



March 10, 2026

Chair Matt de Ferranti
Arlington County Board
2100 Clarendon Blvd, Suite 300
Arlington, VA 22201

Dear Chair de Ferranti,

On behalf of the Arlington Chamber of Commerce, I request that the County Board adopt the proposed amendments to the Arlington County Zoning Ordinance in Agenda Item 32, concerning signs allowed in RA districts, temporary banner placements, allowances for automatic changeable copy, allowances for off-premise advertising, and technical edits. These updates represent pragmatic improvements to existing sign regulations that enhance the visibility and vibrancy of businesses.

Business signage, where appropriately provided, serves as a positive facet of the County's built environment. Local businesses rely heavily on signage to attract customers and ensure their viability. At a time of economic uncertainty and high commercial vacancy, it is crucial for the County to take a proactive approach to encourage businesses to locate, operate, and grow in Arlington.

The proposed amendments would collectively assist businesses and organizations in gaining greater visibility. The Chamber particularly supports the allowance for signs with off-premise advertising and automatic changeable copy, which would be helpful for both wayfinding in neighborhoods and for local businesses to have different avenues to enhance their visibility to pedestrians.

Beyond these proposed amendments, we appreciate County Staff's ongoing efforts to streamline the sign permit process. We encourage the County to build on this progress with additional tangible resources for applicants to guide them through the signage permitting process.

We respectfully ask you to adopt these amendments and look forward to continuing the discussion surrounding business signage with County Staff going forward. Thank you for your consideration of our 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: Vice-Chair Maureen Coffey; County Board Members Susan Cunningham, Takis Karantonis, and Julius D. "JD" Spain, Sr.; County Manager Mark Schwartz; CPHD Director Samia Byrd; Planning Director Anthony Fusarelli, Jr.; Jill Hunger, Assistant Director, Community Planning and Housing Development; Deborah Albert, Deputy Zoning Administrator.