

AN ORDINANCE No 85-288-270

ADOPTED NOV 25 1985

To authorize the placement of two attached identification signs, containing 97 square feet, more or less, in area, for the property known as 505 W. Leigh Street, generally bounded by Leigh, Smith, Catherine and Monroe Streets and Brook Road, being more completely described as follows: beginning at the point of intersection of the south right of way line of W. Leigh Street and the east right of way line of Smith Street; thence S 53° 38' 41" E 278.85 feet to a point; thence S 53° 30' 17" E 24.91 feet to a point; thence S 53° 47' 46" E 125.82 feet to a point; thence S 8° 07' 53" E 197.03 feet to a point; thence S 35° 45' 27" W 83.32 feet to a point; thence N 52° 39' 04" W 163.50 feet to a point; thence N 35° 45' 27" E 75.00 feet to a point; thence N 52° 39' 04" W 13.50 feet to a point; thence S 35° 45' 27" W 75.00 feet to a point; thence N 52° 39' 04" W 83.52 feet to a point; thence N 49° 16' 21" W 30.08 feet to a point; thence N 53° 04' 35" W 280.02 feet to a point; thence N 36° 52' 55" E 214.02 feet to the point of beginning, upon certain terms and conditions.

Patron - City Manager (By Request)

Approved as to form and legality
by City Attorney

1. THE CITY OF RICHMOND HEREBY ORDAINS:
2. § 1. That Downtown Medical Associates, a partnership
3. (occupants of the hereinafter property, owned by Multi-
4. Medical Services Corporation), is hereby authorized to place
5. and maintain, in lieu of signs permitted under Section
6. 32-420.3 of the Code of the City of Richmond, 1985, two
7. attached identification signs, identifying the office
8. building as "Belvidere Medical Center," on that certain

1. property known as 505 W. Leigh Street, generally bounded by
2. Leigh, Smith, Catherine and Monroe Streets and Brook Road,
3. being more completely described as follows: beginning at the
4. point of intersection of the south right of way line of W.
5. Leigh Street and the east right of way line of Smith Street;
6. thence S 53° 38' 41" E 278.85 feet to a point; thence S 53°
7. 30' 17" E 24.91 feet to a point; thence S 53° 47' 46" E
8. 125.82 feet to a point; thence S 8° 07' 53" E 197.03 feet to
9. a point; thence S 35° 45' 27" W 83.32 feet to a point;
10. thence N 52° 39' 04" W 163.50 feet to a point; thence N 35°
11. 45' 27" E 75.00 feet to a point; thence N 52° 39' 04" W
12. 13.50 feet to a point; thence S 35° 45' 27" W 75.00 feet to
13. a point; thence N 52° 39' 04" W 83.52 feet to a point;
14. thence N 49° 16' 21" W 30.08 feet to a point; thence N 53°
15. 04' 35" W 280.02 feet to a point; thence N 36° 52' 55" E
16. 214.02 feet to the point of beginning, the said two signs
17. attached to the building to contain an aggregate of 97
18. square feet, more or less, substantially as shown on the
19. attached survey, entitled: "Survey of Property bounded by
20. Monroe St., Catherine St., Smith Street, Leigh St., and
21. Brook Road, in Richmond, Virginia," dated August 3, 1984 and
22. revised on September 21, 1984, prepared by George M.
23. Stephens, Jr., Certified Land Surveyor, LTD,; the attached
24. east and west elevation drawings, entitled: "Storefront

1. Elevations"; and the attached site plan, entitled: "Richmond
2. Medical Office Building," dated September 4, 1985, prepared
3. by Kevin Tucker & Associates, Inc., said plans are to be
4. made a part of this ordinance.

5. § 2. That the Commissioner of Buildings is hereby
6. authorized to issue to the owner of the real estate, or to
7. Downtown Medical Association, a building permit to erect the
8. signs shown on the above-identified drawings and signs
9. referred to in paragraph (c) following, and permit main-
10. tenance of said signs upon the building, which special use
11. permit shall be transferable to the occupant of such
12. building so long as the building shall be used for medical
13. office purposes in compliance with this ordinance, as
14. hereinafter provided, subject to the following terms and
15. conditions:

16. (a) That the acceptance of the permit and the
17. exercise of the privilege granted by this ordinance by the
18. building occupant with permission of the owner or its
19. successors in title shall constitute a warranty on the part
20. of the owner and successors in title to the land and
21. building thereon shall be vested in the same person or
22. persons or corporation or corporations or both, unless
23. otherwise waived by the City Attorney.

24. (b) That the owner and occupant shall be bound by,
25. observe and shall comply with all other laws, ordinances

1. and rules and regulations adopted pursuant thereto,
2. applicable to the land and building, except as otherwise
3. provided in this ordinance.

4. (c) That in addition to the signage shown on the
5. elevation drawings, a caduceus (the insignia of the medical
6. profession) may be placed on the building adjacent to each
7. sign. The sign letters and caduceus on the east side of the
8. building shall be no larger than 12 inches by 11 inches each
9. and the sign letters and caduceus on the west side of the
10. building shall be no larger than 16 inches by 15 inches
11. each.

12. (d) The signs may be illuminated provided that the
13. source of illumination is not visible.

14. (e) No other signs shall be permitted except
15. directional signs as permitted by the zoning regulations.

16. (f) That should the owner or occupant of the premises
17. use same for any purpose authorized by law, except as
18. modified by this ordinance, or fail to comply with the
19. provisions of foregoing paragraphs (a) through (e) and do
20. not terminate such use or comply with such provisions within
21. ninety days after written notice so to do has been given by
22. the Zoning Administrator, the privileges granted by this
23. ordinance shall terminate and the special use permit shall
24. become null and void.

1. (g) That the special use permit and privileges granted
2. by this ordinance shall be and remain in full force and
3. effect as long as the land and building comply in all
4. respects with the terms and conditions of this ordinance and
5. the special use permit, otherwise the same shall ipso facto
6. become null and void and of no effect and signs for the
7. lawful use of the land and building shall revert to that
8. permitted in the district established and prescribed by the
9. then current effective zoning ordinance.

10. (h) That application for a building permit to erect
11. the signs authorized by adoption of this ordinance shall be
12. made within twelve months from the effective date of this
13. ordinance, and if the signs are not erected within one
14. hundred eighty days from the date such building permit is
15. issued, the building permit shall expire. Should applica-
16. tion for a building permit not be made within twelve months
17. from the effective date of this ordinance, or should the
18. building permit expire and become null and void, the
19. privileges granted by this ordinance shall terminate and the
20. special use permit become null and void and of not effect.

21. § 3. This ordinance shall be in force and effect upon
22. adoption.

23.
24.

SPECIAL USE PERMIT APPLICATION
CITY OF RICHMOND, VIRGINIA

Date October 7, 1985

TO: The Honorable Council of the City of Richmond
c/o The Department of Planning & Community Development
900 East Broad Street, Room 511
Richmond, Virginia 23219

Application is hereby made for a SPECIAL USE PERMIT for (proposed use):

two (2) signs to be attached to medical official building

at the premises designated or described as follows: property bounded by Monroe

Street, Catherine Street, Smith Street, Leigh Street and Brooke Road

in accordance with attached plans designated (title, sheet numbers, preparer, date)

"Richmond Medical Office Building", Sheet No. A-4, Earl Severson,

Architect, dated 12/7/84

The current zoning of the property is: R-73 Multi-Family

Attached is a check for \$ 560.00, payable to "City of Richmond."

DOWNTOWN MEDICAL ASSOCIATES

Signature of owner of property: By: [Signature], General Par

Address: 1500 North 28th Street, Richmond, VA

Zip Code: 23223

Phone: (804) 225-1700

Applicant or owner's representative: Charles L. Menges, Attorney

Address: One James Center, Richmond, VA

Zip Code: 23219

Phone: (804) 644-4131

Staff Note:

Application, plans, report, fee and other required information received: _____

Affects Master Plan YES _____ NO _____

Rev. 6/83

APPLICANT'S REPORT

1. The Applicant. Downtown Medical Associates (the "Applicant") is a partnership of twenty-one physicians formed in 1984 for the purpose of constructing and operating a medical office building in downtown Richmond. Each of the physicians will have offices in the building. The Applicant leases the land on which the building is located from Multi-Medical Services Corporation, a non-profit corporation also formed in 1984 and wholly owned by Richmond Community Hospital. All of the physicians who are partners in the Applicant are also affiliated with Richmond Community Hospital. Multi-Medical Services Corporation has consented to and fully supports the Applicant's request for a special use permit. (See the letter from Multi-Medical Services Corporation included with this Application.)

2. The Premises. The property for which the special use permit is requested consists of a parcel of land containing 2.553 acres and bounded by Monroe Street, Catherine Street, Smith Street, Leigh Street and Brook Road, as more particularly shown on the plat of survey included with this Application. The Applicant currently is constructing on the property a three-story medical office building containing approximately 33,750 square feet of leaseable area. The exterior of the building has been substantially completed, and the building is expected to be ready for occupancy in January, 1986.

3. Signs. The Applicant has requested a special use permit in order to place the name of the office building "Belvidere Medical Center" on the east and west sides of the building. The name will be affixed using separate aluminum, prismatic-face letters which will be painted dark brown to match the trim of the exterior of the building. In addition, a caduceus (the insignia of the medical profession) will be placed at the beginning of each name. The location and appearance of the signs are shown on the plans included with the Application. The signs will have subtle lighting for night identification. The letters and caduceus on the east side of the building will be 12 inches by 11 inches each, with a total signage area of 45.9 square feet. The letters and caduceus on the west side of the building will be 16 inches by 15 inches each, with a total signage area of 51.24 square feet.

4. Reasons for Special Use Permit.

(a) Current Zoning. The R-73 zoning regulations permit, subject to certain conditions, (1) any sign permitted in the R-1 district (i.e., a free-standing or attached sign not exceeding 16 square feet in area) and (2) signs attached to a

building or free-standing, if the aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed 6 square feet. Because the proposed signs would exceed these limitations, the Applicant has requested a special use permit.

(b) Findings Required by City Council. The proposed signs will comply with all of the following findings which the City Charter and the Zoning Ordinance require City Council to make:

(1) Will not be detrimental to the safety, health, morals and general welfare of the community involved. The Belvidere Medical Center will be a genuine asset to the City of Richmond and the downtown and Jackson Ward areas by providing a convenient location for the delivery of medical services to the community. The Belvidere Medical Center will serve as a regional referral center for many of the more than 50 black physicians in Richmond. Patients of these physicians will be referred to the Belvidere Medical Center from throughout the greater metropolitan area. Thus, the proposed signs will serve a vital role in site location for health care consumers from throughout Richmond. Smaller signs would not provide the necessary identification of the building for persons seeking health care services, many of whom may be unfamiliar with the location. The sign on the west side of the building in particular is designed for visibility to travellers on Belvidere Street and Interstate 95, which are two of the principal roads that patients will use to reach the Belvidere Medical Center and which were important factors in the Applicant's decision to construct the office building at its current location. A smaller sign would not be visible to such persons.

Nor will the proposed signs detract from the appearance of the surrounding neighborhood or conflict with other uses in the area. The medical office building is located in an area of public and other non-residential uses as well as multi-family and single family residences that have not been generally well maintained. Across Leigh Street, for example, is a City of Richmond Fire Department station house and across Brook Road is a public school yard. The office building itself is a permitted use in the R-73 district and will be an attractive, new addition to downtown Richmond. The signs will be of the highest quality material and will be painted the same color as the building's trim. The lighting for the signs will be subtle, and, as required by the applicable zoning regulations, the source of the illumination will not be visible. In fact, every attempt has been and will be made to optimize the aesthetic blending of the signs and the medical office building with the surrounding buildings.

Accordingly, rather than being detrimental, the proposed signs and the Belvidere Medical Center will help to promote and preserve the safety, health, morals and general welfare of the community.

(2) Will not tend to create congestion in streets, roads, alleys and other public ways and places in the area involved. Not applicable.

(3) Will not create hazards from fire, panic or other dangers. Not applicable.

(4) Will not tend to overcrowding of land and cause an undue concentration of population. Because the proposed signs will be attached flat to the exterior of the building, they will not result in any additional structures on the land or encroach on setback lines. In fact, it is presently anticipated that these signs will be used in lieu of any free-standing signs on the property.

(5) Will not adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements. Not applicable.

(6) Will not interfere with adequate light and air. The signs will project from the face of the building only to the extent of the thickness of the letters, plus an additional one or two inches, and therefore they will not interfere with light and air.

October 7, 1985

The Honorable Council of the
City of Richmond
c/o The Department of Planning
& Community Development
900 East Broad Street, Room 511
Richmond, VA 23219

Gentlemen:

Please be advised that Multi-Medical Services Corporation, as owner of the land on which the Belvidere Medical Center is being constructed by Downtown Medical Associates, consents to and fully supports the application of Downtown Medical Associates for a special use permit for two signs to be attached to the building.

Very truly yours,

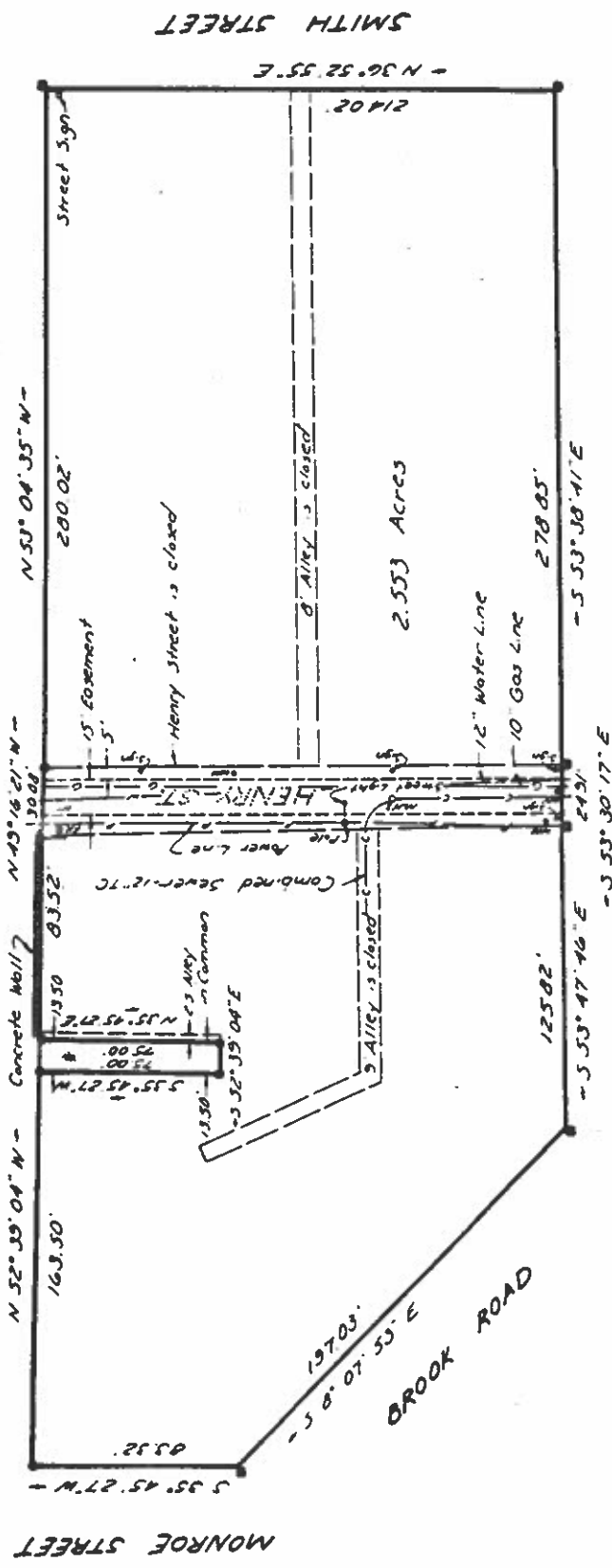
MULTI-MEDICAL SERVICES CORPORATION

By: Charles E. Sutton

Title: Vice - Pres.

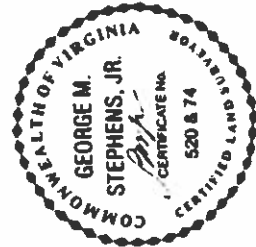
year flood hazard area on
 HUP Flood Maps, see page 1
 number 510123 0010 B.

CATHERINE STREET



LEGEND	
WM	Water Meter
WV	Water Valve
FH	Fire Hydrant
P	Power Line
C	Combined Sewer
G	Gas Line
N	Water Line

LEIGH STREET



SURVEY OF
 PROPERTY BOUNDED BY MONROE ST.,
 CATHERINE ST., SMITH STREET, LEIGH ST.,
 AND BROOK ROAD, IN RICHMOND, VIRGINIA

GEORGE M. STEPHENS, JR.
 CERTIFIED LAND SURVEYOR, LTD.
 16 Four South First St
 Richmond, Va
 23219
 Telephone - (804) 640 0565
 Revised: Sept 21, 1984 Book No. 419
 Date: Aug 3, 1984 Field Work By: JAA
 Scale: 1" = 50.0' Number 510123

City of Richmond
City Planning Commission



900 East Broad Street, Richmond, Virginia 23219
804 • 780-4347

November 19, 1985

To the Honorable Council of the
City of Richmond, Virginia

At its meeting of November 18, 1985, the City Planning Commission voted (9-0) to recommend APPROVAL of:

Ordinance No. 85-288

To authorize the placement of two attached identification signs, containing 97 square feet, more or less, in area, for the property known as 505 W. Leigh Street, etc.

Approval of this special use ordinance would authorize two signs with an aggregate area of 97 square feet attached to the Belvidere Medical Center building at 505 W. Leigh Street. The property is bounded by Leigh, Smith, Catherine and Monroe Streets and Brook Road, and contains approximately 2.5 acres. The applicants are the owners of the building, which is currently under construction.

The property is zoned R-73 Multi-Family, which permits the medical office use. The proposed signage exceeds the R-73 District regulations which permit six square feet of signage per street frontage, or a total of 30 square feet on the site. Freestanding signs are also permitted.

To the north across Leigh Street is a vacant parcel of land also zoned R-73. Along Brook Road north of Leigh Street are a variety of businesses zoned B-2 Community Business. Diagonally across the intersection of Leigh and Brook Road is a City fire station. To the east is the Graves School and recreational facility, and to the south across Catherine Street is a mixture of residential uses which are zoned R-6. Across Smith Street to the west is Belvidere Street.

The proposed signage would consist of individual letters identifying "Belvidere Medical Center" attached to the east (Brook Road) and west (Belvidere Street) facades of the building. The letters would be of aluminum material finished in a dark brown color to match the trim of the building. They would also include a caduceus (insignia of the medical profession). The height of the letters and caduceus would be 12 inches on the Brook Road facade (total of 46 square feet) and 16 inches (51 square feet) on the Belvidere Street facade. The signs would be illuminated, although the ordinance requires that the source of illumination not be visible.

The Commission feels the proposed identification signs are reasonable and appropriate given the exceptionally large size of the site (two City blocks), the large scale of the building, and the multiple frontages of the

The Honorable Council
Ordinance No. 85-288

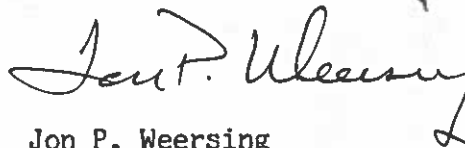
-2-

November 19, 1985

site. Another factor is the relationship of the building to Belvidere Street, which provides the principal exposure and primary traffic access to the site. Belvidere Street is a six-lane divided highway and is separated from the site by Smith Street and a landscaped median. Although the building itself is quite visible from Belvidere Street, an identification sign of only six square feet as limited by the R-73 regulations would not be legible from the street. Leigh Street is also a major street, and a similar, although less severe, legibility problem exists. The Commission believes the proposed identification is not excessive, given the circumstances, would be in scale and character with the building, and would have no adverse impact on the surrounding area.

The conditions and safeguards set forth in the Charter relative to the granting of special use permits appear to be met, and approval is recommended. No opposition has been expressed to the Commission.

Very truly yours,



Jon P. Weersing
Secretary

JPW:lk

cc: Mr. Charles L. Menges - Attorney for Applicant

ORDINANCE OR RESOLUTION SUMMARY
CITY OF RICHMOND, VIRGINIA

Resolution Ordinance No. 85-288	Subject
Requested by City Manager	Special Use/505 W. Leigh St.
Received City Manager's Office	
Summarized 11/15/85	

SUMMARY

This Ordinance would authorize the erection of two signs attached to the building at 505 W. Leigh Street containing an aggregate area of approximately ninety-seven square feet, substantially as shown on the attached survey, entitled, "Survey Of Property Bounded By Monroe St., Catherine St., Smith street, Leigh St., and Brook Road, In Richmond Virginia", dated August 3, 1984, and revised on September 21, 1984, prepared by George M. Stephens, Jr., Certified Land Surveyor, LTD.; the attached east and west elevation drawings entitled, "Storefront Elevations"; and the attached site plan entitled, "Richmond Medical Office Building", dated September 4, 1985, prepared by Kevin Tucker & Associates, Inc. The attached plans are to be made a part of the ordinance.

The medical office building is currently under construction and is a permitted use in the R-73 Multi-Family District. The proposed signage exceeds the R-73 District regulations which permit six square feet of signage per street frontage, or a total of 30 square feet.

Conditions include:

1. In addition to the signage shown on the elevation drawings, a caduceus (the insignia of the medical profession) may be placed on the building adjacent to each sign. The sign letters and caduceus on the east side of the building shall be no larger than 12 inches by 11 inches each and the sign letters and caduceus on the west side of the building shall be no larger than 16 inches by 15 inches each.
2. The signs may be illuminated provided that the source of illumination is not visible.
3. No other signs shall be permitted except directional signs as permitted by the zoning regulations.
4. Other conditions normally applicable to special uses.

COUNCIL ACTION

On Docket 11/25/85
Amended
Adopted
Rejected