

**Christiansburg Planning Commission  
Minutes of December 4, 2017**

Present: Catherine Clifton  
Harry Collins  
Mark Curtis  
Jeananne Knies  
Craig Moore, Chairperson  
Ann Sandbrook  
Andrew Warren, Secretary <sup>Non-Voting</sup>

Absent: Matt Beasley  
Hil Johnson  
Jennifer D. Sowers, Vice-Chairperson

Staff/Visitors: Will Drake, staff  
Jared Crews, staff  
Sunday Bougher, SGA Design Group  
Joseph Kun, New River Valley Mall

Chairperson Moore called the meeting to order at 7:00 p.m. in the Christiansburg Town Hall at 100 E. Main Street, Christiansburg, Virginia.

Public Comment

Chairperson Moore opened the floor for public comment. With no comments, Chairperson Moore closed the floor for public comment.

Approval of Planning Commission Minutes for October 30, 2017 Meeting

Chairperson Moore introduced the discussion. Commissioner Knies made a motion to approve the November 20, 2017 Planning Commission meeting minutes. Commissioner Sandbrook seconded the motion, which passed 5-0. Chairperson Moore abstained as he was not present for the November 20, 2017 meeting.

Public Hearing for a Conditional Use Permit request by Sunday Bougher, (SGA Design Group), agent for Walmart Real Estate Business TR for a Comprehensive Sign Plan to permit additional wall signage at 2400 North Franklin Street (Tax Parcel 435-3-3) in the B-3, General Business District. The property is designated as Business/Commercial on the Future Land Use Map of the 2013 Christiansburg Comprehensive Plan.

Sunday Bougher, SGA Design Group, stated Walmart Supercenter is requesting to adjust its allowed front wall signage as it will be implementing a new grocery pick-up program. Ms. Bougher explained Walmart is currently at its maximum allowable wall signage of 200 square feet but the store provides multiple services and 200 square feet does not cover a significant portion of the building.

Ms. Bougher reviewed pictures of signage on other businesses in town, including Barnes and Noble, Big Lots, Michaels, The Rack Room, and Rugged Wearhouse. Ms. Bougher noted these stores have signage covering approximately 5 to 10 percent of their total wall area. Ms. Bougher stated Walmart is requesting 643 square feet of signage which would account for less than 5 percent of its total wall area.

With no further comment, Chairperson Moore closed the public hearing.

Discussion/Action on a Conditional Use Permit request by Sunday Bougher, (SGA Design Group), agent for Walmart Real Estate Business TY for a Comprehensive Sign Plan to permit additional wall signage at 2400 North Franklin Street (Tax Parcel 435-3-3) in the B-3, General Business District. The property is designated as Business/Commercial on the Future Land Use Map of the 2013 Christiansburg Comprehensive Plan.

Ms. Bougher stated Walmart will reevaluate their freestanding ground signage at a later date and the proposed comprehensive sign plan only covers wall signage for the store.

The following conditions were discussed:

- 1) The comprehensive sign plan shall only modify the allowable permanent wall signage. Temporary signage shall comply with Article XXIV – Signs of Chapter 42 “Zoning” of the *Christiansburg Town Code*.
- 2) The permanent wall signage shall be in general conformance with the proposed sign schedule, as shown on Sheet A2 – *Exterior Elevations* and Sheet A2.1 – *Exterior Signage and Details*, dated October 26, 2017.

Mr. Drake explained the front of the building would be considered the wall facing North Franklin Street.

Discussion/Action on a Conditional Use Permit request by Sunday Bougher, (SGA Design Group), agent for Walmart Real Estate Business TY for a Comprehensive Sign Plan to permit additional wall signage at 2400 North Franklin Street (Tax Parcel 435-3-3) in the B-3, General Business District – (continued).

Commissioner Knies asked how the Town generally classifies businesses which provide multiple services. Mr. Warren stated a multi-faceted business is considered one business if all services operate under one brand.

Chairperson Moore pointed out large buildings with multiple tenants are allowed to have maximum allowable signage for each business and stated Walmart offers many services inside a large building. Commissioner Knies noted that though Walmart is requesting almost 500 square feet of signage over the allowable maximum, the 643 square feet of requested signage is still well within the 10 percent allowable on the wall face. Commissioner Sandbrook stated Walmart's size may warrant additional signage.

Commissioner Collins asked if staff anticipated many other businesses requesting comprehensive sign plans for additional signage. Mr. Warren stated discussions would be based on the conditions of a particular property. Commissioner Knies stated the nature of Walmart's property was defensible in the application of the comprehensive sign plan.

Commissioner Clifton asked whether the applicant would need to come before the Commission again if modifications to the conditional use permit were sought. Mr. Warren stated a new public hearing would be held if modifications were sought. Ms. Bougher stated the presented plan applies to the entire development.

Mr. Warren stated Walmart's ground sign would need to comply with the current sign regulations if it were to be altered. Were it to be approved, Mr. Warren noted the applicant could request a revision to their comprehensive sign plan at a later date in order to address ground sign provisions.

Commissioner Clifton motioned to recommend Town Council approve the comprehensive sign plan with the conditions as drafted. Commissioner Collins seconded the motion, which passed 6-0.

Chairperson Moore noted Walmart's public hearing before Town Council would be held January 9, 2018.

With no further comments, Chairperson Moore closed the discussion.

Other business.

Chairperson Moore opened the discussion.

Mr. Warren stated the dog daycare at 569 North Franklin Street was approved by Town Council and would be operational in the near future.

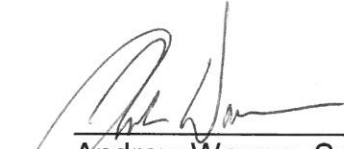
The Commission agreed to cancel the December 18, 2017 meeting as there was no business on the agenda.

Mr. Warren stated the Town will advertise for positions on the Planning Commission in the near future.

Chairperson Moore stated the Town Christmas Parade will be held at 7:00 p.m. on Friday, December 8, 2017.

With no further business, Chairperson Moore adjourned the meeting at 7:40 p.m.

  
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Craig Moore, Chairperson

  
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Andrew Warren, Secretary Non-Voting