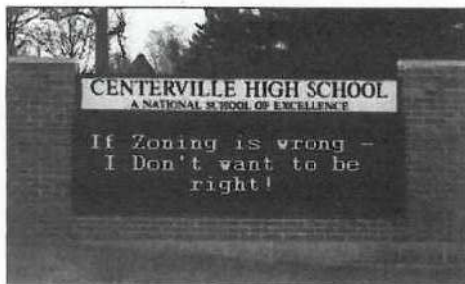


Definition of Sign



- Section 12-102 - staff is proposing changes to the existing definition of sign, to include a sign as being something that is visible from a “public street.”
- A “street” is broadly defined in the Ordinance and includes public and private streets, as well as travel ways interior to a commercial development.
- The new definition results in a similar level of regulation as the existing definition but with a few exceptions.
- Alternative advertising option includes flexibility to change the visibility provision.

Regulation of Public Uses



- Section 12-103.1 - staff is proposing that all Fairfax County public uses be subject to the minor sign provisions in proposed Section 12-105 and the permanent sign provisions in Part 2.
 - These uses are currently exempt from sign regulation except for freestanding sign height.
- Precedents for regulation of County uses exist: Noise Ordinance and other zoning requirements.
- Difficult to argue that impacts of a sign for a public use are different than for a similar private use, or any use for that matter.
- Alternative option includes ability to continue the exemption of public uses from sign regulation.

Vehicle Signs



- Section 12-104.6C – proposed changes will allow a vehicle sign to be parked at its place of business, in a designated parking space.
 - Currently regulation requires the vehicle be parked 25 feet from the street line but allows them to be parked *on an adjacent property*.
- The new regulation eliminates all off-site parking of the vehicles, which is more restrictive, but balances this with the removal of the required setback.
- Alternative advertising option gives flexibility to require a setback from the front property line, up to 25 feet.

Building-Mounted Sign Exemption for Schools



- Section 12-104.6D – a new regulation, which allows exemption of “spirit” or “accolade” signs for any school, college or university, regardless of whether public or private.
- Lettering and numbers must be: building-mounted, permanently affixed; non-illuminated; and cannot cover more than 10% of the façade on which placed.
- Alternative option to include a larger percentage of façade coverage, up to 25%.

Minor Signs: Non-Residential Land Uses



- Section 12-105.4 – the proposed regulations for minor signs for all non-residential land uses represents a relaxing of existing Ordinance regulation and County policies.
 - The existing Ordinance only allows this type of sign for a select group of land uses.
- Staff is proposing that any non-residential land use in any zoning district be allowed this type of sign, with proposed regulation based on road frontage.
- For those land uses located on a lot with frontage on a major thoroughfare, 40 square feet of total sign area would be allowed: with no single sign exceeding 24 square feet in area; a single freestanding sign is allowed, at 4 feet in height; there is no limit on display duration or overall number.
- For those land uses located on all other lots, staff is proposing 24 square feet of total sign area: but signs must be building-mounted, to include signs attached to a fence, wall, or existing freestanding sign; there is no limit on display duration or overall number.
- Alternative options for both sign types to include: an increase total sign area to 60 square feet; no limit on the maximum size of any one sign; no limit on the type of sign; and a maximum height of up to 6 feet.

Minor Signs: Yard Signs



- Section 12-105.4 – a new sign type that is allowed on any lot developed with a residential use.
- Allows a total of 12 square feet of sign area, with no single sign allowed to exceed 4 square feet, and a maximum height of 4 feet.
- No limit on the number of signs or the display duration.
- This sign type could accommodate a variety of signs that are customarily displayed by home owners.
- Advertising option allows for a possible increase in total sign area, up to 16 square feet.

Off-site/Directional Signs



- Section 12-106 – staff is proposing the deletion of all provisions allowing for off-site/directional signs.
 - Existing allowances are made for places of worship and other non-profit organizations; office and industrial parks; and for development in the PRC District and the Tysons Corner Urban Center.
- Absent content control, it is difficult to allow this sign type for select uses; it is to be either fully embraced for all land uses or prohibited.
- No alternative option is provided; however, this does not preclude a use from applying for state sponsored wayfinding programs.

Freestanding Sign Height in Residential Districts



- Section 12-202.5B – there are two different options advertised for the regulation of freestanding signs for most non-residential uses in residential zoning districts.
- Staff is recommending a single 40 square foot freestanding sign, with a maximum height of 8 feet.
- An alternative option sets up a sliding scale for freestanding sign size and height, based on lot size: for a use on a lot smaller than 5 acres, a sign up to 16 square feet and 4 feet in height; on a lot of at least 5 acres but less than 20 acres, a sign up to 32 square feet and 6 feet in height; or on a lot of at least 20 acres or more, a sign up to 40 square feet in area and 8 feet in height.
- Advertising for both options allows the possibility of an increase in freestanding sign height up to 20 feet.

Electronic Display Signs



- Section 12-203.3 & 12-205.4 – a new sign type that is allowed as part of any permanent freestanding sign in any zoning district.
- Staff recommended option would allow for 50% of the allowable freestanding sign area to be an electronic/digital display, subject to the height limits required in the underlying zoning district.
- Standards include: frequency of message change (1 time/8 seconds), with the change being instantaneous; limits on background color; and dimming standards.
- Alternative option would allow for the entire freestanding sign area to be electronic/digital, with the same standards, except that the height is restricted to 6 feet and the sign must be a monument style sign. The advertising language also allows consideration of a height up to 8 feet.

