



February 11, 2021

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

Dear Chair de Ferranti,

The Arlington Chamber of Commerce encourages the County Board to adopt the proposed ordinance to authorize non-commercial banners in the Ballston Business Improvement District (BID). This signage will support the Ballston BID's placemaking work and build on its Ballston "full" campaign. This action would build on the County Board's adoption of a similar ordinance for the National Landing BID last month and provide another example of how expanding the use of banners and other signage will enhance neighborhoods throughout Arlington.

Non-commercial signage of the type contemplated in this ordinance will support the Ballston BID's existing placemaking campaigns. The banners featuring the BID's logo will orient viewers to the neighborhood and help develop the BID's identity in the neighborhood. The campaign banners will expand on the Ballston "full" messaging supporting the neighborhood's community. Allowing seasonal change will ensure that the BID can keep the banner messaging current.

Bringing forward a BID signage plan for the second time in as many months is an indication of the critical role that signage plays in Arlington. This criticality is as true for our businesses as for our BIDs. The Chamber thus continues to encourage Arlington County to maintain the signage rule flexibility it adopted in 2020 in response to the pandemic, to take further actions to permit signage by businesses and community groups, and to streamline its signage regulations to be less of a burden.

We thank you for your consideration of these comments.

Sincerely,

A handwritten signature in black ink that reads "Kate Bates". The signature is written in a cursive, flowing style.

Kate Bates  
President & CEO

CC: Arlington County Board Vice Chair Katie Cristol, and members Christian Dorsey, Libby Garvey, and Takis Karantonis; County Manager Mark Schwartz