



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

ORD.2023-316: To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2021-204, adopted Sept. 13, 2021, pertaining to the "Stony Point Community Unit Plan," for the purpose of amending the development standards, as they pertain to Map Section E of the Southern Portion of the Plan, to allow for additional signs on the property known as 3000 Stony Point Road.

CPCR.2023.027: RESOLUTION OF THE RICHMOND CITY PLANNING COMMISSION APPROVING A PRELIMINARY COMMUNITY UNIT PLAN AMENDMENT TO THE STONY POINT COMMUNITY UNIT PLAN, FOR THE PURPOSE OF AMENDING THE DEVELOPMENT STANDARDS, AS THEY PERTAIN TO MAP SECTION E OF THE SOUTHERN PORTION OF THE PLAN, TO ALLOW FOR ADDITIONAL SIGNS ON THE PROPERTY KNOWN AS 3000 STONY POINT ROAD.

To: City Planning Commission
From: Land Use Administration
Date: November 6, 2023

PETITIONER

Ziff Properties, LLC

LOCATION

3000 Stony Point Road

PURPOSE

To authorize additional wall-mounted signage and existing free-standing signage, as shown on the plans.

SUMMARY & RECOMMENDATION

The subject properties consist of a shopping center located in the Stony Point neighborhood of the City's Huguenot Planning District and is a component of Map Sections E of the Stony Point Community Unit Plan (Southern Portion).

Staff finds that the proposed additional signage is consistent with the character and intent of the Stony Point Community Unit Plan ordinance, the Stony Point CUP Development Plan adopted December 15, 1975 and last updated January 31, 2023, as well as the recommendations of the Richmond 300 Master Plan.

Staff further finds that the proposed Community Unit Plan Preliminary 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 preliminary community unit plan amendment request.

FINDINGS OF FACT

Site Description

The subject property is part of the Stony Point Shopping Center and contains a 38,382 square foot commercial building. The property is currently zoned R-2 Single-Family Residential but is subject to the conditions stipulated in the Stony Point Community Unit Plan originally adopted on December 15, 1975 and most recently amended on September 13, 2021 by Ord. 2021-204. The property is contained within Map Section E, Southern Portion of the Stony Point Tract as described in Section 2-A.1 of the ordinance.

Proposed Use of the Property

The property is improved with a building containing a Trader Joe's grocery store. This store will now occupy approximately 18,191 square feet and the balance of the floor space will be occupied by a Planet Fitness franchise. This fitness center is a permitted principal use in Map Section E. However, the proposed signage for the fitness center exceeds that which is permitted under current regulations.

Master Plan

The City's Richmond 300 Master Plan designates the subject property for Corridor Mixed-Uses. Primary uses include office, retail, personal service multi-family residential, cultural, and open space.

Zoning & Ordinance Conditions

The subject property is located within the R-2 Single-Family Residential zoning district and is designated as Map Section E of the Southern Portion of the Stony Point Community Unit Plan and as such, is governed by Ord. No. 2021-204.

The Stony Point Community Unit Plan ordinance imposes numerous development standards on the subject property, including standards pertaining to maximum development, floor area ratio, permitted uses, maximum height, parking areas, and hours of operation.

Surrounding Area

Surrounding properties also have an R-2 zoning designation and are located within the Stony Point CUP. A mix of office, residential, and vacant land uses are present in the Map Sections surrounding the subject property.

Staff Contact: David Watson, Planner, (804) 646-1036