

CITY OF NORFOLK

A- Frame Sign Guidelines

A-frame signs are permitted in the Downtown Zoning Districts and in the Colley Ave, 21st St, Riverview, and 35th Street Pedestrian Commercial Overlay Districts. In addition to the requirements specified in the zoning regulations the following guidelines must be followed:

Type: 2 sign faces permitted per sign

Size: Width: 24"-34" (within range)

Length: 36"-48" (within range, to include frame, sign face and any vertical supports)

No more than 1/3 of the sign surface width can extend above the sign face.

Graphics: The sign shall not consist of more than 50% lettered area. 33% of the sign face shall contain a visual or non-word design.

Location on the sidewalk: The sign shall be positioned to allow 5 feet clear sidewalk area for pedestrians. (They must meet ADA standards.) The sign shall be placed within 18" from the curb **OR** adjacent to the corresponding building.

Materials: Exterior quality wood or metal (except as supplemented by material for changeable messages, see below). Changeable sign area must be screwed or bolted to the sign. The sign shall not contain any glare producing surfaces or blinking, florescent, neon lights.

Finish: 100% painted; color should be in keeping with the colors for the business establishment.

Construction and support: The sign must be durable, sturdy, and stable and shall be weighted to withstand 60 mile per hour gusts of wind and rain.

The name of the establishment must be professionally lettered on each sign face in a color and style consistent with the establishment's primary signage.

No more than ½ of each sign face may be reserved for changeable messages. The material for changeable messages may be chalk board or 'wipe down' board.

A-Frame signs shall only be permitted on the public sidewalk in front of the business.

There shall be only one A-Frame sign per business.

Handbills and or similar paper attachments shall not be affixed to permitted A-Frame signs.

(Rev. 3/11)

