

## Motion Sheet for Chapter 8: Signs

Board of Supervisors Committee of the Whole Work Session – October 23, 2023

Draft Motion	Staff Background	STAKEHOLDER 5 & 6 COMMENTS
<b>Chapter 8: Signs</b>		
<p><u>40. Table 8.04-1. Ground Signs, Rural Nonresidential. (Randall)</u> I move to direct staff to revise Table 8.04-1 as follows:</p> <p>Reduce the maximum number of allowed Ground Signs in the Rural Nonresidential Sign Group from "one per 500 linear feet of road frontage" to "one at the property entrance"; and Reduce the maximum Individual Sign Area allowed for Ground Signs in the Rural Nonresidential Sign Group from "40 square feet on arterial roads," "20 square feet on collector roads," and "15 feet for local frontage" to "20 square feet".</p> <div style="border: 1px solid red; padding: 5px; margin-top: 20px;"> <p>PR: Next Monday Nothing will change until future ZOAM except for #40 (discuss later)</p> </div>	<p>The Planning Commission discussed signage extensively during five work sessions and recommended a tiered approach for the maximum size of Rural Nonresidential Ground Signs based on the type of road frontage. The Rural Nonresidential Sign Group applies to AR-1, AR-2, AR-3, A-10, CR-1, PD-RV, and RC.</p> <p>"Nonresidential" (or "NR") means any lot that is not designated as "Residential," including any farm that includes a dwelling unit. Should the Board support reductions for Ground Signs in the Rural Nonresidential Sign Group as part of the ZOR, staff recommends considering the following as a potential balanced approach: <b>Retain the tiered approach for maximum size as recommended by the Planning Commission and direct staff to reduce the number of allowed Ground Signs to "one per 1,500 linear feet of road frontage."</b> (For reference, 1/4 mile = 1,320 square feet)</p> <div style="border: 1px solid red; padding: 5px; margin-top: 20px;"> <p>Friendly accepted 4-2-3 passed</p> </div>	<p><b>We support Chair Randall's motion with the following <span style="background-color: yellow;">FRIENDLY AMENDMENT</span>:</b></p> <p><u>40. Table 8.04-1. Ground Signs, Rural Nonresidential. (Randall)</u> I move to direct staff to revise Table 8.04-1 as follows:</p> <p><i>Reduce the maximum number of allowed Ground <b>and Pole</b> Signs in the Rural Nonresidential Sign Group from "one per 500 linear feet of road frontage" to "one at the property entrance <b>only</b>"; and Reduce the maximum Individual Sign Area allowed for Ground Signs in the Rural Nonresidential Sign Group from "40 square feet on arterial roads" "20 square feet on collector roads," and "15 feet for local frontage" to "20 square feet".</i></p> <p>Justification: Revised staff motion would still permit large and intrusive advertising signage in rural areas, detracting from the unspoiled countryside that draws people to visit Loudoun.</p>

Draft Motion	Staff Background	STAKEHOLDER 5 & 6 COMMENTS
<p><u>41. Table 8.04-1. Ground Signs. Commercial. (Randall)</u> I move to direct staff to revise Table 8.04-1 as follows: Revise Table 8.04-1 as follows:</p> <p>Reduce the maximum Cumulative Area for Ground Signs from 120 square feet to 50 square feet; Reduce the maximum Individual Sign Area for Ground Signs from 60 square feet to 40 square feet; and Reduce the maximum Individual Sign Height for Ground Signs from 15 feet to 10 feet.</p>	<p>The Planning Commission discussed signage extensively during five work sessions and made the recommendations in the Draft Zoning Ordinance.</p> <p>Note the Commercial Sign Group applies to the following Zoning Districts: Commercial Center, Transition Community Center, and Planned Development - Commercial Center (Regional Center).</p> <p>Also note that Pole Signs and Ground Signs are counted together for calculating the maximum number and area. Should the Board support reductions for Ground Signs in the Commercial Sign Group as part of the ZOR, staff recommends considering the following as a potential balanced approach:</p> <p><b>Reduce the maximum Cumulative Area for Ground Signs from 120 square feet to 100 square feet</b>, consistent with the Employment/Industrial Sign Group;  <b>Reduce the maximum Individual Sign Area for Ground Signs from 60 square feet to 50 square feet.</b></p> <p>Staff has no opposition to reducing the <b>maximum sign height to 10 feet</b> as the maximum height in other sign groups ranges from six to eight feet.</p>	<p><b>We Agree, thank you!</b></p> <div data-bbox="1495 342 1793 440" style="border: 1px solid red; padding: 5px; margin: 10px 0;">Skipped</div>
<p><u>42. Table 8.04-2. Pole Signs. Commercial. (Randall)</u> I move to direct staff to revise Table 8.04-2 as follows:</p> <p>Reduce the maximum Cumulative Area for Pole Signs from 120 square feet to 50 square feet; Reduce the maximum Individual Sign Area for Pole Signs from 20 square feet to 10 square feet; and Reduce the maximum Individual Sign Height for Pole Signs from 15 feet to 10 feet.</p>	<p>The Planning Commission discussed signage extensively during five work sessions and made the recommendations in the Draft Zoning Ordinance. Note the Commercial Sign Group applies to the following Zoning Districts: Commercial Center, Transition Community Center, and Planned Development - Commercial Center (Regional Center). Also note that Pole Signs and Ground Signs are counted together for calculating the maximum number and area. Should the Board support reductions for Pole Signs in the Commercial Sign Group, staff recommends considering the following as a potential balanced approach:</p> <p><b>Reduce the maximum Cumulative Area for Pole Signs from 120 square feet to 100 square feet</b>, consistent with the Employment/Industrial Sign Group;  <b>Reduce the maximum Individual Sign Area for Pole Signs from 20 square feet to 15 square feet.</b> Staff has no opposition to <b>reducing the maximum sign height to 10 feet</b> as the maximum height in other sign groups ranges from five to eight feet.</p>	<p><b>We Agree, thank you!</b></p> <div data-bbox="1495 980 1751 1068" style="border: 1px solid red; padding: 5px; margin: 10px 0;">lack of second</div>

Draft Motion	Staff Background	STAKEHOLDER 5 & 6 COMMENTS
<p><u>43. Table 8.04-4. Entry Signs. (Randall)</u>  I move to direct staff to revise Table 8.04-4 to reduce the maximum Individual Sign Area for entry signs in the Rural Residential, Rural Village, and Neighborhood Sign Group from 80 square feet to 40 square feet.</p>	<p>The Planning Commission discussed signage extensively during five work sessions and recommended a maximum of one entry sign per entry in this Sign Group. Each entry sign is limited to 80 square feet, and the maximum height of the entry sign is limited to 5 feet. The motion would reduce the allowable amount of signage in this Sign Group by half to 40 square feet. Should the Board support reducing the maximum size of entry signs in this sign group, <b>staff recommends considering a maximum of 60 square feet per entry sign as a potential balanced approach between rural economy and residential interests.</b></p>	<p><b>We Agree, thank you!</b></p> <div data-bbox="1486 272 1764 386" style="border: 1px solid red; padding: 5px; margin: 10px auto; width: fit-content;"> <p>Withdrawn by PR</p> </div>
<p><u>44. Table 8.05-1 Attached Signs, Rural Nonresidential. (Randall)</u>  I move to direct staff to revise Table 8.05-1 to reduce the cumulative area (maximum all wall signs, per lot) for the Rural Nonresidential Sign Group from 40 square feet to 20 square feet.</p>	<p>The Planning Commission discussed signage extensively during five work sessions and recommended up to two wall signs per lot in the Rural Nonresidential Sign Group (AR-1, AR-2, AR-3, A-10, CR-1, PD-RV, and RC). The Draft Zoning Ordinance limits each of the two allowed signs to 20 square feet. The motion would reduce allowable signage in this Sign Group by half to one 20-square-foot wall sign. It is noteworthy that <b>"Nonresidential" (or "NR") means any lot that is not designated as "Residential," including any farm that includes a dwelling unit.</b> Should the Board support reducing the maximum size of wall signs in this sign group, <b>staff recommends considering a maximum of 30 square feet cumulative area and 20 square feet for individual wall sign area</b> as a potential balanced approach between rural economy and residential interests.</p>	<p><b>We Agree, thank you!</b></p> <div data-bbox="1486 646 1776 760" style="border: 1px solid red; height: 70px; margin: 10px auto; width: 138px;"></div>
<p><u>45. Chapter 8: Signs Endorsement. (Staff)</u>  I move that the Board of Supervisors endorse Chapter 8: Signs of ZOAM-2020-0001, Zoning Ordinance Rewrite, as presented in Attachment 1 to the October 23, 2023, Work Session Supplemental Action Item, subject to all revisions reflected in the motions approved by the Board of Supervisors during its October 23, 2023, Work Session. I further move that the Board of Supervisors direct staff to make the Additional Staff Recommended Revisions for Chapter 8 as presented in Attachment 2 to the October 23, 2023, Work Session Supplemental Item.</p>	<p><b>Endorsement of Chapter 8.</b>  Staff support this motion.</p> <div data-bbox="900 1138 1161 1227" style="border: 1px solid red; padding: 5px; margin: 10px auto; width: fit-content;"> <p>HOLD TO NEXT WEEK</p> </div>	<p>We Agree, with Stakeholders 5 &amp; 6 friendly amendment to <u>40. Table 8.04-1. Ground Signs, Rural Nonresidential</u></p>