

**CITY OF WINCHESTER, VIRGINIA**

**PROPOSED CITY COUNCIL AGENDA ITEM**

**CITY COUNCIL MEETING OF:** 2/24/15,      **CUT OFF DATE:** 2/18/15  
3/10/15 (1<sup>st</sup> Reading) 3/24/15 (2<sup>nd</sup> Reading/Public Hearing)

**RESOLUTION**        **ORDINANCE**   X      **PUBLIC HEARING**   X  

**ITEM TITLE:**

**TA-14-770 - AN ORDINANCE TO AMEND AND REENACT SECTION 18-8-7 OF THE WINCHESTER ZONING ORDINANCE PERTAINING TO FREESTANDING AND BUILDING MOUNTED SIGNS PERMITTED IN THE RO-1 DISTRICT. (Proposal will increase permanent signage allowances for properties in the RO-1 district which obtained a CUP for increased building footprint.)**

**STAFF RECOMMENDATION:**

Adopt the text amendment.

**PUBLIC NOTICE AND HEARING:**

Public hearing required with 2<sup>nd</sup> reading on 3/24/2015.

**ADVISORY BOARD RECOMMENDATION:**

Planning Commission unanimously forwarded with favorable recommendation.

**FUNDING DATA:** N/A

**INSURANCE:** N/A

The initiating Department Director will place below, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda.

<u>DEPARTMENT</u>	<u>INITIALS FOR APPROVAL</u>	<u>INITIALS FOR DISAPPROVAL</u>	<u>DATE</u>
1. Planning Director			<u>2/18/15</u>
2. City Attorney			<u>2/18/2015</u>
3. City Manager			<u>18 FEB 2015</u>
4. Clerk of Council			

Initiating Department Director's Signature:  2/18/15  
(Zoning and Inspections)



APPROVED AS TO FORM:  
 2/18/2015  
CITY ATTORNEY

# CITY COUNCIL ACTION MEMO

**To:** Honorable Mayor and Members of City Council  
**From:** Aaron Grisdale, Director of Zoning and Inspections  
**Date:** February 24, 2015  
**Re:** TA-14-770 - AN ORDINANCE TO AMEND AND REENACT SECTION 18-8-7 OF THE WINCHESTER ZONING ORDINANCE PERTAINING TO FREESTANDING AND BUILDING MOUNTED SIGNS PERMITTED IN THE RO-1 DISTRICT. *(Proposal will increase permanent signage allowances for properties in the RO-1 district which obtained a CUP for increased building footprint.)*

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## **THE ISSUE:**

This is a privately sponsored text amendment to modify permanent signage opportunities for properties in the Residential Office (RO-1) district.

## **RELATIONSHIP TO STRATEGIC PLAN:**

Goal 2 – Create a More Livable City for All, Objective 3 – Manage future growth, development and redevelopment consistent with City’s vision, comprehensive plan and development standards and policies

## **BACKGROUND:**

Specifically the applicant is proposing to increase the permanent building mounted and freestanding sign allowances for properties that obtained a conditional use permit for building footprint in the Corridor Enhancement (CE) district (Section 14.2-6.10). Presently properties are limited to one building mounted sign of 10 square feet and one freestanding sign of up to 25 square feet. The proposal is to increase the allowance for qualifying properties to up to 50 square feet of building mounted signage and up to 50 square feet of freestanding signage (either 1x 50 sq. ft. sign or 2x 25 sq. ft. signs).  
(Full staff report attached).

## **BUDGET IMPACT:**

No funding is required.

## **OPTIONS:**

- Adopt the text amendment
- Adopt the text amendment with modifications
- Decline to adopt the text amendment

## **RECOMMENDATIONS:**

The Planning Commission unanimously recommended approval.

City Council  
February 24, 2015

**TA-14-770** AN ORDINANCE TO AMEND AND REENACT SECTION 18-8-7 OF THE WINCHESTER ZONING ORDINANCE PERTAINING TO FREESTANDING AND BUILDING MOUNTED SIGNS PERMITTED IN THE RO-1 DISTRICT. (*Proposal will increase permanent signage allowances for properties in the RO-1 district which obtained a CUP for increased building footprint.*).

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#### REQUEST DESCRIPTION

This is a privately sponsored text amendment to modify permanent signage opportunities for properties in the Residential Office (RO-1) district. Specifically the applicant is proposing to increase the sign allowances for properties that obtained a conditional use permit for building footprint in the Corridor Enhancement (CE) district (Section 14.2-6.10). As stated within the applicant's letter, he desires that allowances be provided to enable a larger amount of proportionate signage for larger structures. The text amendment involves the following:

Sign Type	Current Provisions	Allowances Proposed for Larger Footprint Properties
<b>Building Mounted Signs</b>	1 per building, maximum 10 square feet	1 square foot per linear foot of building frontage, up to maximum 50 square feet
<b>Freestanding Signs</b>	1 per building, maximum 25 square feet	May Choose One Option: A) 1 sign up to 50 square feet B) 2 signs up to 25 square feet each

Presently a majority of RO-1 properties are within the Amherst Street CE district. The existing CE standards included in Article 14.2 will still apply for such properties within the zoning overlay, including a prohibition on internally illuminated signage and requirements that the new freestanding signage be a monument style and be of a design consistent with the main building's design.

#### STAFF COMMENTS

Staff believes it is good planning practice in this instance to allow for a proportional signage allowance for larger buildings. Amherst Street, which includes has a majority of the RO-1 zoned properties, has long history of Council wanting to protect the attractiveness of this entry corridor and establishing sign standards that will not lead to sign clutter and detract from the corridor's character. Staff believes that this change is consistent with the intent of the RO-1 district and supports this request.

#### RECOMMENDATION

At their February 17, 2015 meeting, the Planning Commission forwarded TA-14-770 with a favorable recommendation because the amendment, as proposed, presents good planning practice by providing for appropriate and proportional signage options for larger buildings in the Residential Office district.

**GATEWAY PROFESSIONAL CENTER  
1705 AMHERST ST  
WINCHESTER, VA**

**January 29, 2015**

**Dear Aaron,**

**Thank you for your time and guidance regarding signage for the Gateway Professional Center. The city council approved our larger footprint in the R-01 district with a conditional use permit. Therefore we would like signage that would be in proportion to our building and still maintain the integrity and intent of the Amherst St corridor.**

**Thank you for your consideration.**

**Sincerely,**

**Scott Rosenfeld**

AN ORDINANCE TO AMEND AND REENACT SECTION 18-8-7 OF THE WINCHESTER ZONING ORDINANCE PERTAINING TO FREESTANDING AND BUILDING MOUNTED SIGNS PERMITTED IN THE RO-1 DISTRICT.

TA-14-770

Draft 1 – (12/17/14)

Ed. Note: The following text represents an excerpt of Article 18 of the Zoning Ordinance that subject to change. Words with strikethrough are proposed for repeal. Words that are boldfaced and underlined are proposed for enactment. Existing ordinance language that is not included here is not implied to be repealed simply due to the fact that it is omitted from this excerpted text.

**ARTICLE 18  
GENERAL PROVISIONS**

**SECTION 18-8. SIGNS.**

18-8-7 SIGNS PERMITTED IN THE RO-1 DISTRICT.

18-8-7.1 Freestanding Signage, limited to one (1) for each building on the premises, and limited to a maximum sign area of twenty-five (25) square feet. Such signs shall not extend higher than six (6) feet, except on properties which are also designated within the Historic Winchester (HW) District in which case signs shall not extend higher than twelve (12) feet. No sign shall be internally illuminated. (5/8/90, Case TA-90-01, Ord. No. 016-90; 7/12/11, Case TA-11-222, Ord. No. 2011-20)

18-8-7.2 Building Mounted Signs, limited to one (1) for each building on the premises, with sign area limited to a maximum of ten (10) square feet.

18-8-7.3 Directory Signs, restricted to two (2) signs for any building. Such signs shall not exceed two (2) square feet per person or office listed on the sign.

**18-8-7.4 Properties that obtained a conditional use permit pursuant to Section 14.2-6.10 pertaining to building footprint in lieu of the above provisions of 18-8-7, may have the following signage:**

**A. Freestanding Signage, a property may either have one fifty (50) square foot sign or two (2) twenty-five (25) square foot signs. If more than one sign is utilized, the signs must be located at least 100 feet from one another.**

**B. Building Mounted Signs, limited to one square foot per linear foot of building frontage, up to a maximum of fifty (50) square feet.**