

263 §34.7. Signs in R-C, commercial, manufacturing industrial, "C", "M",  
264 mixed-use (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) and public (S-3A,  
265 S-D, PS) districts (excluding one- and two-family and town house  
266 uses)

267 **A. Use of table to determine signs allowed**

268 The sign types listed and described in ~~the following table~~ this subsection §34.7 are allowed  
269 on private property in the ~~R-C district and in~~ all commercial, manufacturing industrial, mixed  
270 use (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) and public (S-3A, S-D, PS) districts, except for one-  
271 and two-family ad town house uses, subject to the permit requirements, standards and  
272 conditions set forth for each sign type reflected in the table, in detailed standards identified  
273 by cross-reference and the General Provisions set forth in this Section 34.;

274 ~~B. Messages~~

275 ~~Any sign allowed under this subsection 0 may bear any message other than a commercial~~  
276 ~~message.;~~

277 ~~C.B. Lighting~~

278 Signs allowed under subsection 34.7 this table shall not be separately lighted unless the  
279 standard in the table says "yes" or "see standards" next to the "separately lighted?" query.  
280 The fact that a sign may be partly or wholly illuminated by a porch light or other light  
281 serving another purpose shall not be considered "separately lighted."

282 ~~D.C. Changeable copy~~

283 Signs allowed under this subsection 34.7 under this table shall not include changeable copy  
284 elements unless the standard in the table says "yes" ~~or "see standards"~~ next to the  
285 "automatic changeable copy?" query. See §34.11 for standards that apply to all automatic  
286 changeable copy signs under this Section 34.

287 ~~E.D. Aggregate sign area allowed~~

288 ~~1. Maximum allowed~~

289 The maximum aggregate sign area allowed for a single building, ~~(or combination of~~  
290 ~~buildings, included in the same comprehensive sign plan~~ is the larger of:

291 ~~(a) 1. \_\_\_\_\_ One square foot of sign area per linear foot of building frontage; or~~

292 ~~(b) 2. \_\_\_\_\_ For a building with one or more establishments with less than 60 feet of~~  
293 ~~frontage, a minimum of 60 square feet for each such establishment plus one square~~  
294 ~~foot of sign area per linear foot of building frontage excluding any frontage not~~  
295 ~~occupied by those establishments.~~

296 ~~2. Signs included~~

297 ~~Not all signs are included in the calculation of "aggregate sign area." Signs that have a~~  
298 ~~"Y" in the line for "included in aggregate sign area" are included in those calculations'~~  
299 ~~signs that have an "N" in the line for "included in aggregate sign area?" are not~~  
300 ~~included in those calculations.~~

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND  
PUBLIC (S-3A, S-D, PS) DISTRICTS

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**F-E. Arcade signs**

**1. Defined**

A sign ~~which that~~ is suspended underneath an awning, canopy, marquee, overhang, or other structural element of a building which forms a covered passageway for pedestrians.

**2. General standards**

Maximum number	1 per public entrance under canopy
Maximum size	1.5 sq. ft.
Minimum clearance above sidewalk	8 ft.
Permit required?	Yes
Separate lighting?	Yes
Commercial messages?	Yes
<u>Automatic c</u> hangeable copy?	No
Included in aggregate sign area?	Yes



**3. Other standards**

Allowed only for establishments sharing a common canopy ceiling over a **public** sidewalk..

**G-F. Awning signs**

**1. Defined**

A sign that is painted on or affixed to the surface of an awning.

**2. General standards**

Maximum number	1 per awning; for <del>larger</del> awnings <b>longer than 8 linear feet</b> , 1 per 8 ft. of linear awning
Maximum size	Same as wall sign
Minimum clearance above sidewalk	Same as for awning (see 34.7.G.3.)
Permit required?	Yes
Separate lighting?	Yes
Commercial messages?	Yes
<u>Automatic c</u> hangeable copy?	No
Included in aggregate sign area?	Yes



**3. Other standards**

~~This section does not govern the installation of awnings and other appurtenances; t~~he purpose of this section is to provide regulations for signs on awnings; installation, design and dimensions of the awning are determined by applicable provisions of the Zoning Ordinance and/or from an approved site plan **and/or other applicable County ordinance regulation or requirement.**

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

~~H.G.~~ Banners on buildings [moved to subsection 34.14]

~~1. Defined~~

~~A sign applied to cloth or fabric of any kind and attached to a building. Flags as defined herein shall not be considered banners.~~

~~2.1. General standards~~

Maximum number	1 per building frontage
Maximum size	120 sq. ft. total per principal <u>main</u> building on a lot
Permit required?	Yes
Separate lighting?	No
Commercial messages?	Yes
Changeable copy?	No
Included in aggregate sign area?	No
Maximum number	1 per building frontage

~~3. Other standards~~

~~Banners shall be fastened securely at all four corners or at opposite sides or ends to prevent the effect of flapping in the wind like a flag or pennant and to limit movement.~~

~~4. Temporary signs~~

~~Banners allowed by this subsection §34.7.H are temporary signs which may be displayed for the following periods:~~

- ~~(a) After issuance of a certificate of occupancy and before installation of an allowed permanent freestanding or wall sign; such a banner shall be removed upon the installation of the permanent sign or the expiration of six months from the date of installation of the banner, whichever first occurs.;~~
- ~~(b) For a "grand opening" of a new establishment or an establishment with a substantial change in ownership or control; such a banner may be displayed for a period of not more than 30 days.;~~
- ~~(c)(a) \_\_\_\_\_ To advertise the availability of space or units for sale, lease or rent in the building; see "Temporary Signs" for the time limits on the display of such signs.~~



SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**4.H. Banners on poles**

**1. Defined**

A sign of any kind applied to cloth or fabric ~~of any kind~~. Flags as defined herein shall not be considered banners.

**2. General standards**

Maximum number	<del>1</del> <u>2</u> per pole, as approved on comprehensive sign plan
Maximum size	6 sq. ft. on each side; may be 2-sided
Permit required?	Yes. <u>A single, but generic</u> permit may cover multiple banners
Separate lighting?	No
Commercial messages?	<del>Yes, limited</del> <u>No</u>
<u>Automatic c</u> hangeable copy?	No
Included in aggregate sign area?	No

**3. Other standards**

- (a) Banners on poles are allowed only for property included in an approved comprehensive sign plan and only in accordance with the provisions of the approved plan;
- (b) Poles on which banners are allowed shall be poles which are:
  - (1) approved on or consistent with a County the-approved site engineering plan for the project;
  - (2) installed primarily for other purposes, such as site lighting; and
  - (3) located in a parking lot, ~~or~~ along a private street or on private property along a public or private plaza or courtyard;
- ~~(c) Two banners shall be allowed on a pole only if the two banners are of the same size and are mounted at the same height;~~
- ~~(d) Banners on poles must be attached at all corners such that they do not move or flap in frames that secure the banners on all sides;~~
- ~~(e) Banners on poles shall bear no commercial message that is legible from a public right-of-way or from property not included in the approved comprehensive sign plan.~~



**4. Other permits or approvals**

~~Banners on poles under this sub-section 34.7.I will be allowed only with the express consent of the owner(s) of the underlying real property and the pole(s). Installation of banners on poles not owned by the property owner will require approval of the owner of the pole, regardless of whether the banner conforms with the requirements of this section.~~

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**1.1. Directional signs**

**1. Defined**

A freestanding sign used to provide directions to drivers or pedestrians in parking areas or private streets or drives on a large site for destinations on the same site.

**2-1. General standards**

Maximum size	20 sq. ft. per side (may be two-sided)
Maximum height	5 ft.
Number allowed	As approved on comprehensive sign plan
Minimum setback from right-of way	50 ft. or see below
Permit required?	Yes
Separate lighting?	Yes
Changeable copy?	No
Commercial messages?	Yes
Included in aggregate sign area?	No

**3. Other standards**

(a) Directional signs are allowed only for a site with more than one building and with an approved comprehensive sign plan and then are allowed only in those locations shown on the approved Plan;

(b)(a) A setback of less than 50 feet from the right-of way may be approved if the location of the sign is such that is screened so that the sign is not legible from the right-of-way.



SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**K.J. Directory signs**

**1. Defined**

A map and/or sign at a building or project with multiple uses each driveway or other vehicular entrance to a multi-use center or project that identifies uses or activities conducted on-site and approved as part of a comprehensive sign plan; or a sign located on the wall of a building near a public entrance to the building.

**2. General standards**

Maximum size	Wall: 6 sq. ft.; freestanding 12 sq. ft.
Maximum height	Freestanding: 7 ft.
Number allowed	Wall: 1 per <u>public entrance to building</u> ; freestanding: 1 per <u>every two buildings in a multi-building project vehicular entrance</u>
Permit required?	Yes
Separate lighting?	Yes
<u>Automatic c</u> hangeable copy?	Manual only or automatic with change of copy less than once per 24 hours
Commercial messages?	Yes
Included in aggregate sign area?	No

**3. Other standards**

- (a) Directory signs are allowed for a building or site with an approved comprehensive sign plan and then are allowed only in those locations shown on the approved Plan, generally at each public entrances to an office or other building with multiple users sharing an entrance.
- ~~(b) A single directory sign is also allowed as a wall sign at a secondary entrance to a building from a sidewalk or parking area;~~
- ~~(c) A detached freestanding project directory and/or map may be permitted at each driveway or other vehicular entrance to the project, as shown on an approved comprehensive sign plan; the maximum size of a detached directory sign shall be 15 square feet on a side (with not more than two sides) and the height shall not exceed 7 feet;~~
- ~~(d)~~ (b) No part of a directory sign of either type except the word "directory" or "map" or something similar shall be legible from ~~the~~ a distance of more than 6 feet.



SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND  
 PUBLIC (S-3A, S-D, PS) DISTRICTS

**↳K. Flags**

**1. Defined**

A piece of cloth or other material used as a noncommercial symbol, standard, or signal, such as the flag of a local, state, or national government or private noncommercial organization.

**2. General standards**

Maximum number of poles	3
Maximum height of pole	35 ft.
Maximum flags per pole	2
Maximum flag size	60 sq. ft.
Permit required?	No
Separate lighting?	Yes
<u>Automatic c</u> hangeable copy?	No
Commercial messages?	No
<u>Included in aggregate sign area?</u>	<u>No</u>



**3. Other standards**

Flagpoles shall be located as shown on an approved site plan; if there is no approved site plan for the property and no site plan is required, flagpoles shall be located within 30 feet of the principal entrance to the main building.

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

M.L. Freestanding signs

**1. Defined**

A sign that is affixed to the ground, ~~or~~ a wall that is not part of a building, or fence ~~(to the extent allowed by this Section 34) and not to a building~~; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or ~~architectural features shown on an approved site plan~~ other approved accessory structures.

**2. General Standards**

Maximum size	60 sq. ft. per side; may be 2-sided
Maximum height	15 ft.
Number allowed	1 except as provided below
Permit required?	Yes
Minimum setback	10 ft. from back of sidewalk;
Separate lighting?	Yes
<u>Automatic c</u> hangeable copy?	Yes, subject to standards of <del>§34.11.B</del> <u>§34.11-B</u> .
Commercial messages?	Yes
Included in aggregate sign area?	Yes

**3. Uses for which allowed**

Freestanding signs are allowed only for the following uses:

- (a) Outdoor sales lot;
- (b) Unified shopping center; and
- (c) Vehicular service establishment (as an alternative to wall sign).

**4. Other standards**

- (a) ~~For a unified shopping center, One~~ additional freestanding identification sign may be approved, ~~for any of the above listed uses,~~ if both freestanding signs are incorporated into screening or retaining walls or planter boxes or are mounted on a brick base with a maximum height of three feet and a maximum overall base and sign height of 15 feet, and the total sign area of both signs does not exceed 60 square feet;
- (b) For an establishment located on a corner lot or on a lot with frontage on two or more streets, one additional freestanding sign may be approved with the same dimensions as the first sign;
- (c) Where two freestanding signs are allowed on a site, the sign placed on the side street shall not be located within 200 feet of property zoned R or RA.



SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

~~N.M.~~ Incidental signs

**1. Defined**

A sign that provides information or directions that are necessary for the physical use incidental to the use of the site, including but not limited to signs that provide warnings or parking rules or way-finding information.

**2. General standards**

Maximum size (wall)	4 sq. ft.
Maximum size (freestanding)	3 sq. ft. per side, may be 2-sided
Maximum height (freestanding)	4 ft.
Number allowed	As needed
Permit required?	No
Separate lighting?	No
<u>Automatic changeable copy?</u>	No
Commercial messages?	Limited; see standards below
<u>Included in aggregate sign area?</u>	<u>No</u>



**3. Other standards**

One incidental sign per 1<sup>st</sup> or 2<sup>nd</sup> floor occupant may contain a commercial message.

~~O.N.~~ Signs for Institutional uses signs

~~**1. Defined**~~

~~A sign that is accessory to an institutional use, such as houses of worship, educational institutions, and community centers.~~

~~**2. Generally**~~

~~See §34.8 for signs allowed at institutional uses in all districts.~~

~~**3. Option**~~

~~An institutional use may choose to have its signs regulated under the sign regulations applicable to other uses in the same zoning district as the institutional use. An institutional use which that intends to exercise that option must declare its intent on its comprehensive sign plan (if any) or by separate letter submitted on its first application for a sign permit. No institutional use may "mix and match" signs allowed for institutional uses and signs allowed for other uses in the same zoning district.~~



SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**P.O. Projecting signs**

**1. Defined**

Any sign which is attached in a plane approximately perpendicular to the surface of a building or other structure.

**2. General standards**

Maximum size	12 sq. ft.
Maximum projection	42 inches
Minimum vertical clearance	10 ft. above finished grade
Permit required?	Yes
Separate lighting?	Yes
<u>Automatic c</u> Changeable copy?	Yes, subject to standards of §34.11.B.
Commercial messages?	Yes
Included in aggregate sign area?	Yes



**3. Other permits**

A projecting sign may require a separate encroachment agreement or permit from the Department of Environmental ServicesCounty, subject to standards established by that Department or by separate County Ordinance.

**4. Relationship to wall signs**

A sign that projects 18 inches or less from the wall is considered a Wall Sign; see §34.7.T.

**E.P. Sidewalk signs**

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## R-Q. Temporary signs

For temporary signs allowed in these districts, see banners on buildings (§34.7.H), window signs (§34.7.U) and temporary signs for construction and leasing (§34.14).

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**S-R. Traffic control signs**

**1. Defined**

A sign used for traffic control and conforming with national or state standards for the design and installation of such signs.

**2. General standards**

Maximum size	<a href="#">As set forth in MUTCD</a> <del>See standards below</del>
Maximum height	<a href="#">As set forth in MUTCD</a> <del>See standards below</del>
Number allowed	As needed
Permit required?	No
Separate lighting?	<a href="#">As set forth in MUTCD</a> <del>See standards below</del>
<del>Automatic c</del> Changeable copy?	<a href="#">As set forth in MUTCD</a> <del>As provided in MUTCD</del>
Commercial messages?	No
Included in aggregate sign area?	No



**3. Other standards**

- (a) Traffic control signs are allowed only in off-street parking areas required by the Zoning Ordinance and/or shown on an approved site plan;
- (b) Traffic control signs (including lighting) must conform with the Manual of Uniform Traffic Control Devices ~~and/or Arlington Way-Finding Standards~~; no other sizes are allowed and no separate lighting is allowed except as specified by those standard design sources.

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**T.S. Wall signs**

**1. Defined**

Any sign which is affixed directly to or suspended from a building wall, marquee, mansard wall, or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to and projecting no more than 18" from the face of the wall. A wall sign may be either of one-piece construction or of individual letters or symbols.

**2. General standards**

Permit required?	Yes
Separate lighting?	Yes
<u>Automatic c</u> hangeable copy?	Yes, subject to standards of §34.11.B
Commercial messages?	Yes
Included in aggregate sign area?	Yes
<u>Maximum wall coverage by wall signs, including near roof wall signs</u>	<u>20% of facade wall area below 24 feet ; 15% of total wall</u>

**3. Dimensional Standards**

(a) For a property or building for which there is not an approved comprehensive sign plan, the following dimensional standards apply to wall signs:

Maximum size per sign	60 sq. ft.; see additional limitations below
Maximum sign area per occupant	<u>The larger of 60 sq. ft. or sq. ft. of sign per foot of building frontage;</u> see additional standards below
Maximum number	3 per establishment located on 1st or 2nd floor
Maximum height to top of sign	24 ft. or top of wall <u>if top of wall is less than 24 feet high</u> , except as provided below

(b) For a property or building for which there is an approved comprehensive sign plan, the only dimensional limitation on wall signs is the maximum aggregate sign area (see §34.13.C7.E.1), as allocated under the approved comprehensive sign plan.

**4. Other standards**

(a) No signs shall be permitted on that part of the side or rear wall of a building within 100 feet from any "R" or "RA" District;

~~(b) Any sign that projects more than 18 inches from the wall shall be considered a projecting sign and is subject to the provisions of §34.7.P;~~

~~(c)~~ (b) No sign shall extend above the height of the actual roofline of the building measured from the actual roofline in the case of a flat roof or the eaves line in the case of a hip or gable roof, except as follows; on a wall that is 24 feet or less in height, up to 20 percent of the sign area may extend up to 1.5 feet above the top of the wall;

~~(d)~~ (c) When Notwithstanding the provisions of §34.7.t.4(a), when the primary entrance of a tenant is located on a side or rear wall of a building, the tenant's sign that otherwise would be allowed on the front wall of the building may be erected on the wall where the primary entrance of the tenant is located



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instead of the front wall of the building;

~~(e)~~ An occupant is allowed signs totaling either the larger of 60 square feet or one times the occupant's share of the building frontage;

~~(f)~~(d) In addition, one (1) sign not exceeding six (6) square feet in area may be erected to identify secondary entrances to a building from a pedestrian way, from an alley, or from automobile parking space; and

~~(g)~~(e) On the side or rear wall of a commercial building which abuts a public street or a parking lot associated with the commercial building, for buildings located on corner lots or lots abutting streets at both the front and rear, or for buildings served by an abutting parking lot of no less than sixty (60) feet in width located to the side or rear of the main building: one (1) side or rear sign in addition to that allowed above with a maximum area of thirty (30) square feet.

SIGNS ALLOWED IN R-C, COMMERCIAL, INDUSTRIAL, "C", "M", MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) AND PUBLIC (S-3A, S-D, PS) DISTRICTS

**7. Other signs on walls**

See, also, §34.7.P, Projecting Signs, which are attached to walls and are included in the Aggregate Sign Area, and see §34.7.N, Incidental Signs, which may be attached to walls and which are not included in the Aggregate Sign Area.

**U.T. Window signs**

**1. Defined**

Any permanent or temporary sign, including decals, which ~~can be read~~ is legible from the outside, including plazas, public streets, and parking lots, and which is placed on the outside or inside face of a window or mounted within two feet of the inside face of the window.

**2. General standards**

Maximum total area	80 sq. ft. or 20 percent of window area, whichever is less
Number allowed	<u>Permanent sign: One per public entrance; Temporary sign: only limit is total area limit Unlimited</u>
Permit required?	No
Separate lighting?	No
<u>Automatic c</u> hangeable copy?	No
Commercial messages?	Yes
<u>Included in aggregate sign area?</u>	<u>No</u>

**3. Other standards**

- (a) Any establishment located on the first or second floor or floor of a building shall be permitted window signs allowed here;
- (b) Temporary window signs shall be made of nondurable materials such as paper or fabric;
- (c) No temporary window sign shall remain on display for more than 30 consecutive days or for more than five days after the end of any event that it advertises, except as otherwise provided here;
- (d) If an establishment that has less than 100 square feet of window area has a change of management or ownership, it may obtain a permit to display a temporary sign of up to 20 square feet announcing the change in ownership or management for up to 30 days; and
- (e) Notwithstanding the time limits established here for individual signs, an establishment may continuously display temporary window signs.

