

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.



PEOPLES DR

COVENANT DR

PLEASANT VALLEY RD

US EXIT 249A
I-67

S MAIN ST

I-67 EXIT 249B
US 11 EXIT 249A

I-67 EXIT 249A

EARLY RD

ABBOTT LN

- **1996 comprehensive re-write of the Zoning, Subdivision, and Sign Ordinances.**



Section 11-5-8 Interstate 81 Overlay Sign District:

- Properties within a specified area to have signs as large as 300 sq. ft. in area, and in certain circumstances, as much as 500 sq. ft. in area.

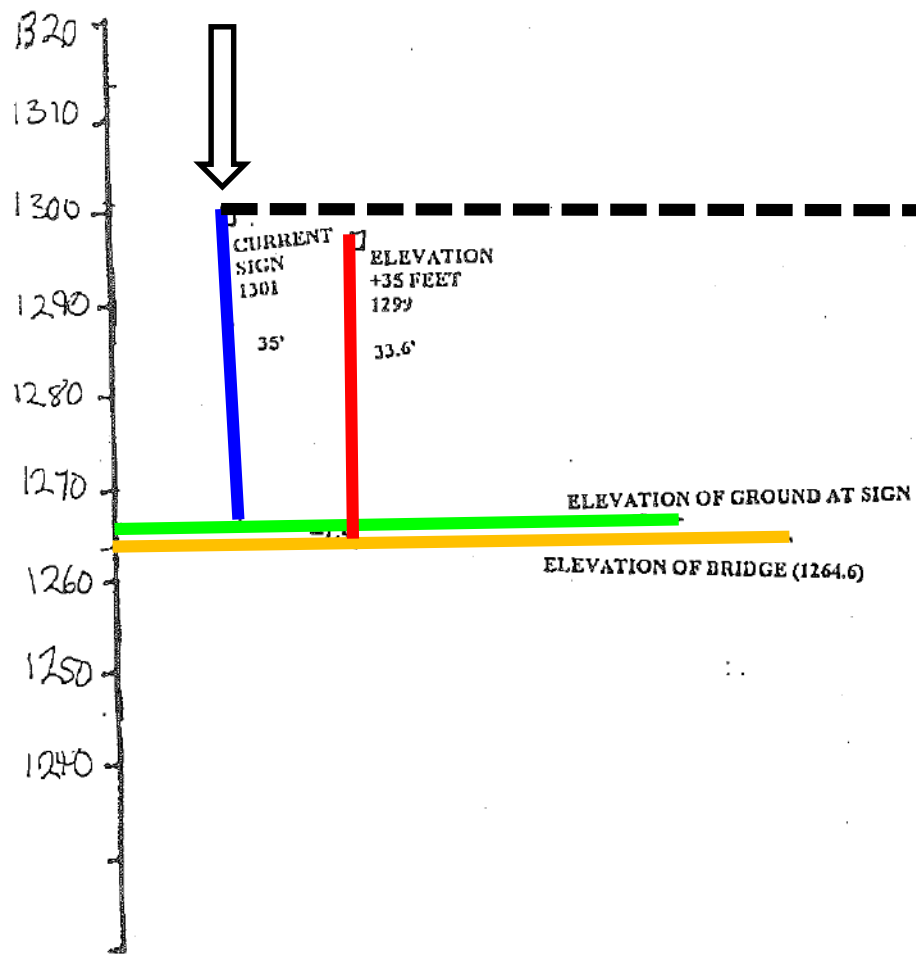
- **1998 Cracker Barrel restaurant company requested for taller signs.**



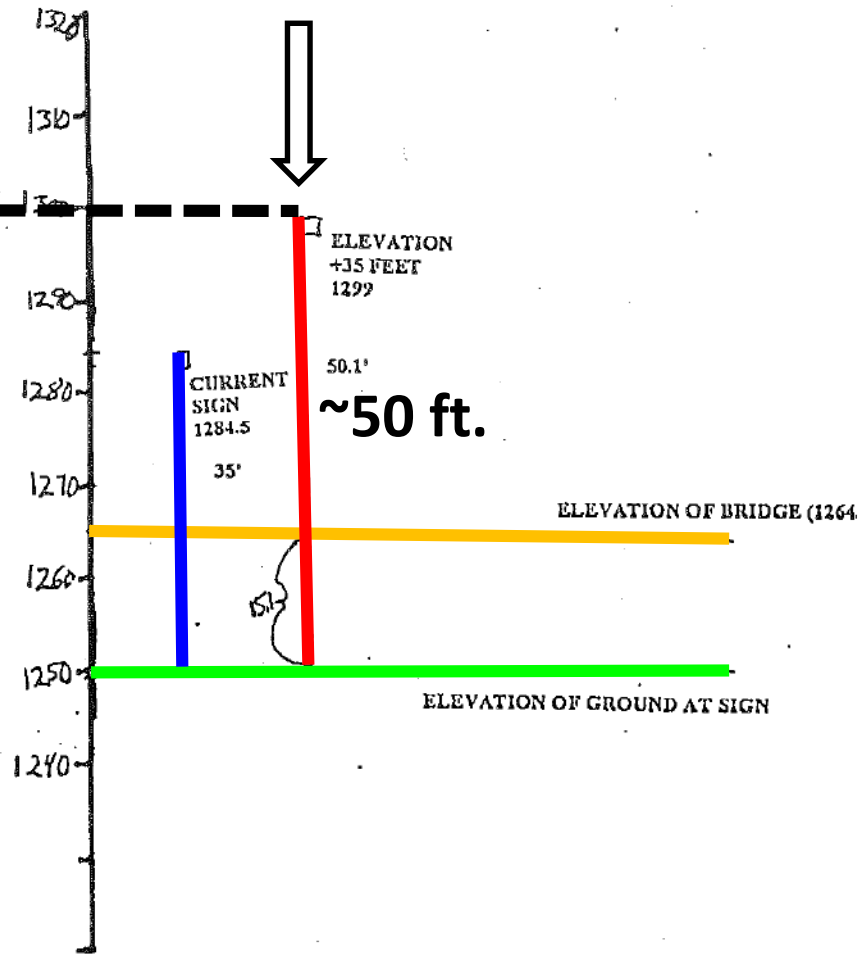
- PC and staff discussed the matter.
- Ordinances from 20 different localities were reviewed.
- Selected an approach based upon mean sea level.
- Debated whether 35 feet or 50 should be added to the elevation of the intersecting public street bridges that crossed I-81.
- Ultimately chose 35 feet above the elevation of the bridges.

Section 11-7-8 Interstate 81 Overlay Sign District

Exit 243



Ramada



Truck Terminal

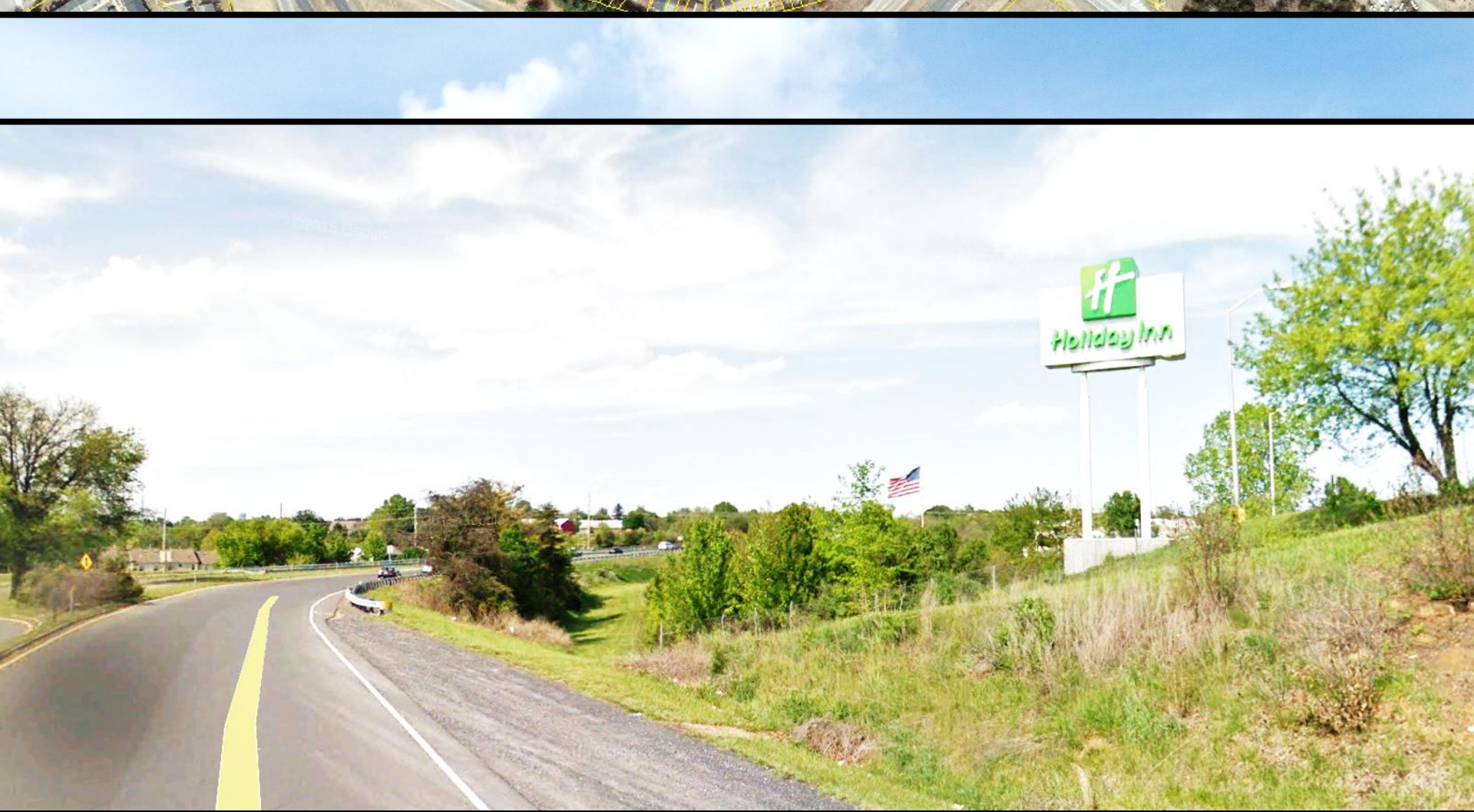


SB Zoom



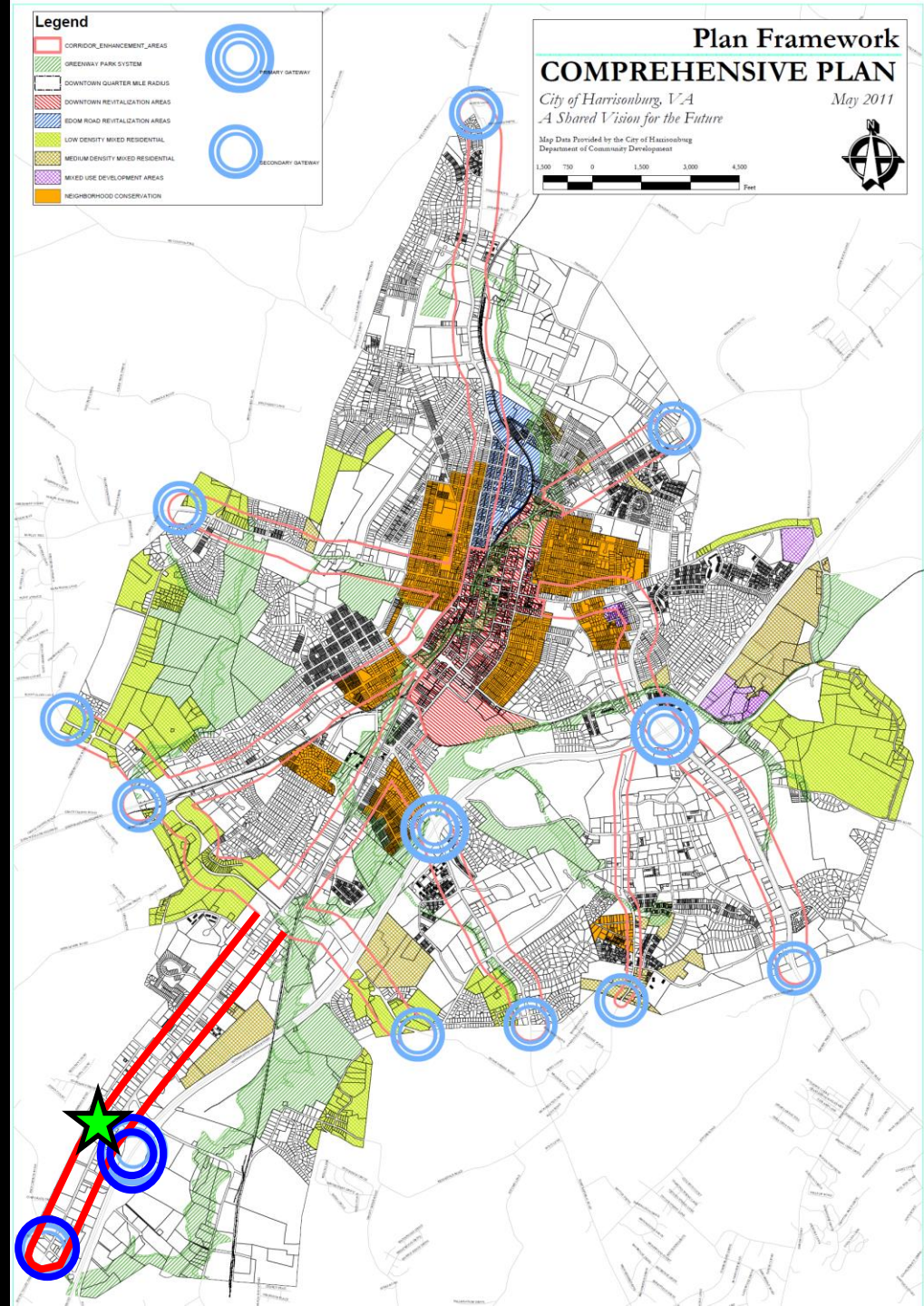
Tall, Nonconforming Signs

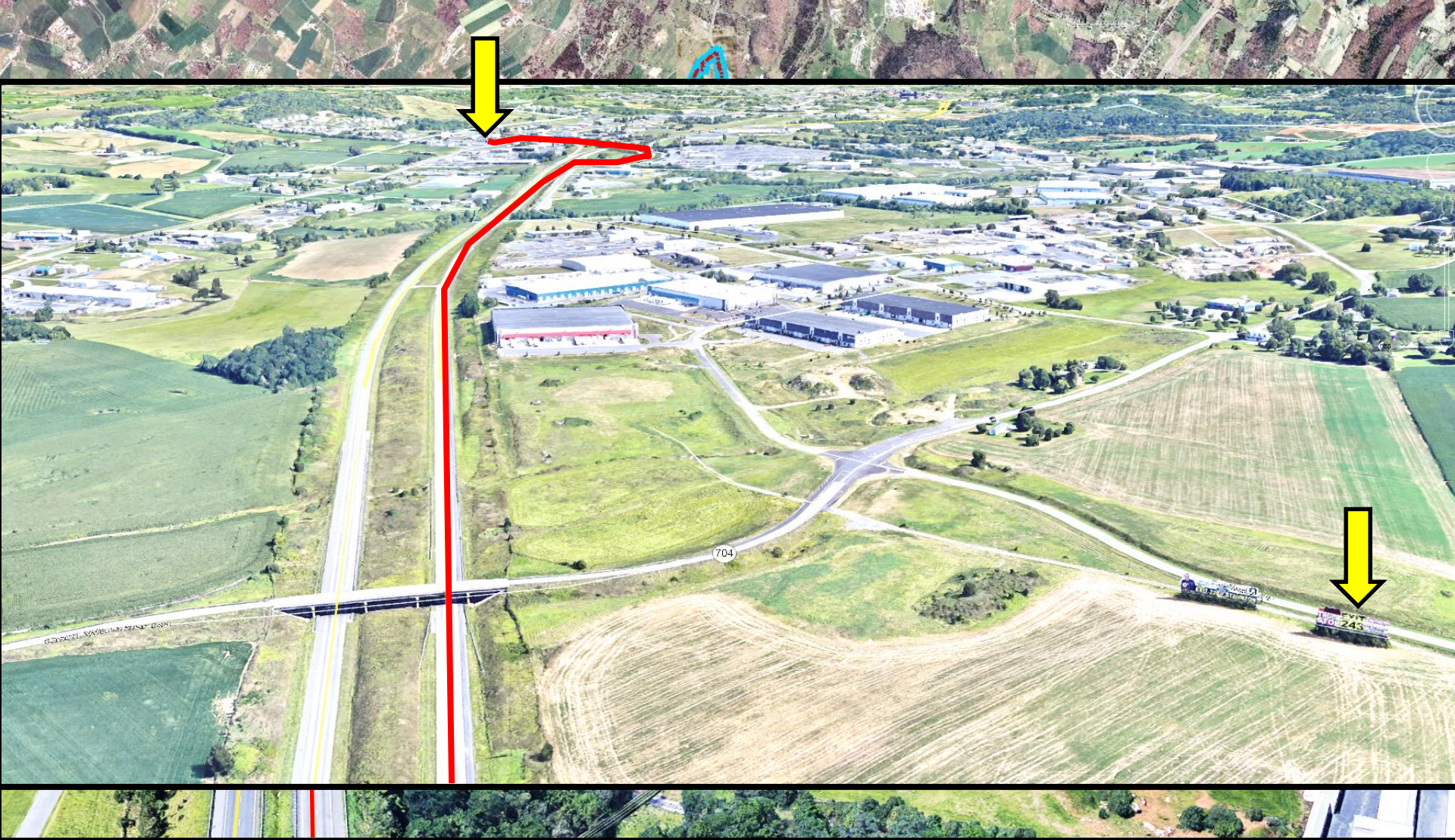


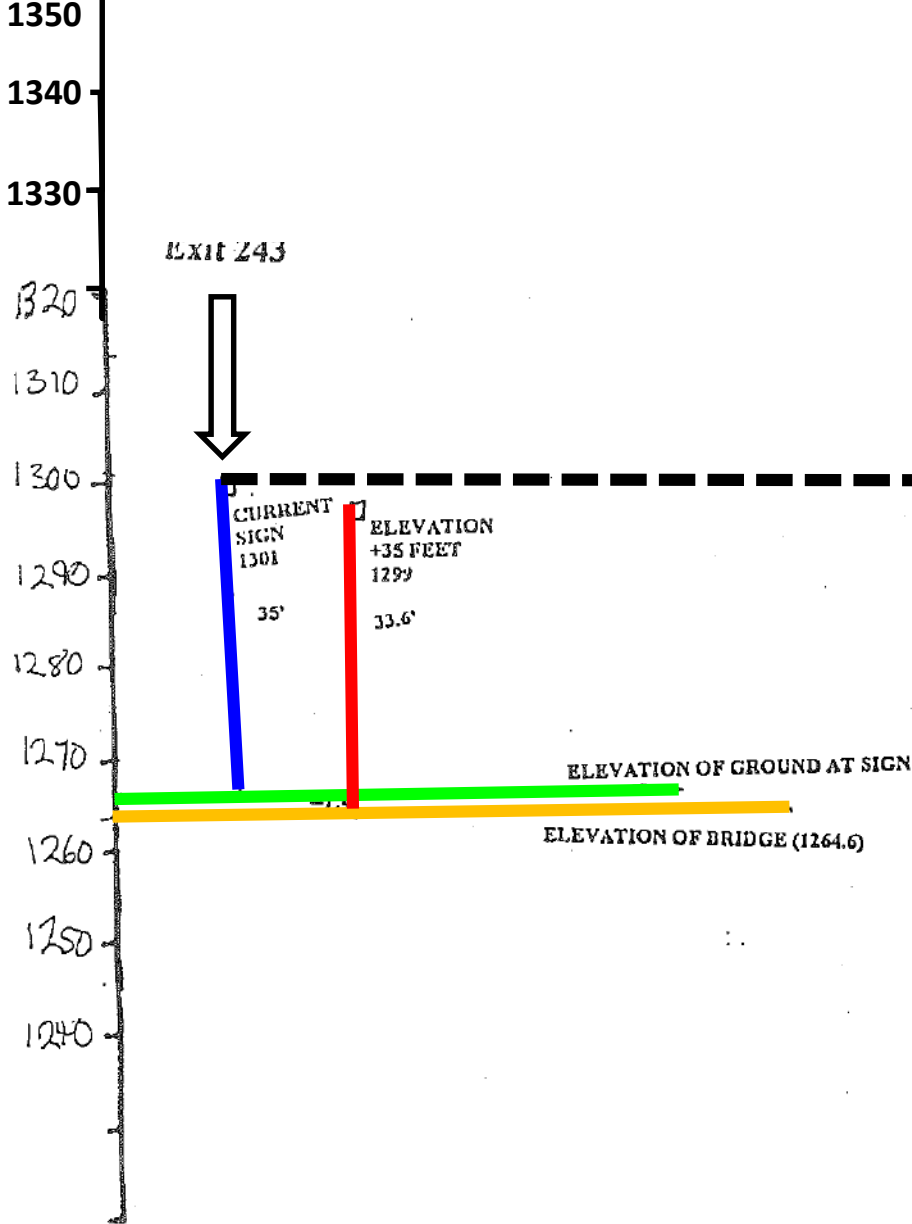


City Gateways & Corridor Enhancement Areas

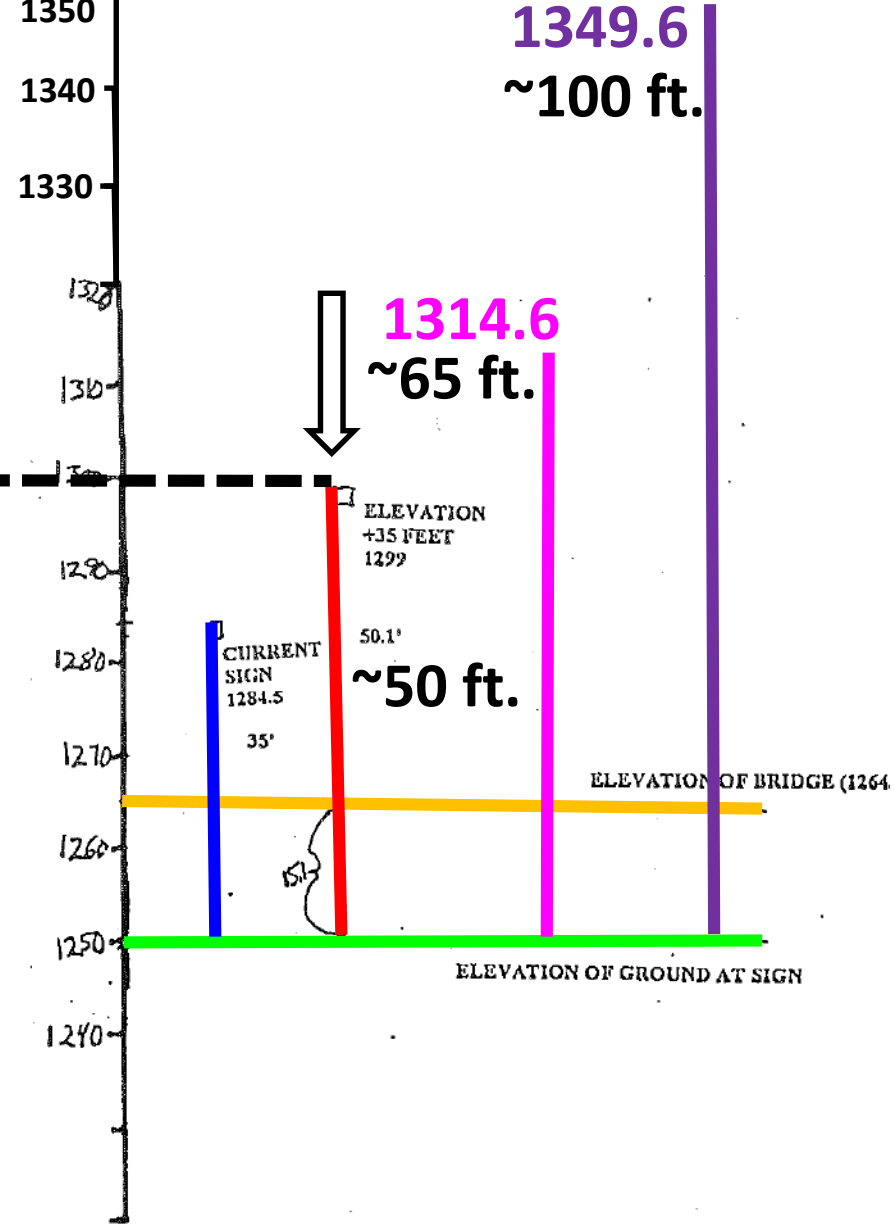
- City Gateways “serve as the community’s front door, establishing first impressions and reinforcing images and perceptions of Harrisonburg’s character, quality of life and vitality.” The Plan states that “an evaluation [should be performed] of the visual quality and entry experience at each gateway and plan for appropriate improvements.”
- Corridor Enhancement Areas are “important local and regional travel routes into and through the City, many of which are commercial destinations. Their quality and character strongly influence the City’s accessibility, attractiveness and economic vitality.” Plans for these areas should address:
 - Land use and design quality; streetscape improvements; vehicle, pedestrian and bicycle circulation; access management; development, redevelopment and reuse opportunities; conservation of special features; improvements to utilities and public facilities; and signage.







Ramada



Truck Terminal

Recommendation

- a) Approve the amendment as requested by Holtzman,
- b) Approve an amendment with allowing greater or lesser height,
- c) Deny the amendment request; or
- d) Direct staff to investigate this issue and provide a detailed evaluation and recommendation.

