

COUNTY OF ALBEMARLE

EXECUTIVE SUMMARY

AGENDA TITLE: ZTA 2015-4 Phase 1 Route 29 Solutions Business Signage	AGENDA DATE: May 6, 2015
SUBJECT/PROPOSAL/REQUEST: Adoption of ZTA 2015-4 Phase 1 Route 29 Solutions Business Signage	ACTION: X INFORMATION:
STAFF CONTACT(S): Foley, Walker, Davis, Kamptner, McCulley, Wright, Burbage	CONSENT AGENDA: ACTION: INFORMATION:
PRESENTER (S): Amanda Burbage	ATTACHMENTS: Yes
LEGAL REVIEW: Yes	REVIEWED BY:

BACKGROUND:

As part of its broader Route 29 Solutions Business Assistance Program effort, the County is considering phased changes to its sign regulations for businesses affected by Route 29 Solutions construction. Phase 1 of these changes addresses temporary signs for businesses whose permanent signs will be removed as a result of construction and utility work associated with the Rio-29 interchange project. Phase 1 was prioritized and expedited because utility work is scheduled to begin in May 2015. Phases 2 and 3 will address temporary and permanent signage for all other businesses in the affected corridor and will involve more extensive outreach to the business community. Work on Phases 2 and 3 is expected to begin in late spring / early summer.

At its meeting on March 4, the Board adopted a Resolution of Intent to implement the Phase 1 signage regulation changes (Attachment B). On April 7, the Planning Commission recommended approval of proposed ordinance language addressing Phase 1 (Attachment C).

STRATEGIC PLAN:

Economic Prosperity: Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals

DISCUSSION:

The key provisions of the proposed ordinance (Attachment A) include:

- Clarification of the *temporary sign* definition
- Provision for a temporary sign replacing a permanent sign removed as a result of a **qualifying** VDOT construction project to remain: 1) for the duration of construction; or 2) until a permanent sign to replace the removed permanent sign is erected **at the establishment or** on the lot, whichever occurs first
- Clarification that the current allowance for six temporary signs per establishment per year is *in addition to* a temporary sign replacing a permanent sign removed as a result of a **qualifying** VDOT construction project
- Exemption from the ARB review process if the permanent sign that was removed previously had a certificate of appropriateness and the sign, when re-erected, is in compliance with that certificate of appropriateness

At the conclusion of its April 7 public hearing, the Commission recommended expanding the provision for re-erecting permanent signs with prior ARB approval to include new signs that can comply with a previously approved certificate of appropriateness. The original draft ordinance limited this ARB exemption to erecting the "same sign." Staff has revised the draft ordinance to allow a new sign that is consistent with the specifications and ARB approval of the removed permanent sign to be erected without further ARB approval. Following input from VDOT staff, additional changes to the draft ordinance were made to ensure consistency between the ordinance language and VDOT terminology referring to the "project limits of construction" and the use of the C-5 form as evidence of construction completion.

BUDGET IMPACT:

There is no anticipated budget impact associated with the proposed ordinance changes.

RECOMMENDATIONS:

Staff recommends that following the public hearing, the Board adopt the attached Zoning Ordinance Amendment (Attachment A).

ATTACHMENTS:

Attachment A: [Proposed Zoning Ordinance Amendment](#)

Attachment B: [Resolution of Intent](#)

Attachment C: [Executive Summary](#) and Minutes for April 7 Planning Commission Meeting