

ORDINANCE NO. _____

AN ORDINANCE to amend and reordain Section 4-1410 (Signs) of Section 4-1400 (NR/Neighborhood retail zone (Arlandria)) of Article IV (Commercial, Office and Industrial Zones) and Article IX (Signs, Marquees and Awnings) of the City of Alexandria Zoning Ordinance, in accordance with the text amendment heretofore approved by city council on May 14, 2016 as Text Amendment No. 2016-0002

WHEREAS, the City Council finds and determines that:

1. In Text Amendment No. 2016-0002, the Planning Commission, having found that the public necessity, convenience, general welfare and good zoning practice so require, recommended approval to the City Council on May 3, 2016 of a text amendment to the Zoning Ordinance to adopt revised sign regulations, which recommendation was approved by the City Council at public hearing on May 14, 2016.

2. The City Council in adopting this ordinance expressly adopts, ratifies, affirms and concurs in the finding and action of the Planning Commission above stated;

3. All requirements of law precedent to the adoption of this ordinance have been complied with; now, therefore,

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That Section 4-1410 of the Zoning Ordinance be, and the same hereby is, amended by deleting the language shown in strikethrough and adding the language shown in underline as follows:

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.

Section 2. That Article IX of the Zoning Ordinance be, and the same hereby is, amended by deleting the current section in its entirety and inserting new language, as shown:

Article IX SIGNS

Sec. 9-100 General Provisions

1
2 **Sec. 9-101. – Findings, purpose and intent; interpretation.**

- 3 (A) Signs obstruct views, distract motorists, displace alternative uses for land, and pose other
4 problems that legitimately call for regulation. The purpose of this article is to regulate the
5 size, color, illumination, movement, materials, location, height and condition of all signs
6 placed on private property for exterior observation, thus ensuring the protection of property
7 values, the character of the various neighborhoods, the creation of a convenient, attractive
8 and harmonious community, protection against destruction of or encroachment upon historic
9 areas, and the safety and welfare of pedestrians and wheeled traffic, while providing
10 convenience to citizens and encouraging economic development. This article allows
11 adequate communication through signage while encouraging aesthetic quality in the design,
12 location, size and purpose of all signs. This article shall be interpreted in a manner
13 consistent with the First Amendment guarantee of free speech. If any provision of this
14 article is found by a court of competent jurisdiction to be invalid, such finding shall not
15 affect the validity of other provisions of this article which can be given effect without the
16 invalid provision.
- 17 (B) Signs not expressly permitted as being allowed by right or by special use permit under this
18 article, by specific requirements in another portion of this chapter, or otherwise expressly
19 allowed by the governing body are prohibited.
- 20 (C) A sign placed on land or on a building for the purpose of identification, protection or
21 directing persons to a use conducted therein shall be deemed to be an integral but accessory
22 and subordinate part of the principal use of land or building. Therefore, the intent of this
23 article is to establish limitations on signs in order to ensure they are appropriate to the land,
24 building or use to which they are appurtenant and are adequate for their intended purpose
25 while balancing the individual and community interests identified in subsection (a) of this
26 section.
- 27 (D) These regulations are intended to promote signs that are compatible with the use of the
28 property to which they are appurtenant, landscape and architecture of surrounding buildings,
29 are legible and appropriate to the activity to which they pertain, are not distracting to
30 motorists, and are constructed and maintained in a structurally sound and attractive
31 condition.
- 32 (E) These regulations do not regulate every form and instance of visual speech that may be
33 displayed anywhere within the jurisdictional limits of the City. Rather, they are intended to
34 regulate those forms and instances that are most likely to meaningfully affect one or more of
35 the purposes set forth above.
- 36 (F) These regulations do not entirely eliminate all of the harms that may be created by the
37 installation and display of signs. Rather, they strike an appropriate balance that preserves
38 ample channels of communication by means of visual display while still reducing and
39 mitigating the extent of the harms caused by signs.
- 40 (G) This Article IX governs the erection and display of all signs, marquees and awnings in the
41 city, except those erected and displayed by the city, the Commonwealth of Virginia and the
42 United States in furtherance of their governmental responsibilities and those required by law
43 to be erected and displayed.
- 44 (H) All rights and privileges acquired under the provisions of this Article IX are mere licenses
45 revocable at any time by the director upon a violation of any applicable provision of this
46 Article IX.

- 1 (I) The provisions contained in this Article IX shall be considered separate from, supplemental
2 to and additional to the provisions contained elsewhere in this ordinance or other city
3 ordinances. Nothing contained in this Article IX shall excuse any person from compliance
4 with all other applicable provisions of this ordinance or the city code.
- 5 (J) Wherever authority is to be exercised under this Article IX by the city manager or the
6 director, the authority may also be exercised by his or her designee.
- 7 (K) This Article shall apply to signs, marquees, and awnings on property not used for public
8 right of way. Under no circumstances shall any provision herein authorize placement of a
9 sign on any public right of way.

10 11 **9-102 Definitions** 12

- 13 (A) *A-Frame sign*. A two-faced sign with supports that are connected at the top and separated at
14 the base, forming an “A” shape. These are also referred to as “sandwich board” signs. They
15 are included in the term “portable sign.”
- 16 (B) *Animated sign*. Any sign, the character or appearance of any element or part of which
17 changes by any device, mechanical, electrical or otherwise, except for digital text and
18 graphic signs.
- 19 (C) *Awning*. Any permanent or retractable structure projecting beyond a building wall at an
20 entrance to a building or extending along and projecting beyond the building's wall and
21 generally designed and constructed to provide protection against the weather. This structure
22 consists of a flexible material covering attached to and supported by a metal frame.
- 23 (D) *Awning sign*. Any sign attached to and made a part of an awning or any similar projections
24 from a building, with changeable, fixed or both types of lettering in use.
- 25 (E) *Banner*. A temporary sign of flexible material affixed to a framework or flat surface.
- 26 (F) *Billboard*. Any sign that consists of a single panel surface larger than 100 square feet in
27 size that is installed as an independent structure or is mounted on the side or top of a
28 building, and this sign along with its location is sold, rented, or leased to a user that is not
29 the property's business owner.
- 30 (G) *Building frontage*. The length of the main wall of a building which physically encloses or
31 covers usable space. Said frontage shall be measured at the width of the wall at the height
32 where the sign is mounted.
- 33 (H) *Chalk-board sign*. A single-faced, framed slate, chalk-board, whiteboard, or other material
34 that can be written on with chalk, dry erase or similar markers.
- 35 (I) *Changeable copy sign*. A non-electronic sign or part of a sign that is designed so that
36 characters, letters or illustrations can be changed or rearranged without altering the face or
37 surface of the sign.
- 38 (J) *Comprehensive sign plan*. A plan for the signage of a property that includes multiple tenants
39 or owners with shared parking or other facilities.
- 40 (K) *Curb sign*. Any sign painted on a curb.
- 41 (L) *Digital text and graphic sign*. Any sign that can change its content by way of electronic or
42 mechanical means but maintains a consistent image and does not flash or display any
43 animation or movement other than the occasional changing of text or graphics occurring no
44 more than two times per day. Digital text and graphic signs can be in the form of televisions,
45 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 pennant, 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 or architectural elements incorporated into the style or function of a building. 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

1 specified, a temporary sign may not be displayed for more than 120 continuous days, and
2 there must be a 30-day interruption between postings of temporary signs.

3 (OO) *Wall Sign*. Any sign attached to a wall or painted on or against a flat vertical surface of a
4 structure.

5 (PP) *Window sign*. Any sign visible from outside a building and visible through any window
6 or door and attached to or within four (4) feet in front of or behind the surface of a window or
7 door.
8

9 **9-103 – Sign Approval.**

10 (A) Approval Required.

11 (1) No sign, marquee or awning may be erected, displayed, constructed, reconstructed or
12 altered unless it complies with the Uniform Statewide Building Code. Compliance may
13 require that, in addition to the permits required by any other section of this ordinance, a
14 permit or permits be obtained from the building code official.

15 (2) Application for a permit shall be made on forms furnished by the building code
16 official.

17 (3) The Department of Planning and Zoning shall review each sign application except as
18 noted in 9-103(B) below, for compliance with this Article IX.

19 (B) Zoning Approval not required. In all zones, except property within the Old and Historic
20 Alexandria or the Parker-Gray Districts, the following signs are permitted without zoning
21 approval if the sign is allowed in the zone pursuant to Section 9-200 herein, however
22 nothing in this section shall relieve the installer of the requirement to obtain applicable
23 permissions pertaining to the building code in use by the City of Alexandria:

24 (1) Signs erected by a governmental body or required by law.

25 (2) Flags as allowed within each zone.

26 (3) The changing of messages on and/or maintenance of an existing sign, except that
27 repair of a nonconforming sign must comply with 9-402.

28 (4) Temporary signs as allowed within each zone.

29 (5) Not more than two minor signs per property as allowed within each zone.
30 Additional minor signs are permitted in certain districts with approval.

31 (6) Pavement markings on an area of property where traffic management is
32 necessary.

33 (C) *Coordinated Sign Special Use Permit*. Comprehensive sign plans may be approved by
34 special use permit in a CDD/Coordinated Development District or in a unified
35 development more than three acres in size, which contains more than one building, more
36 than one parcel or private streets. The comprehensive sign plan shall establish the time,
37 manner, and placement of signs, frequency of message changes, the materials, the hours
38 of lighting, the height of signs, the total number of square feet of sign surface, and the
39 number of signs to be placed on a site. Height of signs shall not be modified above the
40 height permitted in the Zoning Ordinance. The applicant for a Coordinated Sign Special
41 Use Permit shall submit a statement of justification for such program in addition to
42 information which describes the number, location, size, height, clearance, color, material,
43 type of illumination, if applicable, of all proposed signs within the program. A proposed
44 coordinated sign program may be approved if council finds that it provides the same or
45 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 or non-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 or rent, 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

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

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

13 i. Flags:

- 14 1. Number and Size Limits: One flag per twenty (20) feet (or
15 portion thereof) of lot width to a maximum of maximum of
16 five (5) flags per property with a maximum size of twenty
17 four (24) square feet for each flag. Freestanding flags may
18 only be attached to a pole less than thirty five (35) feet in
19 height.
20 2. Mounting and Installation Regulations: Wall mounted
21 flags may only be on a projecting pole no longer than six
22 (6) feet or may be mounted flat against the wall or on a
23 window provided that the flag does not cover more than
24 twenty percent (20%) of the glazing area of the window
25 where it is installed. The clearance under a projecting wall
26 mounted flag shall not be less than eight (8) feet directly
27 below the location where the flag is mounted.

28 ii. Temporary Signs:

29 1. Number, Size and Time Limits:

- 30 a. Signage with a total area of no more than thirty (30)
31 square feet, however no single sign is permitted to
32 be larger than twenty-four (24) square feet.
33 b. One sign or combination of signs with no more than
34 seven (7) square feet in area on any property for
35 sale or rent during the time the property is actively
36 marketed and advertised for sale or actively
37 marketed and advertised for rent. Such sign, if
38 freestanding, shall not exceed six (6) feet in height.

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

46 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:

- 1 a. Number and Size Limits: One permanent sign is
2 permitted per entrance to a distinguishable
3 neighborhood with a maximum size of twenty four
4 (24) square feet for each sign.
5 b. Mounting and Installation Regulations: Such signs
6 may only be installed as a monument sign with less
7 than six feet in height.
- 8 (2) In the RA, RC, RCX, and RD Zones the following regulations shall apply:
- 9 a. On property used for residential purposes only the following signs are
10 permitted:
- 11 i. Flags:
- 12 1. Number and Size Limits: One flag per twenty (20) feet (or
13 portion thereof) of lot width with a maximum size of 18
14 square feet per flag.
15 2. Mounting and Installation Regulations: Freestanding flags
16 may only be less than thirty five (35) feet in height. Wall
17 mounted flags may only be on a projecting pole no longer
18 than six feet or may be mounted flat against the wall or on
19 a window provided that the flag does not cover more than
20 twenty percent (20%) of the glazing area of the window
21 where it is installed. The clearance under a projecting wall
22 mounted flag shall not be less than eight (8) feet directly
23 below the location where the flag is mounted.
- 24 ii. Temporary Signs:
- 25 1. Number, Size and Time Limits: Signage with a total area
26 of no more than forty (40) square feet, however no single
27 sign is permitted to be larger than twenty-four (24) square
28 feet.
29 2. Mounting and Installation Regulations: Unless otherwise
30 specified, freestanding temporary signs shall not exceed six
31 (6) feet in height. Wall mounted temporary signs may only
32 be mounted flat against the wall or on or in a window
33 provided that the temporary sign does not cover more than
34 twenty percent (20%) of the glazing area of the window
35 where it is installed.
- 36 iii. Permanent Signs:
- 37 1. Minor Signs:
- 38 a. Number and Size Limits: Maximum of five signs
39 per lot with a maximum size of one square foot per
40 sign.
41 b. Mounting and Installation Regulations:
42 Freestanding minor signs may only be less than 36
43 inches in height. Wall mounted signs may only be
44 mounted flat against the wall.
45 2. Signs at the entrance to a neighborhood:
- 46

- 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 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 (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 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 (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

1 each linear foot of building width for the wall on
2 which the sign is mounted.

- 3 b. Mounting and Installation Regulations: Such sign
4 shall be wall mounted and may only be mounted
5 flat against the wall. Such sign cannot be higher
6 than twenty (20) feet above grade measured from
7 the location immediately below the sign. Such signs
8 may also be mounted on an awning or marquee.
9 Marquees and awnings are only permitted to
10 encroach upon a public right-of-way if permitted by
11 an enacted encroachment ordinance or which city
12 council has expressly authorized installation.

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

- 15 a. Number and Size Limits: The total area of all
16 signage on the building shall be sixteen (16) square
17 feet. The area allowed for this signage shall be
18 deducted from area allowed for permanent wall
19 signage or other temporary wall signage, as
20 permitted in Section 9-201.A(2)b.iii.6.

- 21 b. Mounting and Installation Regulations: Such signs
22 shall be wall mounted. Such sign shall not project
23 more than four feet from the building wall or within
24 one foot of an established curb line and the bottom
25 of the sign is to be at least eight (8) feet above a
26 sidewalk or parking area and at least fourteen and a
27 half (14.5) feet above an alley. Such sign cannot be
28 higher than twenty (20) feet above grade measured
29 from the location immediately below the sign to the
30 top of the sign. Such signs are only permitted to
31 encroach upon a public right-of-way if permitted by
32 an enacted encroachment ordinance or which city
33 council has expressly authorized installation.
34
35
36

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

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

42 i. Flags:

- 43 1. Number and Size Limits: One flag per twenty (20) feet (or portion
44 thereof) of lot width with a maximum size of twenty four (24)
45 square feet for each flag. The area used for flags shall be deducted
46 from area allowed for permanent wall signage or other temporary

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

- 3 2. Mounting and Installation Regulations: Freestanding flags may
4 only be attached to a pole less than thirty five (35) feet in height.
5 Wall mounted flags may only be on a projecting pole no longer
6 than six (6) feet or may be mounted flat against the wall or on a
7 window provided that the flag does not cover more than twenty
8 percent (20%) of the glazing area of the window where it is
9 installed. The clearance under a projecting wall mounted flag shall
10 not be less than eight (8) feet directly below the location where the
11 flag is mounted.

12 ii. Temporary Signs:

13 1. Number, Size and Time Limits:

- 14 a. A maximum of one (1) sign with a maximum size of one
15 (1) square feet for each linear foot of building width for the
16 wall on which the sign is mounted per frontage on a street,
17 alley, or parking lot only when located on property where a
18 building permit is active. Such sign shall be wall mounted
19 and may only be mounted flat against the wall or installed
20 as a window sign. The area allowed for this temporary
21 signage shall be deducted from area allowed for permanent
22 wall signage or other temporary wall signage, as permitted
23 in Section 9-202 (A) ii.1.b or in Sections 9-201 (A) iii.6 or
24 9-201 (A) iii.7.
- 25 b. A maximum of one (1) sign with a maximum size of one
26 (1) square feet for each linear foot of building width for the
27 wall on which the sign is mounted per frontage on a street,
28 alley, or parking lot only when located on property is
29 actively marketed and advertised for sale or actively
30 marketed and advertised for rent. The area allowed for this
31 temporary signage shall be deducted from area allowed for
32 permanent wall signage or other temporary wall signage, as
33 permitted in Section 9-202 (A) ii.1.a or in Sections 9-201
34 (A) iii.6 or 9-201 (A) iii.7.
- 35 c. One (1) sign with a maximum size of the greater of twenty
36 (20) square feet or one-half square feet for each linear foot
37 of building width for the wall on which the sign is mounted
38 up to one hundred (100) square feet. The maximum period
39 for this sign is sixty (60) days per six month period of a
40 year.

- 41 2. Mounting and Installation Regulations: Such sign shall be wall
42 mounted and may only be mounted flat against the wall or installed
43 as a window sign. Such sign cannot be higher than twenty (20) feet
44 above grade measured from the location immediately below the
45 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 installation.
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

- 1 foot of building width facing the street, alley or parking
2 area.
- 3 b. Mounting and Installation Regulations: Such sign shall be
4 wall mounted and may only be mounted flat against the
5 wall. No part of this sign is permitted to be lower than
6 twenty (20) feet above grade measured from the location
7 immediately below the sign.
- 8 8. Projecting signs at the entrance to a non-residential building or
9 non-residential part of a building:
- 10 a. Number and Size Limits: The total area of all signage on
11 the building shall be sixteen (16) square feet. The area
12 allowed for this signage shall be deducted from area
13 allowed for permanent wall signage or other temporary
14 wall signage, as permitted in Section 9-202 (A) ii.1.b or in
15 Sections 9-201 (A) iii.6 or iii.7.
- 16 b. Mounting and Installation Regulations: Such signs shall be
17 wall mounted. Such sign shall not project more than four
18 (4) feet from the building wall or within one (1) foot of an
19 established curb line and the bottom of the sign is to be at
20 least eight feet above a sidewalk or parking area and at
21 least Fourteen and a half (14.5) feet above an alley. Such
22 sign cannot be higher than twenty (20) feet above grade
23 measured from the location immediately below the sign.
24 Such signs are only permitted to encroach upon a public
25 right-of-way if permitted by an enacted encroachment
26 ordinance or which city council has expressly authorized
27 installation.
- 28 9. Projecting signs higher than twenty (20) feet above grade on a
29 multi-story building:
- 30 a. Number and Size Limits: The total area of all signage on
31 the building shall be twenty-four (24) square feet. The area
32 allowed for this signage shall be deducted from area
33 allowed for permanent wall signage or other temporary
34 wall signage, as permitted in Section 9-202 (A) ii.1.b or in
35 Sections 9-201 (A) iii.6 or 9-201 (A) iii.7.
- 36 b. Mounting and Installation Regulations: Such signs shall be
37 wall mounted. Such sign shall not project more than four
38 (4) feet from the building wall or within one (1) foot of an
39 established curb line. Such signs are only permitted to
40 encroach upon a public right-of-way if permitted by an
41 enacted encroachment ordinance or which city council has
42 expressly authorized installation. No part of this sign is
43 permitted to be lower than twenty (20) feet above grade
44 measured from the location immediately below the sign.
- 45 iv. Any sign larger than one hundred (100) square feet in area shall have each
46 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 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 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.

1 **9-203 – Industrial district signs.**

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

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

11
12 **9-204 – Signs Permitted in All Zones.**

13 (A) Additional temporary signs no larger than the largest temporary sign allowed on the
14 property pursuant to Section 9-200 are permitted on any property with the permission of the
15 property owner for no more than ninety (90) days, and there shall be a 30-day interruption
16 between posting periods for temporary signs in this section.

17
18 **Sec. 9-300 Signs within the Old and Historic Alexandria, Parker-Gray and 100 Year Old**
19 **Building Districts**

20
21 **9-301 - Review required.**

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

28
29 (1) Any sign, marquee or awning permanently affixed or displayed, subject to the
30 exemptions in section 9-301(B).

31
32 (B) Exemptions. The following signs shall not be subject to the requirement of section 9-
33 301(A):

- 34
35 (1) Any non-illuminated window sign per building that is less than four feet in area;
36 (2) Signs for which administrative approval is available pursuant to sections 10-113
37 and 10-213;
38 (3) Temporary Signs as follows: One sign, no more than six (6) square feet. Such
39 sign may be freestanding, wall mounted, or inserted within a window, provided
40 that it does not cover more than twenty percent (20%) of the glazing area of the
41 window where it is installed. Freestanding temporary signs shall not exceed six
42 (6) feet in height. If signs are being installed on a brick surface the installation
43 should not damage the brick, and the sign should be anchored into the mortar
44 joints.

1 (C) Compliance required. Any sign, marquee or awning required to obtain a certificate of
2 appropriateness under section 9-301(A) and any sign identified in section 9-301(B) may
3 be erected or displayed only if authorized by and in compliance with all other applicable
4 requirements of this Article IX.
5

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

14 (E) Freestanding signs. One freestanding sign may be permitted on any property zoned
15 commercial if the area of the sign is no greater than six square feet and if the sign is
16 approved by the board of architectural review.
17

18 (F) Prohibited signs. Notwithstanding the provisions of section 9-301(E), no sign advertising
19 a business, which sign is within 200 feet of and visible from Washington Street, shall be
20 permitted unless it is attached to a building in which the business being advertised is
21 conducted, or unless it is the minimum signage necessary to comply with section 9-7-7 of
22 the city code.
23

24 **Sec. 9-400 Administration and Enforcement**

25 **9-401 - Reserved**

26 **9-402 - Nonconforming signs.**

27
28 (A) Signs lawfully in existence on the effective date of this chapter or prior ordinances, which
29 do not conform with the provisions of this article, and signs which are accessory to a
30 nonconforming use shall be deemed to be nonconforming signs and may remain except
31 as qualified below. The burden of establishing nonconforming status of signs and of the
32 physical characteristics/location of such signs shall be that of the owner of the property.
33 Upon notice from the zoning administrator, a property owner shall submit verification
34 that sign(s) were lawfully existing at time of erection. Failure to provide such verification
35 shall be cause for order to remove sign(s) or bring sign(s) into compliance with the
36 current ordinance.
37

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

40 (C) Nothing in this section shall be deemed to prevent keeping in good repair a
41 nonconforming sign other than a pole sign. Nonconforming signs shall not be extended or
42 structurally reconstructed or altered in any manner, except a sign face may be changed so
43 long as the new face is equal to or reduced in height and/or sign area. Nonconforming
44 pole signs shall be removed within seven (7) years of the **[date of adoption]**.

- 1 (D) No nonconforming sign shall be moved for any distance on the same lot or to any other
2 lot unless such change in location will make the sign conform in all respects to the
3 provisions of this article.
- 4 (E) A nonconforming sign that is destroyed or damaged by any casualty to an extent not
5 exceeding fifty (50) percent of its area may be restored within two (2) years after such
6 destruction or damage but shall not be enlarged in any manner. If such sign is so
7 destroyed or damaged to an extent exceeding fifty (50) percent, it shall not be
8 reconstructed but may be replaced with a sign that is in full accordance with the
9 provisions of this article.
- 10 (F) A nonconforming sign which is changed to becoming conforming or is replaced by a
11 conforming sign shall no longer be deemed nonconforming, and thereafter such sign shall
12 be in accordance with the provisions of this article.
- 13
14

15 Section 3. That the director of planning and zoning be, and hereby is, directed to
16 record the foregoing text amendment.

17

18 Section 4. That Section 4-1410, as amended pursuant to Section 1 of this ordinance
19 and Article IX, as amended pursuant to Section 2 of this ordinance, be, and the same hereby are,
20 reordained as part of the City of Alexandria Zoning Ordinance.

21

22 Section 4. That this ordinance shall become effective on the date and at the time of
23 its final passage, and shall apply to all applications for land use, land development or subdivision
24 approval provided for under the City of Alexandria Zoning Ordinance which may be filed after
25 such date, and shall apply to all other facts and circumstances subject to the provisions of the
26 City of Alexandria Zoning Ordinance, except as may be provided in Article XII of the Zoning
27 Ordinance.

28

29 ALLISON SILBERBERG
30 Mayor

31

32 Introduction: June 14, 2016
33 First Reading: June 14, 2016
34 Publication:
35 Public Hearing: June 18, 2016
36 Second Reading: June 16, 2016
37 Final Passage: June 16, 2016