TOWN OF LURAY

Post Office Box 629
Luray, Virginia 22835
Phone: 540-743-5511 Fax: 540-743-1486

NEW BUSINESS LICENSE CHECKLIST

_____ Complete the top portion of the business license application. Leave the "gross receipts" portion blank. Sign and date at the bottom.

_____ Write a brief description on the back of the application or on a separate sheet of paper describing your business.

_____ Complete the form titled "Page County Building Department Information". **Take this form to the Page County Building & Zoning Office at 103 South Court Street or fax to 540-743-1419**. This form will need to be approved by the Page County Building Official and returned to the Luray Town Office along with your business license application.

_____ Complete the "Sign Permit Application" for any new signs or changes to existing signs (if applicable).

_____ **Submit all completed and signed forms to the Luray Town Office for review. Fees will be determined upon approval.**

Information attached from the Virginia Department of Taxation regarding how to register your new business

TOWN OF LURAY BUSINESS LICENSE APPLICATION

POST OFFICE BOX 629
LURAY, VIRGINIA 22835
540-743-5511 OR FAX 540-743-1486

BUSINESS NAME _____

OWNER/MANAGER _____

BUSINESS LOCATION _____

MAILING ADDRESS _____

TELEPHONE _____ FAX _____

SOCIAL SECURITY # _____ FEDERAL ID # _____

SALES TAX # _____ EMAIL _____

ALL BUSINESSES MUST STATE THEIR PREVIOUS YEAR'S VOLUME OF GROSS RECEIPTS LESS SALES TAX. THE INFORMATION FURNISHED BY YOU ON THIS FORM IS THE BASIS USED IN ASSESSING YOUR BUSINESS LICENSE IN THE TOWN OF LURAY.

...REPORT GROSS RECEIPTS BELOW...
THE TREASURER'S OFFICE WILL CALCULATE YOUR LICENSE FEE

DESCRIPTION	GROSS RECEIPTS
RETAIL MERCHANT	
WHOLESALE MERCHANT	
PROFESSIONAL	
BUSINESS, PERSONAL, REPAIR SERVICE DESCRIPTION _____	
CONTRACTOR (BUSINESS WITHIN TOWN LIMITS)	
CONTRACTOR (OUTSIDE TOWN LIMITS) (only report receipts made within Town of Luray)	
FINANCIAL SERVICES	
GASOLINE AND FUEL OIL DEALERS	
ITINERANT MERCHANT OR PEDDLER ($500.00 per year)	
REAL ESTATE BROKER, APPRAISER, SALESPERSON	
DIRECT SELLER	
TELEPHONE/TELEGRAPH	
OTHER BUSINESS OR SERVICE	
BEER AND WINE OFF PREMISES ($50.00 per year)	
BEER AND WINE ON PREMISES ($50.00 per year)	
ALCOHOLIC BEVERAGES ($200.00 per year)	
VENDING MACHINES (# OF MACHINES _____)	
TOBACCO ($20.00 per year)	

I HEREBY SWEAR OR AFFIRM THAT THE ABOVE INFORMATION AS TO GROSS RECEIPTS, SALES, COMMISSIONS, PURCHASES AND CONTRACTS IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

_____ *Signature of Applicant* _____ *Date*

THIS FORM MUST BE COMPLETED AND LICENSE PURCHASED BY MARCH 1ST.

10% PENALTY ADDED IF LICENSE IS NOT PAID BY MARCH 1ST.
10% INTEREST PER ANNUM OR .83% PER MONTH

ZONING DISTRICT _____ ZONING ADMINISTRATOR APPROVAL _____ ACCOUNT NUMBER _____

Page County Building Department Information
Required for the Town of Luray Business License

Date: _____ Tax Map #: _____ SS/ID #: _____

Applicant:

Name: _____

Address: _____

_____

Telephone #: _____

Owner of Property (if different):

Name: _____

Address: _____

_____

Telephone #: _____

Name of Proposed Business: _____

Type of Business: _____

Check Only One: In Home Occupation: _____ Stand Alone Business: _____

New Construction: Yes ____ No ____ Current Use of Property: _____

Will this Business be open to the public? Yes ____ No ____

Number of Employees: _____ Number of Patrons per Day: _____

Public Water and Sewer Available? Yes ____ No ____

Page County E911 Address of Proposed Business: _____

Signature of Applicant/Owner: _____ Date: _____

Page County Building Official: Approved ____ Denied ____

_____ Date: _____

Page County Building Official

Note: Effective October 12, 2005, this form must be completed by the applicant/owner and delivered to the Page County Department of Inspections for approval. Prior to issuance of a Business License by the Town of Luray, approval must be received from the Department of Inspections.

Version 04.13.2015/lsl

Sign Permit Number: _____

TOWN OF LURAY
SIGN PERMIT APPLICATION

Date _____

Property Owner's Name: _____
Property Owner's Mailing Address: _____
Property Owner's Home Phone: _____ Cell Phone: _____

Business Owner/Applicant's Name: _____
Applicant's Mailing Address: _____
Applicant's Home Phone: _____ Cell Phone: _____
Applicant's Email Address: _____

Sign Erector: _____
Sign Erector's Address: _____
Sign Erector's Phone: _____ Email: _____

Address of Sign Location: _____
Will sign(s) be permanent or temporary? _____
Page County Tax Map Number: _____ Zoning District: _____

Total Project Cost: _____

Sign Designs: Pole, Wall Mounted, Monument, Projection, Other

	Sign Design	**Sign Size Height x Length in Decimals**	**Lot Frontage**	**Lighting Type**	**Building Width (Wall Mounted Signs)**
Sign 1		x = Sq Ft			
Sign 2		x = Sq Ft			
Sign 3		x = Sq Ft			
Sign 4		x = Sq Ft			
Sign 5		x = Sq Ft			
Sign 6		x = Sq Ft			

Use additional page if proposing more than 6 signs

Allowable dimension/size standards for each sign category are attached to this form.

Please submit a sketch of the proposed sign(s) to include all of the following that will apply to your proposed application (see page 2 for site plan sketch):

1) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.
2) General description of structural design and construction of materials to be used.
3) Specifications indicating the height, perimeter and area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
4) Size and placement of all existing signs to remain on the property.
5) Pictures or artist's renderings of signs.

Applicant, Property Owner, and Sign Erector herby covenant to restore any and all damages to sidewalks, streets, alleys, sewers, gas mains, and electrical installations which may result.

I hereby certify that the information provided on this application is correct and that the construction will conform to all relevant Building Code requirements and private restrictions, if any, which may be imposed upon the above property by deed.

Signature of Applicant: _____ Date: _____

Signature of Sign Erector: _____ Date: _____

Town of Luray Sign Permit Application – Page 2

Owner's Authorization – I am the owner of the property described above and I am aware of the contents of this permit application. I have authorized (print) _____ to act on my behalf in submitting this permit application.

Signature of Property Owner: _____ Date: _____

Site Plan

Front of Structure

Sketch all buildings, with dimensions, on lot showing all measurements to property lines (front, back and each side). Sketch must be a simulated aerial view of the lot and structure.

Name of street parallel with front of the structure: _____

Other adjacent streets: _____

Is this a corner lot? _____ Is this property located in a flood zone? _____

Zoning/Administrative Use Only:

Have all taxes been paid in full? ____ Yes ____ No Initials/Date: _____

For all signs (excluding wall mounted signs), have all property easements, water lines, and sewer lines been located and clearly marked? ____ Yes ____ No Initials/Date: _____

Special Restrictions/Comments: _____

_____

_____

_____

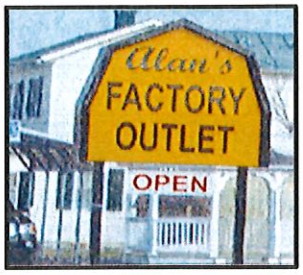
____ Approve ____ Disapprove

Signature: _____ Date: _____

Zoning Administrator (Town Manager)

Town of Luray Sign Permit Application – Page 3

Pole Sign – Development Standard



1. **Lot Frontage and Size Requirements**: Pole signs up to a maximum allowable size of thirty-two (32) square feet shall be permitted on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a pole sign shall not exceed twenty-five (25) square feet in size.
2. **Minimum Clearance**: Where a ground mounted sign is located within twent-five (25) feet of an intersecting developed street or town-maintained alley, a minimum ten (10) foot clearance from the ground to the bottom of the sign shall be provided.
3. **Maximum Height**: Fifteen (15) feet or the height of the principal structure, whichever is less.
4. **Foundation Requirements:** The foundation of a pole sign shall be constructed of an approved wood, masonry, or other appropriate material. The foundation shall be a minimum of two (2) feet in height and be included in overall pole sign height calculation.

Wall Mounted Sign – Development Standard

1. **Maximum Height of Wall Signs**: Twenty (20) feet, or the lowest point of the roof, whichever is lowest.
2. **Limit on Projections**: Twelve (12) inches.
3. **Permanent Window Signs—Additional Restrictions**: Permanent window signs shall be limited in area to twenty-five (25) percent of the window area or twenty-five (25) square feet, whichever is less, and shall be included in the sign area calculation.
4. **Maximum Size**: One (1) square foot per linear foot of building width on the side which the sign is to be attached up to a maximum of twenty-five (25) square feet on any building elevation, except as provided in article five (size increase) of this section. Artistic murals containing business or product advertising may exceed twenty-five (25) square feet provided consent is obtained from the Town Council.
5. **Size Increase:** Wall mounted signs adhering to the standards enumerated in this section may be allowed a size increase of one (1) square foot per linear feet of building width on the side which the sign is to be attached, up to a maximum of fifty-six (56) square feet. Request for size increases shall be submitted to the Town's Zoning Administrator to be reviewed and approved by the Town's Planning Commission; such requests shall be made seven (7) calendar days prior to the next regularly scheduled Planning Commission meeting and be accompanied with a brief narrative and a visual rendering. To be awarded the size increase, the following design criteria should be incorporated into the sign design:
   a. Refrain from the use of bright or neon colors, except when used as accent colors.
   b. Applicants are encouraged to adopt design and color schemes similar to Luray's existing way-finding signs, but size increase approval is not contingent upon adherence to way-finding standards. Applicants are encouraged to construct signs of visually pleasing materials/colors and demonstrate the aesthetic contribution the subject sign(s) will make to the size in which it is to be located.
   c. All supporting devices and braces shall contribute aesthetically to the subject sign.

Monument Sign – Development Standards

1. **Lot Frontage and Size Requirements**: Monument signs up to a maximum allowable size of twenty-five (25) square feet shall be permitted on lots with one hundred (100) feet or more of lot width. Where a lot has less than one hundred (100) feet of width, a pole sign shall not exceed sixteen (16) square feet in size.
2. **Minimum Clearance**: Where a monument sign is located within twenty-five (25) feet of an intersecting developed street or town maintained right-of-way, a minimum ten (10) foot buffer from the edge of the right-of-way shall be maintained so as not to interfere with pedestrian or vehicular line of sight.
3. **Maximum Height**: Six (6) feet; foundation shall not be included in height calculation.
4. **Size Increase**: Monument signs adhering to the standards enumerted in this section may be allowed a size increase. For lots with one hundred (100) feet or more of lot width on the side which the sign is to be located, the sign may contain up to a maximum of thirty-six (36) square feet. On lots with less than one hundred (100) feet of lot width on the side which the sign is to be located, the sign may contain up to a maximum of twent-five (25) square feet. Request for size increases shall be submitted to the Town's Zoning Administrator to be reviewed and approved by the Town's Planning Commission; such requests shall be made seven (7) calendar days prior to the next regularly scheduled Planning Commission meeting and be accompanied with a brief narrative and a visual rendering. To be awarded the size increase, the following design criteria should be incorporated into the sign design:
   a. Rrefrain from the use of bright or neon colors, except when used as accent colors.
   b. Applicants are encouraged to adopt design and color schemes similar to Luray's existing way-finding signs, but size increase approval is not contingent upon adherence to way-finding standards. Applicants are encouraged to construct signs of visually pleasing materials/colors and demonstrate the aesthetic contribution the subject sign(s) will make to the site in which it is to be located.
   c. All supporting devices and braces shall contribute aesthetically to the subject sign.
5. The foundation of monument sign shall be constructed of wood, masonry, or other appropriate materials. The foundation shall be a minimum of two (2! feet in height and not exceed three (3) feet in height

Projection Sign – Development Standards:

1. **Frontage Requirements**: Eighteen (18) feet of ground level frontage.
2. **Angle of Projection**: Ninety (90) degrees.
3. **Limit on Projection**: Six (6) feet.
4. **Projection Over Right-of-Way**: No sign outside the Business District shall project over the public right-of-way.
5. **Miminum Clearance**: Nine (9) feet.
6. **Maximum Height**: Fourteen (14) feet or the lowest point of the roof, whichever is lowest.

Registering a Business in Virginia

All entities conducting business in the Commonwealth of Virginia must register their business with the Virginia Department of Taxation. You can register online using VATAX Online Services (https://www.ireg.tax.virginia.gov/VTOL/Login.seam).

VATAX Online is free, fast, easy and secure. The online registration process will only ask you for information that pertains to the type of business you have. You can start the registration process, save a draft and come back later to complete your registration.

When you have completed your online registration with the Department you will be assigned a Virginia Tax account number. It is important that you include your Virginia Tax account number on all tax returns, payments, and other information you file.

- If your business will be collecting sales tax a Certificate of Registration is provided at the end of your Registration process. This is your permit to collect sales tax, and issue and receive exemption certificates. The Certificate of Registration must be displayed at your physical place of business.

- If you plan to hire employees you can easily register your Business with the Virginia Employment Commission (VEC) at the same time you register with the Department of Taxation. VEC is responsible for collecting unemployment tax.

If you are unable to register online you may download the paper Registration form (R-1) (/sites/tax.virginia.gov/files/taxforms/business-registration/any/r-1-any.pdf) to mail in or fax.

New Businesses

Most new businesses, depending on your business structure should first register with the IRS (http://www.irs.gov/businesses/small/article/0,,id=99336,00.html) and/or State Corporation Commission (http://www.scc.virginia.gov/) before registering with the Department of Taxation.

You also should obtain a Federal Employer Identification Number (FEIN) as a unique identifier for use with most federal, state and local agencies. You can obtain a FEIN in a matter of minutes online through the IRS website (http://www.irs.gov/Businesses).

The Virginia Department of Small Business and Supplier Diversity (SBSD) (http://www.sbsd.virginia.gov/) provides a one-stop-service for technical assistance related to business formation, access to capital, workforce development and entrepreneurial workshops. SBSD provides an online interactive Business One Stop system (http://businessonestop.virginia.gov/)to assist you in registering your business with several Virginia state and local agencies at one time.

Other valuable resources:

- U.S. Small Business Administration (http://www.sba.gov/category/navigation-structure/starting-managing-business)
- Virginia Economic Development Partnership (http://www.yesvirginia.org/startbusiness/default.aspx)

Household Employers

If you employ household service employees you must register with both the Department of Taxation and VEC as an Employer. VATAX Online (https://www.business.tax.virginia.gov/VTOL/Login.seam)offers a simple and easy registration process for household employers.

Household Employees include:

- Babysitters
- Caretakers
- Cleaning people
- Domestic Workers
- Drivers
- Yard workers
- Health aides
- Housekeepers
- Maids
- Nannies
- Private Nurses

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