



## CITY OF RICHMOND

### Department of Planning & Development Review *Staff Report*

**CPCR 2018-061:** Resolution of Intent to amend Article V of the Zoning Ordinance concerning sign regulations, maximum sign area in various zoning districts, and to reordain and to amend the fees in Appendix A of the City Code to establish fees for SUPs and Amended SUPs for signage only.

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**To:** City Planning Commission  
**From:** Land Use Administration  
**Date:** June 18, 2018

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#### **PETITIONER**

City of Richmond

#### **LOCATION**

City-wide

#### **PURPOSE**

To amend City Code Chapter 30, Article V to achieve the purposes described herein, and to consider any other amendments to City Code Chapter 30, Article V which will include establishing awning signs and canopy signs as distinct sign types and incorporating design elements related thereto, adjusting maximum sign area in various zoning districts, and to reordain and to amend the fees in Appendix A of the City Code to establish fees for SUPs and Amended SUPs for signage only, and other related sections of the Zoning Ordinance to ensure the proper administration and implementation of the Sign Regulations.

#### **SUMMARY & RECOMMENDATION**

Department of Planning and Development Review staff have been contacted by a number of firms/businesses about the possibility of installing signs that are not part of the signs permitted in the Zoning Code. This is particularly true with canopy signs and awning signs.

Staff have also been concerned about the maximum amount of square footage permitted in certain zoning districts, or none as in the case of the M-1 and M-2 districts, and—based on some recent sign applications—believe that the fees to cover a sign SUP or an Amendment to an SUP for signage only exceed the amount of effort needed to review and process them.

As a result, the Department of Planning and Development Review (PDR) has been meeting with the City Attorney's Office to look at adjusting the definitions for awning and canopy signs, and the conditions applicable to both, to more clearly identify the differences between them, create general standards for their size, location, and character; developed standards for the maximum amount of signs that can be installed in several different zoning districts (B-3, B-4, TOD-1, M-1, and M-2); and to adjust the fees associated with two specific signage-related SUPs. Details regarding these items are attached to the staff report.

Staff therefore recommends approval of the Resolution of Intent to amend the City Zoning Ordinance and amend Appendix A to adjust fees to apply for sign SUPs and Amendments to an SUP where signage is the only issue.

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