



## CITY OF RICHMOND

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

**Ordinance No. 2018-209:** To amend City Code §§ 30-504, 30-506-30-507.1, 30-509-30-523, and 30-1220; to amend ch. 30, art. V, div. 1 by adding therein new §§ 30-504.01 and 30-504.02; and to amend the fees set forth in Appendix A of the City Code for sections 30-1050.6(a) and 30-1050.6(b), for the purpose of modifying the City's zoning ordinance to ensure the proper administration and implementation of the City's sign regulations.

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**To:** City Planning Commission  
**From:** Land Use Administration  
**Date:** September 4, 2018

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#### **PETITIONER**

City of Richmond

#### **LOCATION**

City-wide

#### **PURPOSE**

To amend and reordain Chapter 30, Article V of the City Code concerning sign regulations in the city of Richmond 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 Amend and Reordain the fees set forth in Appendix A for City Code §30-1050.6(a) and §30-1050.6(b), for the purpose of amending fees for filing applications for special use permits and amended special use permits related to signage, 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 Sign Regulations or 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, numerous offices of the Department of Planning and Development Review (PDR) and the City Attorney's Office have been meeting to establish unique 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; develop standards for the maximum amount of signs that can be installed in several different zoning districts (B-3, B-4, TOD-1, M- I, and M-2, specifically); and propose fees associated with signage-related SUPs and amended SUPs.

On June 18, 2018, the Richmond City Planning Commission passed a Resolution of Intent (File ID# CPR.2018-061) to declare an intent to amend Chapter 30, Article V of the Zoning Ordinance to bring Chapter 30, Article V to Amend and Reordain the fees set forth in Appendix A for City Code §30-1050.6(a) and §30-1050.6(b), for the purpose of amending fees for filing applications for special use permits and amended special use permits related to signage.

Staff therefore recommends approval of Ordinance No. 2018-209 to amend the City Zoning Ordinance as it pertains to signage regulations 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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