



The Leesburg Garden Club
36990 Jeb Stuart Road
Purcellville, VA 20132

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To Board of Supervisor members:

Loudoun's uncluttered roadside beauty is both a valued asset to its citizens and visitors and of substantial economic importance to its \$1.7 billion tourism industry* (third highest in the state). That tourism prowess shows how well—up to this point—its scenic landscapes have benefited all.

So it is with deep dismay that the Leesburg Garden Club witnessed the Board of Supervisors' July 20, 2017, vote to undo protections for those roadside landscapes that the Club has worked so hard to preserve. We respectfully, but strongly, request that you revisit and rescind the revision of the temporary sign ordinance, allowing unlimited 32-square-foot signs on any property.

Starting in the 1930s, Leesburg Garden Club, led by Vinton Pickens, worked to remove billboards from Loudoun County, and lobbied to persuade the Board of Supervisors to appoint a Planning Commission to write a zoning ordinance. In 1942 Loudoun became the first rural county in the nation to have a zoning ordinance (with Pickens as the Planning Commission's first chairman). Management of signs was an important part of the zoning ordinance, and remains so.

The latest version of the county sign ordinance is a huge step backward, away from the protections that have served citizens and businesses so well. Section 5-1200, of the Revised 1993 Loudoun County Zoning Ordinance, passed on July 20, 2017, goes a long way toward undoing the protections we need. Table 5-1204(D) allows an unlimited number of "temporary" freestanding 32 square foot signs for any purpose to be permitted and displayed for up to 120 days in any calendar year. These regulations regarding sign size and number of signs are undesirable, effectively dropping the county's protection against encroachment of commercial signage especially upon the residential and rural open spaces that make them so special.

The Leesburg Garden Club and its members request that the current regulations permitting "temporary" 32 square foot signs be rescinded. We ask that the County then work with citizens and citizen groups to make new ordinances that will serve to truly "careful control of signs ...protect the general welfare, safety of individuals, and property values, support economic vitality and viability, and enhance Loudoun's communities overall." as specified in the opening paragraph of 5-1200.

Proliferation of large signs will undeniably degrade the desirable nature of our communities and the economic benefits it has fostered. There is a larger and greater good to be had by retaining the protections citizens and visitors have heretofore enjoyed.

We ask you to put this item on your agenda as soon as possible.

Sincerely,

Dianna Price
President, Leesburg Garden Club

* Loudoun County Department of Economic Development.