



PRINCE WILLIAM
COUNTY

Commercial Sign Regulations

#DPA2023-00007

Planning Commission Work Session

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Planning Office

Commercial Sign Regulations



Initiation

- Address concerns regarding commercial signage regulations

Commercial Sign Regulations

Background

- In its 2015 ruling in *Reed*, the U.S Supreme Court held that when a municipality regulates signs based on the message, the regulations are content-based presumptively unconstitutional, and unlikely to survive the judicial test of strict scrutiny.



Commercial Sign Regulations

Current Text

- Temporary Freestanding Sign (60 days)
 - **Size:** 32 sf
 - **Height:** 10 ft
 - **Number:** 1 per public street frontage
Max. 2
- Allows freestanding yard signs that pertain to a **“residential use or residential project”** to be installed without a permit.
 - **Size:** 6 sf
 - **Height:** 5 ft
 - **Number:** 3 yards signs per 1,000 linear feet of road frontage separated by a minimum of 250 ft.



Proposed Text

- Allows signs without a permit for properties **actively marketed for sale, rent or lease**
- Allows signs without a permit **during active construction or alterations**

What we heard from industry and community stakeholders.....

- **Take out HCOD distinction**
- **Sized base on mph is to limiting, focus on street frontage**

Commercial Sign Regulations



For sale, rent or lease	Agricultural, Industrial, Commercial Zones	Residential Zones
Size	0.1 SF per linear ft. frontage Max. 32 SF At least 12 SF	0.1 SF per linear ft. frontage Max. 32 SF At least 6 SF
Height	10 ft	8 ft
Number	1 per frontage Max. 2	1
Duration	Removed within 14 days of settlement or lease	Removed within 14 days of settlement or lease

Commercial Sign Regulations



Active Construction	Commercial and Industrial Buildings	Residential – Multifamily and Subdivision Section	Residential – Single-family Detached
Size	0.1 SF per linear ft. frontage Max. 60 SF At least 12 SF	0.1 SF per linear ft. frontage Max. 60 SF At least 6 SF	0.1 SF per linear ft. frontage Max. 6
Height	10 ft	10 ft	5 ft
Number	1 per frontage Max. 2	1 per frontage Max. 2	1
Duration	Removed within 14 days of completion of construction Not more than 2 years	Removed within 14 days of completion of construction Not more than 2 years	Removed within 7 days of completion of construction Not more than 6 months

- Feedback?....
- For follow up questions & comments, please contact me directly:
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