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**MEMORANDUM**

**To:** Zoning Committee of the Planning Commission (ZOCO) **Date:** April 12, 2024

**From:** Jill Hunger, AICP, Assistant Director  
Department of Community Planning, Housing and Development

**Subject:** Outdoor Visual Entertainment – Zoning Ordinance Amendment

**Introduction**

At their April 16, 2024, meeting, the Planning Commission's Zoning Committee (ZOCO) will review a proposed amendment to the Arlington County Zoning Ordinance (ACZO) that would rebrand and amend the provisions for large media screens as *outdoor visual entertainment* in Arlington's urban regional shopping centers and community shopping centers (new definition). There has been limited use of this provision within the County.

Staff anticipates these amendments would continue the implementation of the vision laid out in the [2015 Arlington County Retail Plan](#) (Retail Plan), which encourages a retail environment that provides interesting and authentic entertainment and experiences. The Retail Plan calls for Arlington's shopping centers to increase placemaking efforts, creating activity and attractions on the outside as well as the inside. It also encourages the County to allow for flexibility and creativity to accommodate complementary uses and draw in future customers. Furthermore, the Retail Plan recommends that staff undertake a periodic review of Article 13 (Signs) in the ACZO to ensure that allowed signs meet changing trends in retail as applied to tenants and small business.

This proposal would support the enhancement and economic viability of Arlington County's large retail establishments (community shopping centers and urban regional shopping centers) by creating the opportunity to increase placemaking through the addition of innovative digital elements to create an attractive environment that encourages gathering and socializing along with shopping, dining, and other retail activity.

The County Board approved the County Manager's request to authorize an advertisement (Request to Advertise (RTA)) at its February 24, 2024 meeting for public hearings on outdoor visual entertainment no earlier than the April 2024 Planning Commission and County Board meetings.

Staff's recommended changes to the ACZO are found in Attachment 1.

## Background

The proposed zoning ordinance amendment is part of CMRI 2.0, which is a continuation of the [Commercial Market Resiliency Initiative \(CMRI\)](#) initiated by the County Manager and authorized by the County Board in 2022. The CMRI is evaluating Arlington's development regulations and processes to ensure a more nimble response to quickly evolving trends in commercial real estate. These trends include, but are not limited to, rapidly paced innovations in target industries as well as shifts in consumer behaviors, expectations, and preferences. Related to these trends, Arlington's office vacancy rate has followed nationwide trends of reaching historically high levels, resulting in approximately 9 million square feet of currently vacant office space. This level of office vacancy reinforces the importance of Arlington's CMRI efforts, in ensuring any unnecessary barriers are removed to allow for market solutions that remain generally consistent with Arlington's overall plans, policies, and future vision.

While CMRI 1.0 focused exclusively on updates to the ACZO, CMRI 2.0 includes multiple workstreams centered on the following strategic goals<sup>1</sup>:

- Improving efficiency and cost of redevelopment processes;
- Streamlining processes for building repositioning;
- Creating new processes for adaptive reuse and other types of building conversions;
- Addressing regulatory relief tools for capturing tenant demand; and,
- Enhancing placemaking efforts.

As noted in the Introduction, this proposed ordinance amendment is primarily centered on enhanced placemaking efforts at Arlington's important retail commercial centers.

## Discussion

The key focus of this zoning study is an analysis of how the ACZO defines and permits *outdoor visual entertainment*, which is an outdoor video screen designed and used for the viewing of video, live events, media broadcasts, animation, movies, and other similar displays. Staff has identified several opportunities to amend the definitions and standards to allow for a more efficient process for approvals of these amenities complementary to the County's large retail establishments. The need for this analysis is driven by:

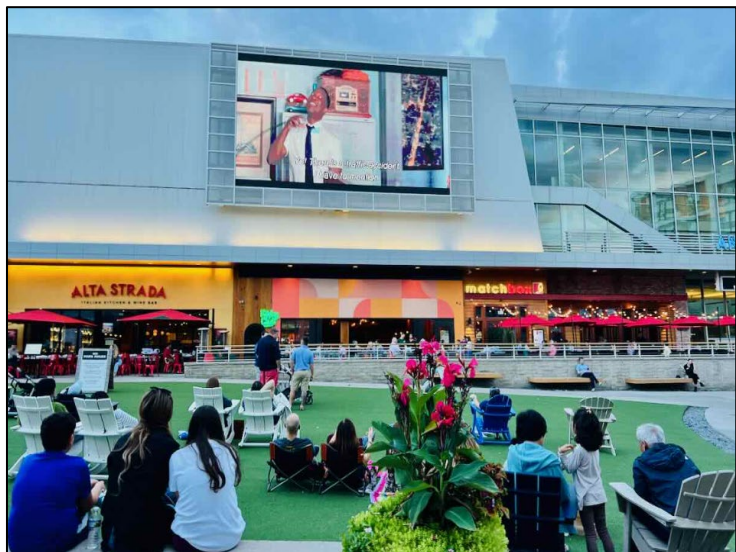
- Ongoing implementation of Arlington County's 2015 Retail Plan, which envisions a retail environment that offers entertainment and experiences.
- The nature of the retail experience and what attracts shoppers is changing.

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<sup>1</sup> These strategic goals were presented to the County Board at their October 23, 2023 work session. Some of the terminology used in the strategic goals were defined as part of this presentation:

- Redevelopment – Tear downs and reconstruction of an entirely new building; in some instances, parking is retained.
- Conversion – Converting an existing building to an adaptive reuse; in some instances, conversions can be paired with the addition of new floors to the building.
- Repositioning – Making significant investments in existing office buildings to upgrade their market competitiveness.

- Mid-century through mid-2000s: characterized by a shift from walkable downtown districts to islands of retail, surrounded by surface parking, and distant from any residential development.
- Late 2000s through present: a shift toward financially and environmentally sustainable places, such as mixed-use developments, which offer a combination of national and local shopping and dining options, where people can live, work, exercise, experience parks, entertainment, recreation, and even worship, all in one walkable location.
- The COVID-19 pandemic highlighted the need for new and innovative spaces for social engagement, and now these spaces can function as a tool for economic recovery.
- Shifting trends in commercial development and social engagement have brought forward the concept of the “public living room” as a component of the retail experience to the forefront. The “public living room” concept is varying, but those that are most successful combine public spaces and outdoor amenities.
  - These combinations can include welcoming landscaping and generous amounts of public furniture, which to encourage people to stay and hang out, with cafes, restaurants, and even outdoor cinemas.<sup>2</sup>
  - These are dynamic spaces that can be programmed for community-wide special events, some of which are retail-oriented, like holiday markets, but may also include things like concerts, health and wellness expos, or starting points for local runs.
- These shifting trends are driven by changing consumer preferences. Consumers are attracted to malls and shopping centers that offer a mix of restaurants, entertainment, and personal service offerings rather than the traditional anchor store model.<sup>3</sup> Parks and an activated ground plane are key components, as are entertainment features and venues, fountains, cafes, inviting landscapes, and other visual stimuli.<sup>4</sup>



Mosaic District in Fairfax, VA

<https://www.funinfairfaxva.com/outdoor-movies-in-northern-virginia/>

<sup>2</sup> [The 'public living room' and its role in contemporary urban transformation, ArchitecutreAU.com, Melanie Dodd, 2023.](#)

<sup>3</sup> [Successful Retail: How 14 Shopping Centers are Thriving Today, Urban Land Institute, 2023.](#)

<sup>4</sup> [Ten Principles for Rethinking the Mall, Urban Land Institute, 2006.](#)

The flexibility to include and fully utilize privately owned public spaces to enable programming for a variety of activities, such as outdoor movies, has been an essential driver of success and community placemaking.

- To ensure the continued vibrancy of Arlington's largest retail establishments, including Ballston Quarter, Fashion Centre at Pentagon City, Pentagon Centre, The Crossing Clarendon, Westpost (f/k/a Pentagon Row), and the Village at Shirlington, the County supports the creative efforts of these properties to reinvest in themselves to remain competitive, create a sense of place, offer new amenities and events, and draw people to their properties for entertainment, retail and residential experiences.

### **Rebranding and updated purpose**

Although the term *large media screen* is apt and self-explanatory, renaming to *outdoor visual entertainment*, expanding the definition to include live events and movies, and updating the purpose provides an opportunity to align the ACZO more closely with today's retail environment.

#### Revised definition

*Outdoor visual entertainment*: An automatic changeable copy sign larger than 12 square feet that displays, on a video screen, either still, scrolling or moving images, including video, live events, media broadcasts, animation, movies, or similar displays. Such images may be changed remotely through electronic means and utilizes a series of grid lights, including cathode ray, light emitting diode display, plasma screen, liquid crystal display, fiber optic, or other electronic media or technology, and meets the requirements of §13.13.4.

#### Purpose (§13.13.4.A.)

1. Promote economic development and enhance the long-term economic viability of Arlington's major commercial centers.
2. Foster a sense of place in these commercial centers as gatherers of people, in part, using creative and dynamic visual amenities.
3. Create a convenient, attractive, and harmonious community in accordance with the visions for the public spaces mixed use settings identified in master plans in the County and with the vision in adopted sector or small area plans for the subject area.
4. Promote public health, safety, and welfare by providing opportunities to disseminate emergency broadcast information and public service message.

### **Clarified process with amended findings, use standards and modifications**

The proposed amendment clarifies the current process. The proposal outlines how the County Board may approve outdoor visual entertainment by use permit when it makes specific findings, which are more aligned with the updated purpose, and establishes use standards. The proposed amendment introduces several modifications the County Board may consider in its approval of a use permit.

Approval Findings (§13.13.4.B.)

1. Oriented for viewing by pedestrians or retail customers; and
2. Placed in a location consistent with visions in County plans for the area to which it is oriented, where pedestrian activity is encouraged in mixed use settings, and where it will contribute positively to the pedestrian experience and enhance the economic viability; and
3. Functions as an element separate and distinct from the building façade plan, such that the visual interest and architectural integrity of the building and its facade are not derived primarily from the placement of outdoor visual entertainment; and
4. Does not unreasonably interfere with or create a distraction that poses a hazard to drivers' operation of a motor vehicle on streets abutting or fronting the building on and/or plaza in which the sign is placed; and
5. Does not unreasonably impact the monumental core of the District of Columbia or other sites of historic or national interest.

Use Standards (§13.13.4.C.) and Modifications ((§13.13.4.D.)\*

There are six categories of use standards that must be complied with: location and siting, sign area, sign height, messages, lighting and sound, and hours of operation. An asterisk (\*) after a standard indicates the County Board may modify the standard via use permit. The proposed amendment removes the explicit prohibition of commercial messages from the use standards.

- Location and siting
  - In a community shopping center or an urban regional shopping center within a commercial/mixed use (C) district.
  - Wall signs\* on commercial, mixed use, or multiple-family residential buildings within a community shopping center or an urban regional shopping center.
  - Not placed within 200 feet of the common lot line of an R or RA district.\*
  - Placed on elevations of the building that immediately abut plazas similar open spaces that are not separated from the plaza or open space by principal or minor arterial streets.
  - Doesn't substitute for fenestration on the building.
- Sign area
  - No larger than 750 square feet.\*
  - Not included in aggregate sign area and may be approved by the County Board independently of a Comprehensive Sign Plan.
- Sign height
  - Maximum sign height of 40 feet to the top of the sign.\*
  - Sign height may be regulated under the regulations for urban regional shopping centers (§13.8) may have a maximum sign height in accordance with the placement standards specified in §13.8.3.E.

- Messages
  - Commercial messages are permitted<sup>5</sup>.
- Lighting and sound
  - Meet all standards for lighted signs<sup>6</sup> and incorporate automatic level controls to reduce light levels at night and under cloudy or other darkened conditions.
  - Sounds shall be permitted only during the hours of operation and comply with Chapter 15 of the Arlington County Code (Noise Control Ordinance).
- Hours of operation
  - Sunday through Thursday: 9:00 am – 10:00 pm.
  - Fridays and Saturdays: 8:00 am – 11:00 pm.
  - Extended for special events associated with a Special Event Permit.\*

### **New shopping center category**

In reviewing the larger retail properties for the potential placement of outdoor visual entertainment, staff concluded that the *urban regional shopping center* definition did not accommodate the medium-large retail establishments. Rather than decrease the 500,000 square foot threshold for urban regional shopping centers, staff proposes a new definition: *community shopping center*.

*Community shopping center.* A building(s) or the portion of a building that includes a minimum of 200,000 square feet but less than 500,000 square feet of retail, entertainment and food establishment uses. A community shopping center is connected by at least one interior or exterior shared pathway fronted by retail, entertainment and food establishment uses and has shared, on-site parking.

This definition includes language from the urban regional shopping center definition, is grounded in shopping center nomenclature developed by the International Council of Shopping Centers (ICSC) and aligns with natural breaks within Arlington's shopping center sizes.

<b>Urban Regional Shopping Centers</b>	<b>Community Shopping Centers</b>
Fashion Centre at Pentagon City	Pentagon Centre
Ballston Quarter	The Crossing Clarendon
	Westpost (f/k/a Pentagon Row)
	Village at Shirlington

<sup>5</sup> [Section 13.4.2.S. of the ACZO](#) prohibits the use of commercial messaging for advertising any commercial activity, product, or service not on the lot on which the sign is placed, or not in a location that is part of the same approved comprehensive sign plan or site plan. This provision would prevent the use of an outdoor visual entertainment screen from promoting products and other mentioned commercial activities that are not located within the premises.

<sup>6</sup> Section 13.12.2.D. is proposed to be amended to increase the maximum allowable luminance (cd/m<sup>2</sup>) during nighttime hours from 500 cd/m<sup>2</sup> (a/k/a nits) to 700 nits. This increase, although modest, is consistent with industry standards and recommendations.

**Other editorial changes**

In addition to the proposed amendments discussed above, staff made minor cleanups in the language and replaced all references to *large media screen* with *outdoor visual entertainment*.

**Proposed Schedule**

- ✓ February 24, 2024: County Board public hearing & authorization for advertisement
- April 16, 2024: Zoning Ordinance Committee Meeting (ZOCO)
- May 6, 2024: Planning Commission public hearing and recommendation
- May 18, 2024: County Board public hearing and action

**Attachments**

Attachment 1 – Outdoor Visual Entertainment Draft Zoning Text

Outdoor Visual Entertainment - Draft Zoning Text

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Proposed amendments are shown with **bold underline** to denote new text and ~~strikethrough~~ to denote deleted text.

1

**Article 13. Signs**

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**§13.9 Signs for Public, Civic and Institutional Buildings**

**§13.9.3. Freestanding signs**

<p>A. ... C. Other standards 1. ... 4. Additional signs for schools:     (a) ...     (b) In schools, one sign with no commercial messages, for each athletic field, up to a maximum of 150 sq. ft. Notwithstanding the provisions of §13.13, such signs shall be allowed automatic changeable copy elements of up to 25 percent of the sign. A sign as permitted by this subsection (b) shall not be considered a <del>large media screen</del> <b><u>outdoor visual entertainment.</u></b></p>	
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**§13.10 Signs in Public Districts and on Public Property in any District**

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**§13.10.7. Freestanding signs**

<p>A. ... ... D. Additional freestanding signs allowed in addition to signs in B above 1. ... ... 3. Signs for each athletic field in schools and parks, with no commercial messages, except as permitted by specific agreement with the County. Notwithstanding the provisions of §13.13, these signs shall be allowed automatic changeable copy elements of up to 25 percent of the sign. A sign as permitted by this subsection 3 shall not be considered a <del>large media screen</del> <b><u>outdoor visual entertainment.</u></b></p>	
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7 **§13.12 Sign Illumination**

8 **§13.12.2. Maximum allowable luminance**

9 **D. ~~Large Media Screens~~Outdoor Visual Entertainment**

10 Maximum luminance of ~~large media screens~~**outdoor visual entertainment** shall not  
11 exceed the limits set forth below:

Location	Maximum Allowable Luminance (cd/m2)	
	During Daylight Hours	During Nighttime Hours
Where allowed by §13.13.4	5000	<del>500</del> 700

13 **§13.13. Flashing, Moving and Changeable Copy Signs**

14 **§13.13.1. General rule**

15 Signs that move, flash or simulate movement are prohibited except automatic changeable copy  
16 signs as allowed under this §13.13 and ~~large media screens~~**outdoor visual entertainment** that  
17 meet the standards in §13.13.4 below.

19 **§13.13.4. ~~Large media screens~~Outdoor visual entertainment**

20 **A. Purpose**

21 ~~In addition to the purposes set forth in §13.1, the~~**the additional** purposes of §13.13.4  
22 ~~is~~**are** to: promote public health, safety, and welfare by providing opportunities to  
23 disseminate emergency broadcast information and public service messages, to

- 24 **1. ~~P~~Promote economic development, and enhance the long-term economic viability of**  
25 **Arlington’s major commercial centers.**
- 26 **2. Foster a sense of place in these commercial centers as gatherers of people, in part,**  
27 **using creative and dynamic visual amenities.**
- 28 ~~3. and to c~~**3. Create a convenient, attractive, and harmonious community in accordance**  
29 **with the visions for the public spaces **mixed use settings** identified in master plans in**  
30 **the County and with the vision in adopted sector or small area plans for the subject**  
31 **area.**
- 32 **4. Promote public health, safety, and welfare by providing opportunities to**  
33 **disseminate emergency broadcast information and public service message.**

34 **B. Action by County Board**

35 The County Board may approve ~~large media screens~~**outdoor visual entertainment** that  
36 ~~does~~**do**s not otherwise meet the standards for automatic changeable copy signs specified in  
37 in §13.13.2 and §13.13.3 **by use permit as specified in §15.4** in the following instances:

- 38 ~~1. On buildings governed by site plan as specified in §15.5; or,~~
- 39 ~~2. In P-S districts, on buildings governed by use permit as specified in §15.4.~~

40 **C. Approval criteria**

41 Large media screens that do not otherwise meet the standards for automatic changeable  
42 copy signs specified in §13.13.2 and §13.13.3, may be approved when the County Board  
43 finds, consistent with the purposes outlined in §13.13.4.A and the standards specified in  
44 §13.13.4.C, that the large media screen is in accordance with the following criteria:

- 45 1. The large media screen **outdoor visual entertainment** is oriented for viewing by  
46 pedestrians **or retail customers; and**
- 47 2. The large media screen **outdoor visual entertainment** is placed in a location consistent  
48 with the visions in County master plans and adopted design guidelines for the area to  
49 which it is oriented, where pedestrian activity is encouraged **in mixed use settings**,  
50 and that the presence of the large media screen **outdoor visual entertainment** in that  
51 location will ~~continue~~ **contribute** positively to the pedestrian experience and further  
52 realization of that vision **enhance the economic viability; and**
- 53 3. **The outdoor visual entertainment functions as an element separate and distinct**  
54 **from the building façade plan, such that the visual interest and architectural**  
55 **integrity of the building and its facade are not derived primarily from the placement**  
56 **of outdoor visual entertainment; and**
- 57 ~~3.4.~~ The large media screen **outdoor visual entertainment** does not unreasonably  
58 interfere with or create a distraction that poses a hazard to drivers' operation of a  
59 motor vehicle on streets abutting or fronting the building on and/or plaza in which the  
60 sign is placed; and
- 61 ~~4.5.~~ The large media screen **outdoor visual entertainment** does not unreasonably impact  
62 the monumental core of the District of Columbia or other sites of historic or national  
63 interest.

64 **CD. Use standards**

65 Large media screens **Under no circumstances shall the County Board approve a use**  
66 **permit as specified in §15.4 for outdoor visual entertainment that does not** shall comply  
67 with the following requirements, **except as specifically allowed to be modified subject to**  
68 **§13.13.4.E:**

69 1. Location and siting

- 70 (a) Large media screens **Outdoor visual entertainment** shall be allowed only **in a**  
71 **community shopping center or an urban regional shopping center within a**  
72 **commercial/mixed use (C) district:**
- 73 (1) ~~In P-S districts; or~~
- 74 (2) ~~In commercial/mixed-use (C) districts within one-quarter mile of a metro~~  
75 ~~station, major bus transfer station, or streetcar station.~~
- 76 (b) Large media screens **Outdoor visual entertainment** shall be wall signs and may be  
77 placed ~~only on commercial, mixed use, or multiple-family residential or public~~  
78 buildings, **provided that the building is within a community shopping center or an**  
79 **urban regional shopping center.**
- 80 (c) ~~Proximity to residential districts and uses~~ **Outdoor visual entertainment shall not**  
81 **be placed within 200 feet of the common lot line of an R or RA district.**

82 ~~(1) The video screen of a large media screen shall not be placed within 200 feet~~  
83 ~~of the common lot line of an R or RA district, and shall be designed to not be~~  
84 ~~visible from an R or RA district;~~

85 ~~(2) A large media screen shall not be located within 600 feet of any residential~~  
86 ~~dwelling unless the applicant demonstrates that the video screen will not~~  
87 ~~have substantial visual impact on any dwelling unit within 600 feet of the~~  
88 ~~large media screen.~~

89 ~~(d) Large media screens in parks and plazas:Outdoor visual entertainment shall be~~  
90 ~~placed on elevations of the building that immediately abut plazas similar open~~  
91 ~~spaces that are not separated from the plaza or open space by principal or minor~~  
92 ~~arterial streets.~~

93 ~~(1) A large media screen designed to be viewed from a park or plaza shall be~~  
94 ~~allowed only on elevations of buildings that immediately abut the park or~~  
95 ~~plaza, or that are not separated from the park or plaza by streets identified~~  
96 ~~as other principal or minor arterial streets on the Master Transportation~~  
97 ~~Plan.~~

98 ~~(2) A large media screen in a park or plaza shall face inward into the park or~~  
99 ~~plaza such that it is designed to be viewed by persons using the park or~~  
100 ~~plaza as opposed to persons outside of the park or plaza.~~

101 ~~(e) A large media screen shall function as an element separate from the building, such~~  
102 ~~that the architectural design of the building is not derived primarily from the large~~  
103 ~~media screen nor does it depend on the presence of the large media screen for~~  
104 ~~architectural merit; and the media screen~~The outdoor visual entertainment  
105 ~~shall not substitute for fenestration on the building.~~

106 ~~(f) No large media screen shall be designed to be viewed from within a restaurant or~~  
107 ~~outdoor café or placed in the windows of a restaurant.~~

## 108 2. Sign area

109 ~~(a) No large media screen~~outdoor visual entertainment shall be larger than 750  
110 square feet.

111 ~~(b) Outdoor visual entertainment shall not be included in aggregate sign area~~  
112 ~~specified in §13.7.1.D, §13.8.3.D, and §13.15.2.D. and may be approved by the~~  
113 ~~County Board independently of a Comprehensive Sign Plan.~~

## 114 3. Sign height

115 ~~(a) Large media screens~~Outdoor visual entertainment shall have a maximum sign  
116 height of 40 feet to the top of the sign.

117 ~~(b) Notwithstanding the maximum sign heights specified above and specified in~~  
118 ~~§13.7.1.G.5, large media screens~~outdoor visual entertainment ~~at in~~ urban regional  
119 shopping centers that have chosen to have their signs regulated under the  
120 regulations set forth in §13.8 may have a maximum sign height in accordance with  
121 the placement standards specified in §13.8.3.E.

## 122 4. Messages

123 Commercial messages shall not be are permitted on any large media screen for any

124 activity, product, or service within the community shopping center or urban regional  
125 shopping center for which the outdoor visual entertainment was approved through  
126 a use permit as specified in §15.4.

127 **5. Lighting and sound**

128 (a) The sign shall meet all standards for lighted signs as set forth in §13.12 and shall  
129 incorporate automatic level controls to reduce light levels at night and under  
130 cloudy or other darkened conditions by inclusion of an ambient light monitor that  
131 allows automatic adjustment of the brightness level of the sign based on ambient  
132 light conditions;

133 (b) Sounds shall be permitted only ~~when associated with a scheduled Special Event~~  
134 ~~open to the public, as permitted in §13.13.4.E below, such as, but not limited to~~  
135 ~~movies, art displays, or other live programming such as concerns and special events~~  
136 ~~of national and/or community interest. Volume level of the large media screen~~  
137 ~~during such events shall be in accordance with the noise ordinance~~ **during the**  
138 **hours of operation specified in §13.13.4.C.5, and shall comply with Chapter 15 of**  
139 **the Arlington County Code (Noise Control Ordinance).**

140 **6. Hours of operation**

141 Outdoor visual entertainment may be operational between the hours of 9:00 am –  
142 10:00 pm, Sunday through Thursday, and between the hours of 8:00 am – 11:00 pm  
143 on Fridays and Saturdays.

144 ~~E.~~ Large media screens shall not be subject to aggregate sign area limitations in the zoning  
145 ordinance, and may be approved by the County Board independently of a Comprehensive  
146 Sign Plan.

147 ~~F.~~ Large media screens located in parks or plazas that are publicly owned or have a public  
148 access easement and are a minimum of 12,000 square feet in size, may be used for special  
149 events associated with a Special Event permit issued by the County, and for special events  
150 sponsored by the County.

151 ~~G.~~ The zoning administrator may approve a large media screen located in a park that is  
152 publicly owned or has a public access easement, where such sign meets all standards in  
153 §13.13.4.C, provided the sign is located such that the face of the sign is not visible from any  
154 street or residence on the perimeter of the park.

155 **D. Modifications**

156 **The County Board may, through use permit approval as specified in §15.4, modify the**  
157 **following standards for outdoor visual entertainment:**

158 **1. Distance from an R or RA district as provided in §13.13.4.C.1.(c);**

159 **2. Maximum sign area as provided in §13.13.4.C.2(a);**

160 **3. Maximum sign height as provided in §13.13.4.C.3;**

161 **4. Sign type if the applicant demonstrates that an alternative to a wall sign better**  
162 **achieves the purposes outlined in §13.13.4.A; and**

163 **5. Hours of operation subject to the application to and approval of a Special Event**  
164 **Permit as provided in §13.13.4.E.**

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**E. Special Events**

**Hours of operation may be extended for special events associated with a Special Event Permit issued by the County and for special events to accommodate the possibility of live programming of a national and/or community interest.**

**F.H.** Operation of any approved large media screen shall be commenced within one year from the date of County Board approval, or the approval becomes null and void.

**G.I.** All ~~wall-mounted large media screens~~ **Outdoor visual entertainment** approved and installed in the approved location as of ~~December 17, 2013~~ **[EFFECTIVE DATE]**; ~~shall be deemed to have been approved under §13.13.4 but shall be required~~ **may continue** to operate in compliance with all conditions that govern size, location, sound, and operation of the large media screen **of the use permit or site plan** under which they were ~~it was~~ initially approved, and with all provisions for lighting in ~~§13.13.4.D.5(a)~~ **13.13.4.C.5(a)** above. Such signs may be replaced consistent with ~~this §13.13.4.G and any amendments to the original approval that were approved prior to December 17, 2013~~ **the approved use permit or site plan.**

~~J.~~ Signs at athletic fields as permitted in ~~§13.9.3.C.4(b) or §13.10.7.E.3~~ shall not be considered a large media screen.

**Article 18. Definitions**

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**Community shopping center. A building(s) or the portion of a building that includes a minimum of 200,000 square feet but less than 500,000 square feet of retail, entertainment and food establishment uses. A community shopping center is connected by at least one interior or exterior shared pathway fronted by retail, entertainment and food establishment uses and has shared, on-site parking.**

~~Large media screen~~ **Outdoor visual entertainment:** An ~~wall-mounted~~ automatic changeable copy sign larger than 12 square feet that displays, on a video screen, either still, scrolling or moving images, including video, **live events**, media broadcasts, ~~and~~ animation, **movies, or similar displays**. Such images may be changed remotely through electronic means and utilizes a series of grid lights, including cathode ray, light emitting diode display, plasma screen, liquid crystal display, fiber optic, or other electronic media or technology, and meets the requirements of §13.13.4.

**Sign.** Any word, numeral, figure, design, trademark, flag, pennant, twirler, light, display, banner, balloon or other device of any kind which, whether singly or in any combination, is used to direct, identify, or inform the public while viewing the same from outdoors.

**Urban regional shopping center.** A building(s) or the portion of a building that includes a minimum of 500,000 square feet of retail, entertainment and food establishment uses configured in at least two stories and that is not bisected by any street. An urban regional shopping center is connected by at least one interior or exterior shared pathway fronted by retail, entertainment and food establishment uses.