



# Signs Part II

Land Use Policy Committee  
May 16, 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





# 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"> <li>• Consistent with scale/design of development</li> <li>• Located/sized for convenience of users of development</li> <li>• Cannot add to street clutter/detract from design elements</li> </ul>
Special Exception (SE)	C & I Districts	Planning Commission recommendation; Board approval	<ul style="list-style-type: none"> <li>• Increase in sign area</li> <li>• Increase in sign height</li> <li>• Modification of sign location</li> </ul>	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



## Ordering signs



## Window 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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