



**TOWN OF HALIFAX, VIRGINIA**  
**Office of the Zoning Administrator**  
70 South Main Street, Post Office Box 627  
Halifax, Virginia 24558  
(434) 476-2343

ZONING DISTRICT:  
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**APPLICATION FOR SIGN PERMIT**

APPLICATION FEE: \$10.00

(ZONING PERMIT IS VOID IF BUILDING PERMIT IS NOT ISSUED WITHIN 90 DAYS OF APPLICATION APPROVAL)

1. Name of Applicant/Business: \_\_\_\_\_
2. Mailing Address: \_\_\_\_\_  
\_\_\_\_\_
3. Home Phone #: \_\_\_\_\_ Work Phone #: \_\_\_\_\_
4. \*\*Name of Property Owner (if different from above): \_\_\_\_\_
5. Mailing Address: \_\_\_\_\_  
\_\_\_\_\_
6. Home Phone #: \_\_\_\_\_ Work Phone #: \_\_\_\_\_  
\*\*If owner is different from applicant/proprietor, written consent from the owner or a copy of a legal contract between the developer and owner shall accompany this application.
7. Location or Address of Property where Zoning Permit is requested: \_\_\_\_\_  
\_\_\_\_\_
8. Tax Map ID #: \_\_\_\_\_ Lot Size/Acreage: \_\_\_\_\_ District: \_\_\_\_\_
9. State Route Number/Street Name: \_\_\_\_\_
10. Sign Type Proposed (ground, pole, projecting, etc): \_\_\_\_\_
11. Business License (if applicable): \_\_\_\_\_
12. Subdivision (if applicable): \_\_\_\_\_
13. Accompanying Building Permit (if applicable): \_\_\_\_\_
14. Briefly describe any graphics, color schemes or other design elements that are incorporated into the sign (sketch required). State whether new buildings are to be constructed, or if alternatives or additions to an existing building are being proposed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The undersigned applicant certifies that this application and the foregoing answers, statements and other information submitted are all in respects true and correct to the best of their knowledge and belief.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

**FOR TOWN OFFICE USE ONLY:**

Application #: \_\_\_\_\_ Fee Paid: \_\_\_\_\_ Date Received: \_\_\_\_\_

Tax Map ID#: \_\_\_\_\_

Zone Classification: \_\_\_\_\_ Sign Type (ground, pole, projecting, etc.): \_\_\_\_\_

Total Sign Area: \_\_\_\_\_ Maximum Height: \_\_\_\_\_ Set Back: \_\_\_\_\_

Sign Illumination (if not prohibited, certain restrictions apply): \_\_\_\_\_

Application is: \_\_\_\_\_ Approved \_\_\_\_\_ Denied

Comments/Explanation: \_\_\_\_\_

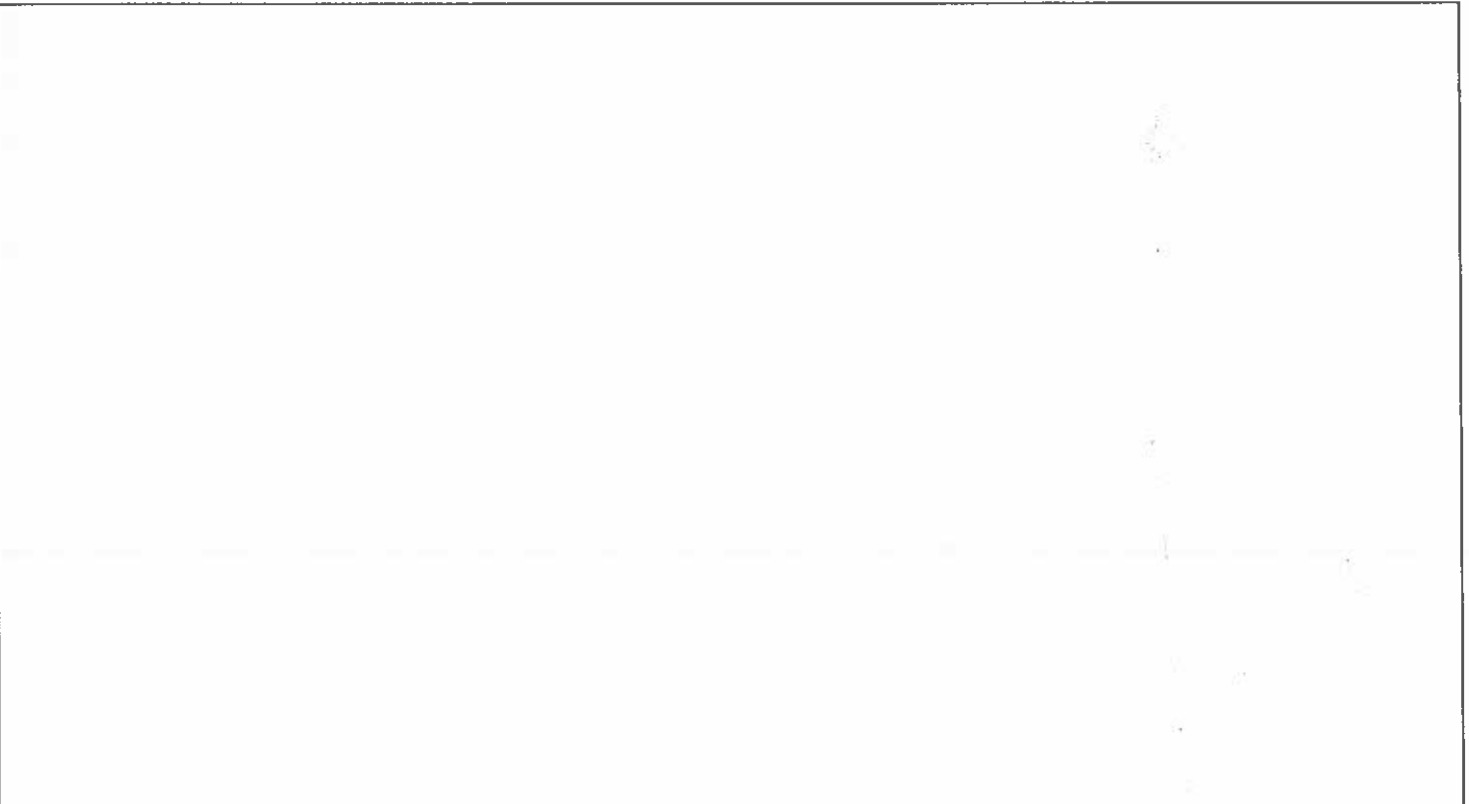
**Action Taken:**

Zoning Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

Planning Commission: \_\_\_\_\_ Date: \_\_\_\_\_

Board of Zoning Appeals: \_\_\_\_\_ Date: \_\_\_\_\_

**Sketch of Proposed Sign**  
(Include sign dimensions & size of lettering-Please attach if space below is insufficient)



# Signs & Lighting

## DESIGN GUIDELINES FOR THE HISTORIC TOWN OF HALIFAX, VIRGINIA

Signs are important marketing tools for businesses. Effective signage means commercial vitality. The design and placement of a sign is critical to attracting customers and directing them to the business, as well as informing them of the services provided. A well-designed sign that complements the building and is appropriately placed is invaluable.

In today's communities, context sensitive signs are very important, especially in historic downtowns and those communities desiring to create a unique identity and sense of place. A proliferation of signs can create visual clutter and detract from a community's character. Thus, it is important that there be a careful balancing of the needs of business and enhancement of the visual environment of a community.

### Types of Signs:

There are many different types of signs that can be considered for a business. Each of these types of signs serves different building or business identification needs.

**Wall Sign:** A sign panel attached to the wall of a building, typically to a cornice signboard, building transom, parapet, or column face.

**Window Sign:** A sign painted on a window.

**Projecting Sign:** A double-faced sign mounted at a right angle to the wall of a building. These signs are sometimes referred to as hanging signs.

**Awning Sign:** A sign painted or woven into the fabric of the valence of an exterior building awning or canopy.

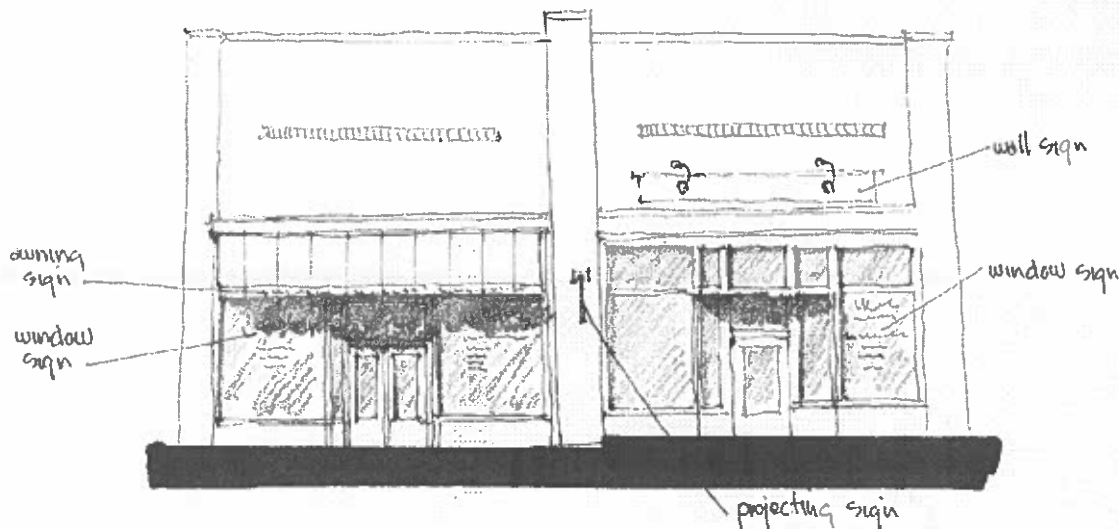
**Ground Sign:** A low, monument sign mounted on the ground. These signs are typically found outside of the downtown where buildings are setback from the street.

**Pole Sign:** A free-standing sign that is mounted on a pole or other structure, typically near the street entrance.

**Portable Sign:** A sign that can be moved from one location to another. These signs include sandwich boards or other small post signs that may be used for temporary display.

### Basic Design Considerations:

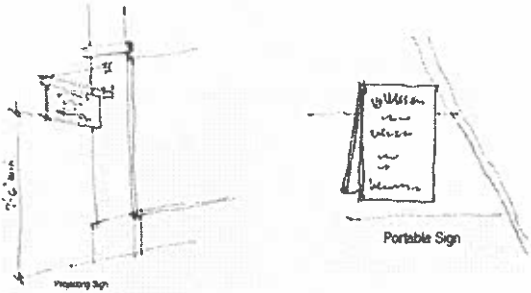
- ✓ Keep a sign simple and easy to read.
- ✓ A sign should relate to the architectural features of the building and not overwhelm or cover them.
- ✓ Keep the sign in scale with the building and the elements on which it is placed.
- ✓ Limit the number of signs on a building to the minimum necessary to tell customers about your business. One or two signs are usually sufficient.
- ✓ Work with a professional designer to create a sign that is the most attractive and effective for your business.



## Signs & Lighting

### Letters, Colors and Materials:

- ✓ Use serif letter styles in a sign which are traditional and easy to read.
- ✓ Other sans serif lettering styles may be appropriate depending on the character of the business and the communication desired. Use decorative lettering sparingly.
- ✓ Use no more than three contrasting color schemes that complement one another and relate to the building.
- ✓ Use traditional painted wood or metal signs.



### Size and Number:

- ✓ In the Town of Halifax, the combined size of all signs on a building in the commercial district cannot exceed 1 square foot for each two linear feet of street frontage.
- ✓ Choose one sign as the primary sign for the business; a smaller, secondary sign, such as a window sign, may be used to supplement the business identification needs.
- ✓ Use a simple sign that is large enough to be read, but not overwhelm the property.
- ✓ The dimensions of a sign are generally determined by its type and location.
- ✓ For signs on the facades of buildings, select a location that relates to a prominent element of the building, such as an entrance, transom, or cornice; use a sign that is symmetrical and in scale with the element.
- ✓ Typically, sign boards on building facades should be no higher than 2 feet; the appropriate width of a sign depends on the sign's relationship to building elements.
- ✓ For window signs, use a simple design prominently placed in a visible location that does not obstruct interior views; signs should not exceed one-fourth the window surface area.

### Placement:

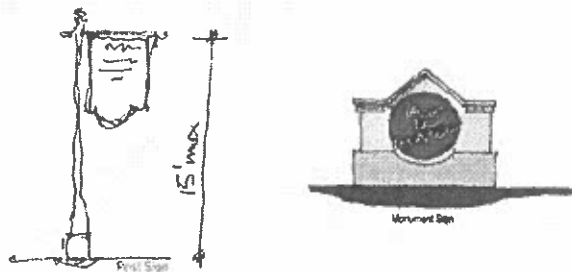
- ✓ Place signs in appropriate locations that are visible to both motorists and pedestrians.
- ✓ Attach signs so that hardware is inconspicuous and does the least damage to the building.
- ✓ For hanging signs, be sure that they are elevated at least 7.5 feet above any pedestrian walkway.
- ✓ For ground or post signs, locate them at least 10 feet from the property line.

### Lighting:

- ✓ Use illuminated signs only when a business is open in the evenings.
- ✓ Use simple light fixtures that are appropriate to the architecture of the building.
- ✓ Use directed lighting that is shielded to illuminate only the sign and prevent glare.
- ✓ Plastic, internally illuminated signs are not appropriate in the downtown or historic areas.
- ✓ If neon is used, design the sign to complement the architecture of the building. Use neon colors that do not glow or produce glare.

### Signs for Buildings Set Back From Street:

- ✓ Use a ground monument or pole sign that is appealing to pedestrians, as well as motorists.
- ✓ Make the sign a size that is visible, but not overwhelming to the property or the street.
- ✓ Use only one sign for the business at the street.
- ✓ Pole signs should be 15 feet or less in height.
- ✓ Use landscaping around the sign to enhance the property and the sign. A good rule of thumb is to provide an area at least the size of the sign.



### Permit Required:

- ✓ A zoning permit is required for any new sign or for modification of an existing sign.
- ✓ Check zoning regulations for the property to determine the size, type, number and location requirements for signs on the property.

