



COUNTY OF PRINCE WILLIAM

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PLANNING
OFFICE

Rebecca Horner, AICP, CZA
Director of Planning

June 8, 2018

TO: Planning Commission

FROM: Keasha Chappell Hall
Planning Office

RE: Special Use Permit #SUP2018-00022, Woodbridge Nazarene Sign Modification
Occoquan Magisterial District

I. Background is as follows:

- A. Request – This is a Special Use Permit request to replace an existing freestanding business sign with a ± 48 -square-foot electronic changeable copy sign, and associated sign modifications.

SUP Request: Changeable Copy Sign	Required / Allowed	Provided / Proposed with SUP Request
Freestanding Business Sign	1 freestanding business sign	1 freestanding business sign, with an electronic changeable copy display
Ratio of changeable copy area to sign face	50% of sign face area	$\pm 66\%$ of sign face area
Height	15 feet max	10 feet max 8.6 feet proposed
Setback	10 feet, or one foot for each foot in height, whichever is greater	± 6 feet setback minimum

- B. Site Location – The property is located at 14001 Smoketown Road, and is identified on County Maps as GPINs: 8292-50-4611 (see maps in Attachment A).
- C. Comprehensive Plan – The site is designated RCC, Regional Commercial Center, in the Comprehensive Plan.
- D. Zoning – The site is zoned A-1, Agricultural.

- E. Surrounding Land Uses – The subject site is a religious institution located on Smoketown Road. The surrounding area is primarily commercial with a few exceptions. North of the site is a religious institution, east and south of the site is Potomac Mills Mall, and west of the site, across Smoketown Road is Gar-Field High School.

II. Current Situation is as follows:

- A. Planning Office Recommendation – Staff recommends approval of Special Use Permit #SUP2018-00022, subject to the Conditions dated May 10, 2018 for the following reasons:
- The proposed SUP will have minimal impact to the surrounding area.
 - The proposed sign meets the criteria for approval of a sign modification as stipulated within the Zoning Ordinance.
- B. Planning Commission Public Hearing – A public hearing before the Planning Commission has been advertised for June 20, 2018.

III. Issues in order of importance are as follows:

- A. Comprehensive Plan:
1. Long-Range Land Use – Is the proposed use consistent with those uses intended by the RCC, land-use designation?
 2. Level of Service – How does the proposal address the mitigation of impacts to existing levels of service?
- B. Community Input – Have members of the community raised any issues?
- C. Other Jurisdictional Comments – Have other jurisdictions raised any issues?
- D. Legal Uses of the Property – What uses are allowed on the property? How are legal issues resulting from the Planning Commission's action addressed?
- E. Timing – When must the Planning Commission take action on this application?

IV. Alternatives beginning with the staff recommendation are as follows:

- A. Recommend approval of Special Use Permit, #SUP2018-00022, Woodbridge Nazarene Sign Modification subject to the conditions dated May 10, 2018.

1. Comprehensive Plan Consistency Analysis:

- a) Long-Range Land Use – The subject application proposes a sign modification for a religious institution located in a commercial area. Signage in a predominantly commercial retail area is a reasonable inference that is consistent with the RCC classification.
- b) Level of Service (LOS) – There will be no LOS impacts related to the signage modification request.

2. Community Input – Notice of the Special Use Permit application has been transmitted to property owners within 500 feet of the site. As of the date of this staff report, the Planning Office has not received any feedback from the community.

3. Other Jurisdictional Comments – The subject site is not located within the required notification area of any jurisdiction.

4. Legal Uses of the Property – The proposed freestanding business sign would be permitted if approved with this SUP in addition to the by-right uses allowed under the A-1 zoning classification. Furthermore, the proposed sign would be in addition to the approved religious institution with childcare uses associated with #SUP1988-15 and #SUP1994-12. Legal issues resulting from the Planning Commission's action are appropriately addressed by the County Attorney's Office.

5. Timing – The Planning Commission has until September 18, 2018, which is 90 days from the first public hearing date, to take action on the Special Use Permit proposal. A recommendation to approve the Special Use Permit application would meet the 90-day requirement.

B. Recommend denial of Special Use Permit, #SUP2018-00022, Woodbridge Nazarene Sign Modification.

1. Comprehensive Plan Consistency Analysis:

- a) Long-Range Land Use – Recommendation of denial of the Special Use Permit would not affect the RCC, long-range land use designation for this property.
- b) Level of Service (LOS) – Recommendation of denial would not have any impact on the existing LOS.

2. Community Input – Notice of the Special Use Permit application has been transmitted to property owners within 500 feet of the site. As of the date

of this staff report, the Planning Office has not received any feedback from the community.

3. Other Jurisdictional Comments – The subject site is not located within the required notification area of any jurisdiction.
4. Legal Uses of the Property – If the Special Use permit were denied, the proposed sign would not be permitted. However, by-right signage would be allowed.
5. Timing – The Planning Commission has until September 18, 2018, which is 90 days from the first public hearing date, to take action on the Special Use Permit application. A recommendation to deny the Special Use Permit application would meet the 90-day requirement.

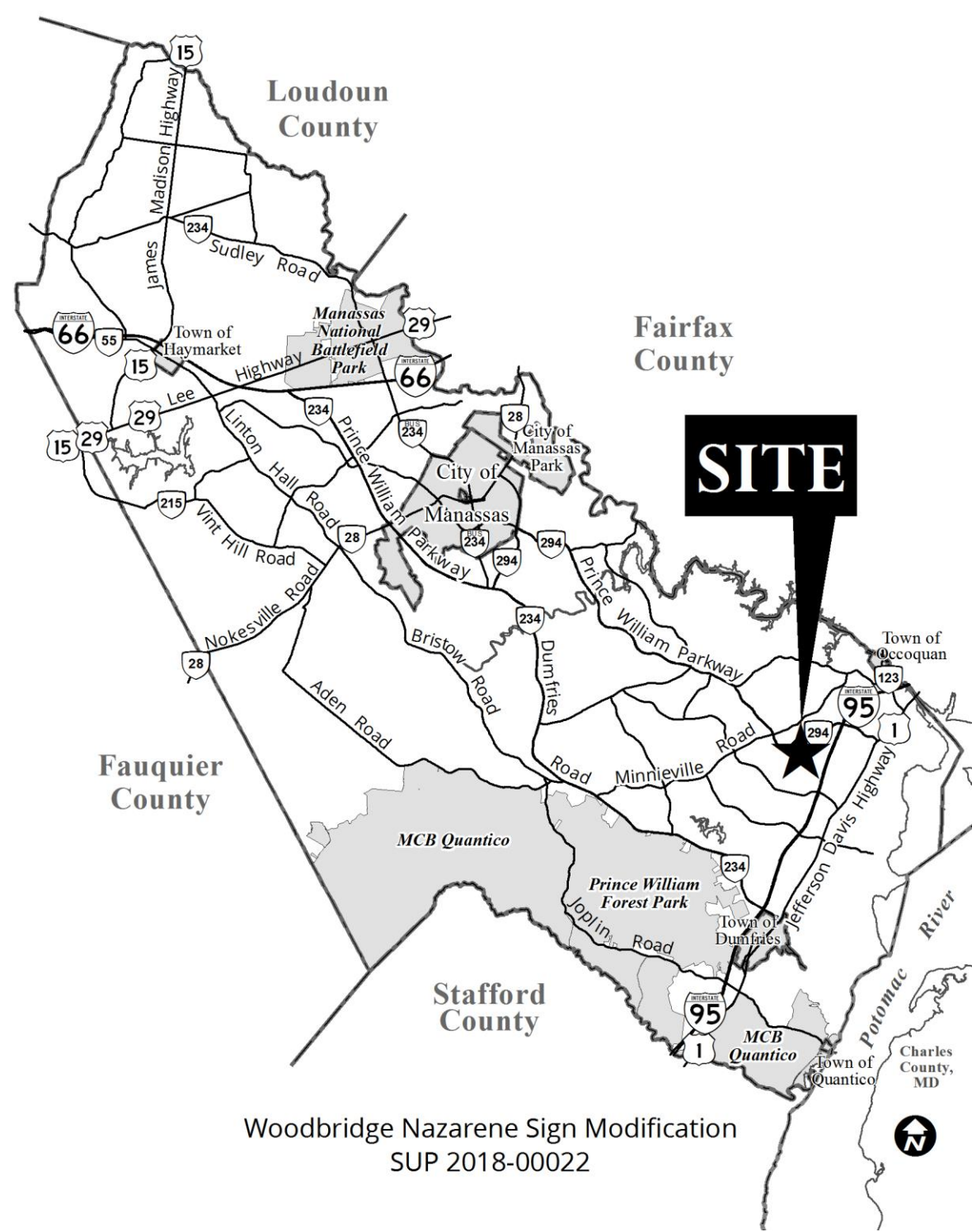
- V. **Recommendation** is that the Planning Commission accept Alternative A and recommend approval of #SUP2018-00022, Woodbridge Nazarene Sign Modification, subject to the conditions dated May 10, 2018.

Staff: Keasha Chappell Hall (ext. 6846)

Attachments

- A. Area Maps
- B. Staff Analysis
- C. Conditions
- D. SUP Plan
- E. Sign Exhibit

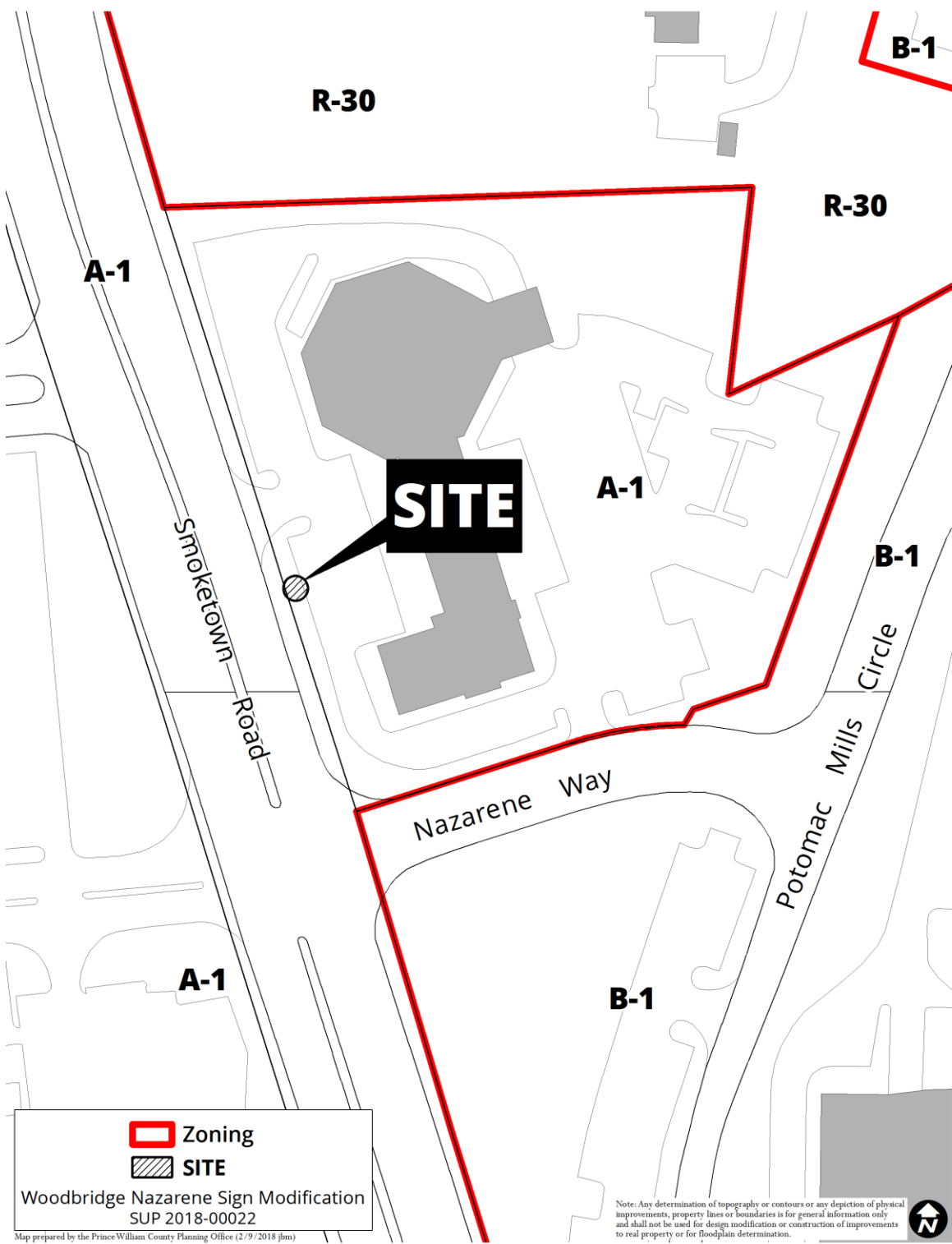
Attachment A – Maps
VICINITY MAP



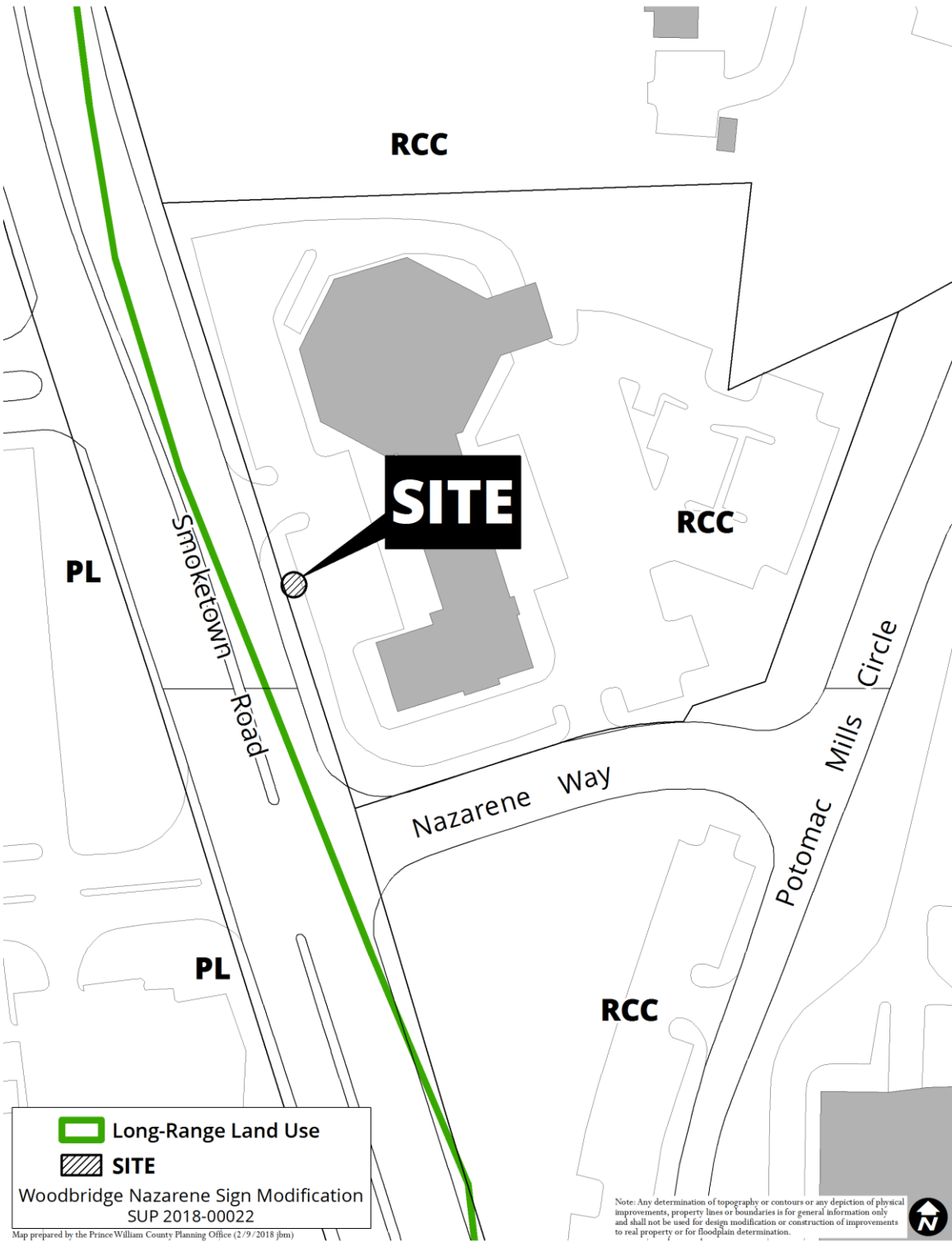
Attachment A – Maps
AERIAL MAP



Attachment A – Maps
EXISTING ZONING MAP



Attachment A – Maps
LONG-RANGE LAND USE MAP



Part I. Summary of Comprehensive Plan Consistency
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Staff Recommendation: APPROVAL

This summary analysis is based on the relevant Comprehensive Plan action strategies, goals, and policies. A complete analysis is provided in Part II of this report.

Comprehensive Plan Sections	Plan Consistency
Long-Range Land Use	Yes
Community Design	Yes
Transportation	Yes

Part II. Comprehensive Plan Consistency Analysis

The following table summarizes the area characteristics (see maps in Attachment A):

Direction	Land Use	Long-Range Future Land Use Map Designation	Zoning
North	Religious institution;	RCC	R-30
East	Retail uses a part of Potomac Mills;	RCC	B-1
South	Retail uses a part of Potomac Mills;	RCC	B-1
West	Gar-Field High School.	PL	A-1

Long-Range Land Use Plan Analysis

Through wise land use planning, the County ensures that landowners are provided a reasonable use of their land while the County is able to judiciously use its resources to provide the services for residents' and employers' needs. The Long-Range Land Use Plan sets out policies and action strategies that further the County's goal of concentrating on population, jobs, and infrastructure within vibrant, walkable, mixed-use centers serviced by transit. In addition to delineating land uses on the Long-Range Land Use Map, the Plan includes smart growth principles that promote a countywide pattern of land use that encourages fiscally sound development and achieves a high-quality living environment; promotes distinct centers of commerce and centers of community; complements and respects our cultural and natural resources, and preserves historic landscapes and site-specific cultural resources; provides adequate recreational, park, open space and trail amenities that contribute to a high quality of life for county residents; and revitalizes, protects, and preserves existing neighborhoods.

The subject site is in the Development Area of the County and is designated RCC, on the Long-Range Land Use Map. The following table summarizes the uses and densities intended within the RCC designation:

Long-Range Land Use Map Designation	Intended Uses and Densities
Regional Commercial Center (RCC)	<p>The purpose of the Regional Commercial Center classification is to provide for areas, located close to and/or with good access to/ from an interstate highway, where large-scale retail projects that serve a regional rather than local market are to be located. RCC projects should be planned and developed in a comprehensive, coordinated manner. Primary uses include regional retail malls, mixed-use projects, and large single-user retail buildings. Residential uses shall be considered secondary uses and shall represent no greater than 25 percent of the total RCC gross floor area of the project. Drive-in/drive-through uses are discouraged. Residential uses shall, with the exception of Residential Elderly, be part of a mixed-use building. Shared/structured parking is encouraged. The acceptable housing type within any mixed-use RCC project is multifamily, at a density of 16-30 dwelling units per gross acre, less the ER designated portion of a property. Development in RCC projects shall occur according to an infrastructure implementation plan submitted at the time of rezoning. The intent of this plan is to ensure that critical infrastructure for office, employment, and lodging uses is developed adequately for each phase of the project. Development shall also occur according to a phasing plan that must ensure that office, employment, retail, and lodging uses are always the primary uses within the area rezoned.</p>

Proposal's Strengths

- Zoning Consistency – Sign modifications are permissible in the A-1, Agricultural, zoning district with a SUP.
- Long Range Land Use Plan – The existing religious institution use will remain unchanged, and the SUP amendment application is applicable to the sign only. There will be no changes in use parameters or capacity.
- Neighboring Use Compatibility – The proposed use is consistent with the existing character of the area, which is commercial and retail centric. Currently, the site is surrounded by various commercial, institutional, and retail uses.

Proposal's Weaknesses

- None identified.

On balance, the application is found to be consistent with the relevant components of the Long-Range Land Use Plan.

Community Design Plan Analysis

An attractive, well-designed County will attract quality development, instill civic pride, improve the visual character of the community and create a strong, positive image of Prince William County. The Community Design Plan sets out policies and action strategies that further the County's goals of providing quality development and a quality living environment for residents, businesses and visitors, and creating livable and attractive communities. The Plan includes recommendations relating to building design, site layout, circulation, signage, access to transit, landscaping and streetscaping, community open spaces, natural and cultural amenities, stormwater management, and the preservation of environmental features.

Sign Modification Request

Section 32-250.23 of the Zoning Ordinance allows the Board of County Supervisors to approve signage that is not consistent with the sign standards within the Zoning Ordinance as part of a rezoning or SUP request.

The Applicant proposes to deviate from the standard signage provisions of the Zoning Ordinance with respect to the following components:

- **Ratio** – The proposed changeable copy portion of the sign face deviates from what is permissible by right (66% versus the standard 50%).
- **Text/Image Changes** – The Applicant is requesting up to a maximum of 12 text and/or image changes per day versus the three allotted by the Zoning Ordinance.
- **Static Images** – The Applicant requests the option to utilize still images in addition to text.
- **Setback** – The Applicant request a setback modification due to lack of available land for placement. Due to the widening of Smoketown Road, the Applicant has limited property frontage depth. The Applicant is proposing to replace the existing sign and utilize the existing location, which no longer meets setback standards. The shall not further reduce the existing setback from the right of way.

Pursuant to Section 32-250.23 of the Zoning Ordinance and in the context of this subject SUP proposal, the following criteria must be considered in order to grant modifications for signage:

- a. **Nature of Proposed Use**
The nature of the proposed use, including such factors as whether the use is a destination or one that relies more on drive-by visibility.

Attachment B – Staff Analysis

The proposed use is a religious institution use with several congregations, in addition to a childcare facility. The Applicant indicates the proposed sign is needed to improve drive-by visibility and communication of services.

b. Character of the Existing Area

The character of the existing area and the impact on the visual appearance of adjacent and nearby properties and rights-of-way, particularly entrances to the County from the interstate highways or surrounding jurisdictions, and the major streets leading from those entrances.

The subject site is located at the northern edge of the commercial corridor on Smoketown Road. Large retailers such as Potomac Mills and other shopping centers are located on neighboring parcels, and across Smoketown Road is a public institution.

c. Unique Situation

Whether a unique situation exists, causing a need that is not recurring in nature.

A unique situation does not exist.

d. Comprehensive Plan Designation

The area's designation on the County's Comprehensive Plan.

The subject site is designated RCC, Regional Commercial Center, on the Long-Range Land Use Map. Signage is not specifically addressed within this section of the Land Use chapter. However, as conditioned, key components from the Community Design chapter of the Comprehensive Plan shall be implemented.

e. Special Visual Obstruction

The existence of a special visual obstruction or difficulty in locating the use, making the application of the general provisions of this section too restrictive.

There are no special visual obstructions or difficulties in locating the use. However, as previously stated, due to the widening of Smoketown Road, the Applicant is no longer able to meet current setback standards. As conditioned, placement of the sign shall not obstruct sight distances to the intersection.

f. Highway Corridor Overlay District (HCOD)

Whether the use and/or proposed sign is within a Highway Corridor Overlay District (HCOD).

The subject site is not located within a HCOD.

Proposal's Strengths

- Community Design Action Strategies – The proposed application is consistent with action strategy number three, with aims to ensure signage is compatible in design, scale, material, style and color with the site in addition to adjacent developments. The proposed sign is

Attachment B – Staff Analysis

monument-style with a stone or masonry base, and as conditioned, the Applicant shall incorporate landscaping at the base of the sign. Lastly, the Applicant agreed to reduce the overall height of the sign to a maximum of 10 feet tall.

- Scale – The scale and design of the proposed sign is appropriate for the use and is consistent with the commercial nature of the surrounding area.

Proposal's Weaknesses

- None identified

On balance, this application is found to be consistent with the relevant components of the Community Design Plan.

Transportation Plan Analysis

By providing a multi-modal approach to traffic circulation Prince William County promotes the safe and efficient movement of goods and people throughout the County and surrounding jurisdictions. The Transportation Plan sets out policies and action strategies that further the County's goal of creating and sustaining an environmentally friendly, multi-modal transportation system that meets the demands for intra- and inter-county trips, is integrated with existing and planned development, and provides a network of safe, efficient, and accessible modes of travel. The Plan includes recommendations addressing safety, minimizing conflicts with environmental and cultural resources, maximizing cost effectiveness, increasing accessibility of all travel modes, minimizing projected trip demand, and providing sufficient network capacity. Projects should include strategies that result in a level of service (LOS) of "D" or better on all roadway corridors and intersections, reduce traffic demand through transportation demand management strategies, dedicate planned rights-of-way, provide and/or fund transit infrastructure, pedestrian and bicycle pathways, and improved and coordinated access to transit facilities.

Proposal's Strengths

- Daily Level of Service – The proposed application will not have an adverse effect on current levels of service.
- Site Conditions – As conditioned, the placement of the sign shall not obstruct sight distance to the intersection.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Transportation Plan.

Attachment B – Staff Analysis

Materially Relevant Issues

This section of the report is intended to identify issues raised during the review of the proposal, which are not directly related to the policies, goals, or action strategies of the Comprehensive Plan, but which are materially relevant to the County's responsibilities in considering land use issues. The materially relevant issues in this case are as follows:

- None identified.

Agency Comments

The following agencies have reviewed the proposal and their comments have been summarized in relevant comprehensive plan chapters of this report. Individual comments are in the case file in the Planning Office:

- PWC Planning Office – Case Manager, GIS
- PWC Transportation Department
- VDOT – Virginia Department of Transportation

SPECIAL USE PERMIT CONDITIONS

Owners/Applicant: Woodbridge First Church of the Nazarene, (the “Applicant”)

Special Use Permit: # SUP2018-00022, Woodbridge Nazarene Sign Modification

Prince William County GPINs: 8292-50-4611 (the “Property”)

Special Use Permit Area: ±3.70 acres

Zoning: A-1, Agricultural

Magisterial District: Occoquan

May 10, 2018

The following conditions are intended to offset the impacts of the proposal and to render the application consistent with the applicable chapters of the Comprehensive Plan and the surrounding areas. If the conditions of this Special Use Permit (“SUP”) or the Special Use Permit Plan (the “Plan”) are in conflict with the Zoning Ordinance and/or the Design and Construction Standards Manual (“DCSM”), the more restrictive standards shall apply, except as specifically allowed by this Special Use Permit.

The Applicant shall file a sign permit application within one (1) year of approval of this SUP by the Board of County Supervisors and shall install such signage in accordance with the sign permit approval requirements. Failure to adhere to the required timeframe will result in the special use permit becoming null and void.

This is an amendment to the Conditions approved with case #SUP1988-58, and all other conditions pursuant to #SUP1988-58 shall remain unchanged and in full force and effect.

AMENDEMENT TO CONDITIONS PURSUANT TO #SUP1988-0058

1. Use Parameters – This special use permit is for an electronic changeable copy sign to replace the existing freestanding sign located at the Property addressed 14001 Smoketown Road. The following conditions shall apply to signage and advertising on the site. All signage shall comply with the standards set forth in the Zoning Ordinance and Design and Construction Standards Manual (DCSM) unless excepted below:
 - a. The sign shall be monument style and the sign base shall consist of a stone, brick or cementitious product.
 - b. Irrespective of what is shown on the sign exhibit, the height of the sign base shall not be limited to a fixed height, and may exceed what is shown on the sign exhibit. However, overall height of the sign may not exceed 10 feet. All other design elements shall be in substantial conformance with the sign exhibit dated April 27, 2018, prepared by Stewart Signs.
 - c. The ratio of sign face to electronic changeable copy area may exceed 50% but must be in substantial conformance with the sign exhibit dated April 27, 2018, prepared by Stewart Signs.
 - d. The use of any exposed neon tubing shall be strictly prohibited.

Attachment C – Conditions

e. Messages per day

- i. The electronic changeable copy sign shall be limited to fixed or static messages, which may change up to 12 times per day. Static images shall be displayed in accordance with the Zoning Ordinance.
- ii. In the event the Zoning Ordinance is modified to allow additional electronic sign functionality and capabilities such as unlimited messages per day, such increases shall be permitted without requiring an amendment to the approved conditions.

f. Sign Placement/Setback

- i. The sign placement shall not obstruct the intersection sight distance. Compliance shall be confirmed by PWC DOT and/or VDOT and shall be demonstrated as part of the sign permit approval process as a condition of a sign permit issuance.
- ii. Final placement and setback shall be shown on a site plan and submitted with the sign exhibit as part of the sign permit approval process.

g. The Applicant shall provide landscaping, consisting of but not limited to ground cover, dwarf shrubs or flowering plantings at the base of the sign. The Applicant may design landscaping at the sign base to preserve the view of the address on the sign. Compliance shall be demonstrated as part of the sign permit approval process and shall be installed as a condition of a sign permit issuance.

h. County/Emergency Messages – In the event of an emergency, the electronic changeable copy sign shall display emergency related messages upon request by the County's Office of Emergency Management or the Office of Executive Management. Such messages shall not count against the restriction of the number of message changes allowed per day. The Applicant shall designate an emergency point of contact that shall be responsible for updating the signage in the event of an emergency request by the County. This contact information shall be provided to the Office of Emergency Management and the Office of Executive Management prior to issuance of site permit for first sign.

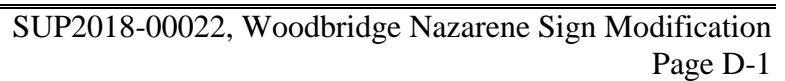
i. Banners, pennants, streamers, balloons, figures and other attention getting devices not permitted by the Zoning Ordinance shall be strictly prohibited.

j. Sign permits are required for all signs.

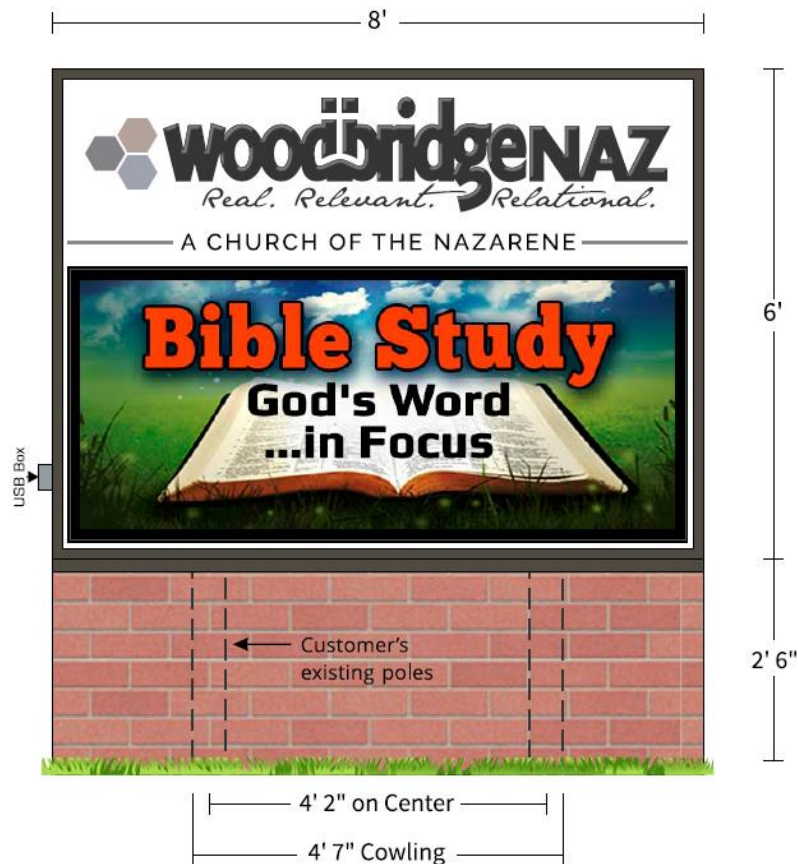
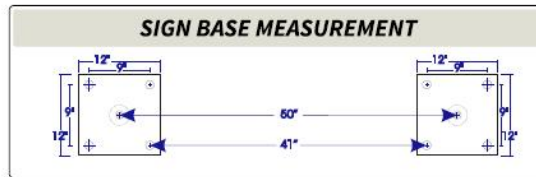
k. Graffiti Removal – The Applicant agrees to remove any graffiti from the Sign. Graffiti shall be deemed any inscription or marking on walls, buildings or structures not permitted by the sign regulations in Section 32- 250.21 *et. seq.* of the Zoning

Attachment C – Conditions

Ordinance. Any graffiti shall be reported to the Prince William County Police Department before removal.



Attachment E – Sign Exhibit



Header Vinyl: Photoreal
Text Color: Photoreal
Cowling Text Vinyl: N/A

Paint Color: Spartan Bronze
Draft: White

Approved as shown

Date _____
Approved with listed changes

Date _____

GRAPHICS DISCLAIMER: This custom artwork is not intended to provide an exact match between ink, vinyl, paint, or LED color. Brickwork, masonry and landscaping is not included in the proposal. Measurements shown are approximations; dimensions of final product may vary. LED images shown are simulated to replicate optimum viewing distance. Sign is designed to be illuminated at all times. Sketches are based off of this premise.



1/2"=1'
Sk: 795234-3f-s
Cust: 1995235
4/27/2018
F/RRicciardi
SOLD

ORIGINAL DESIGN DO NOT DUPLICATE

PH. 1-800-237-3928 - FAX 1-800-485-4280