

Zoning Amendment Application RECEIVED



DEC 01 2016 ROANOKE

Department of Planning, Building and Development
Room 166, Noel C. Taylor Municipal Building
215 Church Avenue, S.W.
Roanoke, Virginia 24011
Phone: (540) 853-1730 Fax: (540) 853-1230

CITY OF ROANOKE
PLANNING BUILDING &
DEVELOPMENT

[Click Here to Print](#)

Date: December 01, 2016

Submittal Number: AMENDED APPLICATION NO. 2

Request (select all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Rezoning, Not Otherwise Listed | <input type="checkbox"/> Amendment of Proffered Conditions |
| <input checked="" type="checkbox"/> Rezoning, Conditional | <input type="checkbox"/> Amendment of Planned Unit Development Plan |
| <input type="checkbox"/> Rezoning to Planned Unit Development | <input type="checkbox"/> Amendment of Comprehensive Sign Overlay District |
| <input type="checkbox"/> Establishment of Comprehensive Sign Overlay District | |

Property Information:

Address: 1430 Hershberger Rd. NW; 0 Hershberger Rd NW

Official Tax No(s): 2280801 ; 2280803

Existing Base Zoning:

(If multiple zones, please manually enter all districts.)

MX, Mixed Use

With Conditions

Without Conditions

Ordinance No(s). for Existing Conditions (If applicable):

Requested Zoning:

CG-Commercial
General

With Conditions

Without Conditions

Proposed

Land Use:

Financial Institution
with Drive-Thru

Property Owner Information:

Name:

Blue Eagle Credit Union
Attn: Jeff Thompson

Phone Number:

540-855-3629

Address:

2121 Electric Rd. Roanoke, VA 24018

E-Mail:

Jeff.Thompson@
blueeaglecredit
union.com

Property Owner's Signature:

Applicant Information (if different from owner):

Name:

Phone Number:

Address:

E-Mail:

Applicant's Signature:

Authorized Agent Information (if applicable):

Name:

Caldwell White Associates
Attn: Corbin White

Phone Number:

540-366-3400

Address:

PO Box 6260 Roanoke, VA 24017

E-Mail:

CWAroanoke@

aol.com

Authorized Agent's Signature:

Zoning Amendment

Application Checklist



The following must be submitted for **all** applications:

- Completed application form and checklist.
- Written narrative explaining the reason for the request.
- Metes and bounds description, if applicable.
- Filing fee.

For a **rezoning not otherwise listed**, the following must also be submitted:

- Concept plan meeting the Application Requirements of item '2(c)' in Zoning Amendment Procedures.

For a **conditional rezoning**, the following must also be submitted:

- Written proffers. See the City's Guide to Proffered Conditions.
- Concept plan meeting the Application Requirements of item '2(c)' in Zoning Amendment Procedures. Please label as 'development plan' if proffered.

For a **planned unit development**, the following must also be submitted:

- Development plan meeting the requirements of Section 36.2-326 of the City's Zoning Ordinance.

For a **comprehensive sign overlay district**, the following must be submitted:

- Comprehensive signage plan meeting the requirements of Section 36.2-336(d)(2) of the City's Zoning Ordinance.

For an **amendment of proffered conditions**, the following must also be submitted:

- Amended development or concept plan meeting the Application Requirements of item '2(c)' in Zoning Amendment Procedures, if applicable.
- Written proffers to be amended. See the City's Guide to Proffered Conditions.
- Copy of previously adopted Ordinance.

For a **planned unit development amendment**, the following must also be submitted:

- Amended development plan meeting the requirements of Section 36.2-326 of the City's Zoning Ordinance.
- Copy of previously adopted Ordinance.

For a **comprehensive sign overlay amendment**, the following must also be submitted:

- Amended comprehensive signage plan meeting the requirements of Section 36.2-336(d) of the City's Zoning Ordinance.
- Copy of previously adopted Ordinance.

For a proposal that requires a **traffic impact study** be submitted to the City, the following must also be submitted:

- A Traffic Impact Study in compliance with Appendix B-2(e) of the City's Zoning Ordinance.

For a proposal that requires a **traffic impact analysis** be submitted to VDOT, the following must also be submitted:

- Cover sheet.
- Traffic impact analysis.
- Concept plan.
- Proffered conditions, if applicable.
- Required fee.

*An electronic copy of this application and checklist can be found at www.roanokeva.gov/pbd by selecting 'Planning Commission' under 'Boards and Commissions'. A complete packet must be submitted each time an application is amended, unless otherwise specified by staff.



CALDWELL WHITE ASSOCIATES
ENGINEERS / SURVEYORS / PLANNERS

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DEC 01 2016

4203 MELROSE AVENUE
P.O. BOX 6260
ROANOKE, VIRGINIA 24017-0260
PHONE (540) 366-3400
FAX (540) 366-8702

CITY OF ROANOKE
PLANNING BUILDING &
DEVELOPMENT

LETTER OF TRANSMITTAL

December 01, 2016

To: City of Roanoke, VA
Dept. of Planning, Building & Development

Attn: Katharine Gray / Tina Carr

From: Corbin White

RE: AMENDED APPLICATION NO. 2
Proposed Rezoning of Tax Parcels 2280801 & 2280803 from MX to CG

Attached please find:

Amended Application No. 2 rezoning package, consisting of:
Zoning Amendment Application dated 12/01/2016
Zoning Amendment Application Checklist
Rezoning Request Narrative
Proffered Conditions to be Adopted
11"x17" Concept Site and Building Plans, including Elevations
DVD containing PDF version of above

Information transmitted via:

Hand-delivered

Katharine,

As discussed, the attached reflects the following:

- The rezoning plan has been revised to graphically show the landscaping proposed in the proffers. No changes have been made to the proffered landscaping.
- The list of proffers has been revised to remove three uses that would have been allowed with a special exception under the previous Amended Application No. 1. These uses are a "car wash abutting a residential district", "eating and drinking establishment abutting a residential district" and "microbrewery or microdistillery abutting a residential district". These were removed at the request of the neighborhood Group

Otherwise, this Amended Application No. 2 is identical to the previous Amended Application No. 1.

Please call me if you have questions or require additional information.

Thanks

cc: Mr. Jeff Thompson – Blue Eagle Credit Union



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AMENDED APPLICATION NO. 2

Blue Eagle Credit Union Site

Proposed Rezoning from MX to CG (with conditions)

City of Roanoke Tax Parcels 2280801 & 2280803 – 1430 Hershberger Road, NW

Rezoning Request Narrative

Description of Proposed Use and Development of the Property

The facility that currently exists on the site was constructed in 1980, and for the majority of time since its original construction, the eastern portion of the structure has been used as a branch bank or credit union with a drive-thru. The western portion of the building has at times been rented out to office and other financial-type uses.

Under proposed conditions, the site will remain a financial institution with drive-thru. As Blue Eagle's Member base has seen substantial growth, they will now be expanding into the western portion of the building, and performing some remodeling of the building. As shown on the attached Concept Plan, the only substantial changes proposed for the site will be to:

- 1) Remove the existing, dated drive-thru canopy on the eastern side of the building in its entirety, and replace the existing pavement and canopy area with green space to include lawn grasses, trees and shrubs.
- 2) Construct a new full-service remote drive-thru facility on the western face of the building, adjacent to Eden Drive. This will allow this 24-hour use to be located in an area deemed to be more secure, as there is more public activity on this face of the building, and the drive-thru area will be readily visible from the public streets.
- 3) As a result of the new drive-thru location, certain on-site circulation patterns will change, and the northern Eden Drive curb-cut will be reconstructed to become right-turn, exit only.

Justification for the Change

Through the 2005 City-wide change in zoning designations, the site was included in the MX-Mixed Use zoning district, which allows neither financial institutions, nor drive-thru facilities. For the past eleven (11) years, this has not created any problems for the owners, as there have been no need to make changes to the site's content or operation. Now, with the desire to relocate the drive-thru technology, Blue Eagle has been informed by the City that this "non-conforming use" cannot be relocated under the current MX zoning designation.

In short, the rezoning is requested to bring the existing uses into conformance with the requirements of the Zoning Ordinance.

The CG zoning district is by definition:

“to permit motor vehicle dependent uses that are generally developed as single use developments on individual lots, subject to landscaping, access, and signage standards. Such development is generally characterized by individual curb cuts, access drives, and signage. It is intended that this district be applied primarily along heavily traveled arterial streets, with an emphasis on clustering such development at major intersections. While recognizing the motor vehicle traffic generated by the uses permitted in this district, it is the intent of the regulations of the district to encourage and recognize pedestrian access and public transit forms of transportation by locating parking to the side and rear of buildings and minimizing conflict through landscaping and signage standards. The uses permitted in this district generally require a high volume of traffic along the frontage of the establishment and include horizontally oriented buildings. Such permitted uses include general retail establishments, offices, service establishments, motor vehicle related sales and service, eating establishments, and entertainment uses. The CG District is also intended to accommodate travel-oriented uses such as hotels, motels, and gasoline stations”

As this site is a long-standing financial institution, is located along one of the City’s largest arterial streets, and is considered a service establishment, it seems only fitting to pair the correct zoning designation to this site and the uses it contains. It is a fact that the site is not a perfect match for the district’s definition, as the building and parking layout are more in tune to the development patterns that were in-place at the time of its original construction. However, without major changes to the structure’s location and relative parking scheme, these items are unavoidable.

Effect of the Proposed Amendment on the Surrounding Neighborhood

As we are not proposing use changes in conjunction with the requested rezoning, there would be no changes to the traffic generation of the site or the way pedestrians can access the facility. In our opinion, the effects that the rezoning may have on the surrounding neighborhood are fairly limited.

One effect is the potential that the requested rezoning may, in some future time, allow uses on the property that may be deemed incompatible given the proximity to surrounding residential areas. In order to alleviate these concerns, we have proffered a list of uses that would be allowed to be placed on the site. This list pares out certain uses that could normally be allowed in the CG District either “by right”, or with “special exception”, but will not be permitted under the proffered conditions, should the rezoning be approved.

Similarly, under the proposed CG Zoning District, the Zoning Ordinance allows a zero rear yard setback and a building floor ratio of 5.0. Given that the property is bounded to the rear by a residential zoning district, and that a floor area ratio of 5.0 would not be in good keeping with the neighborhood, we have offered proffers which would keep the rear yard setback identical to that of the current MX District, so long as the property to the rear is zoned residential, and have further proffered to maintain the floor area ratio of 1.0 which is allowed in the current MX District.

Additionally, we do indeed recognize that relocating the drive-thru facility to the Eden Drive side of the site will place this use in an area more visible to the immediately adjacent neighbors. We feel it prudent to mention that while we hope that the remote drive-thru facility will enhance Blue Eagle’s

business, we are not proposing a high-volume fast food drive-thru window. Under current conditions, the drive-thru facility, which also serves a 24-hour ATM, sees about 25 patrons per day, or about one per hour averaged over the time the facility is available to Members. Even with this relatively low volume, we recognize that the appearance of the structure will change, and therefore proffer to install the trees and shrubs shown in the proffered conditions in the area between the drive-thru lane and the adjacent Eden Drive right-of-way line to soften the effects of the building change.

Similarly, we proffer to install new shrubs and small deciduous trees along the southern edge of the parking lot, to help screen the commercial use from the adjoining residentially-zoned property to the south.

Finally, we proffer that any new signage will be in accordance with the MX Zoning District. As the proposed CG District includes more lenient signage regulations, and could potentially allow future signage not in good keeping with the neighborhood, this would help alleviate any concerns over inappropriate signage configurations, while still allowing the existing signage to remain.

Availability of Other Similarly Zoned Properties in the General Area and in the City

From a review of nearby parcels for sale on Loopnet.com, it appears there are three (3) contiguous parcels for sale at 4812, 4818, and 4820 Williamson Road which are currently zoned CG. However, as the site of the proposed rezoning is not being considered for a new use, it would seem a bit excessive to relocate the existing Blue Eagle facility to a new site.

Relationship of Proposed Amendment to City's Comprehensive Plan and Applicable Neighborhood Plan

The Greater Grandview Area Neighborhood Watch Association, Inc. is the community group that the property is located within. As of the time of preparation of this Narrative, we could find no documentation relative to the development objectives of this group. The City's web-site, however, indicates that the area included in the GGANWA is included in the Williamson Road Neighborhood Plan, which is a component of the City's 2001 – 2020 Comprehensive plan.

The Future Land Use section of the plan indicates that the southern side of Hershberger Road is to be small-and-medium-scale-commercial, which is a perfect fit for a branch credit union. For the desired elements within small-and-medium-scale-commercial, the Plan suggests "*Such areas should be designated with neighborhood commercial, office-residential, and general commercial zoning districts as appropriate for the context, scale, and existing land use pattern*". Given that the context of the Blue Eagle property is financial in nature, it is fitting that the property be permitted to be included in the CG district.

The Commercial Design Guidelines section of the plan includes the following as actions that can be taken for existing buildings and sites:

- **Plant trees.** *Trees are an inexpensive and immediate way to make a positive impact on the appearance of any site.*
- **Remove asphalt** *and replace it with landscaping or buildings. Many businesses have far more paved area than is necessary for typical parking demands. The result is that asphalt becomes the dominant element of the landscape rather than actual business operations.*

Similarly, the Environmental Resources section of this Plan mentions the abundant opportunity to increase the tree canopy in the area.

The proposed Blue Eagle site changes not only reduce the amount of impervious cover on their site, but will also plant new trees at the location of the current drive-thru, along Eden Drive, and along a portion of the southern boundary as well, as outlined above and in the list of proffered conditions.



CALDWELL WHITE ASSOCIATES

ENGINEERS / SURVEYORS / PLANNERS

4203 MELROSE AVENUE
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ROANOKE, VIRGINIA 24017-0260
(540) 366-3400
FAX: (540) 366-8702

AMENDED APPLICATION NO. 2

Blue Eagle Credit Union Site

Proposed Rezoning from MX to CG (with conditions)

City of Roanoke Tax Parcels 2280801 & 2280803 – 1430 Hershberger Road, NW

Proffered Conditions to be Adopted

The applicant hereby requests that the following proffered conditions be adopted as they pertain to Official Tax Numbers 2280801 and 2280803.

- A) It is proffered that only the following uses will be “permitted by right” on the subject property:
- 1) Business service establishment, not otherwise listed
 - 2) Employment or temporary labor service
 - 3) Financial institution
 - 4) Laboratory, dental, medical, or optical
 - 5) Laboratory, testing and research
 - 6) Medical clinic
 - 7) Office, general or professional
 - 8) Office, general or professional, large scale
 - 9) Caterer, commercial
 - 10) Community market
 - 11) Drive-through facility
 - 12) Drive-through kiosk
 - 13) Funeral home
 - 14) Kennel, no outdoor pens or runs
 - 15) Live-work unit
 - 16) Mixed-use building
 - 17) Studio/multimedia production facility
 - 18) Bakery, confectionary, or similar food production, retail
 - 19) Body piercing establishment
 - 20) Car wash, not abutting a residential district
 - 21) Contractor or tradesman's shop, general or special trade
 - 22) Dry cleaning and laundry pick-up station
 - 23) General service establishment, not otherwise listed
 - 24) Internat sales establishment

- 25) Janitorial services establishment
- 26) Nursery or greenhouse, commercial
- 27) Personal service establishment, not otherwise listed in this table
- 28) Pet grooming
- 29) Retail sales establishment, not otherwise listed
- 30) Tattoo parlor
- 31) Workshop
- 32) Club, lodge, civic, or social organization
- 33) Community center
- 34) Eating establishment
- 35) Eating and drinking establishment, not abutting a residential district
- 36) Health and fitness center
- 37) Meeting hall
- 38) Microbrewery or microdistillery not abutting a residential district
- 39) Park or playground
- 40) Place of worship
- 41) Recreation, indoor
- 42) Theater, movie or performing arts
- 43) Artist studio
- 44) Community food operation
- 45) Community garden
- 46) Day care center, adult
- 47) Day care center, child
- 48) Educational facilities, business school or nonindustrial trade school
- 49) Educational facilities, college/university
- 50) Educational facilities, elementary/middle/secondary
- 51) Educational facilities, industrial trade school
- 52) Educational facilities, school for the arts
- 53) Fire, police, or emergency services
- 54) Government offices or other government facility, not otherwise listed
- 55) Library
- 56) Museum
- 57) Post office
- 58) Supply pantry
- 59) Training facility for police, fire, or emergency services
- 60) Parking lot facility
- 61) Parking, off-site
- 62) Broadcasting studio or station
- 63) Utility distribution or collection, basic
- 64) Wireless telecommunications facility, stealth
- 65) Accessory uses, not otherwise listed in Table 36.2-315 of the Zoning Ordinance of the City of Roanoke

B) It is proffered that only the following uses will be “permitted by special exception” on the subject property:

- 1) Campground
- 2) Outpatient mental health and substance abuse clinic

- 3) Utility distribution or collection, transitional
 - 4) Agricultural operations
- C) It is proffered that a fifteen foot (15') building setback will be maintained along the abutting property line (Official Tax Map No. 2280814), so long as that property is included in a residential zoning district.
- D) It is proffered that the property will maintain no greater than a 1.0 maximum floor area ratio.
- E) It is proffered It is proffered that two 2-inch caliper large deciduous trees spaced between twenty to forty feet on center and twenty evergreen shrubs, minimum 18-inch high at planting, spaced between two to three feet on center shall be installed and maintained between the relocated drive-thru lane and the right-of-way of Eden Drive, NW.
- F) It is proffered that immediately following the rezoning of the subject parcels from MX to CG, the owner will consolidate tax parcels 2280801 and 2280803 into a single property. This property consolidation will be undertaken in accordance with the City's Subdivision Ordinance and review / approval / recordation processes.
- G) It is proffered that any new signage on the property will conform to the requirements of the City of Roanoke Zoning Ordinance, Table 668-1, for the MX, Mixed Use District.
- H) It is proffered that two 5 foot tall small deciduous trees spaced between fifteen to thirty feet on center and fifteen evergreen shrubs, minimum 18-inch high at planting, spaced between two to three feet on center shall be installed and maintained between the parking lot and the abutting property line (Official Tax Map No. 2280814) along the first 40 feet from Eden Drive, NW, so long as that property is included in a residential zoning district.

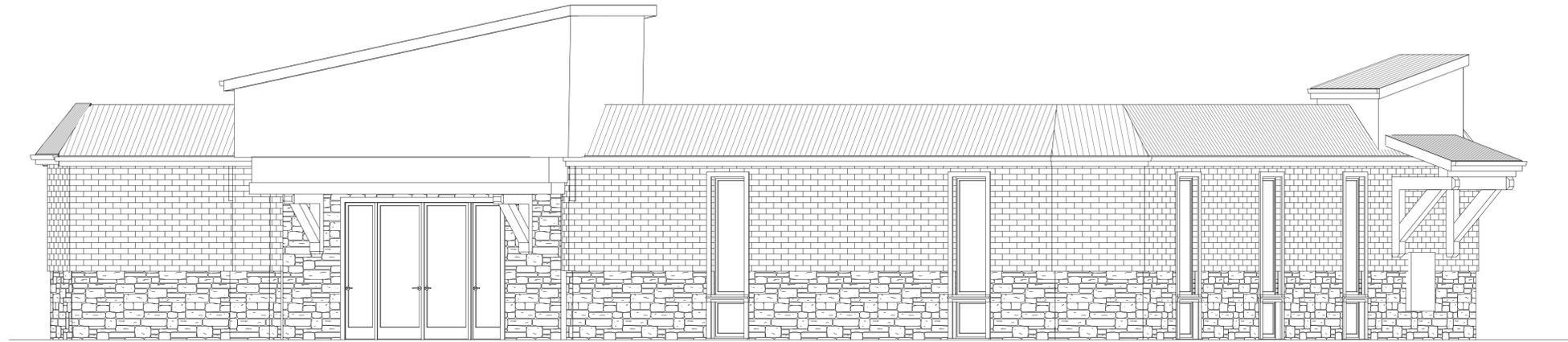
End of Proposed Proffered Conditions

BLUE EAGLE CREDIT UNION

1430 HERSHBERGER RD. N.W.

ROANOKE, VA 24012

OWNERS: BLUE EAGLE CREDIT UNION



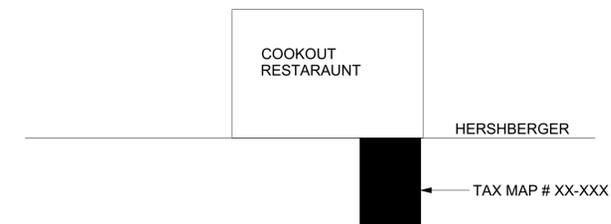
CONCEPTUAL ISOMETRIC

3-D VIEW
DO NOT SCALE

CODE INFO:

USE GROUP: B
 TYPE OF CONSTRUCTION: 5-B
 STORIES: ALLOWED: 2
 ACTUAL: 2
 SPACE: ALLOWED: 9000 SQ. FT.
 ACTUAL: 1230 SQ. FT.
 CODE: 2012 INTERNATIONAL BUILDING CODE

VICINITY MAP



AMENDED APPLICATION NO. 2

JAMISON
DESIGN LLC

1591 ROANOKE RD. SUITE "B"
DALEVILLE, VA 24083
PHONE: 540-992-5517
FAX: 540-992-5427

CUSTOM BUILDING / STRUCTURAL DESIGN

BLUE EAGLE CREDIT UNION
PROPOSED OFFICE RENOVATION
CITY OF ROANOKE, VA

Drawn By: S. JAMISON
 Date: 10/13/13
 Design By: S. JAMISON
 Checked By: W. JAMISON
 Scale: SEE DRAWING

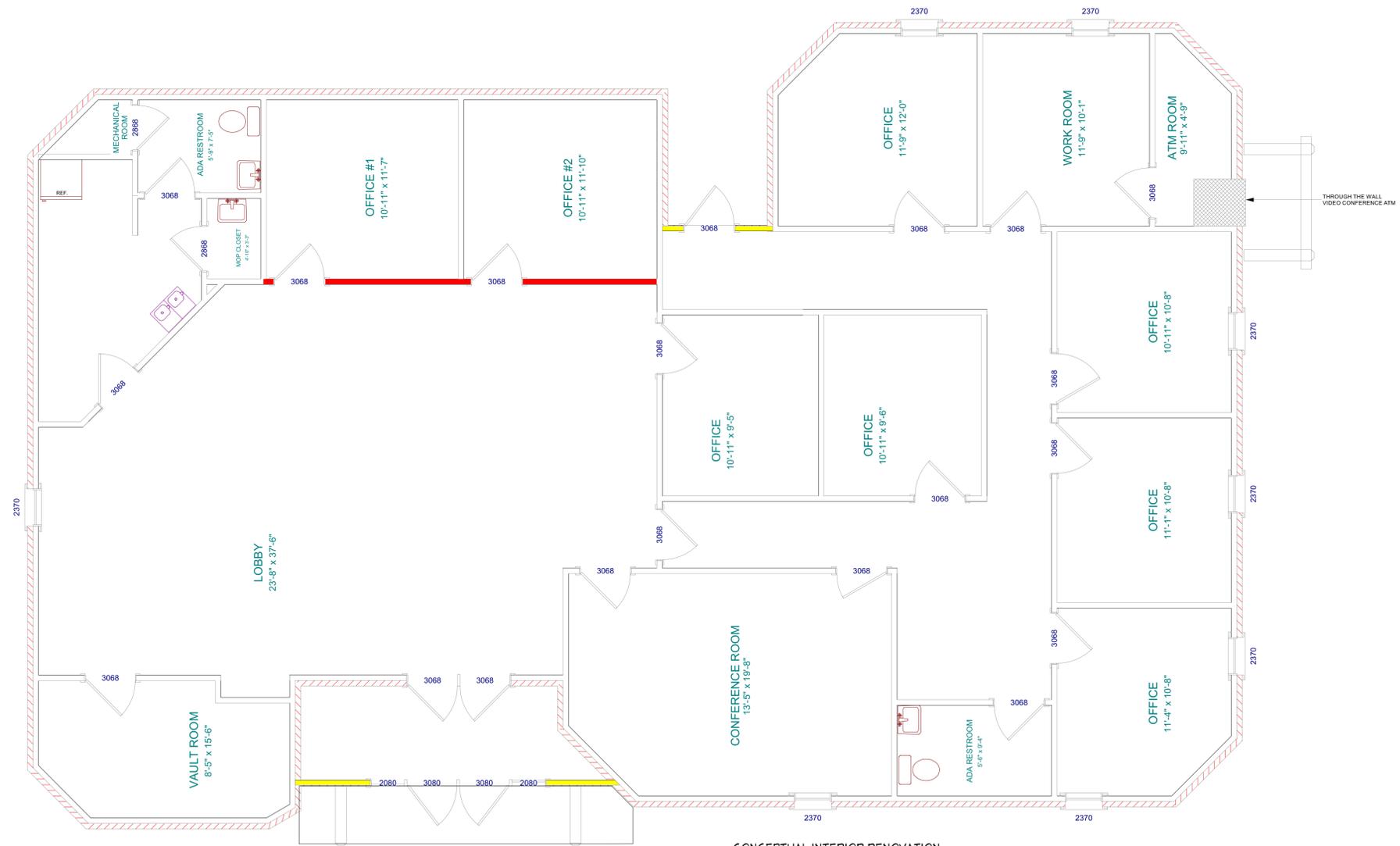
REVISIONS

REVISION	DATE	COMMENTS

Sheet No.

A-C

JOB No. 13095



CONCEPTUAL INTERIOR RENOVATION
 FRONT FACADE UPGRADE
 AWNING AT ATM
 SCALE: 1/4" = 1'-0"

- GENERAL NOTES:
 1. NO STRUCTURAL ELEMENTS TO BE ALTERED.
 2. NO EXTERIOR WALLS TO BE MOVED.
 3. REMOVE EXISTING COVERED CANOPY OVER EXISTING DRIVE THROUGH.
 4. RELOCATE ATM TO NEW LOCATION AS SHOWN.
 5. ADD FRONT FACADE AS SHOWN IN ELEVATION CONCEPTS.

AMENDED APPLICATION NO. 2

JAMISON
 DESIGN LLC
 1591 ROANOKE RD. SUITE "B"
 DALEVILLE, VA 24083
 PHONE: 540-992-5317
 FAX: 540-992-5427

CUSTOM BUILDING / STRUCTURAL DESIGN

BLUE EAGLE CREDIT UNION
 PROPOSED OFFICE RENOVATION
 CITY OF ROANOKE, VA

Drawn By: S. JAMISON
 Date: 10/13/13
 Design By: S. JAMISON
 Checked By: W. JAMISON
 Scale: SEE DRAWING

REVISION	COMMENTS	DATE

Sheet No.
A-0
 JOB No. 13095

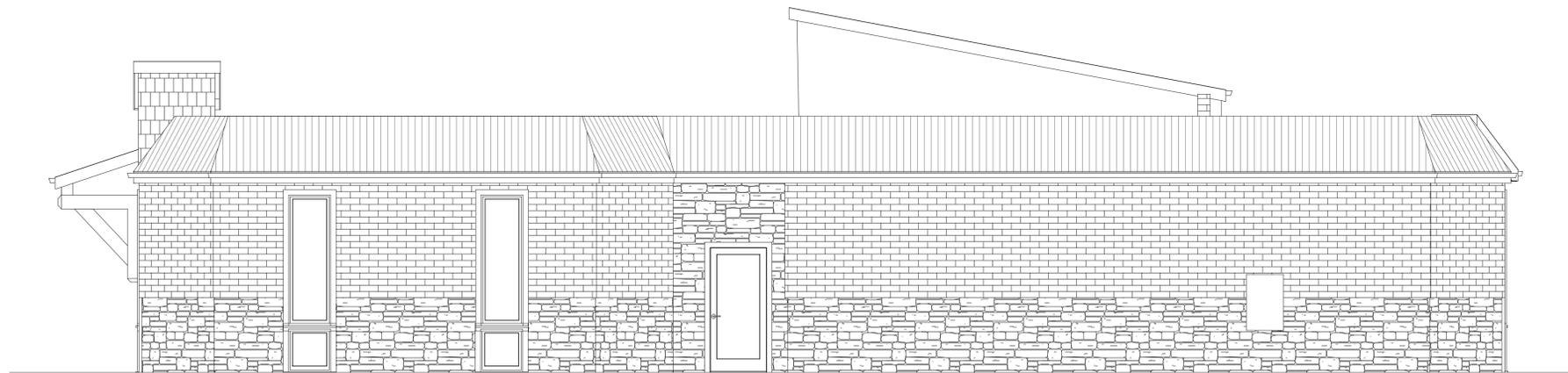


CONCEPTUAL FRONT ELEVATION
SCALE: 1/4"=1'-0"



CONCEPTUAL RIGHT ELEVATION
SCALE: 1/4"=1'-0"

AMENDED APPLICATION NO. 2



CONCEPTUAL REAR ELEVATION
SCALE: 1/4"=1'-0"

JAMISON
DESIGN LLC

1591 ROANOKE RD, SUITE "B"
DALEVILLE, VA 24083
PHONE: 540-892-5317
FAX: 540-892-3427

CUSTOM BUILDING / STRUCTURAL DESIGN

BLUE EAGLE CREDIT UNION
PROPOSED OFFICE RENOVATION
CITY OF ROANOKE, VA

Drawn By: S. JAMISON
Date: 10/13/13
Design By: S. JAMISON
Checked By: W. JAMISON
Scale: SEE DRAWING

REVISIONS

REVISION	COMMENTS	DATE

Sheet No.

E-1

JOB No. 13095



CONCEPTUAL RENDERING

BLUE EAGLE CREDIT UNION
PROPOSED OFFICE RENOVATION
CITY OF ROANOKE, VA

10/13/13

AMENDED APPLICATION NO. 2

ZONING DISTRICT MAP

1430 and 0 Hershberger Road NW
 Official Tax Parcels: 2280801 and 2280803, respectively

 Area to be Rezoned

Zoning

-  AD: Airport Dev
-  CG: Commercial-General
-  CLS: Commercial-Large Site
-  CN: Commercial-Neighborhood
-  D: Downtown
-  I-1: Light Industrial
-  I-2: Heavy Industrial
-  IN: Institutional
-  INPUD: Institutional Planned Unit Dev
-  IPUD: Industrial Planned Unit Dev
-  MX: Mixed Use
-  MXPUD: Mixed Use Planned Unit Dev
-  R-12: Res Single-Family
-  R-3: Res Single-Family
-  R-5: Res Single-Family
-  R-7: Res Single-Family
-  RA: Res-Agricultural
-  RM-1: Res Mixed Density
-  RM-2: Res Mixed Density
-  RMF: Res Multifamily
-  ROS: Recreation and Open Space
-  UF: Urban Flex
-  Conditional Zoning

