



## CITY OF RICHMOND

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

**PCR 2015-002:** Final Community Unit Plan approval for a grocery store at 7319 Forest Hill Avenue and 7339 Forest Hill Avenue, within Parcel A of the Chippenham Forest Square Community Unit Plan.

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**To:** City Planning Commission  
**From:** Land Use Administration  
**Date:** February 17, 2015

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#### **PETITIONER**

Mark Boyd - Kimley-Horn and Associates, Inc.  
1700 Willow Lawn Drive, Suite 200  
Richmond, VA

#### **LOCATION**

7319 Forest Hill Avenue  
7339 Forest Hill Avenue

#### **PURPOSE**

Final Community Unit Plan approval for a grocery store at 7319 Forest Hill Avenue and 7339 Forest Hill Avenue, within Parcel A of the Chippenham Forest Square Community Unit Plan.

#### **SUMMARY & RECOMMENDATION**

The subject property consists of a 2.2 acre portion of 7319 Forest Hill Avenue and 7339 Forest Hill Avenue in the Forest Hill – Stratford Hills Service Center of the Huguenot Planning District. The property is currently improved with a vacant fast food restaurant. The subject property is located within the R-2 Single-Family Residential zoning district and is a component of Parcel A of the Chippenham Forest Square Community Unit Plan and as such, is governed by Ord. No. 2002-70-101.

The applicant has proposed the demolition of the existing improvements and development of a 17,000 sq ft grocery store and 73-space surface parking area. Approval of a final community unit plan would be needed to accomplish this.

Staff has concerns with the orientation of the proposed building in that an elevation without an entrance faces the adjoining commercial uses to the east. However, the applicant has proposed additional features to the elevation and additional landscaping to lessen the impact of the elevation on adjoining uses. Moreover, staff is appreciative of the efforts made by the applicant to improve the appearance of the secondary elevations of the building and to provide buffering of the site through landscaping, including the installation of street trees along Forrest Hill Avenue.

Staff finds that the proposed commercial use is consistent with the requirements of the Chippenham Forest Square Community Unit Plan ordinance and the recommendations of the Master Plan. The proposed use would be within the bounds of an existing commercial shopping center and would replace a vacant commercial structure, and would therefore not contribute to commercial sprawl in the area.

Staff further finds that the proposed Community Unit Plan Final Plan 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 final community unit plan request.

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## **FINDINGS OF FACT**

### **Site Description**

The subject property consists of a 2.2 acre portion of 7319 Forest Hill Avenue and 7339 Forest Hill Avenue in the Huguenot Planning District. The property is currently improved with a vacant fast food restaurant.

### **Proposed Use of the Property**

Demolition of the existing improvements and development of a 17,000 sq ft grocery store and 73-space surface parking area.

### **Master Plan**

The City of Richmond's Master Plan designates the subject property for General Commercial land use. Primary uses within this designation include a broad range of office, retail, general commercial, wholesale and service uses, typically located along major transportation corridors and serving large portions of the City, the region or the travelling public.

The Master Plan includes the property in the Forest Hill – Stratford Hills Service Center and states concerns regarding haphazard development and commercial sprawl east of the Service Center. The Master Plan further states the importance of maintaining commercial land uses within existing commercial areas in the Huguenot planning district and not encroaching into residential areas.

### **Zoning & Ordinance Conditions**

The subject property is located within the R-2 Single-Family Residential zoning district and is a component of Parcel A of the Chippenham Forest Square Community Unit Plan and as such, is governed by Ord. No. 2002-70-101.

The Chippenham Forest Square Community Unit Plan ordinance imposes numerous development guidelines on the subject property, including guidelines pertaining to maximum floor area per tenant space and Parcel A, maximum height, setbacks off of Forrest Hill Avenue, parking area landscaping and screening, and signage.

**Surrounding Area**

The subject property is bound to the north by Forrest Hill Avenue and on all other sides by uses associated with the Chippenham Forest Square Community Unit Plan.

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