

To: New Market Planning Commission
Larry Hale, Chairman
Sherri Erbaugh, Vice Chairman
George Daugharty
Tom Linski, Jr.
Sonny Mongold
Bob King
Harry Wine, Jr.

In accordance with the Planning Commission Bylaws, a regular meeting of the New Market Planning Commission will be held in the Council Chambers of the Arthur L. Hildreth, Jr., Municipal Building on **Monday, July 7th, 2025, at 6:30 p.m.** Full attendance is respectfully requested.

Nathan Garrison
Zoning Administrator

TENTATIVE AGENDA-

Consideration of:

- I. Call to Order and Establishment of Quorum
- II. Pledge of Allegiance
- III. Approval of Minutes from Monday, June 2nd, 2025
- IV. Public Hearings

A joint public hearing, with the New Market Town Council, to consider whether to recommend a text amendment to Article XIV. Supplementary District Regulations, Section 70-152 (j)(7), to allow for attached canopy banner signage to be included within the B-2 Interstate Corridor District and to regulate attached canopy banner signage. Regulations include limitations on sign size, classifying attached canopy banners as temporary signs, requiring an annual zoning permit, and limiting display for up to 180 consecutive days per calendar year, beginning on the date of permit approval or as otherwise set by the Zoning Administrator.

- V. Old Business

1. Planning Department Report –Summer Barden

- VI. New Business

1. Discussion and consideration to recommend a text amendment to Article XIV. Supplementary District Regulations, Section 70-152 (j)(7), to allow for attached canopy banner signage to be included within the B-2 Interstate Corridor District and to regulate attached canopy banner signage. Regulations include limitations on sign size, classifying attached canopy banners as temporary signs, requiring an annual zoning permit, and limiting display for up to 180 consecutive

days per calendar year, beginning on the date of permit approval or as otherwise set by the Zoning Administrator.

VII. Adjournment

1 **New Market Planning Commission**

2 **June 2nd, 2025**

3 **CALL TO ORDER AND ESTABLISHMENT OF A QUORUM**

4 The regular meeting of the New Market Planning Commission was held on Monday, June 2nd, 2025, at
5 6:30 p.m. The following Planning Commission members were in attendance: Vice Chair Sherri Erbaugh,
6 Bob King, George Daugharty, and Sonny Mongold. Chairman Larry Hale and board members Tom Linski
7 Jr., and Harry Wine Jr. were absent.

8
9 Mrs. Erbaugh opened the meeting at 6:33 p.m. and established a quorum with four members present.
10 Mrs. Erbaugh led all in attendance in the reciting of the Pledge of Allegiance.

11
12 **APPROVAL OF MINUTES:**

13 Mr. King entertained a motion to approve the minutes. Mr. Daugharty made a motion to approve the
14 minutes as written. Mr. Daugharty seconded the motion. The motion passed with a unanimous voice
15 vote 4-0.

16
17
18 **PUBLIC HEARING: none**

19
20 **OLD BUSINESS:**

21 Ms. Barden reported that there were two sign permits submitted at Courtyard Terrace, parcel #104C-
22 ((2))-D and 104C-((2))-A.

23 **NEW BUSINESS:**

24 Ms. Barden presented a proposed text amendment to the Zoning Ordinance-Sign Regulations, Section
25 70-152(j)(7) B-2 District. She explained there are currently definitions in the Supplementary Ordinance
26 for canopy definition and a canopy sign definition; however, it is not spelled out in the chart. The current
27 sign ordinance for the B-2 District allows for the total sign area of 250 square feet per property to
28 include free standing, wall projecting, roof, portable and some have set limitations on size and
29 placement. The Shenandoah Valley Battlefield submitted a sign permit for four banners to be placed at
30 9500 George Collins Parkway; however, they do not meet the current B-2 requirements. She stated that
31 staff had reviewing of the sign ordinance on the list of things to accomplish for 2025, so this came at a
32 good time. She read the text amendments on the chart in 70-152 (j)(7) B-2 District (*a copy attached with*
33 *the minutes*). She had PowerPoint with photos of the potential banners and their placement at 9500
34 George Collins Parkway. (*a copy of the PowerPoint will be filed with the minutes*). Mrs. Erbaugh inquired
35 about the visibility from Interstate I-81, and Ms. Barden stated they would be visible. Mrs. Erbaugh
36 stated that it was a good thing for our signs to be visible from the interstate. There was a discussion
37 about other signage types and other businesses that utilize signs. Ms. Barden explained that the signage
38 type we are specifically discussing are the canopy banner type signage, which is unique to this type of
39 building, as we don't have many buildings of this size in town. The way the sign ordinance reads
40 currently this permit would be denied. This text amendment helps to allow the usage of these banners.

Mr. Garrison explained that this is a larger banner, but specific to this type of building and another key part is that this building sets way off the property line. Several board members stated they think the banners look nice. There was discussion about the wording about the size of the banner per square footage. Mr. Mongold inquired about the possibility of making permissible signage on an individual basis. Ms. Barden explained that this is for the B-2 District area only, and this is the only type of building that would be able to accommodate this type of banner. Mr. Garrison noted that this is for a non-residential building. Mr. King asked why we didn't use a conditional use permit for this. Mr. Garrison felt the best path forward was to amend the sign ordinance to address the signage for the future. Mr. King inquired about the longevity of the banner placement. Ms. Barden explained that the sign permit for the canopy banners would have to be renewed yearly and are only allowed to be displayed for 180 days. The board members agreed to move to a joint public hearing for the text amendment.

Mr. Mongold wanted to discuss the amount of conservation easements, as the Shenandoah Valley Battlefield Foundation has purchased land north of town, and it came to his attention that they are interested in purchasing a property in the middle of town. He believes that we do not need anymore conservation easements within the town limits, as it makes us land locked, and doesn't allow us to grow. Mr. Garrison explained that conservation easements are brought to the council for review, and the question is whether it meets the comprehensive plan. He explained that outside of town, there is nothing the town can do about it. He also explained that it doesn't matter what the property is zoned, the property owner can request a conservation easement.

Mr. Daugharty inquired about the sidewalks, and the status on the Rt. 211 sidewalk project. Mr. Garrison explained that we are in the right-of-way stage now. There are a few areas that we need to get access via easements which we have preliminary approval from the landowners. We must go through the official VDOT process, which our attorneys must work through. The VDOT processes are slow and are the hold up. Mr. Garrison explained that the town has the funds set aside for this project, unfortunately the proposed estimates continue to rise in price. Discussion about potential other sidewalk projects in the future. Mr. Daugharty brought up Clicks Lane needing a sidewalk for the citizens to use.

Mr. Garrison gave a quick update on the water system improvement project and that it is out for bids.

ADJOURNMENT

With no further business to discuss, at 6:48 p.m., Mr. Daugharty made a motion to adjourn the meeting. Mr. King seconded the motion which passed on a unanimous 4-0 voice vote.

Amber Smoot, Secretary



9418 JOHN SEVIER ROAD • P. O. BOX 58 • NEW MARKET, VIRGINIA 22844

NOTICE OF PUBLIC HEARING

Notice is hereby given in accordance with Section 15.2-2204 of the Code of Virginia that the New Market Town Council will consider whether to approve, and the New Market Planning Commission will consider whether to recommend a text amendment to Article XIV. Supplementary District Regulations, Section 70-152 (j)(7), to allow for attached canopy banner signage to be included within the B-2 Interstate Corridor District and to regulate attached canopy banner signage. Regulations include limitations on sign size, classifying attached canopy banners as temporary signs, requiring an annual zoning permit, and limiting display for up to 180 consecutive days per calendar year, beginning on the date of permit approval or as otherwise set by the Zoning Administrator. A joint public hearing will be held in the Council Chambers of the Arthur L. Hildreth Municipal Building, 9418 John Sevier Road New Market, Virginia, on Monday, July 7, 2025, at 6:30 p.m., or as soon thereafter as the matter may be heard, at which time interested persons will have the opportunity to speak and be heard concerning the text amendment.

A copy of the text amendment referenced above, and the current zoning ordinance are available for public review during regular business hours at the New Market Town Office, 9418 John Sevier Road, New Market, Virginia. Copies are also available for review online at <http://www.newmarketvirginia.com/planning-commission>.

All public meetings are intended to be accessible to persons with disabilities in accordance with the Americans with Disabilities Act. A person requiring accommodation and/or auxiliary aids shall notify the Zoning Administrator at least five days prior to the scheduled meeting.

Nathan Garrison, Zoning Administrator

70-152 (j)(7) B-2 District

The total area of all Signs facing a street, alley or parking area shall not exceed 250 square feet; provided that Signs erected or displayed on any building or buildings on such lots shall conform to the requirements and restrictions of this Section.

(A) Locations on which there is a Non-Residential Use

Sign Type	Freestanding*	Wall	Projecting	Roof	Portable	<u>Attached Canopy Banner</u>
Maximum Number	2			1	1 per street frontage	
Sign Area – Total Per Category	200 sq. ft.	2 sq. ft. per 1 linear foot of building width facing a street, alley or parking area	15 sq. ft.	100 sq. ft.	24 sq. ft.	<u>1 sq. ft. for each foot of distance between the sign and the front property line</u>
Sign Area – Individual Sign Per Category	100 sq. ft.		15 sq. ft.	100 sq. ft.	12 sq. ft. – Feather Sign 6 sq. ft. – A-Frame/T-Style Sign	<u>60 sq. ft. per sign</u>
Maximum Height	30 ft.	Below the eave.	Sign shall be kept within 20 ft. above sidewalk/grade and shall maintain at least 8 ft. of clearance between the bottom of the Sign and the top of the sidewalk/grade.	Shall not extend more than 15 ft. above the roof level at the point where it is erected.	10 ft. – Feather Sign 4 ft. – A-Frame/T-Style	
Minimum Setbacks	Shall not project beyond any property line.		2 ft. from curb	Shall not project beyond any property line.	2 ft. from curb	<u>150 feet from property line.</u>
Illumination	Yes	Yes	Yes	Yes	None	<u>None</u>
Other	May include Changeable Copy Sign or Electronic Display Board. However, such elements shall not exceed 24 sq. ft.				A minimum of 4 ft. shall be provided on the public sidewalk adjacent to the subject property for pedestrians. A-Frame/T-Style may include Changeable Copy elements. Portable Signs shall not be included when calculating limitations on the number and area of Signs.	<u>Attached Canopy Banner signs are Temporary Signs. A sign permit must be obtained annually, and the signs may be displayed for no more than 180 consecutive days per calendar year, with the start date beginning on the date the zoning permit is approved or as otherwise deemed by</u>

						<u>the Zoning Administrator.</u> <u>Signs must be affixed to columns, posts, or poles.</u> <u>These Signs shall be included in the total allowable Sign Area for the premises but shall not count against the number or square footage of any other sign type listed in this Section.</u>
--	--	--	--	--	--	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

*Non-Residential Uses that include a drive-thru window shall be allowed a third Freestanding Sign. Such Sign shall not exceed forty-two square feet in area, eight feet six inches in height and shall be installed immediately adjacent to and on the left side of the drive-thru lane. This Sign shall not be included in the total allowable Sign Area for the premises.

*Non-Residential Uses that include a freestanding canopy shall be allowed fifteen square feet of Sign Area per Sign Face. Such freestanding canopy Signs shall not exceed 30 ft. in height and may be internally lit. These Signs shall be included in the total allowable Sign Area for the premises but shall not count against the number or square footage of any other sign type listed in this Section.