



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: 2024 West Broad Street Date: 10/03/2018  
Tax Map #: N0001095005 Fee: \$300  
Total area of affected site in acres: 0

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

**Zoning**

Current Zoning: B-3

Existing Use: commercial

**Proposed Use**

(Please include a detailed description of the proposed use in the required applicant's report)  
commercial - Whole Foods Market. Addition of Rooftop Sign. Refer to Applicant's Report.

Existing Use: commercial - formerly Pleasants Hardware site

Is this property subject to any previous land use cases?

Yes  No  If Yes, please list the Ordinance Number: \_\_\_\_\_

**Applicant/Contact Person:** Dewey Gills

Company: Freeman Morgan Architects  
Mailing Address: 7229 Forest Avenue, suite 209  
City: Richmond, State: VA Zip Code: 23226  
Telephone: (804) Fax: ( )  
Email: dgills@freemanmorgan.com

**Property Owner:** Sauer Properties

If Business Entity, name and title of authorized signee: Bradford Sauer, Exec. Vice President

(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: 2000 West Broad Street  
City: Richmond, State: VA Zip Code: 23220  
Telephone: (804) Fax: ( )  
Email: bsauer@cfsauer.com

**Property Owner Signature:** Bradford Sauer, Executive Vice President

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)

Applicant's Report  
Whole Foods Market at The Sauer Center  
October 03, 2018

This Special Use Permit (SUP) application is for the addition of a rooftop sign on the new Whole Foods Market at The Sauer Center, located at 2024 West Broad Street in Richmond, Virginia. Whole Foods Market is located in a B-3 (General Business) District and meets all zoning criteria of this district. As a requirement of the B-3 District, a Plan of Development (POD) was filed for the entire Sauer Center development (including Whole Foods Market) in early 2017. The Plan of Development was conditionally approved by the City in June 2017. Subsequently, the building permit for the construction of Whole Foods Market was filed in August, 2017 and issued for construction in January, 2018.

Schedule Summary

- |   |               |
|---|---------------|
| • Plan of Development filed:                    | February 2017 |
| • Plan of Development approved (conditionally): | June 2017     |
| • Building Permit filed:                        | August 2017   |
| • Building Permit approved:                     | January 2018  |

The Sauer Center is being developed by Sauer Properties, the development entity of the C.F. Sauer Company. The CF Sauer Company is immediately identified by its own historic rooftop sign, advertising "Sauer's Vanilla". In fact, the use of rooftop signs has been a part of CF Sauer's identity and culture since its founding over 100 years ago. As a former industrial district of the City, rooftop signs were often used through the course of history to advertise large, industrial entities. One can also be seen at the nearby FFV Cookie Manufacturing facility. It is the desire of Sauer Properties to showcase this industrial history and extend this prototypical rooftop feature into The Sauer Center development. The addition of a rooftop sign at the Whole Foods Market, therefore, would be compatible with the use of similar rooftop signs in the surrounding area and appropriate for use at The Sauer Center. The proposed sign, as shown on the attached drawings, includes approximately 118 square feet of backlit letters (with Plexiglas faces) mounted on an open steel frame (painted black) of approximately 257 square feet in area.

This proposed special use will not:

- Be detrimental to the safety, health, morals and general welfare of the community involved;
- Tend to create congestion in streets, roads, alleys and other public ways and places in the area involved;
- Create hazards from fire, panic or other dangers;
- Tend to cause overcrowding of land and an undue concentration of population;
- Adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; or
- Interfere with adequate light and air.

The Whole Foods Market building meets all applicable zoning requirements and the request for the addition of a rooftop sign does not infringe on the conditions listed above.



SALER'S  
Vanilla





HOME OF

J&J  
COOKIES AND CRACKERS

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