

# Sign Ordinance Update

---

Board of Architectural Review

April 17, 2024





# Why update the sign ordinance?

- Improve organization, clarity, and consistency
- Consider additional regulatory flexibility for digital signs, a-frame signs, murals, temporary signs, and freestanding signs



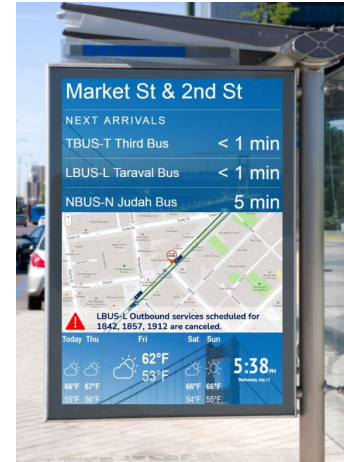
# Organization, clarity, consistency

- Reorganize signage regulations into tables
- Standardize regulations where appropriate
- Eliminate unnecessary regulations and wording
- Update Special Use Permit criteria

# Digital Signs

## Current regulation

Digital signs are prohibited



## Considerations

- Aesthetics
- Safety
- Benefit



# Digital signs

## **Potential regulatory limitations**

- No effects, flashing, or moving of individual images
- Frequency image on screen can change
- If freestanding, required to be monument style

## **Potential directions:**

- Continue requiring SUP but establish approval criteria
- Create administrative SUP process
- Allow by-right wherever illuminated signs are currently permitted

# A-frame signs in public right-of-way

## Current regulation

A-frame signs in public right of way are prohibited

## Considerations

- Aesthetics
- Benefit
- Safety/accessibility
- Legal issues





# A-frame signs in public right-of-way

## **Potential regulatory limitations**

- Clearly defined pedestrian walkways
- Maximum distance from storefront
- Display hours
- Quality of materials
- Liability insurance required

## **Potential directions:**

- Continue prohibition
- Amend City Code to allow as permitted encroachment with approval criteria

# Painted wall signs/murals

## Current regulation

Any text, logo, picture that meets the definition of sign counts against wall signage allotment

## Considerations

- Aesthetics
- Benefit
- Legal issues with regulating content







# Painted wall signs/murals

## **Potential regulatory limitations:**

- Maximum wall surface coverage allowance
- Restrictions in historic districts/urban overlays

## **Potential directions:**

- Exempt from sign regulations
- Establish time, manner, place regulations

# Noncomplying pole signs

## Current regulation

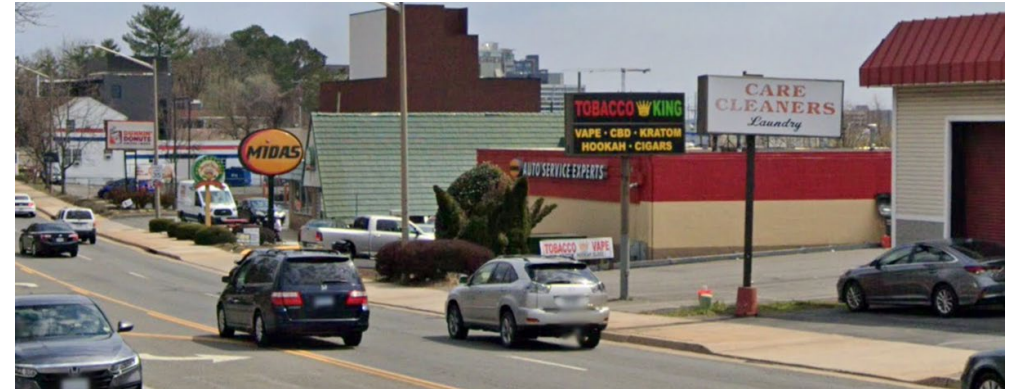
Pole signs are prohibited with a sunset deadline of removal

## Considerations

- Aesthetics
- Financial impact on City-based businesses

## Potential directions

- Retain current removal requirements
- Require removal with tenant changeover
- Regulate like other noncomplying structures



# Illuminated signs over 35 feet

## Current regulation

- Requires special use permit

## Considerations

- Aesthetics
- Benefit





# Illuminated signs over 35 feet

## **Potential regulatory limitations**

- Limit illumination facing residential zones
- Limitation in historic districts/other areas

## **Potential directions:**

- Continue requiring SUP approval
- Create administrative SUP process
- Expand where they are allowed by-right



# What's next?

## *Community Meeting #2*

Monday, April 29, 2024, 6:00 PM

Chet and Sabra Avery Conference Room (Room 2000)

## *Planning Commission public hearing*

Tuesday, June 4, 2024, 7:00 PM

City Council Chambers

## *City Council public hearing*

Saturday, June 15, 2024, 9:30 AM

City Council Chambers

**For more information, visit [alexandriava.gov/planning](https://alexandriava.gov/planning)**