

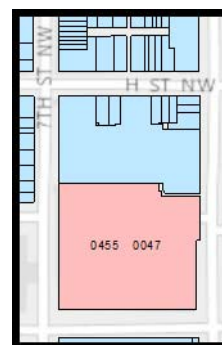
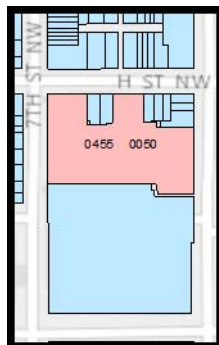
CHAPTER 9: DESIGNATED ENTERTAINMENT AREA SIGNS

900 APPLICABILITY

900.1 This chapter shall govern signs within Designated Entertainment Areas (DEAs).

900.2 DEAs shall include the following:

- (a) The Gallery Place Project, comprising of property and building located at Square 455, Lot 50 and the private alley located between the project and the property known as the Verizon Center, Square 455, Lot 47; and the northern façade of the Verizon Center;
- (b) The Verizon Center property and building located at Square 455, Lot 47, including the Gallery Place Metro Entrance on the corner of 7th and F Streets, NW;
- (c) The Ballpark Area between South Capitol Street, SE, and First Street, SE, from M Street, SE, to Potomac Avenue, SE;
- (d) The Southwest Waterfront (SW Waterfront), including the Southwest Fish Market, between Maine Avenue, SE, and the Washington Channel, from the 12th Street Expressway to a line north of M Street, SW, as it would be extended to Washington Channel; and
- (e) Other areas the Mayor designates as a result of a process determined by the Mayor which shall include consultation with the Office of Planning, the Department of Consumer and Regulatory Affairs (DCRA), the District Department of Transportation (DDOT), the appropriate Advisory Neighborhood Commissions (ANCs), and appropriate federal agencies if required based on the location of the proposed DEA.



900.2(a) The Gallery Place Project

900.2(b) The Verizon Center



900.2(c) The Ballpark Area

900.2(d) SW Waterfront and Fish Market

900.3 DEA signs may include projections of static or moving images onto:

- (a) The Gallery Place Project, including the private alley located between the Project and the property known as the Verizon Center;
- (b) Buildings in squares 700 and 701 within the Ballpark area, with the exception of any façade facing South Capitol Street; and
- (c) Non-residential buildings within the SW Waterfront, with the exception of any façade facing Maine Avenue, SW.

901 PERMITTING AND ENFORCEMENT OFFICIALS

901.1 The permitting and enforcement officials responsible for issuing permits and enforcing the provisions of this title for signs in DEAs on public space and private property shall be those stated in § 601 and § 701.

902 PERMIT REQUIRED

902.1 New signs and alterations of existing signs in DEAs shall require a permit, unless exempted by § 202.1 or they are temporary signs on public space, real estate signs, transit information signs, and non-commercial signs exempted from permit requirements pursuant to §§ 607.8, 708, 709, 715, and 802.

902.2 Signs in DEAs shall also require a valid certificate of inspection, obtained and renewed bi-annually in accordance with Section 706.

902.3 Any sign that uses electricity for illumination or any other purpose shall require the issuance of a separate electrical permit and shall be designed in accordance with the D.C. Electrical Code Supplement, Title 12-C DCMR.

903 APPLICANT QUALIFICATIONS

903.1 At the time of the submission of an application for a sign in a DEA, the applicant shall:

- (a) Have a valid Basic Business License in the District of Columbia;
- (b) Have a valid Good Standing Certificate issued by DCRA pursuant to D.C. Official Code § 29-102.08; and
- (c) Be in compliance with the Clean Hands Act.

904 PERMIT APPLICATION PROCESS

904.1 An application for a permit under this chapter shall be made in the form required by the permitting official and shall include:

- (a) The name(s), address(es), telephone number(s), and email address(es) of the sign owner and property owner(s) or their authorized agents;
- (b) Documents showing the size of the sign, the location where the sign will be displayed, the height of the sign the dimensions of the premises, whether the sign will be illuminated and any other information needed to determine the allowable area of the sign, materials for the sign and its support, and all electrical and structural details including the method of attachment of the sign; and
- (c) Any additional information or documentation required by the permitting official.

904.2 Sign permits shall be issued in the name of the applicant and shall pertain solely to the location identified on the permit.

904.3 The provisions of §§ 704.2 through 704.7 shall apply to permit applications for signs on private property in DEAs.

905 ACTION ON A PERMIT APPLICATION FOR SIGNS IN DEAs

905.1 The permitting official shall not issue a sign permit if the sign would be located on a private property classified by the Office of Tax and Revenue (OTR) as Class 3 or Class 4 for property tax assessments.

- 905.2 No application shall be deemed complete until all information required by this chapter, and Chapter 1 of the D.C. Building Code Supplement, Title 12-A DCMR, is filed and all required fees are paid. The permitting official shall reject a permit application that is not substantially complete at the time of filing.
- 905.3 The time frames included in this chapter shall not apply until the permitting official determines that the application is complete.
- 905.4 The permitting official shall refer all applications for DEA sign permits to DDOT and OP within three (3) business days after the permitting official determines that the application is complete. DDOT and OP shall review the application and make recommendations concerning the requested permit
- 905.5 DDOT and OP shall submit a written report to the permitting official within thirty (30) days from the referral date, except that the permitting official may allow an extension of up to thirty (30) additional days upon written request.
- 905.6 The permitting official shall refer signs and related building features subject to the jurisdiction of the Commission to the Commission for review and recommendation pursuant to Chapter 3 of this title at the same time as they are referred to DDOT or OP.
- 905.7 The permitting official shall review and approve or deny a DEA sign permit application within twenty (20) business days after the expiration of the time period provided in § 905.5 or the receipt of a Commission report, whichever is later; provided that where a permit application requires notice to an Advisory Neighborhood Commission, action shall be no earlier than forty-five (45) days after the date of such notice.
- 905.8 No permit shall be granted if, within the time period provided in this section:
- (a) DDOT reports in writing that the location, size, lighting, or height above grade of the sign negatively impacts vehicular traffic safety or violates the Highway Beautification Act; or
 - (b) OP reports in writing that the proposed sign would adversely impact the character and integrity of the DEA or the immediately adjacent neighborhood.
- 905.9 If deficiencies in the application are discovered during processing, the permitting official shall, if reasonably feasible, give the applicant an

opportunity to correct the deficiencies prior to taking action to approve or deny the application.

905.10 Where a sign is constructed or altered in accordance with a valid permit and a certificate of inspection is obtained, no further authorization is required to display the sign, except bi-annual renewal of the certificate of inspection as required pursuant to § 706.5.

905.11 Where a sign is displayed pursuant to a permit, and the sign is damaged or otherwise requires repair or replacement, the permit holder shall apply for a new permit, unless the repair is considered an ordinary repair not requiring a permit pursuant to the D.C. Building Code Supplement, 12-A DCMR § 105.2.2.

906 GENERAL DEA REQUIREMENTS

906.1 The following requirements shall apply to all DEA signs.

906.2 Variable message signs, including signs containing full motion video, are permitted in DEAs including in private alleys and private spaces that are open to the general public, subject to the conditions of § 714.

906.3 Signs that identify a specific location on private property such as a pier, market, or stadium are allowed across entrances to these locations, including private alleys and private spaces that are open to the general public.

906.4 No single sign shall exceed an area of one thousand two hundred square feet (1200 sq. ft.).

906.5 No sign shall:

- (a) Have such intensity or brilliance as to cause glare or impair the vision of any driver, or otherwise interfere with the driver's operation of a motor vehicle;
- (b) Cast light directly or indirectly into a residential unit; or
- (c) Adversely impact an owner's enjoyment of residential property located within or adjacent to a DEA.

906.6 Illuminated signs shall comply with the luminance standards provided in § 908.

906.7 No sign shall emit sound other than *de minimis* sound caused by general operation.

906.8 No variable message or animated sign or image shall be placed on the exterior of any building in a DEA such that the sign or image is directly across from and parallel to any residential building, including buildings where fifty percent (50%) or more of the gross floor area contains Residential Group R-2, R-3 or R-4 occupancies as defined in the D.C. Building Code Supplement, 12-A DCMR.

906.9 Signs on roofs in a DEA shall be subject to the following restrictions and requirements:

- (a) No part of a sign on a roof or its support structure shall exceed the lesser of the permitted height limit of the zoning district in which the sign is placed or ninety feet (90 ft.);
- (b) The maximum total length of a sign on a roof shall be no greater than seventy percent (70%) of the building width;
- (c) The maximum total height of a sign on a roof shall be the lesser of twenty five percent (25%) of the building height or ten feet (10 ft.);
- (d) The maximum total area of a sign on a roof placed on one (1) roof shall be two-hundred square feet (200 sq. ft.);
- (e) No more than two (2) signs shall be placed on a roof of any building;
- (f) A sign on a roof shall not have moving graphics or flashing or strobe lights;
- (g) Luminance of a sign on a roof shall compliance with standards set forth in § 908;
- (h) All signs on roofs shall be located:
 - (1) At least ten feet (10 ft.) from interior lot lines;
 - (2) A distance from the edge of the roof equal to at least sixty percent (60%) of the sign's total height;
 - (3) With the plane of the sign face approximately parallel to the face of the building; and
 - (4) No closer than five hundred feet (500 ft.) to:
 - (A) A Residence or Special Purpose District ;

- (B) The National Mall;
- (C) A national memorial;
- (D) The U.S. Capitol Building and Grounds; or
- (E) The White House.

906.10 The permitting official shall notify potentially affected Advisory Neighborhood Commissions in writing of the submission of an application for any sign that includes motion or moving images within ten (10) days of receipt of the application and invite the ANC to submit a written response within forty-five (45) days of the date of the notice.

906.11 The total area of all signs attached to any building façade facing a public street may not exceed twenty percent (20%) of the total area of that building façade.

906.12 A Special Sign may be transferred into a DEA subject to the requirements of this chapter and Chapter 10. Such a sign not count toward the total sign area permitted by this chapter.

907 SPECIFIC LOCATION REQUIREMENTS

907.1 Gallery Place Project Graphics shall be displayed in compliance with the specifications, drawings, limitations, and requirements set forth in Illustrations 1 through 6 (Illustrations), which are incorporated by reference into this chapter and are available in the office of the permitting official.

907.2 Signs in a DEA may advertise off-premises businesses, including the goods and services sold at these businesses; provided that the businesses advertised are located within the same DEA as the sign and the sign complies with any restrictions applicable to that DEA. Full motion video shall not be used for off-premises advertising.

907.3 The following specific rules apply to projecting Gallery Place Project Graphics:

- (a) The signs shall be located in those areas identified in the Illustrations as the "Corner Heroic Sign Area" or the "Additional Signage Area";

- (b) No Gallery Place Project Graphic located in any area shown as crosshatched in the Illustrations shall project more than eight inches (8 in.) beyond the façade of the structure; and
- (c) Gallery Place Project Graphics located in the "Storefront Signage Areas" depicted on the Illustrations shall project no more than forty-eight inches (48 in.) beyond the building line or building restriction line on the street frontage of a building.

907.4 The following signs are permitted on the specified location on the Verizon Center:

- (a) Two (2) separate variable message signs on the western side of the Verizon Center, each measuring no more than one thousand two hundred square feet (1200 sq. ft.), which would replace two static canvas displays on the western side of Verizon Center as they existed on June 11, 2012;
- (b) One (1) variable message sign that forms a right angle around the southwest corner of the Verizon Center with each display panel of the digital sign forming the right angle measuring no more than twenty-four feet (24 ft.) in height and forty-three feet (43 ft.) in width with the top of each panel of the digital sign starting at the top of the glass windows on Verizon Center existing as of June 11, 2012;
- (c) Two (2) separate variable message signs, each measuring no more than three feet (3 ft.) in height and eighteen feet (18 ft.) in width, mounted on the exterior of the top of the western and southern entrances to the Gallery Place Metro station at the corner of 7th and F Streets, NW;
- (d) Up to two (2) variable message signs or static canvas signs in the interior space above and around the escalators in the Metro station identified in paragraph (c) above;
- (e) One (1) static canvas sign that forms a right angle around the southeast corner of the Verizon Center with each panel forming the right angle measuring no more than twenty-four feet (24 ft.) in height and forty-three feet (43 ft.) in width with the top of each such panel starting at the top of the glass windows on the Verizon Center as they existed on June 11, 2012; and
- (f) Up to two (2) separate static canvas signs on the eastern side of the Verizon Center, each measuring no more than one thousand two hundred square feet (1200 sq. ft.).

907.5 As part of a Verizon Center Graphics permit application, the owner of the Verizon Center or the owner's designee may apply to the permitting official for a change in the number, location, and size of the static canvas signs authorized in Subsection 907.4, but shall not do so for variable message signs. The Director shall grant such application if:

(a) The total number of permits for Verizon Center Graphics does not exceed ten (10); and

(b) The display size of any one (1) static canvas sign does not exceed one thousand two hundred square feet (1200 sq. feet).

907.7 The permitting official shall notify potentially affected ANCs in writing of an application for a change in Verizon Center Graphics within ten (10) days of receipt of the application and invite the ANC to submit a written response within forty-five (45) days of the date of such notice.

908 LUMINANCE

908.1 Signs in a DEA shall not exceed a maximum allowable luminance of five hundred (500) nits between sunset and sunrise and five thousand (5000) nits between sunrise and sunset.

908.2 Lighting for a sign installed or modified after the effective date of this title shall have an ambient light monitor that allows automatic adjustment of the brightness of the sign based on ambient light conditions. This automatic adjustment shall reduce light levels at night and under cloudy or darkened conditions. The signs shall also have an easily accessible dimming controller to allow immediate corrections where maximum luminance levels are exceeded.

908.3 Signs in existence on the effective date of this title shall have twelve (12) months from the effective date to comply with §§ 909.1 and 909.2.

909 MAINTENANCE

909.1 Whenever the enforcement official finds an authorized DEA sign on private property to be unsafe or to constitute an imminent danger to the public, pursuant to the D.C. Property Maintenance Code Supplement, 12-G DCMR § 106, the enforcement official shall notify the sign owner and the owner of the real property on which the sign is located and order the repair or removal of the sign within a specified time.

909.2 If the enforcement official finds that removal is necessary then the owner shall have at least ten (10) days to remove the sign, unless an imminent

danger requires less time due to public safety concerns. The owner shall obtain any demolition permit required for removal of the sign.

909.3

If the unsafe sign is located on public space, the enforcement official shall proceed in accordance with Section 9k of the Department of Transportation Establishment Act of 2002, effective May 21, 2002 (D.C. Law 14-137; D.C. Official Code §§ 50-921.01 *et seq.*), as added by the Public Space Enforcement Amendment Act of 2014, passed on final reading on November 18, 2014 (Engrossed version of Bill 20-905).

CHAPTER 99: DEFINITIONS

9900.1 As used in this title, the following terms shall have the meaning ascribed:

Animated – actual motion or the illusion of motion through devices activated by wind, thermal changes or other natural environmental input, or by a mechanical system powered by electric motors or other mechanically induced means. Animated devices include spinners, pinwheels, pennant strings and other devices that respond to naturally occurring external motivations.

ASTM – the American Society for Testing Materials.

Awning – an architectural projection that provides weather protection, identity or decoration and is wholly supported by the building to which it is attached. An awning is composed of a lightweight, rigid skeleton structure over which a covering is attached.

Banner – a hanging sign, typically of fabric, that can be hung perpendicular or parallel to the face of a building.

Billboard – a permanent signboard or structure on which lettering or images can be attached or posted.

Building restriction area – the portion of a lot between a building restriction line and a lot line adjoining a street.

Building restriction line – a line that defines a required set-back on a lot, a certain distance from the public right-of-way, that is recorded on the records of the Surveyor of the District of Columbia. Any area between a lot line adjoining a street and the building restriction line is private property set aside and treated as public space.

Bulletin – a free-standing or wall-mounted sign box usually constructed of metal with a hinged glass face, housing a letter board for changeable copy.

Business day – a day other than Saturday, Sunday, or a legal holiday in the District of Columbia. If business day is not specified, a day shall mean a calendar day.

Call to Action – an explicit, specific or blatant message to consumers from the sponsor that asks consumers to take action by purchasing, using, or considering the use of a sponsor's product or service,

including providing price or value information and inducements to act.

Canopy – an architectural projection that provides weather protection, identity, or decoration and is supported by the building to which it is attached and at the outer end by at least one stanchion. A canopy is comprised of a rigid structure over which a covering is attached.

Chinatown – the area bounded by Mount Vernon Square, Massachusetts Avenue NW, 5th Street, NW, G Street, NW, and 8th Street, NW, as defined by Title 10-B DCMR, Chapter 24.

Chinatown Steering Committee – the Chinatown community organization, authorized under Mayor’s Order 89-132, effective June 9, 1989, to advise the District government on physical, economic, and social impacts in Chinatown.

Chinatown Design Guidelines Study Report – the publication that establishes building design guidelines and streetscape standards for Chinatown. *See* <http://planning.dc.gov/DC/Planning/In+Your+Neighborhood/Ward+2/Small+Area+Plans+&+Studies/Chinatown+Design+Guidelines+Study>.

Civil Infractions Act – the Department of Consumer and Regulatory Affairs Civil Infractions Act of 1985, effective October 5, 1985 (D.C. Law 6-42; D.C. Official Code §§ 2-1801.01 *et seq.* (2012 Repl.)).

Clean Hands Act – the Clean Hands Before Receiving A License or Permit Act of 1996, effective May 11, 1996 (D.C. Law 11-118; D.C. Official Code §§ 47-2861 *et seq.* (2012 Repl. & 2014 Supp.)).

Commercial advertising – a type of advertising that promotes or directs attention to businesses, goods, services, matters or activities for the purpose of encouraging their sale.

Commission – the Commission of Fine Arts.

D.C. Building Code – the 2012 International Building Code published by the International Code Council and any subsequent editions thereof, as adopted by the District of Columbia with any additions, insertions, deletions and changes as set forth in the 2013 District of Columbia Building Code Supplement, 12-A DCMR, or any successor thereto.

D.C. Construction Codes – the 2012 International Codes published by the International Code Council and the 2011 National Electrical Code published by the National Fire Protection Association, and any subsequent editions thereof (together, the International Codes), as adopted by the District of Columbia with any additions, insertions, deletions and changes to the International Codes as set forth in the 2013 District of Columbia Construction Codes Supplement, 12 DCMR, or any successor thereto.

D.C. Electrical Code – the 2011 National Electrical Code published by the National Fire Protection Association and any subsequent editions thereof, as adopted by the District of Columbia with any additions, insertions, deletions and changes as set forth in the 2013 District of Columbia Electrical Code Supplement, 12-C DCMR, or any successor thereto.

D.C. Fire Code – the 2012 International Fire Code published by the International Code Council and any subsequent editions thereof, as adopted by the District of Columbia with any additions, insertions, deletions and changes as set forth in the 2013 District of Columbia Fire Code Supplement, 12-H DCMR, or any successor thereto.

D.C. Property Maintenance Code – the 2012 International Property Maintenance Code published by the International Code Council and any subsequent editions thereof, as adopted by the District of Columbia with any additions, insertions, deletions and changes as set forth in the 2013 District of Columbia Property Maintenance Code Supplement, 12-G DCMR, or any successor thereto.

Designated Entertainment Area – a specific area recognized by the Mayor as a destination venue that provides a concentrated number of venues for events, performances, or activities designed to entertain others.

Digital sign – A sign that is internally illuminated and displays static images or variable messages on an alternating basis. Digital signs do not include full motion video signs.

Directional sign – a sign providing information, either written or visual, that helps direct a person to a destination.

District, Commercial – C-prefixed zoning districts (or the successors thereto) as defined by the Zoning Regulations.

District, Industrial – CM-prefixed and M-prefixed zoning districts (or the successors thereto) as defined by the Zoning Regulations.

District, Mixed Use – CR-prefixed zoning districts (or the successors thereto) as defined by the Zoning Regulations.

District, Residence – R-prefixed zoning districts (or the successors thereto) as defined by the Zoning Regulations.

District, Waterfront – W-prefixed zoning districts (or the successors thereto) as defined by the Zoning Regulations.

Display – to construct, install, erect, hang, place, post, paint, project, or exhibit a sign.

Drip line – the area beneath the tree canopy that extends from a tree trunk's outermost leaves.

Event – an occurrence, happening, activity, or series of activities, specific to an identifiable time and place, if referenced on the sign itself or reasonably determined from all circumstances by the enforcement official.

First story – the story with the floor nearest to the average elevation of the surface of the ground where it meets the front wall of the building.

Fixture – a permanent installation on public space that includes lamp posts, telephone poles, and electric poles. The term fixture does not include traffic boxes, bus shelters, traffic lights, or regulatory signs.

Freestanding sign – a sign supported by one or more uprights, braces, columns, poles, or other similar structural components placed on or into the ground, and not attached to a building or fence.

Full motion video – images presented on an internally illuminated device, including a television or a video monitor, that change at a rate that makes objects appear to move smoothly and continuously.

Historic Preservation Office or HPO – the administrative staff of the Mayor's Agent, State Historic Preservation Officer, and Historic Preservation Review Board.

Historic Preservation Review Board – the Historic Preservation Review Board established by the Historic Landmark and Historic District

Protection Act of 1978, effective March 3, 1979 (D.C. Law 2-144; D.C. Official Code §§ 6-1101 *et seq.* (2012 Repl.)).

Historic sign – a sign that is original to a building, historically significant, or at least fifty (50) years old and that has features, qualities, or associations that may warrant preservation.

Illumination – artificial light emanating from within a sign, as from a video monitor, or projected onto a sign, as from a spot light.

Logo – the symbol, emblem, typeface, or other visual device used by an entity to identify itself and to distinguish itself from others in the marketplace.

Lot line – a line dividing one lot from another, or from a street or any public place.

Luminance – the luminous intensity emitted by the surface area of 1 cm² of the light source. The unit of luminance is cd/m² (or 1 nit).

Mayor's Agent – the person officially designated by a Mayor's Order to carry out specified functions pursuant to the Historic Protection Act, or the hearing officer to whom the officially designated Mayor's Agent has delegated the authority to hold public hearings pursuant to that act.

National Capital Planning Commission (NCPC) – the U.S. government agency that provides planning guidance for Washington, D.C. and the surrounding National Capital Region.

Nit – a brightness measurement of light whose standard is the amount of light that one candle gives off in one square meter of area. The nit is a unit of measurement that is used for light given off in illuminated displays such as computer screens, video games and other visual appliances.

Neon sign – a sign with luminous tubing that contain neon or other inert gases, which are illuminated through electrification and which displays a static or variable message

Non-commercial advertising – a type of advertising that is typically for the purpose of educating viewers on non-commercial matters or promoting specific ideas.

Off-premise advertising – advertisement of a brand name or trade name where the product or service advertised is only incidental to the principal activity, or it brings rental income to the property owner.

Old Georgetown Act – An Act to regulate the height, exterior design, and construction of private and semipublic buildings in the Georgetown area of the National Capital, approved September 22, 1950 (64 Stat. 904; D.C. Official Code §§ 6-1201 *et seq.* (2012 Repl.)).

On-premise advertising – advertisement of the name of the establishment or the establishment’s principal or accessory products or services offered on the property.

Permit holder – the person, organization, or other entity issued a permit by a permitting official.

Person – any individual, corporation, company, association, partnership, firm, organization, or society.

Public market – a vending operation that takes place in an area of public space set aside and permitted on a regular basis for the sale of goods, merchandise, and services provided on site. The term “public market” may include a farmer’s market, flea market, antiques market, or other similar type of market.

Public parking – the area of public space devoted to open space, greenery, parks, or parking that lies between the property line, which may or may not coincide with the building restriction line, and the edge of the actual or planned sidewalk that is nearer to the property line, as the property line and sidewalk are shown on the records of the District.

Public space – all the publicly-owned property between the property lines on a street, park, or other public property as such property lines are shown on the records of the District including any roadway, tree space, sidewalk, or parking between such property lines. Any building restriction area, where one exists on a lot, shall be treated as public space.

Public Space Committee – the committee established for the purpose of making final determinations in cases involving the use of public space as specified by Mayor's Order No. 1977-150, dated August 31, 1977, as amended.

Real estate sign – a sign announcing the sale or lease of land or premises.

Replica sign – a sign that replicates a historic or vintage sign.

Residential Group R – a building classification that includes Groups R-1, R-2, R-3 and R-4 occupancies.

Shipstead-Luce Act – An Act To regulate the height, exterior design and construction of private and semipublic buildings in certain areas of the National Capital, approved May 16, 1930 (46 Stat. 366; D.C. Official Code §§ 6-611.01 *et seq.*(2012 Repl.)).

Show window – a window for a street-level business behind which goods or services are displayed to passersby.

Sidewalk sign – a portable (typically double-sided, unlit) sign designed to stand independently upon a surface on which it is placed.

Sign – a physical medium or display, including its structure and component parts, used to advertise, to identify a person, object, or entity, to provide information, or to convey a message, consisting of words, letters, figures, designs, symbols, numbers, illumination, or projected images.

Special Purpose District – SP-prefixed zoning districts (or the successors thereto) as defined by the Zoning Regulations.

Special Sign – a sign that is displayed on an outdoor structure or exterior wall or surface of a building pursuant to a Special Sign permit issued by the Director of the Department of Consumer and Regulatory Affairs under the Rules for Special Signs adopted September 22, 2000 (47 DCR 7695).

Special Sign Artwork – the visual characteristics on a Special Sign.

Sponsor – the entity that contracts with the permit holder for the use of a Special Sign to display the sponsor's artwork.

Temporary sign – a sign erected for a limited and defined period of time.

Transit information sign – a sign that provides real time information on a variety of public transportation options at a location, including buses, trains, and shared vehicles.

Variable message sign – an electronic, dynamic-sign (often abbreviated VMS, CMS, or DMS) upon which the images or messages provided change. Variable message signs include digital signs, full motion

video signs, and electronic traffic signs used on roadways to give travelers information about special events.

Vintage sign – a sign more than fifty (50) years old that has distinctive characteristics or aesthetic qualities that lend character to a building or district.

Zoning Regulations – Title 11 DCMR.