

# **Update of Sign Regulations**

## **Civic Federation Meeting**

CPHD, Planning Division  
May 3, 2011

- Sign Regulation
- Overview
- Process and Timeline



- 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



Lighted wall sign (historic façade)



blade sign



wall sign



window sign

# What We Cannot Regulate?

- Content
- Views expressed
- Taste



- **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 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

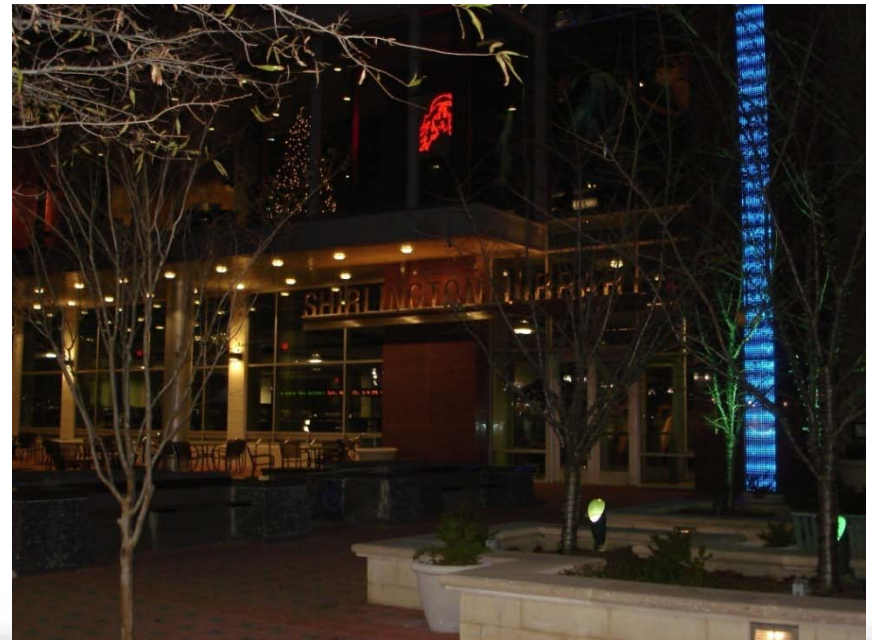
- Rooftop Signs
- Electronic Signs



# Project Overview



- Lighting



# Project Overview



*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

### CPHD

#### Sign Regulations Update

**Public Sign Forum - Tuesday, April 12, 2011:** 7 - 9:30 PM, Key Elementary School Cafeteria, 2300 Key Blvd., Arlington, VA

**Arlington BIDs and Partnerships Focus Group Discussion - Monday, March 21, 2011:** 3:30 - 5 pm, Arlington County Offices, 2100 Clarendon Blvd., Rooms C & D (Lobby Level)

**Economic Development Commission and Retail Task Force Focus Group Discussion - Friday, April 8, 2011:** 8 AM, Arlington Economic Development offices, 1100 N. Glebe Rd., Suite 1500, Arlington, VA

#### Background

A [work plan for updating the Arlington County Zoning Ordinance](#) was accepted by the County Board to update the Zoning Ordinance in two phases, starting with the sign regulations in 2011. The purpose of the sign regulations phase is to update Section 34 of the Arlington County Zoning Ordinance in order to:

- Improve comprehension of the Ordinance for Arlington Citizens and businesses
- Enhance ease of compliance with the Zoning Ordinance for Arlington citizens and businesses
- Streamline the approval process and reduce the frequency with which issues require County Board attention
- Enhance ease of administration of the Zoning Ordinance

#### The update will be conducted in two phases:

- *Phase I:* a comprehensive update of the sign regulations ([Section 34 of the Arlington County Zoning Ordinance](#)), with a targeted public hearing date in Fall of 2011.
- *Phase II:* a technical update of the [Zoning Ordinance](#) that will primarily address formatting and internal and Virginia Code consistency. No major policy amendments are planned to be considered as part of the Phase II update. Phase II would begin following the completion of Phase I and is anticipated to be a one year study.

#### Sign Regulations - Initial Outreach:

**Public Forum - April 12, 2011 (7-9:30 pm).** The purpose of the public forum is to provide an opportunity for those not aligned with specific interest groups to provide input to the update process. All interested persons are encouraged to attend in order to encourage a dialogue among all stakeholders.

#### Goals for Amended Sign Regulations:

- Create a revised and updated sign regulations in compliance with Virginia Code and other legal requirements
- Incorporate best practices and Arlington-specific practices in a user-friendly, graphic-oriented design



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