

SALEM VA

VEHICLE SIGN REGULATIONS



Before making any decisions regarding your business signage, please contact the Department of Community Development at (540) 375-3036 or communitydev@salemva.gov



Vehicular Sign means any sign attached to or displayed on a vehicle. Any such vehicle shall, without limitation, be considered to be used for the primary purpose of advertising if it fails to display current license plates, up to date inspection sticker, if the vehicle is inoperable, if evidence of paid-to-date personal property taxes cannot be made available, if the sign alters the standard design of such vehicle, or if the vehicle is parked within twenty (20) feet of the right-of-way. (Also known as: **wrap advertising**.) For *promobikes, mobile billboards trailer signs and vehicle decal space*, see *off-premise signs*.

Vehicular signs that meet the following conditions are allowed without the benefit of a sign permit.

- The primary purpose of such a vehicle or trailer is not the display of signs.
- The signs are magnetic, decals or painted upon an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
- The vehicle is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used in the daily function of the business to which such signs relate.
- The vehicle is not parked within 20' of the right-of-way.



Wrap Advertising



Car Magnets



Vehicular Sign



Promobikes, trailer signs, and mobile billboards are strictly prohibited.

