

APPENDIX D

FAUQUIER COUNTY PATTERN BOOK FOR SIGNS

STATEMENT OF INTENT

This pattern book establishes design guidelines for signs intended to help property owners and businesses choose signage that is both consistent with the regulations in Article 8 of the Zoning Ordinance and the broader goals of the Fauquier County Comprehensive Plan.

The intent of this pattern book is two-fold. First, the Zoning Ordinance sign provisions in Article 8 provide for bonus amounts and types of signs in certain cases where signs are designed consistent with the guidelines set forth in this pattern book. Requirements for bonus eligibility are set forth in Part 1.

Second, Part 2 of the pattern book provides principles and good examples of sign techniques and design that can be utilized by all other property owners and businesses seeking to meet Fauquier County's expectations for appropriate signage that not only serves the individual user, but also helps to promote and reinforce the County's unique identity.

PART 1 BONUS PROVISIONS, AS AUTHORIZED BY ARTICLE 8, SIGNS

A. Standards for Increasing Signage by 20 Sq. Ft. Within the Service Districts (Sections 8-602.1, 8-603.1 and 8-604.1)

- While the maximum sign height is 8 feet, additional height up to 12 inches is allowed to encourage architectural elements such as post caps, pediments, or other types of decorative trim.
- All signs shall be placed within a landscaped area a minimum of 18 inches in width around the perimeter of the sign base.
- Materials of both the sign and its support should be compatible, and the base or structure of the sign and the sign cabinet itself shall be proportionate to one another. The base should be a minimum of 12 inches in height.
- Signs shall be oriented perpendicular to vehicular traffic except on corner lots where signs may be located to optimize visibility on both streets.
- For signs displaying multiple tenants, panels should be uniform in size and color.

Allowed



Not Allowed: Base and sign are not proportionate and there is no landscaping present.

B. Standards for Utilizing Neon in Signage Within the Service Districts (Section 8-707.2.D.B)

Neon signs are generally discouraged in that they are not in keeping with the largely rural character of Fauquier County. However, such signage may be approved within service district areas for those uses located within a commercial or industrial zoning district, if the signage complies with the following standards:

- The neon sign highlights the historic period of the associated building, typically those constructed between 1920 and 1960. Use of neon is limited to period buildings or to those contemporary buildings that are designed in the correct style.
- The application of neon is limited to the name of the commercial establishment and/or a single logo. The trimming out of building details in neon or the animation of images using neon is prohibited.
- The neon sign is building mounted or is replacing an already existing freestanding neon sign.

Allowed



Not Allowed: Neon is not limited to the name and/or logo of the business establishment.



Not Allowed: Contemporary building design with neon signage.

C. Standards for Free-Standing Signs Located Within 15 Feet of the Front Property Line, Within Villages (Section 8-603.1)

- Signs shall be constructed of natural materials, such as wood, or a simulated substitute.
- Signs shall be no larger than 12 sq. ft. with a maximum height of 6 feet.
- The overall design shall not be a monument style but shall have one or two supporting posts. Supporting structure shall be finished and designed to be compatible with and proportionate to the sign itself, and the sign face must be attached to the inside of the support structure.
- The sign finish shall be dull as to avoid a high gloss appearance.

Allowed



Not Allowed: Lack of proportion between sign face and the supporting structure.



Not Allowed: Sign face is not attached on the inside of the supporting structure.

D. Standards for Building Signs for Commercial and Business Uses Located Outside the Service Districts on Property in a Residential Zoning District (Section 8-604.3)

- Signs shall be constructed of natural materials, such as wood, and the copy shall be limited to the name of the business or service offered on site and/or the building address.
- The sign finish shall be dull as to avoid a high gloss appearance.
- Signs should be located on the ground floor and above the primary entrance and centered accordingly, or located directly adjacent to the primary entrance at a pedestrian level.

Allowed



Discouraged: Sign is attached above ground floor and is not centered on the building.