



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2014-102:

To: City Planning Commission
From: Land Use Administration
Date: June 16, 2014

PETITIONER

Gloria Freye
McGuire Woods LLP
901 E. Cary St., Richmond, VA 23219

LOCATION

7101 Jahnke Road and 500 Hioaks Road

PURPOSE

To amend Ordinance No. 2003-328-313, which amended and reordained Ordinance No. 96-168-162, adopted June 24, 1996, granting authorization for a special use of the properties at 7101 Jahnke Road and 500 Hioaks Road for the purpose of installing accessory signage, to modify the permitted signage, to authorize additional identification and directional signage, upon certain terms and conditions.

SUMMARY & RECOMMENDATION

The subject property is currently located within the R-73 Residential (Multi-Family) zoning district, which does not permit the desired signage. A special use permit was granted in 1996 to authorize signage exceeding the amount permitted by underlying zoning and then amended in 2003.

The signage for the subject property is currently governed by an existing Special Use Permit, authorized by Ordinance number 2003-328-313. The proposed amendment is to add a freestanding sign, visible from Chippenham Parkway.

The Richmond Master Plan designates this property as Institutional. "Primary uses include institutional uses, such as places of worship, private schools, universities, museums, hospitals and other care facilities. Typically this land use category depicts larger scale uses, while small-scale uses of this type are incorporated within the predominant surrounding land use designations. Typical zoning classification that may accommodate this land use category" I-Institutional" (p. 135).

The zoning ordinance limits freestanding signs in the R-73 District to no greater than 32 square feet and 8 feet in height. The proposed sign is 82.3 square feet and 14 feet in height, which provides a scale of signage too large to contribute to the convenient, attractive, and harmonious community, the sign ordinance intends. Furthermore, this area is part of a Minor Gateway, as identified in the Master Plan. The Master Plan states, "Enhancement or protection of image

corridors can involve targeted rehabilitation of adjacent properties, landscaping, careful control over land use and design, and enhanced maintenance of public spaces (p.110).” The proposed sign does not enhance or protect the image of the corridor.

At the May 19th Planning Commission, the applicant presented revised plans for the proposed sign. The plans reduce the total size area from 138 square feet to 82.3 square feet and lower the height from 16.2 feet to 14 feet. In addition, the applicant added a new condition, which requires the base of the sign to be landscaped and screened with plantings as shown on the attached plans. The Planning Commission continued the request to its June 16th meeting.

Staff feels the smaller and shorter sign is an improvement, but still too large to enhance or protect the image of the corridor.

Staff does not find that the City Charter conditions relative to the granting of a special use permits have been met. Therefore, staff recommends denial of the special use permit request.

FINDINGS OF FACT

Site Description

The subject property contains approximately 32.19 acres of land area and is occupied by Chippenham Medical Center. It is located on the block bounded by Jahnke Road to the north, Hioaks Road to the east, and Chippenham Parkway to the west.

Proposed Use of the Property

The applicant is proposing to add a freestanding sign to be visible from Chippenham Parkway. The addition of this sign requires an amendment to the special use permit ordinance approved in 2003. The sign is approximately 82 square feet and 14 feet in height.

Master Plan

The Richmond Master Plan designates this property as Institutional. “Primary uses include institutional uses, such as places of worship, private schools, universities, museums, hospitals and other care facilities. Typically this land use category depicts larger scale uses, while small-scale uses of this type are incorporated within the predominant surrounding land use designations. Typical zoning classification that may accommodate this land use category” I-Institutional” (p. 135).

In addition, this area is part of a Minor Gateway, as identified in the Master Plan. The Master Plan states, “Enhancement or protection of image corridors can involve targeted rehabilitation of adjacent properties, landscaping, careful control over land use and design, and enhanced maintenance of public spaces (p.110).”

Zoning & Ordinance Conditions

The subject property is currently located within the R-73 Residential (Multi-Family) zoning district, which does not permit the desired signage. A special use permit was granted in 1996 to authorize signage exceeding the amount permitted by underlying zoning and then amended in 2003 (Ord. 2003-328-313).

Surrounding Area

The surrounding properties are zoned R-1 Single-Family Residential, R-3 Single-Family Residential, and RO-1 Residential Office. These areas are predominantly occupied by medical offices and multifamily uses.

Neighborhood Participation

Staff has contacted 9th District Council Representative, Michelle Mosby, and has received no letters of opposition or support from the public.

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