



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

CPCR.2023.018 – RESOLUTION OF THE RICHMOND CITY PLANNING COMMISSION APPROVING A FINAL COMMUNITY UNIT PLAN AMENDMENT TO THE CHIPPENHAM FOREST SQUARE COMMUNITY UNIT PLAN, TO ALLOW FOR MODIFICATIONS TO THE WALMART RETAIL BUILDING AND SITE (2401 SHEILA LANE)

To: City Planning Commission
From: Land Use Administration
Date: June 5, 2023

PETITIONER

Wal-Mart Real Estate Business Trust

LOCATION

2401 Sheila Lane

PURPOSE

To authorize certain improvements to the existing retail store located on the Property

SUMMARY & RECOMMENDATION

Pursuant to the provisions of the Chippenham Forest Square Community Unit Plan, which was adopted by City Council on July 24, 1995, and last amended on January 14, 2019, by Ordinance Number 2018-322, a final plan amendment has been submitted for the Commission's approval.

The purpose of such amendment is to authorize certain improvements to the existing Walmart retail store located on the Property, including (a) modifications to the color and signage on the store façade; (b) modifications to freestanding and wayfinding signage on the Property; (c) an approximate 7,200 square foot building expansion along the western side of the store, and modifications to a portion of the store parking lot to facilitate customer pickup of pre-purchased merchandise

Staff finds the proposed amendment to the Chippenham Forest Square Community Unit Plan final plan to be consistent with the regulations of the Zoning Ordinance and not in conflict with any of the conditions specified in the January 14, 2019, Community Unit Plan.

Therefore staff recommends approval of the Resolution.

FINDINGS OF FACT

Site Description

The 27.89 acre property is located at 2401 Sheila Lane within the Chippenham Forest Square shopping center and contains a Wal-Mart Super Center.

Proposed Use of the Property

The applicant is proposing to add an outdoor merchandise pick-up area as well as new signage.

Richmond 300 Master Plan

The City's Richmond 300 Master Plan designates a future land use for the subject property as Destination Mixed Use, which is defined key gateways featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space.

Zoning & Ordinance

In response to the Final Community Unit Plan Amendment request for the above-referenced property, Zoning Administration offers the following comments.

Zoning and use: *The subject property is zoned R-2 Single-Family Residential district and is subject to a Community Unit Plan (Chippenham Forest Square Community Unit Plan) most recently Ord. No. 2018-322. This submittal is for a new Final Plan for (a) modifications to the color and signage on the store façade; (b) modifications to freestanding and wayfinding signage on the Property; (c) the construction of an approximate 7,200 square foot building expansion along the western side of the store, and modifications to a portion of the store parking lot to facilitate customer pickup of pre-purchased merchandise. The Zoning Administration Office offers the following comments:*

- *MAXIMUM FLOOR AREA - There shall be no limit on the maximum floor area permitted within Parcel B, except to the extent that the ratio of total floor area within Parcel B to total land area within the bounds of Parcel B does not exceed .40, and the maximum permitted within the community unit plan is not exceeded. **The proposed expansion meets the floor area requirements and is a permitted use as authorized by the CUP.***
- *Number of Spaces Required - Parking shall be provided in accordance with the requirements of Chapter 30 of the Code of the City of Richmond [Zoning Ordinance, 1993] (2015), as amended, except that for any food store use within Parcel "B", off-street parking shall be provided at a rate of one (1) space per two-hundred (200) square feet of floor area; The proposed addition would not contribute to retail dedicated square footage, but rather parking would be calculated based on number of employees. **Required parking appears to be met within existing parking lot.***
- *Tenant/Building Signs within Parcel B - For any building containing over one hundred thousand (100,000) square feet of floor area, with such building containing a single occupant/tenant, such building may, as an alternative to the B-2 signage regulations have: a) building or parapet wall mounted signage based on a rate of one (1) square foot of sign area per linear foot of building frontage based on the frontage containing the main building entry, provided such signs are not on the face(s) of the building oriented to Chippenham Parkway; b) no limit on the number of signs; c) an extra two-hundred (200) square feet of signage, in the form of no more than two (2) signs mounted on the building or parapet wall of the building face oriented to Chippenham Parkway; d) a freestanding sign of no more than thirty (30) square feet on an enclosed base with a maximum height of five (5) feet. **Proposed signage modifications meet these requirements.***
- *Directory Signs - Ground mounted directory signs displaying the name of and direction to businesses located within the community unit plan shall be permitted, provided that any such sign does not exceed eight (8) feet in height inclusive of any base, 26 and does not display trademarks or logos associated with any business. If more than one directory sign is located within the bounds of a particular development Parcel (i.e., within A, or within B), all such signs within that Parcel shall be of a coordinated design. **Proposed wayfinding signs meet these requirements.***

Surrounding Area

The current zoning for this property is R-2 Single-Family Residential District and is subject to the terms and conditions specified in the Chippenham Forest Square Community Unit Plan. Adjacent properties to the north, east and west have the same zoning and are also governed by the community unit plan. To the south, across the Norfolk Southern Railroad easement, is Chesterfield County.

Staff Contact: David Watson, AICP Senior Planner, 804-646-6304