

In the proposed amendment:

- Text proposed to be added is shown with underline and text proposed to be deleted is shown with ~~strikethrough~~.
- Text moved from one location to another is shown with double-underline to show the new location and ~~double-strikethrough~~ to show the original location.
- Where paragraphs are proposed to be added or deleted, all subsequent paragraphs will be renumbered accordingly; and all references throughout the Ordinance will be updated accordingly.
- Text shown in [brackets] is optional text provided for purposes of advertisement, and each bracketed provision could be considered independently of any other [bracketed] provisions.

## Article 13. Signs

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### §13.7. Signs in C and M Districts (excluding One- and Two-Family and Townhouse Uses)

#### §13.7.1. General

##### A. Signs allowed

The sign types listed and described in this §13.7 are allowed on private property in ~~commercial/mixed-use (C) and industrial districts, (M) districts, 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.

##### B. Lighting

Signs allowed under §13.7 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."

##### C. Changeable copy

Signs allowed under this §13.7 shall not include automatic changeable copy elements unless the standard in the table says "yes" next to the "automatic changeable copy?" query. See 13.13 for standards that apply to all automatic changeable copy signs under this Article 13.

##### D. Aggregate sign area allowed

###### 1. Aggregate sign area for buildings without a comprehensive sign plan

For buildings without a comprehensive sign plan, the aggregate sign area allowed for each tenant is the larger of 60 sq. ft. or one sq. ft. of sign area per linear foot of building frontage, plus:

- 28 (a) For buildings with more than one entrance, one additional sign not exceeding  
29 6 sq. ft. for each secondary entrance; and<sup>1</sup>
- 30 (b) For commercial buildings located on corner lots or lots abutting streets at both  
31 the front and rear, or for commercial buildings served by an abutting parking  
32 lot of no less than 60 feet in width located to the side or rear of the main  
33 building, one ~~1~~ additional side or rear sign not exceeding 30 sq. ft. on the side  
34 or rear wall of the ~~a commercial~~ building that ~~which~~ abuts ~~the~~ a public street or  
35 a parking lot associated with the ~~commercial~~ building, ~~for buildings located on~~  
36 corner lots or lots abutting streets at both the front and rear, or for buildings  
37 served by an abutting parking lot of no less than 60 feet in width located to the  
38 side or rear of the main building<sup>2</sup>

39 **2. Aggregate sign area for buildings with a comprehensive sign plan**

40 For a single building or combination of buildings with a comprehensive sign plan,  
41 the ~~The maximum~~ aggregate sign area allowed for a single building, or  
42 combination of buildings, is the sum larger of:

- 43 (a) One ~~square~~ ~~foot~~ of sign area per linear foot of building frontage; ~~or plus~~
- 44 (b) For buildings in any C district except C-1-R, C-1, C-1-O, C-2 and C-O-1.0, one  
45 additional sq. ft. of sign area for each linear foot of façade (the length of a  
46 straight line measured from one end of the building wall of the façade to the  
47 other end of the same wall, where neither articulations nor off-sets in the wall  
48 shall increase the length of the façade), counting only those portions of the  
49 building façade approved for retail use and that have at least one exterior  
50 public entrance per tenant, for each of the following (when not already  
51 counted in 13.7.1.D.2(a) above):
- 52 (1) Any façade fronting a Pedestrian Priority Street or Shared Street as defined  
53 in the Arlington County Master Transportation Plan;
- 54 (2) Any façade fronting an area meeting all of the following criteria
- 55 (i) Provides a park or plaza [open to the public] shown on an adopted  
56 sector, small area or revitalization plan; or provides a park or plaza  
57 [open to the public] located as required by an approved site plan  
58 condition(s); and
- 59 (ii) [Is publicly-owned or has a public access easement]; and
- 60 (iii) Is not enclosed; and ~~plus~~
- 61 (iv) [Has at least a portion at grade with the adjacent sidewalk]; and
- 62 (v) [Is contiguous with the public right-of-way]; and
- 63 (vi) [Is not separated from the building façade by an off-street parking  
64 area];

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<sup>1</sup> Double-underline denotes text moved from wall signs (13.7.13.C), with changes as shown

<sup>2</sup> Double-underline denotes text moved from wall signs (13.7.13.C), with changes as shown

- 65 (c) Any portion of building façade counted in 13.7.1.D.2(a), (b)(1) or (b)(2) above,
- 66 that contains two stories approved for retail use that are each at least ten feet
- 67 above finished grade and have at least one exterior public entrance per tenant;
- 68 plus
- 69 (d) For a building with one or more establishments with at least one exterior public
- 70 entrance and less than 60 feet of cumulative frontage and façade counted in
- 71 13.7.1.D.2(a), (b) and (c) above, 60 sq. ft. for each such establishment ~~plus one~~
- 72 ~~square foot per linear foot of building frontage, excluding minus the length of~~
- 73 any frontage and façade already counted in 13.7.1.D.2(a), (b) and (c) above.
- 74 ~~occupied by those establishments; or~~

**E. Additional sign area for specified uses**

- 76 1. In public parking garages equipped with technology that identifies available
- 77 parking spaces within the garage in real time, in addition to other signs on a
- 78 development project, the county manager may place, or cause to be placed,
- 79 additional wall or freestanding automatic changeable copy signs at the garage
- 80 entry to a public parking facility. Such signs shall:
- 81 (a) Be limited to noncommercial messages and shall be no larger than 60 sq. ft.;
- 82 (b) Be allowed in addition to otherwise allowed aggregate sign area;
- 83 (c) Notwithstanding the provisions of 13.13.2, be allowed to include up to 12 sq. ft.
- 84 of automatic changeable copy elements for each sign; and
- 85 (d) Be of such design as the county manager may determine.
- 86 2. Any building that meets the following criteria may install up to a maximum of
- 87 two additional wall or blade signs above a height of 40 feet, with a permit,
- 88 subject to the standards listed below. Such signs shall be allowed in addition
- 89 to otherwise allocated aggregate sign area, but shall be separate from, and not
- 90 combined with signs included in aggregate sign area, and under no
- 91 circumstances shall more than two signs per building be placed above a height
- 92 of 40 feet.
- 93 (a) The building is not located in an S-3A, S-D, R, RA, C-1, C-2, C-1-O, C-O-1.0 or
- 94 C-1-R district;
- 95 (b) The building is more than 70 feet in height;
- 96 (c) The building, above the ground floor, is devoted primarily to office,
- 97 commercial, public or at least 50 percent to hotel uses; and
- 98 (d) 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 building width at height of sign
101 ft. – 200 ft.	1.0 x building width at height of sign
>201 ft.	1.5 x building width at height of sign

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**F. Placement standards for signs below a height of 40 feet**

- 1. No signs shall be permitted on that part of the side or rear wall of a building within 100 feet of any R or RA 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.
- 2. No sign shall extend above the height of the 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.

**G. 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.

- 1. Under no circumstances shall more than two signs per building be placed above a height of 40 feet, and 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 13-1.
- 2. 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.
- 3. 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.
- 4. No sign shall extend above the height of the 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.
- 5. No sign placed above a height of 40 feet shall have any automatic changeable copy element.
- 6. 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 §13.12.3.
- 7. 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 13-1, but shall not be placed on facades facing Line A (a façade shall be considered



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139 to be facing Line A if it is less than 90 degrees from parallel). Provided,  
 140 however, that such signs may be placed on building facades abutting streets  
 141 parallel to Line A, including but not limited to, Wilson Blvd., Clarendon Blvd.,  
 142 Fairfax Dr., S. Randolph St., S. Quincy St. and Campbell Ave, if the building  
 143 façade is not within 200 feet of an R or RA district, and the applicant  
 144 demonstrates that view of the sign is substantially blocked from the  
 145 aforementioned districts by a building or other obstruction of equal or greater  
 146 height to the height of the sign. Placement of signs above a height of 40 feet  
 147 may be allowed by the Zoning Administrator as set forth in this paragraph, or  
 148 may be modified by the County Board, only as set forth in §13.3.1.A.2(d).

**SIGNS ALLOWED IN C AND M DISTRICTS**

**§13.7.2. Arcade signs**

**A. 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.

**B. 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



**C. Other standards**

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

**§13.7.3. Awning or canopy signs**

**A. 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.

**B. 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



**SIGNS ALLOWED IN C AND M DISTRICTS**

**C. 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 this zoning ordinance and/or from an approved site plan and/or other applicable County ordinance regulation or requirement.

**§13.7.4. Blade signs**

**A. Defined**

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

**B. General standards**

Maximum size <u>for any property without a comprehensive sign plan</u>	20 sq. ft.	
Maximum size <u>for any property with a comprehensive sign plan</u>	20 sq. ft.	<70 feet of building frontage
	35 sq. ft.	>= 70 feet of building frontage
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 §13.12	
Commercial messages?	Yes	
Included in aggregate sign area?	Yes	
Maximum height to top of sign	40 feet, except a maximum of two wall or blade signs per building may be placed above a height of 40 feet, subject to the standards in §13.7.1.G.	



**C. Other standards**

1. A blade sign may require a separate encroachment agreement or permit from the County, subject to established standards.
2. A blade sign may be applied to fabric or other flexible, durable material provided the sign is firmly affixed to prevent movement.

**D. Relationship to wall signs**

A sign that projects 18 inches or less from the wall is considered a wall sign; see 0.



**§13.7.5. Flags**

**A. Defined**

A piece of cloth or other material affixed to a pole on two corners.

**B. 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



**SIGNS ALLOWED IN C AND M DISTRICTS**

**C. 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.

**§13.7.6. Freestanding signs**

**A. 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.

**B. 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 5 ft. from other property lines
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of §13.12
Commercial messages?	Yes
Included in aggregate sign area?	Yes

**C. Uses for which allowed**

Freestanding signs are allowed for only the following uses:

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

**D. Other standards**

1. 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 sq. ft.
2. For vehicle service establishments, a group of fuel pumps may have additional signs not exceeding an aggregate area of 12 sq. ft. for each pump island.
3. For uses listed in subsection C, 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.
4. 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 RA.
5. For a permitted drive-through window accessory to any use, one additional freestanding or wall mounted sign shall be permitted to be located within five feet of the drive-aisle for the drive-through window, up to a maximum of 12 sq. ft. in size, so long as no words, numerals, symbols or pictures on such device are legible from any property other than the property on which the drive-through window is located. If such sign or other device is larger than four sq. ft. or it is electrified, it shall require a permit.



**§13.7.7. Incidental signs**

**A. Defined**

A small, noncommercial sign. Examples include, but are not limited to, signs that provide information or directions that are necessary for the physical use of the site, such as warnings, parking rules or way-finding information.

**B. 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

**C. Other standards**

1. One incidental sign per 1<sup>st</sup> or 2<sup>nd</sup> floor occupant may contain a commercial message.
2. Freestanding signs may be placed only on the perimeter of a parking lot and may be no less than 25 feet apart.
3. Wall or blade signs of a maximum of 6.5 sq. ft., with no dimension exceeding 4 sq. ft., that meet



all other standards in subsection §13.7.7.B, above, and all standards prescribed in the diagram to the left 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 at left.



**§13.7.8. Signs for public, civic and institutional uses (optional)**

See 13.9 for additional standards applicable to public, civic and institutional uses.



**§13.7.9. Signs for urban regional shopping centers**

For alternative regulations applicable to urban regional shopping centers, see 13.8.

**§13.7.10. Sidewalk signs**

**A. 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.

**B. General standards**

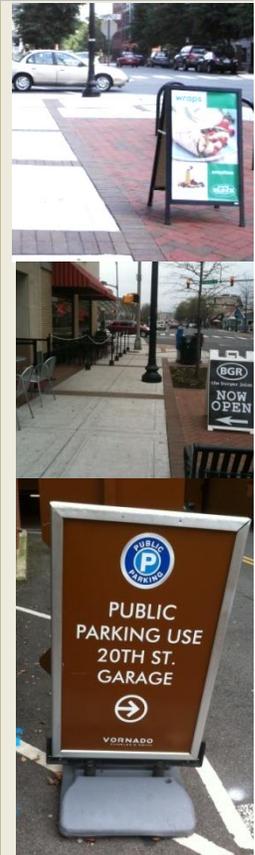
Maximum size	7 sq. ft. per side (may be two-sided)
Maximum height	3.5 ft.
Number allowed	One per public entrance directly from sidewalk into establishment
Permit required?	No
Separate lighting?	No
Changeable copy?	No



Commercial messages?	Yes
Included in aggregate sign area?	No

C. Other standards

1. Temporary sidewalk signs shall be permitted only for establishments (but not for home occupations);
2. No more than one temporary sidewalk sign is permitted for each public entrance to an establishment. For purposes of this §13.7.10, a parking garage is an establishment and a public entrance includes a vehicular entrance;
3. 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;
4. Such signs may be placed on the sidewalk only during hours the establishment is open;
5. 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);
6. Temporary sidewalk signs shall not be placed in tree pits that are not covered with hard grates;
7. 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
8. Any sign found by the zoning administrator to be unsafe or to present a hazard or to impair a required clear walkway, shall be removed immediately.



**§13.7.11. Temporary signs**

For temporary signs allowed in these districts, see window signs (§13.7.14) and temporary signs for construction and sale/leasing (§13.16).

**§13.7.12. Umbrella signs**

A. Defined

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

B. General standards

Maximum size	Up to 4 sq. ft. on any individual umbrella
Permit required?	No
Automatic changeable copy?	No
Commercial messages?	Yes
Included in aggregate sign area?	No



**§13.7.13. Wall signs**

**A. 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.

**B. General standards**

<u>Maximum size</u>	<p><u>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 13.19.A.1), as allocated under the approved comprehensive sign plan.</u></p> <p><u>For properties for which there is not an approved comprehensive sign plan, the maximum size per sign is 60 sq. ft.</u></p>
Permit required?	Yes
Separate lighting?	Yes
Automatic changeable copy?	Yes, subject to standards of 13.13
Commercial messages?	Yes
Included in aggregate sign area?	Yes
Maximum height to top of sign	40 feet, except <u>for a building with a comprehensive sign plan, up to a maximum of</u> two wall or blade signs per building may be placed above a height of 40 feet, subject to the standards in §13.7.1.G.



**C. Dimensional Standards<sup>1</sup>**

~~1. For a property or building for which there is not an approved comprehensive sign plan, the following dimensional standards apply to wall signs:~~

<del>Maximum size per sign</del>	<del>60 sq. ft.; see additional limitations below</del>
<del>Maximum sign area per occupant</del>	<del>The larger of 60 sq. ft. or one sq. ft. of sign per linear foot of building frontage; see also additional signs below</del>
<del>Maximum number</del>	<del>3 per establishment located on 1st or 2nd floor; see also additional signs below</del>
<del>Additional signs</del>	<del>For buildings with more than one entrance, one additional sign not exceeding 6 sq. ft. for each secondary entrance; 1 additional side or rear sign not exceeding 30 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</del>
<del>Maximum height to top of sign</del>	<del>40 feet</del>



<sup>1</sup> Moved to 13.7.1.E

~~2. 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 §13.19.1.A), as allocated under the approved comprehensive sign plan.<sup>1</sup>~~

D. Other standards

Up to 50 sq. ft. 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.

**§13.7.14. Window signs**

A. 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.

B. General standards

Maximum total area per sign	80 sq. ft. or 20 percent of window area, whichever is less, for all buildings except in windows of individual residential dwelling units (see C.2 below)
Number allowed	Unlimited
Permit required?	No
Separate lighting?	Yes
Automatic changeable copy?	No
Commercial messages?	Yes; except commercial messages are not allowed in windows of individual residential dwelling units (see C.2 below).
Included in aggregate sign area?	No



C. Other standards

1. Window signs shall be allowed only for establishments located on the first or second floor of a building up to a maximum height of 40 feet.
2. 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 individual residential dwelling units.

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<sup>1</sup> Moved to 13.7.13.B, under "maximum size"

**§13.19. Definitions and Interpretations**

**§13.19.1. Measurements**

**A. Aggregate sign area**

See Article 18.

**B. Linear foot of building frontage**

Linear foot of building frontage: is the length of 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 linear foot of building frontage.<sup>1</sup>

**C. Story above finished grade**

The height of a story above finished grade is measured from the adjacent grade to the finished floor of the story above; where there is no story above, the height is measured to the roofline of the façade.

**D. Urban Regional Shopping Center Façade Area**

The area of the urban regional shopping center façade is the result of multiplying the height and width of the urban regional shopping center façade. The height of the façade is measured from the adjacent grade to the finished floor of the story above the urban regional shopping center façade. Where there is no story above, the height is measured to the roofline of the façade.

**E. Sign area, individual signs**

**1. 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.

**2. Outline lighting**

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

**3. 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.

**4. 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 §13.19.1.E.1, above.

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<sup>1</sup> Moved from definitions and proposed to be revised as shown

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**5. Blade or double-faced signs**

For blade 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.

**6. 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 §13.19.1.E.1, above, as a percentage of the area of the window, where dividers (mullions) of more than five inches shall not be counted as window area.

**F. Sign height**

- 1. 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.
- 2. 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.

**G. Three-dimensional sign dimensions**

- 1. 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.
- 2. The maximum dimensional envelope shall be the polyhedron created by the dimensions indicated in the "maximum dimensional envelope" line for a freestanding sign in §13.8 such that the freestanding sign is fully contained within the maximum dimensional envelope.

\* \* \*

**Article 18. Definitions**

220  
221  
222

\* \* \*

**§18.2. General Terms Defined**

223  
224

\* \* \*

Aggregate sign area. Either, (1) the total area of all signs of a sign type, for which "yes" is included in the "included in aggregate sign area," line in §13.6 or §13.7, §13.8; (2) the sum total of the area of all blade, wall and building signs allowed for retail or office tenants and buildings

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228 for properties subject to Appendix A, Section VI.F; or (3) the sum total of the area of all  
229 blade, wall and building signs for commerce, shopfront and office tenants, or townhouse,  
230 small apartment, urban mixed use or urban residential buildings for properties subject to  
231 Appendix B, Section 611, whichever is applicable for the property on which the sign is  
232 located.

233

234 \* \* \*

235 Basement. A story partly or wholly underground. For purposes of height measurement, a  
236 basement shall be counted as a story where more than 1/2 of its height is above the  
237 average level of the adjoining ground.

238 \* \* \*

239 Frontage. All the property fronting on one side of a street between the two nearest intersecting  
240 streets, or other natural barriers.

241 \* \* \*

242 Linear foot of building frontage. [See 13.19.](#) ~~A straight line measured from one end of the wall~~  
243 ~~most nearly parallel to the public right of way to the other end of the same wall of the~~  
244 ~~portion of the building façade facing a public street or facing a street with a public access~~  
245 ~~easement. Neither articulations nor off-sets in the wall shall increase the length of the~~  
246 ~~linear foot of building frontage.~~

247 \* \* \*

248 Story. That portion of a building included between the surface of any floor and the surface of the  
249 next floor above it; or, if there be no floor above it, then the space between such floor and  
250 the ceiling next above it.

251 \* \* \*