

AN ORDINANCE TO AMEND, REENACT AND RECODIFY THE ARLINGTON COUNTY ZONING ORDINANCE, SECTION 20. (APPENDIX A), “CP-FBC” COLUMBIA PIKE FORM BASED CODE DISTRICTS, SECTION VI. ARCHITECTURAL STANDARDS OF THE COLUMBIA PIKE SPECIAL REVITALIZATION DISTRICT FORM BASED CODE TO CLARIFY THE RELATIONSHIP BETWEEN THE SIGNAGE REGULATIONS IN THE FORM BASED CODE AND SECTION 34. NAMEPLATES, SIGNS, AND OTHER DISPLAYS OR DEVICES TO DIRECT, IDENTIFY AND INFORM OF THE ZONING ORDINANCE; TO MODIFY THE SIZE, DIMENSION, PLACEMENT AND LETTERING SIZE REGULATIONS FOR SIGNS IN THE FORM BASED CODE TO CLARIFY THE REGULATIONS AND/OR PROVIDE ADDITIONAL FLEXIBILITY; AND TO ESTABLISH MAXIMUMS OF THREE (3) WALL OR WINDOW SIGNS PER TENANT, ONE (1) BUILDING PLAQUE PER BUILDING, ONE (1) BLADE SIGN PER TENANT, ONE (1) GRAPHICS SIGN AND ONE (1) ADDITIONAL WALL OR WINDOW SIGN AND ONE (1) ADDITIONAL BLADE SIGN FOR CORNER TENANTS.

Be it ordained that Section 20. (Appendix A), “CP-FBC” Columbia Pike Form Based Code Districts, Section VI. Architectural Standards of the Columbia Pike Special Revitalization District Form Based Code of the Arlington County Zoning Ordinance is hereby amended, reenacted and recodified as follows to clarify the relationship between the signage regulations in the Form Based Code and Section 34. Nameplates, Signs, and Other Displays or Devices to Direct, Identify and Inform of the Zoning Ordinance; to modify the size, dimension, placement and lettering size regulations for signs in the Form Based Code to clarify the regulations and/or provide additional flexibility; and to establish maximums of three (3) wall or window signs per tenant, one (1) building plaque per building, one (1) blade sign per tenant, one (1) graphics sign and one (1) additional wall or window sign and one (1) additional blade sign for corner tenants; and to reduce or prevent congestion in the streets; to facilitate the creation of a convenient, attractive and harmonious community; and for other reasons required by the public necessity, convenience and general welfare, and good zoning practice:

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1 **Section VI. Architectural Standards**

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F. Signage

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STANDARDS FOR SIGNAGE (WHERE CLEARLY VISIBLE FROM THE STREET)

Signs that are permitted in Section 34.A.1, 34.A.4, 34.D.4., 34.E., 34.F.1, 34.F.5. and 34.J. of the Zoning Ordinance are permitted on property developed under the Form Based Code.

General:

In addition, Form Based Code projects may have the following number of signs provided they comply with the standards set forth below:

AWNING signs, 1 masonry or bronze plaque per building bearing an owner’s or building’s name and STREET address signs. In addition, 1 blade sign, 1 graphics sign and up to a total of 3 wall or window signs per tenant. One additional wall or window sign and 1 additional blade sign are permitted for tenants occupying retail or office spaces with more than one STREET FRONTAGE.

Signage Standards:

- Wall signs (placed against a wall) are permitted only within the area above the GROUND STORY windows and below the second STORY windows between the second STORY floor line and the first floor ceiling, within a horizontal band not to exceed 2 feet in height. In no case shall this band shall not be located higher than 18 feet or lower than 12 feet above the adjacent sidewalk.
- Letters on wall signs shall not exceed 18 inches in height or width and 6 3 inches in relief. Wall Signs shall not come closer than 2 feet to an adjacent COMMON LOT LINE or the boundary of the area permitted to be used by the retail or office tenant and shall not exceed 20 feet in length.
- Company logos or names may be placed within this horizontal band or placed or painted Window Signs are permitted to be placed or painted within GROUND FLOOR or second STORY office and retail windows and . Company logos or names shall not be larger than the entire window sign shall fit within a rectangle of 8 square feet.
- A One masonry or bronze plaque bearing an owner’s or building’s name may be placed in the building’s cornice/PARAPET wall or under the eaves, and

38 above the upper STORY windows. Any such plaque shall be no larger than a
39 rectangle of 8 square feet.

- 40 ■ STREET addresses signs may be placed at STREET entry doors using 6 to 8 inch
41 tall, non-cursive type lettering. Such letters shall be located between 6 feet
42 and 10 feet above grade.
- 43 ■ Blade type shop signs are encouraged, and shall be permitted for retail and
44 office tenants. They shall be not more than ~~(not more than 24 inches vertical~~
45 ~~by 3 feet horizontal,~~ 6 square feet and shall be located so that there is a
46 minimum of 10 9 feet clear height above the sidewalk and below the blade
47 type sign.) ~~are encouraged~~ Blade signs ~~and~~ may be hung from an overhang
48 or AWNING. Blade signs shall not be internally illuminated and the company
49 name or logo may occupy no more than one-half of the square footage within
50 the blade sign. Creative art, graphics or materials is encouraged in the area
51 of the blade sign not containing the company name or logo. Only one Bblade
52 signs shall be permitted ~~in addition to the permitted square footage of~~
53 ~~signage affixed to the façade of the building.~~ per tenant per STREET FRONTAGE
54 and only for tenants occupying the GROUND FLOOR or second STORY.
- 55 ■ One graphics sign (a graphics sign is a sign designed to be read only from a
56 distance of less than 3 feet away), such as, but not limited to restaurant
57 menus or building directories, may be displayed in a permanently mounted
58 display box of not more than 3 square feet on the surface of the building
59 adjacent to the entry. Graphics signs shall not be exposed to the elements.
- 60 ■ Prohibited Signs: The following signs are prohibited unless otherwise
61 permitted by the County Board by Special Exception: Billboards, canopy
62 signs, marquees, any kind of animation, signs located above a height of 35
63 feet except for masonry or bronze plaques as permitted above roof,
64 freestanding signs, and painted window signs other than described above,
65 and signs painted on the exterior walls of buildings are prohibited. Under no
66 circumstances shall ~~No~~ flashing, traveling, animated, or intermittent lighting
67 shall be on the exterior of any building whether such lighting is of temporary
68 or long-term duration, and under no circumstances shall the County Board
69 permit. ~~P~~portable or wheeled signs and advertising devices located outside
70 any building, ~~are not allowed, pursuant to County regulations.~~ billboards, any
71 kind of animation or signs specified in Section 34.C. of the Zoning Ordinance.

- 72 ▪ External lighting directed towards signage that is not internally illuminated is
73 permitted. The energy efficiency of lighting should be considered.

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75 AWNINGS/Overhangs:

76 Notwithstanding the foregoing, When an AWNING or overhang is incorporated into a
77 building, the following requirements must be met:

- 78 ▪ Minimum 10 feet clear height above sidewalk, minimum 6 feet depth out from
79 the building façade (maximum to curb or tree-planting strip/furniture zone,
80 whichever is closer).
- 81 ▪ Canvas cloth or equivalent (no shiny or reflective materials), metal or glass.
- 82 ▪ No internal illumination through the AWNING/overhang.
- 83 ▪ Lettering and/or logo on AWNING limited to 5 inches tall on vertically hanging
84 fabric at curb side of AWNING.
- 85 ▪ No one-quarter cylinder configurations.

AN ORDINANCE TO AMEND, REENACT AND RECODIFY THE ARLINGTON COUNTY ZONING ORDINANCE, SECTION 20. “CP-FBC” – COLUMBIA PIKE FORM BASED CODE DISTRICTS TO ADD SIGNS AS A REQUIREMENT OF THE FORM BASED CODE THAT MAY BE MODIFIED BY THE COUNTY BOARD.

Be it ordained that Section 20. “CP-FBC” – Columbia Pike Form Based Code Districts, E. Administration, 3. Standards for Review of Use Permits of the Arlington County Zoning Ordinance is hereby amended, reenacted and recodified as follows to add signs as a requirement of the Form Based Code that may be modified by the County Board; and to reduce or prevent congestion in the streets; to facilitate the creation of a convenient, attractive and harmonious community; and for other reasons required by the public necessity, convenience and general welfare, and good zoning practice:

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SECTION 20. “CP-FBC” – COLUMBIA PIKE FORM BASED CODE DISTRICTS

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E. Administration

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3. Standards for Review of Use Permits

- a. *Proposals that do not conform to the Form Based Code:* The County Board may modify the provisions of the Form Based Code upon a finding that, after the proposed modification, the subject development will better accomplish the purposes and intent of Section 20 of the Arlington County Zoning Ordinance than would the development without those modifications and that the proposed uses will not (1) affect adversely the health or safety of persons residing or working in the neighborhood of the proposed use; (2) be detrimental to the public welfare or injurious to property or improvements in the neighborhood; (3) be in conflict with the purposes of the master plans of the County.
- b. Pursuant to a use permit application, the County Board may modify only the following requirements of the Form Based Code: Provided, however, that after such modifications, the County Board is still able to make the finding called for in subsection 3.a. above.
 - (1) Height of first floor relative to fronting sidewalk elevation;
 - (2) RBLs for the location of new alleys or streets, for historic buildings and for existing parking garages as of February 25, 2003;
 - (3) Streetscape details;
 - (4) Design issues related to the inclusion of existing or historic buildings or mature trees;
 - (5) Signs.