

Text Amendment #2016-0008

Sign Regulations in the Historic Districts

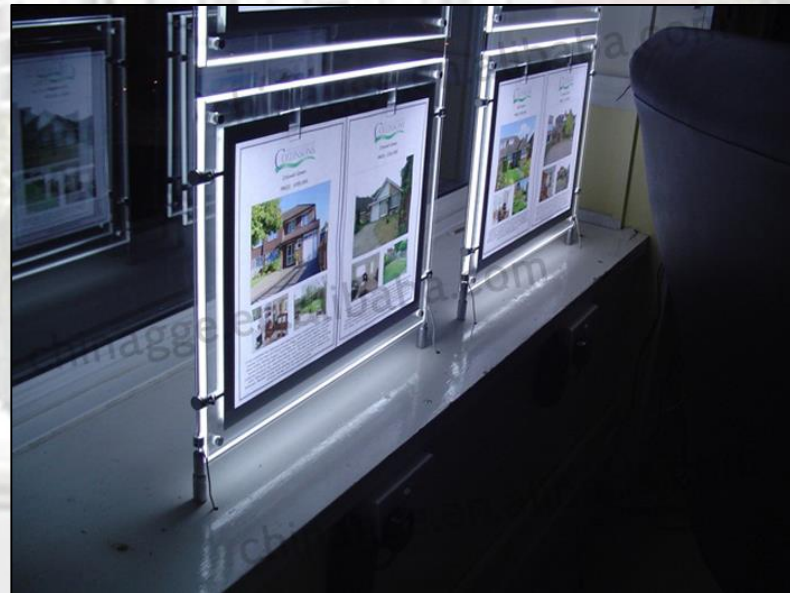
- Spring & Summer 2016 (Phase I & II): City Council adopts Zoning Ordinance changes related to signage
- **Phase III: ordinance changes for signs located in the historic districts(Section 9-300):**
 - Update & Coordinate (last amended 1988, minor changes in Summer 2016)
 - More business friendly Certificate of Appropriateness (C of A) exemptions: 3 changes
- BAR amended the administrative approval sign policy in December 2016 to work with the new ordinance

Window Sign C of A Exemptions

- Proposed: all window signs exempt. Why?
 - Vast majority are not permanent
 - Cannot exceed 20% of the glazing by ordinance
 - Only non-illuminated permitted



Window Signs Not Permitted



One Square Foot Sign C of A Exemption

- Proposed: one, 1 square foot sign. Why?
 - Prior to June 18, 2016, ordinance allowed for this type of sign exemption
 - Minor impact on historic fabric
 - Allows for recognition of building history or a subtle upper floor tenant sign



Temporary Sign C of A Exemption

- Proposed: 20 square foot temporary sign located within the first 20 feet of building height, measured from average finished grade. Why?
 - 6 square feet is the size of a typical residential real estate sign, which is too small for many commercial buildings
 - Allows for reasonable size without without seeking BAR approval
 - Time limited signs



Temporary Sign Exemptions



BAR Administrative Approval Sign Policy

- Streamlined the document
- Removed all references to sign content
- Window signs not subject to BAR approval
- Approval of changeable copy signs (formerly menu boards) for all business types



Monument Sign Mock Up



City Council Action

- **Adopt** the proposed Zoning Ordinance changes to Section 9-300.

Contact BAR:

preservation@alexandriava.gov

stephanie.sample@alexandriava.gov

Corner Building Signage

