



## CITY OF RICHMOND

### Department of Planning & Development Review *Staff Report*

**Ord. No. 2019-080** To authorize the special use of the property known as 326 East Broad Street for the purpose of permitting signs with an aggregate area exceeding that permitted by the underlying zoning regulations, upon certain terms and conditions.

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**To:** City Planning Commission  
**From:** Land Use Administration  
**Date:** April 1, 2019

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#### **PETITIONER**

Monument Development Eleven, LLC

#### **LOCATION**

326 East Broad Street

#### **PURPOSE**

To authorize the special use of the property known as 326 East Broad Street for the purpose of permitting signs with an aggregate area exceeding that permitted by the underlying zoning regulations, upon certain terms and conditions.

#### **SUMMARY & RECOMMENDATION**

The subject property is located in the B-4 Central Business District and has 44 linear feet of lot frontage. As such sign area for this property is limited to 87 square feet. The proposed signs will have a combined area of 135 square feet. A special use permit is therefore required in order to allow an additional 48 square feet of aggregate area.

Staff finds that the proposed special use is part of a renovation project that would contribute to the ongoing revitalization of the Broad Street corridor and would be generally consistent with historic commercial uses along the corridor.

Staff finds that with the ordinance conditions the safeguards contained within the City Charter, relative to the granting of Special Use Permits, are met. Specifically, staff finds that the proposed use would not be detrimental to the general welfare of the community involved.

Therefore, staff recommends approval of the Special Use Permit request.

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#### **FINDINGS OF FACT**

##### **Site Description**

The subject property, known as 326 East Broad Street, is comprised of .126 acres and is located mid-block between North 3<sup>rd</sup> Street and North 5<sup>th</sup> Street on East Broad Street. The property is improved with a building constructed, per tax assessment records, in 1930.

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### **Proposed Use of the Property**

The special use permit will authorize wall mounted projecting signage for a restaurant trading as Fatty Smokes.

### **Master Plan**

The subject property is designated for Corridor Mixed-Use land use by the Pulse Corridor Plan. The Pulse Plan describes areas within the Corridor Mixed-Use designation as “found along major, traditionally commercial corridors like Broad and E. Main Streets, and envisioned to provide for medium-density pedestrian- and transit-oriented infill development to fill “missing teeth” of the corridor fabric.” (p.XII Pulse Corridor Plan)

### **Zoning and Ordinance Conditions**

In the B-4 Central Business District, the aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case 200 square feet for each street frontage. An amendment to the sign regulations was adopted in September 2018 to decrease the aggregate area of signage in the B-4 zoning district from three square feet for each linear foot of lot frontage to two square feet of signage. According to the Real Estate Assessor’s records, the property has 43.67 linear feet of lot frontage. Therefore, the aggregate area of all signs shall not exceed 87.34 square feet. The proposed aggregate area for the wall sign (31.94 square feet) and projecting sign (103.5 square feet) is 135.4 square feet.

The special use permit ordinance will impose conditions on the property, including:

- a) The Special Use of the property shall be signage, substantially as shown on the Plans.
- b) All mechanical equipment serving the property shall be located or screened so as not to be visible from any public right-of-way.

### **Surrounding Area**

The subject property is located in the B-4 Central Business District, as are properties to the south and west. Properties to the adjacent to the north and east are zoned DCC Downtown Civic and Cultural District. The Greater Richmond Convention Center abuts to the east and north. A variety of commercial uses are in the remaining surrounding area.

### **Neighborhood Participation**

No letters of support or opposition have been received from the community or neighboring property owners for this application.

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