

Request

Major Retail Venue Signage Permit

Staff Recommendation

Approval

Staff Planner

Kevin Kemp

Location

701, 739, 745, 757, & 773 Lynnhaven Parkway,
1001, 1005, & 1009 Lynnhaven Mall Loop

GPINs

1496269419, 1496268097, 1496350434,
1496341955, 1496342787, 1496363430,
1496461559, 1496453926, 1496358830,
1496455278, 1496353639, 1496468297,
1496468027, 1496469093, 1496459637

Site Size

Appr. 4,000,000 square feet (92 acres)

AICUZ

Greater than 75 dB DNL; APZ 2

Watershed

Chesapeake Bay

Existing Land Use and Zoning District

Mall / B-2 Community Business

Surrounding Land Uses and Zoning Districts

North

Lynnhaven Mall Loop
Mixed Retail / B-2 Community Business

South

Lynnhaven Mall Loop
Mixed Retail/Restaurants / B-2 Community Business

East

Lynnhaven Parkway
Offices/Industrial / I-1 Light Industrial

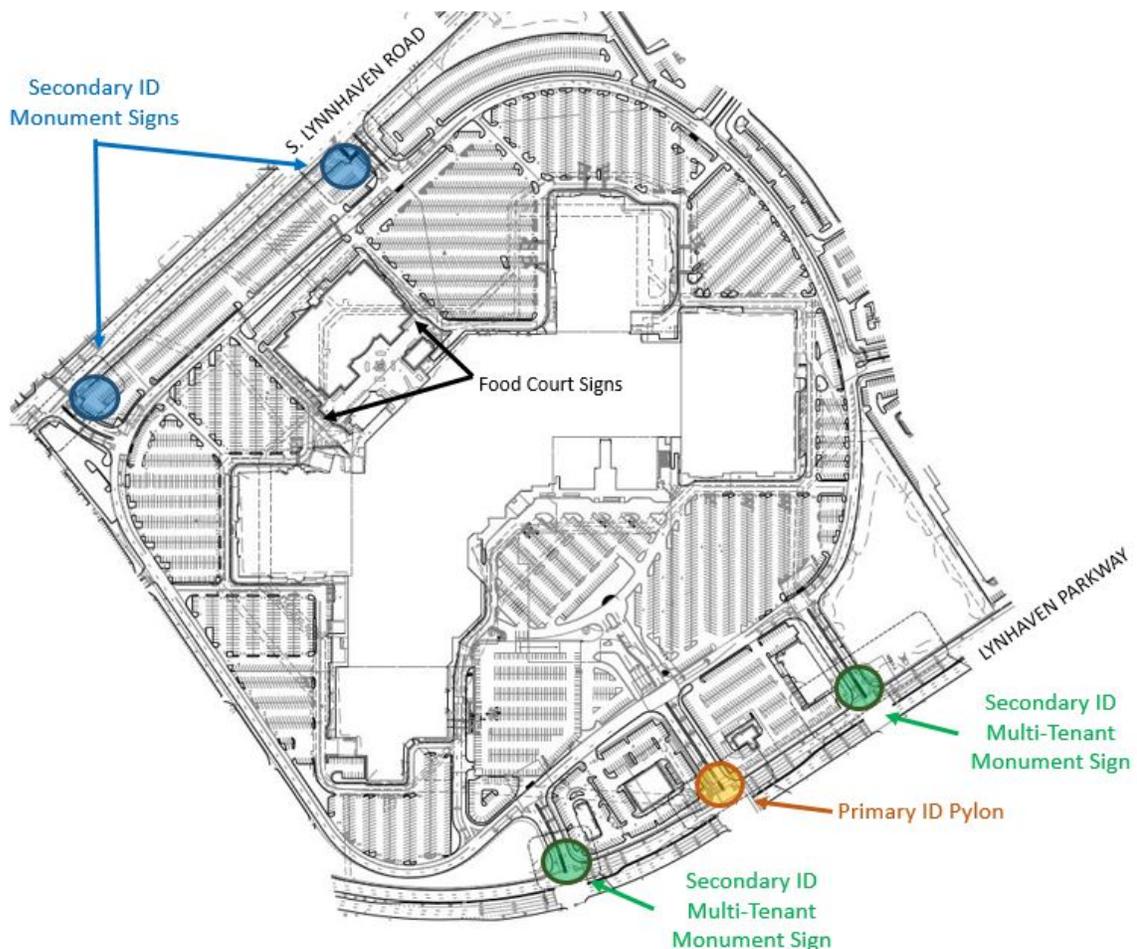
West

South Lynnhaven Road
Single-family dwellings / R-7.5 Residential



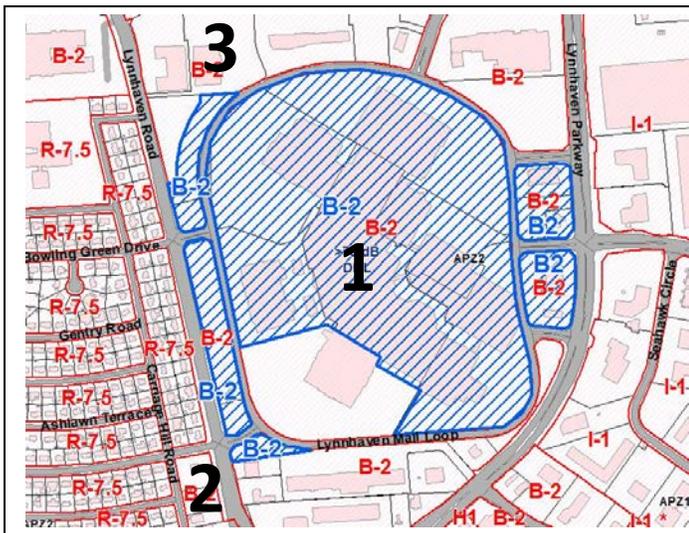
Background and Summary of Proposal

- On January 9, 2017, City Council approved an amendment to the Zoning Ordinance that created a definition for a “Major Retail Venue.” According to the ordinance, a “major retail venue” is a zoning lot, containing at least 4,000,000 square feet and its primary use is providing retail and indoor recreation services. The ordinance stipulates that the signage package for a major retail venue is subject to Section 218 of the Zoning Ordinance, allowing City Council to consider and approve signage for these venues.
- Lynnhaven Mall is currently implementing a new and updated branding strategy. As part of this effort, they wish to replace the existing free-standing signs on the site. Many of the signs, interior to the Lynnhaven Mall Loop Road, have already been replaced. The free-standing signs at the major entrances to the mall property are located on the other side of the Lynnhaven Mall Loop Road, and therefore are off-site to the principal use and need City Council approval to replace, enlarge, or move. This request is to replace these free-standing signs that are in-line with the mall’s rebranding effort. Details of the proposal are listed below:



- Primary ID Pylon Sign (adjacent to Lynnhaven Parkway) - The existing freestanding sign is located in a discrete location on the south side of the intersection of Lynnhaven Parkway and East Mall Drive. The proposed sign will be relocated to the median strip of East Mall Drive. The proposed sign will be 12-feet in height and will display the names of the anchor tenants of Lynnhaven Mall.

- **Secondary ID Tenant Multi-Tenant Monument Signs** (adjacent to Lynnhaven Parkway) – Two existing freestanding signs will be replaced. The existing signs are located in discrete locations and are largely blocked by landscaping. One sign is located on the Carrabba’s parcel, and the other on the McDonald’s parcel. The location of the proposed monument signs will be shifted to the median strip of each of those mall access roads. The signs will be six-feet in height, and 12-feet in length. The signs will display “Lynnhaven Mall,” as well as the name of three other tenants.
- **Secondary ID Monument Signs** (adjacent to South Lynnhaven Road) – Two existing freestanding signs will be replaced in the same location at each mall access along South Lynnhaven Road. The proposed signs will display “Lynnhaven Mall.” Each sign will be six-feet in height and 12.5-feet in length.
- The two existing “Food Court” signs, each of which are taller than 20-feet, will be removed.



Zoning History

#	Request
1	CUP (Tattoo Parlor) Approved 07/09/2013 CUP (Indoor Recreation) Approved 01/08/2013 CUP (Commercial Recreation) Approved 03/24/1998 CUP (Car Rentals) Approved 06/23/1992
2	CUP (Motor Vehicle Sales) Approved 07/18/2017
3	CUP (Indoor Recreation) Approved 06/23/2009

Application Types

CUP – Conditional Use Permit
REZ – Rezoning
CRZ – Conditional Rezoning

MOD – Modification of Conditions or Proffers
NON – Nonconforming Use
STC – Street Closure

FVR – Floodplain Variance
ALT – Alternative Compliance
SVR – Subdivision Variance

Evaluation and Recommendation

Staff recommends approval of this application. Lynnhaven Mall is a unique situation in regard to their existing signage. When the mall was developed and the primary free-standing signs were installed, the mall owned the Lynnhaven Mall Loop Road. The signs met all requirements of the Zoning Ordinance. Since that time, ownership of the Lynnhaven Mall Loop Road was transferred to the City. Because this road is now public right-of-way, the existing primary free-standing signs are off-site, and nonconforming. Consideration of replacing these signs under Section 218 of the Ordinance allows City Council to address this unique situation.

The submitted signage package is, in Staff’s opinion, a tremendous upgrade from the existing, oyster-themed signage currently used. Many of the signs interior to the mall loop road have been replaced with the new branding effort, and they have proven to be an aesthetic upgrade. The new signage package both modernizes and provides greater visibility for Lynnhaven Mall from the major thoroughfares, and therefore benefits a use that attracts a large number of visitors each year. This site is unique, and Staff feels that the submitted sign package is appropriate in size, location and appearance to the area and to this major retail venue.

Recommended Conditions

1. When installed, the free-standing signs shall be installed in a location substantially conforming to the site layout included in the submitted sign package entitled, "GGP GENERAL GROWTH PROPERTIES, LYNNHAVEN MALL REFRESH PHASE 3, SITE SIGNAGE, 701 LYNNHAVEN PARKWAY, VIRGINIA BEACH, VA," dated September 13, 2017 and prepared by CANNONDESIGN.
2. When installed, the free-standing signs shall be substantially conforming in size and appearance to the elevation drawings included in the submitted sign package entitled, "GGP GENERAL GROWTH PROPERTIES, LYNNHAVEN MALL REFRESH PHASE 3, SITE SIGNAGE, 701 LYNNHAVEN PARKWAY, VIRGINIA BEACH, VA," dated September 13, 2017 and prepared by CANNONDESIGN.
3. No additional free-standing signs shall be installed to the signs shown in the submitted sign package entitled "GGP GENERAL GROWTH PROPERTIES, LYNNHAVEN MALL REFRESH PHASE 3, SITE SIGNAGE, 701 LYNNHAVEN PARKWAY, VIRGINIA BEACH, VA," dated September 13, 2017 and prepared by CANNONDESIGN.
4. All approvals from the Department of Public Works, Real Estate division must be obtained prior to the installation of any signs located within the public right-of-way.
5. A permit must be obtained from the Planning Department, Zoning Division, for all signage prior to installation.

Further conditions may be required during the administration of applicable City Ordinances and Standards. Any site plan submitted with this application may require revision during detailed site plan review to meet all applicable City Codes and Standards. All applicable permits required by the City Code, including those administered by the Department of Planning / Development Services Center and Department of Planning / Permits and Inspections Division, and the issuance of a Certificate of Occupancy, are required before any uses allowed by this Use Permit are valid.

The applicant is encouraged to contact and work with the Crime Prevention Office within the Police Department for crime prevention techniques and Crime Prevention Through Environmental Design (CPTED) concepts and strategies as they pertain to this site.

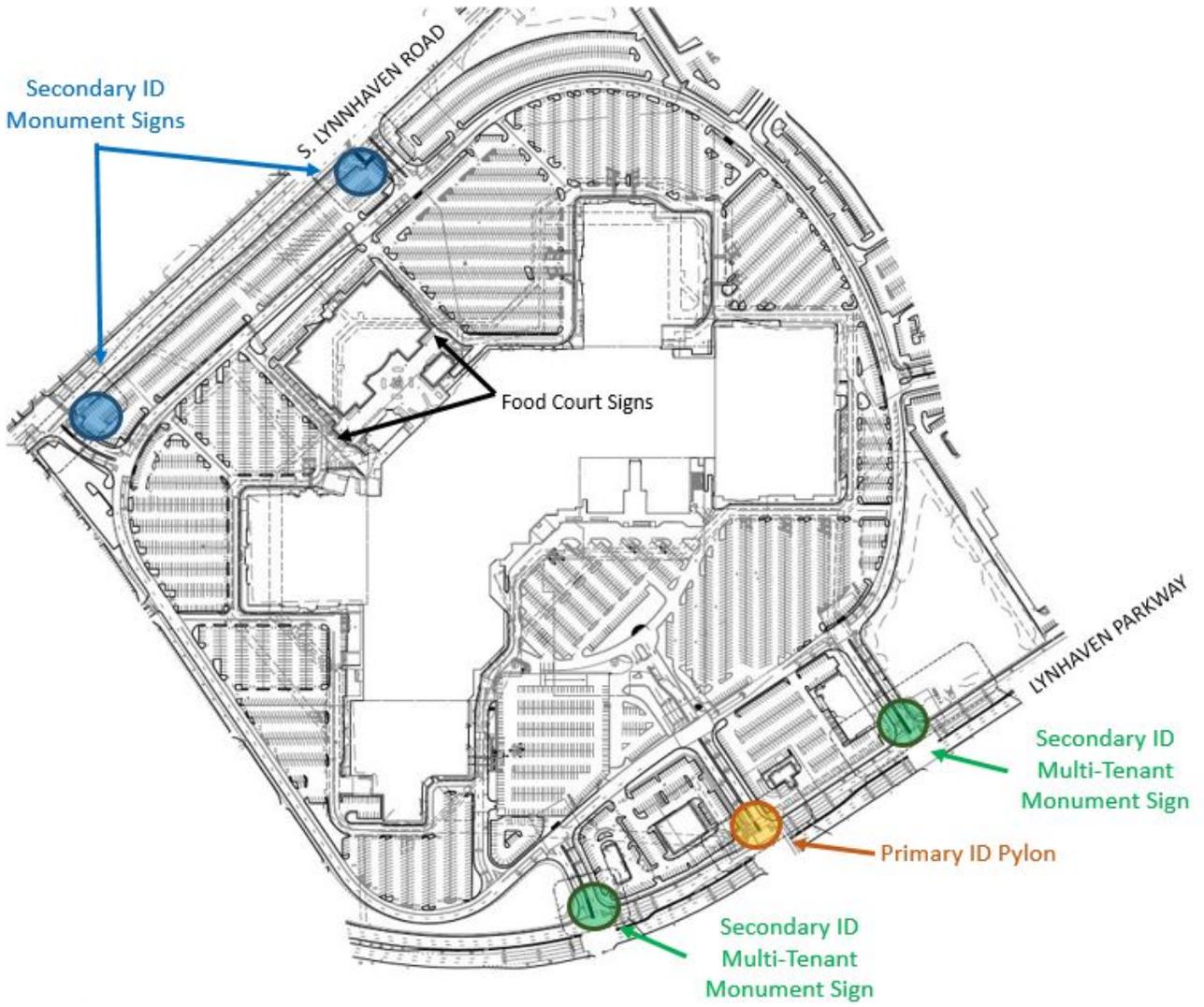
Comprehensive Plan Recommendations

This site is located in Special Economic Growth Area (SEGA) 2 West Oceana. SEGAs are viewed as special areas with significant economic value and growth potential, with a primary consideration being adjacency to NAS Oceana or within the Interfacility Traffic Area high noise overflight zone. The area west of Lynnhaven Parkway is recommended for corporate office, retail, and other comparable commercial use due to this site's high visibility.

Natural and Cultural Resources Impacts

This site is within the Chesapeake Bay watershed. As the property is developed with a mall and parking lot, there do not appear to be any significant natural or cultural resources associated with the site.

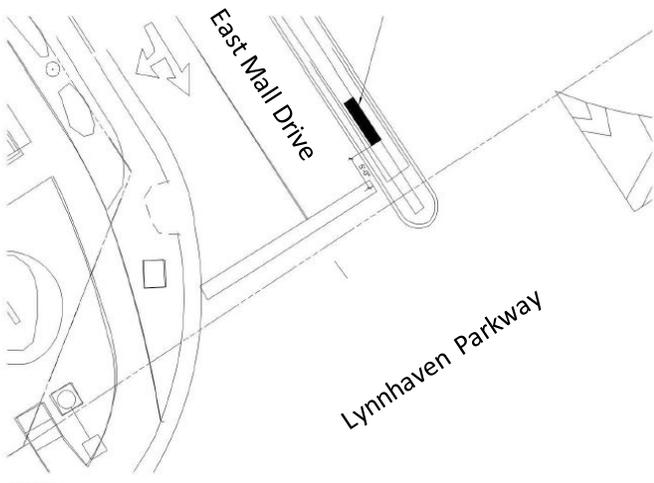
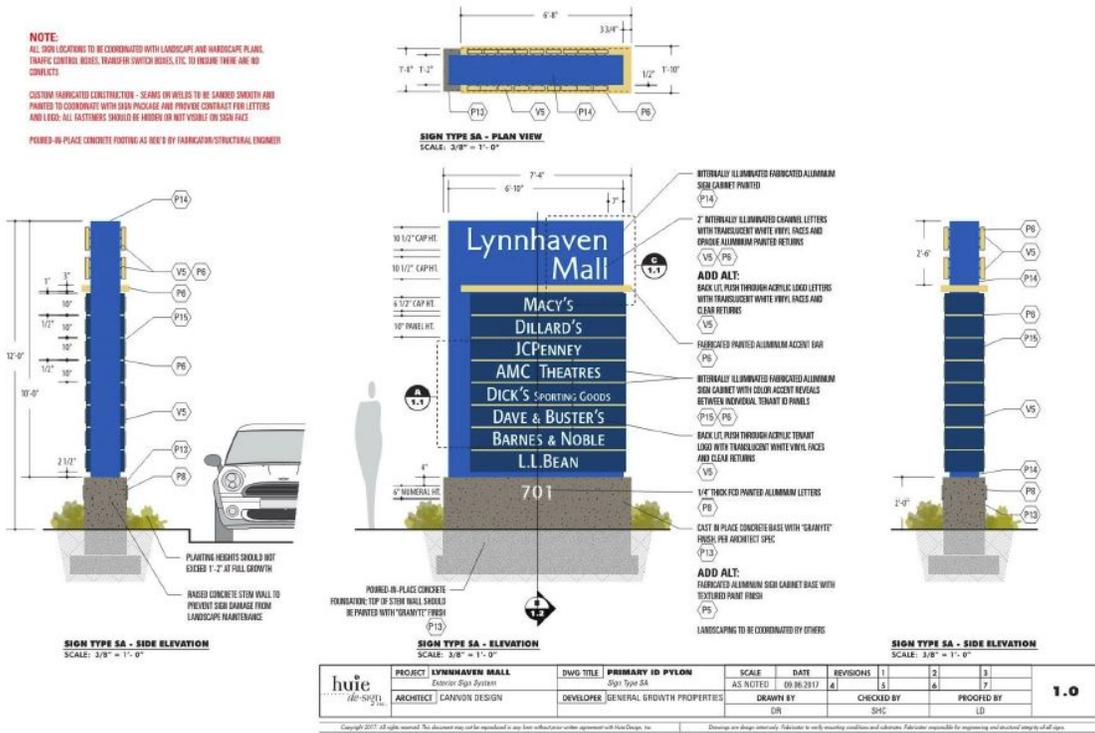
Location of Proposed Signs



Primary ID Pylon Sign

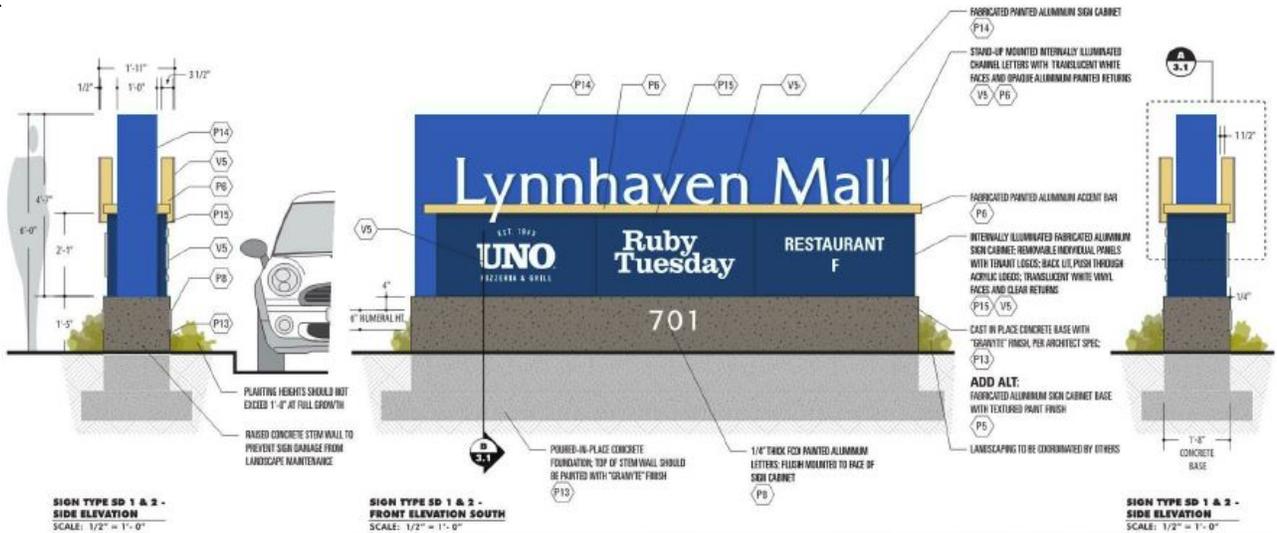
NOTE:

ALL SIGN LOCATIONS TO BE COORDINATED WITH LANDSCAPE AND HARDSCAPE PLANS, TRAFFIC CONTROL SIGNS, TRANSFER SWITCH SIGNS, ETC. TO ENSURE THERE ARE NO CONFLICTS.
 CUSTOM FABRICATED CONSTRUCTION - SEAMS OR WELDS TO BE Sanded SMOOTH AND PAINTED TO COORDINATE WITH SIGN PACKAGE AND PROVIDE CONTRACT Pkg LETTERS AND LOGO. ALL FASTENERS SHOULD BE HIDDEN OR NOT VISIBLE ON SIGN FACE.
 POURED-IN PLACE CONCRETE FOOTING AS REQUIRED BY FABRICATOR/STRUCTURAL ENGINEER

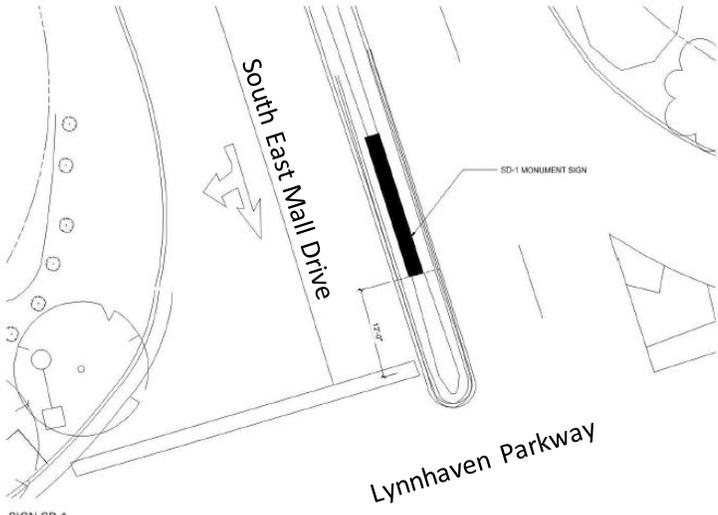


PROJECT	LYNNHAVEN MALL - PMS	DWG TITLE	SIGN LOCATION DETAILS	SCALE	1/8" = 1'-0"	DATE	09.06.2017	REVISIONS	1	2	3	LOC 02
	ARCHITECT		CANVOR DESIGN		DEVELOPER		GGP		DRAWN BY	SIC	CHECKED BY	

Secondary Multi-Tenant Monument Sign



	PROJECT	LYNNHAVEN MALL - SIGN SYSTEM	DWG TITLE	SD TENANT MONUMENT	SCALE	DATE	REVISIONS	1	2	3	3.0
	ARCHITECT	CANNON DESIGN	DEVELOPER	GENERAL GROWTH PROPERTIES	AS NOTED	09.06.2017	4	5	6	7	
	DRAWN BY	DR	CHECKED BY	SHC	PROOFED BY	LD					



SIGN SD-1
1/8" = 1'-0"

	PROJECT	LYNNHAVEN MALL - PH2	DWG TITLE	SIGN LOCATION DETAILS	SCALE	DATE	REVISIONS	1	2	3	LOC 05
	ARCHITECT	Cannon Design	DEVELOPER	GGP	1/8" = 1'-0"	09.06.2017	4	5	6	7	
	DRAWN BY	SHC	CHECKED BY	LD	PROOFED BY	LD					



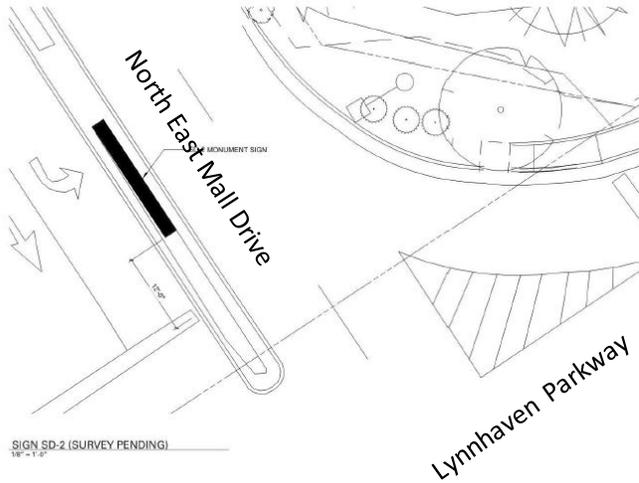
Proposed Location Existing Monument

Secondary Multi-Tenant Monument Sign



	PROJECT	LYNNHAVEN MALL	DWG TITLE	SD TENANT MONUMENT	SCALE	DATE	REVISIONS	1	2	3	3.0
	ARCHITECT	CANNON DESIGN	DEVELOPER	GENERAL GROWTH PROPERTIES	AS NOTED	09.06.2017	4	5	6	7	
					DRAWN BY	DR	CHECKED BY	SHC	PROOFED BY	LD	

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	PROJECT	LYNNHAVEN MALL - PH3	DWG TITLE	SIGN LOCATION DETAILS	SCALE	DATE	REVISIONS	1	2	3	LOC 06
	ARCHITECT	Cannon Design	DEVELOPER	GGP	1/2" = 1'-0"	09.06.2017	4	5	6	7	
					DRAWN BY	SHC	CHECKED BY	LD	PROOFED BY	LD	

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Secondary ID Monument Sign

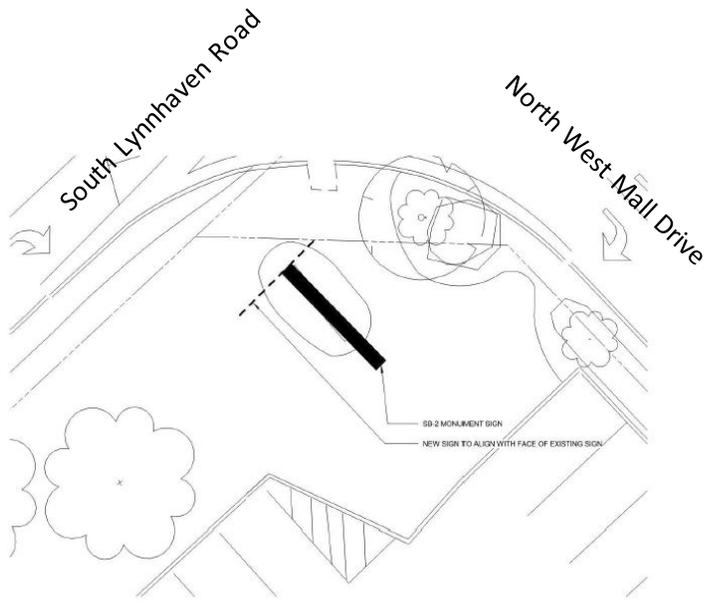


SIGN TYPE SB - SIDE VIEW
SCALE: 1/2" = 1'-0"

SIGN TYPE SB - FRONT ELEVATION
SCALE: 1/2" = 1'-0"

SIGN TYPE SB - SIDE VIEW
SCALE: 1/2" = 1'-0"

	PROJECT	LYNNHAVEN MALL	DWG TITLE	SECONDARY ID MON.	SCALE	DATE	REVISIONS	1	2	3	2.0
	ARCHITECT	CANNON DESIGN	DEVELOPER	GENERAL GROWTH PROPERTIES	AS NOTED	03.06.2017	4	5	6	7	
					DRAWN BY		CHECKED BY	PROOFED BY			
					DR		SHC	LD			



SIGN SB-2
1/8" = 1'-0"

	PROJECT	LYNNHAVEN MALL - PWS	DWG TITLE	SIGN LOCATION DETAILS	SCALE	DATE	REVISIONS	1	2	3	LOC 04
	ARCHITECT	CANNON DESIGN	DEVELOPER	GDP	1/8" = 1'-0"	06.08.2017	4	5	6	7	
					DRAWN BY		CHECKED BY	PROOFED BY			
					SMC			EB			



Existing Monument.
Proposed Sign in same location

Food Court Signs



Signs to be Removed

Color Palette

PAINT*

NOT USED IN THIS PACKAGE

P1 PAINT TO MATCH PMS 300 C

P2 PAINT TO MATCH PMS 301 C

P3 PAINT TO MATCH PMS WARM GRAY 9C

P4 PAINT TO MATCH PMS WARM GRAY 9C

P5 PAINT TO MATCH PMS WARM GRAY 9C ACE (SOKENS) 483-R

P6 PAINT TO MATCH PMS 7483 ACE (SOKENS) 431-R

P7 PAINT TO MATCH PMS 124

P8 PAINT TO MATCH MATHEWS PAINT MP55685 SNOWLAKE

P9 PAINT TO MATCH PMS WARM GRAY 11C MATHEWS PAINT MP17950 BEAR CREEK

P10 PAINT TO MATCH APPROVED GARAGE SAMPLE-AZ20 NOBEL METALLIC SILVER

P11 PAINT TO MATCH EXTING

P12 PAINT TO MATCH EXTING

P13 TRABARCO GRANITE #152 ZIMBAWE

P14 PAINT TO MATCH PMS 300 C AZ20 (SOKENS) 474-C8

P15 PAINT TO MATCH PMS 301 C AZ20 (SOKENS) 478-C8

VINYL*

NOT USED IN THIS PACKAGE

V1 3M SCOTCHLITE REFLECTIVE GRAPHIC FILM WHITE SERIES 680

V2 3M SCOTCHLITE REFLECTIVE GRAPHIC FILM LIGHT BLUE SERIES 680-70

V3 3M SCOTCHLITE REFLECTIVE GRAPHIC FILM RED SERIES 680

V4 3M SCOTCHLITE PERFORATED GRAPHIC FILM LIGHT BLUE SERIES 680-70

V5 3M SCOTCHLITE TRANSLUCENT GRAPHIC FILM WHITE 3638-20

NOT USED IN THIS PACKAGE

MATERIALS*

M1 BRUSHED ALUMINUM

DIGITAL GRAPHICS*

D1 C: 90 M: 30 Y: 5 K: 10

D2 C: 40 M: 10 Y: 3 K: 10

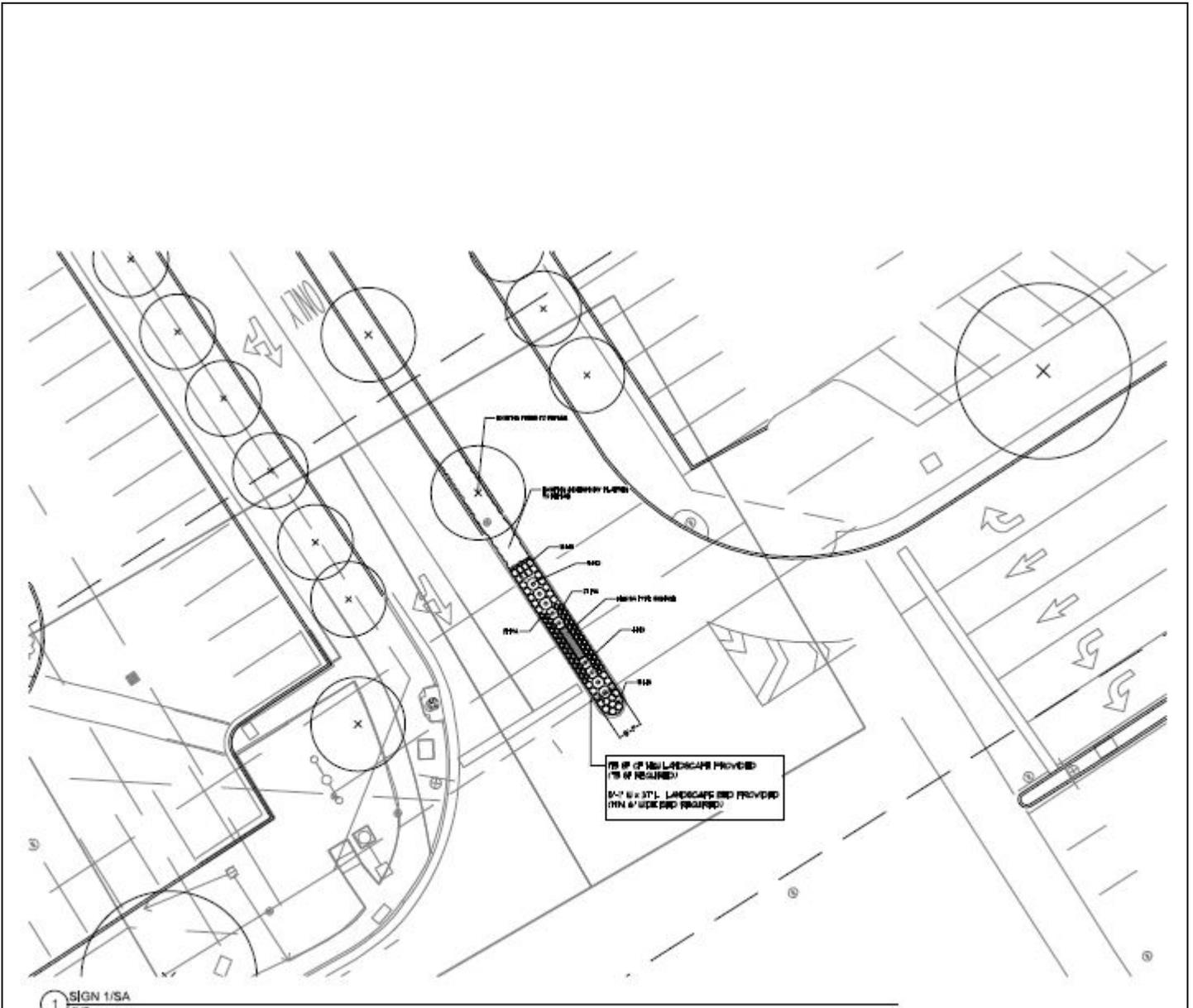
*PRINTED COLORS ARE FOR REFERENCE ONLY AND SHOULD NOT BE MATCHED FROM THIS PAGE OR ANY OTHER PAGES IN THIS DOCUMENT.

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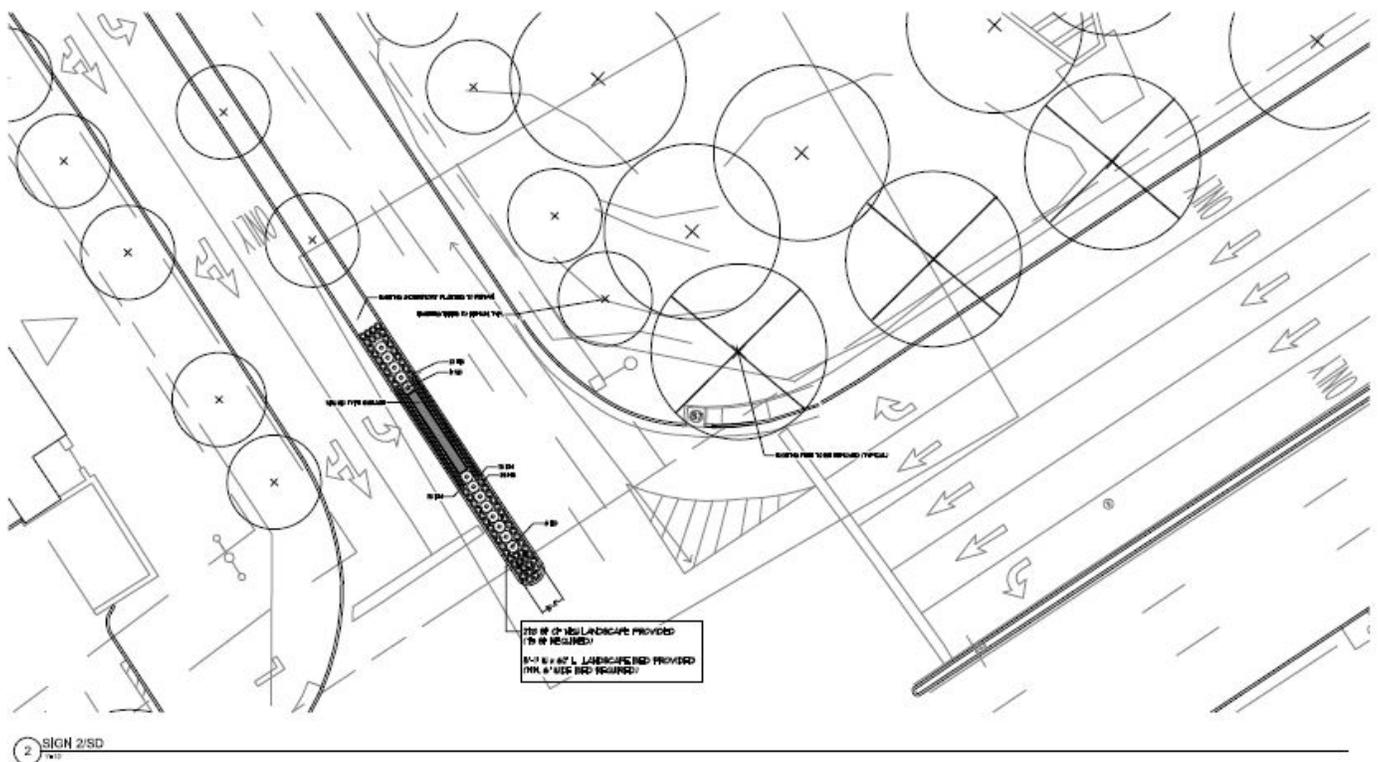
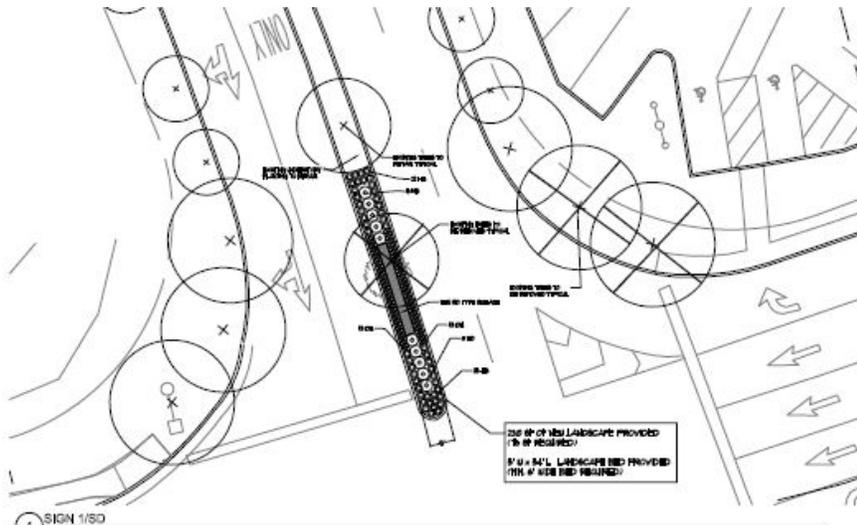
NOTE: ALL PAINT FINISHES TO BE LOW GLOSS.

	PROJECT	LYNNHAVEN MALL
		Exterior Sign System
	ARCHITECT	CANNON DESIGN

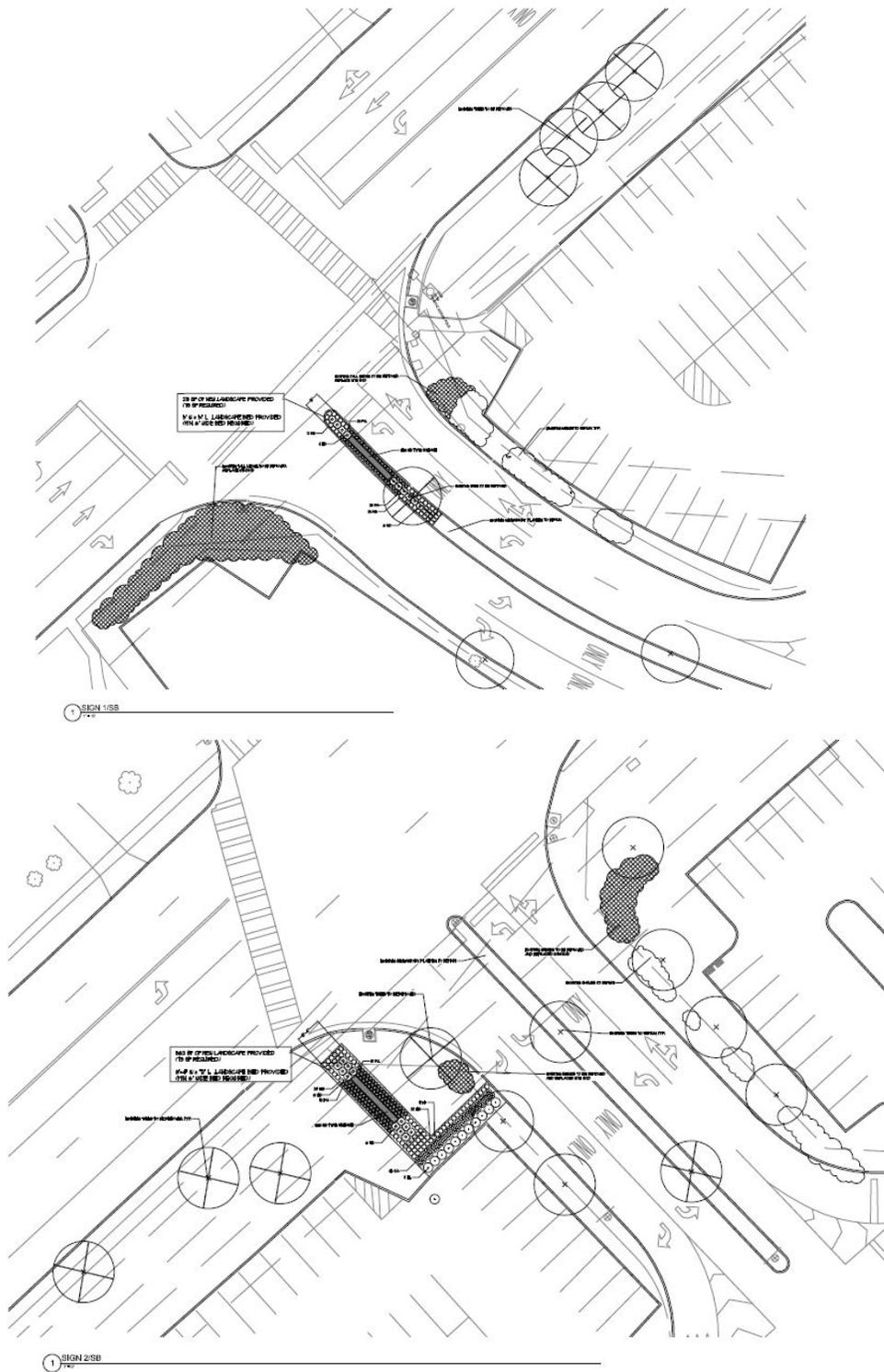
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Primary ID Pylon Sign



Secondary Multi-Tenant Monument Signs



Secondary Monument Signs

Existing Freestanding Signs





- Check here if the **APPLICANT IS NOT** a corporation, partnership, firm, business, or other unincorporated organization.
- Check here if the **APPLICANT IS** a corporation, partnership, firm, business, or other unincorporated organization.

(A) List the Applicant's name: Lynnhaven Mall L.L.C.
 If an LLC, list all member's names:
 GGPLP LLC, sole member.

If a CORPORATION, list the the names of all officers, directors, members, trustees, etc. below: *(Attach list if necessary)*

(B) List the businesses that have a parent-subsiary ¹ or affiliated business entity ² relationship with the Applicant: *(Attach list if necessary)*
 GGP Nimbus, LP

See next page for information pertaining to footnotes ¹ and ²

SECTION 2 / PROPERTY OWNER DISCLOSURE

Complete Section 2 only if property owner is different from Applicant.

- Check here if the **PROPERTY OWNER IS NOT** a corporation, partnership, firm, business, or other unincorporated organization.
- Check here if the **PROPERTY OWNER IS** a corporation, partnership, firm, business, or other unincorporated organization, **AND THEN**, complete the following.

(A) List the Property Owner's name: Lynnhaven Mall L.L.C.
 If an LLC, list the member's
 names: GGPLP L.L.C., Sole Member



If a Corporation, list the names of all officers, directors, members, trustees, etc. below: *(Attach list if necessary)*

- (B) List the businesses that have a parent-subsiary ¹ or affiliated business entity ² relationship with the Property Owner: *(Attach list if necessary)*

GGP Nimbus, LP

¹ "Parent-subsiary relationship" means "a relationship that exists when one corporation directly or indirectly owns shares possessing more than 50 percent of the voting power of another corporation." See State and Local Government Conflict of Interests Act, Va. Code § 2.2-3101.

² "Affiliated business entity relationship" means "a relationship, other than parent-subsiary relationship, that exists when (i) one business entity has a controlling ownership interest in the other business entity, (ii) a controlling owner in one entity is also a controlling owner in the other entity, or (iii) there is shared management or control between the business entities. Factors that should be considered in determining the existence of an affiliated business entity relationship include that the same person or substantially the same person own or manage the two entities; there are common or commingled funds or assets; the business entities share the use of the same offices or employees or otherwise share activities, resources or personnel on a regular basis; or there is otherwise a close working relationship between the entities." See State and Local Government Conflict of Interests Act, Va. Code § 2.2-3101.

SECTION 3. SERVICES DISCLOSURE

Are any of the following services being provided in connection with the subject of the application or any business operating or to be operated on the Property. If the answer to any item is YES, please identify the firm or individual providing the service: IF THE OWNER AND APPLICANT ARE DIFFERENT, EACH MUST COMPLETE THE SECTION SEPERATELY



APPLICANT

YES	NO	SERVICE	PROVIDER (use additional sheets if needed)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Accounting and/or preparer of your tax return	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Architect / Landscape Architect / Land Planner	huie design, inc.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contract Purchaser (if other than the Applicant) - identify purchaser and purchaser's service providers	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Any other pending or proposed purchaser of the subject property (identify purchaser(s) and purchaser's service providers)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Construction Contractors	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Engineers / Surveyors/ Agents	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Financing (include current mortgage holders and lenders selected or being considered to provide financing for acquisition or construction of the property)	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Legal Services	Grady A. Palmer, Esq., Williams Mullen
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Real Estate Brokers / Agents/Realtors for current and anticipated future sales of the subject property	

SECTION 4. KNOWN INTEREST BY PUBLIC OFFICIAL OR EMPLOYEE

YES NO
Does an official or employee of the City of Virginia Beach have an interest in the subject land or any proposed development contingent on the subject public action?

If yes, what is the name of the official or employee and what is the nature of the interest?

Disclosure Statement



CERTIFICATION:

I certify that all of the information contained in this Disclosure Statement Form is complete, true, and accurate.

I understand that, upon receipt of notification that the application has been scheduled for public hearing, I am responsible for updating the information provided herein two weeks prior to the Planning Commission, Council, VBDA meeting, or meeting of any public body or committee in connection with this Application.

Lynnhaven Mall L.L.C. By: GGPLP L.L.C.		John Charters	11/30/2017
APPLICANT'S SIGNATURE		PRINT NAME	DATE



OWNER

YES	NO	SERVICE	PROVIDER (use additional sheets if needed)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Accounting and/or preparer of your tax return	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Architect / Landscape Architect / Land Planner	hule design inc.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Contract Purchaser (if other than the Applicant) - identify purchaser and purchaser's service providers	
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<input checked="" type="checkbox"/>	<input type="checkbox"/>	Legal Services	Grady A. Palmer, Esq., Williams Mullen
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Real Estate Brokers / Agents/Realtors for current and anticipated future sales of the subject property	

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<input type="checkbox"/>	<input checked="" type="checkbox"/>	

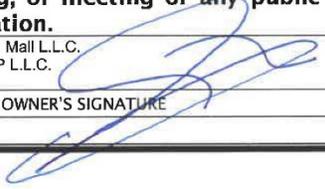
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Lynnhaven Mall L.L.C. By: GGPLP L.L.C. By: 	John Charters	11/30/2017
PROPERTY OWNER'S SIGNATURE	PRINT NAME	DATE