

DOCKET ITEM #9A&B

Text Amendment #2011-0007
A-Frame Sign Program

EXHIBIT NO. 1

16
6-25-11

Issue: Consideration of: A) Initiation of a text amendment and B) Consideration of an amendment to Article IX of the Zoning Ordinance to allow limited A-frame signs in the Central Business District.	Planning Commission Hearing:	June 7, 2011
	City Council Hearing:	June 25, 2011

Staff Recommendation: Staff recommends APPROVAL of the amendments to Article IX of the City's Zoning Ordinance.

Staff: Steve Milone, AICP, Chief, Land Use Services Division, Planning and Zoning
stephen.milone@alexandriava.gov

PLANNING COMMISSION ACTION, JUNE 7, 2011: On a motion by Mr. Dunn, seconded by Ms. Lyman, the Planning Commission voted to initiate consideration of the text amendment. The motion carried on a vote of 5-0, with Mr. Robinson and Mr. Wagner absent.

On a motion by Mr. Dunn, seconded by Ms. Lyman, the Planning Commission voted to recommend approval of the text amendment. The motion carried on a vote of 5-0, with Mr. Robinson and Mr. Wagner absent.

Reason: The Commission agreed with the staff analysis.

Speakers:

Philip G. Matyas, 219 North Pitt Street, expressed concerns regarding potential attachment of signs to light poles and coordination of retail signs with wayfinding signs.

This text amendment will provide legislative permanence for the pilot program allowing A-frame signs on King Street corners for non-King Street businesses.

I. Background

By emergency ordinance, City Council established a pilot A-frame program in 2008 to allow temporary portable signs alerting King Street pedestrians to restaurant and retail-oriented businesses in the Central Business District. The City's goal was to help businesses that lacked the visibility that King Street businesses enjoy, thus lessening the impacts of the economic recession on those businesses and retaining shopping dollars within the City. Because the program was demonstrated to be very effective for business owners who used it, City Council extended the pilot program first in March 2009, and then again in October 2009 until June 2011, anticipating that the City Wayfinding Program would be adopted by that time.

The A-frame sign program – whether to keep it, whether there were better alternatives, if not, how to improve on the existing concept – was one of the specific components considered as part of the City's Wayfinding Program. One of the objectives of Wayfinding is to improve visitor awareness of the businesses located on the side streets in Old Town. A number of approaches was considered and ruled out in favor of the A-frame program, which offers a visually interesting and effective solution that is also cost efficient for the City. The size and location of the signs provides high visibility and allows businesses to include their logos and colors. For businesses, this option is preferable to other alternatives that were considered, such as including business names on the small wayfinding kiosks that will be located on King Street. In addition, the A-frame approach requires significantly less City administrative oversight as the signs are coordinated, purchased and maintained by the businesses themselves. The wayfinding pedestrian kiosks will not be located at every King Street corner as appropriate for nearby businesses; if the kiosks were at every corner it would add unnecessarily to the visual proliferation of signs and the City's overall cost.

The pilot program provided an opportunity to test the signs in the environment, for their effectiveness, for pedestrian safety and access, as well as for the signs' appropriateness and visual impact on the Old Town streetscape. Many business owners indicated that the signs demonstrated measurable positive results in foot traffic and sales. Few complaints were received over the course of the program, but observations of City Staff and members of the Wayfinding Stakeholder Advisory Group led to recommendations to address stability, durability and maintenance of the signs as well as the overall consistency of design. The Planning Commission approved the Wayfinding Design Guidelines on September 7, 2010, including guidelines for a permanent A-frame sign program. Consistent with those guidelines, the new program outlines specific requirements for design, fabrication and maintenance to ensure an attractive and effective result.

II. Proposed Text Changes

Staff proposes new language to the zoning ordinance (Attachment #1) to create a permanent A-frame sign program, which will replace the temporary portable sign program set to expire on June 30, 2011. Three text changes are included here as part of the zoning amendment.

First, new language under section 9-202(B) (9) identifies the A-frame sign as an allowable sign, and includes a list of requirements and criteria that must be met. The list of requirements is the same language as contained in the ordinance for the temporary portable sign program, with one change: the size of the sign is changed from 42" x 30" to a slimmer 42" x 24," consistent with the Wayfinding Guidelines. (See pertinent Wayfinding Guidelines at Attachment #2; See Attachment #3 for Ordinance # 4630, existing City Code language.)

In addition, technical revisions are proposed to exempt A-frame signs from the requirement for approval of an encroachment (section 9-104(E)) and from the requirement for Board of Architectural Review (section 9-301(B) (7)).

III. Elements of the A-frame Sign Program

While this text amendment makes the A-frame sign program a permanent one, the program will continue in large part as it has already been established. Under both the existing and proposed ordinance language, the ordinance provides a framework to allow the program and protect the right of way and pedestrians, while allowing the Director to implement the program with more specific rules and guidelines. The Director has, for example, promulgated a series of Program Regulations, an application, a Quick Guide, and the Zone map, so that the details of the program are known to applicants and the community. (See Attachments #4, #5, #6 for materials updated for the new program) The program has and will include the following elements.

Eligible Businesses for A-frame Signs. The program is designed to allow one coordinated sign at each corner of each intersection along King Street within the CBD (generally located in Old Town between Duke and Queen Streets, east of South Peyton Street and Harvard Street.) An A-frame Sign Program Zone Map divides the CBD into 58 sign zones. Each zone includes one corner of King Street where an A-frame sign may be placed. Eligible businesses include restaurant, retail and retail-oriented businesses along each street face, two blocks north or south of King to Queen Street and Duke Street, and include those businesses on Cameron and Prince Street as well as the south side of Queen Street and the north side of Duke Street. Eligible businesses do not include banks, savings and loans, credit unions, and contractor or other offices.

Eligible businesses must coordinate among themselves and apply for one sign that divides the advertising space among the participating businesses. One business owner acts as the applicant, representing all of the businesses in the sign zone, and is required to

submit, along with the application, a list of all of the businesses within the zone with signatures indicating those businesses who wish to participate.

Staff has received requests from a few businesses to expand the geographical program boundaries, allowing stores outside the CBD to participate in the program. Staff has considered this request seriously, but is not recommending any expansion at this time because doing so for one or two businesses requires the City to treat other like located businesses on other streets in the same way, and will lead to a much larger district for potentially participating businesses. Although there is the possibility in the future of expanding the program, staff has not performed the necessary analysis to permit all businesses within, for example, four blocks of King Street instead of two, to be part of the program. Businesses along South Peyton, North Fayette, North Patrick and North Henry Street are potential participants. For the meantime, staff recommends restricting the program to the Central Business District, as originally designed.

Sign Location. A-frame signs can be placed only on the corners of King Street. The sidewalks at the intersections along King Street are very busy. A-frame signs must remain clear of a minimum five foot pedestrian path and will not be permitted to obstruct ADA crosswalk ramps. Placement of the signs is addressed on a case by case basis at each corner along King Street to balance visibility of the sign with the necessity of the pedestrian function and experience in Old Town.

Signs are not permitted to be attached to the public sidewalk or permanently attached to poles in the right-of-way. The program does allow signs to be temporarily attached to a City pole with a short black cable of minimum length necessary.

Sign Construction and Design. One significant change in the program is that all of the existing signs are required to be replaced with new ones that are consistent with the Wayfinding Design Guidelines, which call for a uniform design, color, size and structure for all of the signs in the program. Working with the Wayfinding Guidelines, the affected businesses and the sign fabricators, staff has created criteria for all signs under the new program: the frame of the sign must be painted black metal with a satin finish; its size must be 24 inches wide by 42 inches in height. The metal sign panel must be a minimum required thickness of 1/16 inch and attached with ten fasteners to hold the sign panel rigid in the frame. For stability, a metal rod must be inserted at the base of the A-frame to hold the sign fixed in the open position. The more substantial construction of the sign will offer increased stability, and prevent the sign from being blown or knocked over, resulting in improved pedestrian safety and long term durability.

For overall design consistency, the sign panel will be required to match the design template approved in the Wayfinding Design Guidelines as to letter style, font size and color, directional arrow, and is required to include the design flourish shown on other wayfinding signs citywide. The panel should be painted black in a satin finish to match the sign frame. The main portion of the sign panel is a 21 inch by 28 inch advertising area that can be divided among the participating businesses and offers the opportunity for businesses to customize their portion of the sign field in lettering and colors that convey

their business identification. The business sign is intended to provide the name of the business and is not permitted to include special advertising, such as a list of services or products that the business provides. Additionally, after fabrication, business are not permitted to attach anything to the sign such as balloons or taped on information such as menus or sales information.

Sign Maintenance and Replacement. Signs approved as part of the program will be required to be maintained in good condition at all times and replaced when necessary. Staff is requiring that signs be kept current and replaced within 30 days of businesses moving out of the applicable sign zone. The signs have a limited lifespan and business owners will need to inspect their signs regularly and replace or remove them when they show signs of wear.

Timeline for Implementation. Assuming approval of this text amendment, Staff will officially notify existing permit holders of the need to apply for a permit for a new sign to replace existing signs. Signs currently permitted under the expiring temporary pilot program will need to be removed no later than September 1, 2011. After September 1, 2011, all signs must have a new permit and be in conformance with the revised program guidelines and requirements. Based on consultation with local sign contractors who advised that new signs could be prepared, approved by the City and constructed within approximately two weeks, staff believes that the September 1 deadline provides sufficient time for sign replacement.

Enforcement. Because of the temporary nature of the original pilot program and the anticipation of adoption of a new permanent program with design changes, Staff has not aggressively enforced maintenance requirements in the past, even though some signs were not maintained in ideal condition. With the adoption of the new program, Staff will more aggressively ensure that signs meet all program requirements and are maintained in good condition. Signs that are in ill repair, out of date, include taped-on information or balloons, or are located in the pedestrian or accessible right of way are not permitted and will be the subject of enforcement action. Signs that are in significant disrepair or that pose a hazard to pedestrians will be removed immediately.

Application Fee. Staff recommends that the new, permanent program include an application fee of \$100 for a new A-frame sign permit, as well as for each permit modification. This fee will help to partially defray the cost for staff to implement and enforce the requirements of the program. City Council approval is required under section 11-104 to institute this new fee.

Outreach. Over the duration of the program, the City has received very few complaints from residents, pedestrians, or City staff. In September 2009, City staff solicited feedback from civic and business groups to gauge opinion regarding the signs' impact to that point. Feedback was positive from all of the groups contacted, including: Old Town Business and Professional Association, Alexandria Chamber of Commerce, Retailers Off King Street (ROKS), The Old Town Boutique District, Old Town Civic Association, and the Wayfinding Stakeholder Advisory Group. In addition to support for the program,

some groups provided suggestions that are being incorporated into the permanent program including the following: requiring that signs conform to a more uniform design and structure; prohibiting attachment of any additional notices or information on the sign; examining options for more stable and secured signs; and requiring that signs be maintained and replaced as needed.

More recently, Staff hosted eligible businesses at a meeting in City Hall on April 19, 2011. Feedback was generally very positive from business owners in attendance, who expressed strong support for creating more uniform sign design requirements that will enhance the appearance of King Street and attested to the effectiveness of the program in contributing to the success of their businesses.

IV. Staff Recommendation

The portable A-frame sign program for restaurant and retail-oriented businesses has been in place for two and a half years. The program has been effective for the participating businesses and has received very few complaints from residents and visitors. City staff recommends that it be continued and incorporated within the zoning ordinance as a permanent program. This text amendment, along the Wayfinding Guidelines and the Director's detailed regulations and material for applicants, will refine the requirements of what will now be a permanent program.

Staff: Barbara Ross, Deputy Director, Department of Planning and Zoning
Stephen Milone, Chief, Land Use Services Division, Planning and Zoning
Carrie Beach, Principal Planner, Planning and Zoning

Attachments:

1. Proposed Zoning Text Changes
2. Wayfinding Guidelines for A-frame signs
3. Ordinance #4630, authorizing pilot A-frame sign program
4. A-frame Sign Program Permit Regulations
5. A-frame Sign Program Quick Guide
6. A-frame Sign Program Zone Map

Attachment #1

PROPOSED ZONING TEXT CHANGES

ARTICLE IX -- SIGNS, MARQUEES AND AWNINGS

Sec. 9-100 General provisions.

Sec. 9-104 *Prohibited signs, marquees and awnings and exceptions.*

(E) *Signs, marquees and awnings encroaching upon a public right-of-way.* No sign, marquee or awning, or any part thereof, or any part of the foundation or support thereof, may be erected or displayed on, over or across any street, road, highway, alley, sidewalk or other public right-of-way, unless an ordinance authorizing such encroachment has been enacted by city council; provided, however, that any banners authorized pursuant to section 9-104(F), political signs authorized by section 9-201(A)(10), signs, marquees and awnings specifically authorized by city council in a commercial zone authorized by section 9-202(B)(4), and 9-202(B)(8), and 9-202(F) and curb signs shall not be subject to this section 9-104(E).

Sec. 9-200 Signs, marquees and awnings permitted in various zones

Sec. 9-202 *Commercial Zones*

(F) *A-frame signs.* Notwithstanding any provision to the contrary in this ordinance, A-frame signs may be permitted on King Street for businesses within the Central Business District, as defined by Section 8-300, provided they comply with the following provisions:

(a) *Application and approval process.* An application for an A-frame sign permit shall be submitted and shall include a plan reasonably depicting the location, size, text, appearance and method of installation of the proposed sign to be located in the public right of way, and such additional information as the Director may reasonably

require. The Director may approve the application after determining that the proposed sign plan will be reasonable, attractive and promote pedestrian and retail vitality in the Central Business District, and that there is adequate space remaining within the public right of way to facilitate safe circulation of pedestrian traffic. No material change to the approved plan shall be made without prior written approval by the Director.

(b) King Street locations. A maximum of four signs may be located on any one intersection of King Street and each intersecting street, one on each corner.

(c) Eligible businesses. For each sign, eligible businesses include restaurants, retail uses, and retail oriented businesses, which include restaurants and retail and personal services uses, as those terms are defined by this ordinance, located on adjacent blockface on a street within the Central Business District, which street intersects with or is parallel to King Street. Eligible businesses shall not include banks, savings and loans, credit unions and contractor or other offices.

(d) Number of signs. A maximum of one A-frame sign is permitted for all eligible businesses on any eligible blockface.

(e) Size of sign. Signs may not exceed 42 inches in height and 24 inches in width.

(f) Illumination. Illuminated signs are prohibited.

(g) Pedestrian safety. Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian thoroughway along the sidewalk, crossing of streets, entry and alighting from cars and buses, and access to curb ramps.

(h) Temporary signs. All signs, including installation materials, placed in the right of way shall be temporary and shall be readily removable without any damage to the surface of the right of way.

(i) Compliance with law. All signs shall comply with all applicable city, state and federal laws and regulations.

(j) Director requirements. Signs shall comply with such additional reasonable terms and conditions as the Director may require and include in the permit.

Sec. 9-300 Signs, marquees and awnings within the Old and Historic Alexandria and Parker-Gray Districts and on 100-year old buildings.

9-301 Review required.

(B) *Exemptions.* The following signs shall not be subject to the requirement of section 9-301(A):

(7) A-frame signs authorized and approved pursuant to section 9-202 (F).

Underlining indicates new text
~~Strikeout~~ shows deleted text

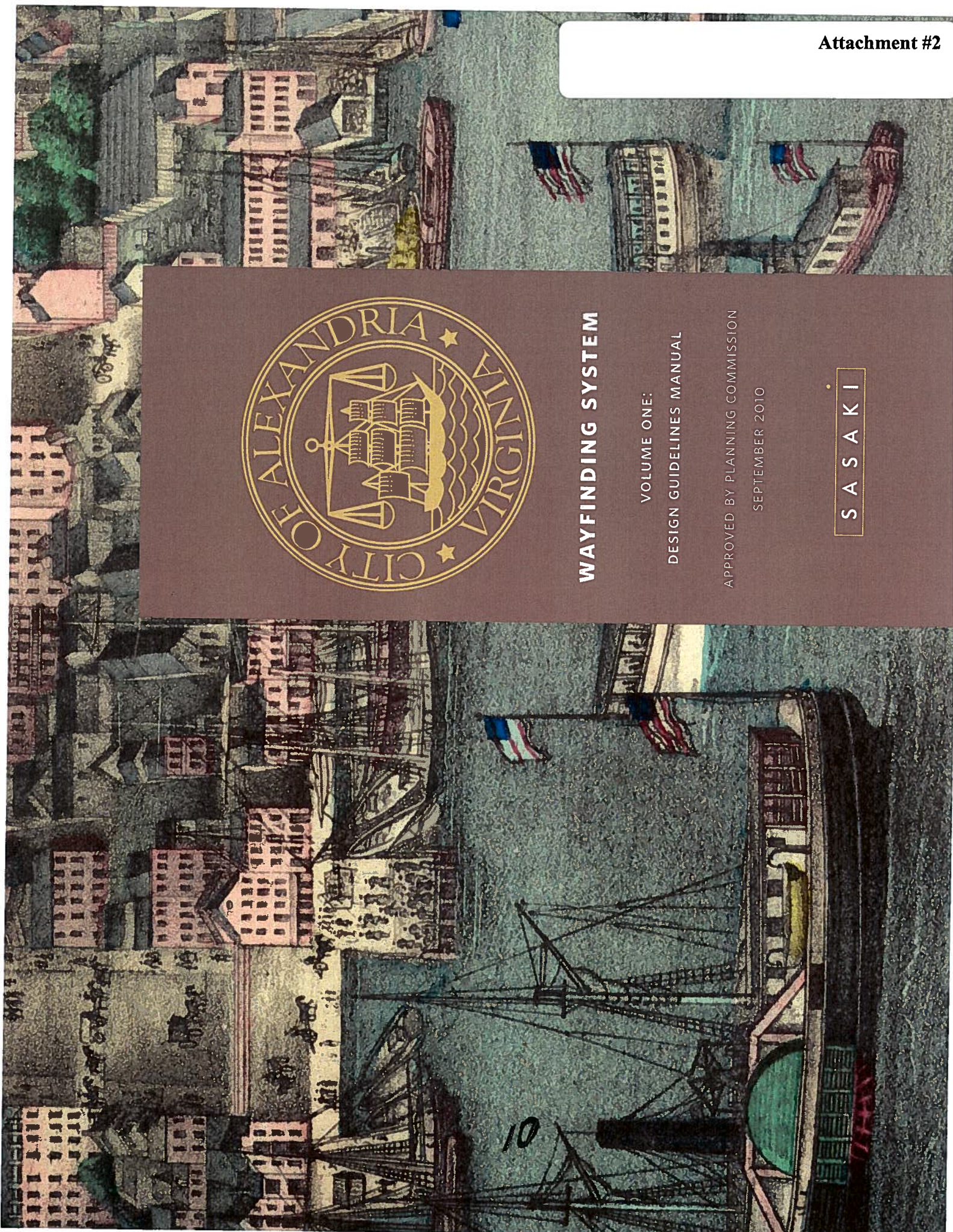


WAYFINDING SYSTEM

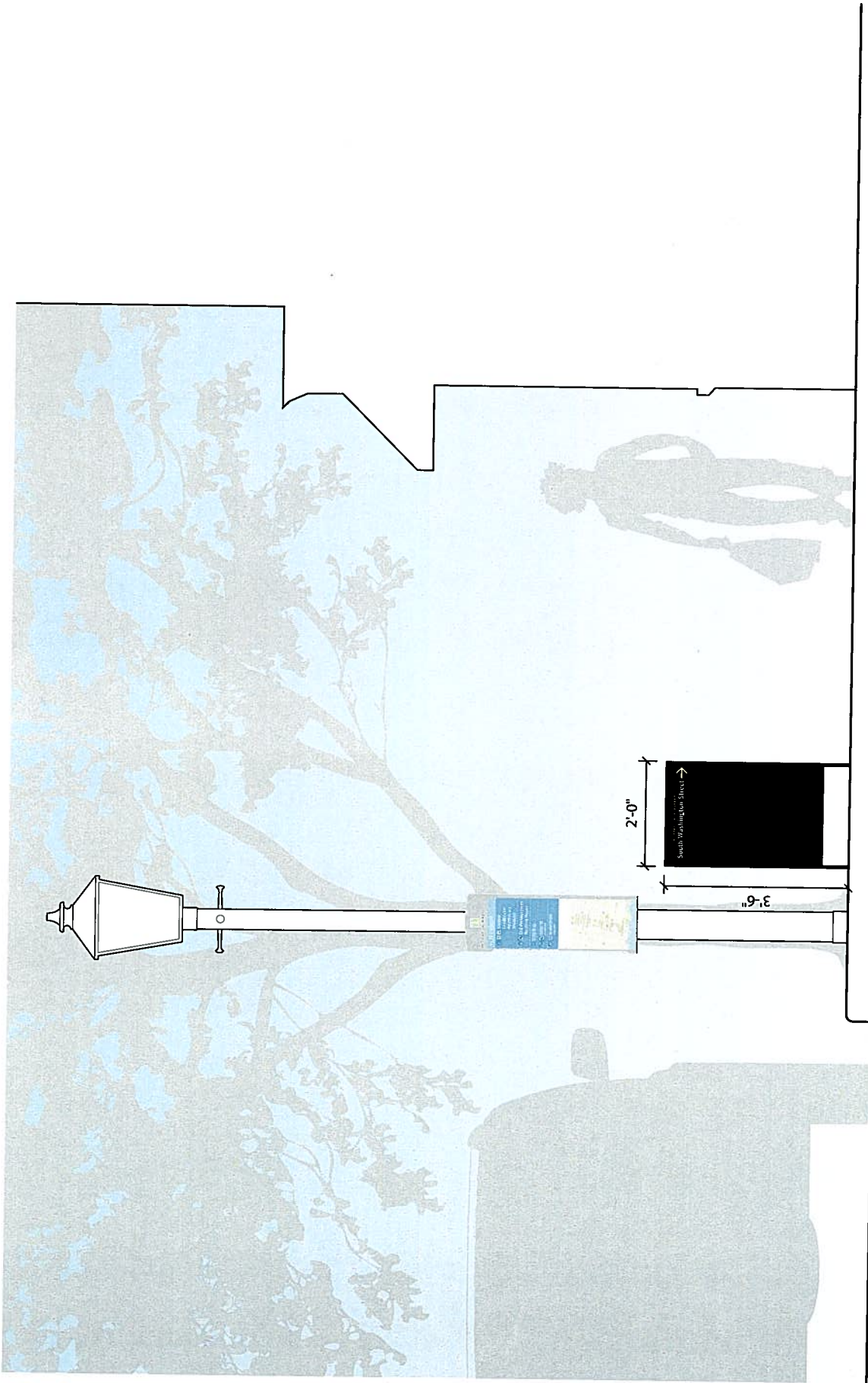
VOLUME ONE:
DESIGN GUIDELINES MANUAL

APPROVED BY PLANNING COMMISSION
SEPTEMBER 2010

S A S A K I



PD.3 Pedestrian Directional A-FRAME



PD.3 Pedestrian Directional

A-FRAME

RATIONALE

A-frame signs coordinate with the design character of the wayfinding program, and allow increased visibility for shopping and dining on side streets. Eligible businesses may partner together to apply for a group A-frame sign permit. Business owners are responsible for coordinating with other eligible businesses, fabricating and paying for the signs, and complying with city ordinance and guidelines administered by the Department of Planning and Zoning.

LOCATIONS

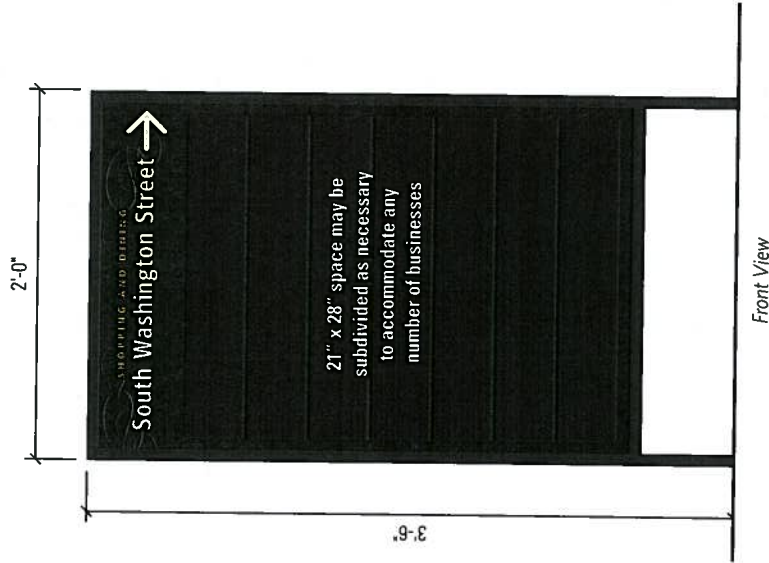
Placed at street corners to direct to businesses on that street in approved location complying with ADA and pedestrian access.

CONTENT AND DESIGN

Typeface, flourishes and arrows are standard to the wayfinding system and must be matched. "Shopping and Dining" message may change depending on which services are available on a given street. The live area in the center of the sign may be subdivided into strips to accommodate however many businesses will appear.

MATERIAL

Solid painted black metal frame. Painted black metal sign panels of minimum thickness and stability per program requirements sufficient to keep the sign face rigid in the frame and to prevent tipping.



12





WAYFINDING SYSTEM

VOLUME TWO:
TECHNICAL GUIDELINES
MANUAL

MARCH 2011

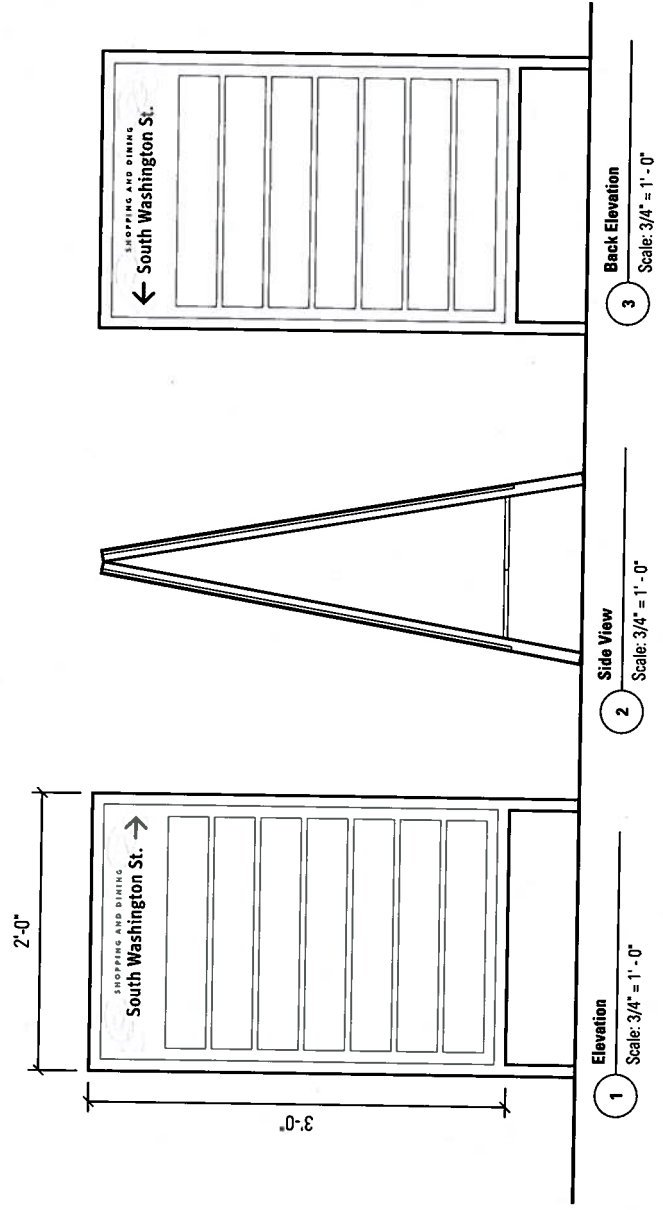
S A S A K I

PD.3 Pedestrian Directional A-frame

FABRICATION DETAILS

A-Frame: 24" x 42" Steel A-frame painted P2.

Panel: minimum 1/16" thick aluminum or steel panel measuring 24" x 36"; painted PT2 with digitally printed graphics for the individual business names/logos.



PD.3 Pedestrian Directional

A-frame - panel grid

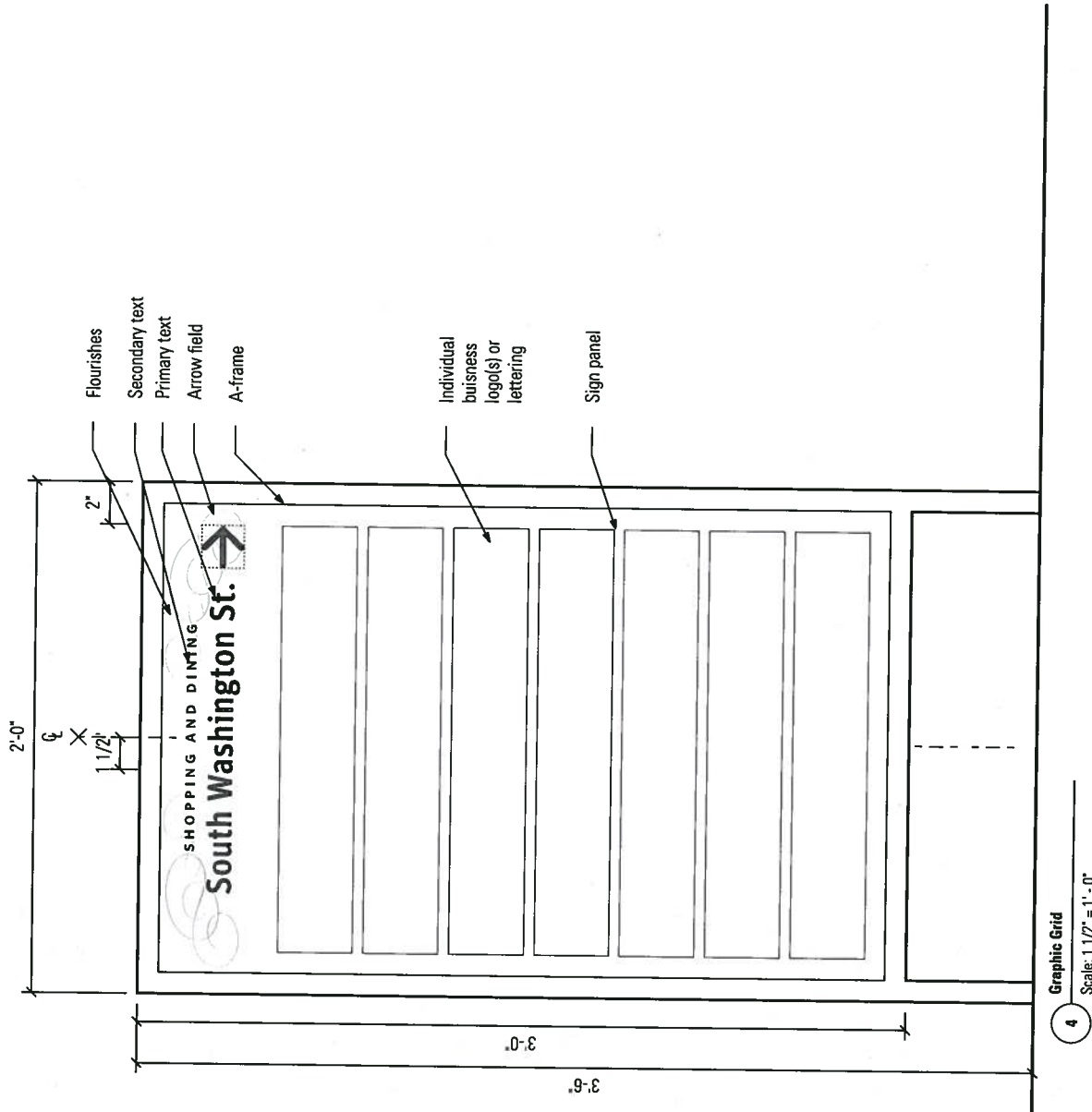
GRAPHIC DETAILS

Primary Text: D1, 1 1/8" cap height TF2.

Secondary Text: D9, 7/16" cap height TF4E based on lower case "E" tracked +205 em in Adobe Illustrator.

Flourishes: Digitally printed Pantone Cool Gray 10

Arrow Field: D1, 2" x 2" square.



ORDINANCE NO. 4630

AN ORDINANCE to further extend the pilot program established by City Council by Ordinance No. 4566 to authorize portable signs in the public right-of-way for businesses in the Central Business District, with administrative approval.

WHEREAS, the City Council finds and determines that:

1. There is an economic downturn that is affecting all businesses in the City of Alexandria and in the Central Business District, and there is a particular hardship being experienced by restaurants, retail merchants, and small businesses;
2. Many such businesses within the Central Business District, on blockfaces close to but not on King Street, are small businesses which contribute to the unique character of Old Town, and are particularly vulnerable to the current economic downturn, and the loss of such businesses would cause irreparable harm to the character and economic viability of Old Town and the City;
3. Adoption of Ordinance No. 4566 in November of 2008 was necessary and desirable to aid such businesses by increasing their visibility to visitors and customers during the 2008 holiday season, and extension of the program by adoption of Ordinance No. 4583 for the spring and summer of 2009 was also necessary to secure the appropriate balance between competing uses in and along the public right-of-way, and to preserve the health, safety and general welfare of the residents of the City, and
4. The economic conditions that existed at the time of the implementation and extension of this pilot program persist and justify extension of this program until June 30, 2011 or such earlier time as the City may adopt and implement a permanent way-finding guideline program; now, therefore,

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That temporary portable signs shall be permitted to encroach into the public sidewalk right-of-way along King Street, within the Central Business District as defined in Section 8-300 of the Zoning Ordinance, until June 30, 2011, or earlier if superseded as part of an adopted and implemented way-finding guideline program; provided that such permission shall be subject to the provisions set forth below.

Section 2. That no such encroachment shall be permitted unless and until an application therefore, which shall include a plan reasonably depicting the location, size, text, appearance and method of installation of the proposed sign to be located on the public right-of-way, and such additional information as the Director of Planning and Zoning may reasonably require, has been approved by the Director of Planning and Zoning, after determining that the proposed

encroachment will be reasonable, attractive and promote pedestrian and retail vitality in the Central Business District, and that there is adequate space remaining within the public right-of-way to facilitate safe circulation of pedestrian traffic. No material change to the approved plan shall be made without prior written approval by the Director.

Section 3. That any such encroachment shall be subject to the following terms and conditions:

- (A) A maximum of four signs may be located at the intersection of King Street and each intersecting street thereto, one on each corner.
- (B) For each sign, eligible businesses include restaurants, retail uses and retail oriented businesses, which include restaurants and retail and personal services uses, as those terms are defined by the zoning ordinance, located on an adjacent blockface on a street within the Central Business District, which street intersects with or is parallel to King Street. Eligible business shall not include banks, savings and loans, credit unions, and contractor or other offices.
- (C) A maximum of one coordinated temporary sign is permitted for all eligible businesses on any eligible blockface.
- (D) Signs may not exceed 42 inches in height and a width of 30 inches. Illuminated signs are prohibited.
- (E) Pedestrian safety shall be preserved through the placement and securing of signs so as to permit safe and adequate pedestrian thoroughway along the sidewalk, crossing of streets, entry and alighting from cars and buses, and access to curb ramps.
- (F) All signs, including installation materials, placed in the right-of-way shall be temporary and shall be readily removable without any damage to the surface of the right-of-way.
- (G) Signs shall comply with all applicable city, state and federal laws and regulations.
- (H) Signs shall comply with such additional, reasonable terms and conditions as the Director of Planning and Zoning may include in the permit.

Section 4. That this ordinance shall preempt any contrary provision of law, general or special.

Section 5. That this ordinance shall become effective on the date and time of its final passage and shall apply to all such applications which may be filed after such date; provided, however, that this ordinance shall expire on June 30, 2011, or earlier if superseded as part of an adopted and implemented way-finding guideline program.

WILLIAM D. EUILLE
Mayor

Final Passage: October 27, 2009

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**CITY OF ALEXANDRIA, VIRGINIA
A-FRAME SIGN PROGRAM
PERMIT APPLICATION
REGULATIONS**

General

1. No portable A-Frame signs are allowed without a permit.
2. Only one sign is allowed per King Street street corner within the Central Business District.
3. Eligible businesses must cooperate to advertise on only one sign for each sign zone.
4. Eligible businesses include restaurants, retail uses and retail oriented businesses including personal services uses but shall not include banks, savings and loans, credit unions, and contractor or other offices.
5. Businesses located on King Street are not eligible.

Sign Location

6. Sign placement must maintain at least a five foot minimum pedestrian path along the sidewalk; must not obstruct pedestrian movement and safety, including the ability to safely cross the street, and safely enter and alight from cars and buses without obstruction.
7. Sign placement must allow clear access to curb ramps.
8. Signs must not be within five feet of a curb or curb ramp when next to an ADA accessible-only parking space.
9. Signs must not damage the public right of way or any other property.
10. This permit is issued subject to field review to verify compliance with regulations. In the event that the sign location is not in compliance, the sign will be relocated.
11. Signs may not be permanently attached to City light poles or other utility poles. Signs may be attached to City pole with black cable of minimum length necessary to wrap once around the City pole and attach to a handle welded to the side of the frame.

Sign Construction and Design

12. The sign shall be free-standing A-frame style sign constructed of solid steel, painted black with a satin finish, not to exceed 42 inches in height (in the closed position) and a width of 24 inches.
13. The sign panel shall be 1/16 inch minimum thickness metal, painted black with satin finish, attached with fixed fasteners (bolted, riveted, or similar means) to the frame at a minimum of 10 points, 3 per side and 2 per top and bottom of frame, sufficient to keep the sign face rigid in the frame. Fasteners shall be painted black to match the frame.
14. For stability, the frame must be held fixed in the open position by a metal rod sufficient to hold the frame sturdy in an open position at a recommended width of 18-24 inches at the base.
15. Sign typeface, directional arrow, design flourish style, size and color must match the approved City Wayfinding Design Guidelines. The label "Shopping and Dining" must be



tailored to reflect the services available on a given street. (Sign fabricators should contact City staff to receive an electronic sign template.)

16. Sign advertising space is limited to 21 inches by 28 inches and may be subdivided as necessary to accommodate the number of businesses approved for the sign.
17. Signs must look professional and be in keeping with the character of the Old and Historic Alexandria District. No illumination, neon letters or neon background are permitted.
18. Signs may not include phone numbers or other special advertising.
19. No attachments are permitted on the sign, such as balloons, menus, and sales notices.

Sign Maintenance and Replacement

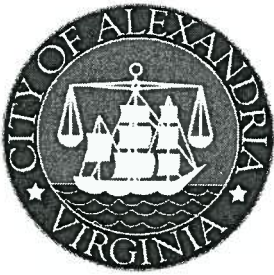
20. The sign must be maintained in good condition at all times per zoning ordinance 9-105(B) and should be checked daily by the permit holders to ensure the sign remains in good condition and in the approved location.
21. Sign information must be kept current and replaced within 30 days of businesses moving out of the applicable sign zone. Replacement businesses require a modified permit.
22. Signs not meeting all requirements will be subject to enforcement action.
23. Signs in significant disrepair or that pose a hazard to pedestrians will be removed immediately.

As the representative of the businesses in sign zone _____, I have read and understand the above regulations:

Applicant Signature

Printed Name

Date



A-Frame Sign Program Quick-Guide

In 2008, City Council established a pilot program allowing A-Frame signs alerting King Street pedestrians to restaurant and retail-oriented businesses on side streets in Old Town. The unique program allowed eligible businesses to cooperate as a group to advertise together on one sign. Because the signs have had a positive impact on both businesses and visitors, the City will consider establishing a permanent program. An overview of the program is provided below.

The key to the longevity and effectiveness of a permanent program will be new signs that are attractive, well-maintained, up to date, and do not impede the flow of pedestrians.



Approved wayfinding design template

Getting Started

1. Obtain a copy of the permit application package, available online at www.alexandriava.gov/aframesignprogram, or at the Permit Center, Room 4200, City Hall.
2. Designate one business owner representative to be the "applicant" on the permit who will coordinate among the other businesses in the sign zone to produce and maintain the sign.
3. Determine your "sign zone" based on the A-Frame sign zone map available on the City's web site. Generally, each sign zone is comprised of the east or west facing blocks in the two-block stretch of the north-south streets that intersect King.
4. Contact all eligible businesses in your sign zone. Indicate on the application that each eligible business was contacted and whether or not they will be participating in the shared sign.
5. Work with a sign company and the businesses sharing the sign to create an A-Frame that complies with the permit requirements detailed in the permit application and summarized below.
6. Submit completed application, including proposed sign design and placement, along with \$100 fee to Permit Center.

Eligible businesses are retail-oriented shops and restaurant uses, including personal services. (Ineligible businesses are banks, contractor, real estate, credit, or savings and loan offices). Eligible businesses are located in the Central Business District in Old Town, but not on King Street.

Sign Design and Content

The sign panel should have a painted black background featuring street name, directional arrow, letter style and color consistent with the approved City Wayfinding guidelines. A template is available from City staff. Businesses may customize the interior of the panel with business names and logos. Subsequent to fabrication, businesses should not attach anything additional to the sign such as balloons or taped-on information.

Sign Construction

The frame should be constructed of painted black solid steel. For safety, stability and durability, it is important that the sign panel is metal and attached to the frame with fixed fasteners at a minimum of 10 points and that the frame is held fixed in the open position by a metal stabilization bar as shown at right.

Sign Location

Businesses must take care in the placement of their signs, maintaining at least a five foot minimum pedestrian path along the sidewalk and clear access to curb ramps. Signs may be attached to a City pole with a temporary short black cable.

Sign Maintenance and Replacement

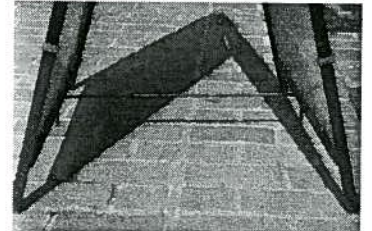
Signs should be checked daily to ensure they remain in good condition and in the approved location. Businesses are reminded that these signs have a limited life span and will need to be replaced when they show signs of wear. Sign information must be kept current and replaced within 30 days of businesses moving out of the applicable sign zone.

Compliance and Enforcement

The City expects business owners to comply with the above requirements in order to sustain an effective and beneficial program for all involved. Signs that are in ill repair, out of date, or located in the pedestrian or accessible right of way will not be tolerated. Signs in significant disrepair or that pose a hazard to pedestrians will be removed immediately. Signs that otherwise do not comply will be given a 30 day grace period to do so and then will be ticketed.



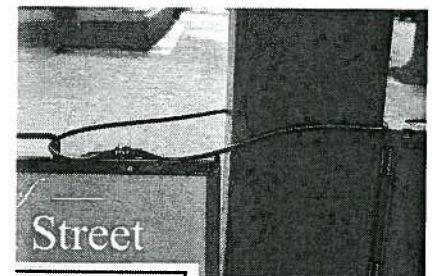
Approved design template



Required stabilization bar



Maintain clear pedestrian path and ramp access



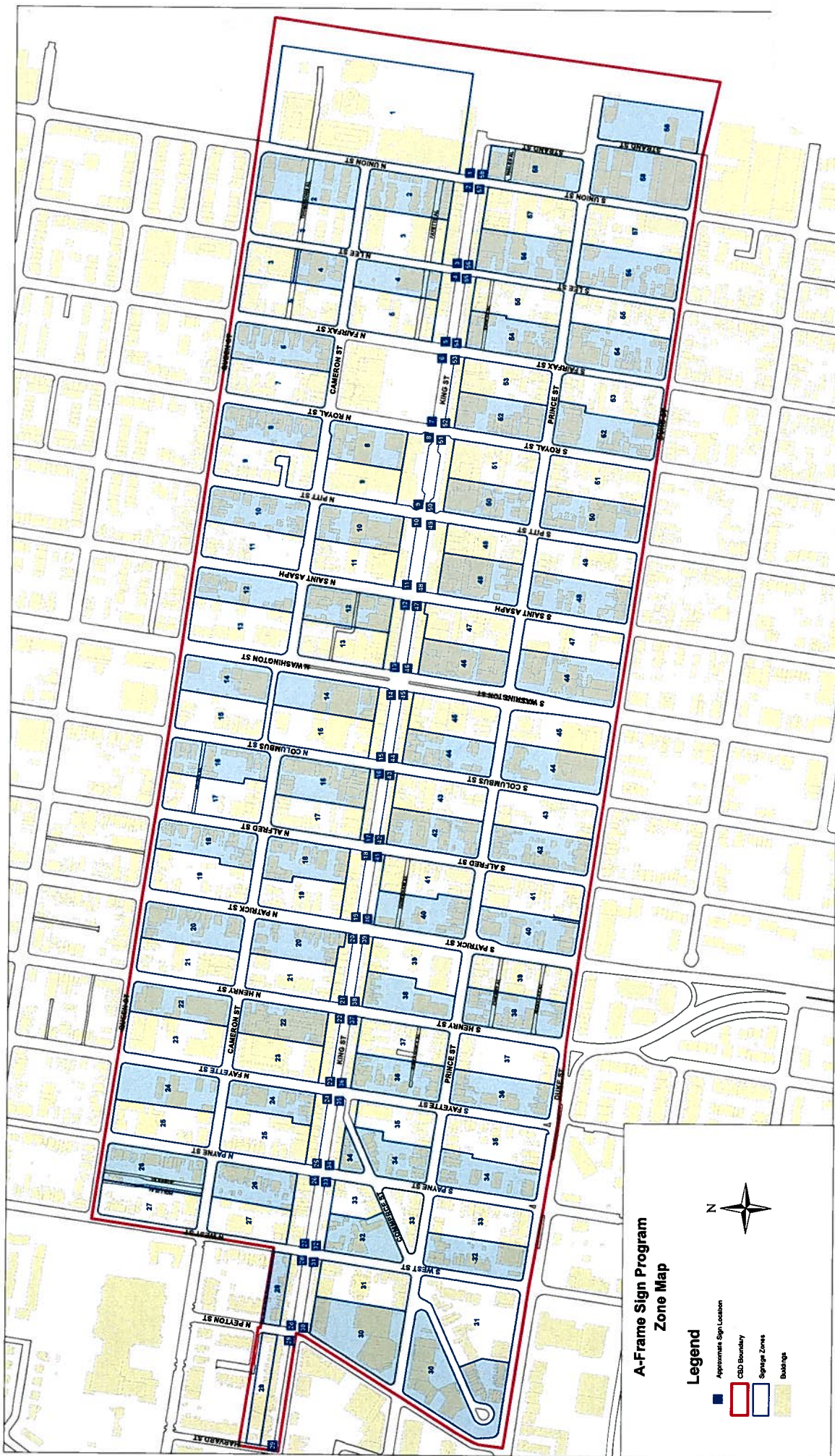
Acceptable attachment to pole

Reminders

- ✓ A-Frame signs are only allowed with a permit.
- ✓ One sign is allowed per street corner.
- ✓ Signs must maintain a clear pedestrian/accessible right of way.
- ✓ Signs must be in good repair with up to date information.

More Information

alexandriava.gov/AframeSignProgram; Eileen Oviatt, 703.746.3839; Steve Milone, 703.746.3829



A-Frame Sign Program
Zone Map

Legend

- Approximate Sign Location
- CBD Boundary
- Signage Zones
- Buildings

23

TEXT AMENDMENT # 2011-0007

ISSUE DESCRIPTION: A) Initiation of a text amendment; B) Public hearing and consideration of a text amendment to the City's Zoning Ordinance to include regulations allowing A-frame signs on King Street.

CITY DEPARTMENT: Planning and Zoning

PLANNING COMMISSION ACTION: A-Initiated 5-0 6/7/11, B- Recommended approval

5-0 6/7/11

CITY COUNCIL ACTION City Council approved the PC

recommendation 7-0 6/25/11
