



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2018- 309: To authorize the special use of the property known as 2024 West Broad Street for the purpose of permitting a roof-mounted sign, upon certain terms and conditions.

To: City Planning Commission
From: Land Use Administration
Date: December 3, 2018

PETITIONER

Dewey Gills – Freeman Morgan Architects

LOCATION

2024 West Broad Street

PURPOSE

To authorize the special use of the property known as 2024 West Broad Street for the purpose of permitting a roof-mounted sign, upon certain terms and conditions.

SUMMARY & RECOMMENDATION

The applicant has proposed a roof-mounted sign for the Whole Foods grocery store at the Sauer Center development. This type of sign is not permitted by the Zoning Ordinance. A special use permit is therefore required.

Staff finds that the proposed roof-mounted sign is an appropriate sign type and is consistent with similar historic signage in the area.

Staff finds that the proposed signage would constitute urban-form development and would refer to a use supported by the Pulse Corridor Plan.

Staff finds that with the ordinance conditions the safeguards contained within the City Charter, relative to the granting of Special Use Permits, are met. Specifically, staff finds that the proposed special use would not be detrimental to the general welfare of the community involved and would not create congestion in the streets in the area involved.

Therefore staff recommends approval of the Special Use Permit request.

FINDINGS OF FACT

Site Description

The subject property, known as 2024 West Broad Street, is comprised of approximately 3.5 acres and is located on West Broad Street between North Meadow Street and DMV Drive. The subject property is a part of the Sauer Center development, and is proposed to be improved with a Whole Foods grocery store. The proposed roof-mounted sign would be located on the Whole Foods building.

Proposed Use of the Property

A roof-mounted sign for a grocery store.

Master Plan

The subject property is designated for Nodal Mixed-Use land use by the Pulse Corridor Plan. The Pulse Plan describes areas with a Nodal Mixed-Use designation as “transit-oriented district[s] located immediately adjacent to the Pulse BRT or other frequent transit service at key gateways and prominent places in the city in order to provide for significant, urban-form development in appropriate locations (p. XI)

Zoning and Ordinance Conditions

The subject property is located in the B-3 General Business District.

The special use permit ordinance would impose conditions on the property, including:

3(a) The Special Use of the Property shall be as a roof-mounted sign, substantially as shown on the Plans.

(b) All mechanical equipment serving the Property shall be located or screened so as not to be visible from any public right-of-way.

Surrounding Area

The subject property is located in the B-3 General Business District, as are properties to the east and west. Properties to the north are zoned M-1 Light Industrial, properties to the south are zoned UB-Urban Business. A mix of office, commercial, industrial, vacant, mixed-use, and residential land uses are present in the vicinity.

Neighborhood Participation

A letter of support was received from the Scotts Addition Boulevard Association.

Staff Contact: David Watson, Senior Planner, Land Use Administration, 804-646-1036