

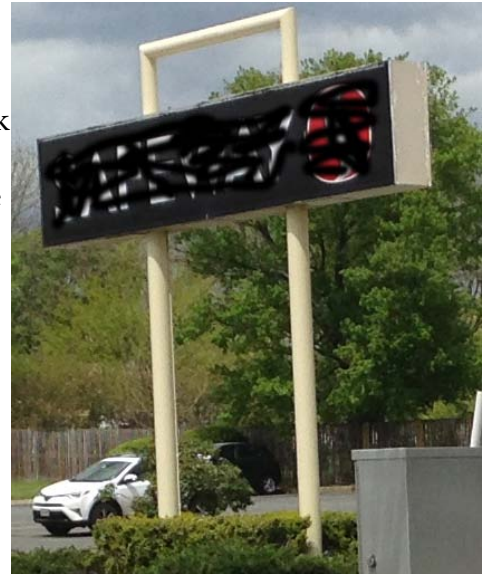
Signs shown in this document are for illustration purposes only and not meant to show particular businesses.

### SIZE MATTERS:

In towns and other commercial areas, large signs and multiple signs distract drivers and baffle the viewer who has difficulty finding the sign they are looking for. This story from the town of Leesburg's efforts to keep signs from being too large illustrates how essential it is to prevent sign-size creep.

"When a large grocery chain asked the town of Leesburg for a variance from the town's ordinance to put up a larger sign than allowed, the mayor, Frank Raflo, asked, (paraphrased), 'Do you think the people of Leesburg are so dumb they can't find your store with a sign the allowed size?'. The applicant quickly built a sign to fit the ordinance."

The current sign on the right. Yes, it is larger than the original.



Small signs in the Rural area are easy to see and have worked for rural businesses for many years. Easily seen in the uncluttered rural landscape. Large signs in the rural areas detract from the very visual beauty of the area that customers come to see.



**UNLIMITED TEMPORARY SIGNS:** Luckily, I do not have any photos of these signs.

### **PROTECT THE VISUAL RURAL ENVIRONMENT**

How does the signage allowed in rural areas affect three-acre and small acre subdivisions? Are multiple signs appropriate in these type of developments? Can the ordinance reflect the difference between true farms and real suburban inclusions in the rural areas? Signs which are legal now in the rural areas would be ill-placed in any of the now prevalent housing developments in the rural areas.



**NON-ENFORCEMENT:** Non-enforcement encourages large signs which can be put up with no repercussions. The signs below show how large signs degrade the area whether commercial, suburban, or rural. Do these signs give violators an advantage?



Feather flags distract and make the roadside cluttered and ugly especially as they themselves deteriorate.





**PRETENDING ADDED MATERIAL IS NOT A SIGN:** This sign on rural Route 9 is legal because the writing only takes up the top section. The lower part is an additional section placed next to the “sign” and is not considered part of the sign.

Even though the signs appears to passers-by as very large, the County considers the sign itself to be just that part of the presentation that has writing. What a way to get around the ordinance.



DISTRACTIVE SIGNS: Feather flags, balloons, digital devices especially if they are changeable, “air dancers”. All distract drivers and none should be allowed. And, enforcement is essential.

