



Application for **SPECIAL USE PERMIT**

Department of Planning and Development Review
Land Use Administration Division
900 E. Broad Street, Room 511
Richmond, Virginia 23219
(804) 646-6304
<http://www.richmondva.gov/>

Application is hereby submitted for: (check one)

- special use permit, new**
- special use permit, plan amendment**
- special use permit, text only amendment**

Project Name/Location

Property Address: 3117 West Cary Street, Richmond, VA 23221-3501 Date: 05/09/2018

Tax Map #: W0001404012 Fee: \$2,400

Total area of affected site in acres: Entire site - 0.22 acres

(See **page 6** for fee schedule, please make check payable to the "City of Richmond")

Zoning

Current Zoning: UB-PO2 Urban Business-Parking Overlay

Existing Use: 410 - B General Retail/Service

Proposed Use

(Please include a detailed description of the proposed use in the required applicant's report)

Retail of home furnishings and textiles (beds, sofas, chairs and tables - bed sheets, towels and curtains)

Existing Use: Retail of carpets

Is this property subject to any previous land use cases?

- Yes
- No If Yes, please list the Ordinance Number: _____

Applicant/Contact Person: Josh Klein

Company: CallisonRTKL

Mailing Address: 1420 Fifth Ave. #2400

City: Seattle State: WA Zip Code: 98101-2343

Telephone: (206) 623-4848 Fax: (206) 623-4825

Email: josh.klein@crtkl.com

Property Owner: William B. Hirsch Family Trust & William B. Hirsch Marital Trust

If Business Entity, name and title of authorized signee: Sally Hirsch, Trustee

(The person or persons executing or attesting the execution of this Application on behalf of the Company certifies that he or she has or have been duly authorized and empowered to so execute or attest.)

Mailing Address: 300 N Ridge Rd #29

City: Henrico State: VA Zip Code: 23229

Telephone: (804) 677-8471 Fax: ()

Email: sihirsch@verizon.net

Property Owner Signature: Sally Hirsch

The names, addresses, telephone numbers and signatures of all owners of the property are required. Please attach additional sheets as needed. If a legal representative signs for a property owner, please attach an executed power of attorney. **Faxed or photocopied signatures will not be accepted.**

NOTE: Please attach the required plans, checklist, and a check for the application fee (see Filing Procedures for special use permits)

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SPECIAL USE PERMIT APPLICATION - APPLICANT'S REPORT

May 22, 2018

West Elm – West Cary Street, Richmond, VA
Project Number: 006-170697.00

This Special Use Permit application is to allow a canopy mounted sign as well as a blade sign at 3117 West Cary Street. This permit application is due to canopy mounted signage not currently allowed under Zoning Code as well as the combination of planned canopy mounted, window, and blade signage currently exceeds allowable signage area. Sizing and square footage information can be viewed in the attached signage document and below:

- The canopy sign (sign A) is composed of individual letters which, when measured to contain all letters in a rectangle, is 87.81 square feet. When letters are measured individually the sign is only 19.67 square feet, well within the acceptable limits.
- The blade sign (sign B) is 23.78 square feet.
- The larger window vinyl (sign C) is composed of individual letters which, when measured to contain all letters in a rectangle, is 3.73 square feet. When letters are measured individually the sign is only 0.83 square feet.
- There are 4 smaller window vinyls (sign D) composed of individual letters which, when each is measured to contain all letters in a rectangle, is 1.44 square feet for a total of 5.76 square feet. When letters are measured individually each sign is only 0.33 square feet for a total of 1.32 square feet.
- The signage on the rear awning (sign E) is composed of individual letters, which when each is measured to contain all letters in a rectangle, is 1.75 square feet. When letters are measured individually the sign is only .40 square feet.
- In total, with each sign containing individual letters but measured with rectangles, including the blade sign, there would be 122.82 square feet. With each sign containing individual letters and measured as such, including the blade sign, there would be a total of 46 square feet.

This structure is within the Carytown shopping neighborhood and has a larger-than-normal façade where larger signage would be suited. The current signage is larger than is currently allowed for individual sign at 88.33 square feet. In addition, a letter of non-opposition from the Carytown Merchants Association is attached.

The canopy and blade signage will be covered under an Encroachment Permit and will not block vehicular nor pedestrian traffic.

Thank you,

Colby Chapman