



Application for **SPECIAL USE PERMIT**

Department of Planning and Development Review  
Land Use Administration Division  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219  
(804) 646-6304  
<http://www.richmondgov.com/>

Application is hereby submitted for: (check one)

- special use permit, new**
- special use permit, plan amendment**
- special use permit, text only amendment**

**Project Name/Location**

Property Address: 2700 East Cary Street Date: 8/4/2020  
 Tax Map #: E0000442024 Fee: \$300 (Sign)  
 Total area of affected site in acres: .882

(See **page 6** for fee schedule, please make check payable to the "City of Richmond")

**Zoning**

Current Zoning: B-5

Existing Use: General Office/Business

**Proposed Use**

(Please include a detailed description of the proposed use in the required applicant's report)

Proposal to install no freestanding sign on the property for a business located at 2700 East Cary Street, not currently permitted in B-5 district.

Existing Use: Zoning code permits wall-mounted, projecting, suspended, awning, and canopy signs in the B-5 district.

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: Ordinance No. 2017-139-134

**Applicant/Contact Person:** Eliza Heyward

Company: Arts & Letters Creative Co.

Mailing Address: 1805 Highpoint Avenue

City: Richmond State: VA Zip Code: 23230

Telephone: (804) 248-2482 Fax: ( )

Email: eliza@artsandletters.xyz

**Property Owner:** The Power Plant at Lucky Strike, LLC

If Business Entity, name and title of authorized signee: Charles Macfarlane, Managing Member

(The person or persons executing or attesting the execution of this Application on behalf of the Company certifies that he or she has or have been duly authorized and empowered to so execute or attest.)

Mailing Address: 1812 East Grace Street

City: Richmond State: VA Zip Code: 23223

Telephone: (804) 233-9700 Fax: ( ) n/a

Email: charles@macfarlaneva.com; emily@macfarlaneva.com

Property Owner Signature: 

The names, addresses, telephone numbers and signatures of all owners of the property are required. Please attach additional sheets as needed. If a legal representative signs for a property owner, please attach an executed power of attorney. **Faxed or photocopied signatures will not be accepted.**

**NOTE:** Please attach the required plans, checklist, and a check for the application fee (see Filing Procedures for special use permits)

## **SPECIAL USE PERMIT: SIGNAGE AT 2700 E. CARY STREET**

City of Richmond  
Department of Planning and Development Review  
Land Use Administration Division  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219

Project Arts & Letters Creative Co. (at the Lucky Strike Power Plant)  
Date 10 August 2020

To whom it may concern:

On behalf of Arts & Letters Creative Co., I am submitting this application for a Special Use Permit in order to allow a freestanding identifying and directional sign to be placed at the main parking lot entrance of 2700 East Cary Street.

Enclosed in this package you will find:

01. Completed Application for Special Use Permit.
02. Applicant Report.
03. Existing Condition Photograph.
04. Survey Plat
05. A Site Plan with location of Proposed Freestanding Sign.
06. Signage Plan and Elevation Drawings with dimensions, font sizes, and finish/color selections.
07. Rendering of Proposed Freestanding Sign.

We have included a fee of \$300 for an Initial Sign Special Use Permit – thank you for your consideration and please do not hesitate to reach out with any questions.

Best regards,

Eliza Heyward  
Arts & Letters Creative Co.  
804 248 2482  
eliza@artsandletters.xyz

**SPECIAL USE PERMIT: SIGNAGE AT 2700 E. CARY STREET**  
APPLICANT REPORT

We respectfully request a Special Use Permit for the property located at 2700 East Cary Street to allow a freestanding sign to be placed on the property at the Main Parking Lot Entrance for identification and directional purposes.

The Lucky Strike Power Plant building has recently been renovated to house the offices of Arts & Letters Creative Co., a Richmond-based creative firm working in advertising and technology. The existing building has two entrances at the East Cary Street level: one entrance is directly adjacent to the Existing Parking Lot and will be locked at all times for use by staff only; the Main Entrance (for visitors) is located on East Cary Street, approximately 100'-0" from the Parking Lot.

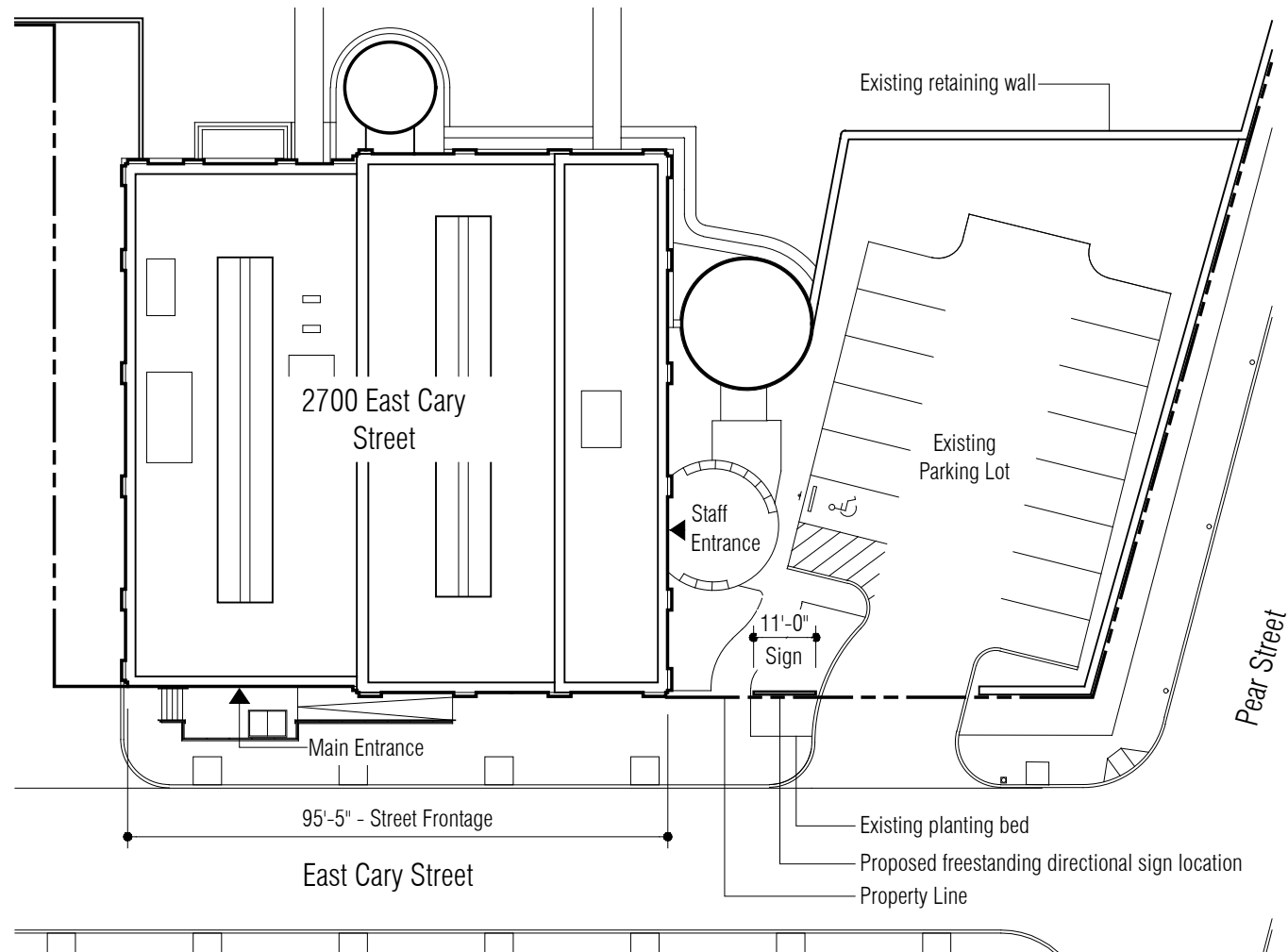
The intent of the proposed freestanding sign at the Parking Lot Entrance is to both readily identify the business located at 2700 East Cary Street and provide visitors with clear direction on the location of the Main Entrance, as it is not immediately visible from the vehicular entrance. The current zoning code for B-5 Business District allows most types of signs except for freestanding signs; we are requesting that a freestanding sign be allowed at this location - within the property extents - to aid in business identification and visitor circulation.

The sign is proposed within an existing planting bed on the west side of the Parking Lot Entrance (refer to drawings and renderings). Portions of this existing planting bed extend beyond the Property Line into the Public Right-of-Way and contain tall boxwood shrubs. To allow visibility of the directional signage, these shrubs would be replaced in-kind with new, low ornamental grasses and plants to maintain both the visibility of the sign as well as amount of vegetation in the Right-of-Way.

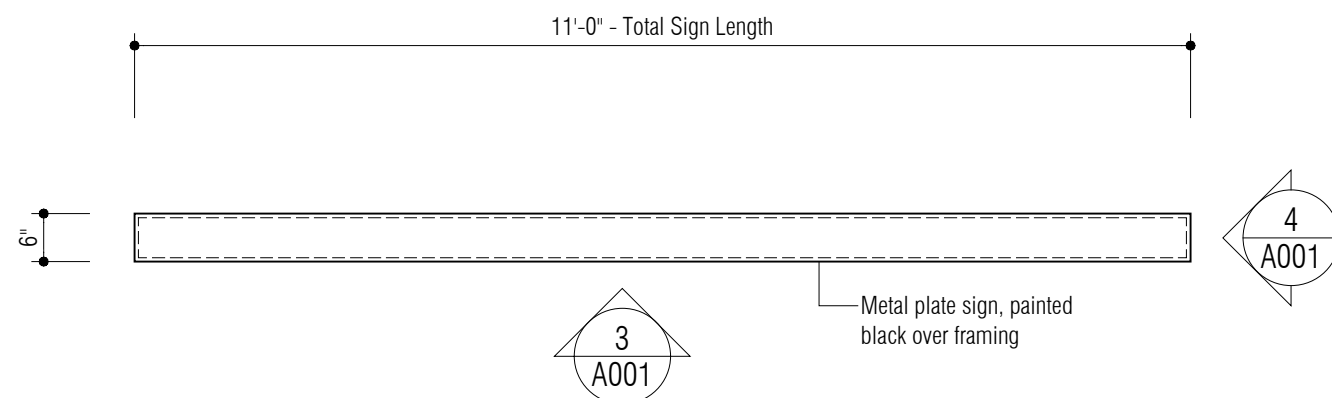
We expect that this sign will allow for easier visibility and faster identification of the Arts & Letters office and private parking lot from East Cary Street while also clearly directing all visitors to the Main Entrance & Lobby. There will be no impact on the safety of the public, no creation of congestion in the street (or existing Parking Lot), nor will this sign cause any hazards. The low height of this sign (3'-6") is intended to maintain a discreet appearance within the context of the neighborhood and does not interfere with access to light or air. The color (black) was selected to match the steel window mullions of the existing building and other buildings along Tobacco Row.

Thank you for your consideration.

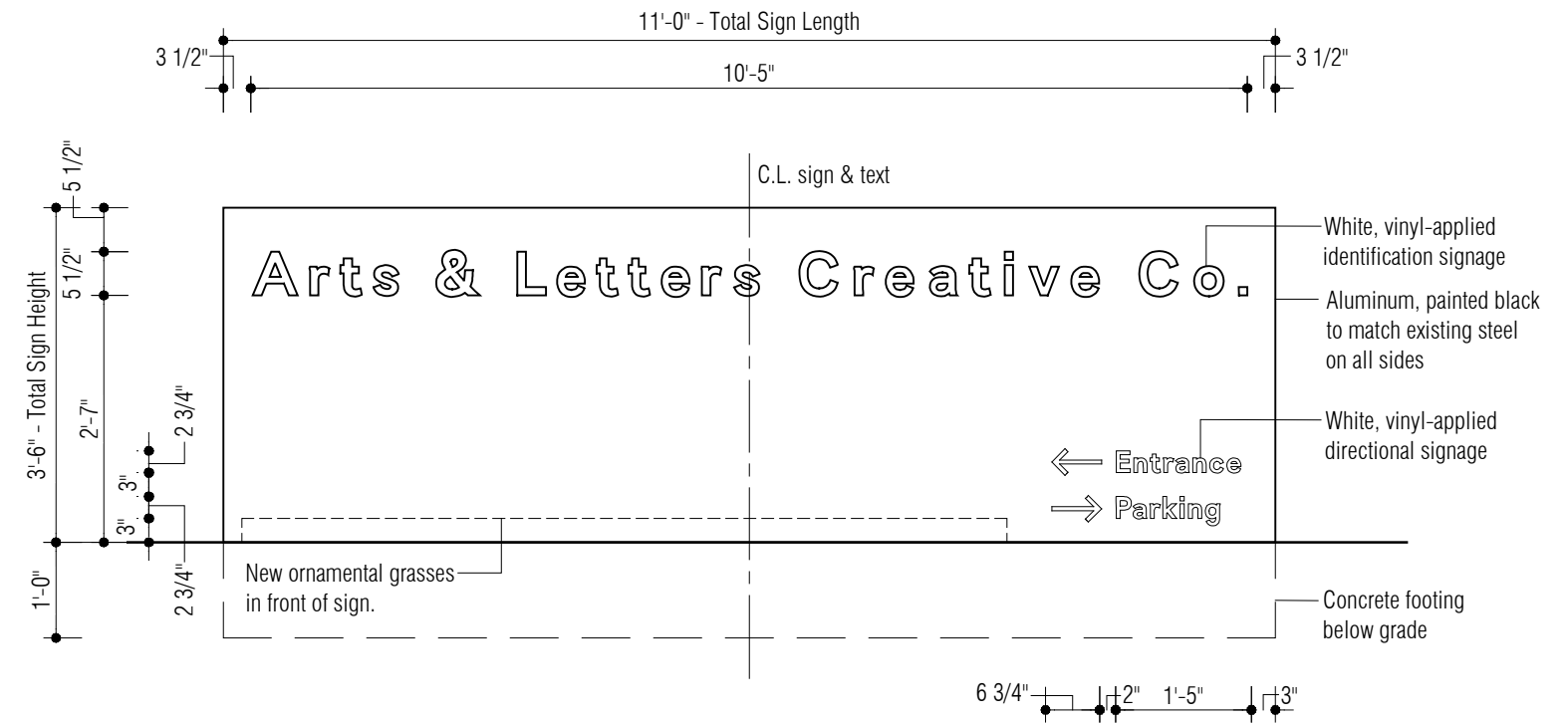
1 Site Plan - Exterior Standalone Sign Location  
1/32" = 1'-0"



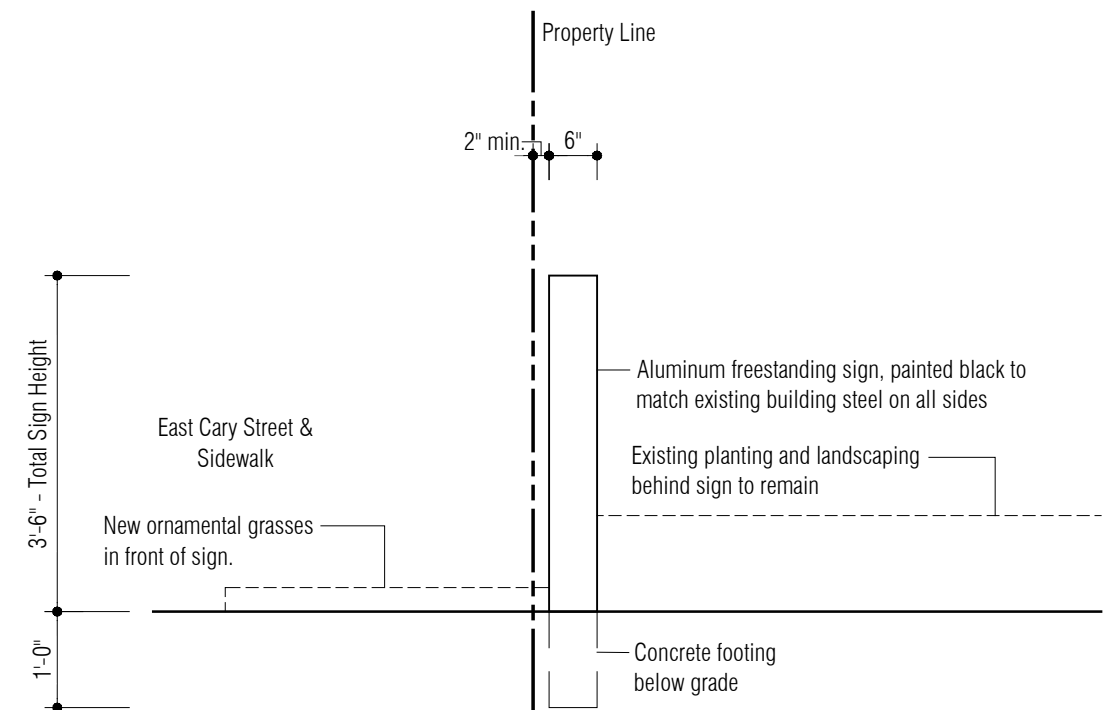
2 Enlarged Plan - Freestanding Directional Sign  
1/2" = 1'-0"



3 Cary Street (South) Elevation - Freestanding Directional Sign  
1/2" = 1'-0"



4 Side Elevation (Typical) - Freestanding Directional Sign  
1/2" = 1'-0"





Proposed Sign Location  
*Existing boxwood shrubs in public right-of-way to be replaced with new ornamental grasses and planting (see proposed rendering)*

10 August 2020

## Existing Condition - 2700 E. Cary Street



Aluminum clad freestanding sign, painted black on all sides to match existing steel window mullions

White, vinyl-applied identification & directional signage



Proposed Sign Location  
 Existing boxwood shrubs in public right-of-way to be replaced with new ornamental grasses and planting.

Black aluminum freestanding sign with white vinyl-applied letters  
 Wall: 11'-0" (wide) x 3'-6" (tall)  
 New freestanding sign with black aluminum cladding, all sides

## Proposed Sign

10 August 2020

