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The York County Department of Economic & Tourism Development (ETD) addresses the needs of existing businesses while attracting new business and industry to the County. Our staff is always available to assist you and provides all services at no charge.

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## PERMITS & FEES

The installation of or changes to most signs requires a permit. It is always best to check with the County before undertaking any sign project to ensure a full understanding of the various opportunities and requirements. Applications for Sign Permits are available at the Building Safety Division (103 Service Drive) or may be printed from the York County web site ([yorkcounty.gov/214/Building-Permit-Forms](http://yorkcounty.gov/214/Building-Permit-Forms)).

Completed applications should be submitted to the Building Safety Division 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.



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## 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 **757.890.3523** or by visiting their office located at 102 County Drive

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**YESYORKCOUNTY.COM**



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# BUSINESS SIGNAGE

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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 [bit.ly/YorkSigns](http://bit.ly/YorkSigns)) or by calling the Zoning and Code Enforcement Office at 757.890.3523.

## PERMANENT SIGNS

Most businesses want to have **freestanding** and **building-mounted** permanent signs. Both types are allowed. Either **pole-mounted** or **free-standing** business signs may be located on most commercially-zoned properties, subject to a ten foot minimum setback from all property lines. One free-standing 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 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 the Zoning Office at 757.890.3523 or visit the property information mapping system at [yorkcounty.gov/gis](http://yorkcounty.gov/gis).*

Exceptions to these basic provisions are as follows:

- In Tourist Corridor Management (TCM) overlay districts, pole signs are not permitted and monument signs may not exceed 32-square-feet in area or 10 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-square-feet for a 50-square-foot sign) and at least 6 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% 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); only if no freestanding sign exists on the premises.
- Banners or temporary signs, not exceeding 40-square-foot or 6-feet high, 120 days or six times in 12 months.

## 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 content does not change more than once every 8 seconds. Electronic signs in a TCM district may not change more than once every hour.
- 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 3-square-foot in area and three feet in height, are allowed.
- Off-premises directional signs, advertising signs, billboards, etc. are prohibited.
- 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.