Schedule – Selected Items

• November
  – County Board RTA Selected Topics* (Nov 19)
  – Planning Commission Consideration of Selected Topics* (Nov. 28)

• December
  – County Board consideration of selected topics*

  *selected topics: sidewalk signs, umbrellas, signs for public parking facilities

• June – RTA full sign regulations
• July – Consideration of full sign regulations revisions
Sidewalk Signs

• Context/Issue
  – Provide an inexpensive way for businesses to promote themselves
  – Maintain pedestrian walkway through standards for placement and timing

• Sidewalk Signs
  – Within Commercial, mixed-use, Public, Special Districts
  – One per entrance from sidewalk to establishment
  – Minimum 6-ft clear walkway required
  – Required clear walkway maintained and, sign placed within landscape and utility zone or area adjacent to the building not part of clear walkway
  – Maximum 3.5 ft(h); 7 sf (area per side)
  – Self-supporting with no protruding legs beyond the plane of the sign
Sidewalk Signs

- Sidewalk sign
- Shy zone
- Clear walkway
- Landscape and utility zone

Dimensions:
- 2' shy zone
- 6' clear walkway
- 8' landscape and utility zone
- 10' street
- 64' total length
Umbrella Signs

• Context/Issue
  – Provide outdoor café owners with a means to promote identity and contribute to a vibrant streetscape through signs on umbrellas

• Umbrellas
  – Up to a maximum of 4 sf total area of commercial messages per umbrella within permitted outdoor cafes
Public Parking signs

- **Context/Issue:**
  - A parking way finding system can help reduce congestion by reducing unnecessary travel by lost motorists
  - Extension of a pilot program in Rosslyn

- “P” identification signs currently permitted in Rosslyn extended to all parking garages providing public parking during defined hours
- Up to 6 ½ sf
• June – RTA comprehensive sign regulations revisions

• July – Consideration of comprehensive sign regulations revisions
Goals of Proposed Revisions

• Update of Arlington County Sign Regulations (ZO Section 34)
  – User-friendly format including tables, graphics and examples to make the ordinance easier to use and administer
  – Incorporate best practices and Arlington-specific practices
  – Reduce the frequency with which issues require County Board attention
  – Ensure compliance with Virginia Code and other requirements and facilitate public health, safety and welfare
Highlights of Changes

• New format and organization

• Modification of sign regulations (subsection 34.3)
  – No option to modify requirements
  – All signs administratively approved
  – All comprehensive sign plans administratively approved

• Lighting Standards (subsection 34.10)

• New Sign Types and Regulations
  – Signs for garden apartments/condominiums (subsection 34.6)
  – Temporary sidewalk signs (subsection 34.7)
  – Codification of current practices for commercial signs (subsection 34.7)
  – Signs for institutional uses (subsection 34.8)
  – Electronic changeable copy (subsection 34.11)
  – Revised and clarified methodology for calculating sign area (34.17)
Areas not proposed to change

- Areas where no significant changes are proposed
  - Prohibited signs (subsection 34.4)
  - Signs in single-family districts (34.5)
  - Total sign area permitted for commercial buildings in commercial/mixed-use/industrial districts (subsection 34.7)
  - Signs in the ROW placed by public authority, including NC signs, banner systems (i.e. system of banners for a revitalization area) (subsection 34.9)
  - Sign Permits (subsection 34.12)
  - Freestanding signs (various subsections)
• **Modification of Regulations (34.3)**

• **Context/Issue:**
  – Reduce frequency with which issues require County Board attention
  – Codify current practices

• **Why Codify an Administrative Process?**
  – Increase predictability by providing clear standards
  – Increase efficiency of process by codifying consistent practices
  – Ensure consistent application of standards
Highlights

• **Signs in the public right-of-way** (subsection 34.9)

• **Context/Issue:**
  – Ensure consistent regulations with regard to sign content in the right-of-way

• **Signs permitted in medians**
  – **Type 1:** Commercial and noncommercial temporary signs
    • Temporary signs up to 1.5 sf
    • Between Friday sundown and Sunday sundown
    • Directional signs for activities within ½ mile of sign location
  
  – **Type 2:** Noncommercial temporary signs
    • Temporary signs up to 4.5 sf
    • Up to 31 consecutive days before an election
Outreach

• Public Workshops/Forums for all stakeholders
  – April – why and how we regulate signs in Arlington
  – September – policy overview and discussion
  – October – draft ordinance overview and discussion

• Outreach to Arlington Citizens
  – NCAC (10/13)
  – Focus Group (10/27)
  – Civic Federation (11/1)

• Citizen Advisory Groups and Commissions
  – Economic Development Commission/Retail Task Force (9/13)
  – HALRB (9/21)
  – Pedestrian Advisory committee – sidewalk signs (10/14)
  – FBC AWG – FBC Revisions for sign ordinance compatibility (10/12)
  – Disabilities Advisory Commission – sidewalk signs (10/18)
  – Transportation Commission (11/3)
  – ZOCO/Planning Commission (multiple meetings)

• Outreach to Industry
  – NVBIA/NAIOP (8/24)
  – Sign Industry (9/14)
  – Arlington Chamber of Commerce (9/23)
  – Brokers/Property Managers (10/3)
  – BIDs/Partnerships (10/6)
  – Business/Restaurants (10/13)
Feedback

• Concern about no more modification of regulations
  – Ability to address unusual uses and unique situations
• Concern about ability to place neighborhood yard sale, lost cat, Civic Association meeting signs
  – In medians, on weekdays, residential sandwich board signs, signs on private property
• Concerns about proliferation of signs in medians
• Lighting standard proposal needs further explanation and refinement
• Concerns that ordinance is too restrictive/too permissive
• Concerns that the breakdown of zoning districts is too broad
• Concerns about enforcement
• Some of the language in the draft is confusing
Next Steps

• ZOCO Review
  – November 15
  – December 6
  – Two additional meetings monthly through May, as needed

• Public Meeting – Spring

• Advisory Groups and Commissions, as appropriate for selected topics
  • June – RTA full sign regulations
  • July – Consideration of full sign regulations revisions
• How will additional feedback be reviewed throughout the ZOCO review?
  – Sign regulations web page (type “signs” into the search box on the County home page)
  – Use the “give us your feedback” link to provide comments
  – Staff will maintain comment/response matrices
  – Attend ZOCO meetings or follow the meeting summaries
  – Stay tuned for revised proposal and spring public meeting