is permitted for any fixed sign and shall be outside of the Vision Field. No blade sign shall be placed in West Virginia Division of Highways (WVDOT) or any other public right-of-way.
6. Blade signs shall be mounted to a pole, and securely anchored into the ground according to the manufacturer's recommendations.

i. **Height Limit**

The overall height limit of the entire sign structure shall be twelve (12) feet from grade.

3. A home occupation may be identified by one non-illuminated wall sign not exceeding a total area of two (2) square feet, affixed to the building, and not projecting more than one (1) foot beyond the building.
4. For major residential subdivisions and multi-family residential complexes, one monument or panel/column sign indicating the name of the subdivision or multi-family residential complex may be placed at each roadway entry point. The sign may not exceed forty (40) square feet in area or an overall height of twelve (12) feet above grade.

Additionally, one information sign is permitted for each entry to a multi-family residential complex. The sign may not exceed two (2) square feet in area. Multi-family residential complexes also shall be permitted one sign identifying a rental office which shall not exceed four (4) square feet if the sign is visible from a public right-of-way; otherwise, there is no size limit.

**C. High Density Commercial District “C-2”, Highway Interchange District “H-I”, Industrial-Office Park District “IOP”, and Light Industrial District “I-1”:** On-premises signs shall be permitted as follows except as noted under Section 1400.08, On-Premises Signs for Parking Areas:

1. Multi-tenant development: Commercial subdivisions/developments, as defined in this ordinance, shall be permitted signage as described below.

Commercial subdivisions/developments with one common entrance/exit driveway shall be permitted one monument or panel/column sign to be located at the common entrance/exit. The sign shall not exceed one hundred (100) square feet in size for up to one (1) acre of developed area and shall not exceed twelve hundred (1,200) square feet in size for fifty (50) acres or more of developed area.

To calculate the allowable sign size for a developed area that is between one (1) and fifty (50) acres, use the following formula:

- $\{y = 0.0465x^2 + 20.075x + 79.878\}$
- Note: y = allowable sign size (square feet), and x = developed area (acres).

Height limit for the above signs shall be twenty (20) feet for less than five (5) acres of developed area. Starting with five (5) acres or more of developed area, an additional one (1) foot shall be added to the height limit for each additional one (1) acre of developed area. The maximum height limit shall be no more than seventy (70) feet.

Commercial subdivisions/developments with more than one entrance/exit driveway shall be permitted one monument or panel/column sign, as calculated above, at each driveway if the distance between the two driveways is greater than fifteen hundred (1,500) lineal feet.

In addition, each parcel within a commercial subdivision/development shall be permitted wall sign(s) to identify the name of the building or occupant. The size of the sign permitted for each individual parcel shall be regulated as follows:

- a. Wall signs shall be calculated as one (1) square foot per one (1) lineal foot of building frontage within the subdivision.
- b. If the development has two (2) frontages, then wall signage shall be regulated under primary and secondary frontages as follows:
  1. One (1) square foot per one (1) lineal foot of primary building frontage.
  2. (0.60) square feet per one (1) lineal foot of secondary building frontage.
  3. The Planning Officer shall determine the primary and secondary frontages of a structure.

Each tenant within Commercial subdivisions/developments shall be permitted a maximum of one (1) blade sign. For requirements: See §1400.07C (2.j. *Blade Signs*)

Pole signs are prohibited in commercial subdivisions/developments and in the IOP District.

2. Single-tenant development: The following signs are permitted and shall be regulated as follows in regard to number, size and type of on-premises signs:

No more than one (1) freestanding sign is permitted per parcel.

- a. Monument and Panel/Column Signs (See examples in §1400.14A and §1400.14B)
  1. No more than one (1) monument OR panel/column sign shall be permitted per place of business.
  2. The maximum area for a monument OR panel/column sign shall be one hundred (100) square feet.
  3. The width of the support base for a monument sign shall be no less than one-half (1/2) the width of the panel/sign face.
  4. The panel/column sign shall be supported between two (2) columns/ornamental pillars consisting of a round or square shaft, capital, and base.

All monument OR panel/column signs shall stand in a bed of natural landscaping. This area shall contain low-growing materials such as vegetative ground cover, perennials and shrubs and shall be bordered by acceptable curbing materials such as wood or concrete. Such curbing shall be located in such a manner so as to prevent automobiles from contacting the sign when maneuvering. The perimeter of the landscaped area shall extend outward from the monument sign by at least three (3) feet.

- b. Pole Signs (See examples in §1400.14C) (See also § 1400.12A)

No more than one pole sign shall be permitted per parcel. In no case shall a parcel be permitted more than one (1) pole sign, monument sign or panel/column sign.

Pole signs shall be permitted up to a maximum area of one hundred (100) square feet. Pole signs shall be prohibited in the IOP District.

c. Marquee Signs

No more than one marquee sign shall be permitted per place of business. No part of the sign shall extend beyond the outer edge of the marquee. The roofs of all marquees shall be properly guttered and connected by downspouts so that the water therefrom will not drip or flow onto public property.

d. Wall Signs

An identification sign on an awning or canopy shall be considered a wall sign. Wall signs shall be permitted as follows:

1. One (1) square foot per one (1) lineal foot of primary building frontage shall be permitted per wall sign.
2. (0.60) square feet per one (1) lineal foot of secondary building frontage shall be permitted per wall sign.
3. The Planning Officer shall determine the primary and secondary frontages of a structure.
4. The structure shall be permitted to have a maximum of two (2) primary frontages.
5. A wall sign shall not extend further than twelve inches above or from the building to which the sign is attached.

e. Kiosks

No more than one kiosk shall be permitted for the following uses where permitted: church, school, museum, or other community facility, as defined by this ordinance. Such kiosks shall be permitted for the purpose of announcing activities, and the like, scheduled to occur in such buildings. One (1) square foot per one (1) lineal foot of building frontage shall be permitted with the total aggregate sign area not exceeding forty (40) square feet. Such kiosks shall not be closer than ten (10) feet to the curb nor more than twelve (12) feet in overall height above grade.

f. Roof Signs

One roof sign shall be permitted per place of business. The height of a roof sign shall not exceed three (3) feet above the average height of the roof parapet. The size of a roof sign shall not exceed seventy-five percent (75%) of the building frontage (i.e., 0.75 square feet for every 1 linear foot).

No roof sign shall project over a public right-of-way nor extend more than three (3) feet above the roof or parapet line. In no case shall it exceed the applicable district height limit. The supporting members of roof-mount signs shall appear to be free of any extra bracing, angle irons, guy wires or cables. Supports shall appear to be an architectural and integral part of the building. Supporting columns of round, square or shaped steel members may be erected if the required bracing which is visible to the public is minimized or covered.

g. Community Event Signs

Community event signs are special permit uses and must comply with the regulations set forth in section 2100.09 of this ordinance.

Community event signs shall be monument, kiosk, or pole signs. The maximum size of a community event sign shall not exceed sixty (60) square feet and the maximum height shall not exceed six (6) feet. The community event sign shall not be included in the maximum signage permitted for the business on the lot on which the community event sign is located. A community event sign may be an on-premises or off-premises sign. Specific criteria for community event signs are available from the Planning Office.

**h. Changeable Copy Signs**

Signs with changeable copy are permitted provided that the changeable copy area does not exceed fifty percent (50%) of the total sign area for a static Reader board, or one hundred percent (100%) of the total sign area for an Electronic Variable Message Sign (EVMS). The changeable copy sign area is calculated in the maximum sign area permitted in the zoning district. Such signs shall change static copy no more than once every eight (8) seconds. Animated Changeable Copy signs are prohibited.

**i. Blade Signs (See example in §1400.14)**

All blade signs are temporary signs, must be located on-premises, and shall require an approved sign permit and associated fee. Blade signs shall be permitted as follows:

1. Blade signs shall only be permitted for two (2) non-consecutive calendar months per calendar year, per business.
2. A business in a single occupant structure/site shall be permitted the following:  
One (1) blade sign for structures with less than one hundred (100) lineal feet of primary or secondary building frontage, OR  
Two (2) blade signs for structures with one hundred (100) lineal feet or more of primary or secondary building frontage.
3. Each tenant in a multi-tenant development shall be permitted a maximum of one (1) blade sign.
4. Blade signs shall be no more than 3.5 feet in width (at the widest point), and shall be no more than twelve (12) feet in height.
5. Blade signs shall be placed no nearer to the public road than is permitted for any fixed sign and shall be outside of the Vision Field. No blade sign shall be placed in West Virginia Division of Highways (WVDOT) or any other public right-of-way.
6. Blade signs shall be mounted to a pole, and securely anchored into the ground according to the manufacturer's recommendations.

**j. Height Limit**

The overall height limit of the entire sign structure shall be twenty (20) feet from grade; with the exception of blade signs, which shall be permitted only up to a maximum of twelve (12) feet.

3. A home occupation may be identified by one non-illuminated wall sign not exceeding a total area of two (2) square feet, affixed to the building, and not projecting more than one (1) foot beyond the building.
4. For major residential subdivisions and multi-family residential complexes, one monument or panel/column sign indicating the name of the subdivision or multi-family residential complex may be placed at each roadway entry point. The sign may not exceed forty (40) square feet in area or an overall height of twelve (12) feet above grade.

Additionally, one information sign is permitted for each entry to a multi-family residential complex. The sign may not exceed two (2) square feet in area. Multi-family residential complexes also shall be permitted one sign identifying a rental office which shall not exceed four (4) square feet if the sign is visible from a public right-of-way; otherwise, there is no size limit.

**1400.08 ON-PREMISES SIGNS FOR PARKING AREAS**

On-premises signs for parking areas shall be regulated as follows in all districts, except as permitted in section 1400.09, Unique Land Uses:

- A. Directional signs and pavement markings shall be used to control vehicular movement in a parking area. Signs shall be limited to six (6) square feet each with an overall height limit of four (4) feet.

B. With regard to parking, no sign of any kind other than those indicating entrances, exits, name of establishment to which such parking area is accessory, or conditions of use shall be erected with the exception of the company logo of the actual business occupying the site. No additional advertising on such signs shall be permitted.

**1400.09 ON-PREMISES SIGNS FOR UNIQUE LAND USES**

A. Hospitals

Hospitals shall be permitted one (1) ground sign at each entrance which shall not exceed one-hundred twenty (120) square feet in area or twelve (12) feet in height or be located closer than five (5) feet to any lot line.

Hospitals also shall be permitted one (1) building-mounted sign for each building entrance for the purpose of identifying a hospital function. No such sign shall exceed fifty (50) square feet in area.

On-site parking directional signs and pavement markings shall be used to control vehicular movement in a parking area. Signs shall be limited to twenty-five (25) square feet each and shall not exceed six (6) feet in height.

B. Gasoline Stations/Convenience Stores/Mini-Marts

In addition to other sign regulations contained in this ordinance, these establishments which sell gasoline may have the following signs:

1. Signs identifying only gasoline prices and/or the location of full-service and self-service areas may be located at and secured to each pump island and shall not be calculated in the maximum aggregate sign area. Temporary signs, attached to the pumps and no larger than one (1) square foot each, shall not be computed in the maximum aggregate sign area permitted for the business by this ordinance.
2. Each gasoline pump may display only the brand name or emblem of the gasoline, which shall not exceed the limits on the face of the pump.
3. Where the establishment provides inspection services, a State of West Virginia inspections sign may be erected on the property, provided that the sign does not exceed a surface area of eight (8) square feet per side.
4. Signs informing the public of employee certifications and the use of special brand name products used in the conduct of general daily business may be erected if placed flush against the building and shall be exempt from this regulation.
5. Signs which may be required by local, state, or federal law in the interest of public health and safety shall be exempted from this regulation. These signs may include, but not be limited to, "no smoking" and "turn off engines while fueling" signs.
6. No other additional signage shall be permitted.

Directional signs and pavement markings shall be used to control vehicular movement in a parking area.

No sign of any kind other than those indicating entrances, exits, name of establishment to which such parking area is accessory, or conditions of use shall be erected with the exception of the company logo of the actual business occupying the site. No additional advertising on such signs shall be permitted.

C. Federal or State minimum four (4) Lane Limited Access Highways (C-1, C-2, I-1, IOP, H-I Districts)

The following is in addition to the *Article 1400.07* signage allowances:

1. A Commercial or Industrial establishment served by a frontage road adjacent to said highway shall be allowed one (1) monument or panel/column sign not to exceed two hundred (200) square feet on the primary frontage.

2. A Commercial or Industrial establishment adjacent to said highway shall be allowed a wall sign or signs not to exceed an aggregate square footage of two hundred (200) square feet on one (1) side of the structure that is viewable from said highway.
3. Non-Residential Multi-Tenant Developments shall be permitted the following:  
(See §1400.09 (D).)
  - a. If the commercial or industrial multi-tenant development is served by a frontage road adjacent to said highway or is adjacent to said highway, then it shall be allowed one (1) monument or panel/column sign not to exceed two hundred (200) square feet on the primary frontage.

**D. Non-Residential Multi-Tenant Developments**

Non-Residential Multi-Tenant developments shall include shopping centers, multi-tenant complexes and multi-tenant office buildings.

New developments are required to submit a sign plan and any sign regulations for the entire project to the planning office for review and approval with the proposed site plans.

1. The project is allowed one (1) monument or one (1) panel/column sign. The monument or panel/column sign shall not exceed the maximum allowable signage for monument or panel/column signs as permitted within each Zoning District. The sign shall denote the name of the development; major anchor tenants for the project also may be listed on the sign.

When a monument or panel/column sign is constructed on a site that has more than one occupant, it is the property owner's responsibility to determine if the sign shall be devoted to identification of the building(s), the anchor occupant, all occupants, or some combination thereof.

2. Additionally, the project is allowed a maximum of one wall sign per tenant with each sign not to exceed one (1) square foot per one (1) lineal foot of building store frontage.
3. Outparcels are permitted two wall signs, with each sign not to exceed one (1) square foot per lineal foot of width for the wall where the sign is attached.
4. End units shall be permitted a maximum of two (2) wall signs, with each sign not to exceed one (1) square foot per lineal foot of width for the wall where the sign is attached.
5. For Federal or State four (4) Lane Limited Access Highways, see *Article 1400.09 (C)*.

**E. Theaters**

One sign which carries the name of the theater is permitted.

Additionally, one marquee sign not to exceed twenty-four (24) square feet per movie screen is permitted. Such sign shall project no more than eight (8) feet from the building face to which it is attached and shall have a minimum clearance of eight (8) feet. The total sign area of the marquee sign shall not be included in the maximum sign area permitted in the zoning district.

In addition, attraction boards not exceeding twenty-four (24) square feet each and mounted to the building facade are permitted. The total sign area of the attraction board signage shall not be included in the maximum sign area permitted in the zoning district.

**1400.10 OFF-PREMISES SIGNS**

**A. Community Event Signs**

Community event signs are special permit uses and must comply with the regulations set forth in section 2100.09 of this ordinance.

Community event signs shall be monument, kiosk, or pole signs. The maximum size of a community event sign shall not exceed sixty (60) square feet and the maximum height shall not exceed six (6) feet.

The community event sign shall not be included in the maximum of signage permitted for the business on the lot on which the community event sign is located. A community event sign may be an on-premises or off-premises sign. Specific criteria for community event signs are available from the Planning Office.

**B. Off-premises Directional Signs**

Permanent off-premises directional signs stating the name of a business or other land use are permitted in all non-residential zoning districts in accordance with the following criteria:

1. The business or other land use is able to obtain an approved permit for such signage from the West Virginia Division of Highways; and,
2. The business or other land use is located off of a designated public right-of-way; and,
3. The business or other land use must prove an off-premises directional sign is necessary for directions to access the site; and,
4. Sign text shall be limited to the name of the business or other land use, a logo and a directional arrow or may include certain advancing language as “next right”; and,
5. The sign must be located at the nearest roadway intersection, or intersections if the roadway intersects at more than one location; and,
6. The total sign area for each off-premises directional sign is limited to six (6) square feet and the height is limited to six (6) feet above grade; and,
7. Once the business or other land use using an off-premises directional sign ceases activity at its location, the entity must remove the sign within thirty (30) days to eliminate unnecessary sign clutter; and,
8. Not more than one sign for a business or other land use is permitted in one direction on any roadway; and,
9. Written permission from the property owner of the parcel on which the sign will be located must be obtained and provided to the planning office; and,
10. All off-premises directional signs must comply with the provisions of Section 1700.04, Vision Field.

Any business or other land use desiring to erect an off-premises directional sign is strongly encouraged to co-locate on an existing sign structure in an effort to eliminate unnecessary sign clutter. The sign permit fee will be waived for any off-premises sign which will be co-located on an existing sign structure.

**1400.11 NONCONFORMING SIGNS**

A. A nonconforming sign may be structurally altered provided that such structural alteration does not result in:

1. An increase in the total sign area or any dimension of the sign, including height; or,
2. Any increase in the degree of nonconformity of the sign.

Structural alteration of a nonconforming sign which results in a decrease in nonconformity is permitted.

B. Any temporary or portable sign erected or displayed prior to the effective date of the amendment of this article, and which is determined to be nonconforming with article 1400 of this ordinance, shall be removed forthwith.

C. The burden of establishing a sign to be legally nonconforming rests upon the person, firm or corporation claiming legal status for the sign.

- D. The sign permit fee will be waived for sign applications proposing to replace all nonconforming signage with signage which is in full compliance with these regulations.
- E. Replacement of static, non-confirming signage with one hundred percent (100%) Electronic Variable Message Sign (EVMS) is permitted. The requirements of 1400.11B shall not apply to this replacement.
- F. **Off-Premises Billboards (Amended 12-17-24)**  
An existing billboard on the effective date of the Zoning Ordinance is classified as a nonconforming sign. As a nonconforming billboard sign, the following shall apply:
  - 1. Structural alteration of an existing billboard is allowed as long as it results in a decrease in nonconformity of the following:
    - a. A decrease in the total sign area or any dimensions of the billboard and
    - b. A decrease in the height of the billboard, which height shall not exceed the maximum height allowance of a sign in that zoning district and
    - c. Due to the decrease in nonconformity, replacement of static signage with 100% Electronic Variable Message Sign (EVMS) shall be permitted.
  - 2. An existing billboard may be demolished and reconstructed in its current location or within 250 linear feet of its current location as long as the billboard's nonconformity is decreased.
  - 3. A billboard sign shall not be calculated in the freestanding signage allowance per parcel or development.
  - 4. A billboard sign shall meet all applicable regulations as outlined in Article 1400.06 General Sign Regulations.
  - 5. Prior to structural alteration, demolition, or reconstruction of a billboard, a sign application, sign plan and fee shall be submitted to and approved by the planning officer to ensure compliance with the decrease in nonconformity requirement.
  - 6. Newly constructed billboard signs are prohibited in all zoning districts.

#### **1400.12 ABANDONED SIGNS**

If any sign is "abandoned" for a period of at least thirty-six (36) consecutive days, such sign shall be considered a nuisance affecting or endangering surrounding property values and shall be considered detrimental to the public health, safety and general welfare of the community and shall be abated. For the purpose of this ordinance, the word "abandoned" shall mean that the use of the property has ceased or has discontinued normal daily operations, or the structure is vacant.

Abandoned signs, as defined by this ordinance, shall be regulated as follows:

- A. Abandoned signs and their structures which are both nonconforming: shall be removed within ninety (90) days after being designated as abandoned. Removal includes the total disassembly of the sign structure, including the base, down to the height limit for signage within the zoned area on which the sign was erected. Any sign not removed within the specified ninety (90) day period may be removed by the County at the property owner's expense which may be assessed to that property owner on the next County Property Tax Statement.
- B. Abandoned signs, where the sign face is nonconforming, but the structure is conforming: the nonconforming sign shall be removed within ninety (90) days, but the conforming structure may remain.
- C. Abandoned signs, where both the sign and its structure are conforming: the sign shall be removed within ninety (90) days, but the conforming structure may remain.

The failure to neglect or the refusal of any property owner to comply with these regulations shall constitute a violation of this Zoning Ordinance.

#### **1400.12A POLE SIGNS AT INTERSECTIONS**

Pole signs shall be permitted to be a maximum of 100 feet in height if a certified professional engineer or certified professional surveyor certifies that the Pole Sign is located within 2,000 linear feet of the centerline of an intersection along I-64 or U.S. 35. The Pole Signs shall only be allowed for restaurants, gasoline stations, hotels and motels, and the sign on the top of the pole may not exceed 500 square feet.

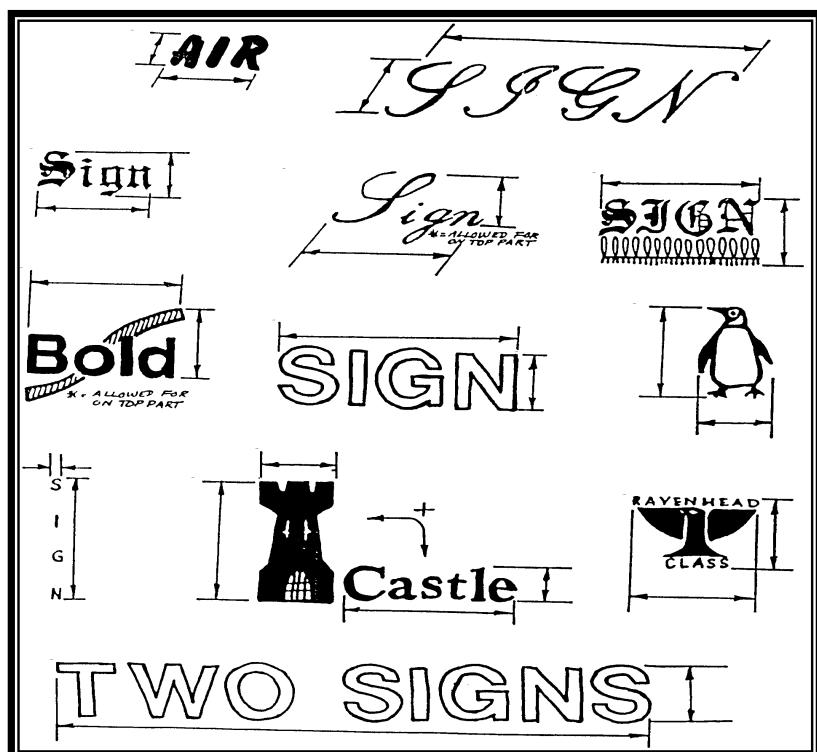
**1400.12B Medical Cannabis**

Advertising signs for Medical Cannabis Dispensaries, Medical Cannabis Grow Facilities, Medical Cannabis Processing Facilities and Medical Cannabis Laboratories must follow the requirements of the West Virginia State Code by including, but not limited to, the use of the term "Medical Cannabis" and shall not contain any images (including cartoons) depicting marijuana consumption or a marijuana leaf.

The signage for Medical Cannabis Dispensaries, Medical Cannabis Grow Facilities, Medical Cannabis Processing Facilities and Medical Cannabis Laboratories shall follow the requirements for a retail business in the applicable zone where the Medical Cannabis Dispensary, Medical Cannabis Grow Facility, Medical Cannabis Processing Facility or Medical Cannabis Laboratory is located.

**1400.13 MEASUREMENT OF SIGN AREA**

*Figure 2: Measurement of Sign Area*



*Figure 3: Calculation of Sign Area*



**1400.14 SIGN TYPE EXAMPLES**

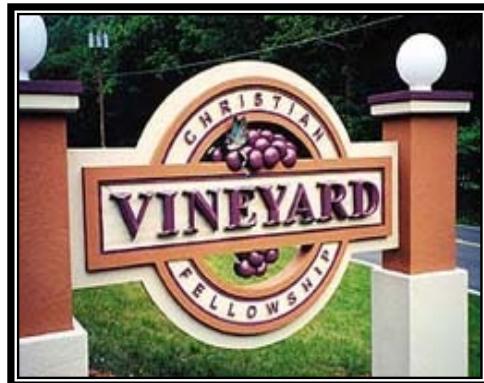
*Figure 4: Blade Sign Example*



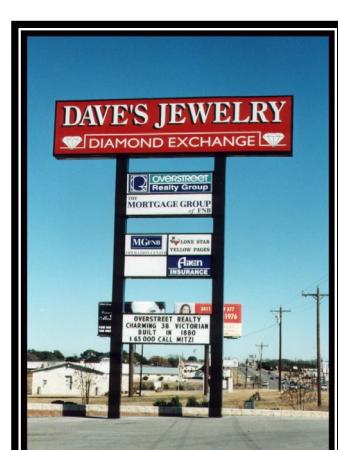
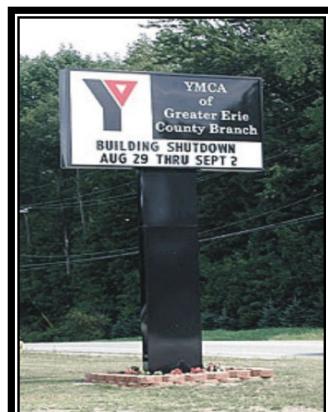
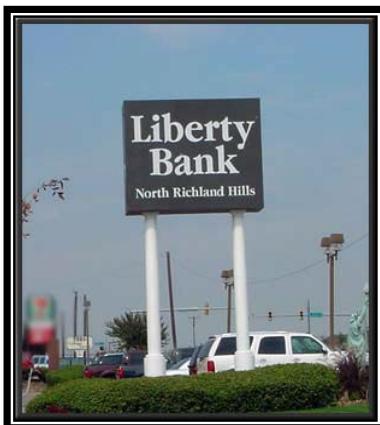
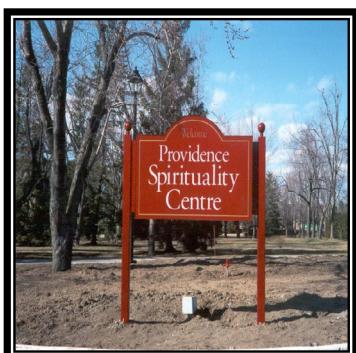
A. Monument Signs



B. Panel/Column Signs



C. Pole Signs



| <b>Zoning District</b>  | <b>Sign Type</b>   | <b>Maximum Number</b>                                      | <b>Maximum Area</b>  |
|---|--|--|--|
| Neighborhood Commercial<br>“N-C”  | Pole   | <b>One (1) freestanding sign<br/>permitted per parcel.</b> | Maximum 75 sq. ft. for Pole Sign   |
|   | Monument<br>Panel/Column                                   |  | Maximum 75 sq. ft. for Monument Sign or Panel/Column Sign                  |
|   | Wall   | One (1) per Primary Frontage**                             | One (1) square ft. per one (1) lineal foot of primary building frontage**. |
|   |  | One (1) per Secondary Frontage**                           | 0.60 sq. ft. per one (1) lineal foot of secondary building frontage.       |
| ** The Planning Officer determines the primary and secondary frontages. |  |  |  |
| High Density Commercial<br>“C-2”  | Pole   | <b>One (1) freestanding sign<br/>permitted per parcel.</b> | Maximum 100 sq. ft. for Pole Sign  |
|   | **Pole Signs shall<br>be prohibited in<br>an IOP District. |  | Maximum 100 sq. ft. for Monument Sign or Panel/Column Sign                 |
|   | Monument<br>Panel/Column                                   | One (1) per Primary Frontage**                             | One (1) square ft. per one (1) lineal foot of primary building frontage**. |
|   |  | One (1) per Secondary Frontage**                           | 0.60 square ft. per one (1) lineal foot of secondary building frontage**.  |
| **The Planning Officer determines the primary and secondary frontages.  |  |  |  |

**\*\*Building Frontage** The building frontage shall include the building walls that: face a public street, face a parking lot which serves the use, or that contains a public entrance to the uses therein.

**\*\*Primary Frontage** The primary frontage shall be the portion of a frontage that serves as the main access point to a building or building unit.

**\*\*Secondary Frontage** The secondary frontage shall be all other frontages that face a public street.

**THE ABOVE SIGNAGE TABLE DOES NOT APPLY TO COMMERCIAL SUBDIVISION/DEVELOPMENTS, FEDERAL OR STATE MINIMUM (4)  
LANE LIMITED ACCESS HIGHWAYS, AND MULTI-TENANT DEVELOPMENTS.  
FOR SIGNAGE REQUIREMENTS REFER TO SECTIONS 1400.07 AND 1400.09.**

