

ARLINGTON COUNTY SIGN ORDINANCE



Section 34 of the Zoning Ordinance

Prepared by

duncan | associates

24 July 2012

CONTENTS

§34. SIGNS	1
§34.1. PURPOSE	1
§34.2. APPLICABILITY	2
A. Generally	2
B. Other standards and other permits required	2
C. Signs and similar devices to which ordinance not applicable	2
D. Strict construction of applicability	4
§34.3. MODIFICATIONS	5
A. Special exceptions	5
B. No variances	6
§34.4. SIGNS PROHIBITED IN ALL DISTRICTS	6
§34.5. SIGNS IN ONE-FAMILY R DISTRICTS AND FOR ONE- AND TWO-FAMILY USES IN ALL DISTRICTS	8
A. General	8
§34.6. SIGNS IN MULTI-FAMILY DISTRICTS (RA14-26, RA8-18, RA7-16, RA6-15) AND FOR TOWNHOUSE USES IN ALL DISTRICTS	11
A. General	11
§34.7. SIGNS IN C, M AND MIXED-USE DISTRICTS (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) (EXCLUDING ONE- AND TWO-FAMILY AND TOWNHOUSE USES)	18
A. General	18
§34.8. SIGNS FOR INSTITUTIONAL USES	32
A. General	32
§34.9. SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, P-S), ON PUBLIC PROPERTY IN ANY DISTRICT AND SIGNS IN THE PUBLIC RIGHT-OF-WAY	35
A. Signs allowed in the public right-of-way	35
B. Banner systems allowed	37
C. Signs allowed in public districts (S-3A, S-D, P-S) and on publicly-owned property in any district	37
§34.10. TEMPORARY SIGNS BY PRIVATE PARTIES IN PUBLIC RIGHT-OF-WAY	47
A. Lighting and structure	47
B. Location	47
C. Identification	48
D. Directional commercial temporary signs	48
E. Noncommercial temporary signs	49
F. Other signs	49
§34.11. STANDARDS FOR LIGHTED SIGNS	50
A. General	50
B. Maximum allowable luminance	50

C. Hours of illumination	51
D. Indirect lighted signs	51
E. Level control	51
F. Near residential districts and uses	51
§34.12. FLASHING, MOVING AND CHANGEABLE COPY SIGNS	51
A. General rule	51
B. Size and time limits	51
C. Rules for changeable copy signs allowed under this section	52
D. Malfunction or failure	52
§34.13. SIGN PERMITS	52
§34.14. COMPREHENSIVE SIGN PLANS APPROVED AFTER JULY 24, 2012	53
A. Applicability	53
B. Required plan elements	54
C. Additional signs	55
§34.15. TEMPORARY SIGNS FOR CONSTRUCTION AND SALE/LEASING	55
A. Additional Purposes	55
B. Messages	55
C. New building generally	55
D. Banners on new or remodeled building	56
E. Freestanding signs for new or remodeled building	56
F. Construction fencing	56
G. Other buildings	57
§34.16. GENERAL PROVISIONS	57
A. Substitution of message	57
B. Sign removal	57
C. Sign maintenance, replacement and repair	57
D. Abandonment	57
§34.17. NONCONFORMING SIGNS	58
A. Applicability	58
B. Signs in historic districts	58
C. Changes to nonconforming signs	58
§34.18. DEFINITIONS AND INTERPRETATION	59
A. Measurements	59
B. Definitions	60

§34. SIGNS

§34.1. Purpose

- A.** To protect the safety and welfare of the public by minimizing hazards and distractions to pedestrian and vehicular traffic;
- B.** To regulate the location of signs to prevent the distraction of drivers on public streets while providing adequate information and assistance to pedestrians and information to drivers while they remain in their cars but out of active traffic;
- C.** To avoid unnecessary visual clutter and to avoid the unregulated construction, placement and display of signs that are or may become a public nuisance.
- D.** To provide a means of way-finding in the community, thus improving the pedestrian experience, walkability of the community, usability of transit, and reducing traffic confusion and congestion;
- E.** To provide one of the implementation tools for the Arlington County Comprehensive Plan by establishing sign regulations that are consistent with development and growth goals of the General Land Use Plan (a key element of the Comprehensive Plan), which calls for concentrating high density residential, commercial and office development within designated Metro Station Areas, while preserving and enhancing existing one-family and apartment neighborhoods and neighborhood retail areas;
- F.** To allow signs as accessory and incidental uses to the primary residential, commercial, industrial and related uses in the County;
- G.** To encourage the effective use of signs as a means of communication for businesses, organizations and individuals in Arlington County;
- H.** To balance the sign needs in the intensely urban parts of the County with the desires and concerns of residents in lower density areas;
- I.** To further economic development by providing for adequate business identification, advertising, and communication;
- J.** To prohibit signs of such excessive size and number that they obscure one another to the detriment of the economic and social well-being of the County and its residents, property owners and visitors;
- K.** To provide incentives to screen the clutter of large construction sites from public view;
- L.** To differentiate from other signs the small placards, labels and displays that provide warnings, instructions and the like, in sizes and locations that do not add to clutter and that are unlikely to distract drivers;
- M.** To minimize adverse effects of signs on nearby property;
- N.** To prohibit most signs with commercial messages in residential districts, while allowing those messages that relate to commercial activities lawfully conducted on individual properties within such districts; and
- O.** To provide broadly for the expression of individual opinions through the use of signs on private property.

§34.2. Applicability

A. Generally

This §34 shall apply to all signs, as defined herein, that are erected, placed, painted or otherwise used in Arlington County. No sign shall be erected, placed, painted or otherwise used unless expressly allowed under this §34.

B. Other standards and other permits required

Other provisions of Arlington County ordinances or state or federal law may apply to some signs. Anyone installing or modifying a sign must comply with applicable provisions of this §34 as well as with all applicable standards and permit requirements of other laws or ordinances. Such additional permits and standards may include but are not necessarily limited to:

1. Electrical permits for any type of electrified or lighted sign;
2. Permits, encroachments or other approvals for any sign placed in a right-of-way.

C. Signs and similar devices to which ordinance not applicable

The following displays, graphics or elements of larger products are less likely than typical advertising signs to undermine the stated purposes of this §34 and are not subject to further regulation under this §34.

SIGNS AND SIMILAR DEVICES TO WHICH ORDINANCE NOT APPLICABLE

Signs inside buildings

Any sign located entirely inside a building and not legible from property other than the property on which the sign is located. Signs inside buildings that are legible from property other than that on which the sign is located shall be regulated as signs under this §34.



Signs on certain vehicles

SIGNS AND SIMILAR DEVICES TO WHICH ORDINANCE NOT APPLICABLE

Any sign on a currently licensed vehicle that is used in the normal course of operation of an establishment for transportation. Signs on vehicles that are regularly parked in front of or near an establishment and not regularly used for transportation shall be considered freestanding signs and shall be regulated as such under this §34.



Murals or works of art

A mural or work of visual art that otherwise meets the definition of “sign” in this §34 but that conforms with either of the following standards shall not be subject to regulation under this §34:

- (1) Art that is installed or located in accordance with the Arlington County Public Art Policy; or
- (2) Art that meets all of the following criteria:
 - (a) Is located on the wall of a building in any district, but not in R districts or RA14-26, RA8-18, RA7-16 or RA6-15; and
 - (b) Includes no text legible from a public roadway; and
 - (c) Includes no logo or trademarked symbol; and
 - (d) Includes no specific commercial product, although it may include such generic products as automobiles, furniture, soft drinks or other items where the brand is not apparent; and
 - (e) Includes no picture, symbol or device of any kind that relates to a commercial business, product or service offered on the premises where the wall is located.



Architectural lighting and embellishments and lighting of rooflines

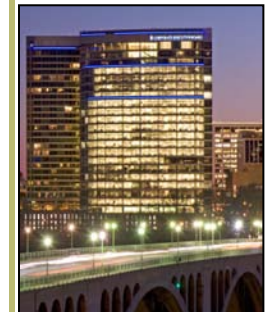
Architectural lighting and embellishments

The following shall be allowed and shall not be considered signs only if they are shown on a site plan approved by the County Board under Section 36.H of the Zoning Ordinance and neither contain nor include any word, logo or trademarked symbol:

- (1) Tubes or strips of lights that outline a building or a part thereof;
- (2) Lighting that highlights parts of a building that does not otherwise include a sign as defined in this §34; and/or
- (3) Architectural embellishments such as special rooflines, parapets, building extensions or accessories.

Lighting of rooflines

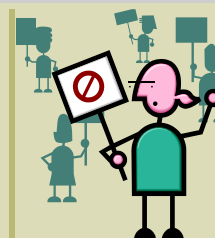
In Metro Corridors as designated on the General Land Use Plan, the County Board may approve by special exception the lighting of roof lines of buildings at heights greater than 75 feet.



Signs carried by persons

SIGNS AND SIMILAR DEVICES TO WHICH ORDINANCE NOT APPLICABLE

Devices or objects resembling a sign while carried by a person, whether such device or thing includes commercial or noncommercial messages or both. Such devices or objects may be regulated by other parts of the Arlington County Code.



Product displays

Outdoor display of products where allowed under other provisions of the zoning ordinance and other sections of the County Code. Products and the labels thereon in permitted outdoor displays shall not be regulated under this §34. This §34 shall, however, apply to any sign, banner, pennant, or other attention-attracting device affixed to a product displayed outdoors. For example, the label “Chevrolet” on an automobile or “John Deere” on a tractor in a display shall not be considered a sign for purposes of this §34, but a separate sign attached to such a product shall be considered a sign and subject to regulation.



Information on vending machines and similar devices

Signs on vending machines used for the sale of products if they do not flash and if they are either not legible from any property other than the property on which the sign is located; or if they consist entirely of letters, numerals or symbols that identify the products sold in the vending machine. All other signs on vending machines shall be regulated under this §34.



Information on news racks

Signs on news racks and similar machines and devices used for the sale or dispensing of products if they do not flash and if they are either not legible from any property other than the property on which the sign is located; or if they consist entirely of letters, numerals or symbols that are less than four inches in height. All other signs on such devices shall be regulated under this §34.



Signs at polling places

Unlighted temporary political campaign signs erected on the day before or the day of an election, or a nominating caucus for a political party registered in the Commonwealth of Virginia on the lot of the officially designated polling place for a period not to exceed 24 hours. Each sign may be no larger than four and one-half square feet in area.



Certain signs in historic areas

This §34 shall not apply to signs to which Section 31A.E.10 is applicable.

D. Strict construction of applicability

The provisions on applicability shall be strictly construed. If there is any doubt or dispute about whether the sign regulations are applicable to a display, graphic or other device, it shall be considered a sign subject to regulation under this §34.

§34.3. Modifications

A. Special exceptions

1. The standards in this §34 may be modified only as set forth below in this §34.3, by approval of a comprehensive sign plan through the use permit process in Section 36.G., or for properties that are the subject of a special exception site plan, through the site plan approval process in Section 36.H. In addition to the applicable standards in Section 36, the County Board may approve modifications to standards in this §34 where it finds that the modification of regulations is in keeping with the character of the neighborhood and will not adversely impact the neighborhood in which the sign is located, as follows:
 - (a) Under no circumstances shall the County Board approve:
 - (1) A sign type or characteristic explicitly prohibited in §34.4 except as set forth in §34.3.A.1(c) below;
 - (2) Sign luminance exceeding maximum standards in §34.11.B;
 - (3) Modification of hours of sign illumination unless expressly permitted in §34.11.C;
 - (4) A sign type not listed as an allowed sign type for the district in which the property is located;
 - (5) More aggregate sign area than is allowed by §34.14.B.4; or
 - (6) Modification of sign area or placement for signs placed above a height of 40 feet as set forth in §34.7.A.5(b) or §34.7.A.7 except where expressly permitted below.
 - (b) For those signs included in aggregate sign area on properties subject to §34.6 or §34.7, the County Board may:
 - (1) Reallocate sign area among sign types. The County Board may approve an increase in the maximum permitted sign area identified for the subject sign type for one sign per building, if it also finds that:
 - (i) The aggregate sign area for the building or project does not exceed the area allocated by §34.14.B.4; and
 - (ii) The reallocation of sign area and/or lighting of the sign does not adversely impact adjacent residential properties.
 - (2) Modify placement standards for signs, including standards for signs placed above a height of 40 feet only as set forth in §34.7.A.7(c), where topography or lot configuration significantly limits placement or effectiveness of signs(s) on the subject building or property, such that:
 - (i) The location of the building, main building entrance or tenant entrance is not visible to pedestrian traffic; or

- (ii) The surrounding street network or other transportation options limit visibility of signs placed in permitted locations; or
 - (iii) The building has frontage on a plaza or other pedestrian pathway where signs are not otherwise allowed.
 - (c) The County Board may modify regulations to approve innovative elements of signs that conform to the following ordinance requirements: automatic changeable copy elements as set forth in §34.12; distance from R, RA14-26, RA8-18, RA7-16 and RA6-15 districts; direction the sign faces; number of signs; maximum sign size and height; and total aggregate sign area.
 - (d) Where the County Board finds that a sign is i) substantially blocked from view of properties within one mile of the sign that are zoned R, RA14-26, RA8-18, RA7-16 and RA6-15 and used for residential purposes; ii) compatible with the architectural style of the building on which it is located in scale, design and color; and iii) compatible with other signs on the building; then, subject to such conditions as the County Board may impose to ensure that the sign functions without glare or disturbance to nearby uses, which conditions may include but shall not be limited to reduced luminance levels, reduction in sign area, and reduced hours of illumination, the County Board may modify regulations in this §34 as follows:
 - (1) The County Board may allow illumination of a sign placed above a height of 40 feet where not otherwise allowed by the standards set forth in §34.7.A.7(g); and
 - (2) Except where expressly prohibited, the County Board may modify hours of illumination set forth in §34.11.C for a sign placed above a height of 40 feet;
 - (e) Where the Historical Affairs and Landmarks Review Board determines that no sign can meet both the standards for approval of a certificate of appropriateness and be in compliance with this §34, then the County Board may approve a sign that does not comply with this §34, but meets the standards for a certificate of appropriateness.
2. For treatment of signs allowed by a site plan or comprehensive sign plan approved by special exception before July 24, 2012, see §34.17.D.

B. No variances

The standards in this §34 are not subject to variance under Section 36.E. of the Zoning Ordinance.

§34.4. Signs prohibited in all districts

The following types of signs and sign characteristics are prohibited and shall not be permitted by variance or special exception (see §34.3):

- A. Any sign which is not accessory or incidental to the existing or otherwise approved lawful use of the property on which it is located;
- B. Any portable sign except those sidewalk signs expressly allowed under §34.7.K;
- C. Balloons or other devices that are not specifically permitted elsewhere in this §34 and that are located or designed to attract attention to goods or services;

- D. Signs attached to, painted on or otherwise affixed to any rock, tree or other natural feature;
- E. Any sign erected or painted upon a standpipe, or fire escape, except the manufacturer's or installer's ID plate, which shall not be legible from a distance of more than three feet.
- F. Any sign painted on or attached to a fence, except:
 - 1. Certain freestanding signs as expressly allowed by this §34;
 - 2. Signs on fences or other screening devices at construction sites, as allowed by §34.15.E;
 - 3. Signs that contain no commercial message and that are smaller than two square feet in R, RA-615, RA7-16, RA8-18 and RA14-26 districts and smaller than four square feet in all other districts; and
 - 4. Temporary banners as permitted by §34.9.E;
- G. Signs projected onto walls, fences or other surfaces;
- H. Searchlights and other projections into the sky; and
- I. Signs for which a separate structure is mounted on a roof or parapet;
- J. Sign structures which do not support a sign, including otherwise permitted or nonconforming sign structures, after the sign has been removed for a period of 30 days;
- K. Any sign that falsely presents or implies the need or requirement of stopping or caution or the existence of danger or that is a copy or imitation of or that for any reason is likely to be confused with any sign displayed or authorized by a public authority;
- L. Any sign that violates any provision of any law of the Commonwealth of Virginia or the United States relating to outdoor advertising;
- M. Any sign that violates any provision of the Virginia Uniform Statewide Building Code;
- N. Any sign or device to attract attention, whether or not it has written message content, of which all or any part moves by any means, including fluttering, rotating or otherwise moving devices, or set in motion by movement of the atmosphere including, but not limited to, pennants, propellers, discs, balloons, and similar devices. This prohibition does not apply to:
 - 1. Flags otherwise allowed under this §34;
 - 2. Automatic changeable copy signs that conform with §34.12.B; or
 - 3. Banners where allowed by this §34, provided that such banners are firmly affixed at all corners to mitigate movement or flapping in the breeze.
- O. Any flashing sign or device displaying flashing or intermittent lights or lights of changing degrees of intensity. This prohibition does not apply to:
 - 1. Devices that automatically reduce the intensity or brightness of the sign at night and that increase it during the day; or
 - 2. Automatic changeable copy signs that conform with §34.12.B;
- P. Sign lighting that does not conform to the standards of §34.11;

- Q.** Signs that produce sound, cause interference with radio, telephone, television or other communication transmissions; produce or reflect motion pictures; emit visible smoke, vapor, particles, or odor; and
- R.** Reflective signs or signs that produce light of such brightness as to constitute a hazard or nuisance to any person, building or property other than the person, building or property to which the sign may be related, as determined by the Zoning Administrator.
- S.** Any sign advertising any commercial activity, product, or service not on the lot on which the sign is placed or not in a location that is part of the same approved comprehensive sign plan or site plan;

§34.5. Signs in one-family R districts and for one- and two-family uses in all districts

A. General

1. Signs allowed

The sign types listed and described in this §34.5 are allowed on private property in one-family R districts (excluding R-C) and for one- and two-family uses in all districts, subject to all permit requirements, standards and conditions set forth for each sign type.

2. Lighting

Signs allowed under this §34.5 shall not be separately lighted unless the standard in the general standards table says “yes” or “see standards” next to the “separately lighted?” query. The fact that a sign may be partly or wholly illuminated by a porch light; other light serving another purpose; or a light designed to make street addresses visible in accordance with County regulation shall not be considered “separately lighted.”

3. Changeable copy

Signs allowed in these districts shall not include changeable copy elements unless the standard in the general standards table says “yes” next to the “automatic changeable copy?” query. §34.12 contains standards that apply to all automatic changeable copy signs under this §34.

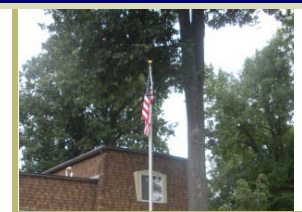
SIGNS ALLOWED IN R DISTRICTS AND FOR ONE-FAMILY AND TWO-FAMILY USES IN ALL DISTRICTS

B. Flags

1. Defined

A piece of cloth or other material used as a noncommercial symbol, standard, or signal, such as the flag of a local, state, or national government or private noncommercial organization.

2. General standards



SIGNS ALLOWED IN R DISTRICTS AND FOR ONE-FAMILY AND TWO-FAMILY USES IN ALL DISTRICTS	
Maximum number of poles	3
Maximum height of poles	35 ft.
Maximum flags per pole	2
Maximum flag size	60 sq. ft.
Maximum total flag area	180 sq. ft.
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy	No
Commercial messages?	No

C. Freestanding and temporary signs

1. Defined

A sign that is affixed to the ground, or to a wall that is not part of a building, or to a fence; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or other approved accessory structures.

2. General standards

Maximum size	6.5 sq. ft.
Maximum height	5 feet
Number	1 permanent; unlimited temporary
Permit required?	No
Separate lighting?	No
Automatic changeable copy	No
Commercial messages?	See other standards below

3. Other standards

- (a) One permanent freestanding sign is permitted and may contain only a noncommercial message.
- (b) Any number of temporary signs with noncommercial messages are permitted.
- (c) Up to three temporary signs with commercial messages are permitted at one time. The only commercial messages permitted are messages related to:
 - (1) Commercial activity lawfully conducted on the premises other than home occupations pursuant to §31.A.12, including the lawful, occasional sale of personal property (such as through a garage sale or a yard sale). Such signs shall be removed within 24 hours after the end of the sale or conclusion of commercial activity; or
 - (2) Sale, rental or lease of the premises. Such signs shall be removed no later than the date on which the deed, lease or other document representing the transaction is completed.



SIGNS ALLOWED IN R DISTRICTS AND FOR ONE-FAMILY AND TWO-FAMILY USES IN ALL DISTRICTS

D. Incidental signs

1. Defined

A sign that provides information or directions that are necessary for the physical use of the site, including but not limited to signs that provide warnings, parking rules or way-finding information.

2. General standards

Maximum size (wall)	1.5 sq. ft.
Maximum size (freestanding)	1.5 sq. ft.
Maximum height (freestanding)	4 ft.
Number allowed	unlimited
Permit required?	No
Separate lighting?	No
Automatic changeable copy	No
Commercial messages?	No



E. Signs for institutional uses (optional)

An institutional use may choose to have its signs regulated under the sign regulations applicable to other uses in the same district as the institutional use or under the regulations set forth in §34.8. An institutional use that intends to exercise that option must declare its intent on its comprehensive sign plan (if any) or by separate letter submitted on its first application for a sign permit. No institutional use may “mix and match” signs allowed for institutional uses and signs allowed for other uses in the same district.



SIGNS ALLOWED IN R DISTRICTS AND FOR ONE-FAMILY AND TWO-FAMILY USES IN ALL DISTRICTS

F. Traffic-control signs**1. Defined**

A sign used for traffic control and conforming with national or state standards for the design and installation of such signs.

2. General Standards

Maximum size	As set forth in MUTCD
Maximum height	As set forth in MUTCD
Number allowed	As needed
Permit required?	No
Separate lighting?	As set forth in MUTCD
Automatic changeable copy	As set forth in MUTCD
Commercial messages?	No

**3. Other standards**

- (a) Traffic control signs are allowed only in areas required by MUTCD and/or shown on an approved site plan;
- (b) Traffic control signs (including lighting) must conform with the Manual of Uniform Traffic Control Devices (MUTCD); no other sizes or separate lighting is allowed except as specified by those standard design sources.

§34.6. Signs in multi-family districts (RA14-26, RA8-18, RA7-16, RA6-15) and for townhouse uses in all districts

A. General**1. Signs allowed**

The sign types listed and described in this §34.6 are allowed on private property in the RA14-26, RA8-18, RA7-16, and RA6-15 districts, and on townhouse properties in all districts, subject to all permit requirements, standards and conditions set forth for each sign type.

2. Lighting

Signs allowed under this §34.6 shall not be separately lighted unless the standard in the general standards table says “yes” or “see standards” next to the “separately lighted?” query. The fact that a sign may be partly or wholly illuminated by a porch light or other light serving another purpose shall not be considered “separately lighted.”

3. Changeable copy

Signs allowed under this §34.6 shall not include changeable copy elements unless the standard in the general standards table says “yes” next to the “automatic changeable copy?” query. See §34.12 for standards that apply to all automatic changeable copy signs under this §34.

SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

B. Awning or canopy signs**1. Defined**

Awning sign: A sign that is painted on or affixed to the surface of an awning.

Canopy sign: A sign that is painted on or affixed to the flat vertical surface of or sits on top of a canopy.

2. General standards

Maximum number	1 per building per street frontage if no freestanding sign(s) or wall sign
Maximum size	24 sq. ft.
Permit required?	Yes
Separate lighting?	Yes
Commercial messages?	No
Automatic changeable copy?	No
Included in aggregate sign area?	Yes

3. Other standards

The purpose of this section is to provide regulations for signs on awnings or canopies

This section does not govern the installation of awnings, canopies and other appurtenances; installation, design and dimensions of the awning or canopy are determined by applicable provisions of the Zoning Ordinance and/or from an approved site plan and/or other applicable County ordinance regulation or requirement.



SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

C. Banners

Banners are allowed in these districts only during period of construction and leasing; see §34.15, Temporary signs for construction and sale/leasing.

**D. Flags****1. Defined**

A piece of cloth or other material used as a noncommercial symbol, standard, or signal, such as the flag of a local, state, or national government or private noncommercial organization.

2. General standards

Maximum number of poles	3
Maximum height of poles	35 ft.
Maximum flags per pole	2
Maximum flag size	60 sq. ft.
Maximum total flag area	180 sq. ft.
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Included in aggregate sign area?	No

**3. Other standards**

Flagpoles shall be located as shown on an approved site plan; if there is no approved site plan for the property and no site plan is required, flagpoles shall be located within 30 feet of the principal entrance to the main building.

SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

E. Freestanding signs**1. Defined**

A sign that is affixed to the ground or a wall that is not part of a building, or a fence; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or other approved accessory structures.

2. General standards

Maximum size at pedestrian entrance	6.5 sq. ft.
Maximum size at driveway or vehicular entrance	12 sq. ft.
Maximum height at pedestrian entrance	5 ft.
Maximum height at driveway or vehicular entrance	8 ft.
Number allowed	1 per driveway or vehicular entrance; plus 1 per postal street address or 1 per 20 dwelling units, whichever is fewer
Minimum setback	3 ft. from back of sidewalk; 5 ft from any other property line
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	See standards below
Included in aggregate sign area?	Yes

3. Other standards

- (a) For townhouse uses, freestanding signs are permitted only in R, RA14-26, RA8-18, RA7-16 and RA6-15 districts.
- (b) The primary purpose of these signs is to provide address and way-finding information. Up to 10 percent of the allowed area of the sign may be used to provide contact information on management and/or sales or leasing agents.



SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

F. Incidental signs**1. Defined**

A sign that provides information or directions that are necessary for the physical use of the site, including but not limited to signs that provide warnings, parking rules or way-finding information.

2. General standards

Maximum size (wall)	4 sq. ft.
Maximum size (freestanding)	4 sq. ft.
Maximum height (freestanding)	4 ft.
Number allowed	Unlimited
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	No
Included in aggregate sign area?	No

**G. Signs for institutional uses (optional)**

An institutional use may choose to have its signs regulated under the sign regulations applicable to other uses in the same district as the institutional use or under the regulations set forth in §34.8. An institutional use that intends to exercise that option must declare its intent on its comprehensive sign plan (if any) or by separate letter submitted on its first application for a sign permit. No institutional use may “mix and match” signs allowed for institutional uses and signs allowed for other uses in the same district.



SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

H. Temporary signs**1. Defined**

A sign that may easily be moved or removed and that can feasibly be displayed for a limited period of time in any one location.

2. General standards

Maximum size	6.5 sq. ft.
Maximum height	5 feet
Number	3 per townhouse dwelling
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	Yes

3. Other standards

Temporary signs allowed by this subsection H are allowed only for individual townhouse dwellings that are not advertised by any other commercial sign allowed by this §34. The only commercial messages permitted are those related to:

- (a) Commercial activity lawfully conducted on the premises, including the lawful, occasional sale of personal property (such as through a garage sale or a yard sale). Such signs shall be removed within 24 hours after the end of the sale or conclusion of commercial activity; or
- (b) Sale, rental or lease of the premises. Such signs shall be removed no later than the date on which the deed, lease or other document representing the transaction is completed.

SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

I. Traffic-control signs**1. Defined**

A sign used for traffic control and conforming with national or state standards for the design and installation of such signs.

2. General standards

Maximum size	As set forth in MUTCD
Maximum height	As set forth in MUTCD
Number allowed	As needed
Permit required?	No
Separate lighting?	As set forth in MUTCD
Automatic changeable copy?	As set forth in MUTCD
Commercial messages?	No
Included in aggregate sign area?	No

**3. Other standards**

- (a) Traffic control signs are allowed only where required by MUTCD and/or shown on an approved site plan; and
- (b) Traffic control signs (including lighting) must conform with the Manual of Uniform Traffic Control Devices (MUTCD); no other sizes are allowed and no separate lighting is allowed except as specified by those standard design sources.

J. Wall signs**1. Defined**

Any sign that is affixed directly to or suspended from a wall, marquee, mansard wall, or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to and projecting no more than 18 inches from the face of the wall. A wall sign may be either of one-piece construction or of individual connected or related letters or symbols.

2. General standards

Maximum size	24 sq. ft.
Number allowed	1 per building if no awning sign, canopy sign or freestanding sign(s)
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	See standards below
Included in aggregate sign area?	Yes

**3. Other standards**

A wall sign may contain a commercial message related to an activity lawfully conducted on the premises including the sale, lease or rental of the property or any unit or part thereof.

SIGNS ALLOWED IN MULTI-FAMILY DISTRICTS RA14-26, RA8-18, RA7-16 AND RA6-15 DISTRICTS

K. Window signs**1. Defined**

Any permanent or temporary sign, including any decal, that is legible from the outside, including plazas, public streets, and parking lots, and that is placed on the outside or inside face of a window or mounted within two feet of the inside face of the window.

2. General standards

Maximum size	6.5 sq. ft.
Number allowed	Unlimited temporary signs in windows only of residential dwelling units
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	No
Included in aggregate sign area?	No

§34.7. Signs in C, M and mixed-use districts (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) (excluding one- and two-family and townhouse uses)

A. General**1. Signs allowed**

The sign types listed and described in this subsection §34.7 are allowed on private property in commercial (C), industrial (M) and mixed use (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) districts, except for one- and two-family and townhouse uses, subject to the permit requirements, standards and conditions set forth for each sign type .

2. Lighting

Signs allowed under §34.7 shall not be separately lighted unless the standard in the table says “yes” or “see standards” next to the “separately lighted?” query. The fact that a sign may be partly or wholly illuminated by a porch light or other light serving another purpose shall not be considered “separately lighted.”

3. Changeable copy

Signs allowed under this §34.7 shall not include changeable copy elements unless the standard in the table says “yes” next to the “automatic changeable copy?” query. See §34.12 for standards that apply to all automatic changeable copy signs under this §34.

4. Aggregate sign area allowed

The maximum aggregate sign area allowed for a single building, or combination of buildings, is the larger of:

- (a) One square foot of sign area per linear foot of building frontage; or

- (b) For a building with one or more establishments with at least one exterior public entrance and less than 60 feet of frontage, 60 square feet for each such establishment plus one square foot per linear foot of building frontage, excluding any frontage occupied by those establishments.

5. Additional sign area for specified uses

- (a) In addition to other signs on a development project, the County Manager may place, or cause to be placed wall or freestanding signs at the garage entry to a public parking facility. Such signs shall:
 - (1) Be limited to noncommercial messages that show parking availability within the public parking facility and shall be no larger than 60 sq. ft;
 - (2) Be allowed in addition to otherwise allowed aggregate sign area;
 - (3) Notwithstanding the provisions of §34.12.B, be allowed to include up to 12 sq. ft. of automatic changeable copy elements for each sign,
 - (4) Be of such design as the County Manager may determine.
- (b) Any building that meets the following criteria may install up to a maximum of two additional wall or projecting signs, with a permit, subject to the standards listed below. Such signs shall be allowed in addition to otherwise allocated aggregate sign area, but shall be separate from, and not combined with signs included in aggregate sign area, and under no circumstances shall more than two signs per building be placed above a height of 40 feet.
 - (1) The building is not located in an S-3A, S-D, R, RA14-26, RA8-18, RA7-16, RA6-15, C-1, C-2, C-1-O, C-0-1.0 or C-1-R district
 - (2) The building is more than 70 feet in height; and
 - (3) The building, above the ground floor, is devoted primarily to office, commercial, public or at least 50 percent to hotel uses.
 - (4) The maximum area of each additional sign is limited as follows:

Height of building	Maximum sign area (sq. ft)
70 ft. – 100 ft.	0.6 x bldg. width at height of sign
101 ft. – 200 ft.	1.0 x bldg. width at height of sign
>201 ft.	1.5 x bldg. width at height of sign

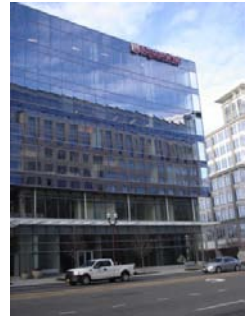
6. Placement standards for signs below a height of 40 feet

- (a) No signs shall be permitted on that part of the side or rear wall of a building within 100 feet of any R or RA14-26, RA8-18, RA7-16, RA6-15 district except, where a tenant's primary entrance is located on a side or rear wall of a building, the tenant's sign that otherwise would be allowed on the front wall of the building may be erected on the wall where the primary entrance is located.
- (b) No sign shall extend above the height of the actual roofline of the building, measured from the actual roofline in the case of a flat roof or from the eaves line in the case of a hip or gable roof; except, on a building that is 24 feet or less in height, up to 20 percent of the sign area may extend up to 1.5 feet above the roofline.

7. Placement standards for signs above a height of 40 feet

In order to protect the viewshed for properties in residential districts that face commercial areas of the County, the following provisions are set forth in order to limit visibility of signs placed above a height of 40 feet.

- (a) Under no circumstances shall more than two signs per building be placed above a height of 40 feet. However, under no circumstances shall more than one sign be placed above a height of 40 feet on any building façade directly facing Line B on map 34-1.
- (b) No sign shall be placed above a height of 40 feet in a C-1, C-2, C-1-O, C-O-1.0 or C-1-R district.
- (c) Horizontally oriented signs shall fit within a sign band that is no more than six feet in height, provided, however, that up to 20 percent of the sign may be no more than nine feet in height. The designated sign band shall be placed within the 20 feet of the building façade below the main roofline or other roofline of the building below the main roofline for a building where there are multiple rooflines.
- (d) No sign shall extend above the height of the actual roofline of the building, measured from the actual roofline in the case of a flat roof or from the eaves line in the case of a hip or gable roof.
- (e) No sign placed above a height of 40 feet shall have any automatic changeable copy element.
- (f) All signs placed above a height of 40 feet may be illuminated only by internal lighting and hours of illumination shall be as set forth in §34.11.C.
- (g) Signs placed above a height of 40 feet may be placed on building facades perpendicular to or facing away from the line identified as Line A on Map 34-1, but shall not be placed on facades facing Line A (a façade shall be considered to be facing Line A if it is less than 90 degrees from parallel). Provided, however, that such signs may be placed on building facades immediately adjacent to streets parallel to Line A, including but not limited to, Wilson Blvd., Clarendon Blvd., Fairfax Dr., S. Randolph St., S. Quincy St. and Campbell Ave, if the building façade is not within 200 feet of an R or RA14-26, RA8-18, RA7-16 or RA6-15 district, and the applicant demonstrates that view of the sign is substantially blocked from the aforementioned districts by a building or other obstruction of equal or greater height to the height of the sign. Placement of such signs may be allowed by the County Board as set forth in §34.3.A.1(d).



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

B. Arcade signs**1. Defined**

A sign that is suspended underneath an awning, canopy, marquee, overhang, or other structural element of a building that forms a covered passageway for pedestrians.

2. General standards

Maximum number	1 per public entrance under canopy
Maximum size	1.5 sq. ft.
Minimum clearance above sidewalk	8 ft.
Permit required?	Yes
Separate lighting?	Yes
Commercial messages?	Yes
Automatic changeable copy?	No
Included in aggregate sign area?	Yes

**3. Other standards**

Allowed only where multiple establishments share a common canopy ceiling over a sidewalk.

C. Awning or canopy signs**1. Defined**

Awning signs: A sign that is painted on or affixed to the surface of an awning .

Canopy sign: A sign that is affixed to the flat vertical surface of or sits on top of a canopy.

2. General standards

Maximum number	1 per awning or canopy; for awnings or canopies longer than 8 linear feet, 1 per 8 ft. of linear awning or canopy
Maximum size	60 sq. ft. without a comprehensive sign plan; no limit other than aggregate sign area with a comprehensive sign plan
Permit required?	Yes
Separate lighting?	Yes
Commercial messages?	Yes
Automatic changeable copy?	No
Included in aggregate sign area?	Yes

**3. Other standards**

The purpose of this section is to provide regulations for signs on awnings or canopies; installation, design and dimensions of the awning or canopy are determined by applicable provisions of the Zoning Ordinance and/or from an approved site plan and/or other applicable County ordinance regulation or requirement.

SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

D. Banners

1. Defined

A sign of any kind applied to fabric or other flexible, durable material. Flags as defined herein shall not be considered banners.

2. General standards

Maximum number	2 per pole, in locations as approved on comprehensive sign plan
Maximum size	6 sq. ft. on each side; may be 2-sided
Minimum clearance above sidewalk	8'6"
Permit required?	Yes, single permit may cover multiple banners
Separate lighting?	No
Commercial messages?	No
Automatic changeable copy?	No
Included in aggregate sign area?	No

3. Other standards

- (a) Banners in this subsection §34.7.D are allowed only for property included in an approved comprehensive sign plan and only in accordance with the provisions of the approved plan;
- (b) Banners in this §34.7.D are allowed only on poles. Such poles shall be:
 - (1) approved on or consistent with a County-approved site engineering plan for the project;
 - (2) installed primarily for other purposes, such as site lighting; and
 - (3) located in a parking lot, along a private street or on private property along a public or private plaza or courtyard;
- (c) Two banners shall be allowed on a pole only if the two banners are of the same size and are mounted at the same height;
- (d) Banners on poles must be attached at all corners such that they do not move or flap.

4. Other permits or approvals

Banners on poles under this §34.7.D will be allowed only with the express consent of the owner(s) of the underlying real property and the pole(s).



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

E. Directory signs

1. Defined

A map and/or sign at a building or project with multiple uses that identifies uses or activities conducted on-site and approved as part of a comprehensive sign plan; or a sign located on the wall of a building near a public entrance to the building.

2. General standards

Maximum size	Wall: 6 sq. ft.; freestanding 12 sq. ft.
Maximum height	Freestanding: 7 ft.
Number allowed	Wall: 1 per building; freestanding: 1 per every two buildings in a multi-building project
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, with frequency of change of copy less than once per 24 hours
Commercial messages?	Yes
Included in aggregate sign area?	No

3. Other standards

- (a) Directory signs are allowed only for buildings or projects with approved comprehensive sign plans and only in locations shown on the approved plan.
- (b) No part of a directory sign except the word “directory” or “map” or something similar shall be legible from a distance of more than six feet.
- (c) Directory signs that change only through manipulation by the user shall be deemed not to be automatic changeable copy signs and shall not be subject to the limitations in §34.12.B.1



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

F. Flags**1. Defined**

A piece of cloth or other material used as a noncommercial symbol, standard, or signal, such as the flag of a local, state, or national government or private noncommercial organization.

2. General standards

Maximum number of poles	3
Maximum height of pole	35 ft.
Maximum flags per pole	2
Maximum flag size	60 sq. ft.
Maximum total flag area	180 sq. ft.
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	No
Included in aggregate sign area?	No

**3. Other standards**

Flagpoles shall be located as shown on an approved site plan; if there is no approved site plan for the property and no site plan is required, flagpoles shall be located within 30 feet of the principal entrance to the main building.

SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

G. Freestanding signs**1. Defined**

A sign that is affixed to the ground, or to a wall that is not part of a building, or to a fence; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or other approved accessory structures.

2. General Standards

Maximum size	60 sq. ft. per side; may be 2-sided
Maximum height	15 ft.
Number allowed	1 except as provided below
Permit required?	Yes
Minimum setback	10 ft. from back of sidewalk
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §34.12
Commercial messages?	Yes
Included in aggregate sign area?	Yes

3. Uses for which allowed

Freestanding signs are allowed for only the following uses:

- (a) Outdoor sales lot or other lot, the use of which involves no main building and consists primarily of the use of land;
- (b) Unified shopping center; and
- (c) Vehicle service establishment (replaces a wall sign).

4. Other standards

- (a) For a unified shopping center, one additional freestanding identification sign may be approved if both freestanding signs are incorporated into screening or retaining walls or planter boxes or are mounted on a brick base with a maximum height of three feet and a maximum overall base and sign height of 15 feet, and the total sign area of both freestanding signs does not exceed 60 square feet.
- (b) For vehicle service establishments, a group of fuel pumps may have additional signs not exceeding an aggregate area of 12 square feet for each pump island.
- (c) For uses listed in subsection 3, above, located on a corner lot or on a lot with frontage on two or more streets, one additional freestanding sign may be approved with the same dimensions as the first sign.
- (d) Where two or more freestanding signs are allowed on a site, the sign placed on the side street shall not be located within 200 feet of property zoned R or RA14-26, RA8-18, RA7-16, RA6-15.
- (e) For a permitted drive-through window accessory to any use, one freestanding or wall mounted menu board or other instructional or informational device related to the drive-through window shall be permitted, up to a maximum of 12 square feet in size, so long as the only words, numerals, symbol or pictures on such device that are legible from any property other than the property on which the drive-through window is located shall include no commercial message, but shall simply identify the device as a "menu," "directory," "instructions," "information"



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

or something similar. If such a menu board or other device is larger than four square feet or it is electrified, it shall require a permit.

H. Incidental signs

1. Defined

Signs that provide information or directions that are necessary for the physical use of the site, including but not limited to signs that provide warnings, parking rules or way-finding information.

2. General standards

Maximum size (wall)	4 sq. ft.
Maximum size (freestanding)	3 sq. ft. per side, may be 2-sided
Maximum height (freestanding)	4 ft.
Number allowed	As needed
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	Limited; see standards below
Included in aggregate sign area?	No

3. Other standards

- One incidental sign per 1st or 2nd floor occupant may contain a commercial message.
- Freestanding signs may be placed only on the perimeter of a parking lot and may be no less than 25 feet apart.
- Wall or projecting signs of a maximum of 6.5 sq. ft., with no dimension exceeding 4 sq. ft., that meet all other standards in subsection 2, above, and all standards prescribed in the diagram below may be installed on public parking facilities. Compliance with these standards shall be determined by the Zoning Administrator, based on factors that include but are not limited to: location; color; size; shape and lettering, as shown in the diagram below.



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

I. Signs for institutional uses (optional)

An institutional use may choose to have its signs regulated under the sign regulations applicable to other uses in the same district as the institutional use or under the regulations set forth in §34.8. An institutional use that intends to exercise that option must declare its intent on its comprehensive sign plan (if any) or by separate letter submitted on its first application for a sign permit. No institutional use may “mix and match” signs allowed for institutional uses and signs allowed for other uses in the same district.

**J. Projecting signs****1. Defined**

Any sign that is attached in a plane approximately perpendicular to the surface of a building or other structure.

2. General standards

Maximum size	20 sq. ft.
Maximum projection	42 inches
Minimum vertical clearance	10 ft. above finished grade
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §34.11.B
Commercial messages?	Yes
Included in aggregate sign area?	Yes
Maximum height to top of sign	40 feet, except a maximum of two wall or projecting signs per building may be placed above a height of 40 feet, subject to the standards in §34.7.A.7

**3. Other permits**

A projecting sign may require a separate encroachment agreement or permit from the County, subject to established standards.

4. Relationship to wall signs

A sign that projects 18 inches or less from the wall is considered a wall sign; see §34.7.O.

SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

K. Sidewalk signs**1. Defined**

A temporary, self-supporting sign made of durable material and located on the sidewalk in front of a use for which such a sign is allowed.

2. General standards

Maximum size	7 sq. ft. per side (may be two-sided)
Maximum height	3.5 ft.
Number allowed	One per public entrance directly from sidewalk into establishment
Permit required?	No
Separate lighting?	No
Changeable copy?	No
Commercial messages?	Yes, related to establishment for which sign is allowed
Included in aggregate sign area?	No

3. Other standards

- (a) Temporary sidewalk signs shall be permitted only for establishments (but not for home occupations);
- (b) No more than one temporary sidewalk sign is permitted for each public entrance to an establishment. For purposes of this subsection K, a parking garage is an establishment and a public entrance includes a vehicular entrance;
- (c) If an establishment has more than one public entrance and two of the public entrances face the same street and are located within 200 feet or less of each other, then a sign shall be allowed for only one of the public entrances;
- (d) Such signs may be placed on sidewalk only during hours the establishment is open;
- (e) Temporary sidewalk signs shall be permitted only on sidewalks where there is an existing minimum six-foot clear walkway (an unobstructed areas serving as circulation space for pedestrians). In order to provide adequate clearance for pedestrians and persons with visual and mobility disabilities, such signs shall not be placed within any required clear walkway for the site, and shall be located either entirely within two feet of the building face, or within the landscape and utility zone such that there is at least one foot between the sign and the edge of the curb (on sidewalks where there is no landscaping, sidewalk signs may be placed within four feet of the edge of the curb if such placement maintains the clear walkway required in this subparagraph and maintains at least one foot between the sign and the edge of the curb);
- (f) Temporary sidewalk signs shall not be placed in tree pits that are not covered with hard grates;
- (g) Such signs shall be self-supporting, either with legs or supports that are continuous with the plane of the sign face; or with a solid base no wider than the sign width, protruding no more than 12 inches from the plane of the sign face, and separated by no more than six inches from the bottom of the sign face; and
- (h) Any sign found by the Zoning Administrator to be unsafe or to present a hazard or



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

to impair a required clear walkway, shall be removed immediately.

L. Temporary signs

1. Defined

Any sign that may easily be moved or removed and that can feasibly be displayed for a limited period of time in any one location.

2. Standards

- (a) Where the vacancy rate of a building exceeds 33 percent, as determined by the County Manager or his or her designee based on a comprehensive database of commercial real estate information, and if the building has had a certificate of occupancy for more than one year, and the building cannot accommodate a sign due to placement of windows, architectural features, and the like, then a temporary freestanding sign may be permitted subject to review by the Zoning Administrator to determine whether the location and design of the freestanding sign will meet all requirements of this ordinance. The sign shall be no larger than 20 sq. ft. in area and no higher than 18 feet in height. The sign shall be removed immediately upon the vacancy rate of the building falling below 33 percent, but in any event, within 6 months after the date of approval of such sign by the Zoning Administrator.
- (b) For other temporary signs allowed in these districts, see window signs (§34.7.P) and temporary signs for construction and sale/leasing (§34.15).

SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

M. Traffic control signs**1. Defined**

A sign used for traffic control and conforming with national or state standards for the design and installation of such signs.

2. General standards

Maximum size	As set forth in MUTCD
Maximum height	As set forth in MUTCD
Number allowed	As needed
Permit required?	No
Separate lighting?	As set forth in MUTCD
Automatic changeable copy?	As set forth in MUTCD
Commercial messages?	No
Included in aggregate sign area?	No

**3. Other standards**

- (a) Traffic control signs are allowed only where required by MUTCD and/or shown on an approved site plan;
- (b) Traffic control signs (including lighting) must conform with the Manual of Uniform Traffic Control Devices; no other sizes are allowed and no separate lighting is allowed except as specified by those standard design sources.

N. Umbrella signs**1. Defined**

A sign painted on or affixed to the surface of an umbrella.

2. General standards

Maximum size	Up to 4 sq. ft. on any individual umbrella
Permit required?	No
Automatic changeable copy?	No
Commercial messages?	Yes, related to the dining facility or products served there, or noncommercial messages
Included in aggregate sign area?	No



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

O. Wall signs**1. Defined**

Any sign that is affixed directly to or suspended from a building wall, marquee, mansard wall, or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to and projecting no more than 18 inches from the face of the wall. A wall sign may be either of one-piece construction or of individual connected or related letters or symbols.

2. General standards

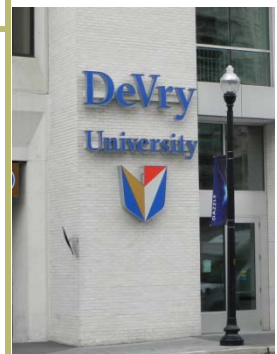
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §34.11.B
Commercial messages?	Yes
Included in aggregate sign area?	Yes
Maximum height to top of sign	40 feet, except a maximum of two wall or projecting signs per building may be placed above a height of 40 feet, subject to the standards in §34.7.A.7.

3. Dimensional Standards

(a) For a property or building for which there is not an approved comprehensive sign plan, the following dimensional standards apply to wall signs:

Maximum size per sign	60 sq. ft.; see additional limitations below
Maximum sign area per occupant	The larger of 60 sq. ft. or one sq. ft. of sign per foot of building frontage; see also additional signs below
Maximum number	3 per establishment located on 1st or 2nd floor; see also additional signs below
Additional signs	1 additional sign not exceeding 6 sq. ft. to identify secondary entrances to a building 1 additional side or rear sign not exceeding 70 sq. ft. on the side or rear wall of a commercial building which abuts a public street or a parking lot associated with the commercial building, for buildings located on corner lots or lots abutting streets at both the front and rear, or for buildings served by an abutting parking lot of no less than 60 feet in width located to the side or rear of the main building
Maximum height to top of sign	40 feet

(b) For a building or property for which there is an approved comprehensive sign plan, the only dimensional limitation or limitation on total number of signs per occupant is the maximum aggregate sign area (see §34.18.A.1), as allocated under the approved comprehensive sign plan.



SIGNS ALLOWED IN C, M AND MIXED-USE (RA4.8, R-C, RA-H, RA-H-3.2, MU-VS) DISTRICTS

4. Other standards

Up to 50 square feet of wall signs placed inside of a public parking garage, two feet or more from and mounted approximately perpendicular to the façade on which the vehicular entrance to the garage is located shall not be counted as part of aggregate sign area.

P. Window signs

1. Defined

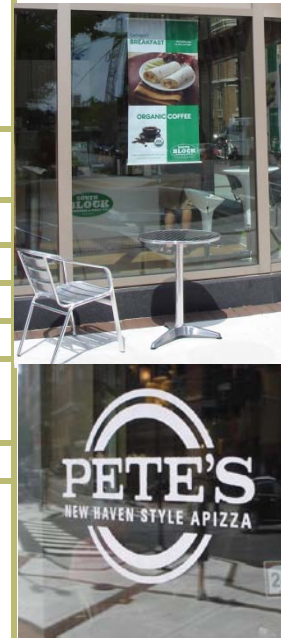
Any permanent or temporary sign, including any decal, that is legible from the outside, including plazas, public streets, and parking lots, and that is placed on the outside or inside face of a window or mounted within two feet of the inside face of the window.

2. General standards

Maximum total area per sign	80 sq. ft. or 20 percent of window area, whichever is less
Number allowed	Unlimited
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	Yes; see standards below for window signs in residential dwelling units
Included in aggregate sign area?	No

3. Other standards

- (a) Any establishment located on the first or second floor of a building shall be allowed window signs.
- (b) An unlimited number of temporary window signs with noncommercial messages only, up to 6.5 sq. ft. per sign is permitted in the windows only of residential dwelling units.



§34.8. Signs for institutional uses

A. General

Any institutional use in any district may have the following signs:

1. Choice of standards

An institutional use may choose to have its signs regulated under the sign regulations applicable to other uses in the same district as the institutional use. An institutional use that intends to exercise that option must declare its intent on its comprehensive sign plan (if any) or by separate letter submitted on its first application for a sign permit. No institutional use may “mix and match” signs allowed for institutional uses and signs allowed for other uses in the same district.

2. Miscellaneous signs

Regardless of which election an institutional use makes pursuant to §34.8.A.1, the institutional use is allowed the following additional signs subject to all standards allowed for such signs in the same district:

- (a) Flags;
- (b) Incidental signs; and
- (c) Traffic control signs.

SIGNS FOR INSTITUTIONAL USES	
B. Banners	
1. Defined A sign applied to cloth or fabric or other flexible, durable material. Flags as defined herein shall not be considered banners.	
2. General standards	
Maximum number	1 per main building; or in the case of public parks without a main building, 1 per main entrance
Maximum size	40 sq. ft.
Permit required?	Yes
Separate lighting?	No
Commercial messages?	No
Automatic changeable copy?	No
3. Other standards	
(a) Banners shall be firmly affixed at all four corners to prevent movement.	
(b) Banners allowed under this §34.8.B shall be temporary and shall be permitted up to fourteen days before and two days after an event, or a maximum of sixteen days.	



SIGNS FOR INSTITUTIONAL USES

C. Freestanding signs

1. Defined

A sign that is affixed to the ground, or to a wall or to a fence (to the extent allowed by this §34) and not to a building; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or other approved accessory structures.

2. General standards

Maximum total sign area	30 sq. ft., except as provided in 3(d) below
Maximum height	5 ft.
Number allowed	2
Minimum setback	5 feet from back of sidewalk
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes
Commercial messages?	No

3. Other standards

- (a) Freestanding signs shall not be located any closer than ten feet from the edge of the street or thoroughfare to which said sign is directed, nor within the clear vision area defined by Section 32.D.4.
- (b) Freestanding signs shall be allowed only for institutional uses in stand-alone buildings, not for institutional uses in mixed-use buildings.
- (c) Freestanding signs for any institutional use may alternatively be installed as wall, canopy or awning signs with the same total sign area and dimensions.
- (d) Additional signs for schools:
 - (1) Additional signs not legible from any public street right-of-way are permitted without permits for schools. All such signs shall contain only noncommercial messages.
 - (2) In schools, one scoreboard with no commercial messages, for each athletic field, up to a maximum of 150 sq. ft. Notwithstanding the provisions of 34.11, such scoreboards shall be allowed automatic changeable copy elements of up to 25 percent of the scoreboard.



SIGNS FOR INSTITUTIONAL USES

D. Temporary Signs**1. Defined**

Any sign that may easily be moved or removed and that can feasibly be displayed for a limited period of time in any one location.

2. General standards

Maximum size	7 sq. ft.
Maximum height	4 ft.
Number allowed	No limit
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	No

3. Other standards

- (a) Temporary signs allowed by this section shall be removed within 45 days of installation or within seven days of the end of any event to which they refer, whichever may first occur.
- (b) Temporary signs allowed by this section shall be firmly affixed to the ground or to a structure to prevent movement.

E. Wall Signs**1. Defined**

Any sign that is affixed directly to or suspended from a building wall, marquee, mansard wall, or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to the face of the wall. A wall sign may be either of one-piece construction or of individual connected or related letters or symbols.

2. General standards

Maximum size	4 sq. ft.
Number allowed	1 per public entrance
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	No



§34.9. Signs allowed in public districts (S-3A, S-D, P-S), on public property in any district and signs in the public right-of-way

A. Signs allowed in the public right-of-way

The following signs shall be allowed in the public right-of-way in Arlington County. Signs specified in this §34.9 shall be placed only by public authority or with specific permission of public authority. Only the signs specified in this section are allowed in the public right-of-way and no other private signs are allowed there, except as specified in §34.10.

1. Signs installed by employees or officials of Arlington County, or a state or federal agency in the course of their governmental duties and bearing no commercial message, including without limitation, signs conforming to the Manual of Uniform Traffic Control Devices or Arlington Way Finding Standards;
2. Signs required by a state or federal statute or County ordinance;
3. Signs installed by public utilities in their rights-of-way or on their facilities and bearing no commercial message other than a message that is necessary to identify the use;
4. Signs installed by a transit company with a franchise or other right to operate in Arlington County, where such signs are installed along its routes and relate to current or general schedules or other information about the transit route;
5. Signs attached to privately owned appurtenances or fixtures in the public right-of-way where such appurtenances or fixtures and the signs for them are allowed by the terms of a permit, encroachment or agreement issued or approved by the County; such signs shall include no commercial messages other than a message necessary to identify the use.
6. Temporary signs or banners approved by the County as part of and incident to a special event permit and placed across the right-of-way in locations established by the County; such signs shall be limited to messages related to the special event and its sponsors and shall be removed within five business days after the end of such event;
7. Sidewalk signs subject to the standards and conditions in §34.7.K; and
8. Signs giving the place name of a neighborhood established as a distinctive area by custom and usage recognized throughout the county and/or direction to the location of public facilities in the neighborhood may be displayed in such neighborhood or community or at not more than four entrances thereto:
 - (a) No such sign shall exceed an overall height of eight feet nor have an area exceeding 20 square feet;
 - (b) The overall area of the sign structure shall not exceed 100 square feet; and
 - (c) The signs shall be made from durable materials and be of a design that harmonizes with the surrounding structures and natural features and give notice without creating harm to traffic safety by either its placement, bulk, or visual characteristics.
9. Such signs shall be installed by the County; where such signs are to be placed on private property, it is the responsibility of the association or persons requesting such signs to provide to the County authorization in a form acceptable to the County.



10. Subject to approval by the County Manager or his or her designee, not-for-profit civic associations may attach to a sign permitted under this subsection A.10, one temporary sign of up to 6 inches in height and 30 inches in width, with noncommercial messages only. The County Manager may approve such temporary signs on a first-come, first-served basis for a period of up to five days before and two days after an event sponsored by the civic association for the neighborhood identified by the sign. The temporary sign shall be of durable materials and shall be attached to the top of the sign or hung from the bottom of the sign.

B. Banner systems allowed

The County Board may authorize the County Manager to place, and upon such authorization, the County Manager may place or cause to be placed, banners or banner systems in the public right-of-way in areas where sector, area or revitalization plans have been adopted by the County Board; or on Arlington School Board or joint Arlington County Board-Arlington School Board properties and/or streets contiguous to such properties. Such banners or banner systems shall be authorized only after findings by the County Board that the proposed banners would not adversely affect traffic safety to a significant degree and that the proposed banners would not result in clutter that would adversely affect the appearance or character of the surrounding neighborhood. The County Board ordinance will determine specific designs, size, locations and physical characteristics of the banners for a designated area; standards relating to maintenance, removal and replacement; and the length of time for which the banners may be displayed. The messages on these banners shall be government speech, determined by the County Board or, if authorized by the Board, by the County Manager.



C. Signs allowed in public districts (S-3A, S-D, P-S) and on publicly-owned property in any district

The signs in this §34.9.C are allowed in S-3A, S-D and P-S districts and on Arlington County Board or Arlington County School Board property in any district or on parks or other public property controlled by Arlington County, subject to the permit requirements, standards and conditions set forth for each sign type.

1. Lighting

Signs allowed under this §34.9.C shall not be separately lighted unless the standard in the table says “yes” or “see standards” next to the “separately lighted?” query. The fact that a sign may be partly or wholly illuminated by light serving another purpose shall not be considered “separately lighted.”

2. Changeable copy

Signs allowed under this §34.9.C shall not include changeable copy elements unless the standard in the table says “yes” next to the “automatic changeable copy?” query. See §34.12 for standards that apply to all automatic changeable copy signs under this §34.

3. Aggregate sign area allowed

The maximum aggregate sign area allowed for a property, single building or combination of buildings, is either:

- (a) One square foot of sign area per linear foot of building frontage; or
- (b) The sum of area of the allowed signs, as set forth in §34.9.E (temporary banners), §34.9.F (permanent banners), §34.9.G (directory signs) §34.9.H (flags), §34.9.I (freestanding signs), §34.9.J (incidental signs), §34.9.L (temporary signs), §34.9.M (traffic control signs), and §34.9.N (umbrella signs).

4. Additional sign area for specified uses

Any building in a P-S district that is more than 70 feet in height may install up to two additional signs above a height of 40 feet, meeting the following standards.

- (a) Illumination standards shall be as set forth in §34.11
- (b) Maximum area of each additional sign shall be limited as follows:

Height of building	Maximum sign area (sq. ft)
70 ft. – 100 ft.	0.6 x bldg. width at height of sign
101 ft. – 200 ft.	1.0 x bldg. width at height of sign
>201 ft.	1.5 x bldg. width at height of sign

- (c) In order to protect the viewshed for properties in residential districts that face commercial areas of the County, the following provisions are set forth in order to limit visibility of signs placed above a height of 40 feet:
 - (1) Horizontally oriented signs shall fit within a sign band that is no more than six feet in height, provided, however, that up to 20 percent of the sign may be no more than nine feet in height. The designated sign band shall be placed within the 20 feet of the building façade below the main roofline or other roofline of the building below the main roofline for a building where there are multiple rooflines;
 - (2) Vertically oriented signs shall be placed such that the top of the sign is above a height of 40 feet.
 - (3) No sign placed above a height of 40 feet shall have any automatic changeable copy element.
 - (4) All signs placed above a height of 40 feet may be illuminated only by internal lighting and hours of illumination shall be as set forth in §34.11.C.
 - (5) Lighted signs placed above a height of 40 feet may be placed on building facades perpendicular to or facing away from the line identified as Line A on Map 34-1, but shall not be placed on facades facing Line A (a façade shall be considered to be facing Line A if it is less than 90 degrees from parallel). Provided, however, that lighted signs may be placed on building facades immediately adjacent to streets parallel to Line A if the building façade is not within 200 feet of an R or RA14-26, RA8-18, RA7-16 or RA6-15 district, and the applicant demonstrates that view of the sign is substantially blocked from the aforementioned districts by a building or other structure of equal or greater height to the height of the sign.

SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

D. Awning or canopy signs**1. Defined**

Awning sign: A sign that is painted on or affixed to the surface of an awning; or

Canopy sign: A sign that is affixed to the flat vertical surface of or sits on top of a canopy.

2. General standards

Maximum number	1 per awning or canopy; for awnings or canopies longer than 8 linear feet, 1 per 8 ft. of linear awning or canopy
Maximum size	60 sq. ft. without a comprehensive sign plan; no limit other than aggregate sign area with a comprehensive sign plan
Permit required?	Yes
Separate lighting?	Yes
Commercial messages?	Yes
Automatic changeable copy?	No
Included in aggregate sign area?	Yes

**3. Other standards**

The purpose of this section is to provide regulations for signs on awnings or canopies; installation, design and dimensions of the awning or canopy are determined by applicable provisions of the Zoning Ordinance and/or from an approved site plan and/or other applicable County ordinance regulation or requirement.

E. Banners, temporary**1. Defined**

A sign applied to cloth or fabric or other flexible, durable material. Flags as defined herein shall not be considered banners.

2. General standards

Maximum number	1 per main building; or where there is
Maximum size	40 sq. ft.
Permit required?	Yes
Separate lighting?	No
Commercial messages?	No
Automatic changeable copy?	No

**3. Other standards**

- (a) Banners shall be firmly affixed at all four corners to prevent movement.
- (b) Banners allowed under this subsection E shall be temporary and shall be permitted up to fourteen days before and two days after an event, or a maximum of sixteen days.
- (c) Banners allowed under this subsection E may be affixed to a fence.

SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

F. Banners, permanent**1. Defined**

A sign of any kind applied to fabric or other flexible, durable material. Flags as defined herein shall not be considered banners.

2. General standards

Maximum number	2 per pole, in locations as approved on comprehensive sign plan
Maximum size	6 sq. ft. on each side; may be 2-sided
Minimum clearance above sidewalk	8'6"
Permit required?	Yes, single permit may cover multiple banners
Separate lighting?	No
Commercial messages?	No
Automatic changeable copy?	No
Included in aggregate sign area?	No

3. Other standards

(a) Banners in this subsection F are allowed only on poles. Such poles shall be:

- (1) approved on or consistent with a County-approved site engineering plan for the project;
- (2) installed primarily for other purposes, such as site lighting; and
- (3) located in a parking lot, along a private street or on private property along a public or private plaza or courtyard;

(b) Two banners shall be allowed on a pole only if the two banners are of the same size and are mounted at the same height;

(c) Banners on poles must be attached at all corners such that they do not move or flap.

4. Other permits or approvals

Banners on poles under this §34.9.F will be allowed only with the express consent of the owner(s) of the underlying real property and the pole(s).



SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

G. Directory signs

1. Defined

A map and/or sign at a building or project with multiple uses that identifies uses or activities conducted on-site and approved as part of a comprehensive sign plan; or a sign located on the wall of a building near a public entrance to the building.

2. General standards

Maximum size	Wall: 6 sq. ft.; freestanding 12 sq. ft.
Maximum height	Freestanding: 7 ft.
Number allowed	Wall: 1 per building; freestanding: 1 per every two buildings in a multi-building project
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, with frequency of change of copy less than once per 24 hours
Commercial messages?	Yes
Included in aggregate sign area?	No



3. Other standards

- (a) No part of a directory sign except the word “directory” or “map” or something similar shall be legible from a distance of more than 6 feet.
- (b) Directory signs that change only through manipulation by the user shall be deemed not to be automatic changeable copy signs and shall not be subject to the limitations in §34.12.B.1.

H. Flags

1. Defined

A piece of cloth or other material used as a noncommercial symbol, standard, or signal, such as the flag of a local, state, or national government or private noncommercial organization.

2. General standards

Maximum number of poles	3
Maximum height of pole	45 ft.
Maximum flags per pole	2
Maximum flag size	60 sq. ft.
Maximum total flag area	180 sq. ft.
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	No
Included in aggregate sign area?	No



SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

3. Other standards

Flagpoles shall be located as shown on an approved site plan; if there is no approved site plan for the property and no site plan is required, flagpoles shall be located within 30 feet of the principal entrance to the main building.

I. Freestanding signs

1. Defined

A sign that is affixed to the ground, or to a wall that is not part of a building, or to a fence; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or other approved accessory structures.

2. General Standards

Maximum size	60 sq. ft. per side; may be 2-sided
Maximum height	15 ft.
Number allowed	1 for each entrance, except as provided below
Permit required?	Yes
Minimum setback	10 ft. from back of sidewalk
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §34.12
Commercial messages?	Yes
Included in aggregate sign area?	Yes

3. Other standards

- (a) Signs allowed by this subsection I may alternatively be installed as wall, canopy or awning signs with the same total sign area and dimensions.

4. Additional signs not included in aggregate sign area

- (a) Signs that relate to the use of the property, provided that such signs shall not be legible from any public right-of-way outside of the property and such signs shall bear no commercial message except one that relates to a lawful commercial activity permitted within the property;
- (b) Signs for concessionaires and for sponsors of events for which a permit has been issued by the County and which are inside stadiums or arenas or at or adjacent to ball fields or other such facilities. Signs within an outdoor facility, if such facility is located 200 feet or more from the nearest right-of-way, shall be deemed not to be legible from such right-of-way even if they may be visible from some locations outside the facility;
- (c) Scoreboards for each athletic field in schools and parks, with no commercial messages, except as permitted by specific agreement with the County. Notwithstanding the provisions of §34.12, scoreboards shall be allowed automatic changeable copy elements of up to 25 percent of the scoreboard.



SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

J. Incidental signs

1. Defined

Signs that provide information or directions that are necessary for the physical use of the site, including but not limited to signs that provide warnings, parking rules or way-finding information.

2. General standards

Maximum size (wall)	4 sq. ft.
Maximum size (freestanding)	3 sq. ft. per side, may be 2-sided
Maximum height (freestanding)	4 ft.
Number allowed	As needed
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	Limited; see standards below
Included in aggregate sign area?	No

3. Other standards

- (a) Freestanding signs may be placed only on the perimeter of a parking lot and may be no less than 25 feet apart.
- (b) Wall or projecting signs of a maximum of 6.5 sq. ft., with no dimension exceeding 4 sq. ft., that meet all other standards in §34.7.H.2 above and all standards prescribed in the diagram below may be installed on public parking facilities. Compliance with these standards shall be determined by the Zoning Administrator, based on factors that include but are not limited to: location; color; size; shape and lettering, as shown in the diagram to the right.



SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

K. Projecting signs

1. Defined

Any sign that is attached in a plane approximately perpendicular to the surface of a building or other structure.

2. General standards

Maximum size	20 sq. ft.
Maximum projection	42 inches
Minimum vertical clearance	10 ft. above finished grade
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §34.11.B.
Commercial messages?	Yes
Included in aggregate sign area?	Yes
Maximum height to top of sign	40 feet, except a maximum of two wall or projecting signs per building may be placed above a height of 40 feet, subject to the standards in §34.7.A.7

3. Other permits

A projecting sign may require a separate encroachment agreement or permit from the County, subject to established standards.

4. Relationship to wall signs

A sign that projects 18 inches or less from the wall is considered a wall sign; see §34.7.O.

SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

L. Temporary signs

1. Defined

Any sign that may easily be moved or removed and that can feasibly be displayed for a limited period of time in any one location.

2. General standards

Maximum size	7 sq. ft.
Maximum height	4 ft.
Number allowed	No limit
Permit required?	No
Separate lighting?	No
Automatic changeable copy?	No
Commercial messages?	No

3. Other standards

- (a) Temporary signs allowed by this section shall be removed within 45 days of installation or within seven days of the end of any event to which they refer, whichever may first occur
- (b) Temporary signs allowed by this section shall be firmly affixed to the ground or to a structure to prevent movement.

M. Traffic control signs

1. Defined

A sign used for traffic control and conforming with national or state standards for the design and installation of such signs.

2. General standards

Maximum size	As set forth in MUTCD
Maximum height	As set forth in MUTCD
Number allowed	As needed
Permit required?	No
Separate lighting?	As set forth in MUTCD
Automatic changeable copy?	As set forth in MUTCD
Commercial messages?	No
Included in aggregate sign area?	No

3. Other standards

- (a) Traffic control signs are allowed only where required by MUTCD and/or shown on an approved site plan;
- (b) Traffic control signs (including lighting) must conform with the Manual of Uniform Traffic Control Devices; no other sizes are allowed and no separate lighting is allowed except as specified by those standard design sources.



SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

N. Umbrella signs**1. Defined**

A sign painted on or affixed to the surface of an umbrella.

2. General standards

Maximum size	Up to 4 sq. ft. on any individual umbrella
Permit required?	No
Automatic changeable copy?	No
Commercial messages?	Yes, related to the dining facility or products served there, or noncommercial messages
Included in aggregate sign area?	No

**O. Wall signs****1. Defined**

Any sign that is affixed directly to or suspended from a building wall, marquee, mansard wall, or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to and projecting no more than 18 inches from the face of the wall. A wall sign may be either of one-piece construction or of individual connected or related letters or symbols.

2. General standards

Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §34.11.B
Commercial messages?	Yes
Included in aggregate sign area?	Yes
Maximum height to top of sign	40 feet, except as provided below

**3. Other standards**

- (a) Up to 50 square feet of wall signs placed inside of a public parking garage, two feet or more from and mounted approximately perpendicular to the façade on which the vehicular entrance to the garage is located shall not be counted as part of aggregate sign area.
- (b) Up to a maximum of 2 signs in P-S districts may be placed above a height of 40 feet subject to the placement standards set forth in §34.9.C.4(c) and the illumination standards set forth in §34.11.C.

SIGNS ALLOWED IN PUBLIC DISTRICTS (S-3A, S-D, PS) OR ON OTHER PROPERTY OWNED BY THE ARLINGTON COUNTY BOARD OR ARLINGTON SCHOOL BOARD

P. Window signs

1. Defined

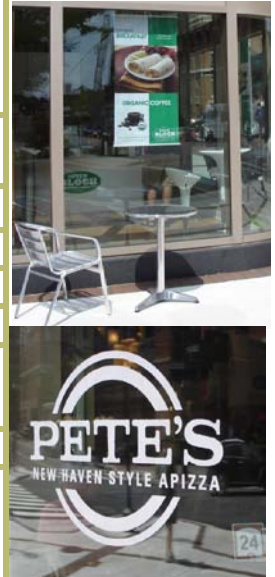
Any permanent or temporary sign, including any decal, that is legible from the outside, including plazas, public streets, and parking lots, and that is placed on the outside or inside face of a window or mounted within two feet of the inside face of the window.

2. General standards

Maximum total area per sign	80 sq. ft. or 20 percent of window area, whichever is less
Number allowed	Unlimited
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	Yes; see standards below for window signs in residential dwelling units
Included in aggregate sign area?	No

3. Other standards

- (a) Window signs shall be permitted on the first or second floor.
- (b) An unlimited number of temporary window signs with noncommercial messages only, up to 6.5 sq. ft. per sign, is permitted in the windows only of residential dwelling units.



§34.10. Temporary signs by private parties in public right-of-way

Temporary signs installed in the public right-of-way by private parties shall be allowed only as follows. To the extent that the Virginia Department of Transportation controls placement of signs or other objects in a right-of-way, the applicable regulations of that agency shall supersede this section.

A. Lighting and structure

Such signs shall be temporary freestanding signs, shall not be lighted and shall be affixed to the ground such that they will not easily be removed by wind or other natural forces.

B. Location

- 1. Such signs may be placed only on that portion of the public right-of-way adjacent to a street, road, highway or sidewalk but not on landscaped beautification areas, traffic circles or control devices or signs, or any paved portion of a pedestrian refuge area, nor shall such signs be placed on or adjacent to any other public lands such as school sites, recreation fields, parks, and parkways.
- 2. Nothing in this provision shall be construed to authorize the posting of signs upon utility poles, or in any place or manner prohibited by the provisions of this §34.

C. Identification

Each such sign shall bear clear identification and contact phone number of the establishment, person or other entity placing the sign or causing it to be placed; any sign that lacks such identification shall be considered a violation of this provision, regardless of whether it conforms with the other requirements of this provision. The person or other entity named on the sign shall be responsible for placement of such sign in accordance with this §34.

D. Directional commercial temporary signs

1. The only commercial messages permitted on such signs are those with directions to the location of a commercial activity lawfully conducted within an R-district or RA14-26, RA8-18, RA7-16, or RA6-15 district and within one-half mile of the site of the sign, as set forth below.
2. Such signs shall be allowed provided no signs are placed pursuant to subsection E, below.

Maximum number	To limit clutter, no more than one sign may be placed for any commercial activity, candidate, political issue or ticket or other entity at any street intersection
Maximum size	1.5 sq. ft.
Maximum height	3 ft.
Timing	From sundown on Friday to sundown on Sundays and from sundown the night before a legal holiday to sundown on that holiday
Location	Within ½ mile of the activity, in the landscape and utility strip or median at an intersection, subject to the limitations in §34.10.B

E. Noncommercial temporary signs

Temporary signs with noncommercial messages may be displayed as set forth in either subsection 1 or 2 below, but not both. All such signs shall include the date of placement and the name and phone number of the person or group responsible for posting the sign.

1. Political signs

Such signs shall be allowed provided no signs are placed pursuant to §34.10.D above or §34.10.E.2 below.

Maximum number	To limit clutter, no more than 2 signs shall be placed for any candidate, political issue or ticket or other entity in any median strip.
Maximum size	4.5 sq. ft.
Maximum height	4 ft.
Timing	Up to 31 consecutive days before an election or party nominating caucus called by: (a) A duly constituted governmental body, including all primaries; or (b) A political party registered in the Commonwealth of Virginia, which signs shall be removed within five days after the election or nominating caucus to which they pertain
Location	In the median, subject to the limitations in §34.10.B.

2. Seven-day signs

Such signs shall be allowed provided no signs are placed pursuant to §34.10.D or §34.10.E.1, above.

Maximum number	To limit clutter, no more than one sign shall be placed at any street intersection for any event, person, group, candidate, political issue or ticket or other entity
Maximum size	4.5 sq. ft.
Maximum height	3 ft.
Timing	For up to a maximum of 7 days
Location	In the landscape and utility strip or median at an intersection, subject to the limitations in §34.10.B.

F. Other signs

If any sign other than those allowed by this section and/or by an encroachment ordinance or permit granted by Arlington County is placed in, on or over the public right-of-way, it shall be deemed abandoned and may be removed and disposed of by the County without notice or other process. Removal of the sign by the County will not eliminate the violation that occurred from the placement of the sign; the County may separately pursue available penalties and remedies for such violation.

§34.11. Standards for lighted signs

A. General

Unless otherwise expressly prohibited, signs may be lighted from within the letter or message area or by a light projected on the sign that is shielded in such a manner so as to light only the face of the sign or, in the case of a flag, the area in which the flag waves or drapes. Except on automatic changeable copy signs allowed in accordance with §34.12, and neon, light sources for signs shall not be visible from street level.

B. Maximum allowable luminance

1. All signs except visible light source types (neon and automatic changeable copy)

The maximum luminance for any type of sign, except visible light source types (neon and automatic changeable copy signs), shall not exceed the limits set forth below. The entire sign and any part thereof must comply with the maximum limit.

ZONING DISTRICT AND LOCATIONS	MAXIMUM ALLOWABLE LUMINANCE (CD/M ²)
R, RA14-26, RA8-18, RA7-16, RA6-15 and S-3A districts	50
Signs placed above a height of 40 feet that are directly facing and within 100 feet of a residential building in any district.	150
C-1-R, C-1, C-1-O, C-O-1.0 and C-2 districts; and	200
Signs placed above a height of 40 feet and directly facing Line B on Map 34.1, defining the monumental core, George Washington Parkway or Arlington Cemetery; and	
Signs placed above a height of 40 feet that are directly facing and within more than 100 feet but less than 200 feet of a multifamily residential building in any district.	
Signs placed below a height of 40 feet in any district and placed within 200 feet and directly facing an R, RA14-26, RA8-18, RA7-16 or RA6-15 district	
All other districts and locations	350

2. Neon signs

The maximum luminance of a neon sign shall not exceed the limits set forth below.

ZONING DISTRICT	MAXIMUM ALLOWABLE LUMINANCE (CD/M ²)
R, RA14-26, RA8-18, RA7-16, RA6-15 and S-3A districts	Not permitted
C-1-R, C-1, C-1-O, C-O-1.0 and C-2 districts	1000
All other districts	2000

3. Automatic changeable copy signs

The maximum luminance of automatic changeable copy signs shall not exceed the limits set forth below.

ZONING DISTRICT	MAXIMUM ALLOWABLE LUMINANCE (CD/M ²)	
	DURING DAYLIGHT	DURING NIGHTTIME
R, RA14-26, RA8-18, RA7-16, RA6-15 and S-3A districts	2000	50
C-1-R, C-1, C-1-O, C-O-1.0 and C-2 districts		200
All other districts		350

C. Hours of illumination

1. No sign placed at a height of more than 40 feet shall be lighted between midnight and 8 am;
2. Signs placed at a height of more than 40 feet that are directly facing and within 200 feet of a multifamily residential building in any district shall not be lighted between 10 pm and 8 am and under no circumstances shall hours of illumination for these signs be modified by the County Board; and
3. No sign placed at a height of more than 40 feet and directly facing Line B on map 34-1 shall be lighted between 10 pm and 8 am. Under no circumstances shall hours of illumination for these signs be modified by the County Board.

D. Indirect lighted signs

Indirect lighting for signs shall be fully shielded to direct all light toward the sign surface, shielding it from the sky and from surrounding uses or buildings.

E. Level control

Lighting for a sign that is installed or modified after July 24, 2012 shall include an easily accessible dimming controller to allow immediate corrections where violations of the levels established by this Section §34.10.F are exceeded.

F. Near residential districts and uses

No sign located within 200 feet and directly facing an R or RA14-26, RA8-18, RA7-16, RA6-15 district shall contain any automatic changeable copy elements.

§34.12. Flashing, moving and changeable copy signs

A. General rule

Signs that move, flash or simulate movement are prohibited except automatic changeable copy signs as allowed under this §34.12.

B. Size and time limits

The following limitations shall apply to the aggregate area of the automatic changeable copy portion of the sign; the overall area of the sign is regulated by other provisions of this §34.

1. The message or image on the sign shall change no more than one time per minute, except where changes in a sign occur automatically to reflect changes in temperature, availability of parking spaces, or arrival of transit vehicles;
 - (a) An automatic changeable copy sign on which the message changes or is designed to change more than once every 24 hours may not exceed 4 square feet in size;
 - (b) An automatic changeable copy sign on which the message changes or is designed to change no more than once every 24 hours (as averaged over a 10-day period) shall not exceed 12 square feet in size.

C. Rules for changeable copy signs allowed under this section

Automatic changeable copy signs shall be allowed only for sign types and in districts where automatic changeable copy signs are allowed by general standards. Automatic changeable copy signs shall be subject to the following additional restrictions:

1. There shall be no effects of movement, flashing, or similar effects in the individual images.
2. Changes of image shall be substantially instantaneous as seen by the human eye and shall not use fading, rolling, window shading, dissolving or similar effects as part of the change; provided, however, that signs reflecting the arrival of transit vehicles that have letters no more than 2 inches tall may scroll.
3. Light emitting diodes and similar lighting are permitted for automatic changeable copy signs.
4. Automatic changeable copy signs shall use automatic level controls to reduce light levels at night and under cloudy or other darkened conditions, in accordance with the following standards.
 - (a) All automatic changeable copy signs shall have ambient light monitors that allow automatic adjustment of the brightness level of the sign based on ambient light conditions.
 - (b) Maximum luminance for automatic changeable copy signs shall not exceed the limits in §34.11.B.3

D. Malfunction or failure

Any automatic changeable copy sign that malfunctions, fails, or ceases to operate in its usual or normal programmed manner, thereby causing motion, movement, flashing or any other similar effects, shall be repaired or disconnected within 24 hours by the owner or operator of such sign.

§34.13. Sign permits

- A. A sign permit shall be obtained from the Zoning Administrator before any sign requiring a permit is erected, placed or installed (see §34.5, §34.6, §34.7, §34.8, §34.9 and §34.15 to determine which signs require permits).
 1. An application for a sign permit shall be signed by the applicant or an officer or member thereof, and shall include evidence of consent to the application by the owner of the building or property on which the sign is proposed for installation; and

2. If the project is the subject of a comprehensive sign plan, the owner of the project or property manager responsible for the project.
- B. Every application for a sign permit shall be accompanied by plans showing the area of the sign, the size, and design proposed; the method of lighting, if any, showing that lighting mechanisms are hidden to the extent practicable; and the exact location proposed for the sign. If the sign will be placed on premises for which there is an approved comprehensive sign plan, the application shall refer to the Plan and identify how the proposed sign conforms with the Plan.
 - C. An application for a sign permit for a sign placed above a height of 40 feet that will be lighted shall include a certification by an engineer or other qualified professional licensed or practicing in Virginia that the installed sign will conform with the luminance standards and other limitations on illumination set forth in §34.11.B. If a dimmed setting is used to meet the compliance limit, the dimmed setting meeting the compliance limit shall be measured, recorded and reported to the County prior to installation. The setting at the dimming controller itself may be reconfirmed after installation.
 - D. An application for a sign permit for a sign that will have automatic changeable copy elements shall include a certification by an engineer or other qualified professional licensed or practicing in Virginia that the installed sign will conform with the luminance standards and other limitations on illumination and operation set forth in §34.11.B and §34.12.
 - E. An incomplete application for a sign permit shall be returned to the applicant within one business day of its filing with notations or a checklist identifying what items are missing from the application. If the certifications required by paragraphs C and D, above, are not provided by a Professional Engineer licensed in Virginia, the Zoning Administrator may find that the application is incomplete and require that it be resubmitted with the required certifications by a Professional Engineer.
 - F. A complete application for a permanent sign shall be approved or rejected within five work days. Upon request, a statement of the reasons for denial of a sign permit shall be provided within 30 days after rejection.
 - G. A complete application for a temporary sign that requires a permit shall be approved or rejected within one business day of the receipt of a sign permit application. If the permit is denied, the reason for the denial will be given orally, with a written reason provided within five days, if requested.

§34.14. Comprehensive sign plans approved after July 24, 2012

A comprehensive sign plan shall include all signs for a development project. Once approved, a comprehensive sign plan becomes the governing document for signs on a development project, and permits will be issued only for signs shown on the comprehensive sign plan.

A. Applicability

1. A comprehensive sign plan is optional and may be approved for premises subject to §34.6 or §34.7;
2. A comprehensive sign plan approved by the County Board prior to [date of adoption] shall remain in effect unless replaced by a new comprehensive sign plan filed by the

owners and approved in accordance with the provisions of this §34.14, or unless an election is made under §34.17.D.2 to have signs permitted without a comprehensive sign plan; and

3. The requirements of an approved comprehensive sign plan shall apply to all property, buildings, uses and establishments within the development project.

B. Required plan elements

The comprehensive sign plan shall provide the following information related to all proposed signs that require a permit and that are included in aggregate sign area:

1. Location

Identification of sign locations on buildings or property, including showing:

- (a) Setbacks from property or right-of-way lines;
- (b) Depth of projection;
- (c) Height above grade; and
- (d) For projecting signs, clearance below.

2. Materials and illumination

Description of the type of sign and sign materials, including:

- (a) Construction materials; and
- (b) Proposed lighting, if any.

3. Size

- (a) Itemization of sign size and/or size of any defined sign band area at identified locations;
- (b) Total sign area per frontage, per sign type and overall for the project.

4. Allocation of sign area

- (a) Aggregate sign area for all signs in a comprehensive sign plan shall be the larger of:
 - (1) One square foot of sign per linear foot of building frontage; or
 - (2) For a building with one or more establishments with at least one exterior public entrance and less than 60 feet of frontage, 60 square feet for each such establishment plus one square foot per linear foot of building frontage excluding any frontage occupied by those establishments.
- (b) Subject to size, location, and setback standards specified in §34.6 or §34.7 for the applicable district, the applicant for a comprehensive sign plan may allocate permitted aggregate sign area among the walls of various buildings and, to the extent allowed by §34.6 or §34.7, among freestanding signs, to favor one tenant or series of tenants, provided the comprehensive sign plan identifies available sign area and sign type for each tenant.

C. Additional signs

1. Premises subject to §34.7 with an approved comprehensive sign plan shall be allowed the following additional signs provided that the locations and designs of the signs are shown the comprehensive sign plan:
 - (a) Banners as permitted in §34.7.D;
 - (b) Directory signs as permitted in §34.7.E.

§34.15. Temporary signs for construction and sale/leasing

The following additional signs are allowed with permits to advertise construction or the availability of property or space other than at one-family and two-family dwellings:

A. Additional Purposes

To address the particular needs related to new construction, redevelopment and remodeling of buildings within the County, the following purposes, supplementing those set forth in §34.1 support the adoption of special provisions for signs for construction projects, new buildings and empty spaces in existing projects:

1. The County must provide services even to partially occupied buildings;
2. Promoting occupancy of new buildings in the County encourages economic development by enlarging the tax base;
3. Abandoned construction projects and partially finished buildings create blight in an otherwise vital County;
4. Many potential occupants for a new or remodeled project are likely to pass by the site during the period of construction; and
5. On-site advertising is a particularly effective, as well as affordable, means of advertising and helping to ensure occupancy of these projects and promoting future business, thus encouraging economic development within the County.

B. Messages

Signs allowed under this §34.15 may bear any commercial message related to the project under construction, sale, lease or rental of any part of the project, and/or its future occupants and/or any noncommercial message.

C. New building generally

1. Any new building or any building that has been substantially vacant during a remodeling process may have, in addition to other signs permitted by this §34, either:
 - (a) Signs on construction fencing as set forth in §34.15.F); or
 - (b) A total of 120 square feet of banners as set forth in §34.15.D, or freestanding signs that do not exceed 15 feet in height as set forth in §34.15.E.

2. Such signs shall be removed by the first of the following to occur: one year after the issuance of the shell and core permit; or the sale or lease of the building or property or, for a multi-occupant property, the sale or lease of 80 percent of the gross leasable area of the building.

D. Banners on new or remodeled building

1. The banner shall be no larger than the 120 square feet per main building on a lot;
2. Any banner shall be firmly affixed at all corners to prevent its movement with air currents; and



- (a) After issuance of a certificate of occupancy and before installation of an allowed permanent freestanding or wall sign; such a banner shall be removed upon the installation of the permanent sign or the expiration of six months from the date of installation of the banner, whichever first occurs.
 - (b) For a “grand opening” of a new establishment or an establishment with a substantial change in ownership or control; such a banner may be displayed for a period of not more than 30 days.
3. If the banner is within 200 feet and facing an R district, the highest part of the banner shall not be more than 40 feet above the finished grade as shown on the approved site plan.

E. Freestanding signs for new or remodeled building

1. The freestanding sign shall be no larger than 120 square feet per main building on a lot;
2. The freestanding sign shall be no more than 15 feet in height.



F. Construction fencing

For new construction, remodeling or other modifications during which there is no occupancy of the building and for which fencing of the construction site is provided, screening attached to the fence may bear images of the proposed project along with commercial messages related to the sale, rental leasing or construction of the project, provided that text and numbers shall occupy no more than the larger of the following area:

1. 120 square feet on each street frontage; or
2. 20 percent of the area of the screening on the construction fence along each street frontage.



G. Other buildings

1. For any spaces for which window signs are allowed, window signs conforming with §34.7.P may be used to advertise the availability of the space for sale, rent or lease; If the owner or occupant of a vacant space chooses to cover the entire ground-floor window(s) of such space, the size limit shall apply only to the portion of the covering that contains the message, using the same method of measurement used to measure signs under §34.18.A.2(a).
2. Any permanent sign allowed by §34.6 or §34.7, identified as included in aggregate sign area, and placed below a height of 40 feet, may bear commercial messages related to the availability of space in a building or project, or be wholly or partly covered with a banner advertising the availability of space, provided that the size of the banner shall not exceed the size of the permitted sign and provided that the banner shall be firmly affixed at all corners to prevent it moving with air currents.



§34.16.General provisions

A. Substitution of message

Any sign allowed under this §34 or a predecessor ordinance, by special exception, or by variance, may contain, in lieu of any other message or copy, any lawful noncommercial message that does not direct attention to a business operated for profit, or to a product, commodity, or service for sale or lease, or to any other commercial interest or activity, so long as said sign complies with the size, height, area, and other requirements of this ordinance.

B. Sign removal

Every sign pertaining to a particular use shall be deemed to be accessory to that use, and if such use ceases, shall be removed not more than six months thereafter.

C. Sign maintenance, replacement and repair

No sign shall be enlarged, extended, reconstructed, or structurally altered in a way that extends the useful life of the sign unless it is made to comply with all applicable requirements of this §34. This is not intended to prohibit routine maintenance, including repainting or re-facing, of a sign.

D. Abandonment

If signs are discontinued for more than two years and then not continued in the existing structural condition, they shall be made to comply with all applicable requirements of this section.

§34.17. Nonconforming signs

A. Applicability

Nonconforming signs are signs that met all ordinance requirements at the time of installation or placement but which, due to ordinance changes, do not comply with current requirements.

B. Signs in historic districts

Notwithstanding the “applicability” provisions of §34.2, this §34 shall have no effect on any sign (permitted at the time of placement) within an historic district designated by the County Board. Such signs shall be considered conforming signs and may be modified or replaced in accordance with the terms of this section applicable to conforming signs and in accordance with the terms of Section 31A of the Zoning Ordinance.

C. Changes to nonconforming signs

1. No nonconforming sign shall be altered except in accordance with the following standards and conditions:
 - (a) No nonconforming sign shall be modified in any manner that would increase the degree of its nonconformity, increase its size, or prolong its useful life. Replacing any part of the support structure of the sign shall be considered as prolonging its useful life; and
 - (b) No nonconforming sign which has been removed or has become dilapidated or damaged to the extent that repair of the sign requires replacement of any part of its support structure shall be replaced, except that this sentence shall not prevent the issuance of a permit for a conforming sign to replace the former nonconforming sign at the same location as the former nonconforming sign; and
 - (c) Any nonconformity that relates to the luminance level of a sign shall be corrected and brought into conformity by January 1, 2023.
2. No permit for an additional sign shall be issued for any premises on which there are nonconforming signs, provided, however, that where the only nonconformity relates to luminance level, and the additional permit is sought prior to January 1, 2023, then additional permit(s) may be issued in spite of the nonconformity.
3. The Zoning Administrator may approve the replacement of a nonconforming sign with a sign that does not fully conform with the terms of this ordinance if the Administrator finds that:
 - (a) The replacement sign would achieve a substantial reduction in the degree of nonconformity of the sign;
 - (b) The replacement sign would fully conform with all provisions of this §34 related to lighting, motion and changeable copy;
 - (c) If located within 250 feet of an R or RA14-26, RA8-18, RA7-16, RA6-15 district, the replacement sign would fully conform with the height limitations of this §34;
 - (d) The replacement sign would fully conform with the Vision Clearance Triangle requirements of Section 32.D.4; and

- (e) Either:
 - (1) There are no other nonconforming signs on the same lot or building; or
 - (2) Any other nonconforming signs on the same lot or building will be brought into full conformance with this §34 as a condition of approval of the replacement sign.
- D. Where a comprehensive sign plan was approved prior to July 24, 2012, the approval for signs allowed by such comprehensive sign plan shall continue in effect, and such signs shall be treated as conforming to this ordinance, subject to the following:
 - 1. All signs placed on the property subject to the comprehensive sign plan shall conform in all respects to the approved comprehensive sign plan and any conditions of such approval, except as to luminance level, which shall be subject to §34.17.C.1(c).
 - 2. A property owner or person in charge may elect to place only signs permitted under this §34 instead of signs allowed by the approved comprehensive sign plan, or instead of seeking approval of a comprehensive sign plan as required by a site plan condition, provided that:
 - (a) An application is submitted to the Zoning Administrator for an administrative change;
 - (b) The Zoning Administrator finds that all signs on the property comply with this §34; and
 - (c) The applicant provides evidence of consent to the administrative change from all owners of property that is subject to the comprehensive sign plan.
 - (d) No sign that is either specifically prohibited by a condition in an approved site plan or comprehensive sign plan for the subject property, or that expressly requires County Board approval, shall be approved by the Zoning Administrator.
 - 3. The Zoning Administrator may approve amendments to approved comprehensive sign plans that permit substitution of one or more comprehensive sign plan approved signs with signs of no greater size or number, that fully comply with this §34.

§34.18. Definitions and interpretation

A. Measurements

1. Aggregate sign area

The aggregate sign area is the total area of all signs of a sign type, for which “yes” is included in the “included in aggregate sign area” line in §34.6 or §34.7, whichever is applicable for the property on which the sign is located.

2. Sign area, individual signs

(a) General

Sign area shall be the area of the rectangle if the sign is rectangular; or if the sign is not rectangular, the smallest convex polygon that contains the entire sign, excluding those architectural embellishments and supports on which no advertising material or lighting is displayed.

(b) Three-dimensional

The sign area of a three-dimensional or irregularly-shaped sign shall be the area of the convex polygon that will contain the entire sign when viewed in any dimension. If the size of such a polygon varies depending on the perspective of the sign viewed, the largest such polygon shall be used as the sign area. If the sign projects more than two feet from the wall, the sign area shall be two times the area measured by such polygon, to reflect the fact that the sign has a visual effect similar to a two-faced sign.

(c) Outline lighting

Any exposed tubing or lighting used to outline a sign shall be included in computation of sign area.

(d) Signs painted on wall

Where a sign is painted on a wall or other surface, the sign area shall include the entire area of the background color(s) of the sign that differentiate it from the general color of the wall or other surface.

(e) Signs on awnings

Where a sign appears on an awning, notwithstanding the size or color of the awning itself, the sign area shall be measured as set forth in §34.18.A.2(a).

(f) Projecting or double-faced signs

For projecting or double-faced signs, the sign area shall be the area of one display face where the interior angle formed by the faces is 90 degrees or less. Otherwise the sign area shall include the area of all sign faces.

(g) Window signs

The size of a window shall be the area of glass surrounded by structural portions of the building. For window signs, the sign area shall be calculated as set forth in §34.18.A.2(a) as a percentage of the area of the window, where dividers (mullions) of more than 5 inches shall not be counted as window area.

3. Height

(a) The height of a freestanding sign shall be the difference in height between the elevation of the finished grade level beneath the sign and the elevation of the uppermost extremity of the sign or sign structure, whichever is higher.

(b) The height of a sign attached to a building shall be the difference in height between the elevation of the finished grade level beneath the sign and the elevation of the uppermost extremity of the sign or sign structure, whichever is higher.

B. Definitions

1. Aggregate sign area

The total area of all signs of a sign type, for which “yes” is included in the “included in aggregate sign area,” line in §34.6 or §34.7, whichever is applicable for the property on which the sign is located.

2. Arcade sign

A sign that is suspended underneath an awning, canopy, marquee, overhang, or other structural element of a building that forms a covered passageway for pedestrians. See §34.7.B.

3. Awning or canopy

An awning or canopy shall include any structure made of fabric or other durable material, metal or a frame attached to a building, and projecting therefrom, and possibly carried by frames supported at grade level.

4. Awning sign

A sign that is painted on or affixed to the surface of an awning.

5. Banner

A sign of any kind applied to fabric or other flexible, durable material. Flags as defined herein shall not be considered banners. (See §34.6.C, §34.7.D, §34.8.B, §34.9.B, §34.15.D)

6. Building frontage

A straight line measured from one end of the wall most nearly parallel to the public right-of-way to the other end of the same wall of the portion of the building façade facing a public street or facing a street with a public access easement. Neither articulations nor off-sets in the wall shall increase the length of the building frontage.

7. Canopy sign

A sign that is painted on or affixed to the flat vertical surface of or sits on top of a canopy.

8. Changeable copy sign

A sign that includes characters, letters, or illustrations that can be changed or rearranged by mechanical, *electronic* or *manual* means without altering the face or surface of the sign.

9. Changeable copy sign, automatic

A sign that includes characters, letters, or illustrations that can be changed or rearranged by electronic or electro-mechanical means.

10. Commercial message

A sign, wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product service or other commercial activity.

11. Comprehensive sign plan

A plan showing the size, location, materials, structure and placement of all signs for which a permit is required that are associated with a development project.

12. Development project

A property that is the subject of approval for development.

13. Directly facing

A sign shall not be considered to be directly facing another area if there is another building or other obstruction of a height equal or greater to the height of the sign between the sign and the facing area.

14. Establishment

A business or organization of any kind offering goods or services to the public; this definition includes non-profit organizations.

15. Finished grade

The elevation of the ground at the site of the sign or at the main entrance to the principal building on the site, whichever is lower.

16. Freestanding sign

A sign that is affixed to the ground, to a wall that is not part of a building, or to a fence; freestanding signs include but are not necessarily limited to signs mounted on monument-style foundations, on poles, or on fences or other approved accessory structures. See §34.5.C, §34.6.E, §34.7.G and §34.9.I.

17. Flag

A piece of cloth or other material used as a noncommercial symbol, standard, or signal, such as the flag of a local, state, or national government or private noncommercial organization. See §34.5.B, §34.6.D, §34.7.F and §34.9.H.

18. Flashing sign

A sign that incorporates the use of varying intensities or colors of light to attract attention; a changeable copy sign that conforms with §34.12.B shall not be considered a flashing sign; a sign shall not be considered flashing because it uses automated or human-operated technology to vary the light level to adjust to the ambient light level at different times of day.

19. Incidental sign

A sign that provides information or directions that are necessary for the physical use of the site, including but not limited to signs that provide warnings, parking rules or way-finding information. See §34.5.D, §34.6.F, §34.7.H and §34.9.J.

20. Institutional use

A school (non-profit), house of worship, community center, hospital, institutional home, or other public or semi-public use.

21. Landscaped beautification area

An area within the public right-of-way that is substantially landscaped with flowers and/or other plantings. Areas of the public right-of-way landscaped with only trees and/or grass shall not be considered landscaped beautification areas.

22. Legible

A legible message is a message that can be read during daylight hours by a person between 5 feet 2 inches and 6 inches tall, standing in the nearest public right-of-way, with eyesight adequate to obtain a current Virginia driver's license.

23. Median strip

A portion of the median that is surrounded by a continuous curb, or where no curb exists, is bordered by a curb cut, street, street intersection, sidewalk, utility or planting strip.

24. Nonconforming sign

A sign that met all ordinance requirements at the time of installation or placement but which, due to ordinance changes, does not comply with current requirements.

25. Portable sign

A durable sign not permanently affixed to the ground or to a building and designed to be easily relocated; portable signs are not necessarily temporary signs for purposes of this §34.

26. Projecting sign

A sign that is attached in a plane approximately perpendicular to the surface of a building or other structure. See §34.7.J and §34.9.K.

27. Public parking facility

As used in this §34, a public parking facility is a garage that provides parking for members of the general public, at a minimum, after business from 6:00 p.m. to 10:00 p.m. Monday through Friday and either all weekend or for at least 8 hours, in total, between 8:00 a.m. and 6:00 p.m. on Saturday and Sunday.

28. Separately illuminated

A sign is separately illuminated if it has any internal or surface lighting or if any form of lighting directed at the sign serves no other purpose.

29. Sidewalk sign

A temporary, self-supporting sign made of durable material and located on the sidewalk in front of a use for which such a sign is allowed. See §34.7.K.

30. Sign

Any word, numeral, figure, design, trademark, flag, pennant, twirler, light, display, banner, balloon or other device of any kind which, whether singly or in any combination, is used to direct, identify, or inform the public while viewing the same from outdoors.

31. Sign lighting, direct

(a) Direct

A direct lighted sign shall mean a sign lighted internally or on the surface of the sign itself.

(b) Indirect

An indirect lighted sign shall mean a sign that is lighted from a source separate from the sign.

32. Temporary sign

Any sign that may easily be moved or removed and that can feasibly be displayed for a limited period of time in any one location.

33. Traffic control sign

A sign used for traffic control and conforming with national or state standards for the design and installation of such signs.

34. Umbrella sign

A sign painted on or affixed to the surface of an umbrella.

35. Wall sign

Any sign that is affixed directly to or suspended from a wall, marquee, mansard wall, or parapet wall of a building, with the exposed face of the sign in a plane approximately parallel to and projecting no more than 18 inches from the face of the wall. A wall sign may be either of one-piece construction or of individual connected or related letters or symbols. See §34.6.J, §34.7.O, §34.8.E, and §34.9.O.

36. Window sign

Any permanent or temporary sign, including any decal, that is legible from the outside, including plazas, public streets, and parking lots, and that is placed on the outside or inside face of a window or mounted within two feet of the inside face of the window. See §34.6.K, §34.7.P and §34.9.P.