

City of Alexandria, Virginia

MEMORANDUM

DATE: August 14, 2015

TO: Ad Hoc Group for Digital Signs and Portable A-Frame Signs

FROM: Alex Dambach, AICP, Division Chief – Land Use

SUBJECT: Policy Changes relating to A-Frame and Digital Signs

Attached is a proposed set of Zoning Ordinance changes that generally reflect consensus reached through the meetings of the Ad-Hoc Group. Among the proposed changes are modifications to the zoning definitions for animated and flashing signs, adjustments to regulations for portable signs, revisions to the regulations for the King Street A-Frame program to accommodate monument-type signage, deletion of regulations relating to special advertising, and a new set of regulations for A-Frame signs that would be permitted outside regulated historic districts on private property.

Some of the ideas developed through the group do not lead to ordinance changes, but would lead to policy changes, such as allowing ‘menu cases’ or mounted menu boards to be used by retail businesses. Board of Architectural Review staff is making adjustments to administrative sign review policies in the near future.

Some proposed changes have not yet been included in the proposed Ordinance largely due to staff’s need to continue to address questions raised by the recent Supreme Court decision in *Reed v. Town of Gilbert*. These include regulations for signs relating to special events and signs (especially digital signs) that would be specific to certain types of businesses. As staff gets guidance from legal counsel on these issues, possible text amendments would be integrated into the final document that will be presented for adoption. We look forward to discussing these items at our August 19 meeting.