

# *Guidelines for Business Special Events*

## *Business Assistance Provided:*

### ◆ **Ribbon Cutting Ceremonies**

At your request, Economic Development staff will coordinate the attendance of Town officials, issue a media alert, post the event on the Town website, provide ribbon and ceremonial scissors, and take pictures for distribution to the media after the event.

### ◆ **Media & Promotional Assistance**

Today you have many more options to attract attention to your business than traditional signs and print ads. Let our Economic Development staff help you identify ways to reach your existing and potential customers with news of your special event.

## *Permit Requirements & Restrictions:*

Business Special Events such as grand openings and special sales events related to a specific business that involve activities outside the typical boundaries (physical or functional) of the business require a zoning permit. A Business Special Event shall be permitted three (3) times per year for a three (3) day period, each event. There is a \$50.00 fee. Applications are available on the Town website at [www.leesburgva.gov/services/planning/forms/](http://www.leesburgva.gov/services/planning/forms/). The zoning permit for a Business Special Event will cover the following items, as applicable:

### ◆ **Temporary Signs**

Banners, up to 24 square feet in size, are allowed. Two real estate-style signs or A-frame signs no larger than 5 square feet each are permitted as well. A separate temporary sign permit is not required if the signs are included as part of the Business Special Event. Typically, the permit can be issued at the time of application. Temporary signs may not be placed in the public right-of-way or in locations that create sight distance hazards for motorists.

### ◆ **Tents & Moonbounces**

Tents, moonbounces and other similar inflated play structures are permitted only in association with a Business Special Event, regardless of size or how long the items will be installed. The application does require a site plan. Site plans for most commercial buildings in the Town are on file; typically we can make a copy of the site plan at the time of application, determine the item's proposed location, and issue the permit on the spot. In the event that the site plan is not on file, please submit your application at least 24 hours in advance in order to allow staff the time to make a site visit. Tents that are 400 sq ft and larger require approval of the Loudoun County Fire Marshall.

### ◆ **Balloons, Flags, Pennants and Streamers**

These items must be located on-site and may not be placed in the public right-of-way or in locations that create sight distance hazards for motorists and only in association with a Business Special Event.

For more information or assistance, please contact either the Economic Development Office at (703) 737-7019 or the Planning & Zoning Department at (703) 771-2765.

Town of Leesburg Economic Development  
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