



# HENRICO COUNTY

Department of Community Revitalization

## ATTENTION GETTING DEVICES

### DIVISION OF COMMUNITY MAINTENANCE

The Division works cooperatively with citizens through education, volunteer assistance, and communication to gain voluntary compliance with county codes to promote a healthier and safer environment. Our motto is "Service through communication and care."

### PURPOSE OF THIS DOCUMENT

Attention Getting Devices are placed upon or attached to any land, structure, or building to promote or advertise the sale of goods, wares, merchandise, or services. The device includes pennants, banners, banner signs, streamers, balloons, and inflatable devices of any configuration, when displayed outdoors.

### HENRICO COUNTY CODE CHAPTER 24

*Section 24-104.1 states the following:*

In any office, business, or industrial district: one display of attention-getting devices for a period not exceeding 10 days in each three-month period: January 1 through March 31, April 1 through June 30, July 1 through September 30, or October 1 through December 31, provided that:

- a) The display shall not obstruct any public right-of-way, required parking space, or ingress or egress to any building;
- b) The display shall not damage required landscaping; and
- c) If an otherwise permissible attention-getting device is displayed more than 10 days in any three-month period, in addition to any other remedy, the number of days in excess of 10 shall be counted against the number of days permitted in future three-month periods.

## WHAT HAPPENS WHEN A VIOLATION IS OBSERVED?

An inspector will respond to a complaint by contacting the property owner to explain the codes. The inspector will make every effort to contact the property and/or business owner in person by leaving business cards and brochures at the property. Voluntary compliance is the goal of our program. However, if voluntary compliance is not achieved a formal notice of violation may be issued. Continued violations may result in a court summons and hearing where fines may be imposed.



## HOW DO I REPORT A VIOLATION?

If you are aware of a property in Henrico County that is in violation of this ordinance, please contact the Division of Community Maintenance. The Build Henrico website and phone hotline are available 24 hours per day. When you report a problem, you will be required to give your name and telephone number. This information is kept confidential and will not be released under any circumstances. It will be used only when County staff require additional information to investigate the case or to update you on the status of your concern. Visit <https://henrico.us/build> or call (804) 501-4757, Option 1, to report a violation.