

Sign Ordinance Update

Community Meeting

April 1, 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



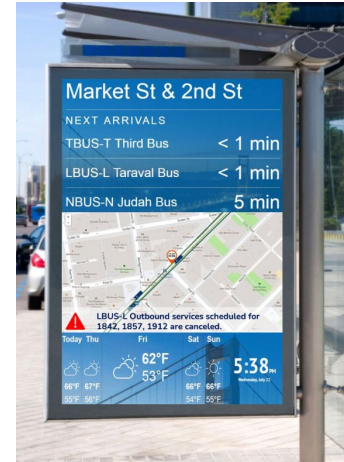
Organization, clarity, consistency

- 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/accessibility
- 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
- Safety/accessibility
- Benefit
- 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

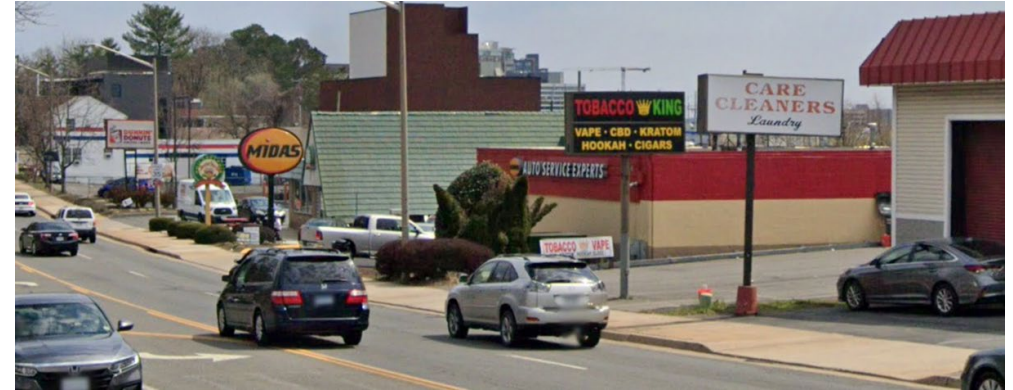
Pole signs are prohibited with a sunset deadline of removal

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 but add approval criteria
- Create administrative SUP process
- Expand where they are allowed by-right



What's next?

Planning Commission Work Session
Thursday, April 4, 2024, 7:00 PM
City Council Chambers

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

Submit comments and questions to Rachel.Drescher@alexandriava.gov