



Signs Part II

Land Use Process Review Committee
May 25, 2023

Casey Judge, Zoning Administration Division

ZOA Part II considerations



Electronic Display Signs



Special Exception for
Sign Modifications

Revised application criteria
Review standards



Other revisions to regulations from Part I Amendment



Electronic Display Signs

Current electronic display sign regulations

- Allowed as part of a freestanding sign
- One per lot with display limited to 50% of the maximum allowable freestanding sign area
- Photocell required to control brightness and automatically dim at sunset to 40 - 100 nits





Proposed changes

Increase maximum brightness for nonresidential districts to 300 nits at sunset

(advertised range: 100 - 500 nits)

Require submission of sign specifications (including programmed nits) as part of sign permit



A decorative graphic on the left side of the slide, consisting of two overlapping circles. The larger circle is a dark teal color, and the smaller circle is a lighter teal color, positioned to the right and slightly above the center of the larger circle.

Special Exception for Sign Modifications

Current sign application types

Application Type	Zoning Districts	Public Hearing Approval Process	Allowed Requests	Standards
Comprehensive Sign Plan (CSP)	P Districts	Planning Commission	Modification of any Zoning Ordinance sign standard	<ul style="list-style-type: none"> • Consistent with scale/design of development • Located/sized for convenience of users of development • Cannot add to street clutter/detract from design elements
Special Exception (SE)	C & I Districts	Planning Commission recommendation; Board approval	<ul style="list-style-type: none"> • Increase in sign area • Increase in sign height • Modification of sign location 	Unusual circumstances or conditions (location, topography, size, lot configuration, access, orientation of structure, etc.)

**Special permit also available in limited circumstances*

Revised SE for sign modifications

Consolidate current CSP, SE, and SP into SE for Sign Modifications:

- All P districts
- C and I districts developed with:
 - A building, group of buildings, office or industrial complex, or shopping center with minimum GFA of 30,000 square feet (*advertised range: 25,000 - 50,000 SF*)
 - Lot with an “unusual circumstance or condition”



Proposed modifications under SE

CAN modify

- Residential sign limitations in P districts
- Commercial and industrial sign limitations
- Electronic display signs
- Certain minor sign limitations
- Roof signs

CANNOT modify

- Purpose, applicability, and administrative provisions
- Prohibited signs (other than roof signs)
- Nonconforming signs
- Sign measurements
- Other certain standards

Proposed review standards

- Sign size is compatible with massing, height, and scale of development
- No adverse impact on adjacent developments
- Materials are aesthetically compatible; signs cannot add to clutter, interfere with any traffic, or detract from urban design elements
- Consistent with applicable Urban Design Guidelines



Electronic display signs with SE

Modifications would allow consideration of:

- Increase in number, height, and size of freestanding signs for P districts
 - Advertised options to allow increase in height and size for C & I districts, but options do not include consideration of more than one electronic sign per lot
- Building-mounted electronic display signs (by-right limitations only allow freestanding)
- Increase in brightness to 600 nits (*advertised range: 500 - 1,000 nits*)





Proposed Changes to Other Regulations

Other proposed changes

Signs in reserved parking spaces



Window signs



Ordering signs



Signs associated with a subdivision





Timeline and Outreach

Timeline

- 
- December 2021 - May 2022**
Initial outreach
 - Summer - Spring 2023**
Continued research and draft text preparation
 - May 2023**
LUPC and LUPR
 - Late 2023**
Authorization and Public Hearings

Outreach



**Includes 20 public meetings with over 230 participants*



PLANNING & DEVELOPMENT



Questions?

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