

Hanover County, Virginia

Land Use Map

Legend

- Agricultural
-  Rural Village
-  Suburban Transitional
-  Suburban General
-  Suburban High
-  Multi-Family
-  Commercial
-  Multi-Use
-  Mixed-Use (LC/HR)
-  Mixed-Use (HC/LR)
-  Business-Industrial
-  Industrial
-  Limited Industrial
-  Planned Business
-  Destination Commerce
-  Flood Plain

CUP-4-14

Craig Realty Group, Richmond, L.L.C.

destination commerce sign

Destination Commerce Land Use

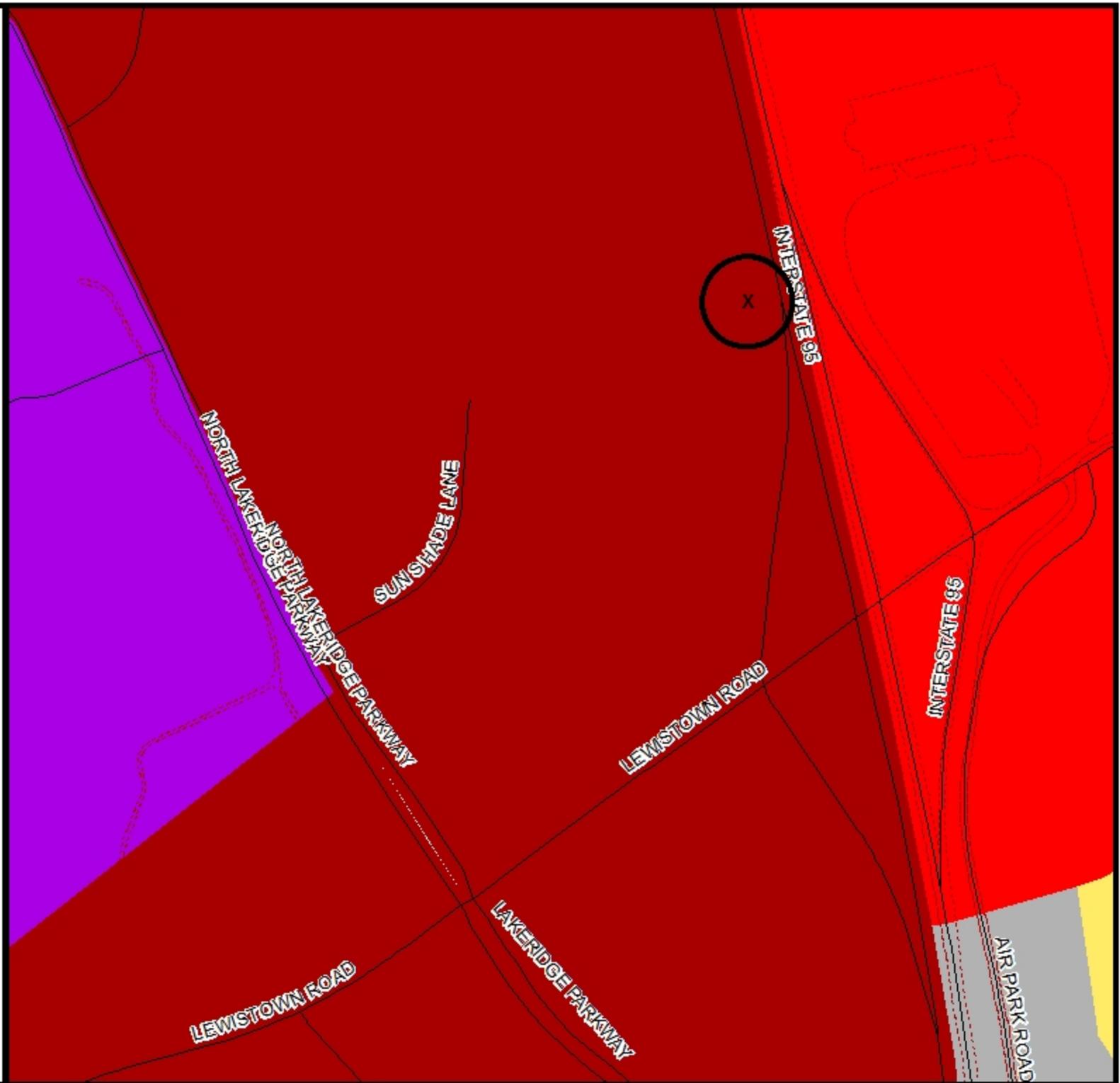
GPIN: 7788-68-3202(part)

Ashland Magisterial District



1 inch = 400 feet

May 06, 2014



**Hanover County,
Virginia**

General Parcel Map

Legend

- Roads
- Water
- Trees
- - - Private Road
- Structures
- Parcels

CUP-4-14

Craig Realty Group, Richmond, L.L.C.

destination commerce sign

Zoned M-2

GPIN: 7788-68-3202(part)

Ashland Magisterial District



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May 06, 2014



Hanover County, Virginia

Zoning Map

Legend

— Roads	■ R-4
- - - Water	■ R-5
- - - Private Road	■ R-6
□ Parcels	■ RM
□ CUP	■ MX
□ A-1	■ B-1
□ AR-1	■ B-2
□ AR-2	■ B-3
□ AR-6	■ O-S
■ RC	■ B-0
■ RS	■ M-1
■ R-1	■ M-2
■ R-2	■ M-3
■ R-3	

CUP-4-14

Craig Realty Group, Richmond, L.L.C.

destination commerce sign

Zoned M-2

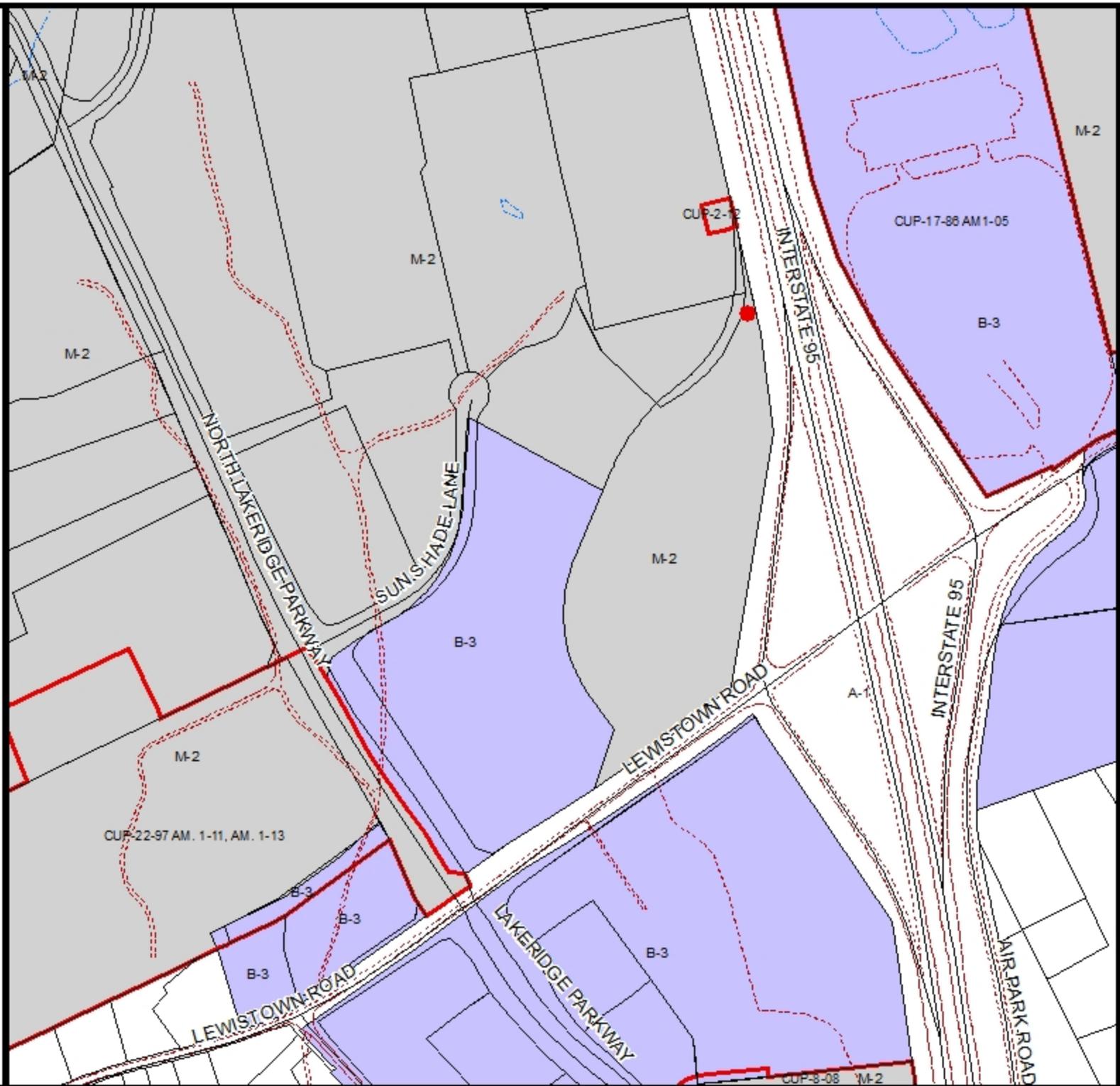
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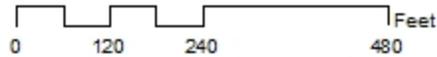
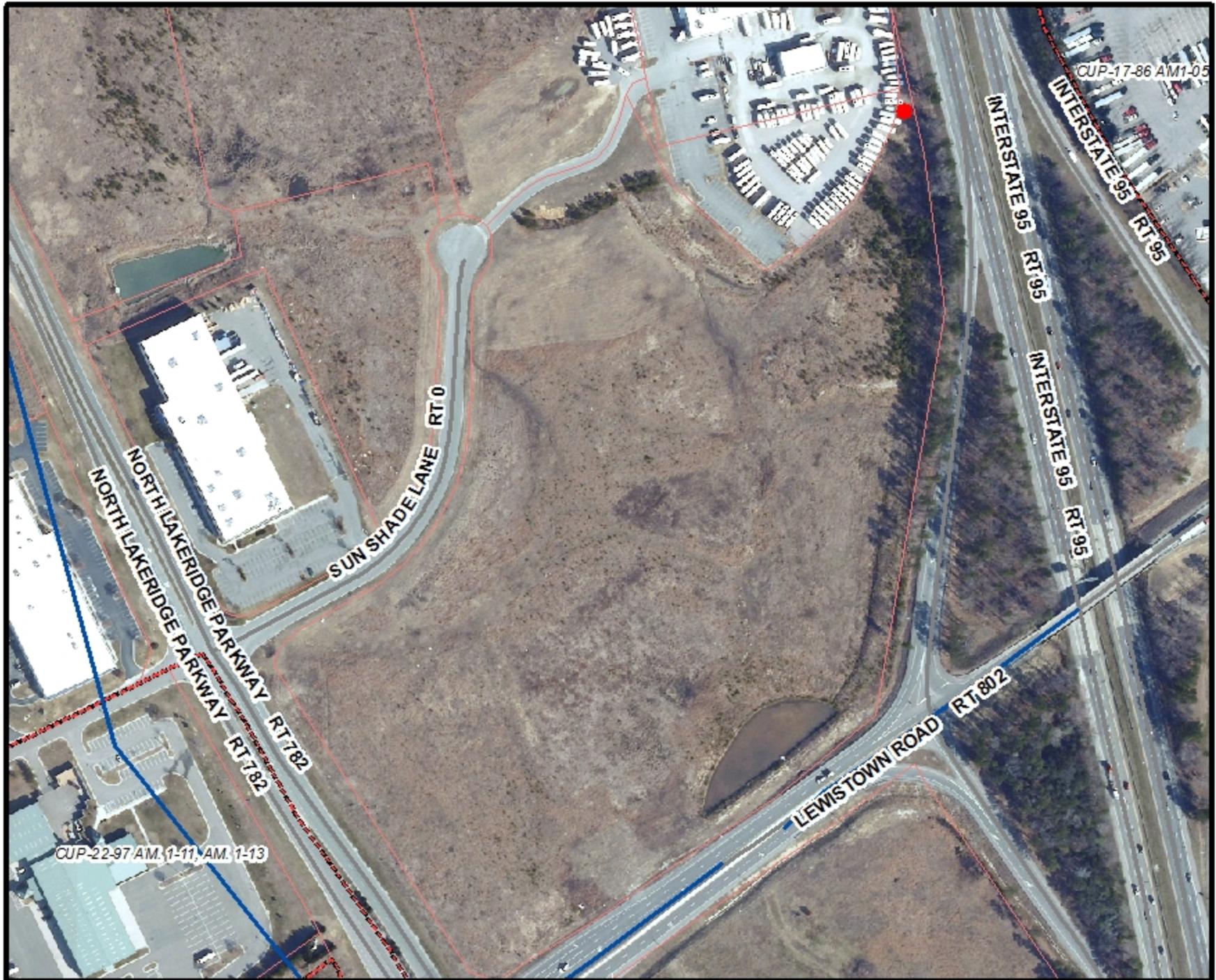
Ashland Magisterial District



1 inch = 400 feet

May 06, 2014





CUP-4-14, CRAIG REALTY GROUP, RICHMOND L.L.C.

Conditional Use Permit
Ashland Magisterial District
Board Meeting Date: July 23, 2014



Overview

Request	Permit one (1) freestanding destination commerce sign
Zoning	M-2(c), Light Industrial District with conditions
Acreage	27.52
CUP Acreage	0.04 acres
Location	On the northwest quadrant of the Interstate 95/Lewistown Road (State Route 802) interchange. The sign will be located on the west line of Interstate 95 approximately 950 feet north of Lewistown Road
GPIN	7788-68-3202
General Land Use Plan	Destination Commerce
Major Thoroughfare Plan	Interstate 95 (Interstate w/350' ROW)
Suburban Service Area	Inside
Case Planner	Claudia Cheely
Request	Permit one (1) freestanding destination commerce sign

Executive Summary

This is a request from Craig Realty Group for a freestanding destination commerce sign on its property within the Northlake Industrial Park, which is located adjacent to I-95, north of Lewistown Road. The proposed sign will be 82 ½ feet high and include LED displays for advertising tenants within a cohesive destination commerce development. This would be the second destination commerce sign approved for the Northlake development. The development includes Rolling Hills RV, Harley Davidson and future site of the Outlets at Richmond, which comply with the intent of the destination commerce designation for being regional in scope, unique in character, and providing services or products that will draw from an area far beyond the boundaries of the County for clients and customers. Prior to site plan approval for the sign, a master sketch plan must be submitted that demonstrates at least 100 acres will be developed as a unified destination commerce development in accordance with the sign ordinance requirements.

Recommendations

Staff

APPROVAL subject to the conditions as outlined in the staff report.

Planning Commission

APPROVAL subject to the conditions as outlined in the staff report.

Planning Analysis

Comprehensive Plan

The General Land Use Plan designates the subject area as Destination Commerce. The Comprehensive Plan recommends that destination commerce areas be limited to those uses for which Interstate visibility and access is critical, with uses that are regional in scope and unique in character, and draw from an area far beyond the boundaries of the County for clients and customers.

The Harley Davidson site, the future Outlets of Richmond site (Craig Realty Group – Richmond, L.L.C.), and the existing Rolling Hills RV are considered to be destination commerce because they do or will draw customers and clients from areas beyond the boundaries of the County. The applicant must demonstrate the parcels that make up the required 100 acres will be a cohesive destination commerce development to comply with the Sign Ordinance.

Compatibility with Surrounding Area

The type of signs permitted for a destination commerce area are larger than allowed anywhere else in the County and were added to the Sign Ordinance in order to help achieve the goal of drawing clientele and customers from an area far beyond the boundaries of the County. The Northlake destination commerce development is located next to other industrial and commercial parks and uses, and the location of the proposed sign will be adjacent to Interstate 95. Northlake already has one approved destination commerce sign on GPIN 7789-51-4882, which is owned by Dominion Land & Development Corporation. Craig Realty Group will be working with them to coordinate use of that approved sign as well as the one proposed for its parcel. The same elevations were provided with this request as the one approved for the Dominion Land parcel. Based on the perspectives provided with the application, the sign will be visible only from Interstate 95 and the location adjacent to the signs within the development. As required by the ordinance, the proposed sign will be spaced at least 3,000 feet from the other sign. Therefore, the sign is being placed in a location that will be completely compatible with the intent of the ordinance and adjacent uses, and will be visible to the intended viewers passing by the site along the Interstate and from locations internal to the development.

To date, the only other site approved for this type of sign is the Winding Brook development, which is immediately south of Northlake. The spacing between the northern Winding Brook sign and the proposed Craig Realty sign is approximately 3,400+ feet, which more than the required distance of 3,000 linear feet.

Sketch Plan & Elevations

A sketch plan and elevations packet for the proposed sign shows its proposed location as well as the design details to show this request meets the requirements of the Sign Ordinance. The elevations appear to use materials that are consistent with the underlying zoning's proffered materials list. The notes on the elevations show the dimensions meet the requirements of the Sign Ordinance, and indicate the applicant understands the limitations. Specifically, the content of the sign can only relate to businesses within the area to be served by the sign. Images on the LED display must remain for at least ten seconds, transitions between messages must be immediate, and there can be no special effects used on the signs. Should the development violate these requirements, the County will take zoning enforcement measures.

Transportation

When considering transportation impacts of designation commerce sign, the main concerns relate to placement of the sign and possible distractions to drivers. The Sign Ordinance does not permit placement of a sign in a location that interferes with sight distance, and does not permit any special effects that can distract drivers. Based on the submitted sketch plan, elevations and preliminary information and lease agreements for tenants to use the signs, the proposed sign will comply with the Sign Ordinance. The duration of each image on the changeable message boards will be a minimum of 10 seconds, with an immediate change to the next image using no special effects. To reduce glare to drivers, the illumination shown for the LED displays is within the limitations of the Sign Ordinance.

The sign specifications were submitted to the Federal Aviation Administration and the County's Airport Administrator to determine if the signs will be a hazard to air navigation. The FAA provided a determination letter that indicates that the proposed sign does not exceed obstruction standards and would not be a hazard to air navigation provided the standards set out in that response are met with the sign is constructed. A Form 7460-2, Part 2, must be filed with the FAA within five days after the sign reaches construction of its maximum height.

VDOT regulates highway signs and will make a determination as to whether the proposed sign will be permitted. If the sign is determined to be on-site with the uses it advertises, it is exempt from VDOT's regulation; however, if a sign is proposed for a location that is more than 50 feet from the advertised activity or more than 250 feet from the center of that activity, then it may be deemed off-site and not permitted. Staff does not foresee an issue with VDOT for this sign, if the outlets are constructed.

Agency Analysis

There were no substantive comments from the reviewing agencies.

In accordance with Article 6, Division 3, Section 26-325, the site shall be developed and maintained in substantial conformity with the sketch plan titled, "Proposed LED Signage for Northlake Subdivision," dated May 5, 2014, and prepared by StudioProgetti. The 9-sheet sketch plan set includes the elevations.

A site plan, prepared in accordance with the requirements of Chapter 26, Article 6, Division 2, of the Hanover County Zoning Ordinance, shall be submitted for review and approval prior to commencement of the requested use.

Planning Commission Recommendation

At their meeting of June 19, 2014, the Hanover County Planning Commission, on a motion by Ms. Winborne, seconded by Mrs. Iverson, voted to recommend **APPROVAL** of the request to permit one (1) freestanding destination commerce sign on GPIN 7788-68-3202, consisting of approximately 0.04 acres, subject to the conditions as recommended by staff, and the addition of a condition that the CUP would not become effective until August 1, 2014.

Recommended Conditions

1. Prior to issuance of a sign permit, the owner shall provide evidence to Hanover County that the sign will serve no less than 100 acres of a master planned project developed for the purpose of promoting destination commerce. Specifically, the owner shall submit:
 - a. A map of the area to be served by the destination commerce sign showing verifiable acreage information for each parcel within the area;
 - b. Evidence that property owners and/or businesses within the destination commerce development have been notified that they are entitled to place messages on the sign; such notice shall contain the lease terms and draft lease document for utilization of the sign.
2. The Conditional Use Permit shall be valid for a period of three (3) years beginning August 1, 2014. No extension as provided for in Section 26-327(b)(1) of the Hanover County zoning ordinance may be requested by the applicant. For purposes of Section 26-327 "substantial construction or use" shall mean:
 - a. A site plan for a retail outlet shopping center located on the property is submitted;
 - b. A building permit application and a request for the first framing inspection of the "outlets" structure has been submitted to the County; and,
 - c. A building permit application for the "Outlets at Richmond" sign shall be submitted to the County.
3. The Conditional Use Permit shall expire at such time as the property identified in accordance with Condition #1 ceases to be used for destination commerce purposes.
4. Prior to issuance of building permits for the sign, the owners shall submit evidence to the Planning Department that the sign is exempt from or is in compliance with the Virginia Department of Transportation's outdoor advertising permit regulations.
5. Within 5 days of issuance of the Certificate of Occupancy for the sign, the Owner shall file Form 7460-2, Part II, with the Federal Aviation Administration, and provide a copy of the form and all supporting documentation to the Hanover County Department of Public Works.
6. At the time a building permit application is submitted for the sign, the Owner shall submit to the Planning Department a maintenance plan, which shall include the schedule required to keep the signs in general conformity with the approved elevations.
7. All development and use of the Property shall comply with all federal, State and local statutes, ordinances and regulations.

CDC/sm,/HTE

Attachments

- Maps (land use, vicinity, zoning, aerial)
- Historical Commission Recommendation
- County Traffic Study – Exec. Summary
- Application Materials
- 527 Traffic Study – Exec. Summary
- Citizen Correspondence
- Photographs
- Elevations/Sketch Plan

Available Upon Request

- Agency Review Comments
- County Traffic Study – Full Copy
- Application – Full Copy
- 527 Traffic Study – Full Copy

R.O.W. Property Line along I-95

95'-0"

INTERSTATE 95 - RT. 95

+/-3,400'-0"

+/-3,200 to the nearest adjacent CUP Signage in Winding Brook

LEWISTOWN

Northern Property Border of Northlake subdivision and Destination Commerce area. (Destination Commerce parcels shown in blue.)

Southern Property Border of Northlake subdivision and Destination Commerce area. (Destination Commerce parcels shown in blue.)

LOCATION 1

OUTLET CENTER SITE WITH +/- 350,000 SQ. FT. OF GLA AS DESTINATION RETAIL

7788-68-3202

NORTH LAKERIDGE PARKWAY - RT 782

NOTE: Those Parcels shown in grey represent the Current Destination Commerce Parcels = 107.897 acres.

LOCATION 1 SITE PLAN

7789-51-4882

7789-41-9694

7789-51-3259

7789-50-3817

7788-50-4812

7789-50-4529

7789-50-0341

7788-49-8920

7788-60-0114

7789-50-6060

7788-69-1803

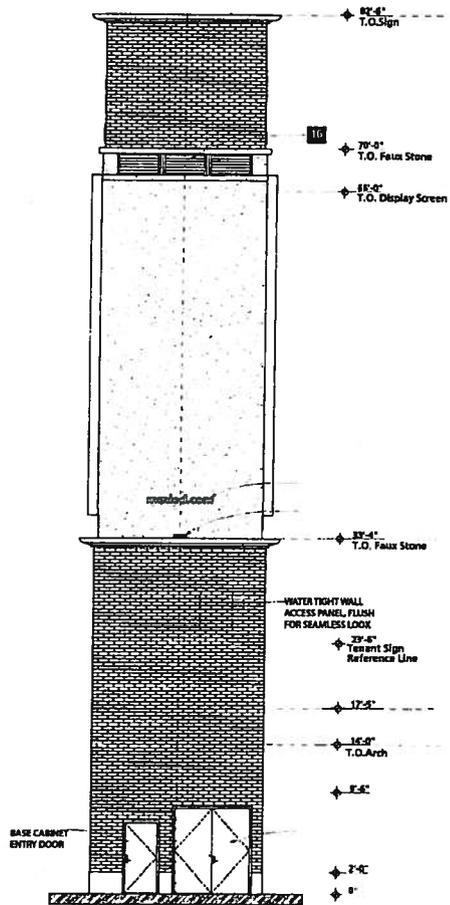
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7788-49-9246

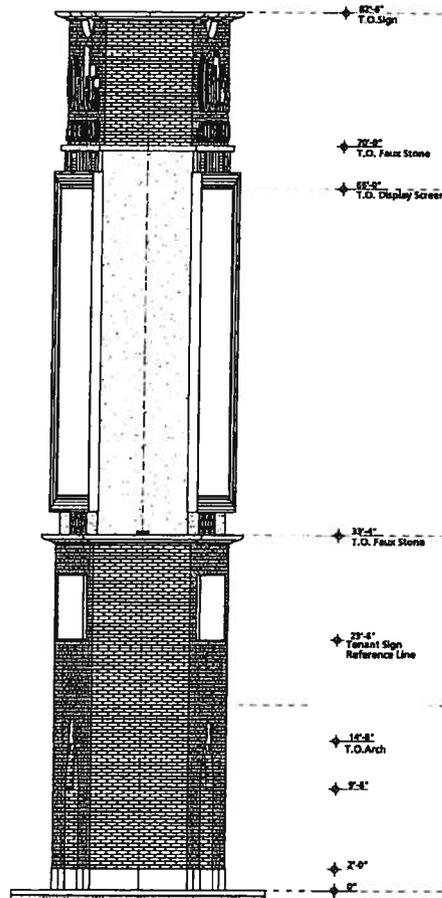
7788-59-7285

7788-69-2400

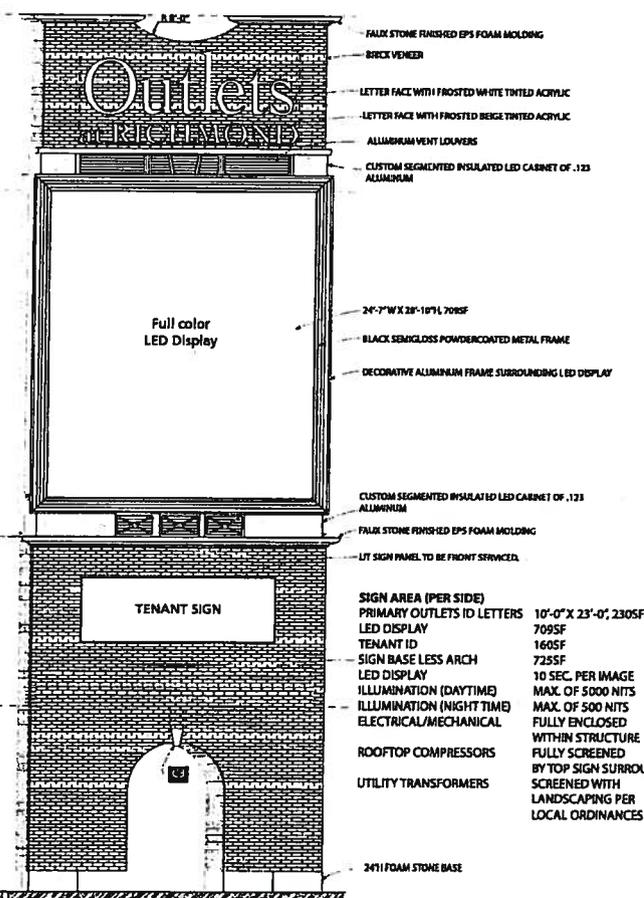
7788-68-2980



4 West Elevation
3/32" = 1'-0"



2 East Elevation
3/32" = 1'-0"



1 North Elevation
3/32" = 1'-0"

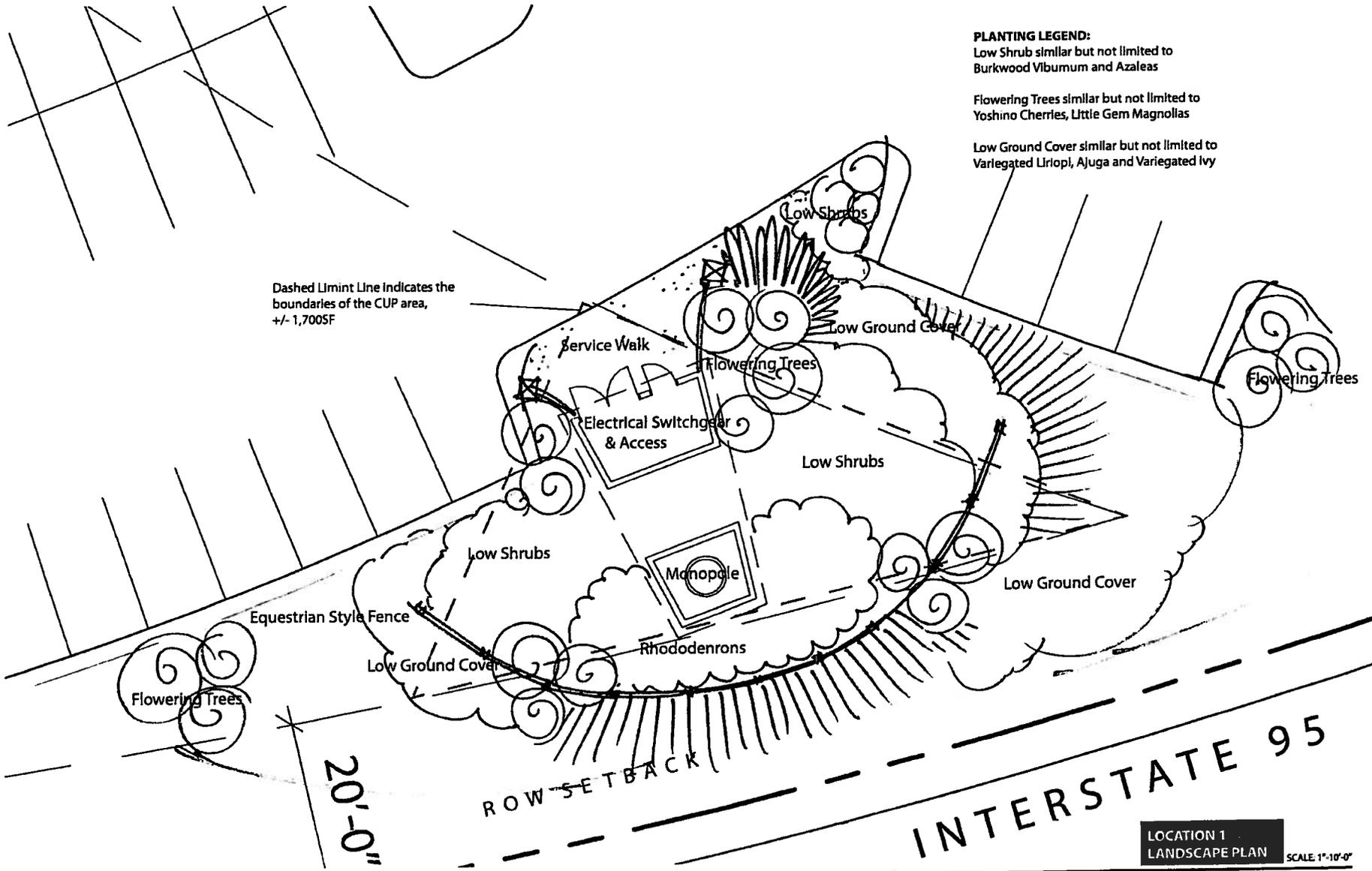
LOCATION 1
SIGN ELEVATIONS

SCALE: 3/32"=1'-0"

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Proposed LED Signage for Northlake Subdivision

DRAWING FOR DESIGN INTENT ONLY.
NOT INTENDED FOR CONSTRUCTION.



PLANTING LEGEND:

Low Shrub similar but not limited to Burkwood Viburnum and Azaleas

Flowering Trees similar but not limited to Yoshino Cherries, Little Gem Magnolias

Low Ground Cover similar but not limited to Variegated Liriod, Ajuga and Variegated Ivy

Dashed Limit Line indicates the boundaries of the CUP area, +/- 1,700SF

LOCATION 1
LANDSCAPE PLAN

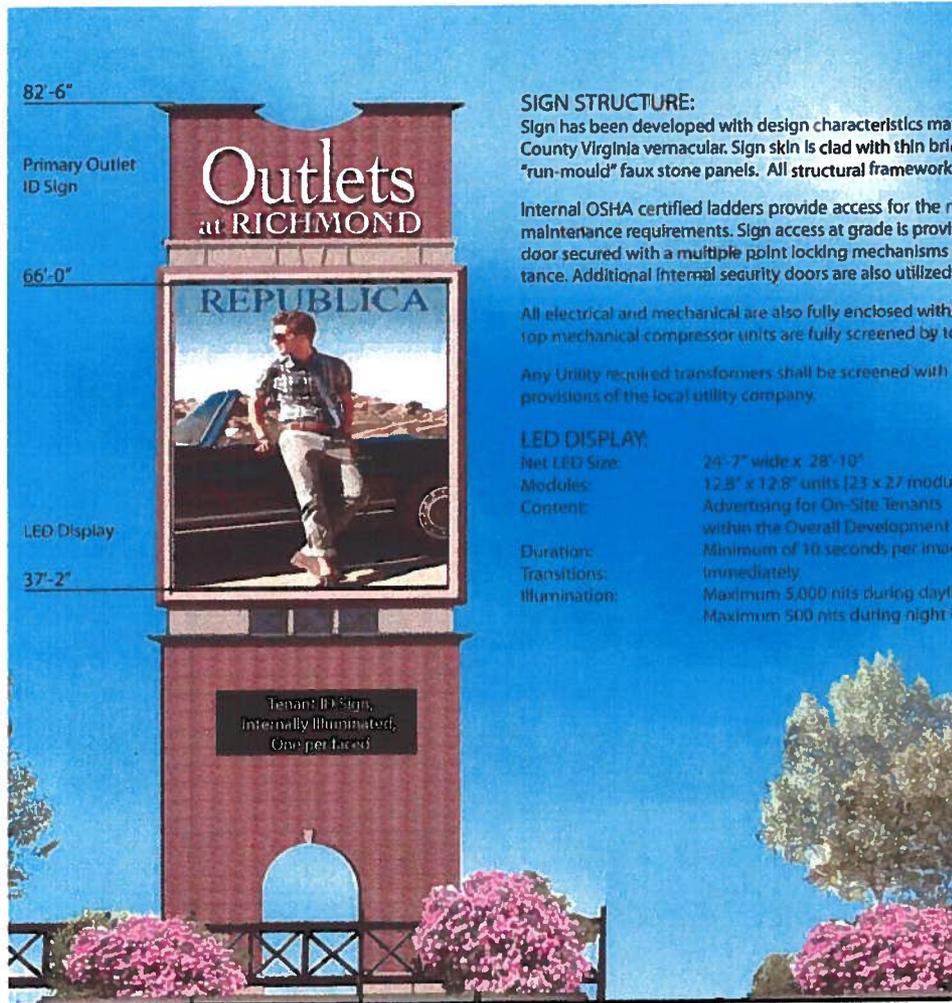
SCALE: 1"=10'-0"

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Proposed LED Signage for Northlake Subdivision

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SIGN STRUCTURE:

Sign has been developed with design characteristics matching the local Hanover County Virginia vernacular. Sign skin is clad with thin brick veneer and "run-mould" faux stone panels. All structural framework is concealed within.

Internal OSHA certified ladders provide access for the majority of all service and maintenance requirements. Sign access at grade is provided by a reinforced man door secured with a multiple point locking mechanisms to ensure vandal resistance. Additional internal security doors are also utilized.

All electrical and mechanical are also fully enclosed within the structure. Roof top mechanical compressor units are fully screened by top sign surround.

Any Utility required transformers shall be screened with Landscaping meeting all provisions of the local utility company.

LED DISPLAY:

Net LED Size: 24'-7" wide x 28'-10"
 Modules: 12.8" x 12.8" units (23 x 27 modules)
 Content: Advertising for On-Site Tenants within the Overall Development Only
 Duration: Minimum of 30 seconds per image
 Transitions: Immediately
 Illumination: Maximum 5,000 nits during daylight hours
 Maximum 500 nits during night hours.

