



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2014-159: To authorize the special use of the property known as 4900 Augusta Avenue for the purpose of certain identification signage, upon certain terms and conditions.

To: City Planning Commission
From: Land Use Administration
Date: September 2, 2014

PETITIONER

Viola Baskerville
Girl Scouts of the Commonwealth of Virginia
7300 Hanover Green Drive, Mechanicsville, VA 23219

LOCATION

4900 Augusta Avenue

PURPOSE

To authorize the special use of the property known as 4900 Augusta Avenue for the purpose of authorizing certain identification signage, upon certain terms and conditions.

SUMMARY & RECOMMENDATION

The subject property is located in the City's Far West Planning District on the on the block bounded by Fitzhugh Avenue to the north, Staples Mill Road to the east and Augusta Avenue to the south. The property consists of one parcel totaling 0.43- acre and is improved with a 25,899 square foot building, which serves as the offices for the Girl Scouts of the Commonwealth of Virginia.

The property is currently zoned RO-2 Residential Office District, which permits up to 12 square feet of wall signage for street frontages less than 100 feet. The proposed wall sign is 73.5 square feet.

For the Far West Planning District, the City of Richmond's Master Plan designates this property as Transitional Office. Primary uses for Transitional Office areas include, "low-to-medium intensity professional, business and administrative offices, and medical and dental clinics that are compatible with adjacent residential uses and serve as separation between residential areas and nearby commercial or other higher intensity land uses or features" (p. 134). The Master Plan further states, "The commercial area south of Broad Street, along Staples Mill Road, should not be allowed to encroach into adjacent residential neighborhoods to the east" (p. 180).

Staff finds that the proposed signage is consistent with the Transitional Office designation in the Master Plan. It is also consistent with signage located on adjacent office buildings fronting on the west side of Staples Mill Road.

Staff finds that the City Charter conditions relative to the granting of special use permits has been met. Therefore, staff recommends approval of the special use permit request.

FINDINGS OF FACT

Site Description

The subject property is located in the City's Far West Planning District on the on the block bounded by Fitzhugh Avenue to the north, Staples Mill Road to the east and Augusta Avenue to the south. The property consists of one parcel totaling 0.43- acre and is improved with a 25,899 square foot building, which serves as the offices for the Girl Scouts of the Commonwealth of Virginia.

Proposed Use of the Property

The applicant is proposing to add a wall mounted sign which would be visible from Staples Mill Road. The property is currently zoned RO-2 Residential Office District, which permits up to 12 square feet of wall signage for street frontages less than 100 feet. The proposed wall sign is 73.5 square feet.

Master Plan

For the Far West Planning District, the City of Richmond's Master Plan designates this property as Transitional Office. Primary uses for Transitional Office areas include, "low-to-medium intensity professional, business and administrative offices, and medical and dental clinics that are compatible with adjacent residential uses and serve as separation between residential areas and nearby commercial or other higher intensity land uses or features" (p. 134). The Master Plan further states, "The commercial area south of Broad Street, along Staples Mill Road, should not be allowed to encroach into adjacent residential neighborhoods to the east" (p. 180).

Zoning & Ordinance Conditions

The property is currently zoned RO-2 Residential Office District, which permits up to 12 square feet of wall signage for street frontages less than 100 feet. The proposed wall sign is 73.5 square feet.

Surrounding Area

The properties to the north and south, west of Staples Mill Road are zoned RO-2 Residential Office District and are occupied by professional offices. The properties to the east, across Staples Mill Road are zoned R-5 Single-Family Residential, and are occupied by single-family dwellings. The properties to the west are located in Henrico County and are occupied by commercial uses, including the Shops at Willow Lawn.

Neighborhood Participation

Staff has contacted 1st District Council Representative, Jonathan Baliles, and has received no letters of opposition or support from the public.

Staff Contact: Willy Thompson, Senior Planner, (804) 646-5734