

Chapter 8 Signs: Stakeholder Groups 5 & 6 Comments & Motions

We appreciate the hard work that the Planning Commission and County staff have devoted to rewriting zoning regulations on signage, with careful differentiation by location (Sign Groups) and type.

- **Section 8.01. Application of Sign Regulations.** We strongly support the assertion that “the visual environment has an effect on, and is an important element of, safeguarding life, health, and property, and preserving the natural beauty, historic and cultural attributes, unique character, and attractiveness of communities,” and that proper signage is critical to “expressing local character and helping to develop a distinctive image of the County.”

We support a **minimum amount of signage** wherever possible. The great majority of the public uses social and electronic media (e.g., smartphones) to locate and visit everything from restaurants to residences. In many instances, signs are an anachronism that detract from the visual attractiveness of our towns, neighborhoods, and rural areas.

- **Section 8.03. Prohibited Signs.** We support the prohibition of certain types of signage, including **off-premise** signs (**Section 8.03-A.2**), and of **animated or neon/permanent lighting** except upon specific Board approval of a Sign Development Plan (**Section 8.03-B.1., Section 8.03-B.2**).
- **Table 8.04-1.5 Ground Signs, Rural Non-Residential**
 - **#5.** We do not support the provision of a maximum **40 sf for Ground Signs, in Non-residential Rural Areas** (Rural NR),
 - **#8.** We do not support spacing of such signs every **500 linear feet** on arterial frontage. We support limiting signage to **one sign** at the entrance of such establishments not to exceed **20 sf**, and **prohibiting the additional signage** on arterial frontage altogether.
 - In effect, the current language would permit large and intrusive advertising signage in rural areas, e.g., on property belonging to large operations. This would detract from the uncluttered countryside on the County’s main routes that draws so many people to reside in and visit Loudoun’s countryside.
- **Table 8.04-1 Ground Signs, Commercial**
 - **#4 Cumulative Area (max).** We do not support the provision of a cumulative maximum of 120 sf for Commercial Ground Signs. We support a cumulative maximum of **50 sf** for Commercial Ground Signs
 - **#5 Individual Sign Area (max).** We do not support individual ground signs up to 60 sf. We support individual ground signs up to 40 sf.
 - **#6 Individual Sign Height.** We do not support individual ground signs up to 15’ high. We support individual ground signs max 10’ high.
 - We do support the **grandfathering of existing signage** for such purposes.

- **Table 8.04-2 Pole Signs, Commercial**
 - **#4 Cumulative Area (max).** We do not support the provision of a **cumulative maximum of 120 sf for Commercial Pole Signs.** We support a cumulative maximum of **50 sf** for Commercial Pole Signs.
 - **#5 Individual Sign Area (max).** We do not support individual pole signs up to 20 sf. We support individual pole signs up to 10 sf.
 - **#6 Individual Sign Height (max).** We do not support individual pole signs up to 15' high. We support individual pole signs up to 10' high.
 - We do support the **grandfathering of existing signage** for such purposes.
 - In addition to being unsightly, the proliferation and cluttering of such signs defeats the purpose of helping citizens identify the location of such establishments and sometimes poses a safety hazard for motorists and pedestrians.

- **Table 8.04-4. Entry Signs, #5.** We do not support the provision for a maximum **80 sf for Entry Signs in Rural Residential, Rural Village, and Neighborhoods.** This far exceeds the signage necessary to identify such locations and could be used for advertising or other purposes. We support limiting such signage to a maximum **40 sf.**

- **Table 8.05-1 Wall Signs, #4.** We do not support the provision of a maximum **40sf cumulative area for Wall Signs in Non-residential Rural Areas (Rural NR).** We support the limitation of such signs to **20 sf**, the same as permitted for an individual sign in such areas (**8.05-1, #5**).

- **Additional Staff Recommended Revisions (Supplement 2).** We support the revisions, but on enforcement (Section 8.10B), we would observe that the insufficiency of staff, and the prohibition on action against violations without a public complaint, means that there is wide latitude to ignore the law. By basing action solely on citizen complaints, the County is applying the sign ordinance unevenly and inadequately. While this is admittedly a policy issue, we would argue that adequate enforcement of zoning is a primary and essential requisite of good government. We recommend that to the extent possible, staff add language committing to more robust and proactive enforcement of zoning regulations.

STAKEHOLDER GROUPS #5 & #6 MOTIONS	BACKGROUND / JUSTIFICATIONS
CHAPTER 8 -- SIGNS	
<p>I move to revise Table 8.04-1, to limit signage to one sign at the entrance of establishments not to exceed 20 sf, and prohibiting the additional signage on arterial frontage altogether as follows:</p> <p># 5: Ground Signs Rural Non-residential from 40 sf to 20 sf</p> <p>#8: Remove the provision for spacing of additional such signs every 500 linear feet on arterial frontage</p>	<p>Stakeholder Groups 5 & 6 DO NOT SUPPORT the current maximum of 40 sf, and the provision for additional such signs every 500 linear feet, on arterial frontage.</p> <p>In effect, the current language would permit large and intrusive advertising signage in rural areas. This would detract from the uncluttered countryside on the County's main routes that draws so many people to reside in and visit Loudoun's countryside.</p> <p>We support limiting signage to one sign at the entrance of such establishments not to exceed 20 sf, and prohibiting the additional signage on arterial frontage altogether</p>
<p>I move to revise Table 8.04-1 Ground Signs for Commercial Sign Group as follows:</p> <p>#4: Cumulative area maximum from 120 sf to 50 sf.</p> <p>#5: Individual sign area (max) from 60 sf to 40sf</p> <p>#6: Individual Sign Height (max) from 15' high to 10' high.</p>	<p>Stakeholder Groups 5 & 6 DO NOT SUPPORT the current cumulative maximum of 120 sf, with individual ground signs up to 60 sf and 15' high.</p> <p>We do support the grandfathering of existing signage for such purposes.</p> <p>In addition to being unsightly, the proliferation and cluttering of such signs defeats the purpose of helping citizens identify the location of such establishments and sometimes poses a safety hazard for motorists and pedestrians.</p> <p>Further, with sophisticated navigation systems on smartphones and cars, the vast majority of Loudoun's citizens no longer depend on signage to identify and find commercial establishments.</p>
<p>I move to revise Table 8.04-2 Pole Signs for Commercial Sign Group as follows:</p> <p>#4: Cumulative area maximum from 120 sf to 50 sf.</p> <p>#5: Individual Sign Area (max) from 20 sf to 10 sf.</p> <p>#6: Individual Sign Height (max) from 15' high to 10' high</p>	<p>Stakeholder Groups 5 & 6 DO NOT SUPPORT the current cumulative maximum of 120 sf, up to 20 sf and 15' high for pole signs.</p> <p>We do support the grandfathering of existing signage for such purposes.</p> <p>In addition to being unsightly, the proliferation and cluttering of such signs defeats the purpose of helping citizens identify the location of such establishments and sometimes poses a safety hazard for motorists and pedestrians.</p> <p>Further, with sophisticated navigation systems on smartphones and cars, the vast majority of Loudoun's citizens no longer depend on signage to identify and find commercial establishments.</p>

STAKEHOLDER GROUPS #5 & #6 MOTIONS	BACKGROUND / JUSTIFICATIONS
CHAPTER 8 -- SIGNS	
<p>I move to revise Table 8.04-4 Entry Signs,</p> <p>#5: Individual Sign area maximum size for Rural Residential, Rural Village, and Neighborhoods from 80 sf to 40 sf.</p>	<p>Stakeholder Groups 5 & 6 DO NOT SUPPORT the current maximum of 80 sf as it far exceeds the signage necessary to identify such locations and could be used for advertising or other unintended purposes.</p>
<p>I move to revise Table 8.05-1 Wall Signs in Non-residential Rural Areas</p> <p>#4: maximum cumulative area from 40 sf to 20 sf.</p>	<p>Stakeholder Groups 5 & 6 DO NOT SUPPORT the current maximum of 40 sf.</p> <p>The current language would permit large and intrusive advertising signage in rural areas, detracting from the open countryside that draws so many visitors to Loudoun County.</p> <p>We support the limitation of such signs to 20 sf, the same as permitted for an individual sign in such areas (Section 8.05-1.5).</p>