



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

CPCR 2017-078: To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2015-23-40, adopted Feb 23, 2015, pertaining to the "Stony Point Community Unit Plan," for the purpose of amending the development standards, as they pertain to Map Sections A and D of the Southern Portion of the Plan, to allow for additional signage.

To: City Planning Commission
From: Land Use Administration
Date: November 6, 2017

PETITIONER

James W. Theobald, Hirschler Fleischer

LOCATION

Map Sections A, D, and E of the Southern Portion of the Stony Point Community Unit Plan
Stony Point Shopping Center
9006 W Huguenot Rd, 9000 W Huguenot Rd, 3002 Stony Point Rd, 3000 Stony Point Rd

PURPOSE

To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2015-23-40, adopted Feb 23, 2015, pertaining to the "Stony Point Community Unit Plan," for the purpose of amending the development standards, as they pertain to Map Sections A and D of the Southern Portion of the Plan, to allow for additional signage.

SUMMARY & RECOMMENDATION

The applicant has requested an amendment to the Stony Point Community Unit Plan to allow up to two freestanding signs for the Stony Point Shopping Center to be constructed within Map Sections A (9006 West Huguenot Road) and Map Section D (9000 West Huguenot Road) of the Southern Portion of the Community Unit Plan. The signs would refer to the Stony Point Shopping Center list the tenants, owners or users of the main shopping center and outparcels along West Huguenot Road.

Staff finds that the proposal would encourage the economic viability of an established shopping center.

Staff further finds that the proposed amendment would be in keeping with the recommendations of the Master Plan and the standards for approval of Preliminary Community Unit Plans established by the City's Zoning Ordinance would be met. Staff therefore recommends approval of the proposed Preliminary Community Unit Plan amendment.

FINDINGS OF FACT

Site Description

The signs would be located at Map Section A (9006 West Huguenot Road) and Map Section D (9000 West Huguenot Road) of the Southern Portion of the Stony Point Community Unit Plan, located within the Huguenot neighborhood of the Huguenot planning district. Map Section A consists of a 1.43 acre parcel improved with a restaurant. Map Section D consists of a 1 acre parcel improved with a bank. The overall shopping center is located at the intersection of Forest Hill Avenue, West Huguenot Road, and Stony Point Road.

Proposed Use of the Property

Up to two freestanding signs for the Stony Point Shopping Center, one located at the intersection of West Huguenot Road and Stony Point Road, one located at the intersection of West Huguenot Road and Forest Hill Avenue.

Master Plan

The City of Richmond's Master Plan designates the subject property for Community Commercial land uses which include office, retail, personal service and other commercial and service uses, intended to provide the shopping and service needs of residents of a number of nearby neighborhoods or a section of the City. As compared to Neighborhood Commercial, this category includes a broader range of uses of greater scale and intensity, with greater vehicular access and orientation, but that are also compatible with nearby residential areas.

Zoning & Ordinance Conditions

The subject property is located within the R-2 Single-Family Residential zoning district. The property includes Map Sections A, D, and E of the Southern Portion of the Stony Point Community Unit Plan and as such, is governed by the Stony Point CUP Ordinance (Ord. No. 2015-23-40) and the 1988 Stony Point CUP Development Plan.

The amended CUP ordinance would impose the following conditions on the proposed signage:

- The signs shall not exceed an individual area of 175 square feet and a height of 16 feet.
- The signs shall refer to the Stony Point Shopping Center, and shall be used for the purpose of listing the tenants, owners or users of the main shopping center and outparcels along West Huguenot Road
- Such signs may be internally or externally illuminated. If externally illuminated, the source of illumination shall be ground-mounted and not visible from the adjacent streets.
- Landscaping of the signs shall be approved by the Director of Planning and Development Review.

Approval of the amended CUP ordinance would constitute final CUP approval for the signage plans.

Surrounding Area

Properties to the north and west are within the Southern Portion of the Stony Point Community Unit Plan. Lewis G. Larus Park is located to the east. Properties to the south are located in Chesterfield County. A mix of commercial, office, public-open space, institutional, and multi-family residential uses are present in the vicinity.

Neighborhood Participation

Staff has received a letter of support.

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