Signs Part II

Land Use Policy Committee
May 17, 2022

Casey Judge, Zoning Administration Division
Article 7: Signs

Part I adopted in March 2019

Focused on content-neutrality in accordance with Reed v. Town of Gilbert U.S. Supreme Court Case

Part II to review requests for additional signage processes and other sign regulations
Signs Part II - potential considerations

- Consolidated sign plan request
- Electronic display signs
- Other revisions to regulations from Part I Amendment
Current processes for additional/modified signage

Comprehensive Sign Plan
– Increase in signage and modification in location in a Planned District
– Limited standards related to scale, compatibility, design, and clutter

Special Exception
– Increase in sign area, height, or location in Commercial and Industrial Districts
– Strict standards require “unusual circumstances or conditions”

Special Permit
– Sign modifications for neighborhood, community, or regional shopping centers
– Limited use (one application submitted since 2003)
Staff proposal

Consolidate CSP, SE, and SP processes for modified signage into one CSP request

• Available for P Districts and all nonresidential conventional zoning districts

• Planning Commission approval (with appeal process to Board)

• Addition of submission requirements and review standards
  – Height and size of the sign in relation to the building and surrounding development
  – Locational guidelines
  – Quantity of signs
  – Consideration of unique site characteristics
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
Staff proposal

Re-evaluate maximum brightness (current limitations allow 40 - 100 nits at sunset)

Consider allowing larger size/additional electronic display signs as part of new CSP process
Other topics for consideration

• Signs for mixed-use and multifamily buildings
• Roof-mounted signs
• Mobile pickup parking signs
• Menu boards for drive-throughs
• Other potential updates
Timeline

December 2021
Began initial outreach

May 2022
LUPC Meeting

Summer - Fall 2022
Prepare draft text and continue outreach

Winter 2022 - early 2023
Authorization and public hearings
Outreach

- Community and Citizen Organizations
- Faith and Non-Profit Leaders
- Shopping Center Owners
- Land Use Attorneys
- Development Community
- Realtors

*Includes 20 public meetings with over 230 participants*
Questions for LUPC

1) Does the Board support a unified application process for modified signage?
   – Should there be one set of unified review criteria for all zoning districts? Or should there be separate criteria for Planned Districts, Commercial Districts, and Industrial Districts?

2) Should staff review and update the limitations on electronic display signs?
Questions?

Casey.Judge@fairfaxcounty.gov or 703-324-1314