

The Department of Community Development
City Hall, Lynchburg, VA 24504 **434-455-3900**

To: Planning Commission
From: Planning Division
Date: March 23, 2016
Re: **Conditional Use Permit: Forest Road United Methodist Church – Modified Sign – 2805 Old Forest Road**

I. PETITIONER

Forest Road United Methodist Church, 2805 Old Forest Road, Lynchburg, Virginia
Representative: Ray Buchanan, Pastor, Forest Road United Methodist Church – 2805 Old Forest Road, Lynchburg, Virginia

II. LOCATION

The subject property is located at 2805-2807 Old Forest Road, totaling one and sixty-five hundredths (1.65) of an acre.

Property Owner:

Forest Road United Methodist Church Trustees, 2805 Old Forest Road, Lynchburg, Virginia

III. PURPOSE

The purpose of this petition is to allow a modified sign consisting of thirty-eight (38) total square feet. The sign would include a nineteen and one-half (19.5)-square foot digital reader board and an eighteen (18)-square foot identification sign at 2805 Old Forest Road.

IV. SUMMARY

- The *Comprehensive Plan 2013-2030's Future Land Use Map (FLUM)* recommends an Institutional use for the property.
- Churches and their accessory uses are permitted by right in the B-1, Limited Business District.
- A church located within the B-1, Limited Business District, is permitted one (1) twenty-four (24)-square foot sign per street frontage.
- This Conditional Use Permit petition was submitted prior to the adoption of the new Zoning Ordinance, adopted February 23, 2016.

The Planning Division recommends approval of the CUP petition.

V. FINDINGS OF FACT

1. **Comprehensive Plan.** The Lynchburg Comprehensive Plan 2013-2030 recommends Institutional use for the property. Institutional uses include religious, educational and other nonprofit entities within the City. Examples include churches, cemeteries, private schools and universities, private nonprofit hospitals, service clubs and organizations and other nonprofit institutions. *(pg. 76)*
2. **Zoning.** The subject property was annexed from Campbell County in 1958. The existing B-1, Limited Business District was established in 1978. The petition would not change the underlying zoning.
3. **Board of Zoning Appeals (BZA).** The Zoning Official has determined that no variances would be needed for the development of the property as proposed.

- 4. Surrounding Area.** There have been several items requiring City Council approval in the immediate area:
- On November 12, 1985, City Council approved Lynchburg Investment Company, Inc.'s petition for a CUP and to rezone fifty-nine hundredths (0.59) of an acre at 2820 Linkhorne Drive from B-3, Community Business District, to B-5, General Business District (Conditional) to allow a television studio with transmission tower.
 - On November 8, 1988, City Council approved LG Flint, Inc.'s petition for a CUP to allow the construction of an adult residential care center at 3012-3020 Forest Hills Circle.
 - On October 10, 1989, City Council approved William Riley's petition to rezone approximately one (1) acre at 2728 Old Forest Road from B-1, Limited Business District, to B-3C, Community Business District (Conditional), to allow construction of a retail space with parking area and a petition to rezone approximately nine-tenths (0.9) of an acre at the rear of 2728 Old Forest Road from R-2, Low-Medium Density Single Family Residential District, to B-1C, Limited Business District (Conditional), to allow construction of an office building/parking area.
 - On February 11, 1992, City Council approved the Lynchburg City School Board's petition to use an existing structure for temporary classrooms at 3024 Forest Hills Circle
 - On August 11, 1992, City Council approved Centra Health, Inc.'s petition for a CUP to operate an alternative education facility at 3024 Forest Hills Circle.
 - On February 13, 1996, City Council approved Ivy Lake Properties, Inc.'s petition to rezone one and seven-tenths (1.7) acres at 3112-3132 Link Road from R-3, Medium Density, Two-Family Residential District, to R-4C, Multi-Family Residential District (Conditional) to allow the addition of six (6) units to the existing apartment buildings.
 - On April 9, 1996, City Council approved Robert D. Brammer's petition for a CUP for the addition of one bay to an existing service station at 3020 Old Forest Road.
 - On May 9, 2006, City Council approved Nosark, LLC's petition to rezone approximately seven tenths (0.7) of an acre from B-1, Limited Business District, to B-3, Community Business District, and for a CUP to allow the construction of a veterinary hospital without outdoor kennels at 2901 Old Forest Road.
- 5. Site Description.** The subject property includes a two-story church, consisting of approximately twelve-thousand (12,000) square feet, with an accessory parking lot. The church was constructed in 1945 and is located at 2805 Old Forest Road. The property also contains a single-family home at 2807 Old Forest Road, which was constructed in 1960.
- The property is bound to the north and east (across Old Forest Road) by commercial uses, to the west by commercial uses and to the south by vacant land that is zoned R-3, Medium Density Two-Family Residential District. The vacant land directly adjacent to the property is also owned by the church.
- 6. Proposed Use of Property.** The purpose of the CUP petition is to allow a modified sign consisting of a nineteen and one-half (19.5)-square foot digital reader board and an eighteen (18)-square foot identification sign at 2805 Old Forest Road. The total area of the sign is thirty-eight (38) square feet.
- 7. Traffic, Parking and Public Transit.** The City's Transportation Engineer had no concerns regarding the CUP petition.

8. **Stormwater Management.** An Erosion & Sediment Control/Stormwater Management Plan is not required.
9. **Emergency Services.** The City’s Fire Marshal and Police Department had no concerns regarding the CUP.
10. **Impact.** The subject property is recommended for an Institutional use on the *City’s Future Land Use Map* and contains a church constructed in the mid 1940’s. The church is located on Old Forest Road, which is a four (4)-lane undivided road. The church is requesting to install a sign consisting of approximately thirty-eight (38) square feet. Nineteen and one-half (19.5) square feet would be a digital reader board. According to the narrative submitted by the petitioner, the modified sign is being requested in an effort to “inform the community of church activities,” as well as “entice new members by providing variable messages of upcoming events.” With the conditions outlined as part of the Planning Division’s recommendation, the sign should have limited impact on the area.

This petition was submitted prior to the approval of the new Zoning Ordinance, which was adopted on February 23, 2016. The new Zoning Ordinance allows changeable copy signs for schools, religious institutions, and hospitals in residential districts. This sign would not be allowed by right in the new ordinance since the property is zoned B-1, Limited Business District. The petition also requests a sign that exceeds the maximum square footage allowed by the new ordinance for churches in residential districts, which is eighteen (18) square feet for the digital reader board portion and thirty (30) square feet total. The limit for signs in B-1, Limited Business District by both the old ordinance and the new ordinance is twenty-four (24) square feet.

11. **Technical Review Committee.** The TRC reviewed the concept plan on March 1, 2016. Comments related to the proposed use were minor in nature and have or will be addressed by the petitioner prior to final site plan approval.

VI. PLANNING DIVISION RECOMMENDATION

Based on the preceding Findings of Fact, the Planning Commission recommends to City Council approval of the petition of Forest Road United Methodist Church for a conditional use permit at 2805-2807 Old Forest Road to allow the construction of a modified sign subject to the following conditions:

1. The sign shall be located as indicated on the site plan entitled “Forest Road United Methodist Church.”
2. The total area of the digital reader board shall not exceed nineteen and one-half (19.5) square feet.
3. The total sign area of the sign shall not exceed thirty-eight (38) square feet.
4. The digital sign shall not display running animation or displays of an intermittent light or lights.
5. The digital display shall not display an “off-premises” message.
6. The digital display shall change its message no more than once every six (6) seconds.

7. **The digital sign shall contain an “auto dimming” feature for night time operation.**
8. **Both of the existing signs on the property shall be removed.**
9. **The sign shall not be installed within the sight distance triangle of Old Forest Road and Old Forest Road.**
10. **The sign shall be constructed in accordance with the sign rendering prepared by Visible Clarity on April 3, 2015.**

This matter is respectfully offered for your consideration.

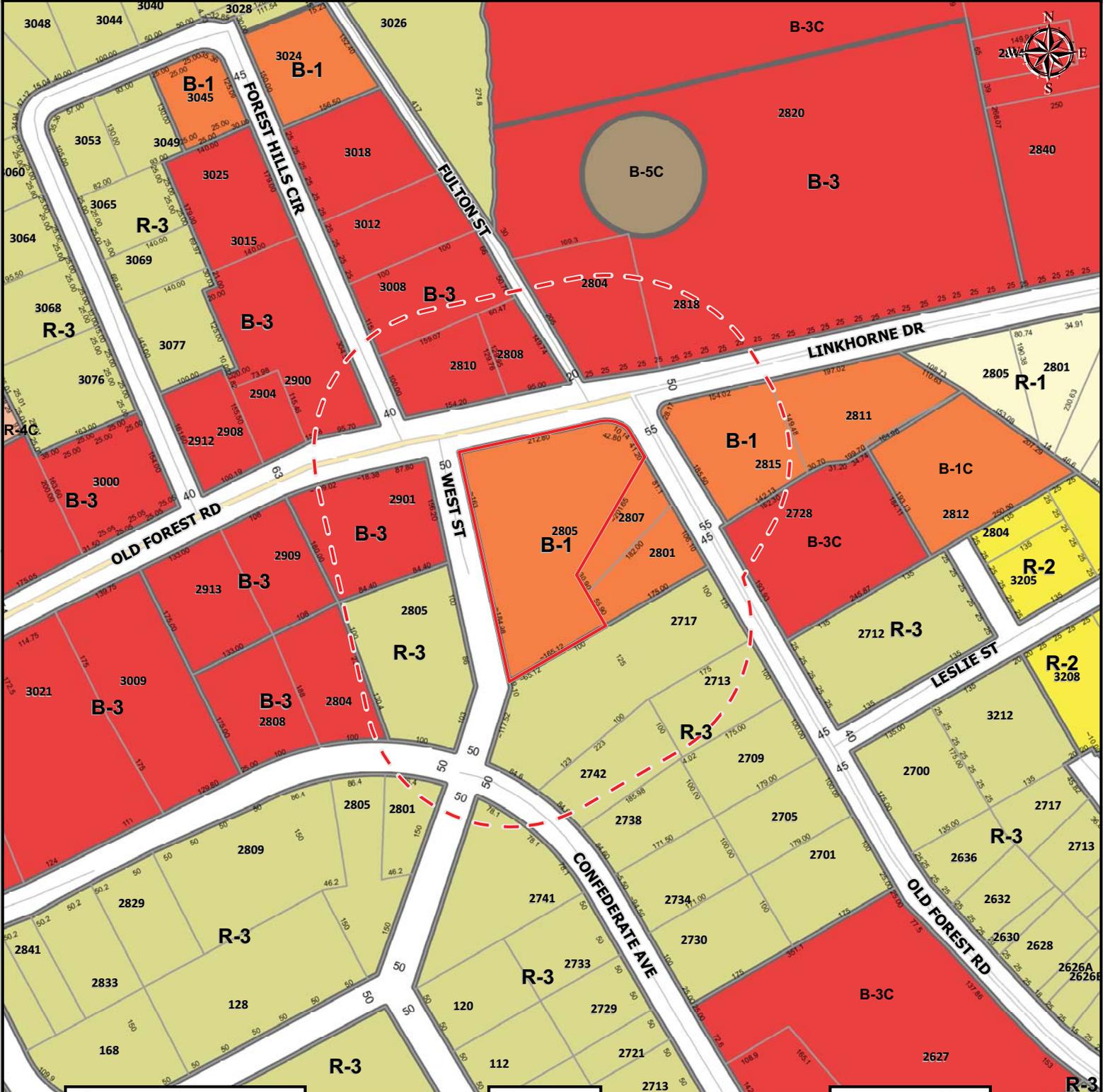


William T. Martin, AICP
City Planner

pc: Mr. L. Kimball Payne, III, City Manager
Ms. Bonnie M. Svrcek, Deputy City Manager
Mr. Walter C. Erwin, City Attorney
Mr. Kent L. White, Director of Community Development
Mr. J. Lee Newland, City Engineer
Ms. Cynthia Kozerow, Lynchburg Police Department
Battalion Chief Thomas Goode, Fire Marshal
Mrs. Maggie Cossman, Transportation Engineer
Mr. Doug Saunders, Building Official
Mr. Kevin Henry, Zoning Administrator
Mr. Ray Buchanan, Petitioner, Forest Road United Methodist Church

VII. ATTACHMENTS

1. **Zoning Map**
2. **FLUM Map**
3. **Watershed Map**
4. **Planimetric and Topographic Map**
5. **Narrative**
6. **Site Layout**
7. **Sign Rendering**
8. **Property Photograph**



PROPERTY INFORMATION

PARCEL ID	ADDRESS
16603002	2805 OLD FOREST RD

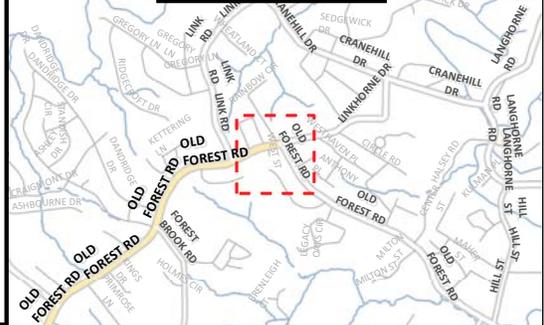
LEGEND

Subject Property

215' Buffer

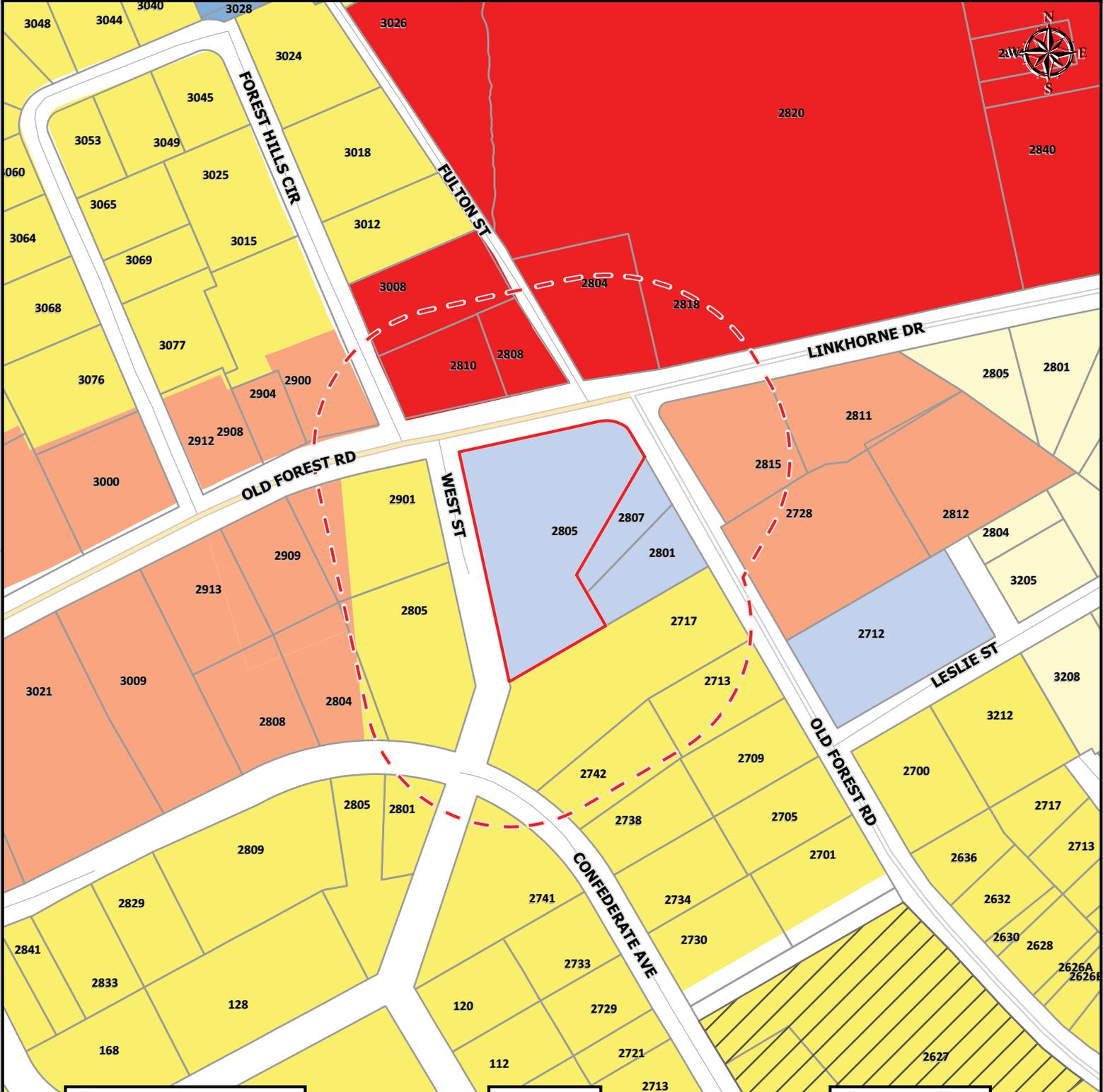
 B-1	 I-1	 R-4
 B-2	 I-2	 R-5
 B-3	 I-3	 R-C
 B-4	 R-1	 IN-1
 B-5	 R-2	 IN-2
 B-6	 R-3	

OVERVIEW MAP



MAP SCALE: 1" to 4,000' DATE PRINTED: 3/11/2016

DISCLAIMER: THIS MAP IS NEITHER A LEGALLY RECORDED MAP NOR A SURVEY AND IS NOT INTENDED TO BE USED AS SUCH. THE INFORMATION DISPLAYED IS A COMPILATION OF RECORDS, INFORMATION, AND DATA OBTAINED FROM VARIOUS SOURCES. THE CITY OF LYNCHBURG IS NOT RESPONSIBLE FOR ITS ACCURACY OR HOW CURRENT IT MAY BE.



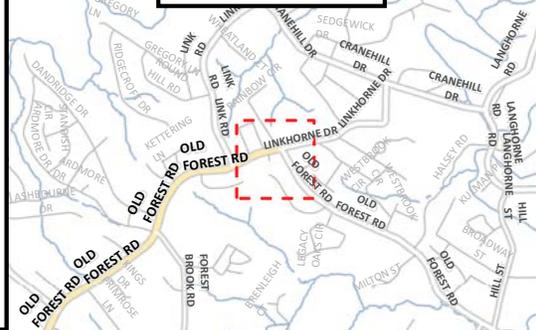
PROPERTY INFORMATION

PARCEL ID	ADDRESS
16603002	2805 OLD FOREST RD

LEGEND

- Local Historic District
- Traditional Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Commercial
- Community Commercial
- Employment 1
- Employment 2
- Downtown
- Public Use
- Public Parks
- Resource Conservation
- Mixed Use

OVERVIEW MAP



MAP SCALE: 1" to 4,000' DATE PRINTED: 3/11/2016



City of Lynchburg - GIS Office | 404.485.6601 | GIS@lynchburgva.gov

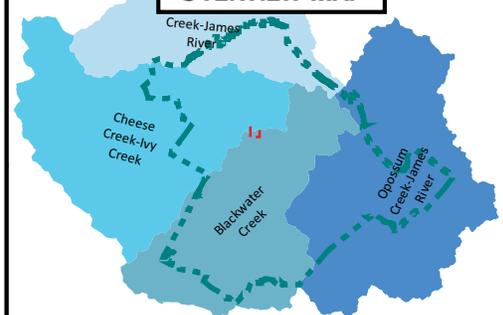
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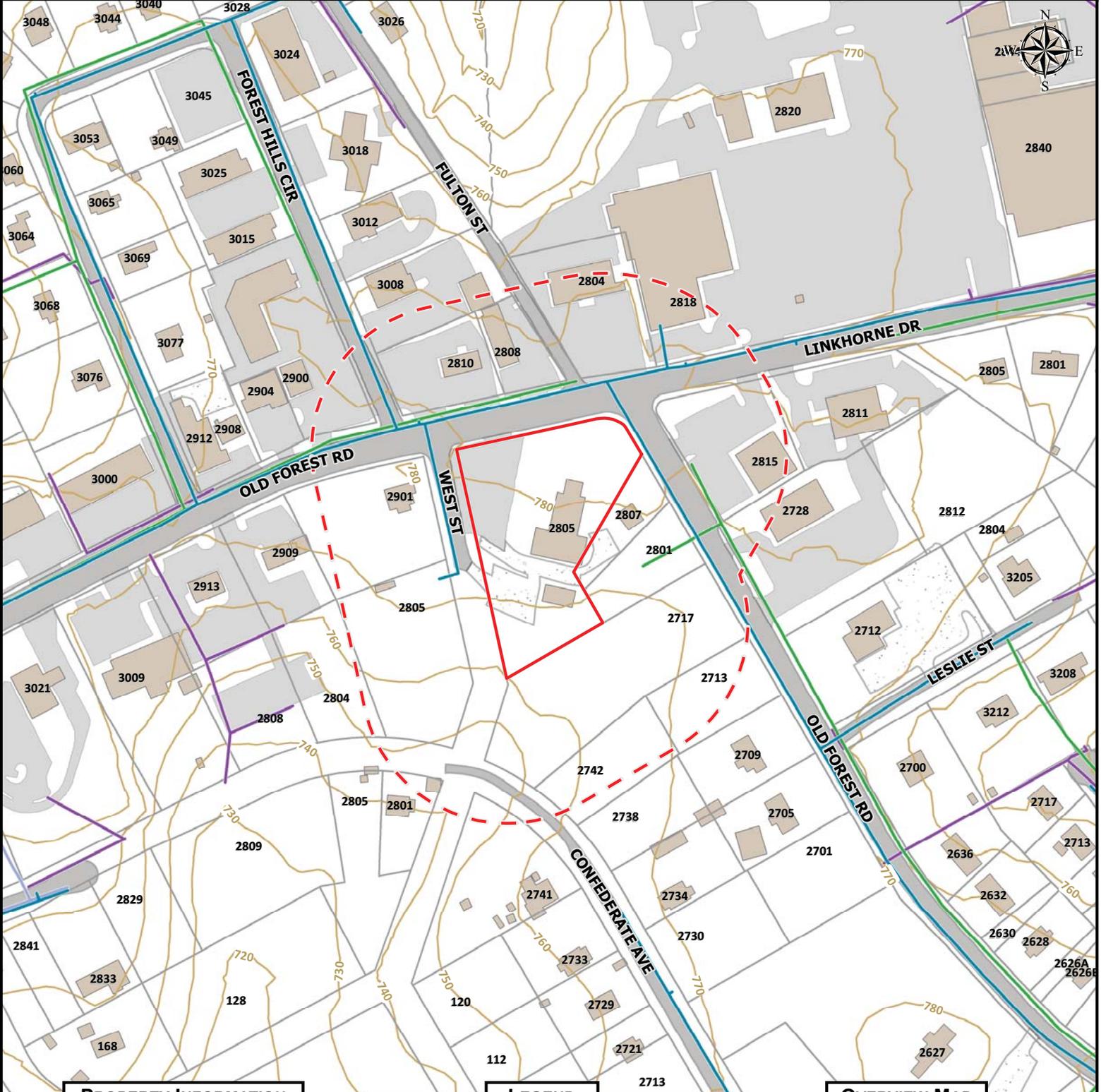
LEGEND

- Subject Property**
- Base Flood Elevation**
- Floodway**
- Floodzone**
- River / Lake / Stream**

OVERVIEW MAP



MAP SCALE: 1" to 33,333' DATE PRINTED: 3/11/2016



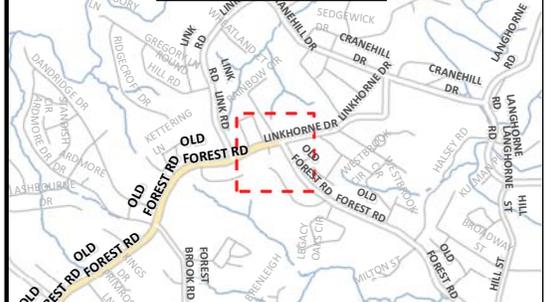
PROPERTY INFORMATION

PARCEL ID	ADDRESS
16603002	2805 OLD FOREST RD

LEGEND

	Active	Proposed	Abandoned	
Utilities	Water (solid blue)	Sanitary (dashed green)	Storm (dashed purple)	
Planimetrics	Structure (solid grey)	Roadway (solid tan)	Parking (dotted grey)	
	Sidewalk (dashed grey)	Driveway (dashed tan)		
	Topography	Contour (solid yellow)	10' Obs (dashed yellow)	

OVERVIEW MAP



MAP SCALE: 1" to 4,000' DATE PRINTED: 3/11/2016

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February 12, 2016

Tom Martin
City Planner
City of Lynchburg
Department of Community Development
900 Church Street
Lynchburg, Virginia 24501

RE: Forest Road United Methodist Church Digital Sign Narrative

Dear Tom,

As the pastor of Forest Road United Methodist Church I would like to provide the following narrative on the need for the digital sign being proposed for the subject conditional use permit.

Forest Road United Methodist Church would like to add a digital sign for several reasons.

1. The current signage is aged. The two (2) church signs have become degraded, constitute an eyesore which detracts from the value of the church property and the general attractiveness of the entire community.
2. The current signage can no longer be properly maintained.
3. The current signage is insufficient to inform the community of church activities.
4. The congregation desires signage which would more accurately reflect the values of the church and would demonstrate their pride in the church building and property, as well as enhance the community.
5. The congregation would like signage that would entice new members by providing variable messages of upcoming events as well as inspirational messaging.

Forest Road United Methodist Church will work with the City to ensure that we comply with all ordinances for digital signage. This includes a nighttime feature that automatically reduces the sign's brightness during the evening hours.

I and the trustees of Forest Road United Methodist Church will be happy to answer any questions or respond to any comments from the City or our neighbors in the community during the public hearings.

Sincerely,

A handwritten signature in blue ink that reads "Ray Buchanan". The signature is written in a cursive style with a long horizontal line extending to the right.

Ray Buchanan
Pastor

- Streets
- Addresses
- Legal Lot Lines
- Vacated Right of Way
- Parcels
- Owner Unknown
- Survey Gap



Forest Road United Methodist Church

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0 30 60 90 Feet
 1:600
 PRINTED ON December 4, 20



Client: Ray Buchanan

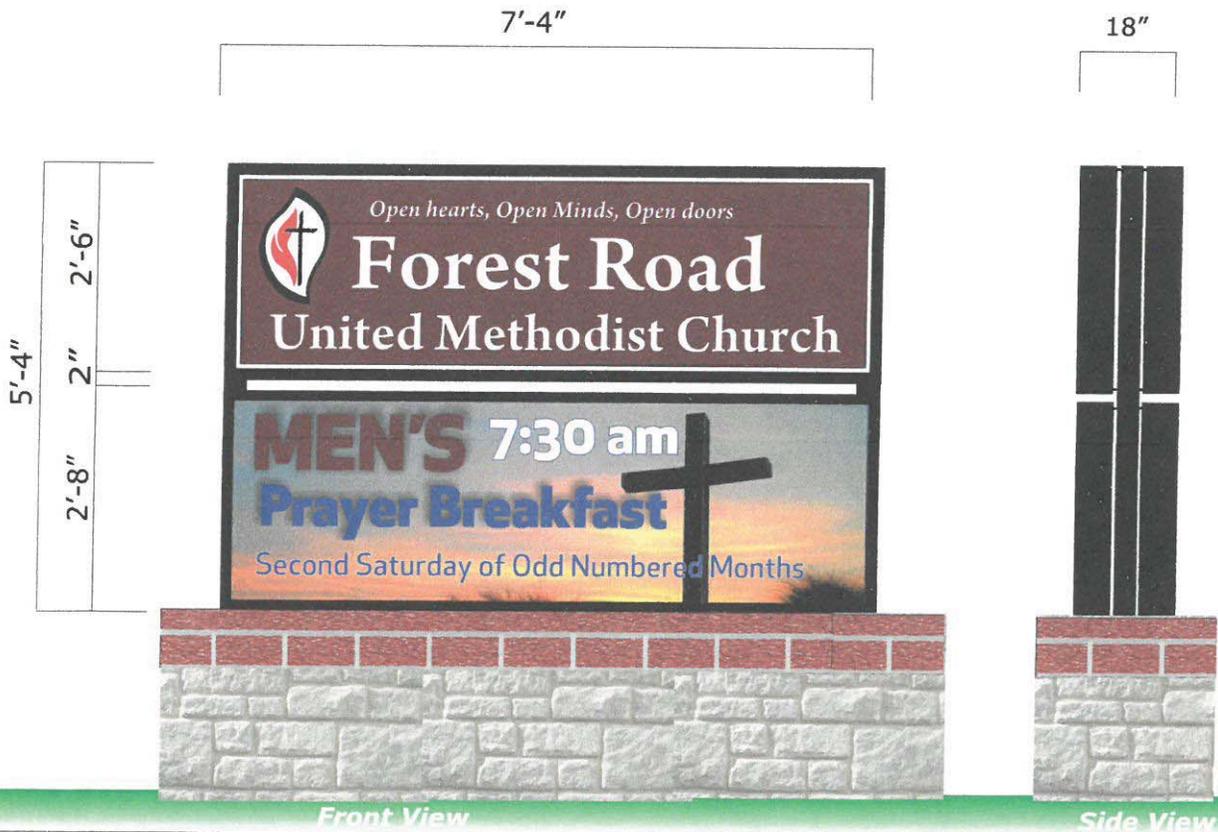
VisibleClarity.com

Forest Road United Methodist Church
2805 Old Forest Rd, Lynchburg VA
raybuchanan007@gmail.com 919-427-4638

Mathew Bryant
(512) 740-2347
visibleclarity@gmail.com

All sign design and concepts are not to be distributed,
copied, or shared without written permission from Mat Bryant.
Date created: 4/3/2015

Pole:
9000 Black



Front View

Side View

Model

Hyoco 22mm-32 x96 Double Sided Full Color LED Sign System using
Hyoco's super efficient white LED Illuminated Identification Cabinet

Note: Unless otherwise specified, no time switches or electrical service to the signs shall be installed by VisibleClarity or Hyoco

Forest Road United Methodist Church



02/25/2014

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