

Text Amendment #2016-0002 ***Signage***

Issue: Consideration of (A) initiation of a Text Amendment, and (B) Text Amendment in regarding signs to the Zoning Ordinance Article IX in its entirety and Article IV Section 4-1410.	Planning Commission Hearing:	May 3, 2016
	City Council Hearing:	May 14, 2016
Staff: Alex Dambach, AICP, Division Chief – Land Use Nancy Williams, City Planner Joanna Anderson, Assistant City Attorney		

PLANNING COMMISSION ACTION, MAY 3, 2016: On a motion by Vice Chairman Macek, seconded by Commissioner Wasowski, the Planning Commission voted to initiate Text Amendment #2016-0002. The motion carried on a vote of 7 to 0.

On a motion by Vice Chairman Macek, seconded by Commissioner Wasowski, the Planning Commission voted to recommend approval of Text Amendment #2016-0002 as amended. The motion carried on a vote of 7 to 0. Accompanying the motion was a recommendation for a reexamination of the ordinance approximately six months after adoption to see if changes would be needed at that time.

Reason: Commissioners engaged in discussion on the item and agreed with the staff recommendation to approve the proposed text amendment.

Commissioner Lyle explained that she had several discussions of this proposal with staff and with community residents and expressed the importance of flexibility to ensure that small businesses would not be overregulated. She supports staff's recommendation that the ordinance get reexamined approximately six months after adoption.

Commissioner Macek provided an explanation of the proposed rules for A-Frame signs on private property and the proposed and existing A-Frame policies for businesses in the Central Business District.

Speakers:

Peter Benavage, a member of the Ad Hoc Group on Signage, spoke in support of the proposed Ordinance while expressing some reservation about the existing and proposed prohibition against windblown signs. He also offered to continue to remain involved in the Ad Hoc Committee on Signage and to assist in evaluating signage policy particularly when it is reexamined in six months.

Steve Millone, a member of the Ad Hoc Group in Signage, spoke in support of the proposed Ordinance while also proposing refinements to the standards for flags on commercial and multi-family residential properties.

Steve Matyas, a resident of Old Town, asked questions about the A-Frame signs along King

Street and said that the non-permitted signs should be removed. Staff and commission members explained that these signs will continue to be prohibited and that enforcement efforts are underway.

Bismah Ahmed, Government Affairs Manager with the Apartment and Office Building Association of Metropolitan Washington, expressed support for the ordinance and stated that the proposed policies for signs at multi-family buildings would provide mechanism for advertising and notification without facilitating overbearing signage.

PLANNING COMMISSION ACTION, APRIL 5, 2016: On a motion made by Commissioner Lyman and seconded by Vice Chairman Macek, the Planning Commission voted to defer this text amendment to the meeting of May 3, 2016. The motion carried on a vote of 7 to 0.

Reason: Commissioners felt additional time would allow for additional fine tuning of the proposed Ordinance and provide for additional outreach and review. Additional time would also allow for responses to concerns raised by speakers.

Chairperson Lyman asked staff about Mr. Benavage's written comments and whether they would be incorporated into the final Ordinance. Staff responded that some elements had already been incorporated into the proposed ordinance, and others could be incorporated into guideline publications that will be made.

Commissioner Lyle asked about the size of signs specifically allowed at properties marketed for sale. She asked about the size limit of six square feet mentioning that many of these signs she measured are about 7 to 7.5 square feet because of their attachments. She recommended deferral. There was further discussion on the nature of the allowance for signs at houses that are for sale by many Commissioners.

Commissioner Dunn asked several questions about the nature of the Reed decision and the provision in proposed Section 9-204 to allow multiple temporary signs. There was discussion on this issue.

Vice Chairman Macek provided a description of the Ad Hoc Group on Signage and its efforts to address A-Frame signs in the right of way. He explained that while enhanced enforcement against the non-permitted A-Frame signs will soon take place, but there will also be an effort to assist businesses in effectively using complaint signage.

Commissioner Brown commented that there are few speakers on this issue, which is a favorable finding, because there are few objectors. He mentioned that other jurisdictions may want to use similar legislation, as they may not be as active in their addressing the Reed vs. Town of Gilbert Decision. He also spoke in support of additional outreach after deferral.

Commissioner Wasowski asked about the advertising on multi-family buildings and asked to address the needs of these buildings. Vice Chairman Macek proposed allowing additional square footage for permanent signage at buildings in apartment zones.

Speakers:

Peter Benavage, a member of the Ad Hoc Group on Signage, requested a delay of one month to allow specific items about the proposed Ordinance to be considered. He raised questions about regulations for flags and signs along major highways. He had provided written questions and suggestions for the ordinance, and requested additional time for these to be considered.

Bismah Ahmed, Government Affairs Manager with the Apartment and Office Building Association of Metropolitan Washington, expressed concern about the proposed time limits on temporary signage. She stated that apartment buildings often need to leave their banners and temporary signs advertising rentals for long periods. Commissioner Macek responded that the visual clutter often created by large apartment banners that currently violate signage regulations needs to be addressed. He proposed that apartments use permanent signage allowances to advertise vacancies. Commissioners and staff further discussed the existing and proposed regulations for signage at zones that permit apartment buildings.

I. Issue

Proposed are amendments to Zoning Ordinance Article IX in its entirety as well as Zoning Ordinance Section 4-1410 of Article IV in response to the recent US Supreme Court ruling in *Reed v. Town of Gilbert* of June 2015 (Reed). Also proposed is an amendment to Section 9-7-7 of the City Code, which regulates gas station signs.

The Reed decision created the need for the City of Alexandria to revise nearly all of its sign regulations such that the regulations would be purely content neutral. This is a comprehensive project being managed in phases. The first phase, which addressed regulations for signage in the public right of way, is complete. The second phase, which is the subject of this memorandum, addresses signage on private property (which is regulated by the Zoning Ordinance). The last phase will focus on policy and ordinance changes to address the specific issues of signs in historic districts.

This Phase II proposal includes text amendments to the Zoning Ordinance and the City Code to remove any regulations that could explicitly or implicitly regulate the content of signs on private property as required by the Reed decision. It also addresses some needed updates to Alexandria's signage policy such as those recommended by the City's Ad Hoc Group on A-Frame & Digital Signage.

Accomplishing these two goals involves extensive revision to the Zoning Ordinance, which led staff to decide to minimize any changes that are not needed to achieve compliance with Reed or implement the ad Hoc Group's recommendations. It was beyond the scope of this project to comprehensively review every element of the sign ordinance.

II. Background

The Zoning Ordinance began regulating signage in 1951, and the current Sign Ordinance was adopted in 1988. The most recent update was on February 20, 2016, when Ordinances 4941 and 4942 were adopted to prohibit non-governmental signs in public rights-of-way.

In June 2015 the US Supreme Court made a ruling in the case titled *Reed v. Town of Gilbert* which led to a significant change in approach to sign regulations than had previously been used in Alexandria and many other localities across the country. The case involved a sign ordinance in the Town of Gilbert Arizona that had specific regulations for signs based on their content. Different regulations, for example, existed for directional signs, church signs, and political signs. A church appealed the City's regulations because the church was limited to certain sized signs that it could use to direct parishioners to its services and yet signs with other messages were allowed to be much larger. The church argued that if visual clutter is the concern being addressed with sign regulations, then the message on the sign should not make a difference and all types of signs should be treated equally.

The Supreme Court held that any regulation that distinguishes signs based on what they say is considered to be a “content based regulation”. Content based regulations are legally subject to “strict scrutiny,” meaning that the regulation must further a “compelling governmental interest,” and must be narrowly tailored to achieve that interest and ensure that there are other avenues of communication available for the user of the sign. Aesthetic and safety justifications are not enough of a reason for a content-based sign regulation to survive strict scrutiny. The ruling basically says “if you have to read the sign to know if it complies with zoning, the regulation is invalid.” Based on this ruling, regulations need to be content-neutral and should be based on location, size, number, and other non-content factors.

As a result, the City’s sign regulations are undergoing an extensive revision in accordance with the Reed ruling. Current terminology used in the Zoning Ordinance that differentiates sign regulations by their content type is proposed to be changed to avoid such differentiation. Staff proposes to base the proposed revised ordinance on a model ordinance prepared by the Local Government Attorneys of Virginia (LGA) which is also being used by other Virginia jurisdictions to ensure consistent compliance with the Court’s ruling.

Shortly before the Court had issued its ruling the City had already organized a 16-member Ad Hoc Group on A-Frame & Digital Signage to develop policies relating specifically to A-Frame signs for individual businesses and to electronically changeable digital signage, which are both generally not permitted under current regulations. During the time period when this group was meeting, the Reed Decision was issued. The Ad Hoc Group’s role expanded to assist and advise staff in further revising the Zoning Ordinance and City Code to ensure compliance with the US Supreme Court ruling and to address other clearly identifiable issues with the current regulations. The Ad Hoc group continued to serve as an advisory body while staff developed signage ordinance revisions proposed herein.

The group’s policy recommendations based on the original project mission regarding A-Frame Signs and Digital Signs are integrated in the ordinance proposed in this report. These recommendations are that, for the time being, City policies regarding digital signage remain unchanged with a future consideration of digital signage policies as technology continues to evolve. For A-Frame signage for individual businesses, however, some policy revision is recommended. These revisions are integrated into the proposed ordinance, as follows:

1. The group considered possible ways to permit A-Frame signs in front of individual businesses along King Street and other commercial streets in Old Town, but found that the visual clutter, pedestrian travel disruptions, and maintenance challenges make individual business A-Frames in Old Town impractical. Therefore, the Group recommended that private A-Frame signs should not be permitted on public sidewalks. *This change was recommended for approval by the Planning Commission (and adopted by the City Council) during Phase I of this process.*

2. The group concluded that A-Frame signs should not be permitted in historic districts and instead should become permitted outside of regulated historic districts (outside Old Town) and only on private property.
3. A-Frame signs should be allowed on private property but should be limited to within a specific distance (15 feet) from the building face of a commercial building.
4. A-Frame signs must be prohibited from blocking walkways and vehicle cartways on private property.
5. There needs to be a permitting process for businesses to put out A-frame signs on their property.
6. Safety standards are needed to avoid A-Frames falling over. This should include requirements of a minimum weight of 20 pounds, a requirement that the signs have bracing to prevent them from flattening and falling, and requirement for the use of durable materials, such as slate, marker board, stainless steel, aluminum, aluminum composite, laminate plastic, or medium density overlay plywood painted with enamel paint.
7. Existing maximum size limits of 42 inches in height and 24 inches in width should be maintained for A-Frame signs, and A-Frame signs should not have their size area counted as part of the area allowed for wall signage on businesses.
8. A-Frame signs would be prohibited in the Old and Historic Alexandria District and the Parker-Gray Historic District

In addition to the above policy recommendations for A-Frame and Digital Signage, the Ad Hoc Group provided recommendations for the overall City signage policies to address the Reed Decision and other issues. These recommendations are as follows:

1. Pole Signs should no longer be permitted and should become non-conforming.
2. Monument signs should be permitted where pole signs were formerly permitted.
3. Light box signs should no be longer permitted and become non-conforming.
4. Channel letter signs should remain permitted.
5. Temporary commercial signs should become allowable for 60 days instead of 30 days.
6. Several definition and terminology changes are needed in the Ordinance especially when they refer to signs by content type.
7. There may be times when high quality signage may not conform to adopted regulations, so a process for waivers from ordinance regulations by way of a special use permit process is needed.

Using the input from the Ad Hoc Group and from research, staff proposes revisions to the signage regulations that address several signage policy issues and provide for compliance with the Reed Decision.

III. Discussion of Proposed Text Changes

Proposed are text changes to the Zoning Ordinance and the City Code to integrate several suggestions of the City's Ad Hoc Group for Signage and to integrate staff-generated amendments based on the *Reed v. City of Gilbert* Supreme Court ruling. The proposed ordinance amendments are included as:

- Attachment 1 - Amended Article IX. - Signs, Marquees and Awnings,
- Attachment 2 - Amendments to the special sign regulations for the NR [Arlandria] zone to remove content-related restrictions, and
- Attachment 3 - Amendment to Sec. 9-7-7 - Display of prices on signs; enforcement; penalty.

In addition, because of the complexity of the amendments to Article IX, this report also includes Attachments 4 and 5.

- Attachment 4 is a summary chart that highlights major changes to Article IX. It summarizes both current policies and the proposed policies. It is organized by sign type and by zoning district type.
- Attachment 5 is a comprehensive chart that compares existing and proposed regulations. It consists of a complete side-by-side comparison of the existing zoning regulations and the proposed regulations. It also provides summary statements and notes in the three columns at the right side of each page.

The provided summary (Attachment 4) is a good place to start in studying this proposal, but please be aware that details are very important in regulating signage, so use of the side-by-side chart or the full text ordinance to study the details is highly recommended. The proposed ordinance amendment's main purpose is compliance with the Reed Decision. It also addresses issues such as tall pole-type signs that have been found objectionable in many parts of Alexandria, provides a mechanism for exceptions to the ordinance through the special use permit process, removes allowances for unattractive 'light box' type signs while still allowing more preferable 'channel letter' type signs, and clarifies long-standing ambiguities that have been in the current ordinance such as how flags should be regulated.

In a manner similar to the current regulations, the proposed ordinance groups zones by residential, commercial, and industrial categories. The proposed Article IX ordinance adds additional differentiation between low density and high density residential zones, and it differentiates, within each of these zones types, purely residential properties and non-residential properties such as churches, schools, and apartment building amenity businesses. It also regulates mixed use zones similarly to commercial zones because the signage needs for mixed use zones are similar to those of commercial zones. For each zone district category, regulations are organized by sections for flags, temporary signs, and permanent signs.

With regard to flags, the current and proposed regulations exempt flags of nations, states, and cities or geopolitical entities from signage regulation. Other types of flags, however,

such as those with a company logo, a college or sports team, or with a public statement would continue to be regulated as signs (see figures 1 and 2). The proposed ordinance clarifies how flags would be regulated by controlling the number of allowed flags based on a property's lot width and requiring flag surface area in commercial zones to count against allowable surface area available for signs mounted on building walls.



Figure 1

Many of the existing regulations for temporary signs are content based, because they contain specific regulations based on specific sign types. To make the regulations content neutral, specific standards for such signs as 'real estate signs', 'contractor signs', 'going out of business'/'grand opening' signs, 'yard sale signs', 'political signs', and other types of temporary signs are reconfigured as general regulations for all temporary sign types. The new standards allow property owners to have a specified total allowance of signage area for their temporary signs, but the standards also contain maximum size and locational limits for each individual sign that could be installed.



Figure 2

Time limits are also included in the proposed ordinance to ensure that temporary signs are removed within a reasonable time. For most cases, temporary signs would only be permitted for a period of 120 days, and a 30 day gap would be required before new signs could be posted to keep "temporary" signs from becoming permanent. In low density residential (single-family home) zones, however, an allowance is also made for a 6 square foot sign (see figure 3) to be posted when a property being marketed for sale or rent.



Figure 3

The existing regulations for permanent signs also contain specific regulations according to content-based sign types such as 'school signs', 'apartment signs', 'church signs', 'directional signs', 'remote signs', 'convenience signs' in parking areas, and signs with 'special advertising'. The proposed standards provide for signs of similar size and configuration as those used by a church, school, apartment building, etc., but the standards are instead based on the type of land use and the location on the property where the sign would be placed. For example, signs currently regulated as 'warning signs' or 'convenience signs' would become regulated as 'minor signs' with a similar one square foot size requirement as now exists (see figure 4). Signs currently regulated as 'directional signs' along with those used for managing parking lots would become regulated by their location rather than their content such that specifically sized signs would be allowed at an entrance to a parking lot or on a curb, for example. Also, signs regulated as 'subdivision signs' for neighborhood identification would become regulated as signs 'at an

10 ³/₈ x 11 ¹/₈



Figure 4

entrance to a neighborhood' with size and design requirements.

For commercial properties, many of the regulations remain effectively unchanged, but prohibitions on 'remote signs' and signs that contain special advertising are no longer possible. Current requirements for signs mounted on building walls or posted in windows would remain as they currently are. Rectangular light box signs (see figure 5), however, would no longer be permitted (they are already prohibited in many small area plan design guidelines and in standard conditions for DSUPs). This unattractive sign type is generally viewed as inappropriate for Alexandria. Channel lettered signs (see figure 6), however, would remain permitted, as this sign type is generally more attractive and suitable for Alexandria's design context.



Figure 5

In response to many public comments, the proposed amendments would eliminate permission for tall pole signs and include a 7 year moratorium on existing pole signs (see figure 7). Instead shorter monument signs would be the only type of commercial-scale freestanding signage permitted. The current code permits freestanding signs up to 30 feet tall with up to 100 square feet of signage panel area. The proposed regulation would limit freestanding signs (other than temporary, minor, or parking lot signs) to a maximum height of 6 feet, which is a common height for monument signs, and a maximum signage area of 32 square feet for single tenant commercial properties or apartment buildings and 40 square feet for multiple tenant commercial properties (see figures 8 and 9). An adjustment to City Code Section 9-7-7 requiring gas stations to post prices is needed to ensure that gas prices are positioned below the 6 foot height limit of monument signs.



Figure 6



Figure 7

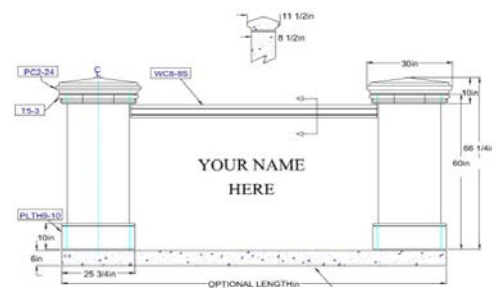


Figure 8

Adjustments are also made to Article IX's definitions section. As an example, the definition of a billboard, which is a sign type that is intended to remain prohibited in Alexandria, is to be changed from "Any sign, in excess of 150 square feet, advertising a person, place, event, product, business or other matter which is remote from the site or property upon which the sign is erected or displayed" to "Any sign that consists of a single panel surface larger than 100 square feet in size that is installed as an independent structure or is mounted on the side or top of a building, and this sign along with its location is sold, rented, or leased to a user that is not the property's business owner." This revised definition describes the physical configuration of a billboard and its business purpose as something sold, rented, or leased instead of the current definition that states what the billboard sign advertises. In another area of



Figure 9

adjustment, signage types that are exempt from Board of Architectural Review (BAR) regulation in the City's two regulated historic districts are also adjusted to remove content-based categories such as 'real estate signs' and 'contractor signs'. Instead, each property is now permitted to install one 4 square foot window sign and one 6 square foot temporary sign if permitted in the zone without requiring BAR approval.

The provided attachments contain the specific text proposals. Other than the exceptions mentioned above, the proposed text amendment generally maintains the current effective regulations for signs in the City by making adjustments to language and terminology. The proposed text and configuration adjustments are necessary to retain the as much of the regulation frameworks as possible while attaining compliance with the Reed Decision.

IV. Recommendation

Staff recommends that the text amendments contained in Attachments 1, 2, and 3 be approved in order to allow for City signage policies to correspond with the *Reed v. City of Gilbert* decision.

Staff: Alex Dambach, AICP, Division Chief – Land Use
Nancy Williams, City Planner
Joanna Anderson, Assistant City Attorney

Attachments: 1 - Amended Article IX. - Signs, Marquees and Awnings,
2 - Amendments to the special sign regulations for the NR [Arlandria] zone to remove content-related restrictions, and
3 - Amendment to Sec. 9-7-7 - Display of prices on signs; enforcement; penalty.
4 - Summary Chart of Major Changes to Article IX.
5 - Comprehensive Chart to Compare Existing and Proposed Regulations of Article IX.

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 20, 2016

TO: CHAIRMAN AND MEMBERS OF THE PLANNING COMMISSION

FROM: KARL MORITZ, DIRECTOR,
DEPARTMENT OF PLANNING & ZONING

SUBJECT: TEXT AMENDMENT #2016-0002, TEXT AMENDMENT REGARDING
SIGNS, HEARING DEFERMENT

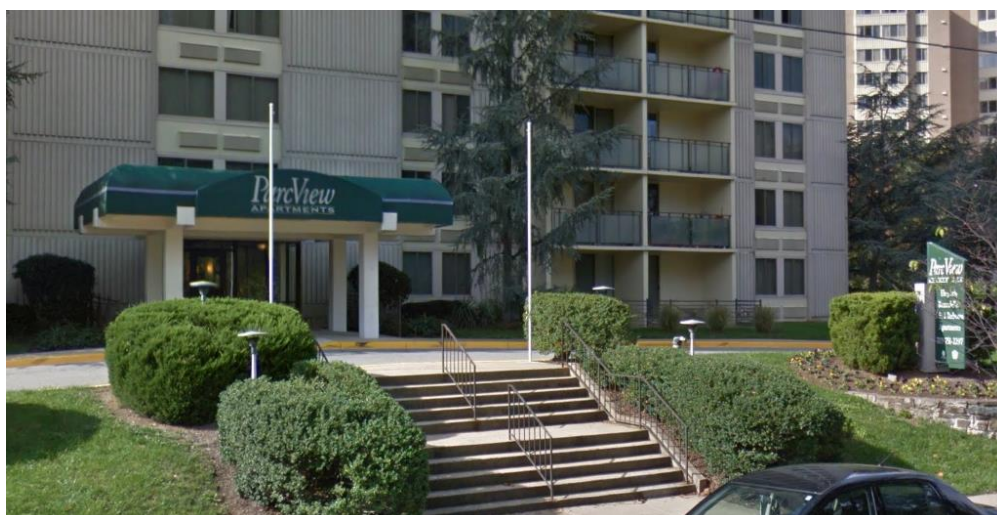
The Planning Commission deferred TA2016-00002, the text amendment regarding signs, during its April 2016 hearing. This deferral was requested to allow for possible additional refinements to the proposed Ordinance relating to such items as signs at dwellings that are for sale or for rent, changes suggested by docket item speakers, concerns raised by representatives of the apartment rental industry, and desired information about recent court cases regarding temporary and political signs. In response to the Commission's requests and recommendations, staff has revised the proposed Ordinance as shown in Attachment 1, Attachment 4, and Attachment 5 of the package with refinements based on suggestions from many sources. The changes are visible in bold and italic type in Attachment 1.

The proposed Ordinance was developed with extensive input from the Ad Hoc Group on Signage, which had held eight public meetings leading to the development of this Ordinance. One member of the Group, Peter Benavage, provided the Commissioners with a series of suggested edits to this Text Amendment prior to the April hearing. He had provided staff with useful suggestions when the Ordinance was being finalized for the April hearing, and staff further discussed the suggestions with him and answered many of his questions during the deferral period. Several of his suggestions are included in this revised Text Amendment. These include text clarifications relating to sign height to more clearly describe required clearance under some signs, the digital text and graphic sign definition to clarify that these would not change text more than 2 times per day, the definition of a flag to avoid confusion with windblown signs, the definition of marquee signs to ensure that they would not be construed as digitally changing signs, and to address the installation of signs in parking lots on poles and other infrastructure.

One substantive change was the allowance for 1 square foot ‘minor signs’ on larger properties such as major parks, shopping centers, and hospitals. The original proposed Text Amendment would allow up to 5 minor signs per property. On Mr. Benavage’s suggestion, staff proposes to allow up to 5 minor signs per 100 feet of lot width, so that larger lots can have additional signage if, for example, multiple ‘no trespassing,’ ‘reserved parking’ or other small signs of this type are needed.

One Commissioner raised a question about provisions for signs at properties that are for sale or for rent. She stated that the initially proposed size limit of 6 square feet and the limit of only one allowed sign at a property would be too restrictive. Staff discussed this matter with the Northern Virginia Association of Realtors and found that 6 square feet of area would generally be adequate, but also found that a 7 square foot limit would satisfactorily avoid overbearing signage at residences and would accommodate nearly every typical residential real estate marketing situation. Staff proposes that the limit for signage at residential properties for sale or rent be changed from one six square foot sign to “one (1) sign *or combination of signs* with a total area of no more than *seven (7)* square feet” to accommodate the multi-sign combinations that are used for real estate marketing to indicate changes in sale status (sold, under contract, etc.) and to provide real estate agent contact information.

Staff was also asked to consider the effect of the proposed regulations on apartment buildings. Staff met with the Apartment and Office Building Association of Metropolitan Washington and discussed its desire to accommodate banner type apartment marketing. The solution reached was to amend the size limits for permanent signage at the frontage of multi-family properties. Proposed is to increase the size allowance per property frontage from one sign with 40 square feet to a combination of signs with a maximum total limit of 60 square feet. No individual wall sign would be permitted to be larger than 40 square feet, and no free-standing sign would be permitted to be larger than 32 square feet. Staff found that multi-family properties, particularly in the West End, tend to have the combination of a free-standing monument sign in front yards and wall signs over the main entrance. This combination of signage allowance would be useable for many purposes including displaying the building name and displaying rental information, as is visible in the monument sign in the photo below.



Another Commissioner raised questions about the use of “less than” when describing height limits, and proposed to use the term “shall not exceed” to more accurately reflect the intended size limits. This change has been made throughout the revised proposed Ordinance.

There was also discussion about additional outreach to the business community. Staff has met with representatives from several business organizations including the Chamber of Commerce, the Boutique District, and the Old Town Business and Professional Association, and NAIOP - Northern Virginia Chapter. There was some concern expressed about the provision to remove freestanding pole signs, but there has generally been an overall acceptance of the proposal.

Staff also received suggestions from Donna Fossum. She proposes a restructuring of the sign ordinance with specific standards for the City’s three planning areas: the area east of the Metro tracks, the area between the Metro Tracks and Quaker Lane, and the area west of Quaker Lane. This idea has some potential merit in that each of the major sections of the City has some unique signage issues. Such an approach, however, would require a comprehensive rewrite of the sign ordinance. The current revision, while complicated, is focused primarily on making the sign ordinance compliant with the Supreme Court ruling. It also has site based and zone based standards that correspond with the context of the City’s major areas. A more comprehensive rewrite of the sign ordinance based on the City’s three main areas as well as the zoning districts would be a major work effort and would have to complete with our other priorities to get scheduled onto the Long Range Planning Work Program. At this time, the proposed Ordinance is intended to address more immediate issues.

There has also been continued discussion of the provision allowing for an applicant to apply for an SUP install signage that may not comply with the proposed regulations but has an exceptional design or approach that cannot be accomplished within the existing regulations and would not have an adverse impact on the nearby neighborhood, as proposed in Section 9-103(D). This provision was requested by some members of the Ad Hoc committee and had general support when it was determined that every signage situation could not be predicted in the writing of this Ordinance, and a provision for exceptions would be useful. However, this would mean that the Planning Commission and City Council would be reviewing, as a special use permit, sign design.

Finally, there was extensive discussion of major court decisions that affect municipal regulation of signage in Virginia. For this issue, the City Attorney’s Office will soon send additional information separately.

With the included modifications, staff recommends the revised Ordinance presented in Attachment 1 and summarized in Attachments 4 and 5 for approval. Staff is also aware that a text amendment as complex as this will require continuous monitoring and may require additional revisions, and staff proposes to review it six months after adoption to ensure that it is serving its intended purpose and to develop additional text amendments if needed at that time.

Attachment #1

Proposed Zoning Ordinance Changes – The following text will replace all of the current text in Article IX

AMENDED ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS

Article IX SIGNS

Sec. 9-100 General Provisions

Sec. 9-101. – Findings, purpose and intent; interpretation.

- (A) Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this article is to regulate the size, color, illumination, movement, materials, location, height and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, the creation of a convenient, attractive and harmonious community, protection against destruction of or encroachment upon historic areas, and the safety and welfare of pedestrians and wheeled traffic, while providing convenience to citizens and encouraging economic development. This article allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this article is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this article which can be given effect without the invalid provision.
- (B) Signs not expressly permitted as being allowed by right or by special use permit under this article, by specific requirements in another portion of this chapter, or otherwise expressly allowed by the governing body are prohibited.
- (C) A sign placed on land or on a building for the purpose of identification, protection or directing persons to a use conducted therein shall be deemed to be an integral but accessory and subordinate part of the principal use of land or building. Therefore, the intent of this article is to establish limitations on signs in order to ensure they are appropriate to the land, building or use to which they are appurtenant and are adequate for their intended purpose while balancing the individual and community interests identified in subsection (a) of this section.
- (D) These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, landscape and architecture of surrounding buildings, are legible and appropriate to the activity to which they pertain, are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.
- (E) These regulations do not regulate every form and instance of visual speech that may be displayed anywhere within the jurisdictional limits of the City. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.

- (F) These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.
- (G) This Article IX governs the erection and display of all signs, marquees and awnings in the city, except those erected and displayed by the city, the Commonwealth of Virginia and the United States in furtherance of their governmental responsibilities and those required by law to be erected and displayed.
- (H) All rights and privileges acquired under the provisions of this Article IX are mere licenses revocable at any time by the director upon a violation of any applicable provision of this Article IX.
- (I) The provisions contained in this Article IX shall be considered separate from, supplemental to and additional to the provisions contained elsewhere in this ordinance or other city ordinances. Nothing contained in this Article IX shall excuse any person from compliance with all other applicable provisions of this ordinance or the city code.
- (J) Wherever authority is to be exercised under this Article IX by the city manager or the director, the authority may also be exercised by his or her designee.
- (K) This Article shall apply to signs, marquees, and awnings on property not used for public right of way. Under no circumstances shall any provision herein authorize placement of a sign on any public right of way.

9-102 Definitions

- (A) *A-Frame sign.* A two-faced sign with supports that are connected at the top and separated at the base, forming an “A” shape. These are also referred to as “sandwich board” signs. They are included in the term “portable sign.”
- (B) *Animated sign.* Any sign, the character or appearance of any element or part of which changes by any device, mechanical, electrical or otherwise, except for digital text and graphic signs.
- (C) *Awning.* Any permanent or retractable structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather. This structure consists of a flexible material covering attached to and supported by a metal frame.
- (D) *Awning sign.* Any sign attached to and made a part of an awning or any similar projections from a building, with changeable, fixed or both types of lettering in use.
- (E) *Banner.* A temporary sign of flexible material affixed to a framework or flat surface.
- (F) *Billboard.* Any sign that consists of a single panel surface larger than 100 square feet in size that is installed as an independent structure or is mounted on the side or top of a building, and this sign along with its location is sold, rented, or leased to a user that is not the property's business owner.
- (G) *Building frontage.* The length of the main wall of a building which physically encloses or covers usable space. Said frontage shall be measured at the width of the wall at the height where the sign is mounted.

- (H) *Chalk-board sign.* A single-faced, framed slate, chalk-board, whiteboard, or other material that can be written on with chalk, dry erase or similar markers.
- (I) *Changeable copy sign.* A non-electronic sign or part of a sign that is designed so that characters, letters or illustrations can be changed or rearranged without altering the face or surface of the sign.
- (J) *Comprehensive sign plan.* A plan for the signage of a property that includes multiple tenants or owners with shared parking or other facilities.
- (K) *Curb sign.* Any sign painted on a curb.
- (L) *Digital text and graphic sign.* Any sign that can change its content by way of electronic or mechanical means but maintains a consistent image and does not flash or display any animation or movement other than the occasional changing of text or graphics occurring no more than two times per day. Digital text and graphic signs can be in the form of televisions, monitors, and other screens.
- (M) *Double-face sign.* Any sign having two parallel planes or surfaces that both bear the message.
- (N) *Feather sign.* A lightweight, portable sign mounted along one edge on a single, vertical, flexible pole the physical structure of which at may resemble a sail, bow, or teardrop. See Windblown Sign.
- (O) *Flag.* A piece of cloth or similar material, shaped like a pendant, rectangle, or square, attachable by one straight edge to a pole or rope or attached at the top and draped.
- (P) *Flashing sign.* Any sign consisting of, or illuminated by, flashing or intermittent lights or other lights of changing degrees of intensity, brightness or color except for digital text and graphic signs.
- (Q) *Freestanding sign.* A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall. It also means any non-portable sign supported by a fence, retaining wall, or by upright structural members or braces on or in the ground and not attached to a building. A freestanding sign can have one or two sides and can have messages on each side.
- (R) *Height.* The maximum vertical distance from the ground at the base of the sign, or, for projecting signs, at the bottom of the plane created by the face of the sign extending to the ground, to the top of the highest attached component of the sign. Height also measures the ground clearance under projecting signs.
- (S) *Holiday Displays.* Any displays erected on a seasonal basis in observance of religious, national, or state holidays which are not intended to be permanent in nature and which contain no advertising material.
- (T) *Illegal sign.* Any sign erected without a required permit or which otherwise does not comply with any provisions of this article.
- (U) *Illuminated sign.* Any sign that is backlit, internally lighted or lighted by direct external lighting fixtures.
- (V) *Marquee.* Any permanent structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather. A marquee may take the form of an awning.

- (W) *Marquee sign.* Any sign attached to and made a part of a marquee or any similar projections from a building, with manually changeable, fixed or both types of lettering in use.
- (X) *Minor sign.* Any wall or freestanding sign not exceeding one (1) square foot in area and not illuminated.
- (Y) *Monument sign.* Any freestanding sign consisting of a structure built on grade in which the sign and the structure are an integral part of one another. A monument sign is not a pole sign, and it does not have any visible supporting posts or poles under the sign area. This sign generally has a low profile in accordance with height restrictions for this sign type with little or no open space between the ground and the sign and has a structure constructed of masonry, wood, or materials similar in appearance.
- (Z) *Moving or windblown sign.* Any sign, any element or part of which (such as a streamer, wheel, moored blimp or propeller) moves by means of a mechanized, electrical or other device or is set in motion by movement of the atmosphere, including feather signs. A flag is not a moving or windblown sign.
- (AA) *Mobile Sign.* Any sign mounted on wheels, built with axles to which wheels may be attached, or attached to a motor vehicle which is used primarily for the displaying of the sign, not for operating of the vehicle. Any such vehicle shall, without limitation, be considered to be used for the primary purpose of displaying the sign if it remains parked in the same location for more seven (7) days without moving, fails to display current license plates, inspection sticker, or municipal decal, if the vehicle is inoperable, if evidence of paid-to-date local taxes cannot be made available, or if the sign alters the standard design of such vehicle or trailer. A parking permit sticker, inspection sticker, regulatory permit or bumper sticker attached to a motor vehicle shall not be considered a sign.
- (BB) *Neon sign.* Any sign containing exposed tubes filled with light-emitting gas or a sign giving the appearance of being a neon sign.
- (CC) *Nonconforming sign.* Any sign which was lawfully erected in compliance with applicable regulations of the City and maintained prior to the effective date of this chapter of the zoning ordinance and which fails to conform to current standards and restrictions of the zoning ordinance.
- (DD) *Pole sign.* Any freestanding sign taller than **6 feet** that is mounted on one (1) or more visible, ground-mounted poles. A flag, as defined by 9-102(N), on an affixed to a pole is not a pole sign.
- (EE) *Portable sign.* Any temporary sign not affixed to a building, structure, vehicle or the ground and which can easily be picked up and moved to another location without the use of machinery.
- (FF) *Projecting sign.* Any sign, other than a wall, awning or marquee sign, affixed to a building and supported only by the wall on which it is mounted. A projecting sign has a sign face that is not flat to the wall on which it is mounted and has two sides and can have messages on each side.
- (GG) *Public area.* Any public place, public right-of-way, any parking area or right-of-way open to use by the general public, or any navigable body of water.

- (HH) *Public Art*. Items expressing creative skill or imagination in a visual form, such as painting or sculpture, which are intended to beautify or provide aesthetic influences to public areas or areas which are visible from the public realm.
- (II) *Roof line*. A line composed of the highest points of the roof of a building or structure not to include mechanical penthouses or other structures attached to or erected on such roof.
- (JJ) *Roof sign*. Any sign erected on or affixed to a building or structure which extends, in whole or in part, above the roof line or the eaves or bottom edge of the roof.
- (KK) *Sign*. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, or any navigable body of water which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving words, letters, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images. The term does not include flags of any nation, state, or other geopolitical entity not related to a commercial business, product or service. The term also does not include public art, architectural elements incorporated into the style or function of a building, or The term “sign” also does not include the display of merchandise for sale on the site of the display.
- (LL) *Sign face*. The portion of a sign structure bearing the message.
- (MM) *Sign structure*. Any structure supporting or bearing a sign face.
- (NN) *Temporary sign*. Any sign intended to be displayed for a short time period based on a property condition. All temporary signs are not illuminated. Unless a different time period is specified, a temporary sign may not be displayed for more than 120 continuous days, and there must be a 30-day interruption between postings of temporary signs.
- (OO) *Wall Sign*. Any sign attached to a wall or painted on or against a flat vertical surface of a structure.
- (PP) *Window sign*. Any sign visible from outside a building and visible through any window or door and attached to or within four (4) feet in front of or behind the surface of a window or door.

9-103 – Sign Approval.

- (A) Approval Required.
 - (1) No sign, marquee or awning may be erected, displayed, constructed, reconstructed or altered unless it complies with the Uniform Statewide Building Code. Compliance may require that, in addition to the permits required by any other section of this ordinance, a permit or permits be obtained from the building code official.
 - (2) Application for a permit shall be made on forms furnished by the building code official.
 - (3) The Department of Planning and Zoning shall review each sign application except as noted in 9-103(B) below, for compliance with this Article IX.
- (B) Zoning Approval not required. In all zones, except property within the Old and Historic Alexandria or the Parker-Gray Districts, the following signs are permitted without zoning approval if the sign is allowed in the zone pursuant to

Section 9-200 herein, however nothing in this section shall relieve the installer of the requirement to obtain applicable permissions pertaining to the building code in use by the City of Alexandria:

- (1) Signs erected by a governmental body or required by law.
 - (2) Flags as allowed within each zone.
 - (3) The changing of messages on and/or maintenance of an existing sign, except that repair of a nonconforming sign must comply with 9-402.
 - (4) Temporary signs as allowed within each zone.
 - (5) Not more than two minor signs per property as allowed within each zone. Additional minor signs are permitted in certain districts with approval.
 - (6) Pavement markings on an area of property where traffic management is necessary.
- (C) *Coordinated Sign Special Use Permit.* Comprehensive sign plans may be approved by special use permit in a CDD/Coordinated Development District or in a unified development more than three acres in size, which contains more than one building, more than one parcel or private streets. The comprehensive sign plan shall establish the time, manner, and placement of signs, frequency of message changes, the materials, the hours of lighting, the height of signs, the total number of square feet of sign surface, and the number of signs to be placed on a site. Height of signs shall not be modified above the height permitted in the Zoning Ordinance. The applicant for a Coordinated Sign Special Use Permit shall submit a statement of justification for such program in addition to information which describes the number, location, size, height, clearance, color, material, type of illumination, if applicable, of all proposed signs within the program. A proposed coordinated sign program may be approved if council finds that it provides the same or greater benefits to the public as the sign regulations otherwise applicable.
- (D) *Waiver of requirement by special use permit.* A special use permit may be obtained pursuant to Section 11-500, which authorizes the provision of signage otherwise not permitted by this Article IX, subject to the following:
- (1) The special use permit applicant shall demonstrate that the proposed signage would correspond with the intent of this Article IX; and
 - (2) City Council finds that:
 - a. the proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations;
 - b. the proposed signage will not have an adverse impact on the nearby neighborhood, and
 - c. the signs comply with the applicable standards for approval of a Special Use Permit set forth in section 11-504.

9-104 Prohibited signs

In addition to signs prohibited elsewhere in the zoning ordinance, City Code or by applicable state or federal law, the following signs are prohibited in all Zones:

- (A) General prohibitions.
- (1) Signs displayed without complying with all applicable regulations of this chapter or that violate any city, state or federal law.

- (2) Signs simulating, or which are likely to be confused with, a traffic control sign or any other sign displayed by a public authority. Any such sign is subject to immediate removal and disposal by an authorized city official as a nuisance.
- (B) Prohibitions based on materials.
- (1) Animated signs. This subsection does not apply to flags expressly permitted under this article.
 - (2) Flashing signs.
 - (3) Moving or Windblown Signs.
 - (4) Mobile Signs.
 - (5) Signs that emit smoke, flame, scent, mist, aerosol, bubbles, liquid or gas.
 - (6) Signs that emit sound.
 - (7) Any electronic sign or Digital Text and Graphic Sign. This section does not apply to signs specifically required by Section 9-7-7 of the City Code.
 - (8) Pole signs.
 - (9) Signs which utilize a spotlight or other device which projects a beam of light in the direction of any street, road, highway, alley or parking area so that it may be seen by the operator of a motor vehicle when the vehicle is not parked.
 - (10) Illuminated signs located higher than 35 feet above grade unless the building is located within 2,000 feet of and the sign is facing Interstate 95 (the Capital Beltway) or unless a special use permit is approved after a finding that the sign meets the following criteria:
 - a) Only one sign per building is permitted;
 - b) The building may not be located within, or on the borders of, the Old and Historic Alexandria or Parker-Gray Districts;
 - c) The sign must meet any applicable design guidelines and follow any additional applicable process for approval;
 - d) The sign must be appropriate in scale, design and color and compatible with the building;
 - e) The sign may not be a neon sign;
 - f) The sign shall be subject to such conditions as the SUP may impose to ensure that the sign functions without glare or disturbance with nearby uses, including those rules which may alter, modify or supersede the rule stated in section 9-105(A)(2) with regard to the lighting not operating between 10:30 pm and 6:30 a.m.; and;
 - g) No sign may face the George Washington Memorial Parkway, and only minimum facade lighting facing the Parkway is allowed.
 - h) The sign shall be wall mounted.
 - (11) Portable Signs. This subsection does not apply to A-frame signs allowed herein.
 - (12) Billboards.
 - (13) Internally Illuminated Translucent Rectangular Panel Signs: Signs that use a lightbox configuration where a light fixture is inside a rectangular box with the front surface consisting of a translucent panel on which information is displayed. This prohibition does not apply to channel

lettering signs that use individual light boxes shaped like discrete letters or symbols.

(C) Prohibitions based on location.

- (1) Signs erected on public land other than 1) those approved by the City Manager or his or her designee in writing, 2) those where an ordinance authorizing such encroachment has been enacted by city council, 3) those authorized by law without such approval, or 4) those permitted under Virginia Code § 24.2-310 E. Any sign not so authorized is subject to immediate removal and disposal by any authorized official. Removal of the sign under this provision does not preclude prosecution of the person responsible for the sign.
- (2) Roof Signs.
- (3) Any sign that obstructs free or clear vision, or otherwise causes a safety hazard for vehicular, bicycle, or pedestrian traffic due to its location.
- (4) Signs affixed to certain property. No temporary sign may be painted, marked, written, posted or displayed on, or otherwise affixed to, any private street sign, bus stop sign or traffic sign, sidewalk, crosswalk, curb, curbstone, street, lamp post, hydrant, railroad trestle, electric light or power pole or telephone pole or wire appurtenance thereof, fixture of the fire alarm system, drinking fountain, natural features such as trees, shrubs, rocks or tree stakes or guards.

9-105 – Standards and removal.

(A) Standards

(1) *Maintenance.*

(a) All signs, marquees and awnings shall be maintained at all times in a safe structural condition and in a neat and clean condition, and shall be kept free from defective or missing parts or peeling paint.

(b) The building official may find cause to have signs removed or repaired immediately without written notice any sign which, in his or her opinion, has become insecure, in danger of falling, or otherwise unsafe, and, as such, presents an immediate threat to the safety of the public. If such action is necessary to render a sign safe, the cost of such emergency removal or repair shall be at the expense of the owner or lessee thereof as provided in the Uniform Statewide Building Code.

(2) *Illumination.*

(a) Lighted signs facing and in close proximity to a residential zone shall not be illuminated between 10:30 p.m. and 6:30 a.m.

(b) Such signs shall be constructed so that the lighting elements are shielded from view of the residential zone by nontransparent or translucent material or other means designed to eliminate glare.

(c) Illumination is prohibited for all temporary signs.

(d) Internal illumination is prohibited for rectangular panel signs, in accordance with Section 9-104 (B) (13)

(e) Illuminated Signs higher than 35 feet are subject to Section 9-104 (B) (10)

- (3) *Reflection.* No sign shall contain any reflective device.
 - (4) *Non-commercial Sign Substitution.* Wherever this Article permits a sign with commercial content, non-commercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height and construction.
 - (5) All free standing signs must comply with all applicable vision clearance requirements in 7-801 of the Zoning Ordinance.
- (B) Removal.
- (1) Whenever the use of a building or structure or real property is discontinued, all signs pertaining to that use which were previously erected or displayed shall be removed within 30 days of the discontinuance of the use.
 - (2) Irrespective of any continued use or any discontinuance in use of a building or structure, a supporting standard or structure for a sign shall be removed if the standard or structure is not occupied by a sign permitted by this ordinance for a continuous period of one year.
 - (3) It shall be the responsibility of the owner of the building, structure, or real property to accomplish the removal. If, after written notice to the owner from the director, such signs or supporting standards or structures are not removed within ten days of the notice, the city manager shall cause the removal and charge the cost to the owner.

9-106 - Computation of sign area.

The area of a sign is the sum of the areas within rectangular lines inscribed around each separate word, symbol or pictorial element on the face of a sign, and the height of a sign shall be measured to include the sign and supporting apparatus for any freestanding sign; provided that:

- (A) The area of a sign, or any portion thereof, having a distinctive or ornamental border shall include both the area enclosed by the border, and the area enclosed within the border.
- (B) The area of a sign, or any portion thereof, having a distinctive or ornamental background, which sets the background apart from a larger surface so that it forms an integral part or element of the sign, shall include the area of the background.
- (C) The area of a freestanding sign, or any portion thereof, having a background which extends beyond the words, symbols or pictorial elements thereof shall include the area of the background including the base for monument signs.
- (D) If any portion of the words, symbols or pictorial elements of a sign extends beyond a border or background or has no border or background, the area of that portion of the sign shall be the area of a rectangle inscribed around it.
- (E) The area of a marquee, or any panel thereof, which specifically provides a background for a sign shall be included in the area of the sign.
- (F) The area of any sign hung, placed, painted or displayed on a marquee or awning shall be included in determining the total area of signs erected or displayed.
- (G) The area of a double-face sign shall be considered to be the area of the one face having the larger area.

Sec. 9-200 Sign Regulations by Zoning District

9-201 – Residential district signs.

(A) Except as otherwise prohibited in this Article, the following signs are permitted as accessory to residential uses in the following residential districts.

(1) In the R-20, R-12, R-8, R-5, R-2-5, RB, RM, RS, RT, POS, and WPR Zones the following regulations shall apply:

a. On property used for residential purposes only the following signs are permitted:

i. *Flags:*

1. *Number and Size Limits:* One flag per twenty (20) feet (or portion thereof) of lot width to a maximum of three (3) flags per property with a maximum size of 16 square feet for each flag.

2. *Mounting and Installation Regulations:* Freestanding flags may only be less than 25 feet in height. Wall mounted flags may only be on a projecting pole no longer than six (6) feet or mounted flat against the wall or on a window provided that the flag does not cover more than 20 percent of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.

ii. *Temporary Signs:*

1. Number, Size and Time Limits for each dwelling unit on a lot:

a. Signage with a total area of no more than ten (10) square feet, however no single sign is permitted to be larger than four (4) square feet.

b. One (1) sign or combination of signs with a total area of no more than seven (7) square feet in area on any property for sale or rent during the time the property is actively marketed and advertised for sale or actively marketed and advertised for rent.

2. *Mounting and Installation Regulations:* Signs may be ground mounted, wall mounted, or displayed within a window, provided that it does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. Freestanding signs may only be less than forty two (42) inches in height, but for properties that are actively marketed and advertised for sale, the sign permitted in subsection 1.b above can have a height that shall not exceed six (6) feet.

iii. *Permanent Signs:*

1. *Minor Signs:*

- a. Number and Size Limits: Maximum of two (2) signs per property per street frontage with a maximum size of one (1) square foot for each sign.
 - b. Mounting and Installation Regulations: Freestanding minor signs may only be less than thirty six (36) inches in height. Wall mounted signs may only be mounted flat against the wall.
- 2. Signs at the entrance to a neighborhood:
 - a. Number and Size Limits: One permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of 24 square feet for each sign.
 - b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign that shall not exceed (6) feet in height.
- 3. Signs painted on the curb:
 - a. Number and Size Limits: One permanent sign is permitted per property with a maximum size of one-half (0.5) square foot.
 - b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.
- 4. Additional signs at a multifamily property in the RB Zone:
 - a. Number and Size Limits: One permanent sign is permitted per multi-family property to be located at each of the property's street frontages with a maximum size of 40 square feet for each sign if wall mounted or 32 square feet if free standing.
 - b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If freestanding, the sign shall be installed as a monument sign less than six feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.
- b. On property used for non-residential purposes:

- i. Flags:
 - 1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width to a maximum of maximum of five (5) flags per property with a maximum size of twenty four (24) square feet for each flag. Freestanding flags may only be attached to a pole less than thirty five (35) feet in height.
 - 2. Mounting and Installation Regulations: Wall mounted flags may only be on a projecting pole no longer than six (6) feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.
- ii. Temporary Signs:
 - 1. Number, Size and Time Limits:
 - a. Signage with a total area of no more than thirty (30) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.
 - b. One sign or combination of signs with no more than seven (7) square feet in area on any property for sale or rent during the time the property is actively marketed and advertised for sale or actively marketed and advertised for rent. Such sign, if freestanding, shall not exceed six (6) feet in height.
 - 2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs may only be less than five (5) feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than twenty percent (20%) of the glazing area of the window where it is installed.
- iii. Permanent Signs:
 - 1. Minor Signs:
 - a. Number and Size Limits: A maximum of five (5) signs per property for each street frontage per 100 feet of lot width with a maximum size of one (1) square foot for each sign.
 - b. Mounting and Installation Regulations: Freestanding minor signs may only be less than thirty six (36) inches in height. Wall mounted

minor signs may only be mounted flat against the wall.

2. Signs at locations within ten (10) feet of the curb edge of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:
 - a. Number and Size Limits: A maximum of one sign is permitted facing each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.
 - b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.
3. Signs along property's street frontage:
 - a. Number and Size Limits: A maximum of one sign with a maximum size of 40 square feet for each sign is permitted if wall mounted or 32 square feet if free standing at each property street frontage.
 - b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If freestanding, the sign shall be installed as a monument sign less than six feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.
4. Signs painted on the curb:
 - a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.
 - b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb.
5. Signs at the entrance to a neighborhood:
 - a. Number and Size Limits: One permanent sign is permitted per entrance to a distinguishable

neighborhood with a maximum size of twenty four (24) square feet for each sign.

- b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than six feet in height.

(2) In the RA, RC, RCX, and RD Zones the following regulations shall apply:

- a. On property used for residential purposes only the following signs are permitted:

- i. Flags:

- 1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of 18 square feet per flag.
 - 2. Mounting and Installation Regulations: Freestanding flags may only be less than thirty five (35) feet in height. Wall mounted flags may only be on a projecting pole no longer than six feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.

- ii. Temporary Signs:

- 1. Number, Size and Time Limits: Signage with a total area of no more than forty (40) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.
 - 2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs shall not exceed six (6) feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than twenty percent (20%) of the glazing area of the window where it is installed.

- iii. Permanent Signs:

- 1. Minor Signs:

- a. Number and Size Limits: Maximum of five signs per lot with a maximum size of one square foot per sign.
 - b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted signs may only be mounted flat against the wall.

- 2. Signs at the entrance to a neighborhood:

- a. Number and Size Limits: One permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of twenty four (24) square feet for each sign.
 - b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than six feet in height.
- 3. Signs painted on the curb:
 - a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.
 - b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.
- 4. Signs at locations within ten (10) feet of the curb edge of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:
 - a. Number and Size Limits: A maximum of one sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.
 - b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.
- 5. Signs along a multi-family property's street frontage:
 - a. Number and Size Limits: Signage with a total area of no more than sixty (60) square feet per property frontage, however no single wall mounted sign is permitted to be larger than forty (40) square feet, and no freestanding sign is permitted to be larger than thirty-two (32) square feet.
 - b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign that shall

not exceed six (6) feet in height, and shall be setback at least ten (10) feet from the front lot line.

b. On property used for mixed use or non-residential purposes:

i. Flags:

1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of eighteen (18) square feet per flag. The area used for flags shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-201.A(2)b.iii.6.
2. Mounting and Installation Regulations: Freestanding flags may only be attached to a pole less than thirty five (35) feet in height. Wall mounted flags may only be on a projecting pole no longer than six (6) feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.

ii. Temporary Signs:

1. Number, Size and Time Limits: Signage with a total area of no more than forty (40) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.
2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs may only be less than five (5) feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than twenty percent (20%) of the glazing area of the window where it is installed.

iii. Permanent Signs:

1. Minor Signs:

- a. Number and Size Limits: Maximum of five (5) signs per property for each street frontage per 100 feet of lot width with a maximum size of one (1) square foot for each sign.
- b. Mounting and Installation Regulations: Freestanding minor signs may only be less than thirty six (36) inches in height. Wall mounted signs may only be mounted flat against the wall.

2. Signs at the entrance to a neighborhood:

- a. Number and Size Limits: One permanent sign is permitted per entrance to a distinguishable

- neighborhood with a maximum size of twenty four (24) square feet for each sign.
- b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign that shall not exceed six (6) feet in height.
- 3. Signs painted on the curb:
 - a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.
 - b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.
 - 4. Signs at locations within ten (10) feet of the curb edge of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:
 - a. Number and Size Limits: A maximum of one (1) sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.
 - b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.
 - 5. Signs along a multi-family or non-residential property's street frontage:
 - a. Number and Size Limits: Signage with a total area of no more than sixty (60) square feet per property frontage, however no single wall mounted sign is permitted to be larger than forty (40) square feet, and no freestanding sign is permitted to be larger than thirty-two (32) square feet.
 - b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign that shall not exceed (6) feet in height, and shall be

setback at least ten (10) feet from the front lot line.

6. Wall signs at the entrance to a non-residential building or part of a building:
 - a. Number and Size Limits: A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted.
 - b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign. Such signs may also be mounted on an awning or marquee. Marquees and awnings are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.
7. Projecting signs at the entrance to a non-residential building or part of a building:
 - a. Number and Size Limits: The total area of all signage on the building shall be sixteen (16) square feet. The area allowed for this signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-201.A(2)b.iii.6.
 - b. Mounting and Installation Regulations: Such signs shall be wall mounted. Such sign shall not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight (8) feet above a sidewalk or parking area and at least fourteen and a half (14.5) feet above an alley. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign to the top of the sign. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.

Sec. 9-202 – Commercial, Special, Overlay, and Mixed Use district signs.

(A) *Generally.* Except as provided otherwise in this Article, the following signs are permitted as accessory uses in the CC, CD, CDX, CG, CL, CR, CSL, KR, NR, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), OCM (100), CDD, and W-1 Zones.

i. Flags:

1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of twenty four (24) square feet for each flag. The area used for flags shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.a or b or in Sections 9-201 (A) iii.6 or iii.7.
2. Mounting and Installation Regulations: Freestanding flags may only be attached to a pole less than thirty five (35) feet in height. Wall mounted flags may only be on a projecting pole no longer than six (6) feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.

ii. Temporary Signs:

1. Number, Size and Time Limits:

- a. A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted per frontage on a street, alley, or parking lot only when located on property where a building permit is active. Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. The area allowed for this temporary signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or iii.7.
- b. A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted per frontage on a street, alley, or parking lot only when located on property is actively marketed and advertised for sale or actively marketed and advertised for rent. The area allowed for this temporary signage shall be deducted from area allowed for permanent wall signage or other

temporary wall signage, as permitted in Section 9-202 (A) ii.1.a or in Sections 9-201 (A) iii.6 or iii.7.

- c. One (1) sign with a maximum size of the lesser of twenty (20) feet, one-half square feet for each linear foot of building width for the wall on which the sign is mounted, or one hundred (100) square feet. The maximum period for this sign is sixty (60) days per six month period of a year.

2. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign to the top of the sign. On a vacant lot, such sign can be freestanding, but shall have a height no greater than six (6) feet and an area no greater than 40 square feet.

iii. Permanent Signs:

1. Minor Signs only permitted in the CC, CG, CR, CSL, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), and OCM (100) Zones, but not permitted in the CD, CDX, CL, KR, NR, or W-1 zones:
 - a. Number and Size Limits: Maximum of five (5) signs per property for each street frontage per 100 feet of lot width with a maximum size of one (1) square foot for each sign.
 - b. Mounting and Installation Regulations: Freestanding minor signs may only be less than thirty six (36) inches in height. Wall mounted signs may only be mounted flat against the wall.
2. Signs at the entrance to a neighborhood:
 - a. Number and Size Limits: One permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of twenty four (24) square feet for each sign.
 - b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign that shall not exceed six (6) feet in height.
3. Signs painted on the curb:
 - a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.
 - b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.
4. Signs at locations within ten (10) feet of the curb edge of a parking lot or driveway only at intersections or areas where

motor vehicles or pedestrians would need to turn or change their course of travel:

- a. Number and Size Limits: A maximum of one (1) sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.
 - b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.
5. Freestanding signs at a property's street frontage:
- a. Number and Size Limits:
 - i. At a lot containing no more than two businesses, a maximum of one freestanding sign is permitted with a maximum area of thirty-two (32) square feet and a maximum height of six (6) feet above grade to the top of the sign.
 - ii. At a lot containing three or more businesses, a maximum of one freestanding sign is permitted with a maximum area of forty (40) square feet and a maximum height of six (6) feet above grade to the top of the sign.
 - iii. A lot with a width of more than two hundred (200) feet at the front lot line may contain two (2) freestanding signs in compliance with either (i) or (ii) above.
 - iv. When the street frontage of a lot is in excess of three hundred (300) feet, the number of signs and allowable sign area may be increased with a special use permit.
 - b. Mounting and Installation Regulations: Freestanding installation shall only be permitted on a lot with a width of at least one hundred (100) feet at the front lot line and only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign, and it shall be setback at least ten (10) feet from the front lot line. A freestanding sign shall have no more than two faces and shall be double faced back to back only. No signs other than those indicated on the sign application shall be attached to a freestanding sign.
6. Wall signs:

- a. Number and Size Limits: The total area of all signs displayed on a building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area.
 - b. Mounting and Installation Regulations: Such signs shall be wall mounted and may only be mounted flat against the wall. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign. Such signs may be mounted on an awning or marquee. Marquees and awnings are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.
7. Wall signs higher than twenty (20) feet above grade on a multi-story building:
- a. Number and Size Limits: The total area of all signs displayed on a building wall higher than 20 feet above grade on a multi-story building which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area.
 - b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. No part of this sign is permitted to be lower than twenty (20) feet above grade measured from the location immediately below the sign.
8. Projecting signs at the entrance to a non-residential building or non-residential part of a building:
- a. Number and Size Limits: The total area of all signage on the building shall be sixteen (16) square feet. The area allowed for this signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or iii.7.
 - b. Mounting and Installation Regulations: Such signs shall be wall mounted. Such sign shall not project more than four (4) feet from the building wall or within one (1) foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least Fourteen and a half (14.5) feet above an alley. Such sign cannot be higher than twenty (20) feet above grade measured

from the location immediately below the sign. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.

9. Projecting signs higher than twenty (20) feet above grade on a multi-story building:

- a. Number and Size Limits: The total area of all signage on the building shall be twenty-four (24) square feet. The area allowed for this signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or iii.7.
- b. Mounting and Installation Regulations: Such signs shall be wall mounted. Such sign shall not project more than four (4) feet from the building wall or within one (1) foot of an established curb line. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized. No part of this sign is permitted to be lower than twenty (20) feet above grade measured from the location immediately below the sign.
- iv. Any sign larger than one hundred (100) square feet in area shall have each letter or symbol installed as a separately mounted unit. No sign that measures one hundred (100) square feet or larger shall consist of an individual panel.
- v. Size and location limitations. Signs permitted within a commercial zone under section 9-202(A) may be displayed on any building wall which faces a street, alley or parking area or may be freestanding signs, and shall comply with the provisions herein.
- vi. Marquees and awnings. Marquees and awnings may be used as a sign background.

(B) *Window signs.* The total area of window signs, in any one window shall not exceed twenty (20) percent of the glazing area of the window where it is installed. The total area of window signs shall be included in determining the total area of signs erected or displayed on the wall that contains the window.

(C) *A-frame signs on the property of individual businesses.* Notwithstanding any provision to the contrary in this ordinance, A-frame signs are permitted on private property in commercial districts that are not within the Parker-Gray District or the Old and Historic Alexandria District subject to compliance with the following standards:

(1) Location. An A-Frame Sign shall only be located:

- a. on the property of the owner of the sign;

- b. outside of a minimum lateral walkway clearance of five (5) feet for pedestrian travel;
 - c. within fifteen (15) feet of the front facade of the building;
 - d. not encroaching in the line of vision clearance for motor vehicles; and
 - e. a minimum of fifteen feet from any driveway or roadway intersection.
- (2) Number. A maximum of one (1) sign is permitted per business.
- (3) Size. Signs may not exceed forty two (42) inches in height and twenty four (24) inches in width.
- (4) Pedestrian safety. Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian throughway along the walkways, crossing of streets or parking areas, entry and alighting from cars and buses, and access to curb ramps.
- (5) Temporary. All signs, including installation materials, shall be temporary and shall be readily removable without any damage to the pavement or ground surface.
- (6) Time Limits. A-Frame sign is permitted outdoors only during operating hours of the establishment where the sign is located.
- (7) Materials and Design.
 - a. Only high quality, durable materials shall be used, such as slate, marker board, stainless steel, aluminum, aluminum composite, laminate plastic or medium density overlay plywood painted with enamel paint.
 - b. Illumination is prohibited.
 - c. Braces are required to ensure that the sign legs remain adequately spread to prevent it from falling.
 - d. The sign shall be a minimum weight of twenty (20) pounds properly balanced to ensure that it would not blow away in the wind.
- (8) Compliance with law. All signs shall comply with all applicable city, state and federal laws and regulations.

9-203 – Industrial district signs.

(A) *Generally.* In the I and UT zones, any sign, marquee and awning permitted in a commercial zone under section 9-202 may be erected or displayed so long as it complies with all other applicable requirements of this Article IX; provided, that the total area of any signs in an industrial or utility zone which face real property in a commercial, industrial or utility zone may exceed the area allowed in section 9-202 by up to 50 percent.

(B) *Window signs.* Window signs are permitted up to twenty percent (20%) of the glazing area of a window and count toward the maximum square footage of wall signs permitted. Window signs are permitted only on the first floor of a building unless the applicant only has business operations located on an upper floor where the window sign is to be displayed.

9-204 – Signs Permitted in All Zones.

(A) Additional temporary signs no larger than the largest temporary sign allowed on the property pursuant to Section 9-200 are permitted on any property with the permission

of the property owner for no more than ninety (90) days, and there shall be a 30-day interruption between posting periods for temporary signs in this section.

Sec. 9-300 Signs within the Old and Historic Alexandria, Parker-Gray and 100 Year Old Building Districts

9-301 - Review required.

(A) Certificate of appropriateness. A certificate of appropriateness from the appropriate board of architectural review is required for the following signs when subject to view from a public street or place and affixed to a building or structure located in or otherwise displayed within the Old and Historic Alexandria District or the Parker-Gray District or when affixed to or displayed on a 100-year-old building designated by city council under section 11-300:

(1) Any sign, marquee or awning permanently affixed or displayed, subject to the exemptions in section 9-301(B); or

(B) Exemptions. The following signs shall not be subject to the requirement of section 9-301(A):

(1) Any non-illuminated window sign per building that is less than four feet in area;

(2) Signs for which administrative approval is available pursuant to sections 10-113 and 10-213;

(3) Temporary Signs as follows: One sign, no more than six (6) square feet. Such sign may be freestanding, wall mounted, or inserted within a window, provided that it does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. Freestanding temporary signs shall not exceed six (6) feet in height. If signs are being installed on a brick surface the installation should not damage the brick, and the sign should be anchored into the mortar joints.

(C) Compliance required. Any sign, marquee or awning required to obtain a certificate of appropriateness under section 9-301(A) and any sign identified in section 9-301(B) may be erected or displayed only if authorized by and in compliance with all other applicable requirements of this Article IX.

(D) Grandfathered signs. Any sign, marquee or awning legally erected or displayed within the Old and Historic Alexandria District on or before January 12, 1976, or within the Parker-Gray District on or before November 16, 1985, or on a lot or building listed under section 10-300 on or before the date of such listing may continue to be displayed and may be repainted with the same text, colors and design or repaired without a certificate of appropriateness; provided, that a certificate of appropriateness shall be required before any such sign, marquee or awning is altered, rebuilt or moved to a new location.

(E) Freestanding signs. One freestanding sign may be permitted on any property zoned commercial if the area of the sign is no greater than six square feet and if the sign is approved by the board of architectural review.

(F) Prohibited signs. Notwithstanding the provisions of section 9-301(E), no sign advertising a business, which sign is within 200 feet of and visible from Washington Street, shall be permitted unless it is attached to a building in which the business being advertised is conducted, or unless it is the minimum signage necessary to comply with section 9-7-7 of the city code.

Sec. 9-400 Administration and Enforcement

9-401 - Reserved

9-402 - Nonconforming signs.

- (A) Signs lawfully in existence on the effective date of this chapter or prior ordinances, which do not conform with the provisions of this article, and signs which are accessory to a nonconforming use shall be deemed to be nonconforming signs and may remain except as qualified below. The burden of establishing nonconforming status of signs and of the physical characteristics/location of such signs shall be that of the owner of the property. Upon notice from the zoning administrator, a property owner shall submit verification that sign(s) were lawfully existing at time of erection. Failure to provide such verification shall be cause for order to remove sign(s) or bring sign(s) into compliance with the current ordinance.
- (B) No nonconforming sign shall be enlarged nor shall any feature of a nonconforming sign, such as illumination, be increased.
- (C) Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign other than a pole sign. Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner, except a sign face may be changed so long as the new face is equal to or reduced in height and/or sign area. Nonconforming pole signs shall be removed within seven (7) years of the **[date of adoption]**.
- (D) No nonconforming sign shall be moved for any distance on the same lot or to any other lot unless such change in location will make the sign conform in all respects to the provisions of this article.
- (E) A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding fifty (50) percent of its area may be restored within two (2) years after such destruction or damage but shall not be enlarged in any manner. If such sign is so destroyed or damaged to an extent exceeding fifty (50) percent, it shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this article.
- (F) A nonconforming sign which is changed to becoming conforming or is replaced by a conforming sign shall no longer be deemed nonconforming, and thereafter such sign shall be in accordance with the provisions of this article.

Attachment #2

Amendments to the sign regulations for the NR (Arlandria) zone to remove content-related restrictions

4-1410 - Signs.

Storefront signs should contribute to the overall look and theme of the neighborhood and be compatible with the architecture style and details of the building. Signs should be attractive, ~~clearly identifying the business~~, uncluttered, and not overpowering to the building facade.

The sign provisions of article IX shall generally apply; however, notwithstanding any conflicting provisions in article IX, the following are applicable in the NR zone:

(A) The design of signs shall be incorporated into the overall design of the structure and the site, consistent with the following principles identified in the currently adopted Mount Vernon Avenue Design Guidelines as determined by the director of planning and zoning:

- (1) Simple, readable signs that incorporate the name "Arlandria," or its Spanish equivalent, and theme of "family" are strongly encouraged. Signs consisting of individual letters mounted to the building facade are encouraged;
- (2) Signs should be centered on the building facade, or over the entrance door to the business;
- (3) Unique, creative signs are strongly encouraged;
- (4) Sign materials shall include durable wood, painted plastics, metals, or pre-fabricated pin mounted letters;
- (5) Signs projecting from the building wall at a 90 degree angle are encouraged to identify a business to pedestrians on the sidewalk, or to those traveling parallel to the storefront;
- (6) Internally lit plastic box signs or flashing signs are prohibited;
- (7) Where a building includes multiple commercial units, the sign for each unit should be of uniform character and location;
- (8) Awnings are strongly encouraged and should be designed to coordinate with the design of the building and any other awnings along the same block face. Any sign located on an awning shall be fixed flat to the surface, and shall be non-illuminated ~~and shall indicate only the name and/or address of the establishment.~~

(B) In order to retain the existing noncomplying roof signs that provide uniqueness and a sense of history in Arlandria, the following provision applies as specified:

- (1) Roof-mounted signs, existing as of January 1, 2003, shall be permitted to remain; however, no enlargement or relocation of those signs shall be permitted. Routine maintenance of the signs and structural repairs as necessary to maintain the integrity of the signs shall be permitted. Limited alteration to allow a name change for the business shall be permitted so long as the new lettering is the same type style, size, scale and theme as the existing lettering. No alteration of the structure is permitted.

(C) Notwithstanding the provisions of section 9-104(F) of the zoning ordinance, vertical banners may be installed on the light poles located in the public right-of-way as a coordinated banner program subject to review and approval by the director of planning and zoning. Banners shall be coordinated to promote a unified identity for Arlandria, an upcoming event or season, but shall not identify or promote individual businesses or products. Such banners shall be securely affixed at the top and bottom so as to preclude any fluttering or rotation by the movement of the atmosphere;

(D) Umbrellas displayed in conjunction with outdoor dining areas **must be free of any advertising or wording** ~~may display only the name of the restaurant on the fabric of the umbrella. No other businesses or product names shall be displayed on the umbrella;~~

(E) Free standing signs are hereby prohibited; however, one ground mounted, monument style center identification sign may be permitted on sites developed with shopping centers that have more than 20,000 square feet of lot area. The total area of shopping center identification signs shall not exceed 50 square feet with a maximum height of 8 feet. The center identification sign shall display only the name and address of the center. No other ground-mounted signs shall be permitted.

Attachment #3

Amendment to Sec. 9-7-7 - Display of prices on signs; enforcement; penalty.

(a) Each gasoline supplier shall provide and each retail dealer shall maintain and display publicly ~~at least six feet above grade or eight feet above a sidewalk, on a post or pole~~ **on-a permitted monument sign that is less than 6 feet in height**, located upon the premises under the control of the retail dealer, price signs that are seen easily from the street and that face both directions of traffic on the nearest public street or way. Such signs shall state the total price per gallon, including all taxes, of no less than two, but no more than three of the motor fuels available at the premises. All figures, including fractions, upon such signs shall be of the same size and shall be block type, and shall be a minimum of eight inches, and a maximum of 12 inches high, with a stroke width of two inches. The figures shall be in black print on a white or light colored background; provided, however, that the city manager, or the designee of the manager, may, on a case-by-case basis, grant a limited variation in such color requirements if he or she finds that the variation will meet the spirit and intent of this section and will provide the same degree of protection to consumers as is afforded by the color scheme specified above. The sign shall be no less than three feet in width and no less than four feet in height, shall be no greater than four feet in width and five feet in height, and shall be only square or rectangular in shape. Such sign shall be counted against the total free-standing sign allowance provided under current zoning ordinances.

(b) Where more than one type (e.g., leaded, unleaded, gasohol or diesel), or one grade (e.g., regular or premium), or a range of grades of motor fuel is offered for sale by the dealer, the type and grade of the motor fuel shall be displayed next to the price charged for that type and grade, with the price for regular gasoline being placed at the top of the sign, followed by the price for unleaded gasoline. Where more than one type of service is provided (e.g., full or self-service), only one set of prices for one of the services offered shall be required to be stated in the signs. Each sign shall state whether its prices are for self-serve or full-serve.

(c) Wherever the figures and fractions used in any price-computing mechanism constituting a part of a motor fuel pump or dispensing device are calibrated on the basis of the metric system (e.g., price per liter rather than price per gallon), there shall be posted on the premises in a place open and convenient to the public a metric-to-gallon price conversion table or equation adopted by the consumer affairs commission. Use of said table or equation to compute the figures and fractions for the price per gallon to be stated in the price signs shall be deemed acceptable for the purposes of this section.

(d) No signs relating to the price of motor fuel or other products sold by any retail dealer shall be posted or displayed on or about the premises which shall violate any provision of the city code, as amended, or law of the state or which shall constitute a traffic or driving hazard, or which shall mislead the public, or in any way tend to constitute a fraud upon the public.

(e) The figures and fractions used in any price-computing mechanism constituting a part of any pump or dispensing device may be set to measure and compute on the basis of price per gallon, half-gallon, metric liter or other measure, so long as it is done in accordance with state and federal law.

(f) No signs stating or relating to the prices of motor fuel, and no signs designed or calculated to cause the public to believe that they state or relate to the price of motor fuel, other than the signs required by this section or referred to in the following section shall be posted or displayed on or about the premises, where motor fuel is sold at retail and within view from any public highway or reservation.

(g)

(1) The provisions of this section may be enforced by the Office of Consumer Affairs of the City of Alexandria pursuant to section 12-7-2 of the city code and by written notice of violation served upon the owner, the owner's duly authorized agent or the manager of the premises where the violation has occurred. Said notice shall require compliance within a specified time period, depending upon the nature and circumstances of the violation, and in no event more than seven calendar days from the date of the notice.

(2) The notice of violation may be served by delivering it in person to one or more of the aforesaid persons, by mailing it by certified mail to one or more of their last known post office addresses, by delivering it to and leaving it in the possession of any person in charge of the premises, or, if such a person is not found upon the premises, by affixing a copy of it in a conspicuous place at the entrance door to the premises. Such procedure shall be deemed the equivalent of personal notice.

(h) Any person who violates a provision of this section and any person who, having been served with a notice of violation, fails to comply with such notice within the time limit therein specified, shall, upon conviction, be punished by a fine of not more than \$100. Each day that any violation is allowed to continue shall constitute a separate and distinct offense. (Code 1963, Sec. 12-19, as amended by Ord. No. 2503, 6/25/80; Ord. No. 3264, 1/23/88, Sec. 1; Ord. No. 3930, 6/14/97, Secs. 2, 4)

Attachment 4								
Summary of Zone Regulation Changes								
Sign type	Old/existing standard and terminology- Residential and Mixed Use Zones	Old/existing standard and terminology- Commercial Zones	New Standard- Residential Uses at low-density Residential Zones (R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones)	New Standard- Non-Residential Uses at low-density Residential Zones (R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones)	New Standard- Residential Uses at high-density Residential Zones (RA, RC, RCX, and RD Zones)	New Standard- Non-Residential Uses at high-density Residential Zones (RA, RC, RCX, and RD Zones)	New Standard Commercial and Mixed Use Zones (CC, CD, CDX, CG, CL, CR, CSL, KR, NR, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), OCM (100), CDD, and W-1 Zones)	Notes/Discussion
Flag	Flags other than than with a symbol of a nation, state, or local government considered a sign. No specific regulations stated	Flags other than than with a symbol of a nation, state, or local government considered a sign. No specific regulations stated	Flags: Up to three based on lot width (1 flag per 20 feet of width) - 16 SF max size	Flags: Up to five based on lot width (1 flag per 20 feet of width) - 24 SF max size	Flags: One flag per 20 feet of width - 18 SF max size	Flags: One flag per 20 feet of width - 18 SF max size. The area used for flags shall be deducted from area allowed for permanent wall signage	Flags: One flag per 20 feet of width - 24 SF max size. The area used for flags shall be deducted from area allowed for permanent wall signage	
Temporary - Contractor/Building Permit	Contractor sign: One sign - 24 SF	Current requirements allow real estate and contractor signs to use the same sign area allowed for wall signs.	Signage with a total area of no more than ten (10) square feet, however no single sign is permitted to be larger than four (4) square feet.	Signage with a total area of no more than thirty (30) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.	Signage with a total area of no more than forty (40) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.	Signage with a total area of no more than forty (40) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.	When a property is under construction, allowable signage is equal to the area allowed for wall signs, but would be deducted from the allowable area used for wall signs	
Temporary - Yard Sale/Misc. Sign	Yard Sale Sign: One sign - 2 SF	Yard Sale Sign: One sign - 2 SF					1 sign with a maximum size of one-half square foot for each linear foot of building width for the wall on which the sign is mounted up to a maximum of one hundred (100) square feet. The maximum period for this sign is sixty (60) days per six month period of a year	This sign would serve to allow for neighborhood notices, real estate agents to post directions to open houses on private property, year-round political statements, etc. Discussion: Is 2 Feet adequate?
Temporary - Real Estate Sign/Property for sale/rent	Real Estate Sign: One sign - 4 SF	Real Estate Sign: One sign - 12 SF					When a property is listed for sale or rent, allowable signage is equal to the area allowed for wall signs, but would be deducted from the allowable area used for wall signs	Need to determine if area allowed for real estate type signage is adequate for industry needs
Convenience/warning/minor signs	Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF; Off-street Parking Sign: Unlimited at parking areas - 4 SF and at entrances/exits - 6 SF	Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF	Minor Sign: 2 signs per frontage - 1 SF	Minor Sign: 5 signs per 100 feet of lot width - 1 SF	Minor Sign: 5 signs per 100 feet of lot width - 1 SF	Minor Sign: 5 signs per 100 feet of lot width - 1 SF	Minor Sign: 5 signs per 100 feet of lot width - 1 SF (not permitted in CD, CDX, CL, KR, NR, or W-1 zones)	
Directional Signs	Directional Signs: Unlimited unless for church (150' spacing) - 6 SF	Directional Signs: Unlimited unless for church (150' spacing) - 6 SF	NA	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	
Subdivison/Neighborhood Signs	Subdivision Sign: 1 Sign - 24 SF	Subdivision Sign: 1 Sign - 24 SF	Sign at entrance to neighborhood: 1 sign per neighborhood - 24 SF, 6' height	Sign at entrance to neighborhood: 1 sign per neighborhood - 24 SF, 6' height	Sign at entrance to neighborhood: 1 sign per neighborhood - 24 SF, 6' height	Sign at entrance to neighborhood: 1 sign per neighborhood - 24 SF, 6' height	Sign at entrance to neighborhood: 1 sign per neighborhood - 24 SF, 6' height	
Signs on curbs	Curb Sign: 1 sign - 0.5 SF	Curb Sign: 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	
Signs for multifamily and non-residential uses in residential zones (churches, schools, etc.)	Multifamily Dwelling Signs: 1 sign - 40 SF; Church Signs: 1 sign - 40 SF; Identification Signs: 1 sign - 24 SF; School Signs: 1 sign per street frontage - SUP required; Ballpark Signs: SUP required - 8' height	NA	At multifamily properties in RB Zone only 1 sign per street frontage - 40 SF (32 SF if freestanding)	sign per street frontage - 40 SF (32 SF if freestanding)	Signage with a total area of no more than sixty (60) square feet per property frontage, however no single wall mounted sign is permitted to be larger than forty (40) square feet, and no freestanding sign is permitted to be larger than thirty-two (32) square feet.	Signage with a total area of no more than sixty (60) square feet per property frontage, however no single wall mounted sign is permitted to be larger than forty (40) square feet, and no freestanding sign is permitted to be larger than thirty-two (32) square feet.	NA	

Sign type	Old/existing standard and terminology- Residential and Mixed Use Zones	Old/existing standard and terminology- Commercial Zones	New Standard- Residential Uses at low-density Residential Zones (R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones)	New Standard- Non-Residential Uses at low-density Residential Zones (R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones)	New Standard- Residential Uses at high-density Residential Zones (RA, RC, RCX, and RD Zones)	New Standard- Non-Residential Uses at high-density Residential Zones (RA, RC, RCX, and RD Zones)	New Standard Commercial and Mixed Use Zones (CC, CD, CDX, CG, CL, CR, CSL, KR, NR, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), OCM (100), CDD, and W-1 Zones)	Notes/Discussion
Business Signs at multi-family buildings that convenience service businesses (groceries, dry cleaners, medical, etc.)	A 'business sign' is presented as a content-based sign type with standards only permitting a wall sign, up to 20' above the ground and with a size limit of 1 SF per linear foot of wall area. All other commercial signage types are permitted, except, because of the 20' height limit, signs above first floor level. The commercial part of a building in a mixed-use zone is required to obtain an SUP for signage.	NA	NA	NA	NA	A sign at the entrance to a non-residential portion of a building is permitted as a wall sign, up to 20' above the ground and with a size limit of 1 SF per linear foot of wall area. All other commercial signage types are permitted, except, because of the 20' height limit, signs above first floor level.	NA	
Temporary Business Additional Signage	The existing temporary business sign regulates content requiring it to stay "opening," "going out of business," or similar statement. It allows additional wall signage area equal to 1/2 of the of the permitted permanent sign area up to 100 square feet for up to 30 days	The existing temporary business sign regulates content requiring it to stay "opening," "going out of business," or similar statement. It allows additional wall signage area equal to 1/2 of the of the permitted permanent sign area up to 100 square feet for up to 30 days	NA	NA	NA	Additional wall signage area equal to 1/2 of the of the permitted permanent sign area up to 100 square feet for to 60 days	Additional wall signage area equal to 1/2 of the of the permitted permanent sign area up to 100 square feet for to 60 days	
Freestanding Commercial signs	1 sign if lot wider than 100 feet, up to 50 SF, up to 25 feet tall if 2 or fewer businesses. 1 sign if lot wider than 100 feet, up to 100 SF, up to 30 feet tall if 3 or more businesses. 2 signs allowed if if lot is wider than 200 feet	1 sign if lot wider than 100 feet, up to 50 SF, up to 25 feet tall if 2 or fewer businesses. 1 sign if lot wider than 100 feet, up to 100 SF, up to 30 feet tall if 3 or more businesses. 2 signs allowed if if lot is wider than 200 feet	NA	NA	NA	NA	1 sign if lot wider than 100 feet, up to 32 SF, up to 6 feet tall if 2 or fewer businesses. 1 sign if lot wider than 100 feet, up to 40 SF, up to 6 feet tall if 3 or more businesses. 2 signs allowed if if lot is wider than 200 feet	
Wall Commercial Signs for 1 story building	NA	1 SF of sign area per linear foot of building width. Top of sign can be no higher than 20 feet	NA	NA	NA	1 SF of sign area per linear foot of building width. Top of sign can be no higher than 20 feet	1 SF of sign area per linear foot of building width. Top of sign can be no higher than 20 feet	
Wall Commercial Signs for multi-story building	1 SF of sign area per linear foot of building width. Top of sign can be no higher than 20 feet. Additional 1 SF of sign area per linear foot of building width for area higher than 20 feet.	1 SF of sign area per linear foot of building width. Top of sign can be no higher than 20 feet. Additional 1 SF of sign area per linear foot of building width for area higher than 20 feet.	NA	NA	NA	NA	1 SF of sign area per linear foot of building width. Top of sign can be no higher than 20 feet. Additional 1 SF of sign area per linear foot of building width for area higher than 20 feet.	
Projecting Commercial signs	Maximum projection is 4 feet from building wall and cannot encroach within one foot of an established curb line. Bottom of the sign: Min 8 feet above a sidewalk or parking area and 14.5 feet above an alley.	Maximum projection is 4 feet from building wall and cannot encroach within one foot of an established curb line. Bottom of the sign: Min 8 feet above a sidewalk or parking area and 14.5 feet above an alley.	NA	NA	NA	Maximum size is 16 SF and top of sign for a sign less than 20 feet above grade. Additional sign permitted up to 24 SF for a sign higher than 20 feet above grade. Maximum projection is 4 feet from building wall and cannot encroach within one foot of an established curb line. Bottom of the sign: Min 8 feet above a sidewalk or parking area and 14.5 feet above an alley.	Maximum size is 16 SF and top of sign for a sign less than 20 feet above grade. Additional sign permitted up to 24 SF for a sign higher than 20 feet above grade. Maximum projection is 4 feet from building wall and cannot encroach within one foot of an established curb line. Bottom of the sign: Min 8 feet above a sidewalk or parking area and 14.5 feet above an alley.	
Window Signs	NA	Maximum of 20 percent of window area, and size is limited by wall signage allowance	NA	NA	NA	NA	Maximum of 20 percent of window area, and size is limited by wall signage allowance	
Movie Theater Signs	NA	Additional signage only for movie theaters	NA	NA	NA	NA	See wall signage allowance	
Valet Parking Signs	NA	Temporary freestanding signs permitted for valet	NA	NA	NA	NA	See A-frame regulations	
A-Frame Signs	NA	NA	NA	NA	NA	NA	Permitted on private property with size and locational limits	

Sign type	Old/existing standard and terminology- Residential and Mixed Use Zones	Old/existing standard and terminology- Commercial Zones	New Standard- Residential Uses at low-density Residential Zones (R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones)	New Standard- Non-Residential Uses at low-density Residential Zones (R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones)	New Standard- Residential Uses at high-density Residential Zones (RA, RC, RCX, and RD Zones)	New Standard- Non-Residential Uses at high-density Residential Zones (RA, RC, RCX, and RD Zones)	New Standard Commercial and Mixed Use Zones (CC, CD, CDX, CG, CL, CR, CSL, KR, NR, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), OCM (100), CDD, and W-1 Zones)	Notes/Discussion	
Industrial Districts	NA	Commercial signs permitted to be 50 percent larger for industrial districts	NA	NA	NA	NA	Commercial signs permitted to be 50 percent larger for industrial districts		
Political Signs	Political signs may be posted on private property with the permission of the property owner or lawful occupant of the property. Such signs shall not exceed the size of the largest sign permitted on such property pursuant to section 9-200.		In all zones, additional temporary signs no larger than the largest temporary sign allowed on the property pursuant to Section 9-200 are permitted on any property with the permission of the property owner for no more than ninety (90) days, and there shall be a 30-day interruption between posting periods for temporary signs in this section.						

Summary of terminology changes						Summary of Signs Exempt from BAR Review		
Terms deleted from definitions & ordinance because they are content-related and no longer used	Major modifications to terms that will continue to be used in the definitions and newly added terms		Newly prohibited signs			Old/existing standard	New Standard	
Apartment Hotel Sign	New A-Frame Sign Definition		spotlight sign visible to someone driving a car			One sign, including a window sign, that is less than one square foot in area per building;	One non-illuminated sign, including a window sign, that is less than one square foot in area per building;	
Ball Park Sign	Awning definition modified to make a clear reference to its signage aspects		rectangular lightbox-type signs					
Business Sign		Signs that emit smoke, flame, scent, mist, aerosol, liquid, or gas.						
Church Sign								
Contractor or subcontractor sign	Billboard definition modified to remove content-related definition and focus on physical design of sign		Pole signs.			Any window sign between one square foot and four feet in area, specially permitted for a temporary period, pursuant to section 9-302, by the city manager;	Any non-illuminated window sign with less than four feet in area	
Convenience Sign			Signs that emit sound or substances (scents, bubbles, etc.).					
Directional Sign	Comprehensive sign plan definition added in correspondence with the					Any unlighted contractor's sign less than 32 square feet in area; AND Any unlighted subcontractor's sign less than eight square feet in area;	One temporary sign that is less than 6 SF in area.	
Home Occupation Sign	SUP-regulated Coordinated Sign Program							
Identification Signs	Digital text and graphic sign definition added as a physical type of sign that may be regulated in the future.							
Multifamily dwelling sign								
Off-street parking sign	Feather sign definition added as a type of windblown sign (not proposed to be a permitted sign)							
Political Sign								
real estate sign	Modified definition of flag to address content neutrality. Signage definition explains which flags are considered signs.							
remote sign								
school sign	Added definition of minor sign, as a specific regulated type of sign that would serve many purposes on properties.					Any unlighted real estate sign less than four square feet in area;		
special advertising								
subdivision sign	Added definition of monument signs, as a specific regulated type of sign that would serve many purposes on properties.							
Warning Sign								
Yard Sale Sign	Definition of windblown sign (a prohibited sign type) is modified to differentiate flags from windblown signs.							
	Public Art Definition is added, as recommended by model code, to differentiate it from signage							
	A new definition was added for the word "sign" based on the Model Ordinance.					Signs for which administrative approval is available pursuant to sections 10-113 and 10-213;	Signs for which administrative approval is available pursuant to sections 10-113 and 10-213;	

	Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS			
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
			9-101 - General Provisions (See Ordinance Text in Attachment 1)	
			9-102 - Definitions.	
	New A-Frame Definition		(A) A-Frame sign. A two-faced sign with supports that are connected at the top and separated at the base, forming an “A” shape. These are also referred to as “sandwich board” signs. They are included in the term “portable sign.”	New definition added as recommended by Ad Hoc Committee
		Animated sign. Any sign, the character or appearance of any element or part of which changes by any device, mechanical, electrical or otherwise.	(C) Animated sign. Any sign, the character or appearance of any element or part of which changes by any device, mechanical, electrical or otherwise, except for digital text and graphic signs.	Unchanged but reference is added for Digital Text and Graphic Signs
Deleted because it is content-related: Apartment Hotel Sign		Apartment hotel sign. Any sign advertising or identifying an apartment hotel.		DELETED
	Awning definition modified to make a clear reference to its signage aspects	Awning. A covering attached to a building or structure, erected in or over a window or door, and usually supported by gravity and a metal frame.	(C.1) <i>Awning</i> . Any permanent or retractable structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather. This structure consists of a flexible material covering attached to and supported by a metal frame.	Modified
	Awning sign definition added for clarity		(D) Awning sign. Any sign attached to and made a part of an awning or any similar projections from a building, with changeable, fixed or both types of lettering in use.	Added definition of awning sign to go with definition for awning.
Deleted because it is content-related: Ball Park Sign		Ballpark sign. Any sign located on the inside of fencing in an enclosed ballfield in a public park.		DELETED
	Banner definition modified to remove references to public rights of way	Banner. Any sign appended on or from a staff, pole, wire, frame or similar support, extending across the entire width of any street, road, highway or alley.	(E) Banner. A temporary sign of flexible material affixed to a framework or flat surface.	Modified
	Billboard definition modified to remove content-related definition and focus on physical design of sign	Billboard. Any sign, in excess of 150 square feet, advertising a person, place, event, product, business or other matter which is remote from the site or property upon which the sign is erected or displayed.	(F) Billboard. Any sign that consists of a single panel surface larger than 100 square feet in size that is installed as an independent structure or is mounted on the side or top of a building, and this sign along with its location is sold, rented, or leased to a user that is not the property’s business owner.	Modified to become content neutral
Deleted because it is content-related: Business Sign		Business sign. Any sign advertising a business conducted within the building or structure, or upon the real property, on which the sign is erected or displayed.		DELETED
Deleted because it is content-related: Church Sign		Church sign. Any bulletin board type of sign erected or displayed on the real property of a church, chapel, temple, synagogue or other place of worship for the display of messages.		DELETED
	Added definition of Building Frontage, since sign area is often measured in comparison with building frontage		(G) Building frontage. The length of the main wall of a building which physically encloses or covers usable space. Said frontage shall be measured at the width of the wall at the height where the sign is mounted.	New definition added
	Chalkboard sign definition added as a physical type of sign that may be regulated in the future.		(H) Chalk-board sign. A single-faced, framed slate, chalk-board, whiteboard, or other material that can be written on with chalk, dry erase or similar markers.	New definition added
Deleted because it is content-related: Contractor or subcontractor sign		Contractor or subcontractor sign. Any sign containing the name and type of work performed by a contractor or subcontractor and erected or displayed on the property upon which building operations are being conducted.		DELETED
Deleted because it is content-related: Convenience Sign		Convenience sign. Any sign indicating the location of or direction to a place or object of public convenience, such as a restroom, telephone, bus stop or public parking area.		DELETED
	Curb Sign definition modified to remove Right of Way reference	Curb sign. Any sign composed of one or more numerals painted on a curb located within a public right-of-way which designates the premises upon which it is located.	(H.1) Curb sign. Any sign painted on a curb.	Modified to remove references to signage in rights of way.
	Changeable copy sign definition added as a physical type of sign that may be regulated in the future.		(I) Changeable copy sign. A non-electronic sign or part of a sign that is designed so that characters, letters or illustrations can be changed or rearranged without altering the face or surface of the sign.	New definition added
	Comprehensive sign plan definition added in correspondence with the SUP-regulated Coordinated Sign Program		(J) Comprehensive sign plan. A plan for the signage of a property that includes multiple tenants or owners with shared parking or other facilities.	New definition added

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	Digital text and graphic sign definition added as a physical type of sign that may be regulated in the future.		(K) Digital text and graphic sign. Any sign that can change its content by way of electronic or mechanical means but maintains a consistent image and does not flash or display any animation or movement other than the occasional changing of text or graphics occuring no more than 2 times per day. Digital text and graphic signs can be in the form of televisions, monitors, and other screens.	New definition added as recommended by Ad Hoc Committee
Deleted because it is content-related: Directional Sign		Directional sign. Any sign indicating the location of or direction to a person, place, event, product, business or other matter which is remote from the site or property upon which the sign is erected or displayed.		DELETED
Double Faced Sign definition remains as unchanged	Double Faced Sign definition remains as unchanged	Double-face sign. Any sign having two parallel planes or surfaces upon which advertising is displayed.	(L.1) Double-face sign. Any sign having two parallel planes or surfaces that both bear the message.	Unchanged
	Feather sign definition added as a type of windblown sign (not proposed to be a permitted sign)		(L) Feather sign. A lightweight, portable sign mounted along one edge on a single, vertical, flexible pole the physical structure of which at may resemble a sail, bow, or teardrop. See Windblown Sign.	New definition added based on new sign type
	Modified definition of flag to address content neutrality. Signage definition explains which flags are considered signs.	Flag. A piece of material, usually rectangular in shape, on which is imprinted, or into which is woven, a distinctive design which is or denotes the official symbol of a national, state or local government. Except for purposes of section 9-300, a flag shall not be considered a sign. However, a piece of material on which is imprinted, or into which is woven, a design, business trademark or other pattern or symbol that does not constitute or denote an official government symbol shall be considered a sign.	(M) Flag. A piece of cloth or similar material, shaped like a pendant, rectangle, or square, attachable by one straight edge to a pole or rope or attached at the top and draped.	Mofified to reflect content neutrality needs
	Flashing Sign definition modified to remove content-related item and to address digital text and graphic signs	Flashing sign. Any sign consisting of, or illuminated by, flashing or intermittent lights or other lights of changing degrees of intensity, brightness or color, except a sign showing the date, time and/or temperature.	(N) Flashing sign. Any sign consisting of, or illuminated by, flashing or intermittent lights or other lights of changing degrees of intensity, brightness or color except for digital text and graphic signs.	Changed to include digital text and graphic signs and to remove the content allowance for date, time, and temperature.
	Freestaning Sign definition modified to remove content component	Freestanding sign. Any sign permanently affixed into the ground, erected on its own foundation or placed on a pole which is independent of but on the same lot or parcel as the building or structure in which the person, place, event, product, business or other matter noted on the sign is located.	(O) Freestanding sign. A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall. It also means any non-portable sign supported by a fence, retaining wall, or by upright structural members or braces on or in the ground and not attached to a building. A freestanding sign can have one or two sides and can have messages on each side.	Mofified
	New definition to clarify meaning of sign height		(A) Height. The maximum vertical distance from the ground at the base of the sign, or, for projecting signs, at the bottom of the plane created by the face of the sign extending to the ground, to the top of the highest attached component of the sign. Height also measures the ground clearance under projecting signs.	New Definition
Deleted because it is content-related: Home Occupation Sign		Home occupation sign. Any sign erected or displayed on the exterior wall of a private dwelling which states only the name of a person occupying the dwelling and the name of a product or service offered in or from the dwelling by that person.		DELETED
	New definition to clarify that holiday decorations are not signs		(Q) Holiday Displays. Any displays erected on a seasonal basis in observance of religious, national, or state holidays which are not intended to be permanent in nature and which contain no advertising material.	New definition from Model Ordinance to differentiate holiday displays from other signs
Deleted because it is content-related: Identification Signs		Identification sign. Any sign stating the use and name given to the use of a building, structure or area, when such use is permitted in the zone in which the sign is located.		DELETED
	Added definition for illegal signs for clarification		(R) Illegal sign. Any sign erected without a required permit or which otherwise does not comply with any provisions of this article.	New definition
	Added definition for iluminated signs		(S) Illuminated sign. Any sign that is backlit, internally lighted, or or lighted by direct external lighting fixtures.	New definition
	A broader definition of marquee is added	Marquee. A fixed covering erected over a sidewalk as a protection to an entrance of a building or structure.	(T) Marquee. Any permanent structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather. A marquee may take the form of an awning.	Modified
	Added definition of marquee sign as a type of sign		(U) Marquee sign. Any sign attached to and made a part of a marquee or any similar projections from a building, with manually changeable, fixed or both types of lettering in use.	New definition

	Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS			
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISTING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	Added definition of minor sign, as a specific regulated type of sign that would serve many purposes on properties		(V) Minor sign. Any wall or freestanding sign not exceeding one (1) square foot in area, not exceeding four feet in height, and not illuminated.	New definition from Model Ordinance to accommodate content neutral small signs (addresses, etc.)
Definition for motor vehicle sign is removed, as this type of sign would no longer differentiate a vehicle used as a sign from a commercial vehicle that would have signage on it.		Motor vehicle sign. Any sign on or attached to a motor vehicle which is being used primarily for the purpose of displaying advertising and is not being utilized in the normal business or work of the vehicle owner.		DELETED because commercial vehicles and motor vehicle signs cannot be treated differently.
	Added definition of monument signs, as a specific regulated type of sign that would serve many purposes on properties		(W) Monument sign. Any freestanding sign consisting of a structure built on grade in which the sign and the structure are an integral part of one another. A monument sign is not a pole sign, and it does not have any visible supporting posts or poles. This sign generally has a low profile in accordance with height restrictions for this sign type with little or no open space between the ground under the sign area and the sign and has a structure constructed of masonry, wood, or materials similar in appearance.	New definition to relate to ordinance changes
	Definition of windblown sign is modified to differentiate flags from windblown signs	Moving or windblown sign. Any sign, any element or part of which (such as a pennant, streamer, moored blimp or propeller) moves by means of a mechanized, electrical or other device or is set in motion by movement of the atmosphere.	(X) Moving or windblown sign. Any sign, any element or part of which (such as a streamer, wheel, moored blimp or propeller) moves by means of a mechanized, electrical or other device or is set in motion by movement of the atmosphere, including feather signs. A flag is not a moving or windblown sign.	Modified to differentiate flags from this type of sign
	Definition has detail added to correspond with	Mobile sign. Any sign mounted on wheels or built with axles to which wheels may be attached. A sign attached to a motor vehicle shall not be considered a mobile sign. A parking permit sticker, inspection sticker, regulatory permit or bumper sticker attached to a motor vehicle shall not be considered a sign.	(Y) Mobile Sign. Any sign mounted on wheels, built with axles to which wheels may be attached or attached to a motor vehicle which is used primarily for the displaying of the sign, not for operating of the vehicle. Any such vehicle shall, without limitation, be considered to be used for the primary purpose of displaying the sign if it remains parked in the same location for more seven (7) days without moving, fails to display current license plates, inspection sticker, or municipal decal, if the vehicle is inoperable, if evidence of paid-to-date local taxes cannot be made available, or if the sign alters the standard design of such vehicle or trailer. A parking permit sticker, inspection sticker, regulatory permit or bumper sticker attached to a motor vehicle shall not be considered a sign.	More detailed definition added
Deleted because it is content-related: Multifamily dwelling sign		Multifamily dwelling sign. Any sign identifying or advertising a multifamily dwelling.		DELETED
	Definition added for Neon Sign, which is a type evaluated for historic districts.		(Z) Neon sign. Any sign containing exposed tubes filled with light-emitting gas or a sign giving the appearance of being a neon sign.	New definition
	Definitin added for nonconforming sign, which is an area of regulation that needs clarification		(AA) Nonconforming sign. Any sign which was lawfully erected in compliance with applicable regulations of the City and maintained prior to the effective date of this chapter of the zoning ordinance and which fails to conform to current standards and restrictions of the zoning ordinance.	New definition
Deleted because it is content-related: Off-street parking sign		Off-street parking sign. Any sign identifying an off-street parking area or lot.		DELETED
Definitin deleted, as it is addressed in Zoning Ordinance definitions		Person. Any natural person, firm, partnership, association, corporation, company, trust or other group or combination of persons operating as a unit.		DELETED
	Definition added as a type of sign that is specifically regulated		(BB) Pole sign. Any freestanding sign taller than 6 feet that is mounted on one (1) or more visible, ground-mounted poles. A flag, as defined by 9-102(N), on an affixed to a pole is not a pole sign.	New definition to relate to ordinance changes
Deleted because it is content-related: Political Sign		Political sign. Any sign addressing the candidacy of one or more persons for elective office.		DELETED
	Definition unchanged	Portable sign. Any sign which is not permanently affixed into the ground or to a building or structure and which can easily be picked up and moved to another location.	(CC) Portable sign. Any temporary sign not affixed to a building, structure, vehicle or the ground and which can easily be picked up and moved to another location without the use of machinery.	Unchanged
	Definition added as a type of sign that is specifically regulated		(DD) Projecting sign. Any sign, other than a wall, awning or marquee sign, affixed to a building and supported only by the wall on which it is mounted. A projecting sign has a sign face that is not flat to the wall on which it is mounted and has two sides and can have messages on each side.	New definition
	Definition added to define areas affected by regulated signs		(EE) Public area. Any public place, public right-of-way, any parking area or right-of-way open to use by the general public, or any navigable body of water.	New defintion to relate to ordinance format changes

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	Definition added, as recommended by model code, differentiate public art from signage		(FF) Public Art. Items expressing creative skill or imagination in a visual form, such as painting or sculpture, which are intended to beautify or provide aesthetic influences to public areas or areas which are visible from the public realm.	New definition to relate to ordinance changes
Deleted because it is content-related: real estate sign		Real estate sign. Any sign advertising the sale, lease or further use of real estate which is placed upon the property so advertised.		DELETED
Deleted because it is content-related: remote sign		Remote sign. Any sign advertising or indicating the location of or direction to a person, place, event, product, business or other matter which is remote from the site or property upon which the sign is erected or displayed, other than the billboard, directional sign, real estate sign, ballpark sign or contractor or subcontractor sign.		DELETED
	Definition unchanged	Roof line. The line composed of the highest points of the roof of a building or structure not to include mechanical penthouses or other structures attached to or erected on such roof.	(GG) Roof line. A line composed of the highest points of the roof of a building or structure not to include mechanical penthouses or other structures attached to or erected on such roof .	Unchanged
	Definition modified to address signs that would be mounted on sloping roofs	Roof sign. Any sign erected on or affixed to a building or structure which extends, in whole or in part, above the roof line.	(HH) Roof sign. Any sign erected on or affixed to a building or structure which extends, in whole or in part, above the roof line or above the eaves or bottom edge of that roof.	Modified to clarify that roof signs would also include those mounted on parapets or on the surface of sloping roofs
Deleted because it is content-related: school sign		School sign. Any bulletin board type of sign erected or displayed on the real property of a school for the display of messages.		DELETED
	Definition modified to correspond with model ordinance	Sign. Any letters, parts of letters, words, figures, numerals, emblems, devices, designs, trademarks, posters, handbills or any other objects (i) which make known or designate, or attract attention to, any person or any thing (such as a place, event, product or business), (ii) which are visible to persons located outdoors, and (iii) which are capable of attracting the attention of such persons. Any supporting standard for a sign shall not itself be considered a sign if no letters, parts of letters, words, figures, numerals, emblems, devices, designs, trademarks, posters, handbills or other objects are affixed thereon.	(II) Sign. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, or any navigable body of water which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving words, letters, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images. The term does not include flags of any nation, state, or other geopolitical entity not related to a commercial business, product or service. The term also does not include public art, architectural elements incorporated into the style or function of a building, or The term “sign” also does not include the display of merchandise for sale on the site of the display.	Modified based on Model Ordinance
	Definition added for part of sign with content		(JJ) Sign face. The portion of a sign structure bearing the message.	New definition
	Definition added for structural part of sign without content		(KK) Sign structure. Any structure supporting or bearing a sign face.	New definition
Deleted because it is content-related: special advertising		Special advertising. Advertisement of a product or service which constitutes less than 50 percent of the gross business conducted by the person erecting or displaying the sign either in the building or structure or on the property to which the sign containing the advertisement is affixed.		DELETED
Defition deleted because it pertains to the right of way		Street median. A defined area of the public right-of-way located between traffic lanes, usually elevated and narrow, which follows the course of the roadway to separate traffic moving in the same or opposite directions.		DELETED
Deleted because it is content-related: subdivision sign		Subdivision sign. Any sign erected or displayed for the purpose of identifying or advertising a residential development or subdivision.		DELETED
	Definiton added for a new type of regulation		(LL) (A) Temporary sign. Any sign intended to be displayed for a short time period based on a property condition. All temporary signs are not illuminated. Unless a different time period is specified, a temporary sign may not be displayed for more than 120 continuous days and there must be a 30-day interruption between postings of temporary signs.	New definition
Defition deleted because it pertains to the right of way		Traffic channelization island. A defined area of the public right-of-way located in a roadway to confine specific movements of traffic, usually turning movements at an intersection, to definite channels.		DELETED
	Definition added to clarify meaning of regulated sign type.		(MM) Wall Sign. Any sign attached to a wall or painted on or against a flat vertical surface of a structure.	New definition

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
Deleted because it is content-related: Warning Sign		Warning sign. Any sign stating that solicitation, trespassing or parking is prohibited on the premises upon which the sign is erected or displayed, and any sign stating that dogs are present, that the building or structure to which it is affixed is protected by a security or alarm system, or other similar statements of caution.		DELETED
	Defintion modified to correspond with practices of regulating signs within 4 feet of a window.	Window sign. Any sign affixed to, or visible from the outdoors through, any window in a building or structure; provided, however, that any object which is sold or available for purchase on the premises of the property upon which it is erected or displayed shall not be considered a window sign.	(NN) Window sign. Any sign visible from outside a building and visible through any window or door and attached to or within four (4) feet in front of or behind the surface of a window or door.	New definition
Deleted because it is content-related: Yard Sale Sign		Yard sale sign. Any sign stating the date and time of a yard sale or garage sale to be conducted on the premises of the property upon which it is erected or displayed.		DELETED
			9-103 – Sign Approval.	
			(A) Approval Required.	
	See Notes/Explanation Section	No sign, marquee or awning may be erected, displayed, constructed, reconstructed or altered unless it complies with the Uniform Statewide Building Code. Compliance may require that, in addition to the permits required by any other section of this ordinance, a permit be obtained from the building code official.	(1) No sign, marquee or awning may be erected, displayed, constructed, reconstructed or altered unless it complies with the Uniform Statewide Building Code. Compliance may require that, in addition to the permits required by any other section of this ordinance, a permit or permits be obtained from the building code official.	Minimal changes to this sectoin to address permitting process
	See Notes/Explanation Section	Application for a permit under this section 9-400 shall be made on forms furnished by the building code official.	(2) Application for a permit shall be made on forms furnished by the building code official.	
	See Notes/Explanation Section	The permit number shall be indicated on each sign.		
	See Notes/Explanation Section		(3) The Department of Planning and Zoning shall review each sign application except as noted in 9-103(B) below, for compliance with this Article IX.	DELETED AS THIS ITEM WAS NEVER IMPLEMENTED
	See Notes/Explanation Section		(B) Zoning Approval not required. In all zones, except property within the Old and Historic Alexandria or the Parker-Gray Districts, the following signs are permitted without zoning approval if the sign is allowed in the zone pursuant to Section 9-200 herein, however nothing in this section shall relieve the installer of the requirement to obtain applicable permissions pertaining to the building code in use by the City of Alexandria:	New section added to specify signage that would not require premits
	See Notes/Explanation Section		1 Signs erected by a governmental body or required by law.	
	See Notes/Explanation Section		2 Flags as allowed within each zone.	
	See Notes/Explanation Section		3 The changing of messages on and/or maintenance of an existing sign, except that repair of a nonconforming sign must comply with 9-402.	
	See Notes/Explanation Section		4 Temporary signs as allowed within each zone.	
	See Notes/Explanation Section		5 Not more than two minor signs per property as allowed within each zone. Additional minor signs are permitted in certain districts with approval.	
	See Notes/Explanation Section		6 Pavement markings on an area of property where traffic management is necessary.	
	See Notes/Explanation Section	Coordinated sign program. As an alternative to signs, marquees or awnings otherwise permitted under this Article IX, signs, marquees or awnings may be permitted in a CDD/Coordinated Development District, or in a unified development more than three acres in size, which contains more than one building, more than one parcel or private streets	(C) Coordinated Sign Special Use Permit. Comprehensive sign plans may be approved by special use permit in a CDD/Coordinated Development District or in a unified development more than three acres in size, which contains more than one building, more than one parcel or private streets. The comprehensive sign plan shall establish the time, manner, and placement of signs, frequency of message changes, the materials, the hours of lighting, the height of signs, the total number of square feet of sign surface, and the number of signs to be placed on a site. Height of signs shall not be modified above the height permitted in the Zoning Ordinance. The applicant for a Coordinated Sign Special Use Permit shall submit a statement of justification for such program in addition to information which describes the number, location, size, height, clearance, color, material, type of illumination, if applicable, of all proposed signs within the program. A proposed coordinated sign program may be approved if council finds that it provides the same or greater benefits to the public as the sign regulations otherwise applicable.	Reformatted - Existing SUP process available for large projects (greater than 3 acres) to use a sign program that may not directly correspond with signage ordinance.
	See Notes/Explanation Section	A proposed coordinated sign program shall include a statement of justification for such program, in addition to information which describes the number, location, size, height, color, material, type of illumination, if applicable, of all proposed signs within the program, as well as the		
	See Notes/Explanation Section	A proposed coordinated sign program may be approved if council finds that it provides the same or greater benefits to the public as the sign		
	See Notes/Explanation Section		(D) Waiver of requirement by special use permit.? A special use permit may be obtained pursuant to Section 11-500, which authorizes the provision of signage otherwise not permitted by this Article IX, subject to the following:	New secton to allow for deviations from sign standards (size, type, etc.) by SUP. This can accommodate digital signs as well as special installations of now prohibited sign types like pole signs.
	See Notes/Explanation Section		(1) The special use permit applicant shall demonstrate that the proposed signage would correspond with the intent of this Article IX; and	
	See Notes/Explanation Section		(2) City Council finds that:	
	See Notes/Explanation Section		a. the proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations;	
	See Notes/Explanation Section		b. the proposed signage will not have an adverse impact on the nearby neighborhood, and	

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	See Notes/Explanation Section		c. the signs comply with the applicable standards for approval of a Special Use Permit set forth in section 11-504.	
	See Notes/Explanation Section		9-104 Prohibited signs - See Ordinance Text for forming	
			(A) General Prohibitions	
			(1) Signs displayed without complying with all applicable regulations of this chapter or that violate any city, state or federal law.	
	See Notes/Explanation Section	The following signs, marquees and awnings are prohibited or are permitted only as specified below, regardless of their location in the city:	(2) Signs simulating, or which are likely to be confused with, a traffic control sign or any other sign displayed by a public authority. Any such sign is subject to immediate removal and disposal by an authorized city official as a nuisance.	Reformatting
	See Notes/Explanation Section	Signs interfering with traffic.		
	See Notes/Explanation Section	No sign may be erected or displayed which simulates any traffic control or warning sign, light or device and which is visible from any street, road, highway, alley, parking area or other area utilized by motor vehicles.		
			(B) Prohibitions based on materials	
	Animated signs prohibited, but City Code Section 9-7-7 for gas station pricing signs are allowed to be changeable.	Animated signs. No such signs may be erected or displayed.	(1) Animated signs. This subsection does not apply to flags expressly permitted under this article.	
	See Notes/Explanation Section	Flashing signs. No such signs may be erected or displayed.	(2) Flashing signs.	Reformatting
	See Notes/Explanation Section	Moving or windblown signs. No such signs may be erected or displayed.	(3) Moving or Windblown Signs.	Reformatting
	See Notes/Explanation Section	Mobile and portable signs. No such signs may be erected or displayed.	(4) Mobile Signs.	Separated mobile from portable signs in order to allow A-Frame signs on private property and clarify that they would not be prohibited 'portable signs.'
	See Notes/Explanation Section		(5) Signs that emit smoke, flame, scent, mist, bubbles, aerosol, liquid, or gas.	New prohibition
	See Notes/Explanation Section		(6) Signs that emit sound.	New prohibition
	See Notes/Explanation Section		(7) Any electronic sign or Digital Text and Graphic Sign. This section does not apply to signs specifically required by Section 9-7-7 of the City Code.	Clarifying language to reiterate that these signs would be prohibited
	See Notes/Explanation Section		(8) Pole signs.	Added to prohibit tall signs in favor of monument type signs instead
	See Notes/Explanation Section	No sign may be erected or displayed which utilizes a spotlight or other device which projects a beam of light in the direction of any street, road, highway, alley or parking area so that it may be seen by the operator of a motor vehicle.	(9) signs which utilizes a spotlight or other device which projects a beam of light in the direction of any street, road, highway, alley or parking area so that it may be seen by the operator of a motor vehicle when the vehicle is not parked.	Reformatting
	See Notes/Explanation Section	Illuminated signs. No lighted sign may be erected or displayed in any location on a building which location is higher than 35 feet above grade unless the building is located within 2,000 feet of and the sign is facing U.S. Route 95 (the Capital Beltway) or unless a special use permit is approved after a finding that the sign meets the following criteria:	(10) Illuminated signs located higher than 35 feet above grade unless the building is located within 2,000 feet of and the sign is facing Interstate 95 (the Capital Beltway) or unless a special use permit is approved after a finding that the sign meets the following criteria:	Reformatting
	See Notes/Explanation Section	Only one sign per building is permitted;	((1) Only one sign per building is permitted;	Reformatting
	See Notes/Explanation Section	The permitted sign is limited to the display of the name of a major office or commercial (not retail or residential) occupant of a building that is predominantly office or commercial use;		DELETED
	See Notes/Explanation Section	The building may not be located within, or on the borders of, the Old and Historic Alexandria or Parker-Gray Historic Districts;	((2) The building may not be located within, or on the borders of, the Old and Historic Alexandria or Parker-Gray Districts;	No changes proposed
	See Notes/Explanation Section	The sign must meet any applicable design guidelines and follow any additional applicable process for approval.	((3) The sign must meet any applicable design guidelines and follow any additional applicable process for approval.	No changes proposed
	See Notes/Explanation Section	The sign must be appropriate in scale, design and color and compatible with the building;	((4) The sign must be appropriate in scale, design and color and compatible with the building;	Reformatting
	See Notes/Explanation Section	The sign may not be internally illuminated or lighted from neon gas;	((5) The sign may not be a neon sign;	Reformatting

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	See Notes/Explanation Section	The sign shall be subject to such conditions as the SUP may impose to ensure that the sign functions without glare or disturbance with nearby uses, including those rules which may alter, modify or supersede the rule stated in section 9-105(C) with regard to the lighting not operating between 10:30 pm and 6:30 a.m.; and;	((6) The sign shall be subject to such conditions as the SUP may impose to ensure that the sign functions without glare or disturbance with nearby uses, including those rules which may alter, modify or supersede the rule stated in section 9-105(A)(2) with regard to the lighting not operating between 10:30 pm and 6:30 a.m.; and;	Reformatting
	See Notes/Explanation Section	No sign may face the George Washington Memorial Parkway, and only minimum facade lighting facing the Parkway is allowed. All National Park Service requirements must be met.	((7) No sign may face the George Washington Memorial Parkway, and only minimum facade lighting facing the Parkway is allowed.	Reformatting
	See Notes/Explanation Section		((8) The sign shall be wall mounted	Added requirement that sign be wall mounted
	See Notes/Explanation Section	Mobile and portable signs. No such signs may be erected or displayed.	(11) Portable Signs. This subsection does not apply to A-frame signs allowed herein.	Separated mobile from portable signs in order to allow A-Frame signs on private property and clarify that they would not be prohibited 'portable signs.'
	See Notes/Explanation Section	Billboards. No such signs may be erected or displayed.	(12) Billboards.	Billboards remain prohibited
	See Notes/Explanation Section		(13) Internally Illuminated Translucent Rectangular Panel Signs: Signs that use a lightbox configuration where a light fixture is inside a rectangular box with the front surface consisting of a translucent panel on which information is displayed. This prohibition does not apply to channel lettering signs that use individual light boxes shaped like discrete letters or symbols.	Added to prohibit 'light box type signs'
			(C) Prohibitions based on location	
	See Notes/Explanation Section	Signs, marquees and awnings encroaching upon a public right-of-way. No sign, marquee or awning, or any part thereof, or any part of the foundation or support thereof, may be erected or displayed on, over or across any street, road, highway, alley, sidewalk or other public right-of-way, unless an ordinance authorizing such encroachment has been enacted by city council; provided, however, that any banners authorized pursuant to section 9-104(F), political signs authorized by section 9-201(A)(10), signs, marquees and awnings specifically authorized by city council in a commercial zone authorized by section 9-202(B)(4), 9-202(B)(8), and 9-202(F) and curb signs shall not be subject to this section 9-104(E).	(1) Signs erected on public land other than 1) those approved by the City Manager or his or her designee in writing, 2) those where an ordinance authorizing such encroachment has been enacted by city council, 3) those authorized by law without such approval, or 4) those permitted under Virginia Code § 24.2-310 E. Any sign not so authorized is subject to immediate removal and disposal by any authorized official. Removal of the sign under this provision does not preclude prosecution of the person responsible for the sign.	Reformatting
	See Notes/Explanation Section	Roof signs. No such sign may be erected or displayed.	(2) Roof Signs.	
	See Notes/Explanation Section	No sign may be erected or displayed which obstructs, obscures or impairs the free and clear vision of motorists on a public right-of-way or which interferes with, misleads, confuses, or endangers motorists or pedestrians.	(3) Any sign that obstructs free or clear vision, or otherwise causes a safety hazard for vehicular, bicycle, or pedestrian traffic due to its location.	Reformatting
	See Notes/Explanation Section	Signs affixed to certain property. No temporary sign may be painted, marked, written, posted or displayed on, or otherwise affixed to, any street sign, bus stop sign or traffic sign, sidewalk, crosswalk, curb, curbstone, street, lamp post, hydrant, railroad trestle, electric light or power pole or telephone pole or wire appurtenance thereof, fixture of the fire alarm system, public bridge, drinking fountain, natural features such as trees, shrubs, rocks or tree stakes or guards; provided, however, that curb signs and signs posted for the purpose of identification of a structure or for safety may be erected and displayed; and provided further, that political signs authorized by section 9-201(A)(10) may, with the owner's permission, be affixed to street lamp posts, electric light or power poles and telephone poles.	(4) Signs affixed to certain property. No temporary sign may be painted, marked, written, posted or displayed on, or otherwise affixed to, any private street sign, bus stop sign or traffic sign, sidewalk, crosswalk, curb, curbstone, street, lamp post, hydrant, railroad trestle, electric light or power pole or telephone pole or wire appurtenance thereof, fixture of the fire alarm system, drinking fountain, natural features such as trees, shrubs, rocks or tree stakes or guards. Any such sign is subject to immediate removal and disposal by any authorized official. Removal of the sign under this provision does not preclude prosecution of the person responsible for the sign.	Modified to remove references to signage in rights of way.
	See Notes/Explanation Section	Banners. No banner may be erected or displayed, except (1) across a street, road or highway in a commercial zone for up to ten days pursuant to special authorization provided by city council, and (2) across an alley pursuant to a permit issued by the city manager upon a finding that the banner poses no danger to the safety of the public.		DELETED - Right of way signs regulated in City Code
	See Notes/Explanation Section	Motor vehicle signs. No such signs may be erected or displayed.		DELETED - Right of way signs regulated in City Code

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	See Notes/Explanation Section	Signs violating city, state or federal law. No sign may be erected or displayed which violates any provision of any law or regulation of the city, the Commonwealth of Virginia or the United States.		DELETED
	See Notes/Explanation Section	Hazardous signs. No sign may be erected or displayed which is hazardous to the public health or safety, as determined by the director.		DELETED
	See Notes/Explanation Section	Remote signs. No such sign may be erected or displayed.		DELETED
	See Notes/Explanation Section	Home occupation signs. No such sign may be erected or displayed.		DELETED
	See Notes/Explanation Section		9-105 – Standards and removal.	
	See Notes/Explanation Section		(A) Standards	
	See Notes/Explanation Section	Content:		All Content Standards are Deleted
	See Notes/Explanation Section	Any sign permitted under this ordinance may contain noncommercial copy in lieu of any other copy.		
	See Notes/Explanation Section	No sign, except a real estate sign, contractor or subcontractor sign, directional sign and ballpark sign, may be erected or displayed on any building or structure, or placed on any real property, unless the sign identifies or advertises a bona fide business which is conducted, a bona fide product which is traded, a bona fide organization which is located or a bona fide activity which is undertaken in the building or structure or on the real property.		
	See Notes/Explanation Section	No special advertising may be placed on a sign unless the sign is permitted by this Article IX and the special advertising occupies less than one-third of the area of the sign.		
	See Notes/Explanation Section	Maintenance. All signs, marquees and awnings shall be maintained at all times in a safe structural condition and in a neat and clean condition, and shall be kept free from defective or missing parts or peeling paint.	(1) Maintenance.	Reformatting
	See Notes/Explanation Section		(a) All signs, marquees and awnings shall be maintained at all times in a safe structural condition and in a neat and clean condition, and shall be kept free from defective or missing parts or peeling paint.	
	See Notes/Explanation Section		(b) The building official may find cause to have signs removed or repaired immediately without written notice any sign which, in his or her opinion, has become insecure, in danger of falling, or otherwise unsafe, and, as such, presents an immediate threat to the safety of the public. If such action is necessary to render a sign safe, the cost of such emergency removal or repair shall be at the expense of the owner or lessee thereof as provided in the Uniform Statewide Building Code.	
	See Notes/Explanation Section	Illumination. Lighted signs facing and in close proximity to land zoned for residential use shall not be illuminated between 10:30 p.m. and 6:30 a.m. Such signs shall be constructed so that the lighting elements are shielded from view of the residential zone by nontransparent or translucent material or other means designed to eliminate glare.	(2) Illumination.	Reformatting
	See Notes/Explanation Section		(a) Lighted signs facing and in close proximity to a residential zone shall not be illuminated between 10:30 p.m. and 6:30 a.m.	
	See Notes/Explanation Section		(b) Such signs shall be constructed so that the lighting elements are shielded from view of the residential zone by nontransparent or translucent material or other means designed to eliminate glare.	
	See Notes/Explanation Section		(c) Illumination is prohibited for all temporary signs.	
	See Notes/Explanation Section		(d) Internal illumination is prohibited for rectangular panel signs, in accordance with Section 9-104 (B) (13)	
	See Notes/Explanation Section	Reflection. No sign shall contain any reflective device.	(e) Illuminated Signs higher than 35 feet are subject to Section 9-104 (B) (10)	Reformatting
	See Notes/Explanation Section		(3) Reflection. No sign shall contain any reflective device.	
			(4) Non-commercial Sign Substitution. Wherever this Article permits a sign with commercial content, non-commercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height and construction.	
			(5) All free standing signs must comply with all applicable vision clearance requirements in 7-801 of the Zoning Ordinance.	
	See Notes/Explanation Section		(B) Removal.	
	See Notes/Explanation Section		(1) Whenever the use of a building or structure or real property is discontinued, all signs pertaining to that use which were previously erected or displayed shall be removed within 30 days of the discontinuance of the use.	
	See Notes/Explanation Section		(2) Irrespective of any continued use or any discontinuance in use of a building or structure, a supporting standard or structure for a sign shall be removed if the standard or structure is not occupied by a sign permitted by this ordinance for a continuous period of one year.	

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	See Notes/Explanation Section	of one year. It shall be the responsibility of the owner of the building, structure, or real property to accomplish the removal. If, after written notice to the owner from the director, such signs or supporting standards or structures are not removed within ten days of the notice, the city manager shall cause the removal and charge the cost to the owner.	(3) It shall be the responsibility of the owner of the building, structure, or real property to accomplish the removal. If, after written notice to the owner from the director, such signs or supporting standards or structures are not removed within ten days of the notice, the city manager shall cause the removal and charge the cost to the owner.	
	See Notes/Explanation Section	the city manager shall cause the removal and charge the cost to the owner.		
	See Notes/Explanation Section			
	See Notes/Explanation Section		9-106 - Computation of sign area.	
	See Notes/Explanation Section	The area of a sign is the sum of the areas within rectangular lines inscribed around each separate word, symbol or pictorial element on the face of a sign; provided that:	The area of a sign is the sum of the areas within rectangular lines inscribed around each separate word, symbol or pictorial element on the face of a sign, and the height of a sign shall be measured to include the sign and supporting apparatus for any freestanding sign; provided that:	No changes proposed
	See Notes/Explanation Section	The area of a sign, or any portion thereof, having a distinctive or ornamental border shall include both the area enclosed by the border, and the area enclosed within the border.	(A) The area of a sign, or any portion thereof, having a distinctive or ornamental border shall include both the area enclosed by the border, and the area enclosed within the border.	
	See Notes/Explanation Section	The area of a sign, or any portion thereof, having a distinctive or ornamental background, which sets the background apart from a larger surface so that it forms an integral part or element of the sign, shall include the area of the background.	(B) The area of a sign, or any portion thereof, having a distinctive or ornamental background, which sets the background apart from a larger surface so that it forms an integral part or element of the sign, shall include the area of the background.	
	See Notes/Explanation Section	The area of a freestanding sign, or any portion thereof, having a background which extends beyond the words, symbols or pictorial elements thereof shall include the area of the background.	(C) The area of a freestanding sign, or any portion thereof, having a background which extends beyond the words, symbols or pictorial elements thereof shall include the area of the background including the base for all monument signs.	
	See Notes/Explanation Section	If any portion of the words, symbols or pictorial elements of a sign extends beyond a border or background, the area of that portion of the sign shall be the area of a rectangle inscribed around it.	(D) If any portion of the words, symbols or pictorial elements of a sign extends beyond a border or background or has no border or background, the area of that portion of the sign shall be the area of a rectangle inscribed around it.	
	See Notes/Explanation Section	The area of a marquee or awning, or any panel thereof, which provides a background for a sign shall be included in the area of the sign.	(E) The area of a marquee, or any panel thereof, which provides a background for a sign shall be included in the area of the sign.	
	See Notes/Explanation Section	The area of any sign hung, placed, painted or displayed on a marquee or awning shall be included in determining the total area of signs erected or displayed.	(F) The area of any sign hung, placed, painted or displayed on a marquee or awning shall be included in determining the total area of signs erected or displayed.	
	See Notes/Explanation Section	The area of a double-face sign shall be considered to be the area of the face having the larger area.	(G) The area of a double-face sign shall be considered to be the area of the face having the larger area.	
			9-107. - Reserved	
	See Notes/Explanation Section		9-108. - Political signs.	
	See Notes/Explanation Section	Political signs are permitted in the following locations, and for the following periods of time, subject to the following limitations:	DELETED - See District Regulations	Accomodations for election period signs would be included in each district standards
	See Notes/Explanation Section	Private property. Political signs may be posted on private property with the permission of the property owner or lawful occupant of the property. Such signs shall not exceed the size of the largest sign permitted on such property pursuant to section 9-200	DELETED - See District Regulations	
	See Notes/Explanation Section	Public right-of-way. Political signs may be posted within the public right-of-way subject to the following rules:	DELETED - See District Regulations	
	See Notes/Explanation Section	Such signs may be posted in the grass portion of the public right-of-way, adjacent to a street, road, highway, alley or sidewalk.	DELETED - See District Regulations	
	See Notes/Explanation Section	No such sign may be posted in any public garden or landscaped area.	DELETED - See District Regulations	
	See Notes/Explanation Section	No such sign may be placed within the public right-of-way of Washington Street, or the George Washington Memorial Parkway.	DELETED - See District Regulations	
	See Notes/Explanation Section	No such sign shall be placed within 15 feet of any point at which the curb or curb line of any two intersecting streets meet, within 15 feet of the end of any street median, or within any traffic channelization island.	DELETED - See District Regulations	
	See Notes/Explanation Section	Any political sign erected or displayed within the public right-of-way shall be free standing, shall have no part of the sign or support thereof extending more than 42 inches above ground level, and shall be supported by no more than two supports, each support having dimensions of no more than one inch by two inches.	DELETED - See District Regulations	

Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS				
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	See Notes/Explanation Section	Prior to the display of any political sign within the public right-of-way, a cash bond in the amount of \$100.00 shall be deposited with the city manager. The bond will be refunded unless there has been a violation of the provisions of this article, in which case the city shall retain the entire amount of the bond to defray the cost of enforcing the provisions of this article.	DELETED - See District Regulations	
	See Notes/Explanation Section	No political sign shall be erected or displayed within the public right-of-way more than 90 days prior to the nomination or election to which it pertains. Signs, including sign posts or stakes, shall be removed within 15 days after the announced results of the nomination, or primary, special or general election to which the sign pertains. Successful candidates in nominations or primary elections may continue to display their signs during the interval between the nomination or primary, and the ensuing special or general election, and without posting any additional bond, except where the interval exceeds 90 days.	DELETED - See District Regulations	
			Sec. 9-200 Sign Regulations by Zoning District	
Residential and Mixed Use Zones	Residential Zones		9-201 – Residential district signs.	
			(A) Except as otherwise prohibited in this Article, the following signs are permitted as accessory to residential uses in the following residential districts.	
Mostly universal standards for all residential zones	Standards specific to single-family and townhouse zones	Residence and mixed use zones in general. The following signs, marquees and awnings only may be erected and displayed in any residence and mixed use zone so long as they comply with all other applicable requirements of this Article IX.	(1) In the R-20, R-12, R-8, R-5, R-2-5, RB, RM, RS, RT, POS, and WPR Zones the following regulations shall apply:	Applicable districts were modified to shift Mixed-Use zones to the commerical standards
			a. On property used for residential purposes only the following signs are permitted:	
	i. Flags:		i. Flags:	Flags are a new regulatory area.
	Flags: Up to three based on lot width - 16 SF		1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width to a maximum of three (3) flags per property with a maximum size of 16 square feet for each flag.	
	Flag Height: 25 feet or 6 feet projecting pole		2. Mounting and Installation Regulations: Freestanding flags may only be less than 25 feet in height. Wall mounted flags may only be on a projecting pole no longer than six feet or mounted flat against the wall or on a window provided that the flag does not cover more than 20 percent of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.	
	ii. Temporary Signs:		ii. Temporary Signs:	Revised Ordinance categorizes sign types differently
			1. Number, Size and Time Limits for each dwelling unit on a lot:	
Contractor sign: One sign - 24 SF	All temporary signs are covered by a total area allocation.	Contractor signs, not exceeding 24 square feet in area, and subcontractor signs, not exceeding eight square feet in area; provided, that only one such sign may be erected or displayed on any property for any contractor and any subcontractor, and that all such signs shall be removed upon completion of the work.	a. Signage with a total area of no more than ten (10) square feet, however no single sign is permitted to be larger than four (4) square feet.	There would be an allowance of sign area and a maximum size for each individual sign to allow for temporary signage for various purposes but to limit the amount of singage on each property.
Real Estate Sign: One sign - 4 SF	Special for single family and townhouse zones is an additional sign allowance for property for sale or rent: One sign per dwelling unit - 6 SF	Real estate signs, not exceeding four square feet in area; provided, that only one such sign may be erected or displayed on any property.	b. One (1) sign, no more than six (6) square feet in area on any property for sale or rent during the time the property is actively marketed and advertised for sale or actively marketed and advertised for rent.	For low density residential districts, an extra signage allowance is provided for signs when a property is for sale or rent.
Yard Sale Sign: One sign - 2 SF	All temporary signs are covered by a total area allocation.	Yard sale signs, not exceeding two square feet in area, provided, that only one such sign may be erected or displayed on any street frontage on any private property and that such signs shall not be displayed for more than 72 consecutive hours. Could also be used for a year-round political or personal statement		Allowance for an additional sign that could be used potentially for political statements, yard sales, neighborhood announcements, etc. is accomodated in item a, above.

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
			2. Mounting and Installation Regulations: Signs may be ground mounted, wall mounted, or displayed within a window, provided that it does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. Freestanding signs may only be less than forty two (42) inches in height, but for properties that are actively marketed and advertised for sale, the sign permitted in subsection 1.b above can have a height that shall not exceed six (6) feet.	
	iii. Permanent Signs:		iii. Permanent Signs:	
Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF	Minor Sign: 2 signs per frontage - 1 SF	Convenience signs, not exceeding two square feet in area. And Warning signs, not exceeding one square foot in area; provided, that only two such signs may be erected or displayed on any street frontage on any property.	1. Minor Signs:	Provision for address, parking, driveway markers, etc. .
			a. Number and Size Limits: Maximum of 2 signs per property per street frontage with a maximum size of 1 square foot for each sign.	
Subdivision Sign: 1 Sign - 24 SF	Sign at entrance to neighborhood: 1 sign - 24 SF	Subdivision signs, not exceeding 24 square feet in area, when erected or displayed on the property being identified or advertised and set back ten feet from the front lot line; provided, that only one such sign may be erected or displayed facing any one street on the perimeter of the subdivision.	b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted signs may only be mounted flat against the wall.	More specific regulations for signs formerly called 'subdivison signs"
			2. Signs at the entrance to a neighborhood:	
Curb Sign: 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Curb signs, not exceeding one-half square foot in area.	a. a. Number and Size Limits: One permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of 24 square feet for each sign.	Provision for curb signs that usually show the address, etc. Would only be permitted on private property.
			b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than 6 feet in height.	
Special rules added for RA and RB Zones	Special rules for RB Zone (RA Zone is managed with other apartment zones)	RA and RB residence zones. In the RA and RB residence zones, the following signs, marquees and awnings only may be erected and displayed so long as they comply with all other applicable requirements of this Article IX.	3. Signs painted on the curb:	Category created for garden apartments in RB Zone
			a. a. Number and Size Limits: One permanent sign is permitted per property with a maximum size of one-half (0.5) square foot.	
Multifamily Dwelling Signs: 1 sign - 40 SF	At multifamily properties in multi-family zones: 1 sign per street frontage - 40 SF (32 SF freestanding)	Multifamily dwelling signs, not exceeding 40 square feet in area, when erected or displayed on the property being identified or advertised and in compliance with the required building setback line; provided, that only one such sign may be erected or displayed on any such property.	b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.	
			3. Additional signs at a multi-family property in the RB Zone:	
Residential and Mixed Use Zones include institutional uses (churches, schools, care facilities, etc.) where allowed signage is based on sign content type	Special regulation list for non-residential uses in residential zones such as churches and schools		a. Number and Size Limits: 1 One permanent sign is permitted per multi-family property to be located at each of the property's street frontages with a maximum size of 40 square feet for each sign if wall mounted or 32 square feet if free standing.	Category created for churches, schools, etc. found in residential zones
			b. b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If freestanding, the sign shall be installed as a monument sign less than six feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.	
	i. Flags:		b. On property used for non-residential purposes:	
	Flags: based on lot width, up to five - 24 SF		i. Flags:	
	Flag Height: 35 feet or 6 feet projecting pole		1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width to a maximum of five flags per property with a maximum size of 24 square feet for each flag. Freestanding flags may only be attached to a pole less than 35 feet in height.	Flags are a new regulatory area.
			2. Mounting and Installation Regulations: Wall mounted flags may only be on a projecting pole no longer than six6 feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than 20 percent of that the glazing area of the window's area.where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.	
	ii. Temporary Signs:		ii. Temporary Signs:	
			1. Number, Size and Time Limits:	
Contractor sign: One sign - 24 SF	Sign at property with active building permit: One sign per dwelling unit - 24 SF	Contractor signs, not exceeding 24 square feet in area, and subcontractor signs, not exceeding eight square feet in area; provided, that only one such sign may be erected or displayed on any property for any contractor and any subcontractor, and that all such signs shall be removed upon completion of the work.	a. Signage with a total area of no more than thirty (30) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.	Propose using full allowance of size for signs used for multiple temporary purposes.

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
Real Estate Sign: One sign - 4 SF	Special for single family and townhouse zones is an additional sign allowance for property for sale or rent: One sign per dwelling unit - 6 SF	Real estate signs, not exceeding four square feet in area; provided, that only one such sign may be erected or displayed on any property.	b. One sign, no more than six (6) square feet in area on any property for sale or rent during the time the property is actively marketed and advertised for sale or actively marketed and advertised for rent. Such sign, if freestanding, shall have a maximum height of six (6) feet.	Using same size limit of sign as used for houses here because most of these institutoinal uses are found in low-density residential zones.
Yard Sale Sign: One sign - 2 SF	All temporary signs are covered by a total area allocation.	Yard sale signs, not exceeding two square feet in area, provided, that only one such sign may be erected or displayed on any street frontage on any private property and that such signs shall not be displayed for more than 72 consecutive hours. Could also be used for a year-round political or personal statement		Allowance for an additional sign that could be used potentially for political statements, yard sales, neighborhood announcements, etc. is accomodated in item a (allowing 10 SF of area for any type of temporary sign)
			2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs may only be less than five feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than 20 percent of the glazing area of the window where it is installed.	
			iii. Permanent Signs:	
Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF; Off-street Parking Sign: Unlimited at parking areas - 4 SF and at entrances/exits - 6 SF	Minor Sign: 5 signs - 1 SF	Convenience signs, not exceeding two square feet in area. And Warning signs, not exceeding one square foot in area; provided, that only two such signs may be erected or displayed on any street frontage on any property. AND Off-street parking signs, not exceeding four square feet in area, at any entrance or exit of an off-street parking facility required by sections 8-100 through 8-400 or a motor vehicle parking or storage use permitted by this ordinance, and not exceeding six square feet in area at any entrance or exit of a motor vehicle parking or storage use permitted by section 8-600; provided, that only one such sign may be erected or displayed at each entrance or exit.	1. Minor Signs:	Provision for address, parking, driveway markers, etc.
			a. Number and Size Limits: A maximum of 5 permanent minor signs for each street frontage per 100 feet of lot width with a maximum size of 1 square foot for each sign.	
			b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted minor signs may only be mounted flat against the wall.	
Directional Signs: Unlimited unless for church (150' spacing) - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Directional signs, not exceeding six square feet in area and erected or displayed within five feet of the front property line, except where a highway setback established in section 7-1006 requires a greater setback; provided, however, that no directional sign, except a sign indicating the location of or direction to a church or a public building, shall be erected within 150 feet of any other directional sign. No directional sign shall be erected or displayed unless, in addition to any	2. Signs at locations within 10 feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:	This would accommodate signs at parking lots and driveways, especially at larger complexes, where driveways and walkways have intersecting paths that lead in different directions.
			a. Number and Size Limits: A maximum of 1 sign is permitted facing each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of 6 square feet for each sign.	
			b. Mounting and Installation Regulations: These signs may only be freestanding and less than 42 inches in height.	
Multifamily Dwelling Signs: 1 sign - 40 SF		Multifamily dwelling signs, not exceeding 40 square feet in area, when erected or displayed on the property being identified or advertised and in compliance with the required building setback line; provided, that only one such sign may be erected or displayed on any such property.	3. Signs along a property's street frontage:	
Church Signs: 1 sign - 40 SF		Church signs, not exceeding 40 square feet in area; provided, that only one such sign may be erected or displayed on any street frontage. Church signs shall be setback at least ten feet from the front lot line; provided, however, that where the required building setback line is less than ten feet from the front lot line, the sign may be erected or displayed in conformance with such required setback line.	a. Number and Size Limits: A maximum of 1 sign with a maximum size of 40 square feet for each sign is permitted if wall mounted or 32 square feet if free standing at each property street frontage.	

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
Identification Signs: 1 sign - 24 SF	1 sign per street frontage - 40 SF (32 SF if freestanding)	Identification signs, not exceeding 24 square feet in area, showing the name and use of a convent, monastery, seminary, public building, public park or playground, community building, hospital, cemetery or fraternal organization, when such use is permitted in a residence zone and such sign is erected or displayed on the property so identified; provided, that only one such sign may be erected or displayed on each street frontage of any such property unless a special use permit is approved for additional signs. Identification signs shall be set back at least ten feet from the front lot line; provided, however, that where the required building setback line is less than ten feet from the front lot line, the sign may be erected or displayed in conformance with such required building setback line.	b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If freestanding, the sign shall be installed as a monument sign less than six feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.	To accommodate the multiple types of institutional uses in residential zones, a single 40 SF sign would be permitted per street frontage
School Signs: 1 sign per street frontage - SUP required		School signs authorized by a special use permit; provided, that only one such sign may be erected or displayed on any street frontage.		
Ballpark Signs: SUP required - 8' height		Ballpark signs authorized by a special use permit; provided, that no such sign shall exceed eight feet in height above grade.		
Curb Sign: 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Curb signs, not exceeding one-half square foot in area.	4. Signs painted on the curb: a. a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.	Provision for curb signs that usually show the address, etc. Would only be permitted on private property.
			b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.	
Subdivision Sign: 1 Sign - 24 SF	Sign at entrance to neighborhood: 1 sign - 24 SF	Subdivision signs, not exceeding 24 square feet in area, when erected or displayed on the property being identified or advertised and set back ten feet from the front lot line; provided, that only one such sign may be erected or displayed facing any one street on the perimeter of the subdivision.	5. Signs at the entrance to a neighborhood: a. Number and Size Limits: 1 permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of 24 square feet for each sign.	More specific regulations for signs formerly called 'subdivision signs"
			b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than 6 feet in height.	
Standards for multi-family residential zones adding allowances for sign types found at apartment buildings	Standards for multi-family residential zones adding allowances for sign types found at apartment buildings	RC, RCX, RD residence zones and mixed use zones. In the RC, RCX and RD residence zones and in the mixed use zones, the following signs only may be erected and displayed so long as they comply with all other applicable requirements of this Article IX.	(2) In the RA, RC, RCX, and RD Zones the following regulations shall apply:	Reconfigured for new format.
	The regulations in this section are for exclusively residential properties		A. On property used for residential purposes only the following signs are permitted:	
	i. Flags:		i. Flags:	Flags are a new regulatory area.
	Flags: based on lot width, up to five - 18 SF		1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of 18 square feet for each flag.	
	Flag Height: 35 feet or 6 feet projecting pole		2. Mounting and Installation Regulations: Freestanding flags may only be less than 35 feet in height. Wall mounted flags may only be on a projecting pole no longer than 6 feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than 20 percent of the glazing area of the window's area where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.	
			ii. Temporary Signs:	
			1. Number, Size and Time Limits:	
Contractor sign: One sign - 24 SF	A total sign area of 40 square feet, but no individual sign can be larger than 24 square feet.	Contractor signs, not exceeding 24 square feet in area, and subcontractor signs, not exceeding eight square feet in area; provided, that only one such sign may be erected or displayed on any property for any contractor and any subcontractor, and that all such signs shall be removed upon completion of the work.	a. Signage with a total area of no more than forty (40) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.	There would be an allowance of sign area and a maximum size for each individual sign to allow for temporary signage for various purposes but to limit the amount of singage on each property.
Real Estate Sign: One sign - 12 SF		Real estate signs, not exceeding 12 square feet in area; provided, that only one such sign may be erected or displayed on any property.		

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Yard Sale Sign: One sign - 2 SF		Yard sale signs, not exceeding two square feet in area, provided, that only one such sign may be erected or displayed on any street frontage on any private property and that such signs shall not be displayed for more than 72 consecutive hours. Could also be used for a year-round political or personal statement		
	Size limits for temporary signs would be a maximum height of 6 feet if freestanding. Window installation would be limited to 20 percent		2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs may only be less than six (6) feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than twenty percent (20%) of the glazing area of the window where it is installed.	
			iii. Permanent Signs:	
Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF; Off-street Parking Sign: Unlimited at parking areas - 4 SF and at entrances/exits - 6 SF	Minor Sign: 5 signs - 1 SF	Convenience signs, not exceeding two square feet in area. And Warning signs, not exceeding one square foot in area; provided, that only two such signs may be erected or displayed on any street frontage on any property. AND Off-street parking signs, not exceeding four square feet in area, at any entrance or exit of an off-street parking facility required by sections 8-100 through 8-400 or a motor vehicle parking or storage use permitted by this ordinance, and not exceeding six square feet in area at any entrance or exit of a motor vehicle parking or storage use permitted by section 8-600; provided, that only one such sign may be erected or displayed at each entrance or exit.	1. Minor Signs:	Provision for address, parking, driveway markers, etc.
			a. Number and Size Limits: Maximum of 5 signs per property for each street frontage per 100 feet of lot width with a maximum size of 1 square foot for each sign.	
			b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted signs may only be mounted flat against the wall.	
Subdivision Sign: 1 Sign - 24 SF	Sign at entrance to neighborhood: 1 sign - 24 SF	Subdivision signs, not exceeding 24 square feet in area, when erected or displayed on the property being identified or advertised and set back ten feet from the front lot line; provided, that only one such sign may be erected or displayed facing any one street on the perimeter of the subdivision.	2. Signs at the entrance to a neighborhood:	More specific regulations for signs formerly called "subdivision signs"
			a. Number and Size Limits: 1 permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of 24 square feet for each sign.	
			b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than 6 feet in height.	
Curb Sign: 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Curb signs, not exceeding one-half square foot in area.	3. Signs painted on the curb:	Provision for curb signs that usually show the address, etc. Would only be permitted on private property.
			a. Number and Size Limits: 1 permanent sign is permitted with a maximum size of 6 square inches.	
			b. Mounting and Installation Regulations: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.	
Directional Signs: Unlimited unless for church (150' spacing) - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Directional signs, not exceeding six square feet in area and erected or displayed within five feet of the front property line, except where a highway setback established in section 7-1006 requires a greater setback; provided, however, that no directional sign, except a sign indicating the location of or direction to a church or a public building, shall be erected within 150 feet of any other directional sign. No directional sign shall be erected or displayed unless, in addition to any permit required by the building code, a permit has been obtained from	4. Signs at locations within 10 feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:	This would accommodate signs at parking lots and driveways, especially at larger complexes, where driveways and walkways have intersecting paths that lead in different directions.
			a. Number and Size Limits: A maximum of 1 sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of 6 square feet for each sign.	
			b. Mounting and Installation Regulations: These signs may only be freestanding and less than 42 inches in height.	
Multifamily Dwelling Signs: 1 sign - 40 SF	In multifamily zones: 1 sign per street frontage - 40 SF (32 SF if freestanding)	Multifamily dwelling signs, not exceeding 40 square feet in area, when erected or displayed on the property being identified or advertised and in compliance with the required building setback line; provided, that only one such sign may be erected or displayed on any such property.	5. Signs along a multi-family property's street frontage:	
			a. Number and Size Limits: Signage with a total area of no more than sixty (60) square feet per property frontage, however no single wall mounted sign is permitted to be larger than forty (40) square feet, and no freestanding sign is permitted to be larger than thirty-two (32) square feet.	
			b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign less than six (6) feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.	
	Special regulation list for non-residential uses in residential zones such as churches and schools and for small retail/service uses found at many apartment buildings		b. On property used for mixed use or non-residential purposes:	
			i. Flags:	

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	Flags: Up to five - 18 SF		1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of eighteen (18) square feet per flag. The area used for flags shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-201.A(2)b.iii.6.	Flags are a new regulatory area.
	Flag Height: 35 feet or 6 feet projecting pole		2. Mounting and Installation Regulations: Freestanding flags may only be attached to a pole less than 35 feet in height. Wall mounted flags may only be on a projecting pole no longer than 6 feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than 20 percent of the glazing area of the window's area where it is installed. The bottom of a projecting wall-mounted flag shall not encroach within 8 feet of the ground directly below the location where the flag is mounted.	
			ii. Temporary Signs:	
			1. Number, Size and Time Limits:	
Contractor sign: One sign - 24 SF	A total sign area of 40 square feet, but no individual sign can be larger than 24 square feet.	Contractor signs, not exceeding 24 square feet in area, and subcontractor signs, not exceeding eight square feet in area; provided, that only one such sign may be erected or displayed on any property for any contractor and any subcontractor, and that all such signs shall be removed upon completion of the work.	a. Signage with a total area of no more than forty (40) square feet, however no single sign is permitted to be larger than twenty-four (24) square feet.	There would be an allowance of sign area and a maximum size for each individual sign to allow for temporary signage for various purposes but to limit the amount of singage on each property.
Real Estate Sign: One sign - 12 SF		Real estate signs, not exceeding 12 square feet in area; provided, that only one such sign may be erected or displayed on any property.		
Yard Sale Sign: One sign - 2 SF		Yard sale signs, not exceeding two square feet in area, provided, that only one such sign may be erected or displayed on any street frontage on any private property and that such signs shall not be displayed for more than 72 consecutive hours. Could also be used for a year-round political or personal statement		
			iii. Permanent Signs:	
Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF; Off-street Parking Sign: Unlimited at parking areas - 4 SF and at entrances/exits - 6 SF	Minor Sign: 5 signs - 1 SF	Convenience signs, not exceeding two square feet in area. And Warning signs, not exceeding one square foot in area; provided, that only two such signs may be erected or displayed on any street frontage on any property. AND Off-street parking signs, not exceeding four square feet in area, at any entrance or exit of an off-street parking facility required by sections 8-100 through 8-400 or a motor vehicle parking or storage use permitted by this ordinance, and not exceeding six square feet in area at any entrance or exit of a motor vehicle parking or storage use permitted by section 8-600; provided, that only one such sign may be erected or displayed at each entrance or exit.	1. Minor Signs:	Provision for address, parking, driveway markers, etc.
			a. Number and Size Limits: Maximum of 5 signs per property for each street frontage per 100 feet of lot width with a maximum size of 1 square foot for each sign.	
			b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted signs may only be mounted flat against the wall.	
Subdivision Sign: 1 Sign - 24 SF	Sign at entrance to neighborhood: 1 sign - 24 SF	Subdivision signs, not exceeding 24 square feet in area, when erected or displayed on the property being identified or advertised and set back ten feet from the front lot line; provided, that only one such sign may be erected or displayed facing any one street on the perimeter of the subdivision.	2. Signs at the entrance to a neighborhood: a. Number and Size Limits: 1 permanent sign is permitted per entrance to a distinguishable neighborhood with a maximum size of 24 square feet for each sign. b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than 6 feet in height.	More specific regulations for signs formerly called 'subdivison signs"
Curb Sign: 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Curb signs, not exceeding one-half square foot in area.	3. Signs painted on the curb: a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot. b. Mounting and Installation Regulations: Such signs may only be on the face of a curb on private property.	Provision for curb signs that usually show the address, etc. Would only be permitted on private property.
Directional Signs: Unlimited unless for church (150' spacing) - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Directional signs, not exceeding six square feet in area and erected or displayed within five feet of the front property line, except where a highway setback established in section 7-1006 requires a greater setback; provided, however, that no directional sign, except a sign indicating the location of or direction to a church or a public building, shall be erected within 150 feet of any other directional sign. No directional sign shall be erected or displayed unless, in addition to any	4. Signs at locations within 10 feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel: a. Number and Size Limits: A maximum of 1 sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of 6 square feet for each sign. b. Mounting and Installation Regulations: These signs may only be freestanding and less than 42 inches in height.	This would accommodate signs at parking lots and driveways, especially at larger complexes, where driveways and walkways have intersecting paths that lead in different directions.

Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS				
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
Multifamily Dwelling Signs: 1 sign - 40 SF	1 sign per street frontage - 40 SF (32 SF if freestanding)	Multifamily dwelling signs, not exceeding 40 square feet in area, when erected or displayed on the property being identified or advertised and in compliance with the required building setback line; provided, that only one such sign may be erected or displayed on any such property.	5. Signs along a multi-family or non-residential property’s street frontage:	
Multifamily Dwelling Signs: 1 sign - 40 SF		Church signs, not exceeding 40 square feet in area; provided, that only one such sign may be erected or displayed on any street frontage. Church signs shall be setback at least ten feet from the front lot line; provided, however, that where the required building setback line is less than ten feet from the front lot line, the sign may be erected or displayed in conformance with such required setback line.	a. Number and Size Limits: Signage with a total area of no more than sixty (60) square feet per property frontage, however no single wall mounted sign is permitted to be larger than forty (40) square feet, and no freestanding sign is permitted to be larger than thirty-two (32) square feet.	
Identification Signs: 1 sign - 24 SF		Identification signs, not exceeding 24 square feet in area, showing the name and use of a convent, monastery, seminary, public building, public park or playground, community building, hospital, cemetery or fraternal organization, when such use is permitted in a residence zone and such sign is erected or displayed on the property so identified; provided, that only one such sign may be erected or displayed on each street frontage of any such property unless a special use permit is approved for additional signs. Identification signs shall be set back at least ten feet from the front lot line; provided, however, that where the required	b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation only permitted on a lot with a width of at least 100 feet at the front lot line only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of 25 feet or more, or where a building is setback 25 feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign less than six feet in height, and shall be setback at least 10 feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.	
School Signs: 1 sign per street frontage - SUP required		School signs authorized by a special use permit; provided, that only one such sign may be erected or displayed on any street frontage.		
Ballpark Signs: SUP required - 8' height		Ballpark signs authorized by a special use permit; provided, that no such sign shall exceed eight feet in height above grade.		
Identification Signs: 1 sign - 2 SF		Identification signs, not exceeding two square feet in area, showing the name and use of a tourist home, nursery school, public garage for storage only or professional office, when such use is permitted in an RA or RB residence zone, and is erected or displayed on the property so identified in compliance with the required building setback line;		
Apartment Hotel Sign - 1 sign - 40 SF		Apartment hotel signs, not exceeding 40 square feet in area, when erected or displayed on the property being identified or advertised and in compliance with its required building setback line; provided, that only		
A 'business sign' is presented as a content-based sign type with standards only permitting a wall sign, up to 20' above the ground and with a size limit of 1 SF per linear foot of wall area. All other commercial signage types are permitted, except, because of the 20' height limit, signs above first floor level. The commercial part of a building in a mixed-use zone is required to obtain	A sign at the entrance to a non-residential portion of a building is permitted as a wall sign, up to 20' above the ground and with a size limit of 1 SF per linear foot of wall area. All other commercial signage types are permitted, except, because of the 20' height limit, signs above first floor level. The commercial part of a building in a mixed-use zone would now be regulated in the sign	Business signs, in connection with any commercial use permitted in the RC, RCX or RD residential zone or in the mixed use zones; provided, that such signs shall be kept within a height of 20 feet above the sidewalk; provided further, that the total area of such signs displayed on any building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area; provided further, that each commercial use located above the first floor shall be limited to one sign not exceeding one square foot at any entrance to the building.	6. Wall signs at the entrance to a non-residential building or area of a building.	In the higher density apartment zones, there are auxiliary commercial uses (usually a small market, hair salon, dry cleaner, etc.) The current regulations for these would remain effectively unchanged, however, there is a provision in the current ordinance that requies commercial areas of a mixed-use building in a mixed-use zone to obtain an SUP for signage, although mixed use buildings in commercial or residential zones do not have this requirements. This requirement runs counter to City efforts to improve the business friendliness of its zoning regulations.
		Any sign, marquee or awning permitted under section 9-202 for commercial uses shall be permitted on a tract of land in a mixed use zone developed solely for commercial use. If the tract of land is developed for both residential and commercial uses, then signs permitted under section 9-202 for commercial uses may be permitted with a special use permit.	a. Number and Size Limits: A maximum of 1 sign with a maximum size of 1 square feet for each linear foot of building width for the wall on which the sign is mounted.	
			b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. Such sign cannot be higher than 20 feet above grade measured from the location immediately below the sign to the top of the sign. Such signs may also be mounted on an awning or marquee. Marquees and awnings are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.	
			7. Projecting signs at the entrance to a non-residential building or area of a building:	

Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS				
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
an SUP for signage.	standards for commercial zones.		a. Number and Size Limits: A maximum of 1 sign with a maximum size of 16 square feet.	
			b. Mounting and Installation Regulations: The total area of all signage on the building shall be sixteen (16) square feet. The area allowed for this signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-201.A(2)b.iii.6..	
		Marquees and awnings, except any marquee or awning which serves as a sign background; provided, however, that no marquee or awning, unless otherwise provided in an encroachment ordinance enacted by city council, may be within one foot of or beyond the vertical plane of the curb line, and the bottom of any marquee or awning shall be at least seven feet above the sidewalk. When side arms are used on an awning, the bottom of any side arm at the building shall be at least six feet six inches above the sidewalk when the awning is in use. This section 9-201(A)(15) shall not be construed to supersede the requirement of section 9-104(E).		DELETED
			Sec. 9-202 – Commercial, Special, Overlay, and Mixed Use district signs.	
	Revised ordinance specifies zones for which this section applies. It includes commercial and mixed-use zones	Permitted signs. In any commercial zone, the following signs, marquees and awnings only may be erected and displayed so long as they comply with all other applicable requirements of this Article IX (including signs permitted in Residential Zones).	(A) Generally. Except as provided otherwise in this Article, the following signs are permitted as accessory uses in the CC, CD, CDX, CG, CL, CR, CSL, KR, NR, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), OCM (100), CDD, and W-1 Zones.	
			i. Flags:	Flags are a new regulatory area.
	Flags: Up to five - 24 SF		1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of twenty four (24) square feet for each flag. The area used for flags shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.a or b or in Sections 9-201 (A) iii.6 or iii.7.	
	Flag Height: 35 feet or 6 feet projecting pole		2. Mounting and Installation Regulations: Freestanding flags may only be attached to a pole less than 35 feet in height. Wall mounted flags may only be on a projecting pole no longer than 6 feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than 20 percent of the glazing area of the window where it is installed. The clearance under a projecting wall mounted flag shall not be less than eight (8) feet directly below the location where the flag is mounted.	
			ii. Temporary Signs:	
			1. Number, Size and Time Limits:	
Current requirements allow real estate and contractor signs to use the same sign area allowed for wall signs.	The revised regulation clarifies that the area permitted for temporary signs used when a property is for sale or lease or is under construction is equal to the area allowed for wall signs, but would be deducted from the allowable area used for wall signs	Real estate, contractor and subcontractor, and directional signs. Real estate, contractor and subcontractor, and directional signs permitted in a commercial zone under section 9-202(A) shall comply with the following provisions as to size and location. Real estate signs. Any such sign shall comply with the provisions of section 9-202(B) as to size and location. Contractor and subcontractor signs. Any such sign shall comply with the provisions of section 9-202(B) as to size and location and shall be removed upon completion of work of the contractors or subcontractors.	a. a. A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted per frontage on a street, alley, or parking lot only when located on property where a building permit is active. Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. The area allowed for this temporary signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or iii.7.	This standard would remain effectively unchanged. In commercial zones, real estate signs are allowed to use up area provided for wall/window signage, but no additional area is allowed
		Real estate, contractor and subcontractor, and directional signs. Real estate, contractor and subcontractor, and directional signs permitted in a commercial zone under section 9-202(A) shall comply with the following provisions as to size and location. Real estate signs. Any such sign shall comply with the provisions of section 9-202(B) as to size and location. Contractor and subcontractor signs. Any such sign shall comply with the provisions of section 9-202(B) as to size and location and shall be removed upon completion of work of the contractors or subcontractors.	b. A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted per frontage on a street, alley, or parking lot only when located on property is actively marketed and advertised for sale or actively marketed and advertised for rent. The area allowed for this temporary signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.a or in Sections 9-201 (A) iii.6 or iii.7.	This standard would remain effectively unchanged. In commercial zones, real estate signs are allowed to use up area provided for wall/window signage, but no additional area is allowed

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
The existing temporary business sign regulates content. It allows additional wall signage area equal to 1/2 of the of the permitted permanent sign area up to 100 square feet for up to 30 days	The proposed temporary signage regulation permits a similar area to the existing signage allowance. It removes content regulations and extends the allowable period to 60 days	Temporary signs. One "opening," "going out of business," or similar sign advertising the opening of a new place of business or the change in management or ownership, or the closing, of an established place of business may be displayed, provided:	c. One (1) sign with a maximum size of the lesser of 20 feet, 0.5 square feet for each linear foot of building width for the wall on which the sign is mounted, or one hundred (100) square feet. The maximum period for this sign is sixty (60) days per six month period of a year.	Although the size standards would remain unchanged, there have been requests to allow these types of signs to be permitted for 60 days, which is provided here. All content requirements are also removed.
Yard Sale Sign: One sign - 2 SF		The sign is displayed against a wall of the building in which the business is located;		
		The sign does not exceed one half square foot of area for each linear foot of the building wall to which the sign is attached, such area not to exceed 100 square feet in any case and at least 20 square feet to be allowed in all cases; and		
		The sign is not displayed for a period longer than 30 days.		
		Yard sale signs, not exceeding two square feet in area, provided, that only one such sign may be erected or displayed on any street frontage on any private property and that such signs shall not be displayed for more than 72 consecutive hours. Could also be used for a year-round political or personal statement		
			2. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign to the top of the sign. On a vacant lot, such sign can be freestanding, but shall have a height no greater than six (6) feet and an area no greater than 40 square feet.	
	Business sign allowance is deleted as a content-based requirement	Business signs which meet the requirements of section 9-202(B).		DELETED
	Signs as an encroachment in rights of way are already regulated in the Streets and Sidewalks section of City Code.	Signs, marquees and awnings encroaching upon a public right-of-way for which an encroachment ordinance has been enacted or which city council has expressly authorized for up to ten days.	DELETED AS RIGHT OF WAY SIGNAGE	DELETED. The Streets and Sidewalks section fo City Code accomodates signage encorachments for projecting signs/awnings over sidewalks.
	Banners in rights of way are already regulated in the Streets and Sidewalks section of City Code.	Banners for which special permission has been obtained pursuant to section 9-104(F).	DELETED AS RIGHT OF WAY SIGNAGE	DELETED
			iii. Permanent Signs:	
Convenience Sign: 1 sign - 2 SF; Warning Sign: 2 signs - 1 SF; Off-street Parking Sign: Unlimited at parking areas - 4 SF and at entrances/exits - 6 SF	Minor Sign: 5 signs - 1 SF	Convenience signs, not exceeding two square feet in area. And Warning signs, not exceeding one square foot in area; provided, that only two such signs may be erected or displayed on any street frontage on any property. AND Off-street parking signs, not exceeding four square feet in area, at any entrance or exit of an off-street parking facility required by sections 8-100 through 8-400 or a motor vehicle parking or storage use permitted by this ordinance, and not exceeding six square feet in area at any entrance or exit of a motor vehicle parking or storage use permitted by section 8-600; provided, that only one such sign may be erected or displayed at each entrance or exit.	1. Minor Signs only permitted in the CC, CG, CR, CSL, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), and OCM (100) Zones, but not permitted in the CD, CDX, CL, KR, NR, or W-1 zones:	Provision for address, parking, driveway markers, etc.
			a. Number and Size Limits: Maximum of 5 signs per property per street frontage for each street frontage per 100 feet of lot width with a maximum size of 1 square foot for each sign.	
			b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted signs may only be mounted flat against the wall.	
Subdivision Sign: 1 Sign - 24 SF	Sign at entrance to neighborhood: 1 sign - 24 SF	Subdivision signs, not exceeding 24 square feet in area, when erected or displayed on the property being identified or advertised and set back ten feet from the front lot line; provided, that only one such sign may be erected or displayed facing any one street on the perimeter of the subdivision.	2. Signs at the entrance to a neighborhood:	More specific regulations for signs formerly called 'subdivison signs"
			a. Number and Size Limits: 1 permanent sign is permitted per entrence to a distinguishable neighborhood with a maximum size of 24 square feet for each sign.	
Curb Sign: 1 sign - 0.5 SF	Sign painted at curb - 1 sign - 0.5 SF	Curb signs, not exceeding one-half square foot in area.	b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than 6 feet in height.	Provision for curb signs that usually show the address, etc. Would only be permitted on private property.
			3. Signs painted on the curb:	
			a. Number and Size Limits: One permanent sign is permitted with a maximum size of one-half (0.5) square foot.	
			b. Mounting and Installation Regulations: Such signs may only be on the face of a curb on private property.	

	Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS			
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
Directional Signs: Unlimited unless for church (150' spacing) - 6 SF	Signs at intersections of walkways/circulation routes in driveways or parking lots - 6 SF	Directional signs. Any such sign may not exceed six square feet in area; provided, that the area of the sign may be increased with a special use permit.	4. Signs at locations within 10 feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:	This would accommodate signs at parking lots and driveways, especially at larger complexes, where driveways and walkways have intersecting paths that lead in different directions.
			a. Number and Size Limits: A maximum of 1 sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of 6 square feet for each sign.	
			b. Mounting and Installation Regulations: These signs may only be freestanding and less than 42 inches in height.	
	New projection sign standards are in Secton 9-202 (A)(iii)(8)	Projection and height of signs. A sign may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign does not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least 14.5 feet above an alley.		DELETED AS INDEPENDENT REQUIERMENT, INTEGRATED INTO SIGN TYPE REQUIREMENTS
	Freestanding sign standards are modified to only permit 6 foot tall monument-type signs instead of 25-30 foot tall pole signs. Also the provision allowing for an 'identification sign' is eliminated. Its standards are integrated into the overall freestanding sign size standards. Sizes are limited to 32 SF including sign base for 1-2 occupant properties and 40 SF including sign base for multi-occupant properties.	Freestanding signs. Freestanding signs may be erected or displayed on a lot with a width of at least 100 feet at the front lot line only where drive-in service or parking is provided, leaving a distance between the building and a side lot line of 25 feet or more, or where a building is set back 25 feet or more from the front lot line subject to the following limitations:	5. Freestanding signs at a property's street frontage:	This section is reformed with content regulations removed. Size standards are changed for freestanding signs such that only monument-type signs are permitted.
			a. Number and Size Limits:	
		A lot containing no more than two businesses may contain one freestanding sign with a maximum area of 50 square feet and a maximum height of 25 feet above grade to the top of the sign.	(i) At a lot containing no more than two businesses, a maximum of one monument freestanding sign is permitted with a maximum area of 32 square feet and a maximum height of 6 feet above grade to the top of the sign.	
		A lot containing three or more businesses may contain one freestanding sign with a maximum area of 100 square feet and a maximum height of 30 feet above grade to the top of the sign.	(ii) At a lot containing three or more businesses, a maximum of one monument freestanding sign is permitted with a maximum area of 40 square feet and a maximum height of six (6) feet above grade to the top of the sign.	
		A lot with a width of more than 200 feet at the front lot line may contain two freestanding signs in compliance with either (a) or (b) above.	(iii) A lot with a width of more than 200 feet at the front lot line may contain two freestanding signs in compliance with either (i) or (ii) above.	
		When the street frontage of a lot is in excess of 300 feet, the number of signs and allowable sign area may be increased with a special use permit.	(iv) When the street frontage of a lot is in excess of 300 feet, the number of signs and allowable sign area may be increased with a special use permit.	
		A freestanding sign shall have no more than two faces and shall be double faced back to back only.	b. Mounting and Installation Regulations: Freestanding installation shall only be permitted on a lot with a width of at least one hundred (100) feet at the front lot line and only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign, and it shall be setback at least ten (10) feet from the front lot line. A freestanding sign shall have no more than two faces and shall be double faced back to back only.	
		No signs other than those indicated on the sign application shall be attached to a freestanding sign.	No signs other than those indicated on the sign application shall be attached to a freestanding sign.	
		Identification signs. Identification signs for shopping centers consisting of five or more separate businesses and having a continuous street frontage of at least 200 feet are permitted and the area of such signs shall not be included in the total area of signs otherwise permitted by this section for the separate businesses. The total area of shopping center identification signs shall not exceed one square foot for each foot of street frontage, and the total area of such signs facing any street, alley or parking area shall not exceed 150 square feet; provided, that when the street frontage of a shopping center exceeds 300 feet, such sign areas may be increased with a special use permit.		

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
	Signs, movies and theater acts is eliminated as a sign type because it is a content-type sign	Signs, movies and theatre acts. Signs advertising movies, plays and other features to be given in a theatre and displayed on permanent frames erected on theatre buildings shall comply with the provisions of thissection 9-202(B) as to size and location; provided, that the bottom of the frame of any such sign erected flat against a wall shall be at least eight feet above the sidewalk, alley or parking area; provided further, that when the area of any such frame facing a street, alley or parking area is less than 24 square feet and the area of all such frames facing the same street, alley or parking area is less than 48 square feet, the area of the signs displayed within the frame shall not be included in determining the total area of signs erected or displayed.		DELETED
	Valet parking sign regulations are eliminated, as this is a context-type regulation. New allowances for A-frame signs would accommodate a Valet operation on private property.	Valet parking. Temporary freestanding valet parking signs shall be permitted in conjunction with and subject to the limitations of an approved special use permit that includes a valet parking management plan.		DELETED
	Standards for wall signs remain unchanged, but they are reconfigured for clarity		6. Wall signs:	This section is reformed with content regulations removed. Size limits are added for projecting signs that did not exist previously.
		One-story buildings. The total area of all signs displayed on a building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area.	a. Number and Size Limits: The total area of all signs displayed on a building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area.	
		Multi-story buildings.	b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. Such sign cannot be higher than 20 feet above grade measured from the location immediately below the sign to the top of the sign. Such signs may be mounted on an awning or marquee. Marquees and awnings are only permitted to encroach upon a public right-of-way if anpermitted by an enacted encroachment ordinance has been enactedor which city council has expressly authorized	
		The total area of all signs displayed between the sidewalk and a height of 20 feet on any building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing such street, alley or parking area.	7. Wall signs higher than 20 feet above grade on a multi-story building:	
		The total area of all signs displayed above the 20-foot height specified in section 9-202(B)(2)(a) above on any building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing such street, alley or parking area.	a. Number and Size Limits: The total area of all signs displayed on a building wall higher than 20 feet above grade on a multi-story building which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area.	
			b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. No part of this sign is permitted to be lower than twenty (20) feet above grade measured from the location immediately below the sign.	
	Projection signs standards are added in this section		8. Projecting signs at the entrance to a non-residential building or non-residential part of a building:	
			a. Number and Size Limits: The total area of all signage on the building shall be sixteen (16) square feet. The area allowed for this signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or iii.7.	
			b. b. Mounting and Installation Regulations: Such signs shall be wall mounted. Such sign shall not project more than four (4) feet from the building wall or within one (1) foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least Fourteen and a half (14.5) feet above an alley. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.	
			9. Projecting signs higher than twenty (20) feet above grade on a multi-story building:	
			a. Number and Size Limits: The total area of all signage on the building shall be twenty-four (24) square feet. The area allowed for this signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or iii.7.	

Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS				
OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISITING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
			b. Mounting and Installation Regulations: Such signs shall be wall mounted. Such sign shall not project more than four (4) feet from the building wall or within one (1) foot of an established curb line. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized. No part of this sign is permitted to be lower than twenty (20) feet above grade measured from the location immediately below the sign.	
	This is a new section requiring that, unlike billboards, large signs be made of multiple panel units instead of a single, large panel.		iv. Any sign larger than 100 square feet in area shall have each letter or symbol installed as a separately mounted unit. No sign that measures 100 square feet or larger shall consist of an individual panel.	Section added to require that larger signs only use individual letter/symbol installations such as channel lettering. This would discourage billboard-type sign installations.
	Signs must face a public area	Size and location limitations. Signs permitted within a commercial zone under section 9-202(A) may be displayed on any building wall which faces a street, alley or parking area or may be freestanding signs, and shall comply with the following provisions as to size and location.	v. Size and location limitations. Signs permitted within a commercial zone under section 9-202(A) may be displayed on any building wall which faces a street, alley or parking area or may be freestanding signs, and shall comply with the provisions herein.	This is a clarification that signs must face a public area.
	This section for marquees and awnings remains unchanged.	Marquees and awnings. Marquees and awnings may be used as a sign background.	vi. Marquees and awnings. Marquees and awnings may be used as a sign background.	Unchanged
	Window sign regulations remain unchanged	Window signs. The total area of window signs, including those advertising sales, in any one window shall not exceed 20 percent of the area of the window. The total area of window signs shall be included in determining the total area of signs erected or displayed.	B. Window signs. The total area of window signs, in any one window shall not exceed 20 percent of the glazing area of the window where it is installed. The total area of window signs shall be included in determining the total area of signs erected or displayed on the wall that contains the window.	This remains unchanged
	New A-frame regulations are added to permit such portable signs on private property outside the two regulated historic districts (Old and Historic Alexandria and Parker-Gray). Size and location standards are included.		A-frame signs on the property of individual businesses. Notwithstanding any provision to the contrary in this ordinance, A-frame signs are permitted on private property in commercial districts that are not within the Parker-Gray District or the Old and Historic Alexandria District subject to compliance with the following standards:	New A-Frame regulations for private property as proposed by Ad Hoc Group
			(1) Location. An A-Frame Sign shall only be located:	
			a. on the property of the owner of the sign;	
			b. outside of a minimum lateral walkway clearance of five (5) feet for pedestrian travel;	
			c. within fifteen (15) feet of the front facade of the building;	
			d. not encroaching in the line of vision clearance for motor vehicles; and	
			e. a minimum of fifteen feet from any driveway or roadway intersection.	
			(2) Number. A maximum of one (1) sign is permitted per business.	
			(3) Size. Signs may not exceed forty two (42) inches in height and twenty four (24) inches in width.	
			(4) Pedestrian safety. Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian thoroughway along the walkways, crossing of streets or parking areas, entry and alighting from cars and buses, and access to curb ramps.	
			(5) Temporary. All signs, including installation materials shall be temporary and shall be readily removable without any damage to the pavement or ground surface.	
			(6) Time Limits. An A-Frame sign is permitted outdoors only during operating hours of the establishment where the sign is located.	
			(7) Materials and Design.	
			a. Only high quality, durable materials shall be used, such as slate, marker board, stainless steel, aluminum, aluminum composite, laminate plastic or medium density overlay plywood painted with enamel paint.	
			b. Illumination is prohibited.	
			c. Braces are required to ensure that the sign legs remain adequately spread to prevent it from falling.	
			d. The sign shall be a minimum weight of 20 pounds properly balanced to ensure that it would not blow away in the wind.	
			(8) Compliance with law. All signs shall comply with all applicable city, state and federal laws and regulations.	
		A-frame signs. Notwithstanding any provision to the contrary in this ordinance, A-frame signs may be permitted on King Street for businesses within the Central Business District, as defined by Section 8-300, provided they comply with the following provisions:		DELETED AS RIGHT OF WAY SIGNAGE

	Attachment 5 - Comparison of Existing and Proposed versions of ARTICLE IX. - SIGNS, MARQUEES AND AWNINGS			
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	Old King Street A-Frame program standards are eliminated from the Zoning Ordinance. The revised Pedestrian-Oriented Retail Shopping Street Wayfinding Signs Program is integrated into the City's Wayfinding Design Guidelines	Application and approval process. An application for an A-frame sign permit shall be submitted and shall include a plan reasonably depicting the location, size, text, appearance and method of installation of the proposed sign to be located in the public right of way, and such additional information as the director may reasonably require. The director may approve the application after determining that the proposed sign plan will be reasonable, attractive and promote pedestrian and retail vitality in the Central Business District, and that there is adequate space remaining within the public right of way to facilitate safe circulation of pedestrian traffic. No material change to the approved plan shall be made without prior written approval by the director.		DELETED AS RIGHT OF WAY SIGNAGE
		King Street locations. A maximum of four signs may be located on any one intersection of King Street and each intersecting street, one on each corner.		DELETED AS RIGHT OF WAY SIGNAGE
		Eligible businesses. For each sign, eligible businesses include restaurants, retail uses, and retail oriented businesses, which include restaurants and retail and personal services uses, as those terms are defined by this ordinance, located on adjacent blockface on a street within the Central Business District, which street intersects with or is parallel to King Street. Eligible businesses shall not include banks, savings and loans, credit unions and contractor or other offices.		DELETED AS RIGHT OF WAY SIGNAGE
		Number of signs. A maximum of one A-frame sign is permitted for all eligible businesses on any eligible blockface.		DELETED AS RIGHT OF WAY SIGNAGE
		Size of sign. Signs may not exceed 42 inches in height and 24 inches in width.		DELETED AS RIGHT OF WAY SIGNAGE
		Illumination. Illuminated signs are prohibited.		DELETED AS RIGHT OF WAY SIGNAGE
		Pedestrian safety. Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian thoroughway along the sidewalk, crossing of streets, entry and alighting from cars and buses, and access to curb ramps.		DELETED AS RIGHT OF WAY SIGNAGE
		Temporary signs. All signs, including installation materials, placed in the right of way shall be temporary and shall be readily removable without any damage to the surface of the right of way.		DELETED AS RIGHT OF WAY SIGNAGE
		Compliance with law. All signs shall comply with all applicable city, state and federal laws and regulations.		DELETED AS RIGHT OF WAY SIGNAGE
		Director requirements. Signs shall comply with such additional reasonable terms and conditions as the director may require and include in the permit.		DELETED AS RIGHT OF WAY SIGNAGE
			9-203 – Industrial district signs.	
	Industrial Sign standards remain unchanged	In the I and UT zones, any sign, marquee and awning permitted in a commercial zone under section 9-202 may be erected or displayed so long as it complies with all other applicable requirements of this Article IX; provided, that the total area of any signs in an industrial or utility zone which face real property in a commercial, industrial or utility zone may exceed the area allowed in section 9-202(B) by up to 50 percent.	(A) Generally. In the I and UT zones, any sign, marquee and awning permitted in a commercial zone under section 9-202 may be erected or displayed so long as it complies with all other applicable requirements of this Article IX; provided, that the total area of any signs in an industrial or utility zone which face real property in a commercial, industrial or utility zone may exceed the area allowed in section 9-202 by up to 50 percent.	This sectoin remains unchanged
		(Ord. No. 3677, § 1, 10-26-93; Ord. No. 3697, § 6, 1-22-94; Ord. No. 3864, § 3, 5-18-96; Ord. No. 3955, § 2, 10-25-97; Ord. No. 4355, § 2, 6-12-04; Ord. No. 4731, § 2, 6-28-11)	(B) <i>Window signs</i> . Window signs are permitted up to 20 percent of the glazing area of a window where it is installed and count toward the maximum square footage of wall signs permitted. Window signs are permitted only on the first floor of a building unless the applicant only has business operations located on an upper floor where the window sign is to be displayed.	
			9-204 – Signs Permitted in All Zones	
	Added section to accommodate signage that would likely be used for political campaigns. Should be discussed		(A) Additional temporary signs no larger than the largest temporary sign allowed on the property pursuant to Section 9-200 are permitted on any property with the permission of the property owner for no more than ninety (90) days, and there shall be a 30-day interruption between posting periods for temporary signs in this section.	Section added to accommodate campaign signage.

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OLD ORDINANCE SUMMARY	NEW SUMMARY	OLD/EXISTING ORDINANCE	PROPOSED/NEW ORDINANCE	NOTES/EXPLANATION
			Sec. 9-300 Signs within the Old and Historic Alexandria, Parker Gray and 100 Year Old Building Districts	
			9-301 - Review required.	
	Historic District BAR review criteria remain unchanged	Certificate of appropriateness. A certificate of appropriateness from the appropriate board of architectural review is required for the following signs when subject to view from a public street or place and affixed to a building or structure located in or otherwise displayed within the Old and Historic Alexandria District or the Parker-Gray District or when affixed to or displayed on a 100-year-old building designated by city council under section 11-300	(A) Certificate of appropriateness. A certificate of appropriateness from the appropriate board of architectural review is required for the following signs when subject to view from a public street or place and affixed to a building or structure located in or otherwise displayed within the Old and Historic Alexandria District or the Parker-Gray District or when affixed to or displayed on a 100-year-old building designated by city council under section 11-300:	Unchanged
		Any sign, marquee or awning permanently affixed or displayed, subject to the exemptions in section 9-301(B); or	(1) Any sign, marquee or awning permanently affixed or displayed, subject to the exemptions in section 9-301(B); or	Unchanged
		Any sign, marquee or awning otherwise affixed or displayed which exceeds four square feet in area.	(2) Any sign, marquee or awning otherwise affixed or displayed which exceeds four square feet in area.	Unchanged
	Exemption standards are modified to remove content requirements but to address typical limit intended for small, temporary type signs.	Exemptions. The following signs shall not be subject to the requirement of section 9-301(A):	(B) Exemptions. The following signs shall not be subject to the requirement of section 9-301(A):	Unchanged
		One sign, including a window sign, that is less than one square foot in area per building;	(1) Any non-illuminated window sign per building that is less than four feet in area;	Unchanged
		Any window sign between one square foot and four feet in area, specially permitted for a temporary period, pursuant to section 9-302, by the city manager;		Deleted due to redundancy
	The exemption for signs that qualify for administrative approval remains unchanged.	Signs for which administrative approval is available pursuant to sections 10-113 and 10-213;	(2) Signs for which administrative approval is available pursuant to sections 10-113 and 10-213	
			(3) Temporary Signs as follows:	
Contractor sign: One sign - 32 SF plus a subcontractor sign of 8 SF	One temporary sign with up to 6 SF	Any unlighted contractor's sign less than 32 square feet in area; AND Any unlighted subcontractor's sign less than eight square feet in area;	One sign, no more than six (6) square feet. Such sign may be freestanding, wall mounted, or inserted within a window, provided that it does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. Freestanding temporary signs may only be less than six (6) feet in height. If signs are being installed on a brick surface the installation should not damage the brick, and the sign should be anchored into the mortar joints	There would be an allowance of sign area and a maximum size for each individual sign to allow for temporary signage for various purposes but to limit the amount of signage on each property.
Real Estate Sign: One sign - 4 SF		Any unlighted real estate sign less than four square feet in area;		
	Because A-Frame signs would no longer be permitted in the Historic District, this section is eliminated	A-frame signs authorized and approved pursuant to section 9-202(F).		DELETE
	Compliance requirement section remains unchanged	Compliance required. Any sign, marquee or awning required to obtain a certificate of appropriateness under section 9-301(A) and any sign identified in section 9-301(B) may be erected or displayed only if authorized by and in compliance with all other applicable requirements of this Article IX.	(C) Compliance required. Any sign, marquee or awning required to obtain a certificate of appropriateness under section 9-301(A) and any sign identified in section 9-301(B) may be erected or displayed only if authorized by and in compliance with all other applicable requirements of this Article IX.	Unchanged
	Grandfathered sign regulations remain unchanged	Grandfathered signs. Any sign, marquee or awning legally erected or displayed within the Old and Historic Alexandria District on or before January 12, 1976, or within the Parker-Gray District on or before November 16, 1985, or on a lot or building listed under section 10-300 on or before the date of such listing may continue to be displayed and may be repainted with the same text, colors and design or repaired without a certificate of appropriateness; provided, that a certificate of appropriateness shall be required before any such sign, marquee or awning is altered, rebuilt or moved to a new location.	(D) Grandfathered signs. Any sign, marquee or awning legally erected or displayed within the Old and Historic Alexandria District on or before January 12, 1976, or within the Parker-Gray District on or before November 16, 1985, or on a lot or building listed under section 10-300 on or before the date of such listing may continue to be displayed and may be repainted with the same text, colors and design or repaired without a certificate of appropriateness; provided, that a certificate of appropriateness shall be required before any such sign, marquee or awning is altered, rebuilt or moved to a new location.	Unchanged
	Freestanding standards remain unchanged	Freestanding signs. One freestanding sign may be permitted on any property zoned commercial if the area of the sign is no greater than six square feet and if the sign is approved by the board of architectural review.	(E) Freestanding signs. One freestanding sign may be permitted on any property zoned commercial if the area of the sign is no greater than six square feet and if the sign is approved by the board of architectural review.	Unchanged

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	Prohibited sign standards for Washington Street Would be eliminated, as this is a content-based standard	Prohibited signs. Notwithstanding the provisions of section 9-301(E), no sign advertising a business, which sign is within 200 feet of and visible from Washington Street, shall be permitted unless it is attached to a building in which the business being advertised is conducted, or unless it is the minimum signage necessary to comply with section 9-7-20 of the city code.	(F) Prohibited signs. Notwithstanding the provisions of section 9-301(E), no sign advertising a business, which sign is within 200 feet of and visible from Washington Street, shall be permitted unless it is attached to a building in which the business being advertised is conducted, or unless it is the minimum signage necessary to comply with section 9-7-7 of the city code.	Unchanged
	No changes for temporary window sign standards	9-302 - Temporary window signs.		Unchanged
	The temporary window sign allowance standards are no longer used and are eliminated. Simple 4 SF sign exemption is instead to be used.	No window sign one square foot or more in area may be displayed in the Old and Historic District or the Parker-Gray District or in a 100-year old building designated by city council under Article X without a certificate of appropriateness, except on a temporary basis, for up to 30 consecutive days, pursuant to special permission from the city manager or her designee under section 9-302(B); provided, that the manager may not, on any single occasion, permit any person to display on a temporary basis more than one window sign for any window located within the building or structure, or portion thereof, which the person occupies; and provided further, that the manager or her designee may not authorize any person to display any window signs on a temporary basis on more than three occasions in any 12-month period.		Deleted due to redundancy
		In order to obtain permission for the display of one or more window signs on a temporary basis, the person seeking the permission must submit the following information to the city manager or her designee on a form prescribed by the city, together with a processing fee of \$5.00: (i) the name of the applicant; (ii) the period of time, not to exceed 30 consecutive days, during which the applicant seeks permission to display the sign or signs; (iii) the address of the building in which the sign or signs will be displayed; (iv) the size of the sign or signs; and (v) the number of occasions within the 12 months preceding the application on which applicant has obtained special permission pursuant to this section 9-302 to display one or more window signs on a temporary basis in the same building described in the application.		Deleted due to redundancy
		Upon receipt of the applicant's processing fee and upon review of the applicant's information, the city manager shall permit the display of the applicant's window sign or signs, for up to 30 consecutive days, if he or she finds that: (i) each sign is less than four square feet in area; (ii) within the prior 12 months, the applicant has not displayed window signs on a temporary basis in the same building on more than two occasions; and (iii) the applicant is not, and has not over the prior 12 months been, in violation of any provision of this Article IX.		Deleted due to redundancy
		Sec. 9-400 - Administration and enforcement.	Sec. 9-400 Administration and Enforcement	
		9-402 - Liability insurance coverage.		

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	The section requiring liability insurance coverage for signs of way signs is eliminated because the Zoning Ordinance does not regulate right of way signs.	Coverage required. No person may erect, display, construct, reconstruct or alter any sign, marquee or awning for which a permit is required under section 9-401 and which lies on, over or across any street, road, highway, alley, sidewalk or other public right-of-way unless and until a liability insurance policy meeting the requirements of this section 9-402 has been obtained and approved by the city attorney. Said policy shall name the city as an "additional insured" and shall protect and hold harmless the city and its agents and employees from and against any suit, action, claim, cause of action, damages, losses, liability and expenses (including court costs and attorneys' fees) resulting from, arising out of or incident to the construction, reconstruction, alteration, maintenance, repair, removal, presence, falling or collapse of the sign, marquee or awning. In addition, the minimum bodily injury protection of said policy shall be \$100,000.00 per person and \$300,000.00 per occurrence, and the minimum property damage protection of the policy shall be \$50,000.00 per occurrence. The city may require additional insurance or other security if the sign, marquee or awning relates to a public right-of-way which supports a high level of vehicle or pedestrian traffic.		DELETED - Right of way signage is no longer regulated in Zoning.
		Notice of cancellation. The insurance policy required by section 9-402(A) shall remain in force and effect during the life of the sign, marquee or awning. The owner of the sign, marquee or awning shall notify the building official of any change in the insurance policy, including any change in amount, carrier or of coverage conditions. Failure to maintain the policy in full force and effect shall be due cause for the city manager to order the removal of the sign, marquee or awning.		DELETED - Right of way signage is no longer regulated in Zoning.
		9-403 - Removal of illegal signs.		
	The removal of sign provision, at this time, remains unchanged.	The director shall remove any sign, marquee or awning erected or displayed on, over or across any street, road, highway, alley or other public right-of-way in violation of this Article IX, shall impound the sign and within 24 hours of the removal, shall notify in writing, by first-class mail, the owner of the sign, if ownership is readily determinable, of the location at which the sign is being stored and of the owner's right to retrieve the sign upon payment of an impound fee of \$50.00, plus a storage fee of \$10.00 for each day of storage; provided, however, that no such notice is required when an illegal sign is of de minimis value and is less than 12 square feet in area. Signs not retrieved within a period of 30 days after the mailing of such notice may be destroyed by the city.		DELETED - Right of way signage is no longer regulated in Zoning.
			9-401 Reserved	
		9-107 - Nonconforming signs, marquees and awnings.	9-402 - Nonconforming signs.	
		Any sign, marquee, or awning lawfully in existence prior to October 22, 1988, which does not comply with the provisions of this article shall be deemed a nonconforming use subject to the provisions of Article XII.	(A) Signs lawfully existing on the effective date of this chapter or prior ordinances, which do not conform to the provisions of this chapter, and signs which are accessory to a nonconforming use shall be deemed to be nonconforming signs and may remain except as qualified below. The burden of establishing nonconforming status of signs and of the physical characteristics/location of such signs shall be that of the owner of the property. Upon notice from the zoning administrator, a property owner shall submit verification that sign(s) were lawfully existing at time of erection. Failure to provide such verification shall be cause for order to remove sign(s) or bring sign(s) into compliance with the current ordinance.	This section is updated to the new date of adoption.
			(B) No nonconforming sign shall be enlarged nor shall any feature of a nonconforming sign, such as illumination, be increased.	New clarifying section

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	Nonconforming standards are modified to correspond with the Model Ordinance		(C) Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign other than a pole sign. Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner, except a sign face may be changed so long as the new face is equal to or reduced in height and/or sign area. Nonconforming pole signs shall be removed within seven (7) years of the [date of adoption].	New clarifying section
			(D) No nonconforming sign shall be moved for any distance on the same lot or to any other lot unless such change in location will make the sign conforming in all respects to the provisions of this article.	New clarifying section
			(E) A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding fifty (50) percent of its area may be restored within two (2) years after such destruction or damage but shall not be enlarged in any manner. If such sign is so destroyed or damaged to an extent exceeding fifty (50) percent, it shall not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this article.	New clarifying section
			(F) A nonconforming sign which is changed to becoming conforming or is replaced by a conforming sign shall no longer be deemed nonconforming, and thereafter such sign shall be in accordance with the provisions of this article.	New clarifying section
		Notwithstanding section 9-107(A) or any provision in Article XII to the contrary, any nonconforming billboard shall be removed by October 22, 1990; provided, however, (1) that, on or before April 22, 1989, the owner of any nonconforming billboard may seek from city council an extension of the date by which it must be removed by filing with the director a petition which sets forth in detail the reasons why a fair and reasonable return on the investment in the billboard made by the petitioner prior to October 22, 1988, cannot be obtained prior to October 22, 1990; (2) that council shall conduct a public hearing on any such petition, prior to which the director shall provide notice in accordance with the provisions of this ordinance; and (3) that, following the hearing, council may extend the date by which the billboard is to be removed only if it finds that the application of the removal date will deny the petitioner the opportunity to realize a fair and reasonable return on the investment made in the billboard prior to October 22, 1988, in which case council shall extend the date to a time which it determines will provide such opportunity to the petitioner.		Older section being deleted, as no longer in effect.
		Nothing contained in this Article IX shall be construed to ratify or approve the erection, display or maintenance of any sign erected or displayed in violation of any prior provision of city, state or federal law.		Section replaced by new Section 9-402 A-E

From: Peter Benavage via Call.Click.Connect. <CallClickConnect@alexandriava.gov>
Sent: Tuesday, April 05, 2016 2:38 PM
To: CCC PZ PlanComm
Subject: Call.Click.Connect. #93617: Planning Commission Inquiries, Dockets I am attaching my annotated version of t

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 93617.

Request Details:

- Name: Peter Benavage
- Approximate Address: No Address Specified
- Phone Number: 703-820-9312
- Email: ragalan1854@verizon.net
- Service Type: Planning Commission Inquiries, Dockets
- Request Description: I am attaching my annotated version of the proposed Text Amendment to the City's Zoning Ordinance (Article IX SIGNS). There have been a very few (about 6) changes to this document -- all minor -- that were instituted at my request after meeting with Staff and Assistant City Attorney. PLEASE NOTE: I am a member of the Ad Hoc Signage Committee, and respectfully invite your attention to the enclosed comments.

I will be present at the meeting this evening to present my view on this complex issue, and to answer any questions you may have.

- Attachment: [Ad Hoc%2c edited Draft Sign Ordinance.docx](#)
- Expected Response Date: Tuesday, April 12

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

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Article IX SIGNS

Sec. 9-100 General Provisions

Sec. 9-101. – Findings, purpose and intent; interpretation.

- (A) ~~[Advertising, and its goals – to inform, persuade, and remind – facilitates commerce. One key element of advertising is signage. When signs are clear, safe, and attractive, they are effective; otherwise, they can be counterproductive by being distractions, visual clutter, and even safety hazards. Therefore, this article seeks to legitimately]~~ Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this article is to regulate the size, color, illumination, movement, materials, location, height and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, the creation of a convenient, attractive and harmonious community, protection against destruction of or encroachment upon historic areas, and the safety and welfare of pedestrians and wheeled traffic, while providing convenience to citizens and encouraging economic development. This article allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech. ~~[Make the following paragraph (B).]~~ If any provision of this article is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this article which can be given effect without the invalid provision.
- (B) ~~Signs not expressly permitted as being allowed by right or by special use permit under this article, by specific requirements in another portion of this chapter, or otherwise expressly allowed by the governing body are prohibited.~~
- (C) A sign placed on land or on a building for the purpose of identification, protection or directing persons to a use conducted therein shall be deemed to be an integral but accessory and subordinate part of the principal use of land or building. Therefore, the intent of this article is to establish limitations on signs in order to ensure they are appropriate to the land, building or use to which they are appurtenant and are adequate for their intended purpose while balancing the individual and community interests identified in subsection (a) of this section.
- (D) These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, landscape and architecture of surrounding buildings, are legible and appropriate to the activity to which they pertain, ~~[how is this not content oriented?]~~ are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.
- (E) These regulations ~~do not regulate every form and instance of~~ ~~[are not intended to regulate]~~ visual speech that may be displayed anywhere within the jurisdictional limits of the City. ~~Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.~~

- 1 (F) These regulations do not entirely eliminate all of the harms that may be created by [an abuse
2 of] the installation and display of signs. Rather, they strike an appropriate balance that
3 preserves ample channels of communication by means of visual display while ~~still reducing~~
4 ~~and mitigating the extent of the~~ [any environmental] harms caused by [an abuse of
5 signage].~~signs.~~
- 6 (G) This Article IX governs the erection and display of all signs, marquees and awnings in the
7 city, except those erected and displayed by the city, the Commonwealth of Virginia and the
8 United States in furtherance of their governmental responsibilities and those required by law
9 to be erected and displayed.
- 10 (H) All ~~rights and privileges~~ [permissions] [*“rights” are recognized, in this country, not*
11 *“granted.”*] acquired under the provisions of this Article IX are mere licenses revocable at
12 any time by the director upon a violation of any applicable provision of this Article IX.
- 13 (I) The provisions contained in this Article IX shall be considered separate from, supplemental
14 to and additional to the provisions contained elsewhere in this ordinance or other city
15 ordinances. Nothing contained in this Article IX shall excuse any person from compliance
16 with all other applicable provisions of this ordinance or the city code. [*Which section*
17 *governs in the event of conflict?*]
- 18 (J) Wherever authority is to be exercised under this Article IX by the city manager or the
19 director, the authority may also be exercised by his or her designee.
- 20 (K) ~~This Article shall apply to signs, marquees, and awnings on property not used for public~~
21 ~~right of way.~~ Under no circumstances shall any provision herein authorize placement of a
22 sign on any public right of way [, except as noted in paragraph (G), above].

24 9-102 Definitions

- 25
- 26 (A) *A-Frame sign.* A two-faced sign with supports that are connected at the top and separated at
27 the base, forming an “A” shape. These are also referred to as “sandwich board” signs. They
28 are included in the term “portable sign.”
- 29
- 30 (B) *Animated sign.* Any sign, the character or appearance of any element or part of which
31 changes by any device, mechanical, electrical or otherwise, except for digital text and
32 graphic signs.
- 33 (C) *Awning sign.* A sign placed directly on the surface of a covering attached to and projecting
34 from a building or structure, erected in or above a window or door, and usually supported by
35 a metal frame.
- 36 (D) *Banner.* A temporary sign of flexible material affixed to a framework or flat surface.
- 37 (E) *Billboard.* Any sign that consists of a single panel surface larger than 100 square feet in
38 size that is installed as an independent structure or is mounted on the side or top of a
39 building, and this sign along with its location is sold, rented, or leased to a user that is not the
40 property’s business owner.

- 1 (F) *Building frontage*. The length of the main wall of a building which physically encloses or
2 covers usable space. Said frontage shall be measured at the width of the wall at the height
3 where the sign is mounted. *[This seems unnecessarily complex. Is not frontage defined*
4 *elsewhere in the City Ordinances, or Codes? Why a special definition here?]*
- 5 (G) *Chalk-board sign*. A single-faced, framed slate, chalk-board, whiteboard, or other material
6 that can be written on with chalk, dry erase or similar markers.
- 7 (H) *Changeable copy sign*. A non-electronic sign or part of a sign that is designed so that
8 characters, letters or illustrations can be changed or rearranged without altering the face or
9 surface of the sign.
- 10 (I) *Comprehensive sign plan*. A plan for the signage of a property that includes multiple
11 tenants or owners with shared parking or other facilities.
- 12 (J) *Curb sign*. *[Italicize preceding title.]* Any sign painted on a curb located at the front of a
13 property.
- 14 (K) *Digital text and graphic sign*. Any sign that can change its content by way of electronic or
15 mechanical means but maintains a consistent image and does not flash or display any
16 animation or movement other than the occasional changing of text or graphics. Digital text
17 and graphic signs can be in the form of televisions, monitors, and other screens. *[see*
18 *paragraph (O).]*
- 19 (L) *Double-face sign*. Any sign ~~having two parallel planes or surfaces that both bears~~ *[its]* the
20 message *[on both front and back]*.
- 21
- 22 (M) *Feather sign*. A lightweight, portable sign mounted along one edge on a single, vertical,
23 flexible pole the physical structure of which at may resemble a sail, bow, or teardrop. See
24 Windblown Sign.
- 25 (N) *Flag*. A piece of cloth or similar material, typically oblong or square, attachable by one
26 edge to a pole or rope or attached at the top and draped *[What is “draped”? how about a*
27 *flag displayed flat against a building, as was done at the Pentagon after 9/11?]*; this
28 includes pennants.
- 29 (O) *Flashing sign*. Any sign consisting of, or illuminated by, flashing or intermittent lights or
30 other lights of changing degrees of intensity, brightness or color except for digital text and
31 graphic signs. *[This is where the proposals fall short. What constitutes a flash, in units of*
32 *time? What is the source of illumination, internal or external? In paragraph (K), what*
33 *constitutes “occasional”? What parameters are used for determining intensity, brightness?*
34 *These items have not been presented yet in detail, and therefore are ill-defined, rendering*
35 *these sections highly subjective, and hence subject to arbitrary and capricious*
36 *enforcement.]*
- 37 (P) *Freestanding sign*. A sign that is supported by structures or supports in or upon the ground
38 and independent of any support from any building or wall. It also means any non-portable
39 sign supported by a fence, retaining wall, or by upright structural members or braces on or

- 1 in the ground and not attached to a building. A freestanding sign can have one or two sides
2 and can have messages on each side.
- 3 (Q) *Height*. The maximum vertical distance from the ground at the base of the sign, or, for
4 projecting signs, at the bottom of the plane created by the face of the sign extending to the
5 ground, to the top of the highest attached component of the sign. ~~Height also measures the~~
6 ~~ground clearance under projecting signs.~~ *[Add a definition for “Clearance,” above.]*
- 7 (R) *Holiday Displays*. Any displays erected on a seasonal basis in observance of religious,
8 national, or state holidays which are not intended to be permanent in nature and which
9 contain no advertising material. *[How is this content neutral? Would “Christmas Mass at*
10 *Midnight” be an advertisement? If one has to read it, how can it be prohibited?]*
- 11 (S) *Illegal sign*. Any sign ~~erected without a required permit or which otherwise does not~~
12 ~~comply~~ *[in compliance]* with any provisions of this article.
- 13 (T) *Illuminated sign*. Any sign that is backlit, internally lighted or lighted by direct external
14 lighting fixtures. *[What about highly reflective materials/lettering, such as used on highway*
15 *signs?]*
- 16 (U) *Marquee*. Any permanent structure projecting beyond a building wall at an entrance to a
17 building or extending along and projecting beyond the building's wall and generally
18 designed and constructed to provide protection against the weather. A marquee may take
19 the form of an awning.
- 20 (V) *Marquee sign*. Any sign attached to and made a part of a marquee or any similar projections
21 from a building, with changeable, fixed or both types of lettering in use. *[Digital?]*
- 22 (W) *Minor sign*. Any wall or freestanding sign not exceeding one (1) square foot in area and not
23 illuminated.
- 24 (X) *Monument sign*. Any freestanding sign consisting of a structure built on grade in which the
25 sign and the structure are an integral part of one another. A monument sign is not a pole
26 sign, and it does not have any visible supporting posts or poles. This sign generally has a
27 low profile *[What constitutes “low”? Is the Howard Street sign at Alexandria Hospital a*
28 *monument sign?]* with little *[How is it supported if the space is “little,” by metal cylinders?*
29 *How is this not a “pole sign,” if supported by two such cylinders? What is “little” anyway?*
30 *Six inches, two feet?]* or no open space between the ground and the sign and has a structure
31 constructed of masonry, wood, or materials similar in appearance[.] *[“Similar in*
32 *appearance” to what?]*
- 33 (Y) *Moving or windblown sign*. Any sign, any element or part of which (such as a streamer,
34 wheel, moored blimp or propeller) moves by means of a mechanized, electrical or other
35 device or is set in motion by movement of the atmosphere, including feather signs. A flag is
36 not a moving or windblown sign. *[How can it not be, unless displayed flat against a*
37 *building?]*
- 38 (Z) *Mobile Sign*. Any sign mounted on wheels, built with axles to which wheels may be
39 attached, or attached to a motor vehicle which is used primarily for the displaying of the
40 sign, not for operating of the vehicle. Any such vehicle shall, without limitation, be

considered to be used for the primary purpose of displaying the sign if it remains parked in the same location for more seven (7) days without moving, fails to display current license plates, inspection sticker, or municipal decal, if the vehicle is inoperable, if evidence of paid-to-date local taxes cannot be made available, or if the sign alters the standard design of such vehicle or trailer. A parking permit sticker, inspection sticker, regulatory permit or bumper sticker attached to a motor vehicle shall not be considered a sign. *[So if I have magnetics signs on my car, and park it in my driveway on private property for 8 days, the car is an illegal sign?]*

(AA) *Neon sign.* Any sign containing exposed tubes filled with light-emitting gas or a sign giving the appearance of being a neon sign.

(BB) *Nonconforming sign.* Any sign which was lawfully erected in compliance with applicable regulations of the City and maintained prior to the effective date of this chapter of the zoning ordinance and which fails to conform to current standards and restrictions of the zoning ordinance.

(CC) *Pole sign.* Any freestanding sign taller than 42 inches that is mounted on one (1) or more visible, ground-mounted poles. A flag, as defined by 9-102(N), on an affixed to a pole is not a pole sign. *[What if the flag has battens to keep it straight?]*

(DD) *Portable sign.* Any temporary sign not affixed to a building, structure, vehicle or the ground and which can easily be picked up and moved to another location *[without the use of machinery.]*

(EE) *Projecting sign.* Any sign, other than a wall, awning or marquee sign, affixed to a building and supported only by the wall on which it is mounted. A projecting sign has a sign face that is not flat to the wall on which it is mounted and has two sides and can have messages on each side.

(FF) *Public area.* Any public place, public right-of-way, any parking area or right-of-way open to use by the general public, or any navigable body of water.

(GG) *Public Art.* Items expressing creative skill or imagination in a visual form, such as painting or sculpture, which are intended to beautify or provide aesthetic influences to public areas or areas which are visible from the public realm.

(HH) *Roof line.* A line composed of the highest points of the roof of a building or structure not to include mechanical penthouses or other structures attached to or erected on such roof. *[Is this defined in the building code? That definition should be used or referenced.]*

(II) *Roof sign.* Any sign erected on or affixed to a building or structure which extends, in whole or in part, above the roof line or the eaves or bottom edge of the roof

(JJ) *Sign.* Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, or any navigable body of water which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving words, letters, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images. The term does not include public art, architectural elements incorporated into the style or function of a building, or flags of any nation, state, or other geopolitical entity *[or*

1 **governmental institution]** not related to a commercial business, product or service. The term
2 “sign” also does not include the display of merchandise for sale on the site of the display.
3 *[What about a sign shop? Alexandria has several.]*

4 (KK) *Sign face.* The portion of a sign structure bearing the message.

5 (LL) *Sign structure.* Any structure supporting or bearing a sign face.

6 (MM) *Temporary sign.* Any sign intended to be displayed for **[up to 120 days.]** ~~a short time~~
7 ~~period based on a property condition. All temporary signs are not illuminated. Unless~~
8 **[otherwise provided for herein]** ~~a different time period is specified, a temporary sign may~~
9 ~~not be displayed for more than 120 continuous days and there must be a 30-day~~
10 interruption between postings of temporary signs.

11 (NN) *Wall Sign.* Any sign attached to a wall or painted on or against a flat vertical surface of a
12 structure.

13 (OO) *Window sign.* Any sign visible from outside a building and visible through any window
14 or door and attached to or within four (4) feet in front of or behind the surface of a
15 window or door.

16 **9-103 – Sign Approval.**

17 (A) Approval Required.

- 18 (1) No sign, marquee or awning may be erected, displayed, constructed, reconstructed or
19 altered unless it complies with the Uniform Statewide Building Code. Compliance may
20 require that, in addition to the permits required by any other section of this ordinance, a
21 permit or permits be obtained from the building code official.
- 22 (2) Application for a permit shall be made on forms furnished by the building code
23 official.
- 24 (3) The Department of Planning and Zoning shall review each sign application except as
25 noted in 9-103(B) below, for compliance with this Article IX.

26
27 (B) Zoning Approval not required. In all zones, except property within the Old and Historic
28 Alexandria or the Parker-Gray Districts, the following signs are permitted without zoning
29 approval if the sign is allowed in the zone pursuant to Section 9-200 herein:

- 30 (1) Signs erected by a governmental body or required by law.
- 31 (2) Flags as allowed within each zone.
- 32 (3) The changing of messages on and/or maintenance of an existing sign, except that repair
33 of a nonconforming sign must comply with 9-402.
- 34 (4) Temporary signs as allowed within each zone.
- 35 (5) Not more than two minor signs per property as allowed within each zone. Additional
36 minor signs are permitted in certain districts with approval.
- 37 (6) Pavement markings on an area of property where traffic management is necessary.

1 [However, nothing in this chapter shall relieve the installer of the requirement to meet/obtain
2 applicable utility permissions prior to sign installation.]
3

4 (C) *Coordinated Sign Special Use Permit.* Comprehensive sign plans may be approved by
5 special use permit in a ~~CDD~~/Coordinated Development District [(CDD)] or in a unified
6 development more than three acres in size, which contains more than one building, more
7 than one parcel or private streets. The comprehensive sign plan shall establish the time,
8 manner, and placement of signs, frequency of message changes, the materials, the hours of
9 lighting, the height [and clearance] of signs, the total number of square feet of sign surface,
10 and the number of signs to be placed on a site. Height of signs shall not be modified above
11 the height permitted in the Zoning Ordinance. The applicant for a Coordinated Sign Special
12 Use Permit shall submit a statement of justification for such program in addition to
13 information which describes the number, location, size, height, [clearance,] color, material,
14 type of illumination, if applicable, of all proposed signs within the program. [In addition to
15 the foregoing, the specifications of all traffic signs to be placed on private streets, if any,
16 shall be submitted in the statement of justification.] A proposed coordinated sign program
17 may be approved if council finds that it provides the same or greater benefits to the public as
18 the sign regulations otherwise applicable.

19 (D) *Waiver of requirement by special use permit.* [Notwithstanding the provisions of Article
20 IX, a] A special use permit may be obtained pursuant to Section 11-500, which authorizes the
21 provision of signage otherwise not permitted by this Article IX, subject to the following:

22 (1) The special use permit applicant shall demonstrate that the proposed signage would
23 correspond with the intent of this Article IX; and

24 (2) City Council finds that:

25 a. the proposed signage has an exceptional design or approach that
26 cannot be accomplished within the existing regulations;

27 b. the proposed signage will not have an adverse impact on the nearby
28 neighborhood, and

29 c. the signs comply with the applicable standards for approval of a
30 Special Use Permit set forth in section 11-504.
31

32 **9-104 Prohibited signs**

33 In addition to signs prohibited elsewhere in the zoning ordinance, City Code or by applicable
34 state or federal law, the following signs are prohibited in all Zones:

35 (A) General prohibitions.

36 (1) Signs displayed without complying with all applicable regulations of this chapter
37 or that violate any city, state or federal law.

(2) Signs simulating, or which are likely to be confused with, a traffic control sign or any other sign displayed by a public authority. Any such sign is subject to immediate removal and disposal by an authorized city official as a nuisance.

(B) Prohibitions based on materials.

(1) Animated signs. This subsection does not apply to flags expressly permitted under this article.

(2) Flashing signs.

(3) Moving or Windblown Signs. *[So a temporary sign like a lawn whirligig, advertising an event on private property is illegal?]*

(4) Mobile Signs. *[The FEDEX example needs to be incorporated either here or in the definitions.]*

(5) Signs that emit smoke, flame, scent, mist, aerosol, liquid or gas *[including bubbles]*.

(6) Signs that emit sound.

~~(7) Any electronic sign or Digital Text and Graphic Sign that is generated by a series of moving images, such as an LED, digital display or other video technology, whether displayed on a building, vehicle or mobile unit.~~ *[Digital signage needs to be omitted from this draft ordinance. It has not yet been properly vetted by the ad hoc committee, and indeed action was **DEFERRED** until staff could present sufficient technical data and answer specific questions. If any mention of this subject is made, it should be that it will be considered as an amendment to this ordinance, but current regulations will remain in place temporarily until that consideration. This issue is far from settled, and was in fact one of the two primary reasons for the formulation of the ad hoc committee by City Council. That mission has not as of yet been fulfilled, and should not be presented as being met. Incorporation of this language clearly implies that this issue was vetted, and it has not been.]*

(8) Pole signs. *[But non-conforming pole signs remain?]*

(9) Signs which utilize a spotlight or other device which projects a beam of light in the direction of any street, road, highway, alley or parking area so that it may be seen by the operator of a motor vehicle when the vehicle is not parked.

(10) Illuminated signs located higher than 35 feet above *grade* *[Rather hard to do this without becoming a pole sign, by the way. Is not an exception required here?]* unless the building is located within 2,000 feet of and the sign is facing U.S. Route *[Interstate]* 95

(the Capital Beltway) [and U. S. Interstate 395] or unless a special use permit is approved after a finding that the sign meets the following criteria:

- a) Only one sign per building is permitted; *[What about shopping centers, malls?]*
- b) The building may not be located within, or on the borders of, the Old and Historic Alexandria or Parker-Gray Districts;
- c) The sign must meet any applicable design guidelines and follow any additional applicable process for approval;
- d) The sign must be appropriate in scale, design and color and compatible with the building;
- e) The sign may not be a neon sign;
- f) The sign shall be subject to such conditions as the SUP may impose to ensure that the sign functions without glare or disturbance with nearby uses, including those rules which may alter, modify or supersede the rule stated in section 9-105(A)(2) with regard to the lighting not operating between 10:30 pm and 6:30 a.m.; and;
- g) No sign may face the George Washington Memorial Parkway, and only minimum facade lighting facing the Parkway is allowed. All National Park Service requirements must be met.

(11) Portable Signs. This subsection does not apply to A-frame signs allowed herein.

(12) Billboards. *[Are any billboards extant in the within the city limits currently? If so, those will remain as non-conforming signs?]*

(13) Internally Illuminated Translucent Rectangular Panel Signs: Signs that use a lightbox configuration where a light fixture is inside a rectangular box with the front surface consisting of a translucent panel on which information is displayed. This prohibition does not apply to channel lettering signs that use individual light boxes shaped like discrete letters or symbols. *[Why this prohibition? There are many churches — not to mention Alexandria Hospital and its Emergency Entrance -- that use this technology, and no clear technical data have been presented documenting this type of sign, also used in certain shopping centers, as hazardous or a nuisance.]*

(C) Prohibitions based on location.

- (1) Signs erected on public land other than 1) those approved by the City Manager or his or her designee in writing, 2) those where an ordinance authorizing such encroachment has been enacted by city council, 3) those authorized by law without such approval, or 4) those permitted under Virginia Code § 24.2-310 E. Any sign not so authorized is subject to immediate removal and disposal by any authorized official. Removal of the sign under this provision does not preclude prosecution of the person responsible for the sign.

(2) Roof Signs.

(3) Any sign that obstructs free or clear vision, or otherwise causes a safety hazard for vehicular, bicycle, or pedestrian traffic due to its location.

(4) Signs affixed to certain property. No sign may be painted, marked, written, posted or displayed on, or otherwise affixed to, any private street sign, bus stop sign or traffic sign, sidewalk, crosswalk, curb, curbstone, street, lamp post, hydrant, railroad trestle, electric light or power pole or telephone pole or wire appurtenance thereof, fixture of the fire alarm system, drinking fountain, natural features such as trees, shrubs, rocks or tree stakes or guards *[either permanently, or temporarily; unless by a bona fide public authority, for a public good]. [E.g., “Temporary Parking Restrictions,” posted by the City or police.]*

9-105 – Standards and removal.

(A) Standards

(1) Maintenance.

(a) All signs, marquees and awnings shall be maintained at all times in a safe structural condition and in a neat and clean condition, and shall be kept free from defective or missing parts or peeling paint.

(b) The building official may find cause to have ~~signs~~ removed or repaired immediately **[and]** without written notice any sign which, in his or her opinion, has become insecure, in danger of falling, or otherwise unsafe, and, as such, presents an immediate threat to the safety of the public. If ~~such~~ action is necessary to render a sign safe, the cost of such emergency removal or repair shall be at the expense of the owner or lessee thereof as provided in the Uniform Statewide Building Code.

(2) Illumination.

(a) Lighted signs facing and in close proximity to a residential zone shall not be illuminated between 10:30 p.m. and 6:30 a.m. *["Close proximity" is not defined, and highly subjective. Again, how would this apply to hospitals, nursing homes? Should the EMERGENCY entrance lights be shut off for eight hours as well?]*

(b) Such signs shall be constructed so that the lighting elements are shielded from view of the residential zone by nontransparent or translucent material or other means designed to eliminate glare. *[And in some cases restrict visibility of an essential sign.]*

~~(c) Illumination is prohibited for all temporary signs.~~ *[If the lighting conforms to all other specified conditions, this is unreasonable. If a presidential candidate's sign, for example, is posted on **PRIVATE** property, why can it not be illuminated?]*

(d) Internal illumination is prohibited for rectangular panel signs, in accordance with Section 9-104 (B) (13) *[Referenced Section needs revision, and therefore this section.]*

(e) Illuminated Signs higher than 35 feet are subject to Section 9-104 (B) (10) *[Which is why Alexandria will never have a Potomac Mills.]*

(3) *Reflection.* ~~No sign shall contain any reflective device.~~ *[And this assists ambulance drives in locating house numbers in an emergency how? Does this also prohibit homeowners on unlit or under lit streets from using reflective devices to mark their driveway entrances? What about private street signs? "Stop" or "Crossing" signs might really need reflective materials on them, especially when proposed illumination restrictions are so onerous.]*

(4) *Non-commercial Sign Substitution.* Wherever this Article permits a sign with commercial content, non-commercial content is also permitted subject to the same requirements of size, color, illumination, movement, materials, location, height and construction.

(5) All free standing signs must comply with all applicable vision clearance requirements in 7-801 of the Zoning Ordinance.

(B) Removal.

(1) Whenever the use of a building or structure or real property is discontinued, all signs pertaining to that use which were previously erected or displayed shall be removed within 30 days of the discontinuance of the use. *[So historical marker signs indicating the former sites of forts, plantations, houses, public buildings, etc. need to be removed?]*

(2) Irrespective of any continued use or any discontinuance in use of a building or structure, a supporting standard or structure for a sign shall be removed if the standard or structure is not occupied by a sign permitted by this ordinance for a continuous period of one year.

(3) It shall be the responsibility of the owner of the building, structure, or real property to accomplish the removal. If, after written notice to the owner from the director, such signs or supporting standards or structures are not removed within ten days of the notice, the city manager shall cause the removal and charge the cost to the owner. *[See comments for sub-paragraph (1), above.]*

1 **9-106 - Computation of sign area.**

2 The area of a sign is the sum of the areas within rectangular lines inscribed around each separate
3 word, symbol or pictorial element on the face of a sign, and the height of a sign shall be
4 measured to include the sign and supporting apparatus for any freestanding sign; provided that:

5 (A) The area of a sign, or any portion thereof, having a distinctive or ornamental border shall
6 include both the area enclosed by the border, and the area enclosed within the border.

7 (B) The area of a sign, or any portion thereof, having a distinctive or ornamental background,
8 which sets the background apart from a larger surface so that it forms an integral part or
9 element of the sign, shall include the area of the background.

10 (C) The area of a freestanding sign, or any portion thereof, having a background which extends
11 beyond the words, symbols or pictorial elements thereof shall include the area of the
12 background.

13 (D) If any portion of the words, symbols or pictorial elements of a sign extends beyond a border
14 or background or has no border or background, the area of that portion of the sign shall be
15 the area of a rectangle inscribed around it.

16 (E) The area of a marquee, or any panel thereof, which specifically provides a background for a
17 sign shall be included in the area of the sign.

18 (F) The area of any sign hung, placed, painted or displayed on a marquee or awning shall be
19 included in determining the total area of signs erected or displayed.

20 (G) The area of a double-face sign shall be considered to be the area of the one face having the
21 larger area.

22
23 **Sec. 9-200 Sign Regulations by Zoning District** *[For all categories/districts, what about “No*
24 *Trespassing,” “Private Property,” or “Posted” signs? Are not multiple signs required in*
25 *Virginia, especially with respect to vacant land, or large tracts? Will dimensions be sufficient to*
26 *be “prominently posted”? What about those nailed to trees? Are all of these to be grandfathered*
27 *as “non-conforming”?]*
28

29 **9-201 – Residential district signs.**

30 (A) Except as otherwise prohibited in this Article, the following signs are permitted as accessory
31 to residential uses in the following residential districts.

32 (1) In the R-20, R-12, R-8, R-5, R-2-5, RB, RM, RT, POS, and WPR Zones the
33 following regulations shall apply: *[What about RS?]*

- 1 a. On property used for residential purposes only the following signs are
2 permitted:
- 3 i. *Flags: [Flags need to be treated as an entirely separate article. The*
4 *equivocation of when flags are or are not signs, and the restrictions on*
5 *their display complicate an already complex series of issues. For*
6 *clarity, they should be broken out and dealt with by themselves.]*
- 7 1. *Number and Size Limits: One flag per twenty (20) feet (or*
8 *portion thereof) of lot width to a maximum of three (3) flags*
9 *per property with a maximum size of 16 square feet for each*
10 *flag. [This needs to be broken into several categories: visible*
11 *from streets, “governmental/national” (including institutional,*
12 *such as the military), historical, etc. Moreover, temporary,*
13 *semi-permanent and permanent displays need to be addressed,*
14 *and numbers adjusted accordingly. For example, if a resident*
15 *wants to spell out “WELCOME HOME” in signal flags to a*
16 *returning veteran family member or friend for a temporary*
17 *reason, such as a party, how does that comport with the*
18 *proposed limits on the number of flags? This really needs to be*
19 *rethought completely, and re vetted before continuing to*
20 *Planning Commission and City Council.]*
- 21 2. *Mounting and Installation Regulations: [This would make*
22 *more sense if applied to temporary, semi-permanent, and*
23 *permanent flag mounts. Moreover, if a private land owner*
24 *want to raise a regulation flag pole, which would be an*
25 *example of a permanent mounting) on an acre lot or larger (of*
26 *which there are many in Alexandria, and not just in the West*
27 *End), why could he not? Also, the display of the United States*
28 *flag is governed by various sections of the United States Code,*
29 *and should be referenced.] Freestanding flags may only be*
30 *less than 25 feet in height. Wall mounted flags may only be on*
31 *a projecting pole no longer than six (6) feet [What is the*
32 *justification for this restriction? Construction codes should*
33 *govern, not arbitrary restrictions on dimensions.] or mounted*
34 *flat against the wall or on a window provided that the flag does*
35 *not cover more than 20 percent of the glazing area [Why, if it is*
36 *inside a PRIVATE RESIDENCE, what business is that of the*
37 *City?]* of the window where it is installed. The bottom of a
38 projecting wall mounted flag shall not encroach within eight
39 (8) feet of the ground directly below the location where the flag
40 is mounted. *[Why?]*

1 ii. *Temporary Signs:*

2 1. Number, Size and Time Limits for each dwelling unit on a lot:

- 3 a. One (1) sign, no more than four (4) square feet in area
4 located on property where a building permit is active.
5 b. One (1) sign, no more than ~~four (4)~~ *[six (6) square feet*
6 *in area, and five (5) feet in height,]* on any property for
7 sale or rent during the ~~time~~ *[period that]* the property is
8 *[being]* actively listed on the ~~MRIS System~~ or actively
9 marketed for sale or rent. *[This period may exceed the*
10 *120 day restriction herein required, and shall be*
11 *considered an exception to that restriction. In addition,*
12 *the 30 waiting period between postings is also waived*
13 *for such signs.]* In the RB Zone, this sign is permitted
14 to be of a size not exceeding twelve (12) square feet.
15 c. Official notices or advertisements posted or displayed
16 by or under the direction of any public or court officer
17 in the performance of his official or directed duties;
18 provided that all such signs shall be removed no more
19 than ten (10) days after their purpose has been
20 accomplished.
21 d. One (1) additional sign per dwelling unit, no more than
22 two (2) square feet in area.

23 2. *Mounting and Installation Regulations:* Signs may be ground
24 mounted, wall mounted, or displayed within a window,
25 provided that it does not cover more than twenty percent (20%)
26 of the glazing area of the window where it is installed. *[See*
27 *comments for i, 2., above. In addition, would not the material*
28 *used for a window sign (translucent, for example) also affect*
29 *the amount of glazing it should cover? Certain holiday*
30 *displays also come to mind, and this paragraph needs to be*
31 *reworked.]* Freestanding signs may only be less than sixty (60)
32 inches in height.

33 iii. *Permanent Signs:*

34 1. *Minor Signs:*

- 35 a. Number and Size Limits: Maximum of two (2) signs
36 per property per street frontage with a maximum size of
37 one (1) square foot for each sign.
38 b. Mounting and Installation Regulations: Freestanding
39 minor signs may only be less than thirty six (36) inches

- in height. Wall mounted signs may only be mounted flat against the wall.
2. Signs at the entrance to a neighborhood:
- a. Number and Size Limits: One permanent sign is permitted per distinguishable neighborhood with a maximum size of 24 square feet for each sign. *[Not one sign per entrance to the neighborhood? Some are quite large, and have multiple entrances.]*
 - b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than six (6) feet in height. *[This is over-regulation. These signs need to be SITE DEPENDENT; a six foot monument sign might well be a traffic hazard at an entrance, obstructing vehicular visibility, and if turned 90 degrees to avoid obstructing vision, not be effectively readable. A different style of sign would solve such issues.]*
3. Signs painted on the curb in front of a property:
- a. Number and Size Limits: One permanent sign is permitted per property with a maximum size of ~~six~~ [twelve (12)] square inches. *[Dimensions are insufficient for proper house number identification in poorly lit areas at night, especially if non-reflective material only can be used, and if there are more than 2 or 3 house numbers in a single address.]*
 - b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property. *[But where there **are** curbs, on public roads, are they **not** in a public easement? In fact, where there are no curbs – like in much of the West End beyond 395, the City still has a five foot easement. Can house numbers be put on a small sign in that easement?]*
4. Additional signs at a multifamily property in the RB Zone:
- a. Number and Size Limits: One permanent sign is permitted per multi-family property to be located at each of the property's street frontages with a maximum size of 40 square feet for each sign.
 - b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at

1 least one hundred (100) feet at the front lot line only
2 where off-street parking is provided, leaving a distance
3 between the building and a side lot line of twenty five
4 (25) feet or more, or where a building is setback twenty
5 five (25) feet or more from the front lot line. If
6 freestanding, the sign shall be installed as a monument
7 sign less than six feet in height, and shall be setback at
8 least ten (10) feet from the front lot line. *[Again, this*
9 *should be site dependent.]* Wall mounted signs may
10 only be mounted flat against the wall.
11

12 b. On property used for non-residential purposes:

13 i. Flags: *[Comments for flags in Residential Zones also apply here.*
14 *Main point is that flags should be treated as a separate section*
15 *entirely.]*

16 1. Number and Size Limits: One flag per twenty (20) feet (or
17 portion thereof) of lot width to a maximum of maximum of
18 five (5) flags *[Again, this need to be site dependent, not a*
19 *blanket rule.]* per property with a maximum size of twenty four
20 (24) square feet for each flag. Freestanding flags may only be
21 attached to a pole less than thirty five (35) feet in height.
22 *[Why?]*

23 2. Mounting and Installation Regulations: Wall mounted flags
24 may only be on a projecting pole no longer than six (6) feet or
25 may be mounted flat against the wall or on a window provided
26 that the flag does not cover more than twenty percent (20%) of
27 the glazing area of the window where it is installed. The
28 bottom of a projecting wall mounted flag shall not encroach
29 within eight (8) feet of the ground directly below the location
30 where the flag is mounted. *[Previous comments on proposed*
31 *residential flag restrictions are still germane here.]*

32 ii. Temporary Signs:

33 1. Number, Size and Time Limits:

34 a. One sign, no more than twenty four (24) square feet in
35 area located on property where a building permit is
36 active.

37 b. ~~One sign, no more than four (4)~~ *[six (6)]* square feet in
38 area on any property for sale or rent during the time the
39 property is ~~actively listed on the MRIS System or~~
40 actively marketed for *[sale or]* rent. Such sign, if

freestanding, shall have a maximum height of ~~forty two (42) inches~~. *[This is **wholly inadequate**. Signage for the sale or lease of commercial properties is **HIGHLY site dependent**.]*

- c. Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties; provided that all such signs shall be removed no more than ten (10) days after their purpose has been accomplished.
- d. One additional sign, no more than two (2) square feet in area, per street frontage. Such sign, if freestanding, shall have a maximum height of 42 inches.

- 2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs may only be less than five (5) feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. *[These proposals are inadequate. Time limits are not really delineated, varying purpose of signage is not adequately broken out, and the concomitant differences in sizes, mountings and other displays not adjusted accordingly.]*

iii. Permanent Signs:

1. Minor Signs:

- a. Number and Size Limits: A maximum of five (5) permanent minor signs with a maximum size of one square foot per sign.
- b. Mounting and Installation Regulations: Freestanding minor signs may only be less than thirty six (36) inches in height. Wall mounted minor signs may only be mounted flat against the wall.

- 2. Signs at locations within ten (10) feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:

- a. Number and Size Limits: A maximum of one sign is permitted facing each direction at an intersection or area where motor vehicles or pedestrians would need to

- change their course of travel with a maximum size of six (6) square feet for each sign.
- b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.
3. Signs along property's street frontage:
- a. Number and Size Limits: A maximum of one sign with a maximum size of 40 square feet for each sign is permitted at each property street frontage.
- b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation is only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If freestanding, the sign shall be installed as a monument sign less than six feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.
4. Signs painted on the curb in front of a property:
- a. Number and Size Limits: One permanent sign is permitted with a maximum size of six (6) square inches.
- b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb.
5. Signs at the entrance to a neighborhood:
- a. Number and Size Limits: One permanent sign is permitted per distinguishable neighborhood with a maximum size of twenty four (24) square feet for each sign.
- b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than six feet in height.
- (2) In the RA, RC, RCX, and RD Zones the following regulations shall apply:
- a. On property used for residential purposes only the following signs are permitted:
- i. Flags: *[Separate section.]*
1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of 18 square

feet per flag. *[What is the rationale for the differing square footages of flags in each type of zone? They jump from 16 to 24 and back to 18 square feet.]*

2. Mounting and Installation Regulations: Freestanding flags may only be less than thirty five (35) feet in height. Wall mounted flags may only be on a projecting pole no longer than six feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The bottom of a projecting wall mounted flag shall not encroach within eight (8) feet of the ground directly below the location where the flag is mounted.

ii. Temporary Signs:

1. Number, Size and Time Limits:

- a. One (1) sign, no more than twenty four (24) square feet in area located on property where a building permit is active.
- b. One (1) sign, no more than twelve (12) square feet in area on any property for sale or rent during the time the property is ~~actively listed on the MRIS System or~~ actively marketed *[for sale or]* rent. Such sign, if freestanding, shall have a maximum height of ~~forty two (42)~~ *[sixty (60)]* inches.
- c. Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties; provided, that all such signs shall be removed no more than ten (10) days after their purpose has been accomplished.
- d. One (1) additional window sign per dwelling unit, no more than two (2) square feet in area is permitted. *[On a 150 foot high structure (RC), that is a lot of signage.]*

2. Mounting and Installation Regulations: Unless otherwise specified, freestanding temporary signs may only be less than five (5) feet in height. Wall mounted temporary signs may only be mounted flat against the wall or on or in a window provided that the temporary sign does not cover more than twenty percent (20%) of the glazing area of the window where it is installed.

iii. Permanent Signs:

1. Minor Signs:

- a. Number and Size Limits: Maximum of five signs per lot with a maximum size of one square foot per sign.
- b. Mounting and Installation Regulations: Freestanding minor signs may only be less than 36 inches in height. Wall mounted signs may only be mounted flat against the wall.

2. Signs at the entrance to a neighborhood:

- a. Number and Size Limits: One permanent sign is permitted per distinguishable neighborhood with a maximum size of twenty four (24) square feet for each sign.
- b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than six feet in height.

3. Signs painted on the curb in front of a property:

- a. Number and Size Limits: One permanent sign is permitted with a maximum size of six (6) square inches.
- b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.

4. Signs at locations within ten (10) feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:

- a. Number and Size Limits: A maximum of one sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.
- b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.

5. Signs along a multi-family street frontage:

- a. Number and Size Limits: A maximum of one sign with a maximum size of forty (40) square feet for each sign is permitted at each lot street frontage.

b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign less than six (6) feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.

b. On property used for mixed use or non-residential purposes:

i. Flags:

1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of eighteen (18) square feet per flag.
2. Mounting and Installation Regulations: Freestanding flags may only be attached to a pole less than thirty five (35) feet in height. Wall mounted flags may only be on a projecting pole no longer than six (6) feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The bottom of a projecting wall mounted flag shall not encroach within eight feet of the ground directly below the location where the flag is mounted.

ii. Temporary Signs:

1. Number, Size and Time Limits:

- a. One (1) sign, no more than 24 square feet in area located on property where a building permit is active.
- b. One (1) sign, no more than twelve (12) square feet in area on any property for sale or rent during the time the property is ~~actively listed on the MRIS System or~~ actively marketed for [sale or] rent. Such sign, if freestanding, shall have a maximum height of ~~forty two (42)~~ [sixty (60)] inches.
- c. Official notices or advertisements posted or displayed by or under the direction of any public or court officer

1 in the performance of his official or directed duties;
2 provided, that all such signs shall be removed no more
3 than ten (10) days after their purpose has been
4 accomplished.

- 5 d. One (1) additional window sign per dwelling unit, no
6 more than two (2) square feet in area, is permitted.
7

- 8 2. Mounting and Installation Regulations: Unless otherwise
9 specified, freestanding temporary signs may only be less than
10 five (5) feet in height. Wall mounted temporary signs may
11 only be mounted flat against the wall or on or in a window
12 provided that the temporary sign does not cover more than
13 twenty percent (20%) of the glazing area of the window where
14 it is installed.

15 iii. Permanent Signs:

16 1. Minor Signs:

- 17 a. Number and Size Limits: Maximum of five (5) signs
18 per property with a maximum size of one (1) square
19 foot for each sign.
20 b. Mounting and Installation Regulations: Freestanding
21 minor signs may only be less than thirty six (36) inches
22 in height. Wall mounted signs may only be mounted
23 flat against the wall.

24 2. Signs at the entrance to a neighborhood:

- 25 a. Number and Size Limits: One permanent sign is
26 permitted per distinguishable neighborhood with a
27 maximum size of twenty four (24) square feet for each
28 sign.
29 b. Mounting and Installation Regulations: Such signs may
30 only be installed as a monument sign less than six (6)
31 feet in height.

32 3. Signs painted on the curb in front of a property:

- 33 a. Number and Size Limits: One permanent sign is
34 permitted with a maximum size of six (6) square inches.
35 b. Mounting and Installation Regulations: Such signs may
36 only be painted directly on the face of a curb on private
37 property.

38 4. Signs at locations within ten (10) feet of the curb of a parking
39 lot or driveway only at intersections or areas where motor

vehicles or pedestrians would need to turn or change their course of travel:

- a. Number and Size Limits: A maximum of one (1) sign is permitted in each direction at an intersection or area where motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.
- b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.

5. Signs along a multi-family or non-residential property's street frontage:

- a. Number and Size Limits: A maximum of one (1) sign with a maximum size of forty (40) square feet for each sign is permitted at each lot street frontage.
- b. Mounting and Installation Regulations: Such sign can be freestanding or wall mounted. Freestanding installation only permitted on a lot with a width of at least one hundred (100) feet at the front lot line only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument sign less than six (6) feet in height, and shall be setback at least ten (10) feet from the front lot line. Wall mounted signs may only be mounted flat against the wall.

6. Wall signs at the entrance to a non-residential building or part of a building:

- a. Number and Size Limits: A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted.
- b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign. Such signs may also be mounted on an awning or marquee. Marquees and

awnings are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.

7. Projecting signs at the entrance to a non-residential building or of a building:

- a. Number and Size Limits: A maximum of one (1) sign with a maximum size of sixteen (16) square feet.
- b. Mounting and Installation Regulations: Such sign shall be wall mounted. Such sign shall not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight (8) feet above a sidewalk or parking area and at least fourteen and a half (14.5) feet above an alley. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign to the top of the sign. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.

Sec. 9-202 – Commercial, Special, Overlay, and Mixed Use district signs.

(A) *Generally.* Except as provided otherwise in this Article, the following signs are permitted as accessory uses in the CC, CD, CDX, CG, CL, CR, CSL, KR, NR, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), OCM (100), and W-1 Zones.

i. Flags: *[Again, separate section for flags.]*

1. Number and Size Limits: One flag per twenty (20) feet (or portion thereof) of lot width with a maximum size of twenty four (24) square feet for each flag. *[What about a large, regulation U.S. Holiday Flag (much larger than 4 x 6 feet), as commercial enterprises sometimes fly? Incidentally, by USC the national flag MUST be illuminated if flown at night.] [There are business entities along Route 236, for example, or Pickett Street, or Edsall Road, etc., that would to the maximum number. Suppose the new Town Center proposed on Beauregard Street want to have a series of flags down the private street leading to the central square?]*
2. Mounting and Installation Regulations: Freestanding flags may only be attached to a pole less than thirty five (35) feet in height. *[See immediately preceding comments.]* Wall mounted flags may

only be on a projecting pole no longer than six (6) feet or may be mounted flat against the wall or on a window provided that the flag does not cover more than twenty percent (20%) of the glazing area of the window where it is installed. The bottom of a projecting wall-mounted flag shall not encroach within eight (8) feet of the ground directly below the location where the flag is mounted.

ii. Temporary Signs:

1. Number, Size and Time Limits:

- a. A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted per frontage on a street, alley, or parking lot only when located on property where a building permit is active. Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. The area allowed for this temporary signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in section b or in Sections 9-201 (A) iii.6 or iii.7 below.
- b. A maximum of one (1) sign with a maximum size of one (1) square feet for each linear foot of building width for the wall on which the sign is mounted per frontage on a street, alley, or parking lot only when located on property is ~~actively listed on the MRIS System~~ or actively marketed for [sale or] rent. Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. The area allowed for this temporary signage shall be deducted from area allowed for permanent wall signage or other temporary wall signage, as permitted in section b or in Sections 9-201 (A) iii.6 or iii.7 below. [What about the sale of raw commercial land? What about areas rezoned from residential and for sale as new commercial developments?]*
- c. Official notices or advertisements posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties; provided, that all such signs shall be removed no more than 10 days after their purpose has been accomplished.
- d. One (1) sign with a maximum size of the lesser of twenty (20) feet, one-half square feet for each linear foot of building width for the wall on which the sign is mounted,

- or one hundred (100) square feet. The maximum period for this sign is sixty (60) days per six month period of a year.
- e. One (1) additional window sign per dwelling unit, no more than two (2) square feet in area.
2. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall or installed as a window sign. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign to the top of the sign.
- iii. Permanent Signs:
1. Minor Signs only permitted in the CC, CG, CR, CSL, CRMU-/L, CRMU/M, CRMU/H, CRMU/X, OC, OCH, OCM (50), and OCM (100) Zones, but not permitted in the CD, CDX, CL, KR, NR, or W-1 zones *[No “Keep Off the Grass” or “No Soliciting”?]* :
- a. Number and Size Limits: Maximum of five (5) signs per property per street frontage with a maximum size of one (1) square foot for each sign.
- b. Mounting and Installation Regulations: Freestanding minor signs may only be less than thirty six (36) inches in height. Wall mounted signs may only be mounted flat against the wall.
2. Signs at the entrance to a neighborhood:
- a. Number and Size Limits: One permanent sign is permitted per distinguishable neighborhood with a maximum size of twenty four (24) square feet for each sign. *[At each entrance?]*
- b. Mounting and Installation Regulations: Such signs may only be installed as a monument sign with less than six (6) feet in height. *[Previous comments (page 15) still apply.]*
3. Signs painted on the curb in front of a property:
- a. Number and Size Limits: One permanent sign is permitted with a maximum size of six (6) square inches. *[Too small.]*
- b. Mounting and Installation Regulations: Such signs may only be painted directly on the face of a curb on private property.
4. Signs at locations within ten (10) feet of the curb of a parking lot or driveway only at intersections or areas where motor vehicles or pedestrians would need to turn or change their course of travel:
- a. Number and Size Limits: A maximum of one (1) sign is permitted in each direction at an intersection or area where

motor vehicles or pedestrians would need to change their course of travel with a maximum size of six (6) square feet for each sign.

- b. Mounting and Installation Regulations: These signs may only be freestanding and less than forty two (42) inches in height.

5. Freestanding signs at a property's street frontage:

a. Number and Size Limits:

- i. At a lot containing no more than two businesses, a maximum of one freestanding sign is permitted with a maximum area of fifty (50) square feet and a maximum height of six (6) feet above grade to the top of the sign.
- ii. At a lot containing three or more businesses, a maximum of one freestanding sign is permitted with a maximum area of one hundred (100) square feet and a maximum height of eight (8) feet above grade to the top of the sign.
- iii. At a lot containing five or more businesses and at least two hundred (200) feet of continuous street frontage, freestanding signs are permitted with a maximum area of the lesser of one (1) square foot per linear foot of street frontage or one hundred and fifty (150) square feet and a maximum height of eight (8) feet above grade to the top of the sign.
- iv. A lot with a width of more than two hundred (200) feet at the front lot line may contain two (2) freestanding signs in compliance with either (i) or (ii) above.
- v. When the street frontage of a lot is in excess of three hundred (300) feet, the number of signs and allowable sign area may be increased with a special use permit.

- b. Mounting and Installation Regulations: Freestanding installation shall only be permitted on a lot with a width of at least one hundred (100) feet at the front lot line and only where drive-in service or off-street parking is provided, leaving a distance between the building and a side lot line of twenty five (25) feet or more, or where a building is setback twenty five (25) feet or more from the front lot line. If a freestanding, the sign shall be installed as a monument

- sign, and it shall be setback at least ten (10) feet from the front lot line.
6. Wall signs:
- a. Number and Size Limits: The total area of all signs displayed on a building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area.
 - b. Mounting and Installation Regulations: Such signs shall be wall mounted and may only be mounted flat against the wall. Such sign cannot be higher than twenty (20) feet above grade measured from the location immediately below the sign. Such signs may be mounted on an awning or marquee. Marquees and awnings are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.
7. Wall signs higher than twenty (20) feet above grade on a multi-story building:
- a. Number and Size Limits: The total area of all signs displayed on a building wall higher than 20 feet above grade on a multi-story building which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area. mounted per street frontage. *[Check punctuation.]*
 - b. Mounting and Installation Regulations: Such sign shall be wall mounted and may only be mounted flat against the wall. No part of this sign is permitted to be lower than twenty (20) feet above grade measured from the location immediately below the sign.
8. Projecting signs at the entrance to a non-residential building or non-residential part of a building:
- a. Number and Size Limits: A maximum of one (1) sign with a maximum size of sixteen (16) square feet.
 - b. Mounting and Installation Regulations: Such sign shall be wall mounted. Such sign shall not project more than four (4) feet from the building wall or within one (1) foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least Fourteen and a half (14.5) feet above an alley. *[Is this sufficient for fire trucks and all delivery trucks, including tractor trailers?]* Such sign cannot be higher than 20 feet

above grade measured from the location immediately below the sign to the top of the sign. Such signs are only permitted to encroach upon a public right-of-way if permitted by an enacted encroachment ordinance or which city council has expressly authorized.

- iv. Any sign larger than one hundred (100) square feet in area shall have each letter or symbol installed as a separately mounted unit. No sign that measures one hundred (100) square feet or larger shall consist of an individual panel. *[A 10 foot x 10 foot sign, in other words, cannot be painted, or etched? A Panel cannot be one piece of, say stainless steel, or iron? What is the rationale for this?]*
- v. Size and location limitations. Signs permitted within a commercial zone under section 9-202(A) may be displayed on any building wall which faces a street, alley or parking area or may be freestanding signs, and shall comply with the provisions herein.
- vi. Marquees and awnings. Marquees and awnings may be used as a sign background.

(B) *Window signs.* The total area of window signs, in any one window shall not exceed twenty (20) percent of the glazing area of the window where it is installed. The total area of window signs shall be included in determining the total area of signs erected or displayed on the wall that contains the window. *[Again, opaque or translucent materials may affect the necessity for this rule.]*

(C) *A-frame signs on the property of individual businesses.* Notwithstanding any provision to the contrary in this ordinance, A-frame signs are permitted on private property in commercial districts that are not within the Parker-Gray District or the Old and Historic Alexandria District subject to compliance with the following standards:

(1) Location. An A-Frame Sign shall only be located:

- a. on the property of the owner of the sign;
- b. outside of a minimum lateral walkway clearance of five (5) feet for pedestrian travel;
- c. within fifteen (15) feet of the front facade of the building;
- d. not encroaching in the line of vision clearance for motor vehicles; and
- e. a minimum of fifteen feet from any driveway or roadway intersection.

(2) Number. A maximum of one (1) sign is permitted per business.

(3) Size. Signs may not exceed forty two (42) inches in height and twenty four (24) inches in width.

(4) Pedestrian safety. Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian thoroughway along the

walkways, crossing of streets or parking areas, entry and alighting from cars and buses, and access to curb ramps.

(5) Temporary. All signs, including installation materials, shall be temporary and shall be readily removable without any damage to the pavement or ground surface.

(6) Time Limits. A-Frame sign is permitted outdoors only during operating hours of the establishment where the sign is located.

(7) Materials and Design.

a. Only high quality, durable materials shall be used, such as slate, marker board, stainless steel, aluminum, aluminum composite, laminate plastic or medium density overlay plywood painted with enamel paint.

b. Illumination is prohibited.

c. Braces are required to ensure that the sign legs remain adequately spread to prevent it from falling.

d. The sign shall be a minimum weight of twenty (20) pounds properly balanced to ensure that it would not blow away in the wind.

(8) Compliance with law. All signs shall comply with all applicable city, state and federal laws and regulations.

9-203 – Industrial district signs.

(A) *Generally.* In the I and UT zones, any sign, marquee and awning permitted in a commercial zone under section 9-202 may be erected or displayed so long as it complies with all other applicable requirements of this Article IX; provided, that the total area of any signs in an industrial or utility zone which face real property in a commercial, industrial or utility zone may exceed the area allowed in section 9-202 by up to 50 percent. *[These zones, in particular, are where pole signs, internally illuminated signs, and digital signs should be allowed.]*

(B) *Window signs.* Window signs are permitted up to twenty percent (20%) of the glazing area of a window and count toward the maximum square footage of wall signs permitted. Window signs are permitted only on the first floor of a building unless the applicant only has business operations located on an upper floor where the window sign is to be displayed. *[What about a sub-lease of a second floor area? No window sign?]*

9-204 – Signs Permitted in All Zones

(A) Additional temporary signs no larger than the largest temporary sign allowed on the property pursuant to Section 9-200 are permitted on any property with the permission of the property owner for no more than ninety (90) days. *[Per year, per decade? Should add a thirty (30) day lapse between reposting of signs.]*

Sec. 9-300 Signs within the Old and Historic Alexandria, Parker-Gray and 100 Year Old Building Districts

1 **9-301 - Review required.**

2
3 (A) Certificate of appropriateness. A certificate of appropriateness from the appropriate board
4 of architectural review is required for the following signs when subject to view from a
5 public street or place and affixed to a building or structure located in or otherwise
6 displayed within the Old and Historic Alexandria District or the Parker-Gray District or
7 when affixed to or displayed on a 100-year-old building designated by city council under
8 section 11-300:

9
10 (1) Any sign, marquee or awning permanently affixed or displayed, subject to the
11 exemptions in section 9-301(B); or

12
13 (2) Any sign, marquee or awning otherwise affixed or displayed which exceeds four
14 square feet in area.

15
16 (B) Exemptions. The following signs shall not be subject to the requirement of section 9-
17 301(A):

18
19 (1) One non-illuminated sign, including a window sign, that is less than one square foot
20 in area per building;

21 (2) Any non-illuminated window sign per building between one square foot and four feet
22 in area, specially permitted for a temporary period, pursuant to section 9-302, by the
23 city manager;

24 (3) Signs for which administrative approval is available pursuant to sections 10-113 and
25 10-213;

26 (4) Temporary Signs as follows:

27 a. One sign, no more than thirty two (32) square feet in area, plus one (1)
28 additional sign, no more than eight (8) square feet in area, located on property
29 where a building permit is active. Such sign may be freestanding, wall
30 mounted, or inserted within a window, provided that it does not cover more
31 than twenty percent (20%) of the glazing area of the window where it is
32 installed. Freestanding temporary signs may only be less than forty two (42)
33 inches in height. If wall mounted, installation is prohibited from damaging
34 the existing building wall material.

35 b. One sign, no more than ~~four (4)~~ **[six (6)]** square feet in area on any property
36 for sale or rent during the time the property is ~~actively listed on the MRIS~~
37 ~~System or~~ actively marketed for **[sale or]** rent. Such sign may be freestanding,
38 wall mounted, or inserted within a window, provided that it does not cover
39 more than twenty percent (20%) of the glazing area of the window where it is
40 installed. Freestanding temporary signs may only be less than forty two (42)
41 inches in height. If wall mounted, installation is prohibited from damaging
42 the existing building wall material.

43 c. Official notices or advertisements posted or displayed by or under the
44 direction of any public or court officer in the performance of his official or

1 directed duties; provided that all such signs shall be removed no more than ten
2 (10) days after their purpose has been accomplished. Such sign may be
3 freestanding, wall mounted, or inserted within a window, provided that it does
4 not cover more than twenty percent (20%) of the glazing area of the window
5 where it is installed. Freestanding temporary signs may only be less than 42
6 inches in height. If wall mounted, installation is prohibited from damaging
7 the existing building wall material.

8 (C) Compliance required. Any sign, marquee or awning required to obtain a certificate of
9 appropriateness under section 9-301(A) and any sign identified in section 9-301(B) may
10 be erected or displayed only if authorized by and in compliance with all other applicable
11 requirements of this Article IX.
12

13 (D) Grandfathered signs. Any sign, marquee or awning legally erected or displayed within
14 the Old and Historic Alexandria District on or before January 12, 1976, or within the
15 Parker-Gray District on or before November 16, 1985, or on a lot or building listed under
16 section 10-300 on or before the date of such listing may continue to be displayed and may
17 be repainted with the same text, colors and design or repaired without a certificate of
18 appropriateness; provided, that a certificate of appropriateness shall be required before
19 any such sign, marquee or awning is altered, rebuilt or moved to a new location.
20

21 (E) Freestanding signs. One freestanding sign may be permitted on any property zoned
22 commercial if the area of the sign is no greater than six square feet and if the sign is
23 approved by the board of architectural review.
24

25 (F) Prohibited signs. Notwithstanding the provisions of section 9-301(E), no sign advertising
26 a business, which sign is within 200 feet of and visible from Washington Street, shall be
27 permitted unless it is attached to a building in which the business being advertised is
28 conducted, or unless it is the minimum signage necessary to comply with section 9-7-7 of
29 the city code.
30

31 **9-302 - Temporary window signs.** 32

33 (A) No window sign one square foot or more in area may be displayed in the Old and
34 Historic District or the Parker-Gray District or in a 100-year old building designated
35 by city council under Article X without a certificate of appropriateness, except on a
36 temporary basis, for up to 30 consecutive days, pursuant to special permission from
37 the city manager or her designee under section 9-302(B); provided, that the manager
38 may not, on any single occasion, permit any person to display on a temporary basis
39 more than one window sign for any window located within the building or structure,
40 or portion thereof, which the person occupies; and provided further, that the manager
41 or [his or] her designee may not authorize any person to display any window signs on
42 a temporary basis on more than three occasions in any 12-month period. *[For a total*

1 *of 90 days? If a sign is displayed for 3 consecutive Saturdays, can it never be*
2 *displayed for the next 12 months?]*

3
4 (B) In order to obtain permission for the display of one or more window signs on a
5 temporary basis, the person seeking the permission must submit the following
6 information to the city manager or her designee on a form prescribed by the city,
7 together with a processing fee of \$5.00: (i) the name of the applicant; (ii) the period
8 of time, not to exceed 30 consecutive days, during which the applicant seeks
9 permission to display the sign or signs; (iii) the address of the building in which the
10 sign or signs will be displayed; (iv) the size of the sign or signs; and (v) the number of
11 occasions within the 12 months preceding the application on which applicant has
12 obtained special permission pursuant to this section 9-302 to display one or more
13 window signs on a temporary basis in the same building described in the application.
14

15 (C) Upon receipt of the applicant's processing fee and upon review of the applicant's
16 information, the city manager shall permit the display of the applicant's window sign
17 or signs, for up to 30 consecutive days, if he or she finds that: (i) each sign is less than
18 four square feet in area; (ii) within the prior 12 months, the applicant has not
19 displayed window signs on a temporary basis in the same building on more than two
20 occasions; and (iii) the applicant is not, and has not over the prior 12 months been, in
21 violation of any provision of this Article IX. *[Clause iii seems to point to a gray area*
22 *with an avenue for abuse. Discretion should be given to determine the nature and*
23 *significance of the violation. Also, care must be given to ensure that this is not an*
24 *administrative finding which impinges on judicial prerogative.]*

25
26 **Sec. 9-400 Administration and Enforcement**
27

28 **9-401 - Removal of illegal signs.**

29 The director shall remove any sign, marquee or awning erected or displayed on, over or across
30 any street, road, highway, alley or other public right-of-way in violation of this Article IX, shall
31 impound the sign and within 24 hours of the removal, shall notify in writing, by first-class mail,
32 the owner of the sign, if ownership is readily determinable, of the location at which the sign is
33 being stored and of the owner's right to retrieve the sign upon payment of an impound fee of
34 \$50.00, plus a storage fee of \$10.00 for each day of storage; provided, however, that no such
35 notice is required when an illegal sign is of *de minimis* value and is less than 12 square feet in
36 area. Signs not retrieved within a period of 30 days after the mailing of such notice may be
37 destroyed by the city.

38 **9-402 - Nonconforming signs.**

39 (A) Signs lawfully in existence on the effective date of this chapter or prior ordinances, which
40 do not conform with the provisions of this article, and signs which are accessory to a

1 nonconforming use shall be deemed to be nonconforming signs and may remain except as
2 qualified below. The burden of establishing nonconforming status of signs and of the
3 physical characteristics/location of such signs shall be that of the owner of the property.
4 Upon notice from the zoning administrator, a property owner shall submit verification that
5 sign(s) were lawfully existing at time of erection. *[Is this fair? If the City is changing the*
6 *rules, should it not get an inventory of signage, as evidence of what exists when the new*
7 *ordinance is passed? Does this not put the cost/burden on a potential victim of a changed*
8 *set of rules?]* Failure to provide such verification shall be cause for order to remove sign(s)
9 or bring sign(s) into compliance with the current ordinance. *[Would this apply to A-frames*
10 *currently displayed on King Street? Moreover, if the current regulations have not been*
11 *enforced, then that enforcement lapse may have de facto legalized such signs.]*

12 (B) No nonconforming sign shall be enlarged nor shall any feature of a nonconforming sign,
13 such as illumination, be increased.

14 (C) Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming
15 sign. Nonconforming signs shall not be extended or structurally reconstructed or altered in
16 any manner, except a sign face may be changed so long as the new face is equal to or
17 reduced in height and/or sign area.

18 (D) No nonconforming sign shall be moved for any distance on the same lot or to any other lot
19 unless such change in location will make the sign conform in all respects to the provisions of
20 this article.

21 (E) A nonconforming sign that is destroyed or damaged by any casualty to an extent not
22 exceeding fifty (50) percent of its area may be restored within two (2) years after such
23 destruction or damage but shall not be enlarged in any manner. If such sign is so destroyed
24 or damaged to an extent exceeding fifty (50) percent, it shall not be reconstructed but may
25 be replaced with a sign that is in full accordance with the provisions of this article.

26 (F) A nonconforming sign which is changed to becoming conforming or is replaced by a
27 conforming sign shall no longer be deemed nonconforming, and thereafter such sign shall be
28 in accordance with the provisions of this article.