

TOWN OF STEPHENS CITY, VIRGINIA



P.O. Box 250
1033 Locust Street
Stephens City, VA 22655
540-869-3087

CASE #: _____
FEE AMOUNT: _____
DATE PAID: _____

APPLICATION FOR A SIGN PERMIT

The applicant shall provide the following information:

Please print or type all information

Applicant: _____ **Applicant Signature:** _____
(Please use the reverse side to list additional applicants)

Business or Event: _____ **Phone:** _____

E-mail: _____

Address where sign will be displayed:

Street Address: _____
City: _____ **St.:** _____ **Zip:** _____

Type of sign: *Roof signs are not permitted*

Awning/Canopy _____	Freestanding _____	Marquee _____
Monument _____	Pole _____	Projecting _____
Wall _____	Window _____	Other _____

Please provide precise information as to dimensions of sign(s), elevation, material, and construction of sign(s), proposed lighting method (if any), and how sign will be attached or erected.

Use following page for scaled drawing of the sign(s) showing above information or attachments of illustrations of sign.

If a building permit is required, the applicant will be referred to Frederick County Department of Inspections as part of this application process. Signs in the town's historic district will need final approval from the Stephens City Historic Commission.

Approval: _____

Date

By: _____

Stephens City Zoning Administrator

GUIDELINES FOR SIGNS

Signs are a vital part of the Historical Preservation scene. A balance should be struck between the need to call attention to individual businesses and the need for a positive image of the entire district. Signs can compliment or detract from the character of a building depending on their design, placement, number, and condition. Signs should be designed to further enhance the appearance of the Stephens City Historic District.

OBJECTIVE:

Each sign shall be designed in such a manner that it promotes a good physical relationship between it and the building and streetscape to which it relates.

Signage shall maintain the “style” appropriate to the structure on which it is placed.

ADMINISTRATION:

Guidelines present the goals and objectives of the Commission in the review of sign permit applications. Enforcement of conformance is the responsibility of the Town of Stephens City.

DEFINITIONS:

1. Sign – Any device to inform or attract the attention of persons to a premises. Any window surface having a message displayed by either a sign within the premises or a lighted device placed in or on such window where the intent is to transmit information to the street shall be reviewed as if it were an exterior sign.
2. The following are not defined as signs:
 - a. Flags and insignia of any government;
 - b. Legal notices or information devices erected or required by public agencies; and
 - c. In premises directional indicator for traffic control or noting available parking, provided such signs does not exceed two (2) square feet. No advertising shall appear on such a sign.
3. Definition of Sign Area – That area enclosed by one rectangle, the sides of which make contact with the extreme points or edges of the sign, excluding the supporting structure which does not form part of the sign proper, or of the display.
4. Temporary Sign – Any sign meeting Zoning Ordinance criteria, constructed of paper, cloth, cardboard, or other light material intended to be that frames display windows, or small projecting signs, window signs, banners or signs on awnings.

Not recommended are roof signs, large projecting signs, internally illuminated plastic signs, standardized trademark signs (such as national soft drink signs that do not represent the primary business name), and flashing or revolving illuminated signs.

TYPES OF SIGNS

There are three types of signs that have appeared consistently throughout the history of Main Street. They are flat wall signs, small projecting signs and directory signs. These three are compatible with the streetscape of Main Street.

- Flat Wall Signs, meeting the criteria discussed above, placed properly on the face of a building, compliment the structure and provide a street system for identification of business and service while enhancing a simple uncluttered look in Stephens City's Historic Areas.
- Projecting Signs may be used successfully to enhance visibility and blend with the traditional types of structures located on Main Street.
- Directory Type Signs, allow several businesses or services to be identified without the confusion of a maze of signs. These have been traditionally located on the face of the structure when the structure is not set back from the sidewalk. A freestanding directory is useful when allowed by the Zoning Ordinance for situations where the building is set back from the sidewalk.

ILLUMINATION

The illumination of signs should be subtle and understated, yet visible at night and in keeping with the character of the building. Generally, signs should be indirectly lit with a shielded incandescent light source. This may be accomplished with an arm to achieve some distance from the subject sign, and a directional shade or reflector surrounding the bulb and directing the light. The use of bulb holders only, should be discouraged.

Avoid overly bright, revolving or flashing lights and internally illuminated plastic signs. These types of sign lighting are not appropriate to the traditional image of a small town.