OFFICE USE ONLY DATE RECEIVED_____ RZN NUMBER_____
PRESUBMITTAL MEETING DATE_____

TOWN OF BLACKSBURG
CHANGE OF ZONING CLASSIFICATION APPLICATION (REZONE)

This application and all accompanying information must be submitted in full before the Rezoning Request can be accepted by Town staff. Once the Planning and Building Department accepts the application, it will be referred to the Planning Commission and Town Council for consideration. The application and all accompanying information will become conditions of approval. Proffered conditions of approval are binding. Please contact the Planning and Building Department at (540) 961-1126 for application deadline or questions, or to schedule the **required** pre-submittal meeting.

The following items **MUST** accompany this application for the Town of Blacksburg to accept this application for processing and review. Any items submitted cannot be larger than 11x17 in size:

1) Written, signed consent of the property owner. If the applicant is the contract purchaser, the written consent of the property owner is required
2) One copy of a site plan with surveyed boundaries for the property showing the lot, existing and proposed structures, site improvements, parking areas and spaces, and any other information necessary to determine the ability to meet the Zoning Ordinance site development standards, Use & Design standards and physical compatibility with the neighborhood
3) Building elevations for all proposed buildings -or- elevations showing any changes to existing buildings
4) Vicinity map (may be included on the site plan) showing surrounding uses, zoning districts, buildings and other improvements within 300' of the property
5) Legal description of the property
6) Completed VDOT 527 (Traffic Impact Analysis) Form
7) A list of adjacent property owners (including properties across a street) and their addresses, plus the cost of CERTIFIED FIRST CLASS postage for notifying each adjacent property owner (no stamps, please)
8) Fee of $100 for the Town of Blacksburg to post all public hearing signs. **Please note**: The applicant may choose to post the property, using signs provided by Town Staff, and not be subject to the posting fee
9) Fee of $1500 for Rezoning, or $2000 for Planned Residential Rezoning, or $1000 for amendment to existing Planned Residential District. Please make your check or money order payable to the TOWN OF BLACKSBURG
10) Proof of pre-submittal meeting between Town staff and applicant/agent
11) Prior to the initiation of an application for Rezoning, or prior to the issuance of final approval, the applicant shall produce satisfactory evidence that any delinquent real estate taxes owed, which have been properly assessed against the subject property, have been paid (§ 1150)
12) Any applicant for a Rezoning shall make complete disclosure of the equitable ownership of the real estate to be affected including, in the case of corporate ownership, the names of stockholders, officers and directors, and in any case the names and addresses of all of the real parties of interest. The requirement of listing names of stockholders shall not apply to a corporation whose stock is traded on a national or local stock exchange, and which corporation has more than 500 shareholders (§ 1110)
13) Proffer statements that meet the requirements as stated below
14) Digital copies (PDF) of all application materials are required at the time of submittal, or within 10 working days of the submittal date.

SIGNATURE OF APPLICANT/CONTACT PERSON + PRINTED NAME:

Greg Boatwright Greg Boatwright **DATE:** 4/27/2020

By signing this application, I affirm that this application is complete and all required items are included

SIGNATURE OF PROPERTY OWNER + PRINTED NAME:

_____ **DATE:** _____

By signing this application, I affirm that this application is complete and all required items are included

REVISED 04-10-14 KJO

OFFICE USE ONLY DATE RECEIVED_____ RZN NUMBER_____
PRESUBMITTAL MEETING DATE_____

Location or Address of Property for Rezoning: 135 College Avenue Blacksburg, VA 24060

Tax Parcel Number(s): 001912

Acreage: _____

Present Zoning District: Downtown commercial

Proposed Zoning District: Downtown Commercial

Present Use of Property: Theatre

Proposed Use of Property: Theatre

Is this request for an amendment to an existing Conditional Zoning or Planned Residential District? Special Sign District

Previous Rezoning Ordinance Number N/A

APPLICANT/MAIN CONTACT PERSON (Contract Purchaser if applicable)

NAME: Greg Boatwright

ADDRESS: 135 College Ave
Blacksburg, VA 24060

PHONE: (540) 951-4771 EMAIL: genmanager@thelyric.com

PROPERTY OWNER(s) (If property is held in an LLC or other corporation, names of all partners must be disclosed. All names of members or beneficiaries of a trust must also be disclosed. Signature blocks for multiple property owners may be obtained on separate sheets if needed)

NAME: Lester Properties

ADDRESS: PO Box Drawer 4991
Martinsville, VA 24115

PHONE: (276)-656-3265 EMAIL: dmorrisone@lestergroup.com

ENGINEER/ARCHITECT (optional)

NAME: Jordan Truesdell

ADDRESS: 613 Country Club Drive
Blacksburg, VA 24060

PHONE: (540) 552-2090 EMAIL: jordan@truesdellengineering.com

REVISED 04-10-14 KJO

OFFICE USE ONLY DATE RECEIVED_____ RZN NUMBER_____
PRESUBMITTAL MEETING DATE_____

PROFFERED CONDITIONS
Potential proffers can be discussed as part of the presubmittal meeting, and should also be a part of the discussions with staff early in the review process.

PROFFERED CONDITIONS, IF ANY, MUST:

1) Be prepared by an attorney and be completed and accepted by the Town prior to the advertising for the Planning Commission Public Hearing;
2) Have a reasonable relationship to the rezoning;
3) Not include a cash contribution to the Town;
4) Not include mandatory dedication of property; and
5) Not include payment for construction of off-site improvements. The rezoning must give rise to the need for the conditions and the conditions must be related to the physical development or physical operation of the property and be in conformity with the Comprehensive Plan

Attach proffer statement with application.

OWNER CONSENT STATEMENT
I/We the owner(s)/applicant/contract purchaser(s) of the property described on this application do hereby apply for a change of zoning district classification described on this application.

I/We state that no application for a change in zoning district classification, substantially the same as this request, has been considered by the Town Council for the above-referenced property, or any part thereof, within one year prior to the date of this application.

Greg Boatwright
SIGNATURE OF OWNER/APPLICANT

4/27/2020
DATE

Need and justification for the change in zoning classification:

The Lyric Council would like to replace the existing hanging letter marquee with a programable digital LED screen. The hanging letter system has many limitations. The Lyric has a busy schedule and the number of events that fit on the marquee are limited by the size and number of letters that fit on the grid. This requires the staff to spend a significant amount of time rearranging and updating the marquee several times a week. Another issue with the current system is souvenir seekers. Late night revelers on College Avenue often throw shoes and other objects at the sign in an effort to knock down letters, often breaking letters as well as the plastic board on which they hang. A dynamic digital marquee would allow the Lyric to update the marquee promoting the breadth of activities we offer with a few keystrokes and would eliminate the cost and inconvenience of replacing plastic letters. The digital sign will be configured to use the same font and style of the hanging letter system we currently use. The digital screens will be installed on the current marquee and will not significantly alter the size of the display. The panels will be 33.6 sq. ft. The metal trim around the panels may need to be replaced but will be repainted in the same manner as the existing trim. Some examples of other theatre marquees, are attached and similar examples of what we plan to install can be found here:

https://www.watchfiresigns.com/industries/entertainment/arts-and-theater

https://wagnersign.com/marquee-signs/

We will also replace the neon tube lighting that was originally in the carved-out space spelling "L-Y-R-I-C" on the façade of the theatre. This will increase the visibility of the theatre and restore one of the original design elements of the historic building. The replacement material will be red, double LED tubes instead of neon due to the lack of availability and expense of servicing neon lighting. An example of the of the tubing we plan use is attached and more examples can be found at the following link:

https://www.inciseon.com/

In addition to these proposed new sign elements, we will maintain several features that should be covered by the special sign district. These include the metal poster cases that showcase the coming attractions to the theatre and the existing electronic "LYRIC" letters that are part of the marquee structure. The poster cases are located on the walls on either side of the theatre's façade and inside the alcove. The poster cases each measure 30 in. x 48 in. The electronic letters measure 180 in x 39 in. The comedy and tragedy masks on the theatre parapets which may be considered sign elements, will also be maintained. Each mask measures 27 in. x 36 in. Photos of the existing sign elements are attached.

Way in which the proposed change will further the purposes of the Zoning Ordinance and general welfare of the community:

The Lyric is located in the Downtown Commercial area. This zoning district is primarily pedestrian and the scale of the proposed signage is designed to be visible to walkers and slow-moving vehicular traffic on College Avenue. The lighted letters will also be visible from Alumni Mall. These improvements will increase the visibility of the theatre, allow us to promote events more effectively, highlight the historic character of the facility and enhance the vibrancy of the College Avenue Promenade. The digital marquee can also be used for community announcements.

Note: In addition to the signage, the Lyric Council will also be fabricating and installing window grilles (see attached drawings) to replicate the original grilles that were part of the original façade of the building. The window grilles will be operable with latch bolt so they can opened for emergency egress and for cleaning.

TOWN OF BLACKSBURG SIGN PERMIT APPLICATION

Zoning Permit Number: _____

NOTE: All applications for a sign permit **MUST** be accompanied by:

1. A sketch of the proposed sign(s), drawn to scale showing the dimensions, proposed location, and method of anchoring.
2. An elevation drawing depicting the exact location of all existing signs, and proposed signs.
3. If a freestanding sign is proposed, a plot plan must be provided showing the desired location, the dimensions, and the method of anchoring.
4. **A nonrefundable sign permit fee of $100 is due at the time of filing this application.**

1) Name of business to display proposed sign: The Lyric Theatre

Address for proposed sign: 135 College Avenue

Email address: execdirector@thelyric.com Phone number: (540)951-1772 Zoning District: DC

2) Property owner (if different): Lester Properties Phone number: (276) 656-3256

3) Is this property located in the Historic District? ☒ YES ☐ NO (If yes, additional review is required; a map can be accessed here)

4) Sign installed by: ☐ Self ☒ Other (List company name, phone no. and agent): TBD

5) Type of proposed sign: ☒ Attached ☐ Freestanding ☐ Other (description) _____

(If freestanding, refer to next page. A separate building permit must also be obtained through the Building Department)

Will the sign have electrical components? ☒ YES ☐ NO

(If yes, a separate electrical permit must be obtained through the Building Department)

Will sign project over town right-of-way or sidewalk? ☒ YES ☐ NO Clearance above sidewalk: ____ ft.

Will sign installation require a street/ lane/ sidewalk or trail closure? ☒ YES ☐ NO

(If yes, a separate road closure permit must be obtained through the Engineering Department)

6) Building Façade / Leased Area Measurements:

(length) 27.5 ft. (height) 26 ft. (sq. ft.) 53.5 Lot frontage on public street 27.5 ft.

7) Total area of face of proposed sign(s): 34 sq. ft.

8) Will you be removing existing signage or adding additional signage? ☒ Removing ☒ Adding

No. of related sign(s) existing on lot (exclude proposed sign(s)): 2 Total square footage of existing sign(s): 34 sq. ft.

If any of the proposed signs are freestanding (monument), indicate the setback of the proposed sign from the closest street right-of-way and the total height of the sign: Setback: _____ ft. Total Height: _____ ft.

Please describe how the sign(s) will be attached to the building or ground: digital display will be integrated into existing marquee structure.

UPON VACATION OF THE PREMISES, WITHIN SIX (6) MONTHS OF THE VACATION, THE APPLICANT SHALL REMOVE ALL SIGNS, SIGN SUPPORTS, AND ATTENDANT HARDWARE FROM THE PREMISES, UNLESS A NEW OWNER OR TENANT USES THE SIGN, SIGN SUPPORTS, OR ATTENDANT HARDWARE [Z.O. SEC 5510 (K)]

I hereby certify that I am an authorized agent of the owner of the property where this sign is proposed, that this application is being made with the owner's full knowledge and consent, and that all signs installed under the terms of this permit shall conform to Article V, Division 5 (Signs) of the Town of Blacksburg Zoning Ordinance. I understand that if approved, this sign permit shall become null and void if the proposed sign(s) are not installed within six months of the date of the approval.

Owner/Tenant/ Agent Signature: [signature] Date: 3/12/2020

OFFICE USE ONLY:

Review Fee ($100.00) Date paid: _____

Approved by: _____ Date: _____

Denied by: _____ Date: _____

Reason for denial: _____

If you have any questions about this form, please contact Lisa Browning, Zoning Inspector at 540-443-1300 or lbrowning@blacksburg.gov.

Sign Rules and Regulations
Division 5 of the Town of Blacksburg Zoning Ordinance

Freestanding Monument Signs: All freestanding signs (excluding directional signs) **must** have a base and meet the requirements of the following sections:

Freestanding Monument Signs (Section 5523 (e)): *Freestanding monument signs: Such signs shall be located a minimum distance of ten (10) feet from the edge of any public right-of-way, if the right-of-way is fifty (50) feet or more in width. Such signs shall be located a minimum distance of thirty-five (35) feet from the center line of any public right-of-way where the right-of-way is less than fifty (50) feet in width. Freestanding monument signs shall have a maximum height of eight (8) feet, monument style. Freestanding monument signs shall be located within a landscaped area which includes vegetative materials such as shrubs, trees, or flowering plants. This subsection shall not apply to neighborhood identification signs.*

Monument Sign Base Requirements (Section 5525): *The base of a monument sign is the structure or apparent structure in direct contact with the ground that supports or appears to support the message portion of a monument sign. All monument signs shall have a minimum base height of eighteen (18) inches and a maximum of four (4) feet. The width of the base shall not exceed twice the height of the total structure and shall not extend more than one (1) foot beyond either outside edge of the message portion of the sign. The minimum width of the base shall be one-half (½) the width of the message portion of the sign.*

**The base may be made of any material of the applicant's choosing (ex: brick, stone, wood, etc)

List of adjacent property owners:

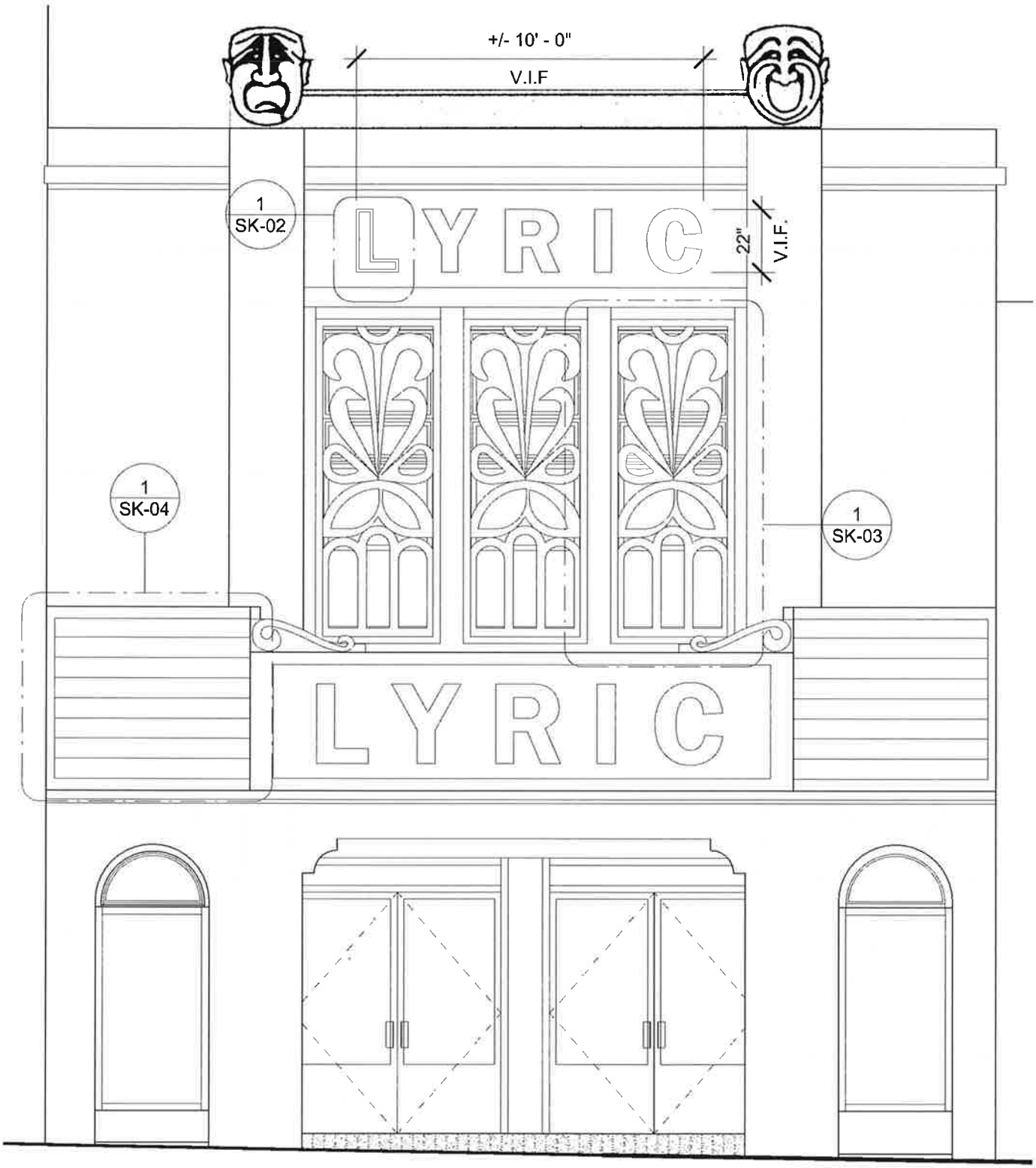
All adjacent properties on the Town side of College Avenue are owned by the applicant's landlord:

Lester Properties, Inc.
101 Commonwealth Blvd E
Martinsville, VA 24112

Tenants:
Green's
109 College Avenue
Blacksburg, VA 24060

Happy Wok
133 College Avenue
Blacksburg, VA 24060

Across the street:
Virginia Tech

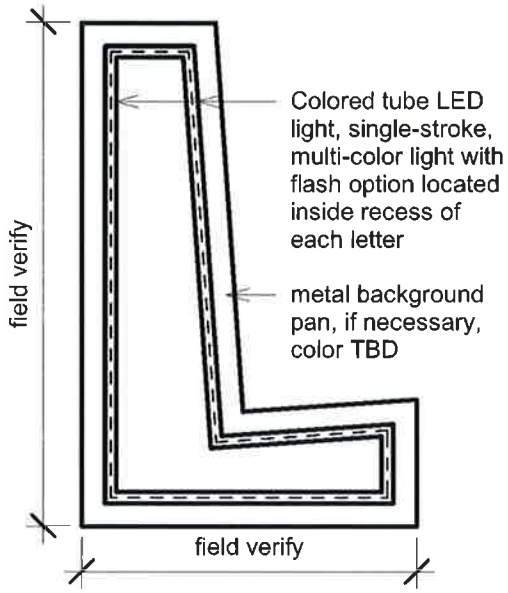


Lyric Elevation

SK-01

Date: January 9, 2019

Scale 1/4" = 1'-0"

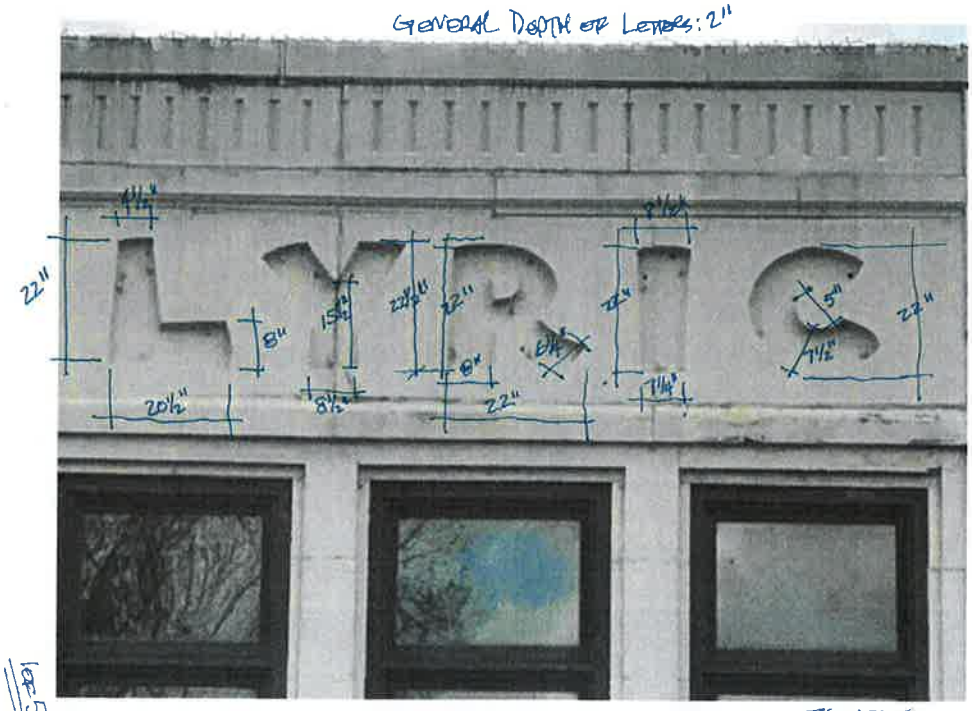


NOTES:

- FIELD VERIFY ALL DIMENSIONS OR FOLLOW OUTLINE OF EXISTNG OPENING TEMPLATE, TO BE PROVIDED BY LYRIC.
- DESIGN AND PLACEMENT OF LIGHT TUBE IN EACH LETTER TO BE DESIGNED BY LIGHTING DESIGNER AND COORDINATED WITH LYRIC.
- SURFACE OF LED TUBES TO BE LOCATED WITHIN APPROXIMATE 3" RECESSED EXISTING LETTER AND FLUSH WITH SURROUNDING SURFACE.
- INSTALL AN ELECTRICAL TRHOUGH IN APARTMENT ABOVE WINDOWS AND BEHIND LED LETTERS.
- CUSTOM-BUILD EACH LETTER WITH AN ELECTRICAL WHIP LOCATED SO A FIELD-DRILLED HOLE IN THE EXISTING LETTER WILL LINE UP WITH THE NEW ELECTRICAL THROUGH IN THE APARTMENT.
- PROVIDE A CONTROL BOARD IN THE ELECTRICAL THROUGH TO PLUG EACH LETTER INTO AND FEED A NEW ELECTRICAL CIRCUIT TO THE THROUGH FROM THE NEARBY LYRIC POWER SOURCE.
- PROVIDE CONDUIT AND WIRE TO THE LYRIC THEATER OFFICE TO CONTROL THE LED LETTERS OR INSTALL A MANUFACTURED WIRELESS SYSTEM AS NEEDED.

DATE: 12/8/18

GENERAL DEPTH OF LETTERS: 2"



LYRIC THEATRE

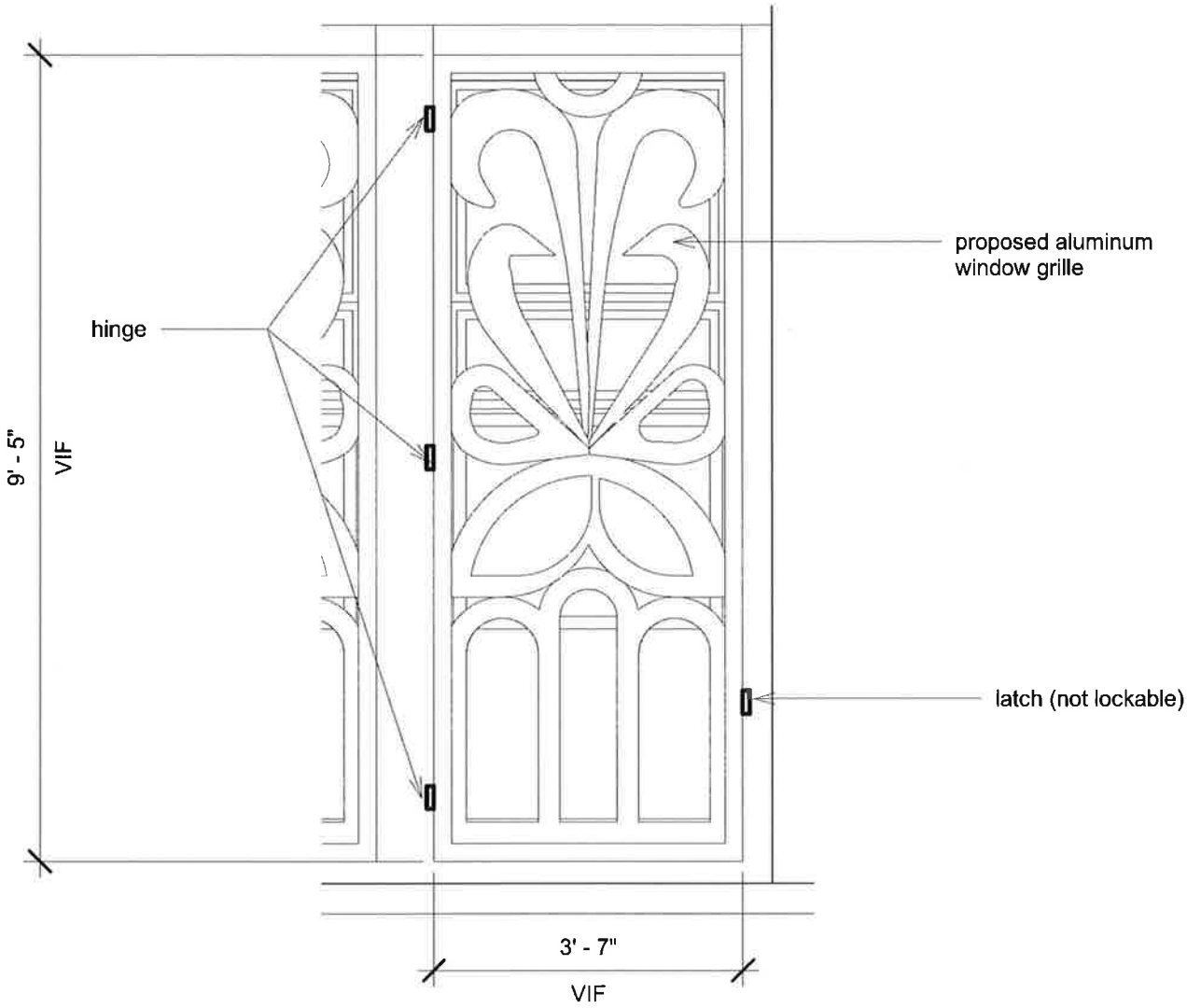
*ALL FIELD MEASUREMENTS TO BE VERIFIED

Proposed Custom LED Letters

SK-02

Date: January 9, 2019

Scale 1 1/2" = 1'-0"



NOTES:

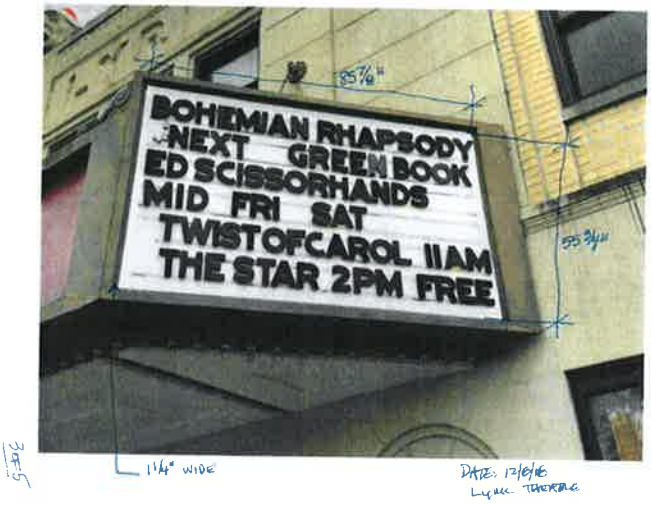
- WINDOWS SERVE AS EMERGENCY EXITS FROM ADJACENT APARTMENT SO MUST BE ABLE TO OPEN GRILLES AT ALL TIMES FROM BOTH INSIDE AND OUTSIDE OF APARTMENT
- FABRICATE AND INSTALL THREE (3) WINDOW GRILLES (3 HINGES AND ONE LATCH ON EACH), ANGLE FRAME ON ALL SIDES. GRILLES MUST NOT IMPEDE USABILITY OF WINDOWS.
- COAT ALL GRILLES AND FRAMES WITH A FINISH THAT IS LONG-LASTING OR LIFETIME. CUSTOM COLOR TO BE PICKED BY LYRIC THEATER (PROVIDE COLOR SAMPLES) AND APPROVED BY DESIGN REVIEW BOARD (HDRB).
- FINAL DESIGN TO BE COORDINATED WITH FABRICATOR.

Proposed Window Grille

SK-03

Date: January 9, 2019

Scale 1/2" = 1'-0"



EXISTING MESSAGE BOARD

EXAMPLE OF PROPOSED DIGITAL LED MARQUEE
(ALTRIA THEATER, RICHMOND, VA)

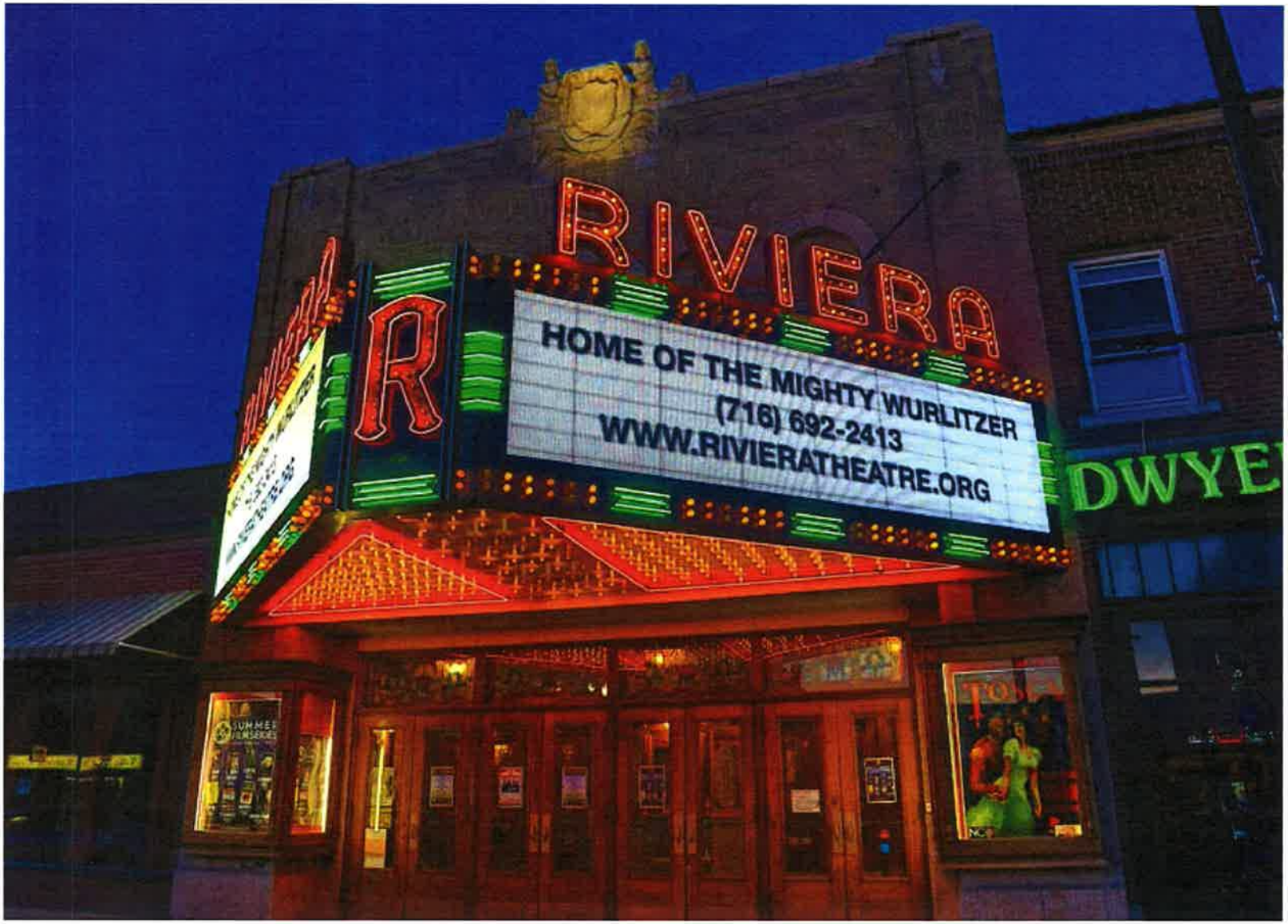
NOTES:

- REPLACE EXISTING LYRIC MARQUEES WITH NEW LED MESSAGE MARQUEES.
- ADJUST EXISTING OPENING TO FIX THE SIZE OF A STANDARD LED MESSAGE MARQUEE USING SHEET METAL TO MATCH EXISTING.
- PROVIDE POWER AND CONTROL LIGHTING AS NEEDED TO NEW LED MESSAGE BOARDS.
- CONFIRM WITH A LICENSED STRUCTURAL ENGINEER THAT STRUCTURE OF EXISTING MARQUEE CANOPY IS EQUIPPED TO CARRY EXTRA LOAD OF NEW LED MARQUEES AND MAKE APPROPRIATE STRUCTURAL ADJUSTMENTS IF NOT.
- CONFIRM AND COORDINATE ALL WORK WITH THE LESTER GROUP.
- ALL WORK MUST BE DONE BY LICENSED PROFESSIONALS AND MUST INCLUDE THE APPROPRIATE APPROVED BUILDING PERMITS AND MUST BE APPROVED BY THE TOWN OF BLACKSBURG HISTORIC DESIGN REVIEW BOARD (HDRB)

Proposed LED Message Board

SK-04

Date: January 9, 2019


RIVIERA
R
HOME OF THE MIGHTY WURLITZER
(716) 692-2413
WWW.RIVIERATHEATRE.ORG
DWYE

GHOST
THE MUSICAL
NOVEMBER 6 7 13 14 8 PM
8 14 15 3 PM
Sponsored by Nelson-House
LEGAL
BLONDE

LYRIC
LYRIC

HAPPY WOK
Chinese
COMING SOON
THE BEST PICTURE OF THE YEAR IS
IF YOU WANTED TO

GREEN'S
EMERGENCY
EXIT
DO NOT BLOCK

GREEN'S
EXIT

LYRIC

HAPPY
WOK