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Introduction and first reading: 11/9/10
Public hearing: 11/13/10
Second reading and enactment: 11/13/10

INFORMATION ON PROPOSED ORDINANCE

Title

AN ORDINANCE to amend Section 9-104 (PROHIBITED SIGNS, MARQUEES AND AWNINGS AND EXCEPTIONS) to Article IX (SIGNS, MARQUEES AND AWNINGS), of the City of Alexandria Zoning Ordinance, in accordance with the text amendment heretofore approved by city council as Text Amendment No. 2010-0003.

Summary

The proposed ordinance accomplishes the final adoption of Text Amendment No. 2010-0003, to amend Section 9-104 of the Zoning Ordinance to allow illuminated signs on buildings taller than 35 feet with certain restrictions and with a special use permit.

Sponsor

Department of Planning and Zoning

Staff

Faroll Hamer, Director of Planning and Zoning
Joanna C. Frizzell, Assistant City Attorney

Authority

§§ 2.04(w), 9.12, Alexandria City Charter
§ 11-800, City of Alexandria Zoning Ordinance

Estimated Costs of Implementation

None

Attachments in Addition to Proposed Ordinance and its Attachments (if any)

None

ORDINANCE NO. _____

AN ORDINANCE to amend Section 9-104 (PROHIBITED SIGNS, MARQUEES AND AWNINGS AND EXCEPTIONS) to Article IX (SIGNS, MARQUEES AND AWNINGS), of the City of Alexandria Zoning Ordinance, in accordance with the text amendment heretofore approved by city council as Text Amendment No. 2010-0003.

WHEREAS, the City Council finds and determines that:

1. In Text Amendment No. 2010-0003, the planning commission, having found that the public necessity, convenience, general welfare and good zoning practice so require, recommended approval to the City Council on October 5, 2010 of a text amendment to the Zoning Ordinance to amend Section 9-104 to allow illuminated signs on buildings taller than 35 feet with certain restrictions and with a special use permit, which recommendation was approved by the City Council at public hearing on October 16, 2010;

2. The City Council in adopting this ordinance expressly adopts, ratifies, affirms and concurs in the finding and action of the Planning Commission above stated;

3. All requirements of law precedent to the adoption of this ordinance have been complied with; now, therefore,

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That 9-104(P) of the Zoning Ordinance be, and the same hereby are, amended by deleting and inserting new language, as shown:

Section 9- 1 04 Prohibited signs, marquees and awnings and exceptions. The following signs, marquees and awnings are prohibited or are permitted only as specified below, regardless of their location in the city.

(P) Illuminated signs. No lighted sign may be erected or displayed in any location on a building which location is higher than 35 feet above grade unless the building is located within 2,000 feet of and the sign is facing U.S. Route 95 (the Capital Beltway) or unless a special use permit is approved after a finding that the sign meets the following criteria:

(1) Only one sign per building is permitted;

(2) The permitted sign is limited to the display of the name of a major office or commercial (not retail or residential) occupant of a building that is predominantly office or commercial use;

(3) The building may not be located within, or on the borders of, the Old and Historic Alexandria or Parker-Gray Historic Districts;

(4) The sign must meet any applicable design guidelines and follow any additional applicable process for approval.

(5) The sign must be appropriate in scale, design and color and compatible with the building;

- 1 (6) The sign may not be internally illuminated or lighted from neon gas;
 2 (7) The sign shall be subject to such conditions as the SUP may impose to ensure that
 3 the sign functions without glare or disturbance with nearby uses, including those rules which
 4 may alter, modify or supersede the rule stated in section 9-105 (C) with regard to the lighting not
 5 operating between 10:30 pm and 6:30 a.m.; and;
 6 (8) No sign may face the George Washington Memorial Parkway, and only minimum
 7 facade lighting facing the Parkway is allowed. All National Park Service requirements must be
 8 met.

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 10 Section 2. That the director of planning and zoning be, and hereby is, directed to
 11 report back to Council within two years of the approval of this ordinance and include an analysis
 12 and a recommendation about whether to convert the approval process to an Administrative
 13 Special Use Permit (SUP) process for these illuminated signs.
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15 Section 3. That the director of planning and zoning be, and hereby is, directed to
 16 record the foregoing text amendment.
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18 Section 4. That Section 9-104(P), as amended pursuant to Section 1 of this
 19 ordinance, be, and the same hereby is, reordained as part of the City of Alexandria Zoning
 20 Ordinance.
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22 Section 5. That this ordinance shall become effective on the date and at the time of
 23 its final passage, and shall apply to all applications for land use, land development or subdivision
 24 approval provided for under the City of Alexandria Zoning Ordinance which may be filed after
 25 such date, and shall apply to all other facts and circumstances subject to the provisions of the
 26 City of Alexandria Zoning Ordinance, except as may be provided in Article XII of the Zoning
 27 Ordinance.
 28

29 WILLIAM D. EUILLE
 30 Mayor
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32 Introduction: 11/9/10
 33 First Reading: 11/9/10
 34 Publication:
 35 Public Hearing:
 36 Second Reading:
 37 Final Passage:
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