

**Request**

**Major Entertainment Venue** (Signage Package for the Virginia Beach Sports Center and Convention Center)

**Staff Recommendation**

Approval

**Staff Planner**

Ashby Moss

**Location**

South of 264, West of Parks Avenue, and slightly East of Parks Avenue, North of 18th Street, West of Washington Avenue, North of 17th Street, East of N. Birdneck Road

**GPINS**

2417661204, 2417760211, 2417763377, 2417769535, 2417866932, 2417778217

**Site Size**

65 +/- acres

**AICUZ**

Greater than 75 dB DNL, 70-75 dB DNL

**Watershed**

Chesapeake Bay, Atlantic Ocean

**Existing Land Use and Zoning District**

Civic, parking lot / OR Oceanfront Resort

**Surrounding Land Uses and Zoning Districts**

**North**

Hotel, apartments, restaurant / RT-3 Resort Tourist, A-36 Apartment, OR Oceanfront Resort

**South**

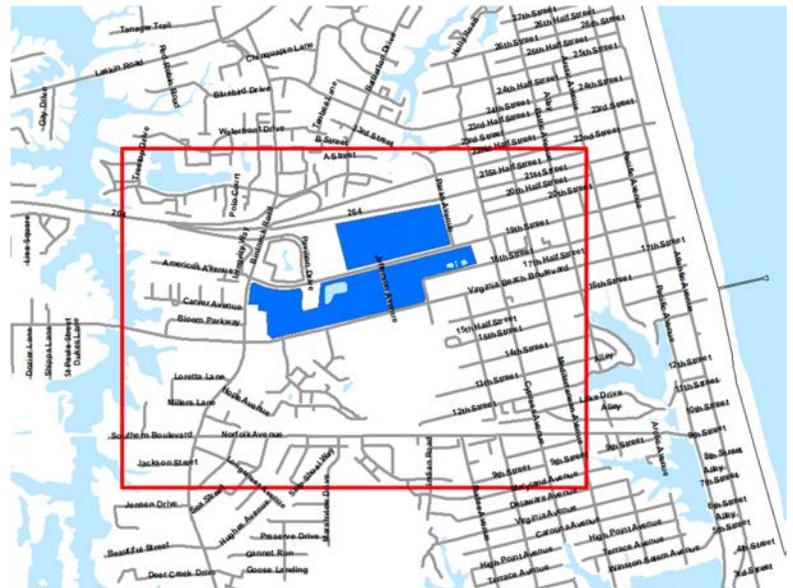
Retail, civic, residential, bulk storage / B-2 Community Business, RT-3 Resort Tourist, A-12 Apartment, OR Oceanfront Resort

**East**

Civic (Fire/EMS/Library), commercial, hotel, restaurant / OR Oceanfront Resort

**West**

Church / OR Oceanfront Resort

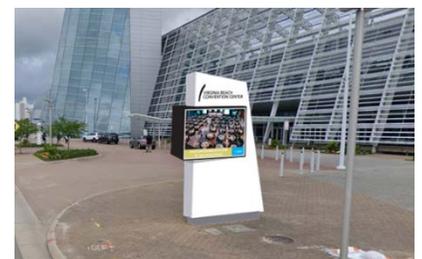


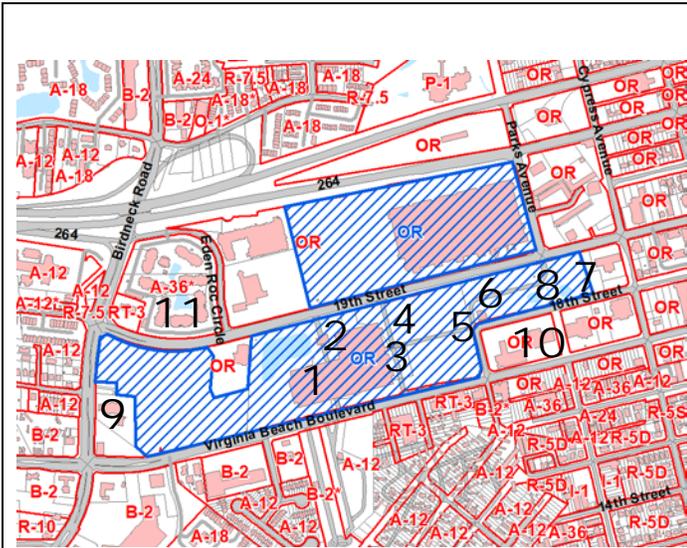
## Background and Summary of Proposal

- Other than signage allowed by the standard zoning regulations, signage for Major Entertainment Venues (MEVs) is allowed only with the approval of City Council (Sec. 218 City Zoning Ordinance).
- In 2015, three MEV signs associated with the previously considered arena project were approved on the same property, but the electronic display signs were much larger in scale and placed in different locations.
- The Sports Center and Convention Center have submitted a joint request to install a sign package consisting of nine signs. The package includes upgrades to two existing Convention Center signs and the addition of seven signs that will support the Sports Center. Three of the signs include electronic displays. The setbacks for these signs will vary based on site context.

- The proposed sign package contains four sign types:

1. **Monument with Illuminated Board** - This is the largest sign measuring 15'H x 6'-4" W (including the base and cap) and approximately 66 square feet of sign area per side. The 2'H x 4'W Sports Center logo and 6'H x 6'W electronic board will be seen on both sides. A space measuring 3'H x 6'W at the top of the sign is blank in anticipation of sponsor artwork to be added in the future. As required by the Zoning Ordinance, the following specifications have been provided for the electronic display sign:
  - The pixel pitch of the proposed electronic display is W16mm LED RGB.
  - The displays may include video streaming and static images and text with an average dwell time of approximately three seconds.
  - The illumination level of 750 candelas per square meter is the maximum that will be utilized at night and 10,000 candela per square meter is the maximum that will be utilized during daytime.
  - The display signs will not be connected to audio speakers at any time.
  - All electrical service for signs will be underground.
2. **Large Directional Parking** – These two signs measure 7'H x 3'-4" W (including the base and cap), totaling approximately 15 square feet of sign area per side for each sign. The signs include surface mounted reflective white lettering over a blue background on both sides of the sign. The base and cap of the signs are white.
3. **Small Directional Parking** – These four signs measure 4'H x 2'-8" W (including posts and cap), totaling approximately five square feet of sign area per side mounted above two posts. The signs will consist of surface mounted reflective lettering over a blue background on both sides of the sign. The cap of the sign will be painted white and the remainder will be blue.
4. **Illuminated Board Retrofits** – Two of the Convention Center's existing monument signs will be retrofit with 4'H x 6'W electronic boards under the existing Convention Center logo, totaling approximately 33 square feet of sign area per side. The existing signs are 12'H x 7'-1" W (from grade to top) and have been determined to be structurally sufficient and able to accommodate the electronic boards without issue. Specifications for the electronic displays will match those listed under #1 above.





### Zoning History

#	Request
1	ALT (Sports Center ) Approved 7/3/2018
2	ALT (Arena) Approved 03/17/2015
2	MEV (Arena Signs) Approved 03/17/2015
3	STC (Jefferson Avenue) Approved 10/04/2005
4	STC (Monroe Avenue) Approved 10/04/2005
5	STC (Washington Avenue) Approved 10/04/2005
6	STC (Norfolk Place) Approved 10/04/2005
7	STC (alley east and west of Parks Avenue between 18th St and 19th St) Approved 10/04/2005
8	STC (Parks Avenue) Approved 10/04/2005
9	CUP (church-expand parking lot) Approved 12/03/2002
10	STC (alley between Virginia Beach Blvd and 18th St) Approved 01/12/1999
11	REZ (RT-3 to A-36) Approved 09/28/1999

### 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

Sec. 218 of the City Zoning Ordinance specifies certain criteria for City Council to consider for Major Entertainment Venue sign requests:

- (1) The extent to which the proposed signage is consistent with applicable sign regulations and Sign Design Guidelines, if any, of the district.

Sec. 8.1.1 of the Oceanfront Resort District Form-Based Code describes the intent, findings, and establishment of this area’s Special Sign District, affirming that signage in this area should enhance the overall aesthetics of the district so as not to detract from the City’s investment in beautifying this area. The proposed signs are consistent with these findings. The conditions recommended below ensure the signs will be designed and used in a way to promote events at the Sports Center and Convention Center without being overly bright or distracting.

- (2) The extent to which the proposed signage is consistent with the recommendations of the Comprehensive Plan.

The Comprehensive Plan and the zoning regulations adopted to implement the Plan recognize that a large part of the vision for the Resort SGA is to attract visitors to the area. Signs for major entertainment venues, such as the Sports Center and Convention Center, warrant a larger scale and function than typical business signs. For this reason, MEV signs have their own set of regulations and must be approved by City Council.

- (3) The extent to which the scale, color, materials, shape, illumination and landscaping of the proposed signage, considered as a whole, is compatible with surrounding properties.

The proposed sign package is designed to complement the existing Convention Center signs that serve as wayfinding throughout the complex. The proposed Sports Center signs have similar scales and signage hierarchy, coloring, shapes, and illumination. The existing signs around the Convention Center have minimal to no plantings around the bases and are typically integrated into hardscapes which will be continued for this installation.

- (4) The impact of the proposed signage on traffic safety, taking into consideration the degree to which view obstructions are created or improved, avoidance of confusion with or obstruction of traffic control signs and devices, and other safety-related factors.

Once further details are finalized, the exact location and placement of the signs will be reviewed carefully to ensure there are no view obstructions or confusion with other traffic control signs and devices.

- (5) The degree to which the proposed signage is integrated into a unified development concept, considering the building design, other signs, landscaping, traffic circulation, and other development features of the property.

The proposed Sports Center signs have their own unique design theme that is also complementary to the Convention Center signs. The complete electronic display and wayfinding sign package will create a seamless arrival/departure experience by providing clear information in a simple format.

In summary, Staff finds the proposed signs are appropriate in size, location, and appearance and satisfy the standards above without causing unwelcome impacts to neighboring properties. Therefore, Staff recommends approval of this application.

## Recommended Conditions

1. All signage shall be in substantial conformance in dimension and design with the submitted sign packages entitled, "VIRGINIA BEACH SPORTS COMPLEX," dated 05.06.19, 05.07.19, or 05.08.19 (dates vary for each sign type) and "VA Beach Conv. Center" dated 08/27/2019, both packages of which have been prepared by AGI. The sign packages are included in this report and will remain on file in the Department of Planning and Community Development.
2. Signs shall be equipped with a working dimmer control capable of automatically reducing the illumination of the required daytime (sunrise to sunset) and nighttime (sunset to sunrise) levels.
3. Signs shall not flash or display animated graphics.
4. No audio speakers are permitted.
5. A sign package for any additional signs, including directional and wayfinding signs, shall be submitted to the Planning Director for review prior to approval to ensure all signs have a consistent design and are well coordinated with traffic circulation and landscape plans.
6. The final design and specifications of the signs, including structural elements, illumination levels, and display settings, shall be submitted to the Planning Director for review and shall be deemed acceptable by the Planning Director prior to submission of plans for sign permits.
7. Permits shall be obtained from the Department of Planning, Zoning Division prior to the installation of any permanent signage.

*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 approvals allowed by this application 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

Adopted in 2008, the Resort Area Strategic Action Plan (RASAP) is currently undergoing an update. However, many of the guiding principles from the 2008 plan will remain as the vision and implementation steps evolve. The plan strives to transform the resort area into a year-round, world class urban resort destination that transitions into a vibrant diverse neighborhood. Three distinct yet complementary districts, Laskin Gateway, Central Beach, and Rudee Marina, are envisioned to extend the energy at the beach into the adjoining blocks of these districts through streetscape improvements, connective uses, and view corridors. The subject site is located in the Central Beach District, a pedestrian-scale, mixed-use entertainment district geared towards year-round activity for residents and visitors alike. The Convention Center and new Sports Center anchor the west end of the Central Beach District as large format venues for conventions, sports, and entertainment.

## Public Utility Impacts

### Water

Utility locations will be considered when undergrounding electrical service for signage.

### Sewer

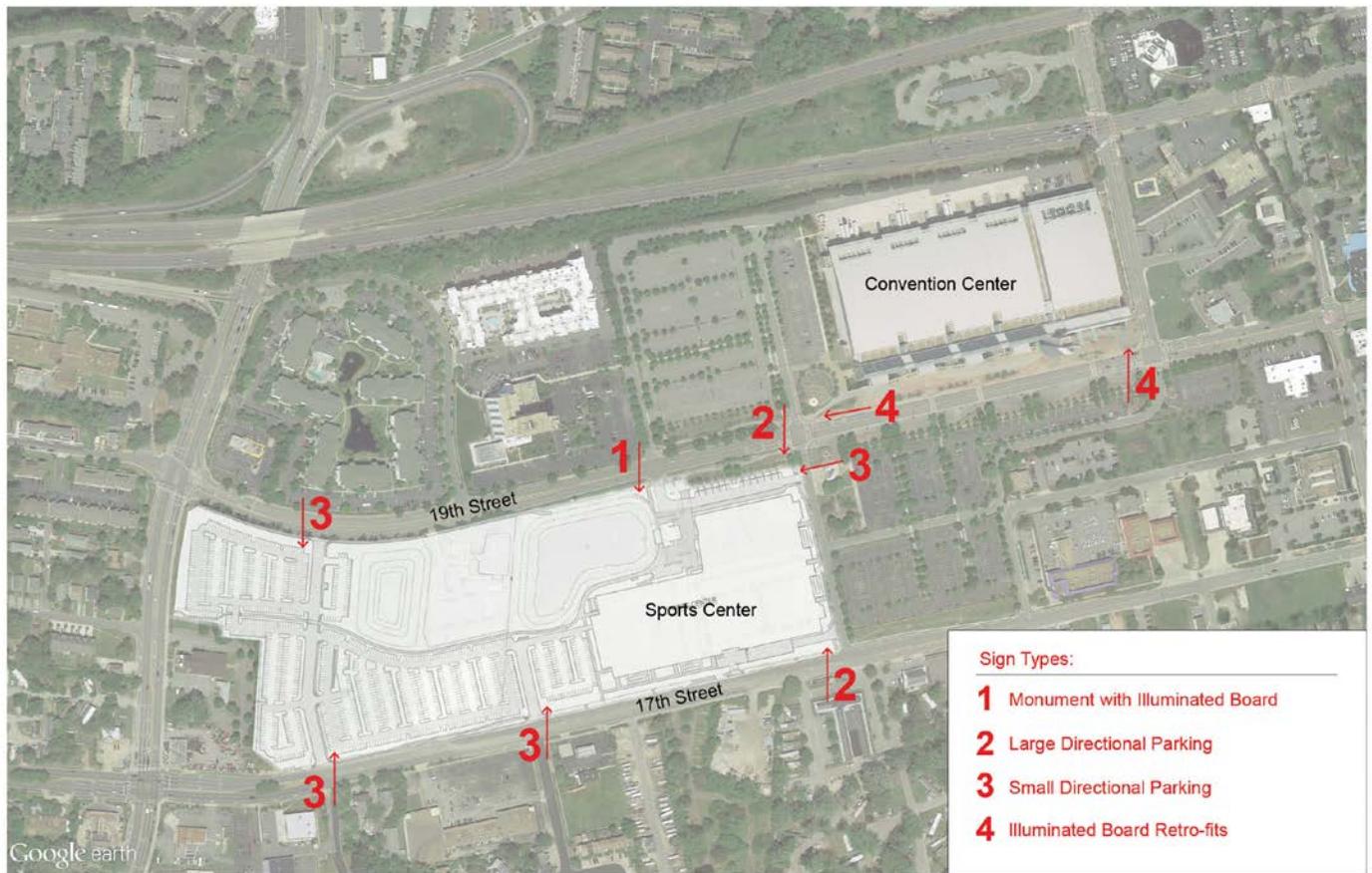
Utility locations will be considered when undergrounding electrical service for signage.

## Public Outreach Information

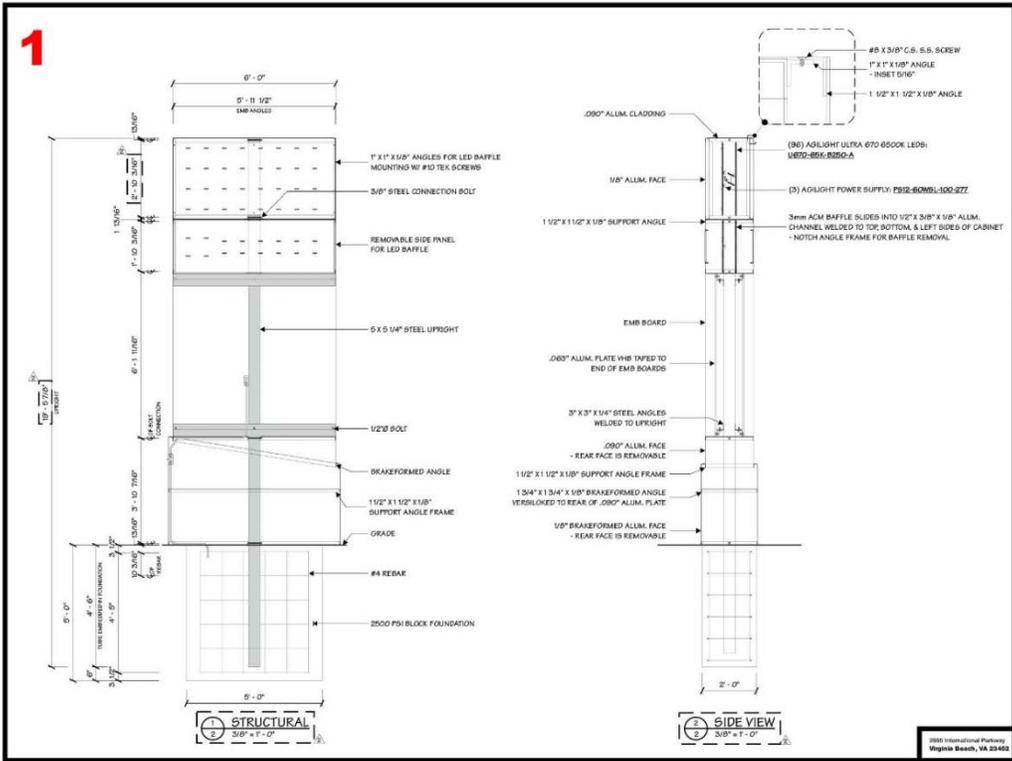
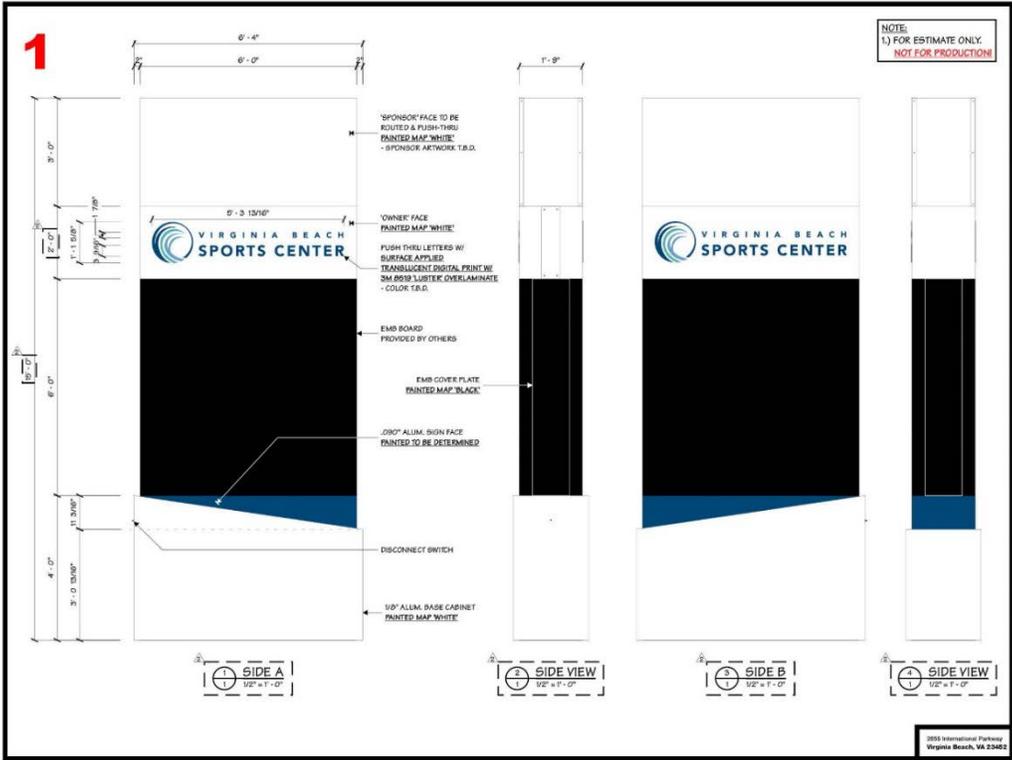
### Planning Commission

- As required by the Zoning Ordinance, the public notice sign(s) was placed on the property on September 9, 2019.
- As required by State Code, this item was advertised in the Virginia Pilot Beacon on Sunday, September 22, 2019 and Sunday, September 29, 2019.
- As required by City Code, the adjacent property owners were notified regarding the request and the date of the Planning Commission public hearing on September 23, 2019.
- This Staff report, as well as all reports for this Planning Commission's meeting, was posted on the Commission's webpage of [www.vbgov.com/pc](http://www.vbgov.com/pc) on October 3, 2019.

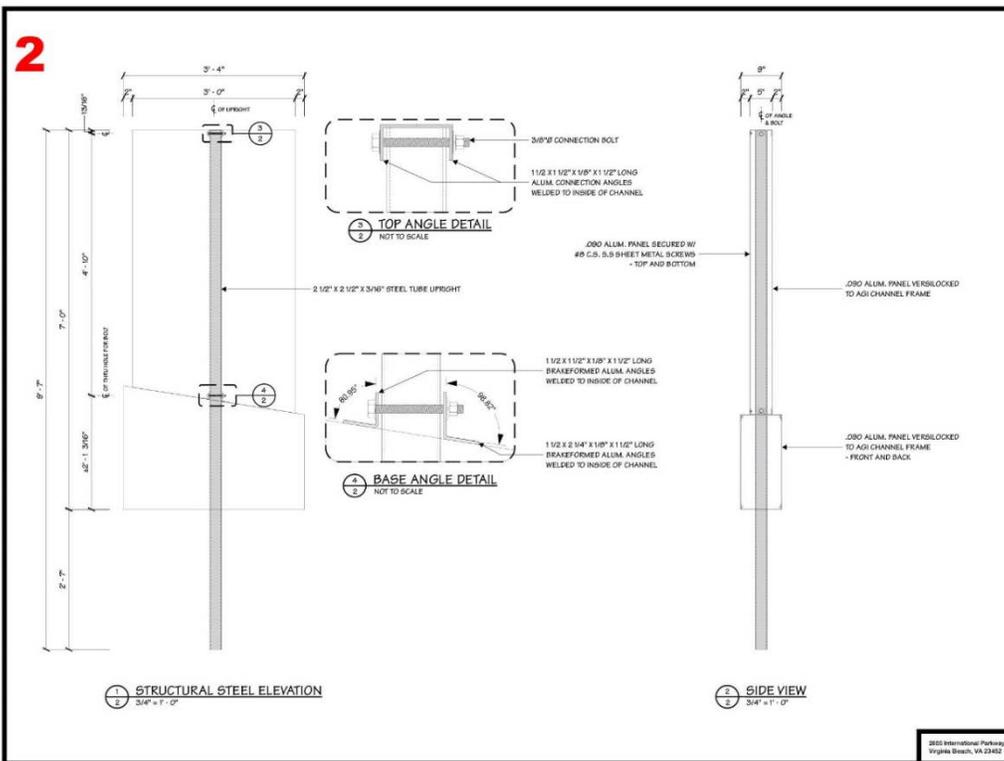
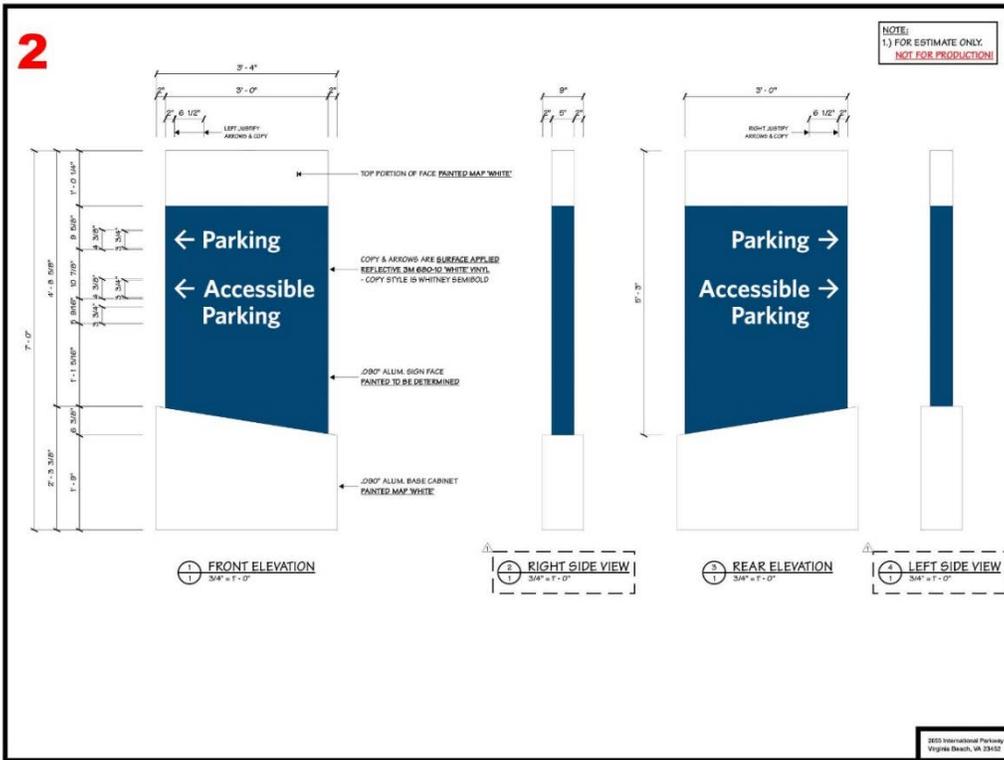
# Proposed Sign Locations and Types



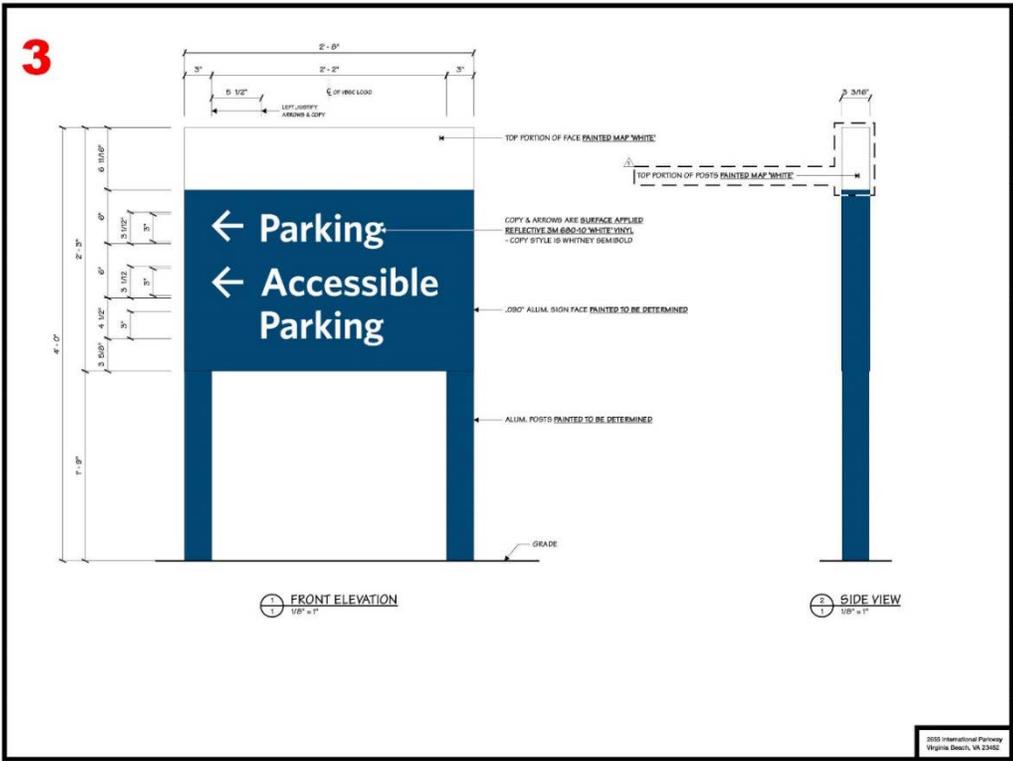
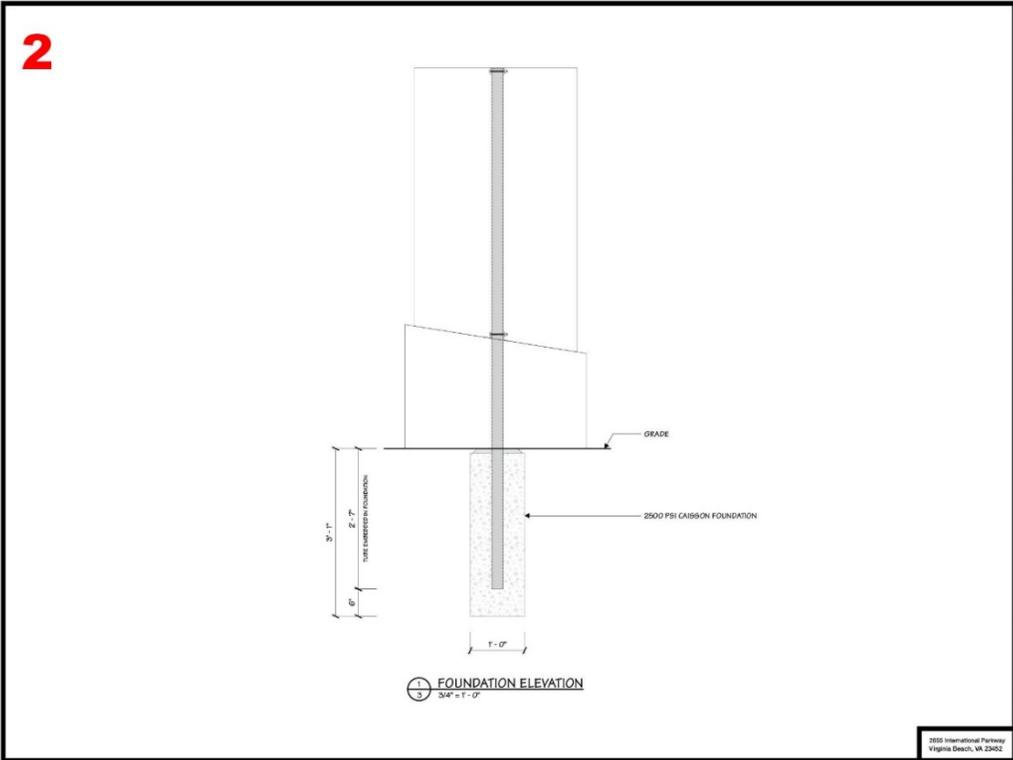
# Proposed Sign Specifications



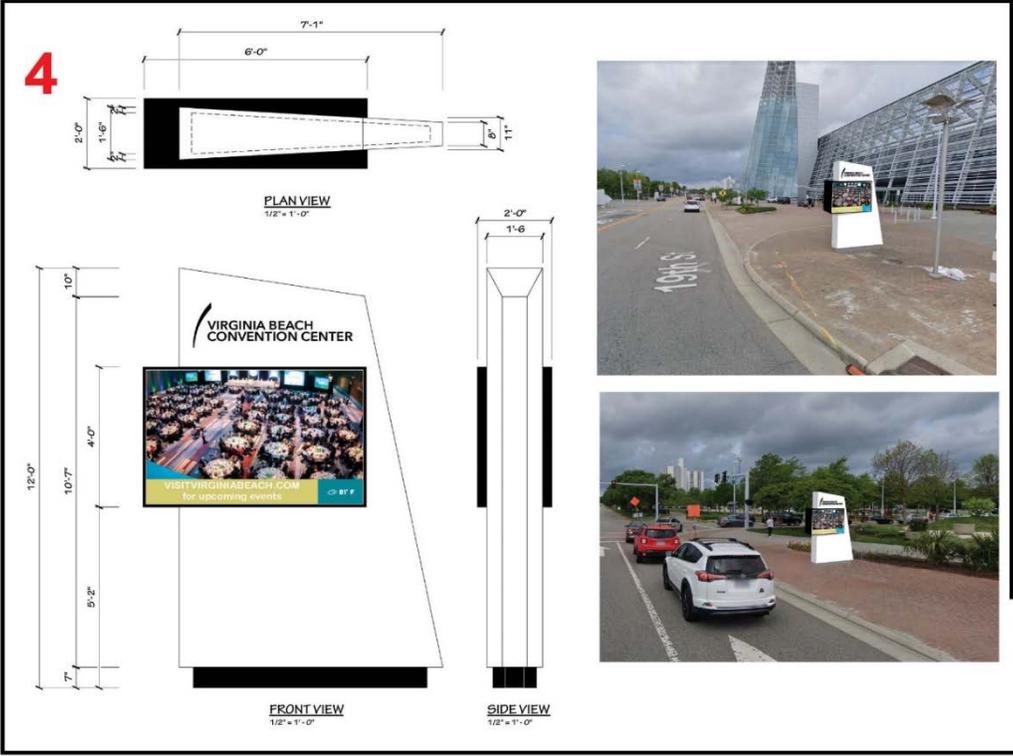
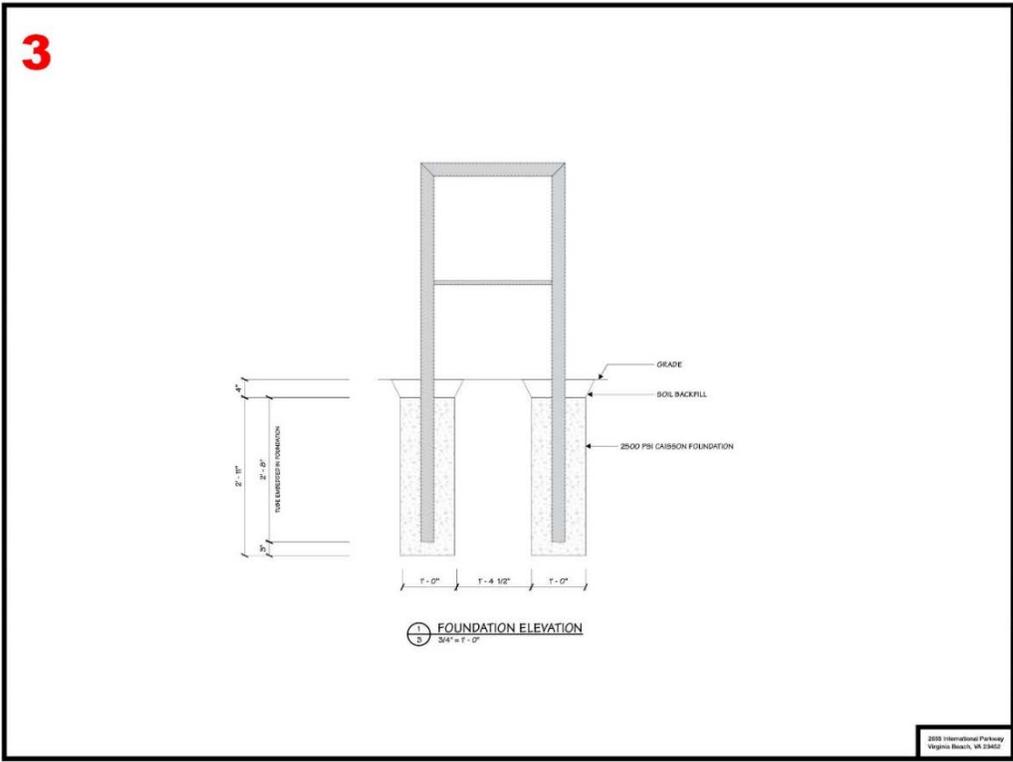
# Proposed Sign Specifications



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## PRODUCT SPECIFICATIONS

<b>Pixel Pitch:</b>	W16mm LED RGB
<b>Pixel Matrix:</b>	108 X 108
<b>Cabinet Size:</b>	6ft 5in H x 6ft 3in L x 8in D
<b>Viewing Area:</b>	6ft H x 6ft L
<b>Cabinet Style:</b>	Double Face Twinpak
<b>Character Size:</b>	12 lines / 21.6 Characters at a 4" type
<b>Approx. Weight:</b>	885.00 Lbs.
<b>Warranty:</b>	Standard 5 Year Watchfire warranty applies.
<b>Mfg. Lead Time:</b>	2-4 weeks (after this document is signed & returned and receipt of down payment).
<b>Electrical Service:</b>	120 VOLT 22.0 amps (11.00 per face) Single Phase Service. Refer to the Installation manual for details on wiring. Based on 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed. <i>Example: 13.7 KWHrs a day x \$0.07 = \$0.96/Day</i>

## STANDARD FEATURES

<b>Brightness</b>	Daytime 10000 NITs Maximum;Nighttime 750 NITs Maximum
<b>Color</b>	LED RGB
<b>Color Capability</b>	Min. 18,0 Quadrillion
<b>Energy-Conscious LED</b>	Use optional Sign Brightness Adjustment to run sign at less than 10000 NITs.
<b>Includes</b>	Ignite Graphics Software
<b>Video</b>	plays prerecorded clips up to 30FPS;Imports WIndows Video (AVI);Animated Text & graphics
<b>Viewing Angles</b>	140 Horiz/70 Vert

## OPTIONS

<b>Software</b>	Ignite OP
<b>Communications</b>	4G Wireless w/ Life-of-sign Cellular Data Plan
<b>Software Training</b>	Web Based Software Training
<b>Temperature Sensor</b>	w/100-Step Photocell w/15 ft Cable
<b>Cabinet Separation</b>	Standard Up To 15 Feet
<b>Power Requirements</b>	Standard As Quoted
<b>Sign Mounting Kit</b>	Not Ordered / Not Required
<b>Warranty</b>	Standard 5-Year Parts Warranty
<b>Personal Computer</b>	PC Not ordered. Ignite Included
<b>Technician On-Site</b>	Not Ordered

# Sign Renderings





**APPLICANT'S NAME** City of Virginia Beach

**DISCLOSURE STATEMENT FORM**

The completion and submission of this form is required for all applications that pertain to City real estate matters or to the development and/or use of property in the City of Virginia Beach requiring action by the City Council or a board, commission, or other body appointed by the City Council. Such applications and matters include, but are not limited to, the following:

Acquisition of Property by City	Disposition of City Property	Modification of Conditions or Proffers
Alternative Compliance, Special Exception for	Economic Development Investment Program (EDIP)	Nonconforming Use Changes
Board of Zoning Appeals	Encroachment Request	Rezoning
Certificate of Appropriateness (Historic Review Board)	Floodplain Variance	Street Closure
Chesapeake Bay Preservation Area Board	Franchise Agreement	Subdivision Variance
Conditional Use Permit	Lease of City Property	Wetlands Board
	License Agreement	

The disclosures contained in this form are necessary to inform public officials who may vote on the application as to whether they have a conflict of interest under Virginia law.

**SECTION 1 / APPLICANT DISCLOSURE**

FOR CITY USE ONLY / All disclosures must be updated two (2) weeks prior to any Planning Commission and City Council meeting that pertains to the application(s).			
<input type="checkbox"/>	APPLICANT NOTIFIED OF HEARING	DATE:	
<input type="checkbox"/>	NO CHANGES AS OF	DATE:	
<input type="checkbox"/>	REVISIONS SUBMITTED	DATE:	



- 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: City of Virginia Beach  
 If an LLC, list all member's names:

[Redacted]

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

[Redacted]

(B) List the businesses that have a parent-subsiary <sup>1</sup> or affiliated business entity <sup>2</sup> relationship with the Applicant: *(Attach list if necessary)*

[Redacted]

See next page for information pertaining to footnotes <sup>1</sup> and <sup>2</sup>

**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: [Redacted]  
 If an LLC, list the member's names: [Redacted]



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

[Redacted area]

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

[Redacted area]

<sup>1</sup> "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.

<sup>2</sup> "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 type="checkbox"/>	Accounting and/or preparer of your tax return	
<input type="checkbox"/>	<input type="checkbox"/>	Architect / Landscape Architect / Land Planner	
<input type="checkbox"/>	<input type="checkbox"/>	Contract Purchaser (if other than the Applicant) - identify purchaser and purchaser's service providers	
<input type="checkbox"/>	<input type="checkbox"/>	Any other pending or proposed purchaser of the subject property (identify purchaser(s) and purchaser's service providers)	
<input type="checkbox"/>	<input type="checkbox"/>	Construction Contractors	
<input type="checkbox"/>	<input type="checkbox"/>	Engineers / Surveyors/ Agents	
<input type="checkbox"/>	<input type="checkbox"/>	Financing (include current mortgage holders and lenders selected or being considered to provide financing for acquisition or construction of the property)	
<input type="checkbox"/>	<input type="checkbox"/>	Legal Services	
<input type="checkbox"/>	<input 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.

	Ronald H. Williams, Jr.	9/11/19
APPLICANT'S SIGNATURE	PRINT NAME	DATE

## Next Steps

- Upon receiving a recommendation from Planning Commission, this request will be scheduled for a City Council public hearing. Staff will inform the applicant and/or their representative of the date of the hearing in the upcoming days.
- Following City Council's decision, the applicant will receive a decision letter from Staff.
- Once the conditions of approval are in place and/or completed, the applicant must contact the Zoning Division of the Planning Department to obtain verification that the conditions have been met. Contact the Zoning Division at 757-385-8074.
- If the request requires land disturbance and/or a subdivision of property, please contact the Development Services Center (DSC) to discuss next steps for site plan/plat review. Contact the DSC at 757-385-4621 or the Development Liaison Team at 757-385-8610.
- Please note that 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 approvals allowed by this application 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.