



# Zoning Ordinance Modernization Project



## Sign Ordinance Amendment

Board of Supervisors

Development Process Committee Meeting

March 12, 2019

Andrew Hushour, Deputy Zoning Administrator

# Today's Discussion



- Definition of a Sign
- Minor Signs for Certain Non-residential Land Uses
- Off-premise/Directional Signs
- Grandfathering Provisions



# Minor Signs: Non-Residential Land Uses (Par. 5B of Section 12-105, pages 7-8)



*Planning Commission Recommendation:*

*“For all other non-residential uses, building-mounted minor signs are allowed, not to exceed 24 square feet in total area per lot. For purposes of this provision, building-mounted signs may include signs attached to a fence, wall, existing freestanding sign or other similar accessory structure.”*

*Option:*

*“For all other non-residential uses, building-mounted and freestanding minor signs are allowed, not to exceed 24 square feet in total area per lot. If freestanding, no more than 2 such signs are allowed per lot with a maximum height of 4 feet.”*



# Off-premise/Directional Signs (Section 12-106, page 9)



- Option 1: Keep the prohibition on all off-premise commercial signs.
- Option 2: Allow one off-premise commercial sign to be displayed as a yard sign in any residential district and limited to 4 square feet in size.
- Option 3: Eliminate the prohibition of off-premises signs, thereby allowing commercial speech on any sign allowed by the Ordinance.

# Off-premise/Directional Signs

Option	Benefits	Challenges
1. Total Prohibition	Uniformly applies prohibition of off-premise commercial speech.	Provides no flexibility and no room for interpretation.
2. One Off-Premise Sign as a Yard Sign	Allows limited commercial speech on residentially zoned property but does not completely open up residential areas to the activity.	Difficult to enforce; in order to verify complaint, staff would have to evaluate speech on all yard signs displayed.
3. No Prohibition	Allows commercial speech on residentially zoned property. No enforcement challenges, as the sign message is never considered.	No limit to the activity; since staff cannot limit one commercial activity over another, all commercial speech would be permissible.



# Off-premise/Directional Signs

Jurisdiction	Off-premise Sign Regulations
City of Alexandria	Allows temporary off-premise signs, with a maximum display time of 90 days. The size varies depending on zoning district but is 10 square feet total for residential lots, with a maximum sign size of 4 square feet. A permit is required.
Arlington County	All off-premise signs advertising any commercial activity, product, or services, are prohibited.
Loudoun County	Allows up to 32 square feet of off-premise signs on any lot, with a maximum display time of 120 days. A permit is required.
City of Norfolk	All off-premise signs are prohibited, except for public service message boards.
Prince William County	Allows “off-site advertising” signs for non-residential land uses in three non-residential zoning districts. One such sign is allowed, up to 100 square feet; special permit approval is required.

# Proposed Grandfathering Provisions

- Standard non-conforming status will be applied to:
  - Permanent building-mounted signs and freestanding signs, approved with a building and applicable sign permit.
  - Permanent freestanding signs located on property owned by Fairfax County, the Fairfax County Park Authority or Fairfax County Public Schools.
  - Signs approved by the Board of Supervisors in conjunction with an approved Comprehensive Sign Plan or Special Exception.
  - Signs approved by the Board of Zoning Appeals in conjunction with an approved Special Permit.
- For electronic display signs, previously approved signs (building and applicable sign permit) may remain, except that these signs must comply with the new performance standards.
- Explicitly state that all other existing signs, including temporary/minor signs, must conform to the provisions of the new Ordinance.



