

MEMORANDUM

DATE: July 10, 2001
TO: The Board of Supervisors
FROM: Jill E. Schmidle, Senior Planner
SUBJECT: Case No. MP-03-01. Greensprings Plantation Master Sign Plan Amendment

Mr. Robert Oliver of Jamestown, LLC, has applied for an amendment to the Greensprings Plantation Master Sign Plan under the requirements of Section 24-292 of the Zoning Ordinance. This section allows the Board of Supervisors to approve unique sign systems that contribute significantly to the character of a residential planned community. In 1996, the Board of Supervisors approved a Master Sign Plan for the Greensprings Plantation master planned community under the terms of this ordinance section. Any additions to the approved Master Sign Plan require an amendment approved by the Board. The development is generally located off of John Tyler Highway, Centerville Road, and Greensprings Plantation Drive, and contains the following developments: Greensprings West subdivision, Greensprings Plantation subdivision, Williamsburg National Golf Courses, Greensprings Plantation timeshares, Patriot's Colony retirement community, Fairway's Villas, Greensprings Plantation Office Park, as well as several underdeveloped areas. The property is further identified as Parcel No. (1-1) on James City County Real Estate Tax Map No. (46-1).

In 1996, the Master Sign Plan was approved with 14 signs placed throughout the development. Eight signs are currently in place.

The proposed amendment consists of the following two requests: 4 additional directional signs for Williamsburg National Golf Course, and 12 additional subdivision signs for sections within Greensprings West subdivision. Approval of this request would bring the total number of signs to 30.

Williamsburg National Golf Course

Officials at Williamsburg National Golf Course have expressed concerns with out-of-town visitors having difficulty locating the golf course. With the completion of Monticello Avenue, access from I-64 to the golf course will improve considerably. However, most of the difficulty in locating the course occurs once the guests approach the property and are unable to locate the entrance. The four proposed directional signs will be located on John Tyler Highway, Centerville Road, Greensprings Plantation Drive, and Monticello Avenue, and will list the direction and distance to the golf course. Some directional signs will be two-sided. The directional signs will be uniform in design with green background and white lettering and border (see attachment) approximately 2-foot by 1-foot on 4-foot posts and will fit in with the approved Greensprings Plantation signs aesthetically and physically (see attachment).

While staff supports the need for additional directional signs, staff finds that four additional signs in this location is excessive. Directional signs have been approved for other uses in the past, including golf courses and churches. However, staff finds the number of directional signs requested in such a small geographic area to be excessive, and would support no more than two. The applicant has stated that he would be willing to prioritize the top two sign locations prior to the Board meeting.

Greensprings West

Greensprings West is a single-family residential subdivision generally bounded by Brick Bat Road, Centerville Road, and Monticello Avenue Extended. Two entrances off of Centerville Road are permitted for this section as per the Greensprings Plantation Master Plan. Currently one entrance is located across from Greensprings Plantation single-family development. A total of 368 single-family dwelling units are permitted in Greensprings West, and 192 have received subdivision approval from the County. The Greensprings Plantation Master Sign Plan permits two signs for Greensprings West (one at each entrance) and one monument sign is in place.

The developer is requesting an amendment to the Master Sign Plan to permit 12 additional monument signs within the Greensprings West portion of Greensprings Plantation. This request is based on the intent of the developer and builder to distinguish the various sections by their respective locations, while at the same time serving to maintain a uniform and consistent appearance within the project. The intent is similar to what occurs within other existing master planned communities, such as Kingsmill, Governor's Land, and Powhatan Secondary, where individual sections are given distinctive names. In terms of size and materials, the signs would be consistent with the approved Greensprings West entrance sign. Sign color, letter script, and design will be identical to the existing entrance sign at Greensprings West.

The applicant has specified four out of the 12 locations for additional signs. The remaining eight locations have not been determined yet, as the remaining subdivision layout has not been decided. Staff recommends that the Planning Director have control of review and approval of the location for the remaining eight signs within the Greensprings West subdivision.

Staff supports the additional signs for Greensprings West as they are consistent with what is permitted in other master planned communities that do not have Board-approved Master Sign Plans. Additionally, the subdivision signs will be located in the interior of the Greensprings West Community and will allow for consistency throughout the development.

Recommendation

Staff generally supports the need for additional signage at Greensprings Plantation and supports amending the Greensprings Plantation Master Sign Plan to include two additional directional signs for Williamsburg National Golf Course and 12 additional signs for Greensprings West subdivision. The additional signs for Williamsburg National Golf Course are of a small size and will facilitate safer road conditions for citizens as visitors attempt to locate the golf course. The additional signs for Greensprings West are consistent with what is permitted in other master planned communities that do not have Board-approved Master Sign Plans. Staff recommends the Board approve the Master Sign Plan amendments with the following conditions:

1. No more than two directional signs for Williamsburg National Golf Course shall be permitted. The two signs shall be no more than 24-inches by 15-inches, mounted on 4-foot posts, and shall generally conform to the design in Attachment 2, as determined by the Planning Director. The Planning Director shall approve the location of each directional sign.

2. No more than 12 additional subdivision identification signs shall be permitted in the interior of Greensprings West subdivision. The 12 signs shall be monument style, no greater than 32-square feet, and shall generally conform to the design of Attachment 4, as determined by the Planning Director. The Planning Director shall approve the location of each subdivision sign.
3. Signs shall not be internally illuminated

Jill E. Schmidle

CONCUR:

O. Marvin Sowers, Jr.

JES/adw
signs.mem

Attachments:

1. Existing Greensprings Plantation sign
2. Proposed directional sign, Williamsburg National Golf Course
3. Proposed location for Williamsburg National Golf Course directional signs.
4. Proposed subdivision sign, Greensprings West
5. Resolution