

Strategic Amendments to Sign Regulations Zoning Ordinance Amendment

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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.
- Increased number and allowance of commercial messages on signs for public, civic and institutional buildings.
- Broader regulations for temporary construction sale/leasing activities to account for construction impacting building access; and removal of the permit requirement.

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.

Modification of calculation of allowed sign area in commercial/mixed-use districts.

Additional flexibility for properties subject to older comprehensive sign plans.

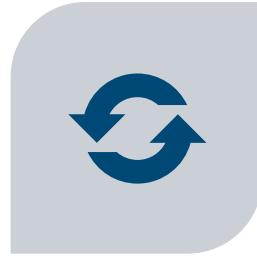
Commercial Market Resiliency Initiative (CMRI 2.0)



IMPROVE
REDEVELOPMENT
PROCESSES



STREAMLINE PROCESSES
FOR BUILDING
REPOSITIONING



CREATE NEW PROCESS
FOR ADAPTIVE REUSE –
CONVERSIONS



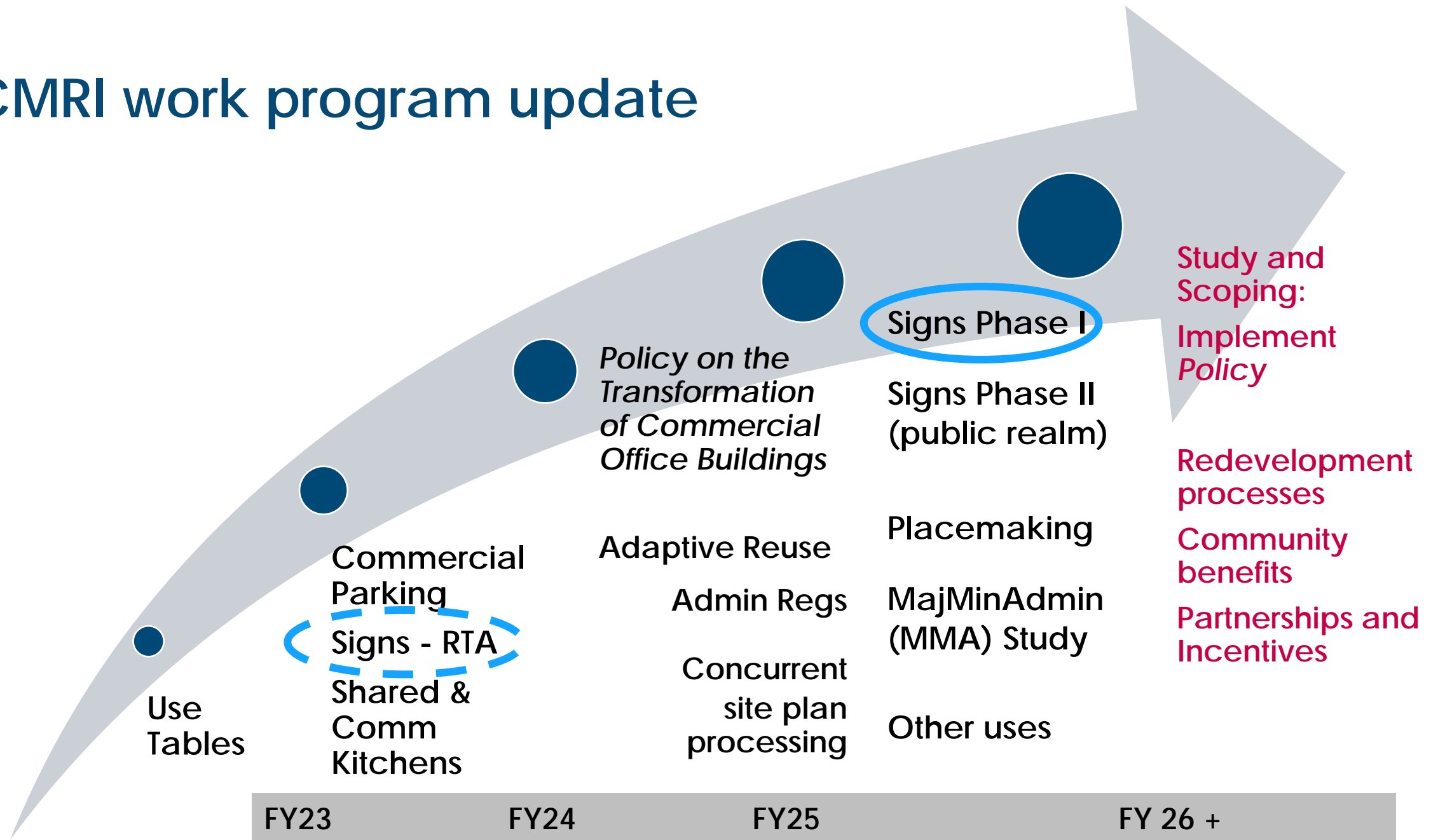
ADDRESS REGULATORY
RELIEF TOOLS FOR
CAPTURING TENANT
DEMAND



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



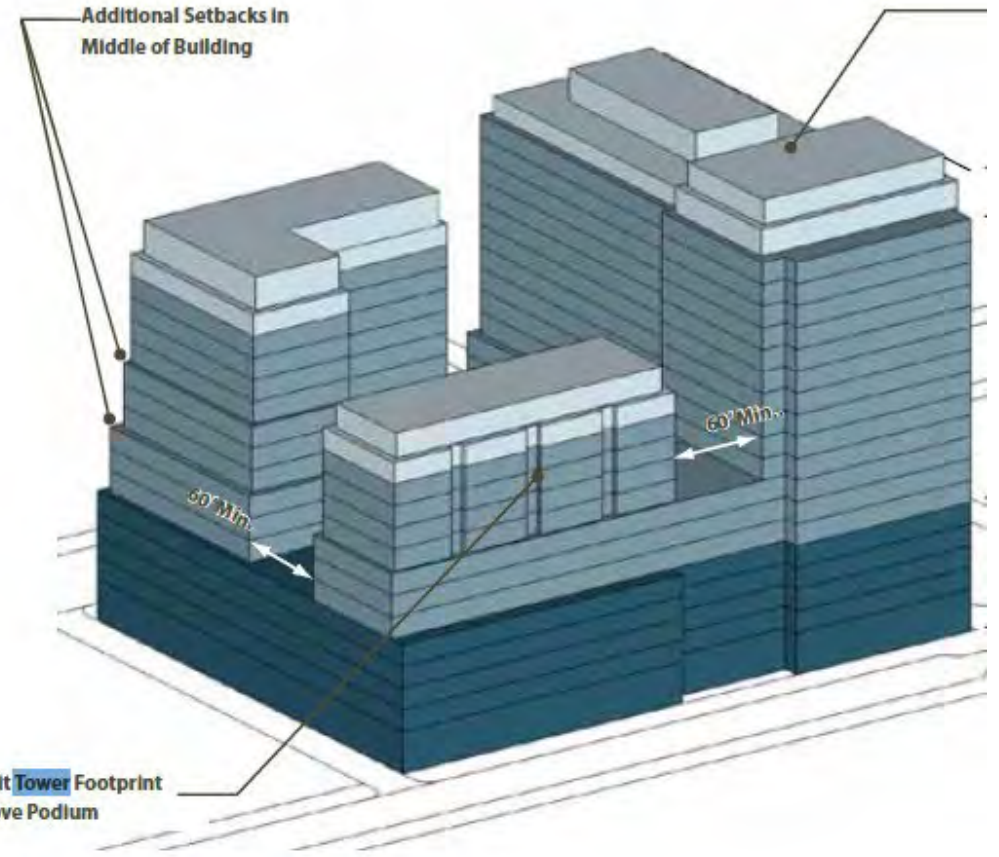


1201 Wilson Boulevard – tapering (AED)

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).
- Calculate sign area based on width of base rather than width of building at the height of the sign.
- Remove sign band and placement restriction.

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).

Signs below 40'

- Allow arcade signs on all C and M district buildings.
- Allow greater flexibility for the placements of blade and wall signs.



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.



Public, civic & institutional buildings

Accommodate signs for private schools/day cares, for example, that share space with religious institutions



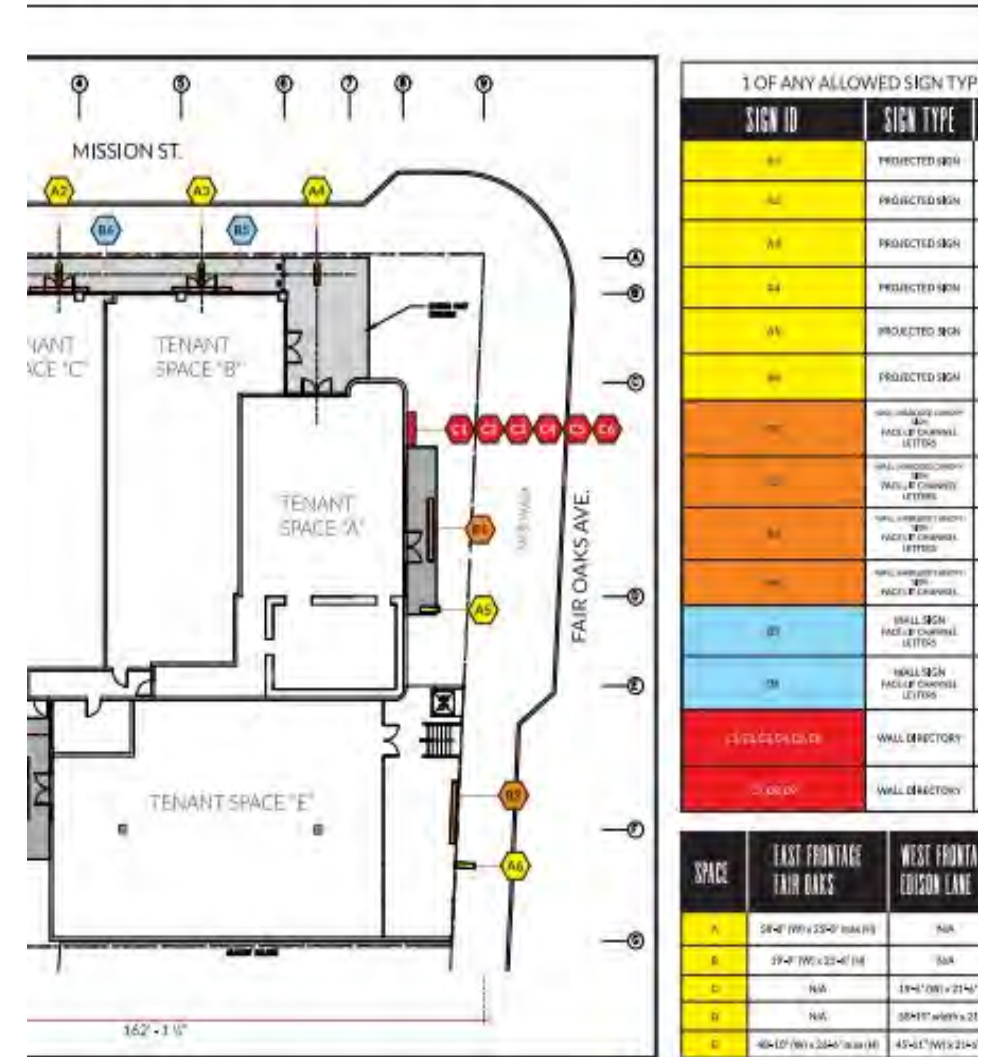
Temporary signs for construction sale/leasing

- Expand to accommodate street construction
- Eliminate permit requirement



Comprehensive sign plans

Combine all comprehensive sign plan information into one section and provide additional clarity



<https://www.signspecialists.com/blog/master-sign-program/>

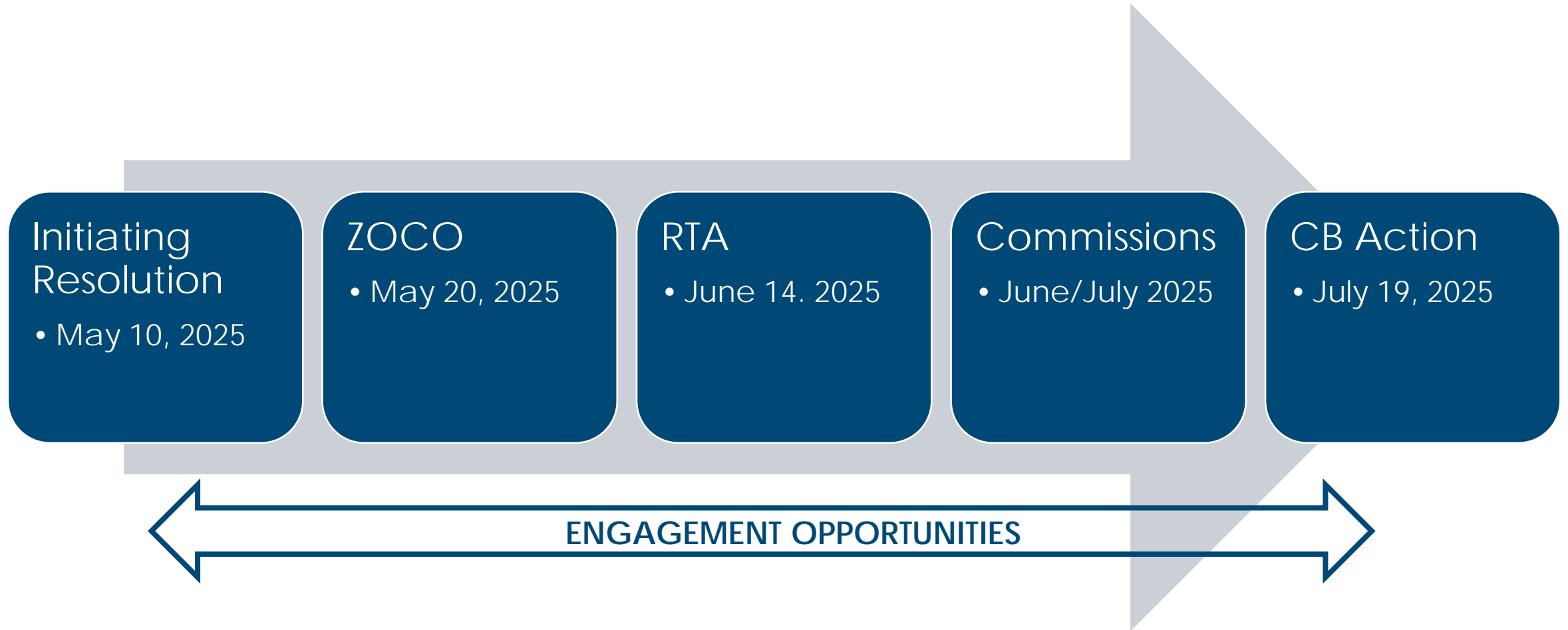
No proposed changes

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





ARLINGTON
VIRGINIA

CONCLUSION & QUESTIONS