

STAFF UPDATE MEMO

TO: Planning Commission

FROM: Emma Martin, Planner I

DATE: July 17, 2020

SUBJECT: RZN20-0001-Request for a Special Signage District in the DC Downtown Commercial Zoning District at the Lyric Theatre on 0.215 acres at 135 College Avenue (Tax parcel 256-A90) by Greg Boatwright (applicant) for Lester Properties (owner)

At the June 30, 2020 Planning Commission Work Session, staff provided a presentation and staff report for the above-referenced request. The applicant has provided an updated application and proffer that provides a commitment to the style of the proposed LED marquees including detail about color of text and background, clipart and images, brightness, scrolling or slideshow effects, animation, flashing lights, and sounds. The Planning Commission may wish to consider the specificity of this commitment with respect to the Lyric and any potential future tenant.

Attachments

Email clarification regarding the proposed style of the LED marquees dated July 8, 2020
Updated proffer statement signed July 15, 2020

Emma Martin

From: General Manager <genmanager@thelyric.com>
Sent: Wednesday, July 8, 2020 11:27 AM
To: Emma Martin
Subject: Re: marquee style clarification

External Message Warning

Hi Emma,

Here is what we plan with the marquee:

The LED marquee panels will usually imitate the black text on white background of the current hanging letter marquee. Other typesets and background colors may be used for special events, rentals, weddings, etc. In addition to that, we may include clipart or an image for special events (like a soccer ball for when we screen the World Cup final). We will set the panels' brightness settings to match the current light emitted by the fluorescent tube bulbs installed behind the hanging letter marquee. Depending on the number of events we need to promote in a week, we may use a scrolling or slideshow type effect to convey that. In any event, the panels will not use animation, video, flashing lights, sound, or other attention getting gimmicks.

Greg

On Wed, Jul 8, 2020 at 10:43 AM Emma Martin <EMartin@blacksburg.gov> wrote:

Hi Greg,

I wanted to reach out and follow-up regarding the Planning Commission work session conversation last week. Planning Commission had mentioned they wanted some more detail about the proposed marquees relating to movement/flashing of the screen, style, etc. Would you be able to provide a short summary clarifying the movement/flashing, style, font color, etc. for the proposed marquees? Planning Commission had discussion about “worst case scenarios” for signage and was interested in getting clarification from you regarding specific details about the sign to avoid that “worst case scenario” signage style.

Thank you and please let me know if you have any questions.

Emma Martin

Planner I

Town of Blacksburg Planning and Building Department

540-443-1309

EMartin@blacksburg.gov

<http://www.blacksburg.gov>

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Greg Boatwright
General Manager
Lyric Theatre
(540) 951-4771
www.theLyric.com
genmanager@thelyric.com

PROFFER STATEMENT FOR THE APPLICATION OF
The Lyric Council, Inc.
Dated: May 22, 2020

Pursuant to Virginia Code § 15.2-2298 and Blacksburg Zoning Ordinance § 1160, The Lyric Council, Inc. the owner(s) of the property that is the subject of this Application (Tax Parcel # 001912), will develop the property in accordance with the following voluntarily proffered conditions.

1. The property shall be developed in substantial conformance, as determined by the Zoning Administrator, with the submitted rezoning application entitled "Request for change of zoning classification, Lyric Council, Inc. special sign district (the "Application") dated April 27, 2020 and revised July 8, 2020.

The undersigned hereby warrants that all of the owners of a legal interest in the subject property have signed this proffer statement, that they have full authority to bind the property to these conditions, that the proffers contained in this statement are not "unreasonable" as that term is defined by Virginia Code § 15.2-2303.4, and that the proffers are entered into voluntarily. An analysis and justification for each proffered item is attached as Exhibit A.

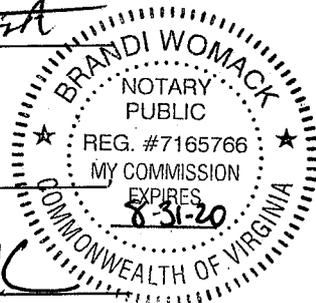
Should any provision of this proffer statement be determined to be invalid by a court of competent jurisdiction, that determination shall not affect the validity of the remainder of the provisions in this document.

STATE OF Virginia
COUNTY OF Montgomery

By: Amy Boatman

Acknowledged before me this 15 day of July
20 20.

Brandi Womack
Notary Public



My Commission Expires: 8-31-2020
Registration No.: 7165766

APPROVED AS TO FORM:

Town Attorney