October 14, 2016

Arlington County Board
2100 Clarendon Boulevard
Suite 300
Arlington, Virginia 22201

Dear Chairman Garvey:

The Arlington Chamber of Commerce expresses our support for the proposed amendments to the Sign Regulations for Regional Shopping Centers as well as the proposed amendments to Regulations for Comprehensive Sign Plans adopted prior to July 24, 2012. We applaud the County for taking these much needed steps, and commend the staff for their great efforts on these two updates.

As presented by staff, the Sign Regulations for Regional Shopping Centers provides timely and needed enhanced sign regulations for the County's regional shopping centers based on their unique characteristics. The regional shopping centers are significant economic drivers for our County, as well as amenities for our residents.
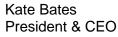
The amendment to the Comprehensive Sign Plan regulations provides some common sense flexibility in terms of replacing the square footage of signage as opposed to the previous one for one replacement.

While we commend the County for taking this first step, we ask the Board to recognize the significance of signage as an issue impacting County businesses and the need for more significant overall reform. We encourage the Board to direct staff to re-prioritize their work plan to include our critical signage needs. Key areas identified by our membership include:
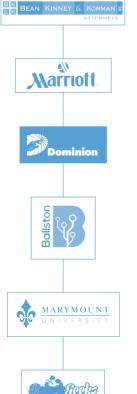
- Shopping areas and business districts that are not regional shopping centers
- Retail signage that addresses unique situations, including subdivided space, and places less of a burden on businesses trying to open in Arlington County
- Wayfinding signs – allowing these non-commercial signs to be updated through an administrative process would bring great value to our residents as well as our businesses

Sincerely,

Kate Bates

Kate Bates
President & CEO

CC: Arlington County Board members Jay Fisette, John Vihstadt, Katie Cristol, Christian Dorsey and County Manager Mark Schwartz