



Shepherdstown Resolution No. 26-002

A RESOLUTION AUTHORIZING THE REVIEW AND CONSIDERATION OF A NEW SIGN AT THE CORNER OF GERMAN AND PRINCESS STREETS

WHEREAS, the Town of Shepherdstown seeks to support and promote its local businesses and enhance the experience of residents and visitors; and

WHEREAS, Princess Street is home to a growing number of small businesses, shops, and restaurants that contribute to the character and local economy of Shepherdstown; and

WHEREAS, it has been identified by Princess Street business owners that many visitors are unaware of the businesses located along Princess Street due to insufficient visibility and signage at the corner of German and Princess Streets; and

WHEREAS, the current signage at this location does not adequately draw attention to Princess Street; and

WHEREAS, a more visible and thoughtfully designed sign would help guide pedestrian traffic, encourage exploration, and enhance the overall visitor experience by highlighting additional shopping and dining opportunities; and

WHEREAS, the installation of improved signage would benefit both the businesses located on Princess Street and the Town as a whole; and

WHEREAS, the upcoming summer season presents a timely opportunity to implement improvements that support increased visitor activity;

NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of Shepherdstown that the proposed sign at the corner of German and Princess Streets be considered.

ADOPTED this 8th day of April, 2026.

Mayor