



Memorandum

Planning Division • Community Development

900 Church Street
Lynchburg, Virginia 24504
P 434-455-3900

To: Planning Commission

From: Tom Martin, AICP, City Planner

CC: Bonnie Svrcek, City Manager, Charles Hartgrove, Deputy City Manager, Walter Erwin, City Attorney, Kent White, Director Community Development, Kevin Henry, Zoning Administrator

Date: March 28, 2018

Re: Zoning Ordinance Amendment

The City's Comprehensive Plan 2013-2030 was adopted by City Council on January 14, 2014. The Plan identifies places where the regional road network enters the City as major and minor gateways. These gateways serve as the City's front door, establishing first impressions and reinforcing images and perceptions of Lynchburg's quality of life and vitality. The Plan recommends that the City evaluate the visual qualities and entry experience at each of the gateways and identify appropriate improvements. (*pp. 58-61*)

It has come to the attention of staff, that there are certain areas in the City gateways that would allow billboards. The location of this type of structure would be contrary to the goals and objectives of the City's Comprehensive Plan as well as other adopted area specific plans.

City Staff is requesting that the Planning Commission consider initiating the attached resolution to amend the Zoning Ordinance to protect these important areas of the City.

If you have further questions, please contact me at 434-455-3909 or tom.martin@lynchburgva.gov.

RESOLUTION OF THE LYNCHBURG PLANNING COMMISSION

WHEREAS: The *Comprehensive Plan 2013-2030* was adopted by Council on January 14, 2014

WHEREAS: The City of Lynchburg is the dynamic center of a growing region.

WHEREAS: The City of Lynchburg is well known for its quality of life, economic vitality, rich history and cultural diversity.

WHEREAS: The City of Lynchburg is committed to strong neighborhoods, a downtown that is the heart of the region, attractive and accessible commercial areas, celebrating its history and heritage, protecting its environment, a diverse economy, quality education and effective support systems.

WHEREAS: The *Comprehensive Plan 2013-2030* identifies places where the regional road network enters the city as major and minor gateways.

WHEREAS: These gateways serve as the City's front door, establishing first impressions and reinforcing images and perceptions of Lynchburg's quality of life and vitality.

WHEREAS: The *Comprehensive Plan 2013-2030* lists the John Lynch Memorial Bridge as the preferred entry into the Downtown area as it affords unparalleled panoramic views of the City's skyline and provides direct access to downtown, major visitor destinations, historic sites and visitor support services.

WHEREAS: The *Comprehensive Plan 2013-2030* recommends that the City should evaluate the visual qualities and entry experience at each of the gateways and identify appropriate improvements.

WHEREAS: The *Downtown & Riverfront Master Plan 2000* was adopted by City Council on May 22, 2001 and has provided a blueprint and a strategy for Downtown revitalization.

WHEREAS: The City is completing a rewrite of the *Downtown & Riverfront Master Plan* to provide a new twenty (20) year vision for the Downtown and surrounding neighborhoods.

NOW, THEREFORE, BE IT RESOLVED by the Lynchburg Planning Commission that in order to minimize visual blight, reduce traffic hazards and facilitate the safe movement of traffic, preserve neighborhoods, avoid the appearance of clutter, protect property values and in general to promote the public necessity, convenience, general welfare and good zoning practice, the Planning Commission hereby initiates, will consider and directs City Staff to prepare amendments to *Chapter 35.2, Zoning Ordinance* of the *City Code* of Lynchburg that will strengthen and protect the City's major and minor gateways as recommended by the City's *Comprehensive Plan 2013-2030*.

Adopted: _____

Certified: _____

