

TOWN OF VIENNA, VIRGINIA

APPLICATION FOR TEMPORARY SIGN PERMIT

DATE: \_\_\_\_\_ PERMIT #: \_\_\_\_\_ PERMIT FEE: \_\_\_\_\_

SIGN BOND: \_\_\_\_\_ PAID: \_\_\_\_\_ ZONING DISTRICT: \_\_\_\_\_

TENANT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

PROPERTY ADDRESS: \_\_\_\_\_

SIGN TYPE: FREESTANDING: \_\_\_\_\_ BANNER: \_\_\_\_\_ POLITICAL: \_\_\_\_\_ TOTAL AREA: \_\_\_\_\_

DIMENSIONS: \_\_\_\_\_ LOCATION OR LOCATIONS: \_\_\_\_\_

PROPOSED WORDING TO BE PLACED UPON SIGN: \_\_\_\_\_

SIGNATURE OF APPLICANT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ PHONE: \_\_\_\_\_

E-MAIL ADDRESS (for "Contact Person") \_\_\_\_\_

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(FOR OFFICE USE ONLY)

APPROVAL FOR ISSUANCE OF TEMPORARY SIGN PERMIT:

\_\_\_\_\_ DATE: \_\_\_\_\_

DIRECTOR OF PLANNING & ZONING AND  
ZONING ADMINISTRATOR

PERMIT EXPIRATION (OR VALIDATION) DATE(S): \_\_\_\_\_

REMARKS: \_\_\_\_\_

SPECIAL NOTICE: Sign Permit numbers must be painted in one-inch letters in lower right hand corner.

## TOWN OF VIENNA

### MEMORANDUM

TO: All Interested Parties

FROM: Gregory M. Hembree, AICP, Director of Planning & Zoning and  
Zoning Administrator 

DATE: March 5, 2014

SUBJECT: Restatement of Regulations Pertaining to Temporary Signs and Banners

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This document is a restatement of a memorandum dated October 25, 1988, and is intended to reaffirm the Zoning Administrator's determination relative to Temporary Signs and Banners.

Section 18-178.A.6. of the Vienna Town Code provides some discretion to the Town's Zoning Administrator relative to the issuance of thirty (30) day permits for the display of temporary banners and signs. The Intent provisions contained at § 18-174 of the Town Code continues to guide us in the development of rules and regulations pertaining to temporary banners and signs. As a result, the following rules and regulations will apply:

1. Any temporary banner or temporary sign to be displayed within the Town of Vienna must be authorized through the prior receipt of a **temporary sign permit**. Each such permit will be valid for only one thirty (30) day time period per calendar year and is non-renewable. Each permit must be accompanied by an application fee and refundable sign bond in the amounts as specified in the Schedule of Fees as set forth in § 1-12 of the Vienna Town Code.
2. Permits will be issued for special one-time events **only**, such as grand openings or going-out-of-business notifications. Placement will be restricted to the building façade only and with a total area not to exceed 2 square feet per linear footage of storefront fronting the principal street nor a maximum size of 120 square feet. Special sales, such as anniversary sales, will not qualify under this definition, nor will pennants, streamers, portable signs or other attention attracting devices.
3. Because of the language found at § 18-178.A.10 of the Vienna Town Code that prohibits the use of telephone and facsimile numbers, Internet and E-mail addresses for **permanent signs**, Town Staff cannot permit their use on temporary banners either.
4. Temporary signs – including for sale and for lease signs, signs pertaining to elections, and temporary signs during construction activities as specifically permitted within § 18-185 of the Town Code – are not subjected to the rules and regulations set out in this memorandum with the following exception: *Temporary construction signs in the single-family detached residential zones have been traditionally limited to 12 square feet in area due to the size of the subject property and the possibility of creating sight distance issues at certain locations. This Zoning Administrator's determination was made in accordance with a Town Attorney opinion issued on January 3, 1990.*

*Excerpts from the Code of the Town of Vienna, Virginia, pertaining to Sign Placement:*

**Chapter 10, Article 3. Offenses Against Property**

Sec. 10-5 Advertising Matter -- Attaching to Poles or Trees.

It shall be unlawful for any person to tack or otherwise attach any advertising matter or other substance to any telephone, telegraph, or electric transmission pole or to any tree within the Town. (Code 1962, 5-23; 3-66)

Sec. 10-28.1 Unlawful Use of Public Right-of-Way or Other Property. (New 2-28-83)

- (a) It shall be unlawful for any person, firm, association, organization or corporation to erect, place, maintain or cause to be placed, erected or maintained, any sign, notice or advertisement of any kind in or on any public right-of-way or other public property in the Town.
- (b) This section shall not be interpreted to apply to signs installed by governmental authority as otherwise provided by law and which signs serve a public purpose.

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**Article 19, Chapter 18, Zoning**

§ 18-174: Intent:

- A. The intent of this article is to control all signs within the Town, to ensure that they are appropriate for their respective principal uses and in keeping with the appearance of the affected property and surrounding environment, and to protect the public health, safety, morals and general welfare. In addition, the intent of this article is to:
    - 3. Stimulate the economic vitality of the Town, encourage a business atmosphere that continues to attract new enterprises to the Town, encourage trade within the Town, and to appropriately inform consumers;
- .....

§ 18-178: Prohibited Signs and Sign Structures:

**A. Signs Prohibited by this Article include:**

- 6. Moving or rotating signs and pennants, banners, streamers, etc., are prohibited. Signs which involve motion or rotation of any part, or display flashing or intermittent lights are prohibited. Standards, banners, flags, streamers, and similar devices used for advertising purposes are prohibited, unless provided by the zoning administrator for not more than 30 days. Sponsorship banners at facilities where recreational uses occur, as defined in this chapter, may be permitted in the discretion of the zoning administrator for a period not to exceed 120 days. The zoning administrator shall exercise his discretion with due regard for the intent provision of this article set forth in [section 18-174 A.3.](#)

*Continued on page 4 →*

10. Telephone and facsimile numbers, Internet and electronic mail addresses: the use of telephone numbers, facsimile numbers, Internet addresses or electronic mail addresses on a permanent wall and freestanding signs can be distracting to motorists and thereby create a hazardous situation. Therefore, telephone numbers, facsimile numbers, Internet addresses, and electronic mail addresses may not be displayed on such signs, either jointly or individually, except when required by federal, state, or local law. Evidence of such requirement must be submitted with any application for a sign permit containing a telephone or facsimile number, or an Internet or electronic mail address. (New 3/99)

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§ 18-185 Special Regulations For Certain Uses And Signs.

E. Temporary Signs. A temporary real estate sign and signs of a public and semi-public nature not exceeding fifty (50) square feet in area may be erected upon issuance of a temporary six (6) months renewable permit. Such sign shall not be illuminated, nor shall it be less than seventy-five (75) feet from any dwelling. No such temporary permit shall be granted unless a twenty-five dollar (\$25.00) bond has been posted. All temporary real estate signs and public and semi-public signs shall be dismantled within five (5) days after expiration date of the temporary permit.

1. Temporary Signs of a Public or Semi-Public Nature Pertaining to Elections. Five (5) temporary signs not exceeding twenty (20) square feet total may be posted on residential property after securing the necessary permits and posting of a twenty-five dollar (\$25.00) bond, for a period of thirty (30) days prior to election day and shall be removed not more than five (5) days after election day. Failure to remove signs shall constitute forfeiture of all bonds posted and all material will become property of the Town. (Amend. 2-88)
2. A banner across Maple Avenue at the intersection of Maple Avenue and Center Street shall be erected two weeks before election day to announce Town elections, such wording shall be "Town Council Election, Tuesday, May (date)" and removed the day after election. (New 2-88)