



TOWN OF MIDDLEBURG

10 West Marshall Street, PO Box 187
Middleburg, Virginia 20118-0187
540-687-5152 FAX 540-687-3804

Application # SW _____

SIDEWALK SIGN PERMIT

Applicant Name: _____

Phone #: _____

Business Name: _____

email: _____

BUSINESS ADDRESS: _____

Sign Dimensions: Overall Height: _____ inches

Face Height: _____ inches

Overall Width: _____ inches

Face Width: _____ inches

} _____
Face square feet
(max. 4 sf)

Frame material: ☐ Wood ☐ Black Metal

Required Attachments:

- ☐ Sketch or photo of proposed sign location
- ☐ Picture of proposed sign (frame and chalkboard face)
- ☐ Certificate of general liability insurance listing the Town of Middleburg as an additional insured.

If applicable:

- ☐ Picture of any permanent logo or graphic to be attached (can cover no more than 25% of the chalkboard face)

I hereby request a permit for the sign described herein and as shown on the attached plans and specifications. I have read and agree to comply at all times with the attached conditions of this permit and all other applicable Town requirements. I further agree to indemnify and hold the Town, its officers, agents, and employees, harmless from any claims for damages to person or property growing out of use of the sidewalk in connection with this permit. I waive any claims against the Town related to removal, damage, or destruction of signs placed on Town sidewalks by me or on my behalf.

Applicant Signature: _____ Printed Name: _____

OFFICE USE ONLY

Date Filed: _____

Application #: SW _____

Conditions of Approval: _____

Approved: _____

Date: _____

Deputy Town Manager

THIS SIDEWALK SIGN PERMIT IS NOT TRANSFERABLE.

SIDEWALK SIGN PERMIT CONDITIONS

The Town Council adopted a no-fee permit program to allow businesses to place portable chalkboard signs adjacent to their storefronts. The permit requirement was instituted in order to ensure that such signs are compatible with our Historic District and that safe, accessible sidewalks are maintained while also providing additional visibility for our valued businesses.

A permit is required for ALL sidewalk signs. While some signs that have been displayed in the past without a permit may be able to be permitted, others may not meet requirements due to size, material and/or placement. There is no “grandfathering” for signs that do not meet the permit requirements.

General requirements

- A-frame (sandwich board) or vertical design with one or two flat faces.
- Frame to be wood or black metal.
 - Overall height no more than 42 inches
 - Overall width no more than 24 inches
- **Face to be authentic chalkboard**
 - **No larger than four (4) square feet in area** (per side)
 - At least 75% of each face available for changeable messaging with chalk or chalk markers.
 - Up to 25% of each face can be fixed/non-changeable, such as with a permanently printed business name and/or logo.
- Only one sign per business address.
- Only for ground floor/first floor occupants (upper-story occupants not eligible).
- **May only be in place on sidewalk during operating hours (must be removed when closed).**
- Must be placed on sidewalk directly adjacent to the subject business (within width of the storefront).
- Must be placed in such a manner where it will not inhibit curb ramps, building entrances, pedestrian circulation, or vehicular traffic. **An absolute minimum traversable sidewalk width of 36” must be maintained at all times.**
- **In conjunction with the permit application, the business must furnish a copy of its general liability insurance listing the Town of Middleburg as an additional insured.**
- Must be maintained in a manner free from chipping paint, visible cracks or gouges, faded graphics, or general deterioration.
- NO dry erase boards.
- NO plastic frames.
- NO applied vinyl lettering.
- NO illumination.
- NO attachments to the sign, such as banners, ribbons, flags, balloons, etc.

Additional considerations

- Consider construction or treatment with a protective, weather-resistant coating.
- Signs should be removed during inclement weather.
- The permitting of use of the public sidewalk is not guaranteed. If the individual circumstances of a particular location do not allow for safe placement of a sign in accordance with the requirements above, a permit may be denied.
- Once a sign is permitted and put in place, adjustment to its location may still be deemed necessary by the Town in order to allow for safety and convenience of pedestrians.

The permit holder must at all times abide by the conditions of the permit. Non-permitted signs and signs not displayed within the conditions of the permit may be removed at any time by the Town.