



Article: 43

Warrant Article Title:

ZONING BYLAW AMENDMENT / MARQUEE SIGNS

Warrant Article Text:

To see if the Town will vote to amend Section 6.2.5.D.(6), Standards for All Permanent Building- Mounted Sign Types, Marquee Signs, of the Zoning Bylaw, to allow for electronic displays on marquees; or take any action related thereto.

Requested By:

the Redevelopment Board

Report Excerpt:

The Board recommends Favorable Action (5-0).

The purpose of Article 43 is to modify the standards for Marquee Signs in the Zoning Bylaw to permit digital components. The current Bylaw prohibits electronic message centers and displays; Article 43 provides a modernization path for marquee signs only, such as those located at the Town's two Historic theaters, the Capital and the Regent. Currently, theater staff must change sign lettering manually, a task that presents a significant safety liability. Arlington's two historic theaters, the Capital and the Regent, are among the most successful economic drivers bringing visitors to the Town; making it easier for them to update their upcoming offerings may help prompt additional visits not only to the theaters but to Arlington's business districts overall. Since the Town's sign bylaws were last revised, digital marquee technology has advanced to offer programmable LED signs that can be integrated appropriately into historic marquee facades. The Board noted that the proposed change to the Zoning Bylaw considers illumination,

limitations on the content of the display, and integration with the existing architecture. This modification would explicitly apply to Marquee signs only and would require applicants to obtain a Special Permit for a Marquee sign through the Redevelopment Board. The Board agreed that this is an appropriate update to the Zoning Bylaw.

Vote Language:

That the Zoning Bylaw be and hereby is amended as follows:

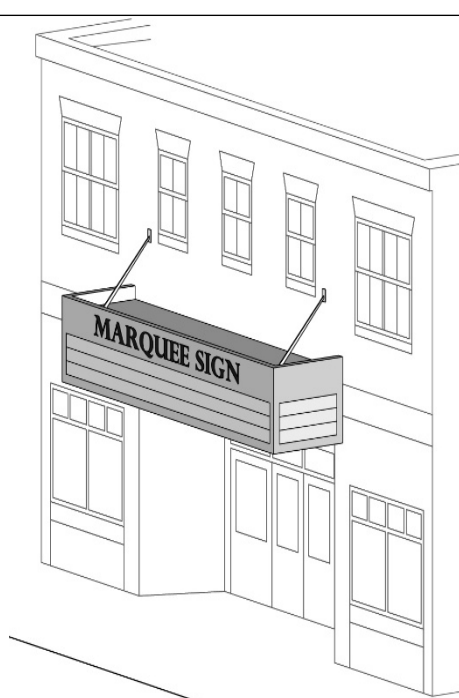
Amend SECTION 6.2.5.D.(6), Standards for All Permanent Building-Mounted Sign Types, Marquee Signs, as follows:

6.2.5. Standards for Permanent Signs

D. Standards for All Permanent Building-Mounted Sign Types.
The following sign types are allowed, subject to the criteria listed under each sign type.

...

(6) Marquee Sign. Marquee signs must comply with the standards provided in the table below.

Marquee Sign Standards		
Standard	Requirements	
Number of Signs	1 sq. ft. of sign area per linear foot of marquee width.	
Sign Area	Min. of 8 ft. from the bottom of the marquee to the sidewalk.	
Mounting Height	Only above the doors and windows of the ground or second floor of a building. Must not project above, below, or beyond the edges of the face of the	

	building wall or architectural element on which it is located. Sign width shall not be greater than 60% of the width of the face of the marquee	This diagram is included for illustrative purposes only. It is not part of the Arlington Zoning Bylaw.
Sign Placement	Min. 2 ft. from back of curb	
Illumination	Non-illuminated, internally illuminated, or direct illumination only. See Section 6.2.4(C).	
Permitting	Sign permit required. See Section 6.2.2(A).	
Special Provisions Requirements		
Changeable Copy Signs	Equivalent to the total allowable wall sign area. Allowed only as an integral part of a marquee sign. Non-illuminated or internally illuminated. See Section 6.2.4(C). Sign permit required. See Section 6.2.2(A).	
<u>Electronic Display</u>	• <u>Permitted for Marquee Signs only.</u> • <u>Special permit required.</u> • <u>The electronic display shall be incorporated as an integral architectural component of an existing marquee and shall not be freestanding or alter the character of the marquee structure.</u> • <u>Content shall be limited to the display of events, performances, or activities occurring on the premises. Off-premises advertising and general commercial advertising are prohibited.</u>	

- Displays shall be equipped with automatic dimming technology that adjusts brightness in response to ambient light conditions.
- No animated features, flashing, rotating, motion picture or application creating the illusion of motion allowed on display. See Section 6.2.3(C).

[Redevelopment Board Report](#)