

**A Resolution Urging the Loudoun County Board of Supervisors  
To Amend the Various Sections of the Revised 1993 Loudoun County  
Zoning Ordinance as they Relate to Sign Regulations**

**January 9, 2009**

**WHEREAS**, signage is critically important to nearly every business in Loudoun County and, consequently, is of great importance to overall business competitiveness and economic development; and

**WHEREAS**, current land development patterns in the County have tended to be more mixed-use in nature, thus creating a need for more diversity in signage; and

**WHEREAS**, the existing Sign Regulations have not kept pace with these new land use and development patterns and have thus become a negative factor for new businesses locating in the County; and

**WHEREAS**, the existing Sign Regulations are unnecessarily complicated and confusing in their application for both County staff and development industry professionals alike; and

**WHEREAS**, via their July 2008 Strategic Planning Process, the Loudoun County Board of Supervisors have identified the need for revisions to the current Loudoun County Sign Ordinance; and

**WHEREAS**, a group of volunteer professionals with specific expertise in dealing with the Sign Regulations in Loudoun County have worked to develop recommendations and suggested changes to the existing Sign Regulations that:

- Reduce confusion through revamped definitions of sign terminology.
- Reduce complication through a simplification of the existing Sign Matrix
- Allow the Sign Regulations to be more relevant to current land use and development patterns.
- Still provides for effective control of size, height, and illumination of signs.

**NOW THEREFORE BE IT RESOLVED**, that Loudoun County Economic Development Commission, having acknowledged both the need for revisions to the Sign Regulations and the suggested changes and commendable work effort of the volunteer working group, does hereby respectfully request that the Loudoun County Board of Supervisors initiate the processes to review the proposed amendments and to revise Article 5, Section 5-1200, Sign Regulations, and Article 8, Definitions to give Loudoun County a reasonable, flexible and competitive Sign Ordinance.



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John Wood, Chairman  
Loudoun County Economic Development Commission

