

# 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



# 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> <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	•	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.)

<sup>\*</sup>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

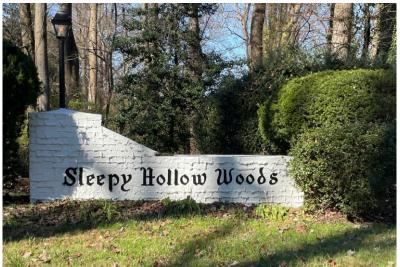


#### **Ordering signs**



Source: Peerless AV

#### Signs associated with a subdivision



# Timeline and Outreach

#### **Timeline**

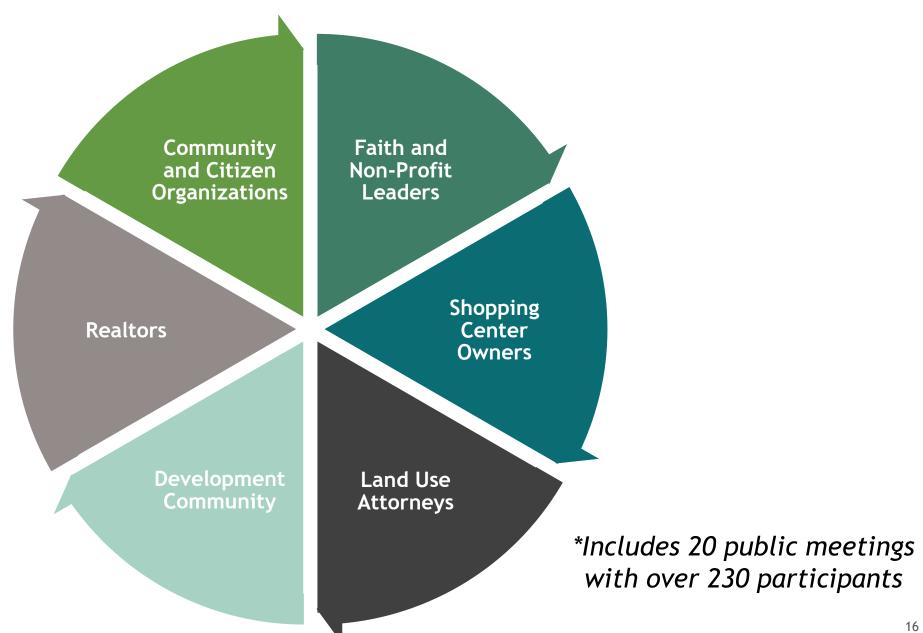
December 2021 - May 2022 Initial outreach

Summer - Spring 2023 Continued research and draft text preparation

May 2023
LUPC and LUPR

Late 2023
Authorization and Public Hearings

#### Outreach







Casey.Judge@fairfaxcounty.gov

or 703-324-1314

