Update of Sign Regulations

Civic Federation Meeting
Overview

- Sign Regulation
- Overview
- Process and Timeline
Purposes of the Sign Regulations

• To establish reasonable and impartial regulations for all signs

• Maintain the health, safety, convenience and welfare of residents

• Maintain overall visual appearance and character of neighborhoods throughout the County
What We Can Regulate

- Number of signs
- Size
- Location
- Type of sign
- Lighting and/or intensity of light
What We Cannot Regulate?

- Content
- Views expressed
- Taste
Project Overview

• Goals for Revised Regulations
  – Ensure compliance with Virginia Code and other requirements
  – Incorporate best practices and Arlington-specific practices in a user-friendly format
  – Improve comprehension and ease of compliance with and administration of the ordinance
  – Reduce the frequency with which issues require County Board attention
Project Overview

• Project work plan identified priority issues to be considered:
  
  – Technical updates
  – Sign definition, and other definitions
  – Measurement/calculation of sign area
  – Rooftop signs (signs over 35 feet)
  – Electronic copy signs (such as LED)
  – Lighting
  – Temporary signs (i.e. construction signs)
  – Moveable signs (i.e. sandwich boards)
  – Clarification of permissible noncommercial signs
  – Building directory/menu signs
  – Umbrellas/product advertisements
  – Standards to incorporate sign guidelines as permitted, codifying where possible
Sign Definition

*Sign.* Any word, numeral, figure, design, trademark, flag, pennant, twirler, light, display, banner, balloon or other device of any kind which, whether singly or in any combination, is used to direct, identify, or inform the public while viewing the same from outdoors.

Measurement / Calculation of Sign Area
Project Overview

• Rooftop Signs

• Electronic Signs
Project Overview

- Lighting
Temporary sign. Any sign, banner, valance, or advertising display which may easily be dismantled or removed and which can feasibly be displayed for a limited period of time in any one location.

Portable sign. Any sign not permanently affixed to the ground or to a building.
Issues not being addressed:
- Real estate signs in the right-of-way
- Political signs
- Enforcement

A list will be maintained of issues raised that are not addressed in this update
Project Overview: Timeline

- **Update of Arlington County Sign Regulations (ZO Section 34)**
  - **Jan – May**: Initial Outreach
    - Focus groups and public forum
  - **July**: Outreach on Recommendations
    - Public review
    - ZOCO review
  - **September**: Request to Advertise
  - **October**: Consideration by Planning Commission and County Board
• Sign Regulations Update Web Page

http://www.arlingtonva.us/departments/CPHD/planning/studies/SignRegUpdate.aspx

Type “signs” into search box on County website

– Staff contact information
– Feedback from public outreach
– Process and Timeline
– Meeting announcements