

# Pictorial Guide to Designing Murals that Comply with the City of Virginia Beach Sign Regulations

This document is prepared as a guide for mural artists in the ViBe Creative District.  
For the full sign regulations, please refer to the Oceanfront Resort District Form-Based Code ([www.vbgov.com/ordfbc](http://www.vbgov.com/ordfbc)).  
For specific design inquiries or review, contact Emily Spruill Labows at [ELabows@vbgov.com](mailto:ELabows@vbgov.com).  
For specific sign inquiries or review, contact Kevin Hershberger at [KHershbe@vbgov.com](mailto:KHershbe@vbgov.com).

## To avoid being considered a sign, murals shall not:

- Suggest the identity or nature of any business or establishment located on-site or nearby
- Invite or propose a commercial transaction of any type
- Advertise, identify, or attract/direct attention to any product, merchandise, service, business or establishment located on-site or nearby



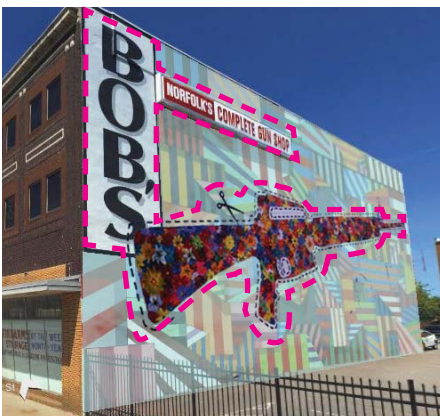
*Only the area with letters (pink) is considered a sign because the painted geometric mural has absolutely no relationship to the identity or nature of the gun shop located within the building.*



*The cartoon bullets are considered signage because they suggest the identity or nature of the gun shop located within the building. The yellow background would not be considered signage.*



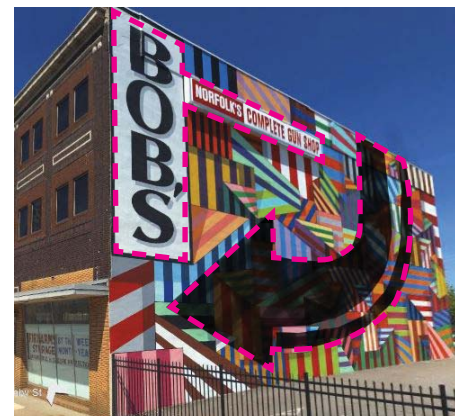
*The painting of a teddy bear imitating a gun with his hand is considered signage. By imitating a gun, the painting suggests the identity and nature of the gun shop.*



*Although the painting is of flowers, the flowers are in the shape of a gun and are therefore considered signage because they suggest the identity and nature of the gun shop located within the building.*



*The additional "Come on in!" is considered signage because it invites the activity of a commercial transaction to take place within the building.*



*The arrow is considered signage because it directs attention to the entrance of the gun shop located within the building.*

**City Zoning Ordinance Definition of a Sign:** Any structure, display, device or other object or thing, visible from any public street or right-of-way, any area open to use by the general public, or any navigable body of water, including, but not limited to, any word, letter, series of words or letters, painting, mural, logo, insignia, emblem, service mark or other graphic or pictorial representation, that: (i) identifies or advertises, or directs or attracts attention to, any product, merchandise, service, business or establishment, (ii) suggests the identity or nature of any business or establishment, (iii) invites or proposes a commercial transaction, or (iv) communicates a message of a noncommercial nature. The term does not include architectural elements incorporated into the style or function of a building, numerals signifying a property address, dates of erection, monumental citations, commemorative tablets and the like when carved into stone, concrete or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of the structure.