



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

CPCR 2017-093: Final Community Unit Plan Amendment approval for signage and facade modifications to 2401 Sheila Lane, within the Chippenham Forrest Square Community Unit Plan.

To: City Planning Commission
From: Land Use Administration
Date: December 18, 2017

PETITIONER

Joseph Serruya – Retail Design Collaborative

LOCATION

2401 Sheila Lane

PURPOSE

Final Community Unit Plan Amendment approval for signage and facade modifications to 2401 Sheila Lane, within the Chippenham Forrest Square Community Unit Plan.

SUMMARY & RECOMMENDATION

The subject property consists of one parcel of land totaling approximately 28 acres improved with a Walmart and accessory parking. The property is located in the Chippenham Forrest neighborhood of the City's Huguenot Planning District and is a component of the Chippenham Forrest Square Community Unit Plan.

The applicant has proposed modifications to the existing Walmart consisting of new wall signage and exterior building color changes. An amendment to the existing final community unit plan for the site is needed to accomplish this.

Staff finds that the proposed modifications are consistent with the requirements of the Chippenham Forrest Square Community Unit Plan ordinance and the recommendations of the Master Plan.

Staff further finds that the proposed Community Unit Plan Final Plan Amendment will continue to adequately safeguard the health, safety and welfare of the occupants of the adjoining and surrounding properties, will not unreasonably impair an adequate supply of light and air to adjacent properties, will not unreasonably increase congestion in streets and will not increase public danger from fire or otherwise unreasonably affect public safety and will not diminish or impair the established values of property in surrounding areas. Therefore, staff recommends approval of the final community unit plan amendment request.

FINDINGS OF FACT

Site Description

The subject property consists of one parcel of land totaling approximately 28 acres improved with a Walmart, constructed in 1999 per tax assessment records, and accessory parking. The property is located in the Chippenham Forrest neighborhood of the City's Huguenot Planning District. The property is a component of the Chippenham Forrest Square Community Unit Plan, which is located in the southwest quadrant of the intersection of Forest Hill Avenue and Chippenham Parkway.

Proposed Use of the Property

Updates to the wall signage and exterior color scheme of the existing Walmart.

Master Plan

The Master Plan recommends General Commercial Land Use for the property, which includes a broad range of office, retail, general commercial, wholesale, and service uses, typically located along major transportation corridors and serving large portions of the City (p. 135).

Zoning & Ordinance Conditions

The subject property is located within the R-2 Single-Family Residential zoning district and is governed by the Chippenham Forrest Square Community Unit Plan (Ord. No. 2002-70-101).

The Chippenham Forrest Square Community Unit Plan ordinance imposes numerous development standards on the subject property, including standards pertaining to permitted uses, parking, and signage.

Surrounding Area

Surrounding properties are also located in the R-2 district or the R-48 Multifamily Residential District. Properties to the north and west are also located within the Chippenham Forrest Square Community Unit Plan.

A mix of residential, commercial, and vacant land uses are present in the vicinity.

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