

- Shopping Centers or other large commercial uses with more than 100,000 square feet of retail floor space, more than 1,000 feet of public road frontage, and more than one entrance drive on the same street frontage, may request Special Use Permit approval for an additional freestanding sign.

PERMITS & FEES

The installation of or changes to most signs requires a permit. Exceptions to the permitting requirement include repainting, re-facing, or making minor structural repairs; however, it is always best to check with the County before undertaking any sign project just to ensure a full understanding of the various opportunities and requirements.

Applications for Sign Permits are available at the Building Regulations Division (103 Service Drive) or may be printed from the York County web site (www.yorkcounty.gov) then click on "Building Permit Forms".

Completed applications should be submitted to the Building Regulations Division (103 Service Drive) or mailed to the Division at PO Box 532, Yorktown, VA 23690.

The Sign Permit review process typically takes seven to ten working days. The review / approval process for signs in Yorktown may be longer since it is a special historic district. Fees are charged based on the size of the sign, however, no fees are charged for temporary banners. All required fees must be paid before issuance of the Sign Permit.

QUESTIONS

County staff will be happy to assist businesses in identifying signage options and requirements for a particular property. As a general rule, it should be assumed that a permit will be necessary; and therefore, it is always wise to contact the Zoning and Code Enforcement staff to discuss signage plans BEFORE finalizing and placing orders with a sign fabrication/installation company.

More information may be obtained by contacting Zoning and Code Enforcement at (757) 890-3524 or by visiting their office located at 105 Service Drive.

The York County Office of Economic Development (OED) addresses the needs of existing businesses, while also working to attract new business and industry to the County. Our staff is always available to assist you and provides all services at no charge.

GOALS

- **ATTRACT** New Business to York County
- **RETAIN** York County Businesses
- **SUPPORT** an Entrepreneurial Environment
- **ENCOURAGE** Product Development

SERVICES

- Furnish local, state, and federal assistance information
- Help with workforce training and development needs
- Assist with permitting and regulatory requirements
- Offer grant, scholarship, and incentive programs
- Provide current demographic, consumer spending, and traffic data
- Offer networking and educational opportunities
- Ensure licensing/permitting procedures are business-friendly
- Prepare customized proposals for new and growing companies
- Identify real estate and business partnering opportunities

York County Economic Development
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www.YesYorkCounty.com

York County

BUSINESS SIGNAGE

www.yesorkcounty.com



This brochure is intended to provide a general description of the various kinds of business signs allowed by the York County Zoning Ordinance. In addition, it summarizes the review, approval and permitting requirements for the various types of signs. Much greater detail can be obtained by reviewing “Article 7 – Signs” of the York County Zoning Ordinance (online at www.yorkcounty.gov) or by calling the Zoning and Code Enforcement Office at (757) 890-3524.

PERMANENT SIGNS

Most businesses want to have **freestanding** and **building-mounted** permanent signs. Both types are allowed. Either **pole-mounted** or **monument-style** standing business signs may be located on most commercially-zoned properties, subject to a ten foot minimum setback from all property lines. One freestanding sign is permitted for each public street frontage.

Basic allowances and dimensional standards for the two types of freestanding signs depend on the zoning district classification of the property as indicated below:

MAXIMUM AREA (square feet)		
Zoning District	Pole-mounted	Monument
NB & WCI	24	32
LB	32	40 *
GB & IL	50	64 *
EO	not allowed	64 *
IG	50	64
YVA	9	9

* 32 square feet on TCM overlay corridors

MAXIMUM HEIGHT (feet)		
Zoning District	Pole-mounted	Monument
NB & WCI	8	6
LB	10	6
GB & IL	15	10
EO	not allowed	10
IG	20	10
YVA	8	6

* To determine the zoning district for your property call (757) 890-3404 or visit the property information mapping system at www.yorkcounty.gov/gis.

Exceptions to these basic provisions are as follows:

- Pole signs are not permitted on properties located along designated – Tourist Corridor Management (TCM) corridors. Monument signs may not exceed 32 square feet in area or ten feet in height.
- Shopping Centers, as defined by the Zoning Ordinance, may have one freestanding sign per street frontage, not to exceed an aggregate area of 200 square feet per center or 150 square feet per sign. On TCM Corridors, the maximum allowance per sign is 96 square feet.

Landscaping must be installed around the base of all newly installed freestanding signs. The landscape area must be at least four times the area of the sign (e.g., 200 s.f. for a 50 s.f. sign) and at least six feet in width.

In addition to freestanding signs, businesses may install **building-mounted permanent signage** (wall-mounted, projecting, marquee, canopy, window-mounted, etc.) with the total sign area allowance based on the width of the principal building and the following ratios and in no case exceeding an aggregate sign area of 240 square feet:

MAXIMUM SIGNAGE ALLOWANCE (square feet per foot of building width)	
Zoning District	
NB & WCI	1.0
LB	1.25
GB, EO, IL, IG	1.5

Window signs that are not legible from a public street and which do not cover more than 25 percent of the total window area do not count against the allowable building mounted sign area limits.

TEMPORARY SIGNS

A variety of opportunities are provided to allow businesses to convey information about grand openings, employee recruitment, special sales events, etc. These opportunities include:

- Use of a 32-square foot (maximum) portable sign while permanent freestanding business identification signage is on order (maximum 120-day term);

- Banners or temporary signs, not exceeding 40 square feet in area or six feet in height, to announce a “Grand Opening” event for a new business, a change in ownership/management, or the completion of major renovations (maximum 60-day term, within the first year after the opening);
- “Going Out of Business” (maximum 60-day term);
- Banners or temporary signs, not exceeding 40 square feet or six feet in height, announcing opportunities for employment (“now hiring/help wanted”), enrollment (“now enrolling”), and / or special sales or promotional events (maximum of 120 days per 12-month period, allowed as 120 consecutive days or broken into as many as six separate time periods).

PROVISIONS & EXCEPTIONS

- Signs that have moving, revolving, or rotating features or flashing, scrolling or variable intensity messages or illumination are prohibited.
- Electronic changeable message/image signs are permitted provided that the message or other content of the sign does not change more than once in a 24-hour period. However, shopping centers, except those located in a TCM overlay area, may have changeable message /image signs with a message/image duration as short as eight seconds.
- Signs with exposed neon tubing are prohibited in the TCM overlay areas. Signs with “neon” or “fluorescent” colors are prohibited in the Route 17 Corridor overlay and in the TCM overlay areas.
- Pennants, moored balloons, or floating signs are prohibited.
- On-premises directional signs, not exceeding three square feet in area and three feet in height, are allowed provided they do not contain advertising information or a business logo.
- Off-premises directional signs, advertising signs, billboards, etc. are prohibited.