

TOWN OF VIENNA | COMMERCIAL SIGNS

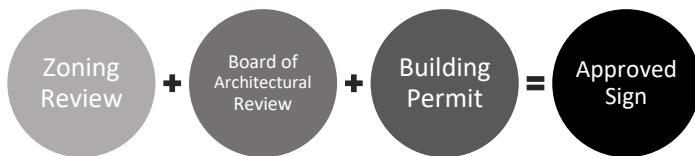
The following is a summary of the Town Code relating to signage. All regulations for signs in the Town of Vienna are found within Article 19 – Name Plates & Signs, of Chapter 18 of the Town of Vienna Zoning Code. Business owners are encouraged to review the town code before submitting any applications for review, purchasing, or installing signage. Signs installed without an approved review by the Board of Architectural Review constitute a zoning violation and will result in fines.

WHAT IS A SIGN?

Sign means any object, letter, figure, design, symbol, artistic display, trademark, flag (excluding federal, state and local flags), illumination of other device intended to call attention to or identify or give direction to any place, subject, person, firm, business, public performance, article, machine or merchandise.

SIGN REVIEW REQUIREMENTS

Any sign larger than 1.5 square feet in area intended for permanent installation requires zoning approval from the Town of Vienna, review by the Board of Architectural Review, and possibly building permits from Fairfax County. All signs fall into the category of permanent or temporary.



BOARD OF ARCHITECTURAL REVIEW

The Board of Architectural meets the third Thursday of each month at 7:30pm to review signs and exterior modifications. The Board is comprised of community members appointed by Council. Applicants to the Board are required to provide renderings and material samples of sign colors for the Board’s review.

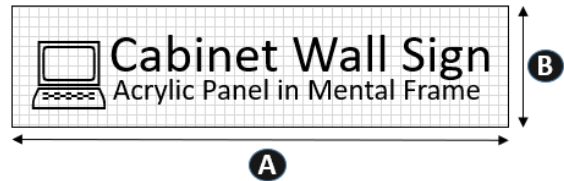
Town staff will assist in submitting a complete application after confirming all zoning regulations are met. The Board of Architectural Review criteria can be found in Chapter 4, Section 4-15. - Design criteria.

ZONING REQUIREMENTS

The zoning code states maximum size, height, and location of signs by zoning district. All zoning regulations for signs in the Town of Vienna are found within Article 19 – Name Plates & Signs. Town Staff reviews the signs for zoning compliance before signs are placed on the agenda of the Board of Architectural Review.

HOW IS SIGN AREA MEASURED?

Sign area includes the entire face of the sign and any adjacent area incidental to its decoration and, in case of an open sign made up of individual letters, figures or designs, the space between and around such letters, figures or designs.



In the above examples, the sign area is calculated by multiplying the width of the sign by the height of the sign face. The same applies for freestanding signs.

WHAT TYPES OF SIGNS ARE PERMITTED?

WALL SIGNS

Wall sign means any sign which is affixed directly to or suspended from a wall, marquee, mansard roof or parapet wall of a building, with the exposed face of the wall and extending from it less than 12 inches.

(Continued)



Department of Planning and Zoning

127 Center St. South | Vienna, VA 22180

Phone: 703-255-6341 | Email: DPZ@viennava.gov | www.viennava.gov

TOWN OF VIENNA | COMMERCIAL SIGNS

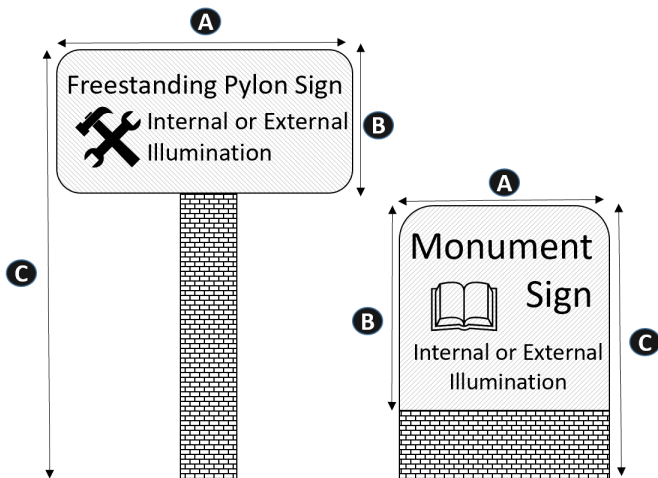
WALL SIGNS (Cont.)

A wall sign may be either of one-piece construction or of individual letters or symbols. A wall sign may also be attached to an awning or canopy. A total limit of 2 sq. ft. of wall sign area is permitted for each linear foot of commercial or industrial building frontage. If a building has multiple tenants within multiple stories, the maximum sign area for the building is based on the frontage of the ground level.

WINDOW SIGNS

Window sign area per business shall not exceed 10 sq. ft., or 25% of the window area, whichever is less. Text in window signs is not permitted to move or flash.

FREESTANDING SIGNS

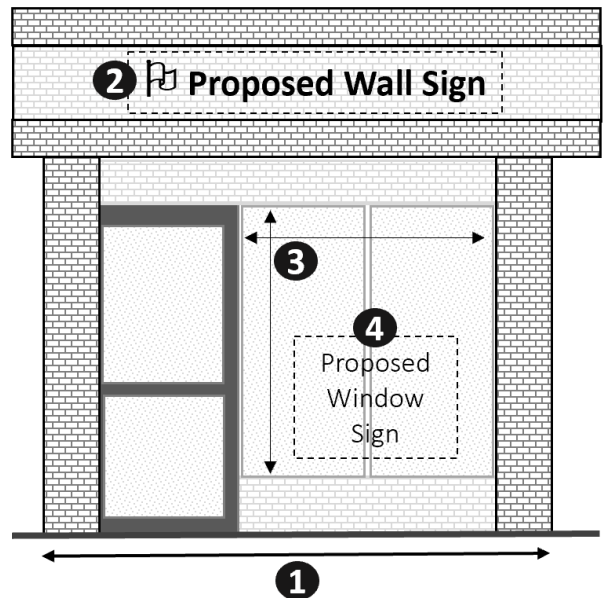


Freestanding signs are pylon or monument signs. The area of freestanding signs is determined by multiplying the area of the sign face and width, A and B in the example image. The sign height is the distance between the grade at which the sign sits, and the top of the sign structure, unit C in the example image.

One freestanding sign not to exceed 36 sq. ft. in area shall be permitted for each separate building. Multi-tenant buildings must share the sign area of a single sign. The location of all freestanding signs must be shown on an approved site plan before review by the Board of Architectural Review.

PARTS OF A SIGN PERMIT APPLICATION

When applying for signs, applicants must provide some basic information to Town staff to verify the sign meets the zoning requirements.



1. The width of the tenant space or building at the ground level,
2. Location, size (height, width, depth), and design of all wall signs,
3. The height and width of the window area,
4. Location, size (height, width, depth), and design of all window signs.
5. Lumens and kelvins of the completed sign(s).

The sign design, colors and lighting details are required for the Board of Architectural Review.

Questions? Contact Planning and Zoning at DPZ@viennava.gov

To start a sign application, visit <https://vienna.idtplans.com/secure/>



Department of Planning and Zoning

127 Center St. South | Vienna, VA 22180

Phone: 703-255-6341 | Email: DPZ@viennava.gov | www.viennava.gov