



# Comprehensive Sign Ordinance Update

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Purpose:

To regulate signage for the safety and welfare of vehicular and pedestrian traffic.

Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that call for regulation.

# Background

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- *Reed v. Town of Gilbert*
- Over 20 years since Harrisonburg's Sign Ordinance was last comprehensively reviewed

# Public Input

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- Two public input panels
- Notified stakeholders
- Press releases, social media, city webpage

# Major changes to proposed sign ordinance

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- Removal of content-based language
- Civil penalties
- Comprehensive sign plans
- Temporary signage
- Signage allowance changes
- Organization and clarity

# Recommendation

**Staff and Planning Commission (4-0)  
recommends approval of the Sign  
Ordinance amendments.**

