

Strategic Amendments to Sign Regulations Zoning Ordinance Amendment

Presentation to ZOCO
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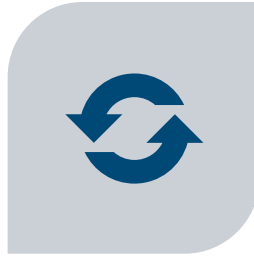
Commercial Market Resiliency Initiative (CMRI 2.0)



IMPROVE
REDEVELOPMENT
PROCESSES



STREAMLINE PROCESSES
FOR BUILDING
REPOSITIONING



CREATE NEW PROCESS
FOR ADAPTIVE REUSE –
CONVERSIONS



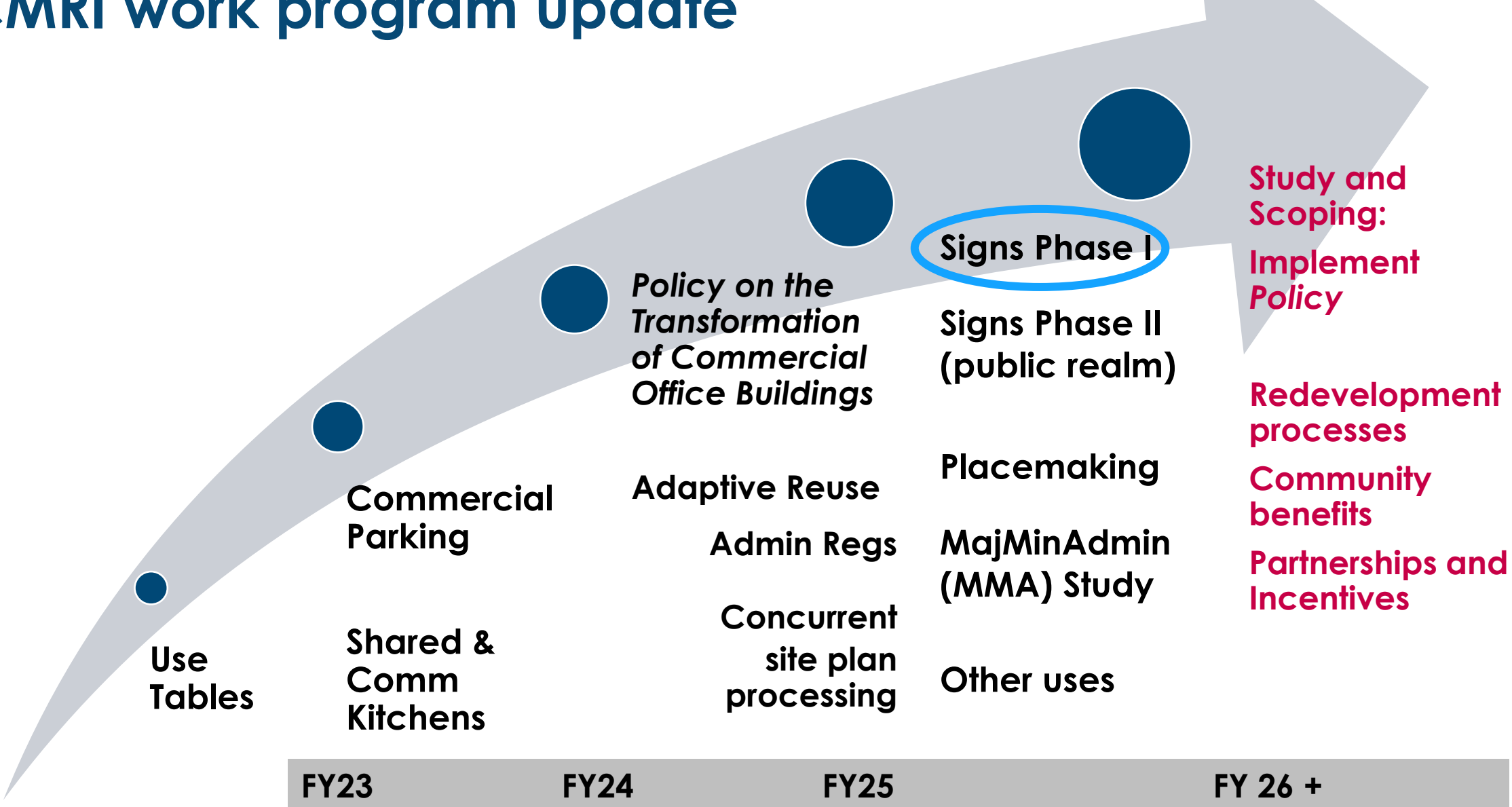
ADDRESS REGULATORY
RELIEF TOOLS FOR
CAPTURING TENANT
DEMAND



ENHANCE PLACEMAKING
EFFORTS

CMRI 2.0 is an initiative to modernize Arlington's regulations, practices, and processes to ensure a more nimble response to economic shifts including Arlington's office vacancy. The initiative seeks to enable market-based solutions to address commercial building supply, with particular emphasis on repositioning and converting obsolete inventory.

CMRI work program update



Amendments to Article 13. Signs | 2012 - present

July 2012: The amendments included **improved comprehension** of the Ordinance, **enhanced ease** for administration and compliance, the **incorporation of best-practices** and Arlington-specific practices, and ***the reduction of the frequency for which sign approvals required County Board attention.***

Additional amendments since 2012

Amendments to remove content-based regulations, and other organizational edits.

Large media screens (visual outdoor entertainment).

Signs above 50 feet within Rosslyn Central Place.

Signs within Arlington's regional shopping centers.

Expanding allocation of sign area to plazas and second story retail.

Additional flexibility for properties subject to older comprehensive sign plans.

Sign regulation updates - summary



Strategic amendments to selected sign regulations primarily in Arlington's commercial districts.

Contemplated changes under consideration include additional flexibility and other edits for clarity and organization.

These potential amendments would be a critical economic tool.

Sign regulation updates - overview

The proposed changes currently include:

- Increase in size, number and placement locations for signs placed above a height of 40 feet.
- Allowances for signs located below the second story that may be above 40 feet.
- Allowance for certain freestanding signs on landscape planters, retaining and/or screening walls for properties governed under site plan and FBC use permit.
- Broader regulations for temporary construction sale/leasing activities to account for construction impacting building access; and removal of the permit requirement.

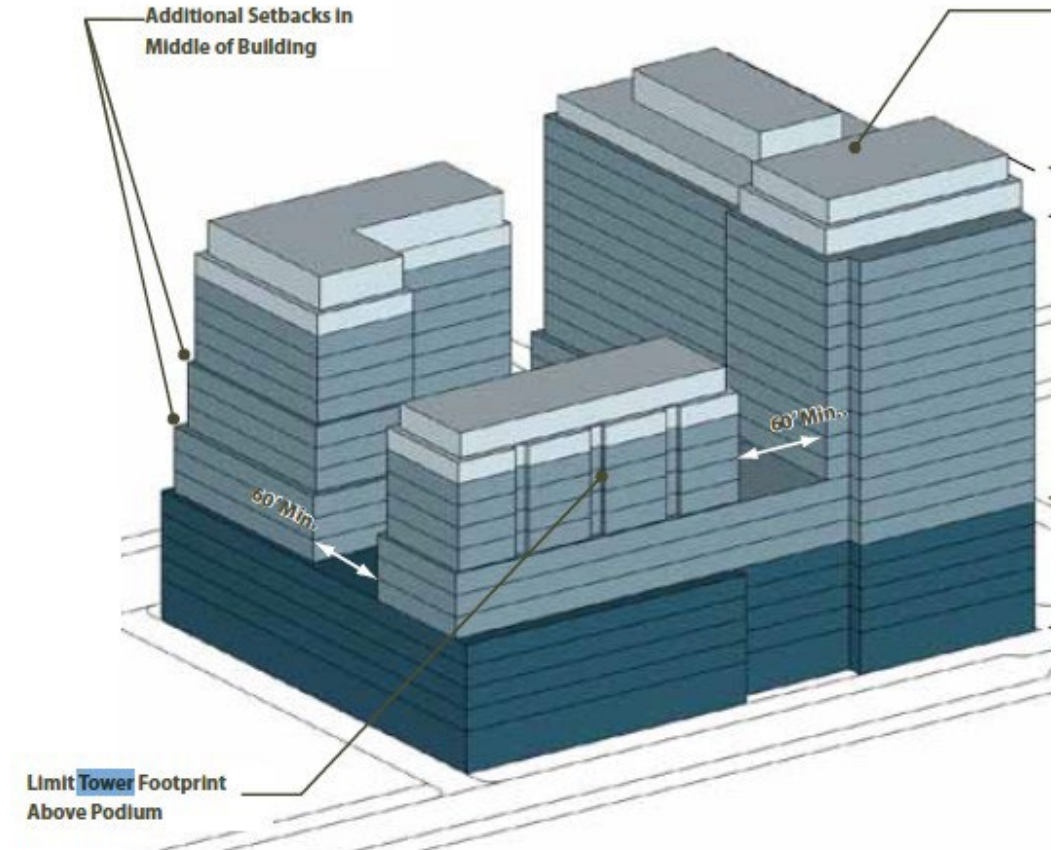


1201 Wilson Boulevard – tapering (AED)

Signs placed above a height of 40'

- Allow on buildings less than 70 feet in height. (This also includes signs for buildings in P-S districts). [Lines 132-133 and Lines 245, 248]
- Calculate sign area based on width of base rather than width of building at the height of the sign. [Lines 135-144]
- Remove sign band and placement restriction. [Lines 153-159 and Lines 253-260]

Signs placed above a height of 40'



Building Massing Strategies
Figure 3.8.4

From Crystal City Sector Plan

Allow buildings with multiple towers to have up to 2 signs on each tower (up to two towers). [Lines 123-125]

Freestanding signs

Allow signs on approved landscape planters, retaining, screening or structural walls for site plan or Form Based Code buildings approved by the County Board. [Section 13.7.6.D. and 13.7.13.C.2.]



Temporary signs for construction sale/leasing

- Expand to accommodate street construction
- Eliminate permit requirement



Additional considerations

- Signs below 40'
 - Arcade signs up to 20 SF
 - Allow blade & wall signs placed below 40 feet, or below the second story above the finished grade, whichever is higher.
- Public, civic & institutional buildings
 - Allow commercial signs and increase the number of signs from two to three for signs regulated under the public, civic and institutional sign provisions.
- Comprehensive sign plans
 - Combine all comprehensive sign plan information into one section and provide additional clarity

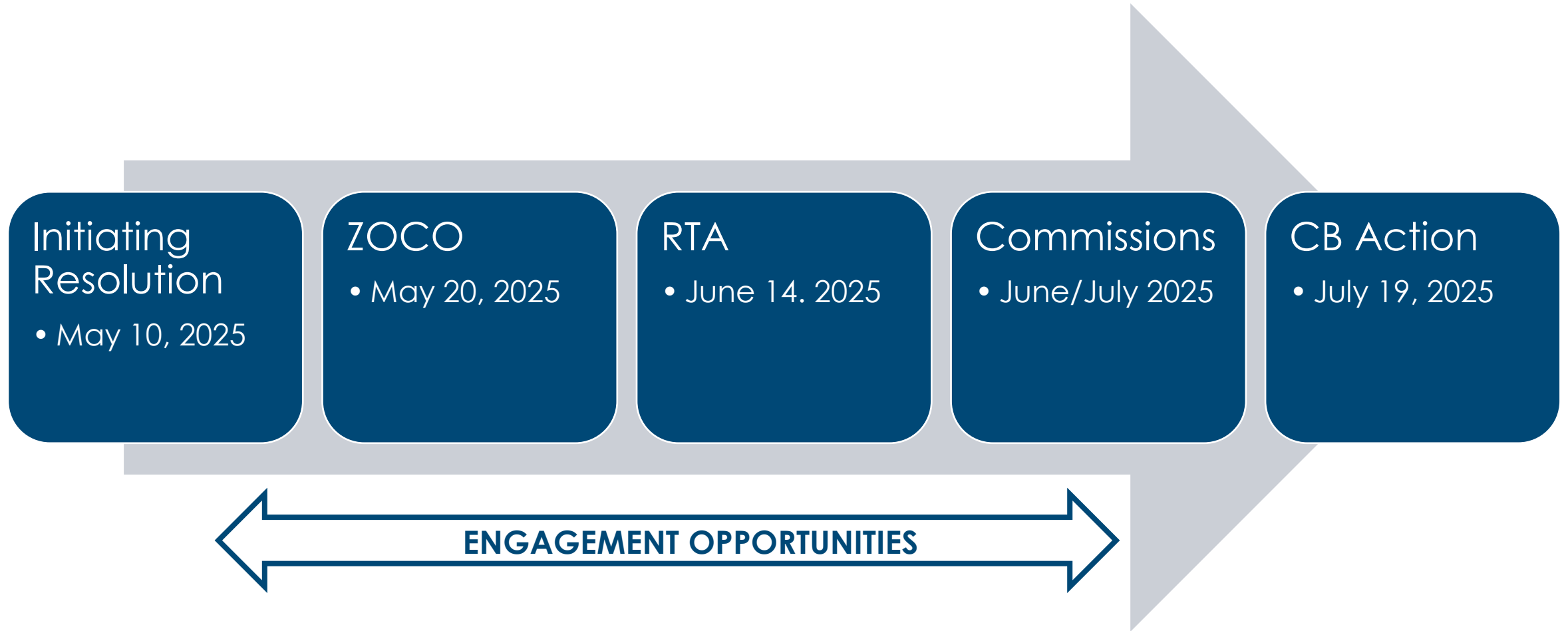
No proposed changes

To achieve the proposed focused approach and alignment with CMRI, the following sections of Article 13, Signs, are not proposed to change:

- §13.1. Purpose
- §13.2. Applicability
- §13.3. Modifications
- §13.4. Signs Regulations Applicable to All Districts
- §13.5. Signs in R Districts and for One- and Two-Family Dwellings in All Districts
- §13.6. Signs in RA Districts and for Townhouses in any Zoning District
- §13.12. Sign Illumination
- §13.13. Flashing, Moving and Changeable Copy Signs
- §13.14. Sign Permits
- §13.17. General Provisions
- §13.18. Nonconforming Signs
- §13.19. Definitions and Interpretations

Sign Regulation Updates

Proposed Schedule



Proposed schedule (detailed)

May 7, 2025	Chamber discussion about CMRI including high-level overview of ACZO amendment for sign regulations proposal
May 10, 2025	County Board initiation amendments to the Arlington County Zoning Ordinance, to address signs.
May 13, 2025	Economic Development Commission (EDC) discussion about CMRI including high-level overview of ACZO amendment for sign regulations proposal
May 20, 2025	Zoning Committee (ZOCO) initial review of draft amendment
May/June 2025	Additional Engagement Opportunities <ul style="list-style-type: none">• NAIOP discussion• BIDs/Partnerships stakeholder discussion• Online Engagement with staff overview & feedback form.
June 14	County Board to authorize RTA
July 7/9	Planning Commission recommendation of draft amendment
July 19/22	County Board consideration of proposed amendment



ARLINGTON
VIRGINIA

Discussion

Thank you