



Loudoun County Board of Supervisors
Subject: Sign Ordinance in Loudoun County

Dear Chairman York and Members of the Board of Supervisors,

I understand that one of the many items that you will be discussing at your upcoming Strategic Planning session is the need to update and amend the Loudoun County Sign Ordinance. As signage is an important component of nearly every business, it is very important to economic development in general, and has been a discussion item at Economic Development Commission. The existing Sign Ordinance is complicated and frustrating to both County Staff and industry professionals that deal with the ordinance. Additionally, this frustrating and confusing ordinance has negatively impacted many of our existing businesses, and is viewed as a negative factor for new businesses that would consider locating in Loudoun County.

Therefore, our Transportation and Infrastructure Committee (TIC), has agreed to take on a Sign Ordinance Action Item in its work plan for 2008. A group of volunteer professionals in the industry will provide the TIC with recommendations and suggested changes to the Sign Ordinance. TIC will review the recommendations and as deemed appropriate will forward it to the Economic Development Committee (EDC) for review and their recommendation to the Board of Supervisors (BOS).

This is an important issue to the business community and it is our hope that the BOS will give a priority status to providing staff to review the workplan and recommended changes when appropriate.

Thank you for consideration in this matter, the EDC would welcome the opportunity to work with you on this very important initiative. Please contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tamar Datan Johnston', with a long horizontal line extending to the right.

Tamar Datan Johnston
Chairman, Economic Development Commission
July 11, 2008