

Sign Ordinance Amendment

Section 11-7-8 Interstate 81 Overlay District



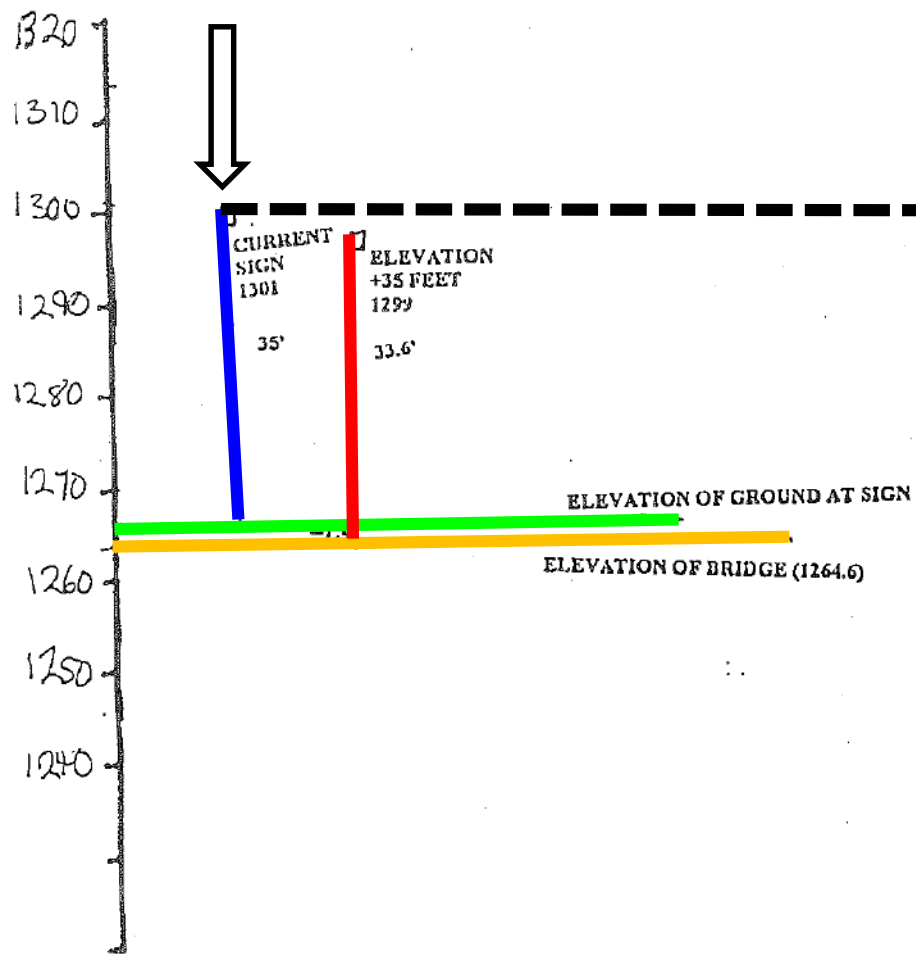
- Amend Section 11-7-8 Interstate 81 Overlay Sign District regulations to allow taller signs at the Exit 243 interchange only.

Any business or industrial zoned property located within an eight hundred (800) foot radius of the center of any Interstate 81 exit ramp intersection with the closest boundary of an intersecting street shall be defined as the Interstate 81 overlay sign district. Within this Interstate 81 overlay sign district, the maximum height allowance for freestanding signs, other than directional signs, including pylon or post structures shall be limited to thirty-five (35) feet above average grade conditions or be determined by the nearest interstate exit number and based on an elevation above mean sea level as set out below:

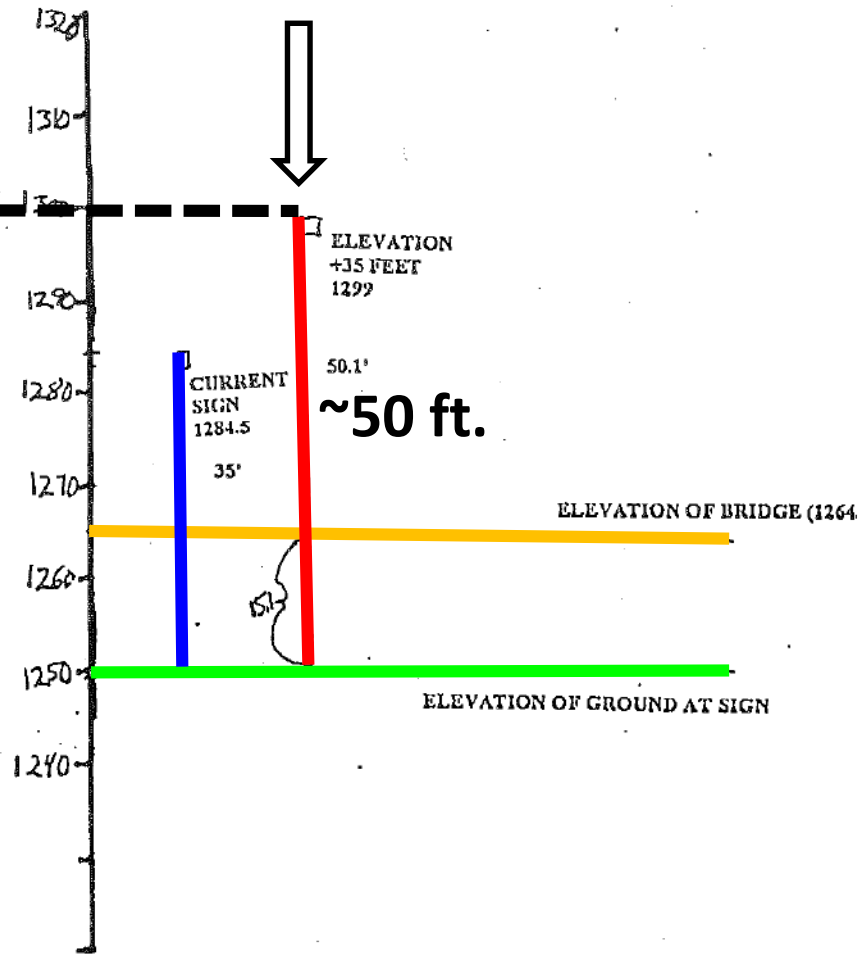
Exit Number	Maximum Sign Height (Feet Above Mean Sea Level)
243 (Pleasant Valley Road)	1299.6 1349.6
245 (Port Republic Road)	1341.8
247 (East market Street)	1452.6

Elevations must be determined by a licensed surveyor from a city Global Positioning System (GPS) point. Signs located within the Interstate 81 overlay sign district shall not project over any lot line and shall not exceed a sign area of three hundred (300) square feet for one sign or when more than one qualifying use is located on a single parcel within the Interstate ~~81 sign~~ overlay sign district, a single support structure may be erected which contains a combined sign area not to exceed five hundred (500) square feet provided no single sign size shall exceed three hundred (300) square feet.

Exit 243



Ramada



Truck Terminal

November 2017 Applicant submitted a request to amend the Interstate 81 Overlay Sign District.

January 2018 Staff finalized a staff report for the January 9, 2018 CC agenda and recommended denial of the amendment. Staff provided a draft copy to the applicant's representative and the applicant tabled the request before it was heard at CC.

July 2018 Applicant submitted a request to amend only the Exit 243 interchange details of the Overlay District.

August 2018 Staff presented the Sign Ordinance amendment as requested by the applicant, but again recommended denial of the request. CC instructed staff to investigate the issue further.

- **Staff has received additional information about existing sign heights along I-81. A summary provided by Eddie Edwards Signs.**
- **Staff looked into how other jurisdictions within the I-81 corridor regulate freestanding signage near the interstate.**
- **Performed additional research trying to find if there were any academic journal articles that might suggest a relationship between height of the sign and effectiveness.**

- Frederick County
- City of Winchester
- Shenandoah County
- Town of Strasburg
- Town of Woodstock
- Town of Mount Jackson
- Town of New Market
- Rockingham County
- City of Harrisonburg
- Augusta County
- City of Staunton
- Rockbridge County
- Botetourt County
- Roanoke County
- Montgomery County
- Town of Christiansburg
- Pulaski County
- Wythe County
- Town of Wytheville
- Smyth County
- Town of Marion
- Washington County
- Town of Abingdon
- City of Bristol

5 allow 100 ft. in height or more (4 have no height regulations).

4 allow 35 ft. up to 85 ft.

9 regulate signs to 35 ft. or less.

6 allow a SUP, Comprehensive Sign Plan, or BZA to waive the height.

- **211 signs evaluated along I-81 and determined 91 ft. was the average height.**

For 2017 – In Gallons

Shenandoah Truck Center (Mt. Jackson, VA)	12,690,173
Harrisonburg Truck Center (Harrisonburg, VA)	7,409,806

For YTD through October, 2018 – In Gallons

Shenandoah Truck Center (Mt. Jackson, VA)	11,457,935
Harrisonburg Truck Center (Harrisonburg, VA)	6,570,192

**Harrisonburg Truck Center
Total Revenue to City of Harrisonburg**

Esitmated Revenue to City of Harrisonburg from Harrisonburg Truck Center

	2016			Total
	Holzman Oil Corp.	Joe's Grill & Griddle	Convenience Store	
Real Estate Tax	37,003	0	0	37,003
Personal Property Tax	13,616	0	0	13,616
Business Licenses	20,965	2,100	1,700	23,065
(2018 Based on 2017 Sales)				
Meals Tax	0	64,000	3,717	67,717
Paid Directly to City	71,584	66,100	5,417	141,401
Estimated Sales Tax Paid to State Returned to City	0	9,900	7,500	17,400
Total Revenue to City	71,584	76,000	12,917	158,801

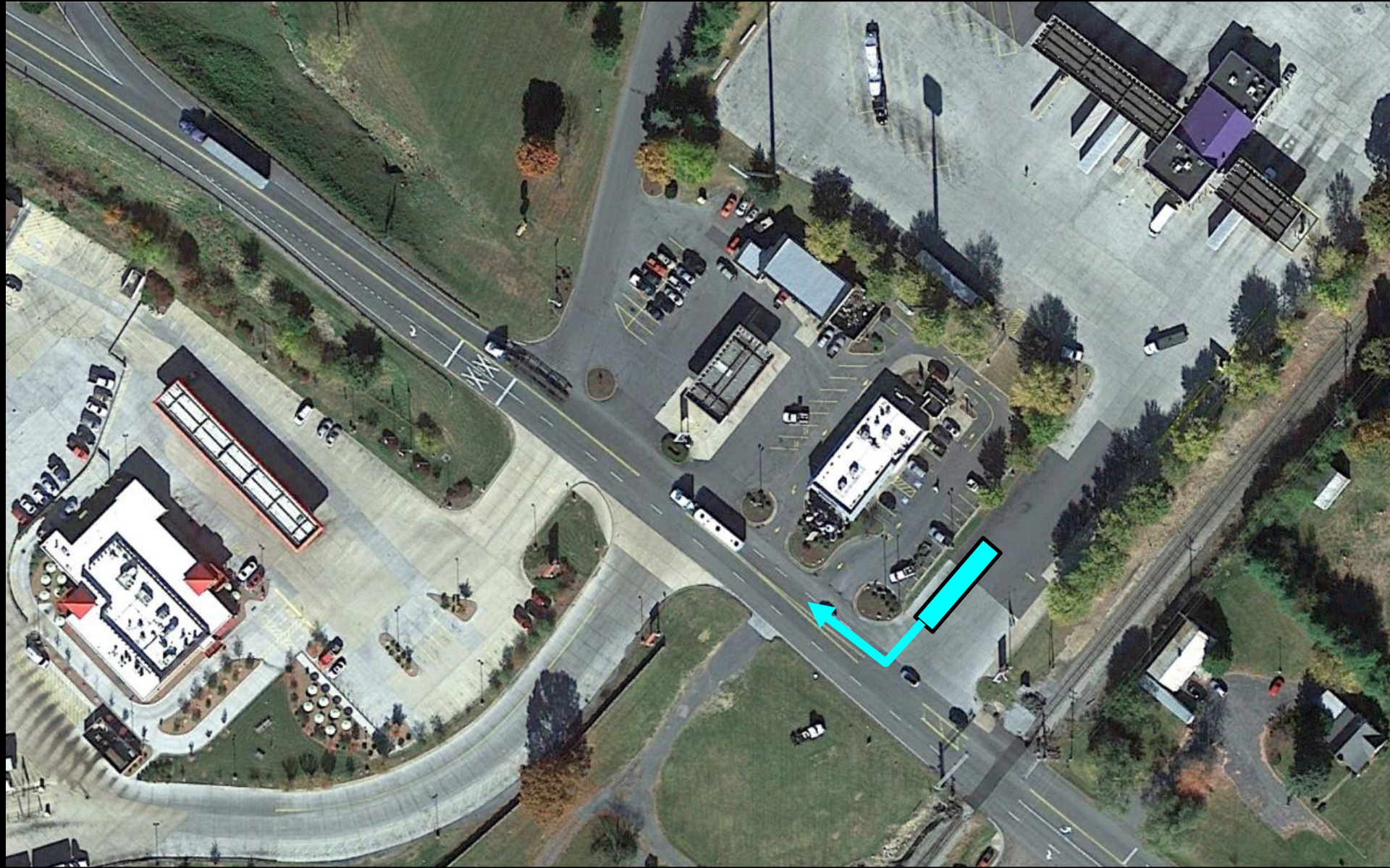
	2017			Total
	Holzman Oil Corp.	Joe's Grill & Griddle	Convenience Store	
Real Estate Tax	38,065	0	0	38,065
Personal Property Tax	12,935	0	0	12,935
Business Licenses	29,291	2,000	1,700	31,291
(2018 Based on 2017 Sales)				
Meals Tax	0	59,300	3,889	63,189
Paid Directly to City	80,291	61,300	5,589	145,480
Estimated Sales Tax Paid to State Returned to City	0	9,200	6,924	16,124
Total Revenue to City	80,291	70,500	12,513	161,604

Estimated Revenue to City of Harrisonburg with High Rise Sign

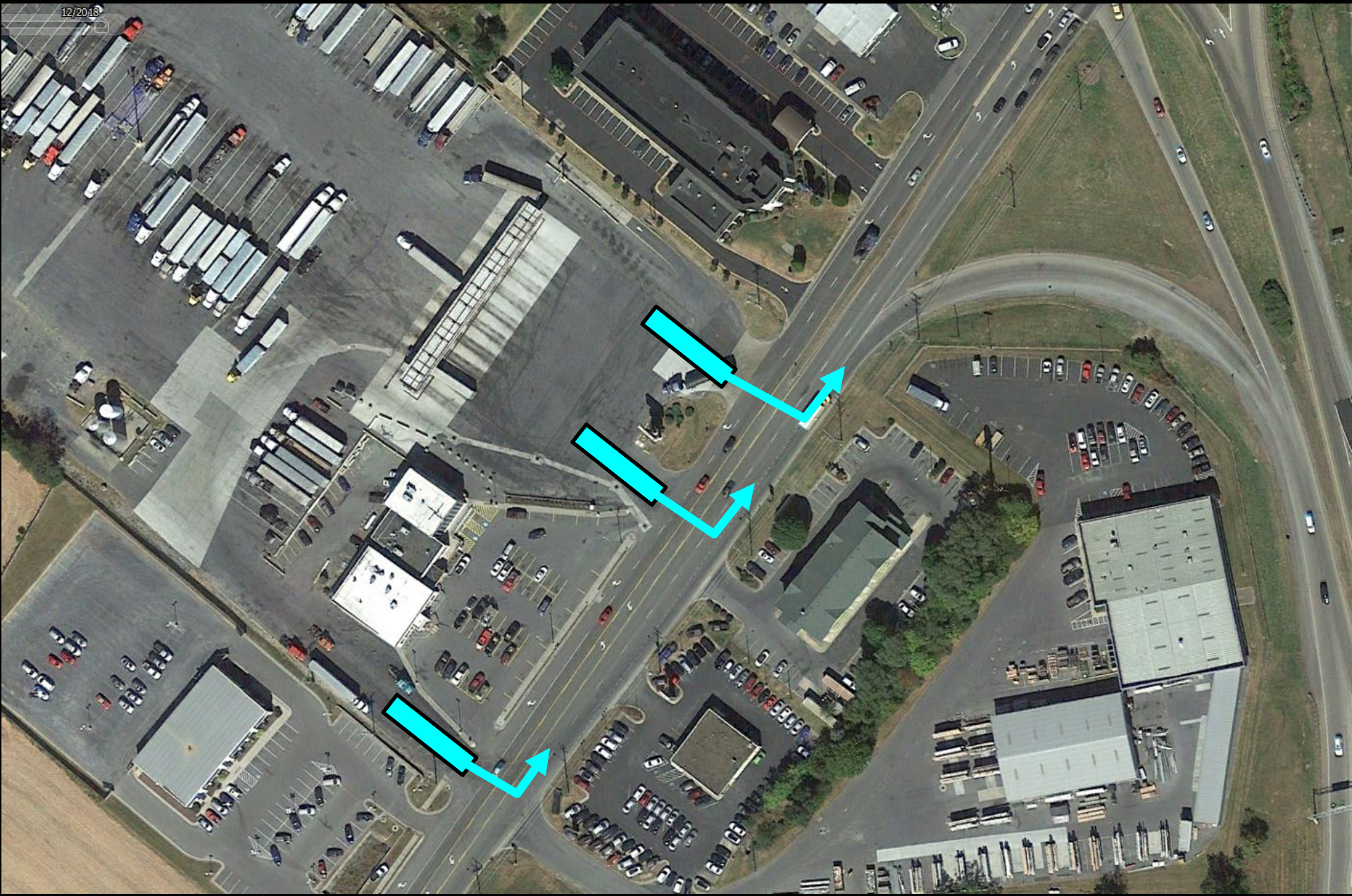
	Holzman	Joe's	Convenience	Total
	Oil Corp.	Grill & Griddle	Store	
Real Estate Tax	38,065	0	0	38,065
Personal Property Tax	12,935			12,935
Business Licenses	58,582	4,000	3,400	62,582
Meals Tax	0	118,600	7,800	126,400
Paid Directly to City	109,582	122,600	11,200	239,982
Estimated Sales Tax Paid to State Returned to City	0	18,400	13,800	32,200
Total Revenue to City	109,582	141,000	25,000	272,182

Annual Estimated	29,291	70,500	12,487	110,578
Increase in Revenue With High Rise Sign				

Exit 273 Mt. Jackson, VA



Exit 243 Harrisonburg, VA

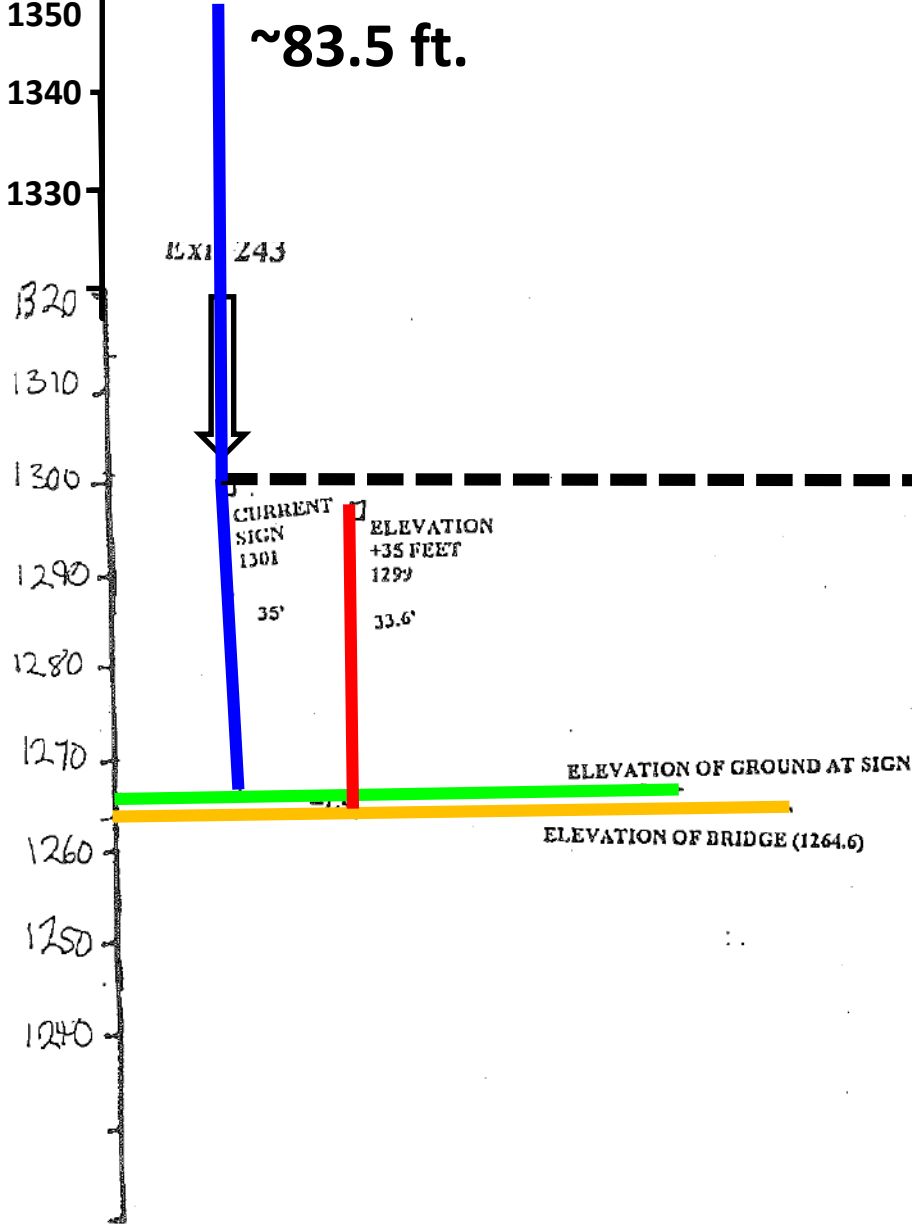




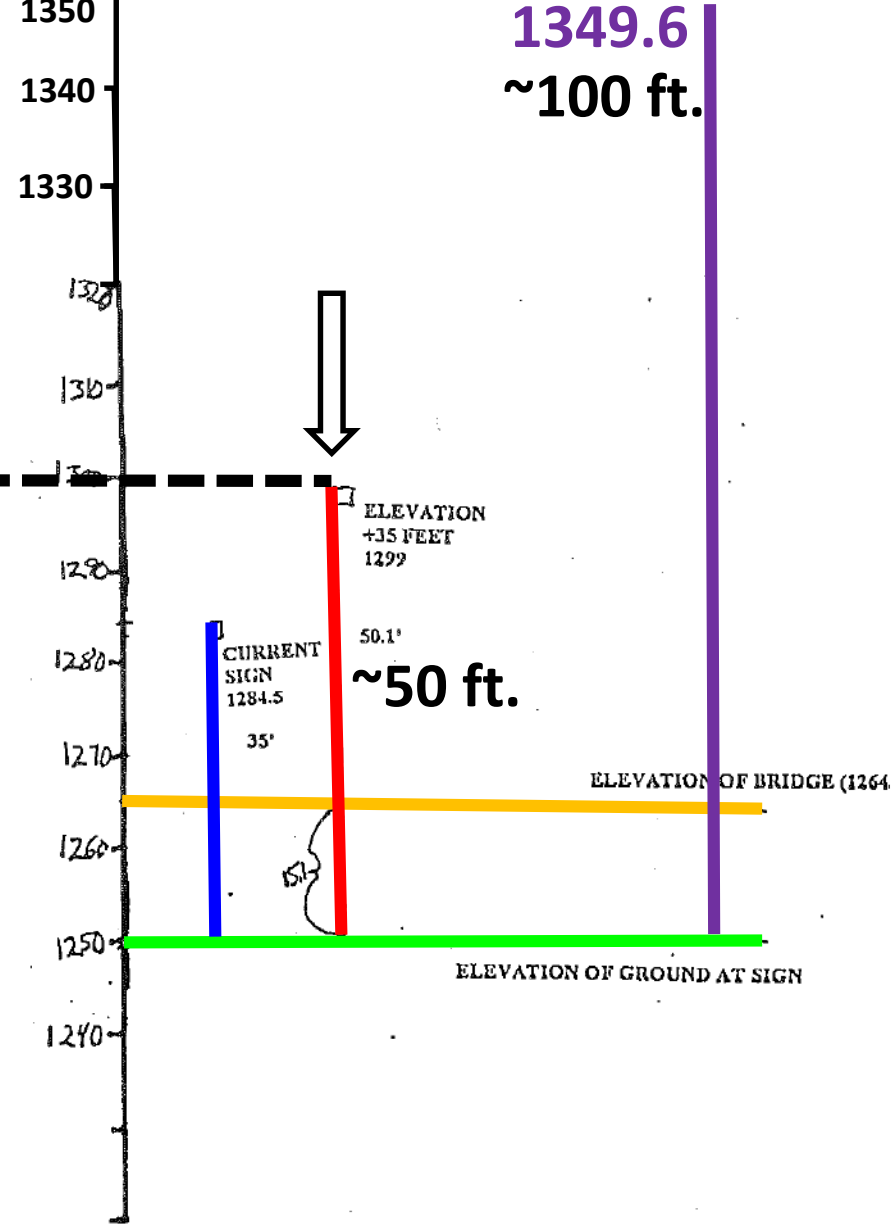


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- **Performed additional research trying to find if there were any academic journal articles that might suggest a relationship between height of the sign and effectiveness.**
- **Technological advances.**
 - **Navigation Systems.**
 - **Apps.**



Ramada



Truck Terminal

Recommendation

Staff recommends denial.

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