



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.richmondgov.com/>

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: 4300 Commerce Road Date: 07-19-2021  
Tax Map #: S0090396013 Fee: \$300.00  
Total area of affected site in acres: 2.303

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

**Zoning**

Current Zoning: M-2 Heavy Industrial

Existing Use: Hotel

**Proposed Use**

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

Requesting exception to allow a sign within 500 feet of an interchange and a sign height exception as described in the attached report

Existing Use: Hotel

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: Ordinance 2008-274-266  
Case 49-05 (BZA)

**Applicant/Contact Person:** Anne Miller

Company: Balzer and Associates Inc.

Mailing Address: 15871 City View Drive, Suite 200

City: Midlothian State: VA Zip Code: 23113

Telephone: (804) 794-0571 Fax: ( )

Email: amiller@balzer.cc

**Property Owner:** HAMBELL LLC

If Business Entity, name and title of authorized signee: PC Amin

(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: 2000 Ware Bottom Spring Road

City: Chester State: VA Zip Code: 23836

Telephone: (804) 777-9000 x 205 Fax: ( )

Email: pcamin@shaminhotels.com

**Property Owner Signature:** 

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)

July 19, 2021  
4300 Commerce Road  
SUP Application

### **Applicant's Report**

This is a request for a special use permit on 4300 Commerce Road to allow Sign 'A', as identified on the attached exhibit, to remain and to permit ordinance exceptions to the following standards:

1. Such signs shall not exceed 35 feet in height.
2. No such structure shall be located within 500 feet of an interchange.

Sign 'A' is an existing sign located within 500 feet of an interchange and is approximately 43.2 feet in height. This request is specifically asking for that sign to remain in its current state and location. The square footage of Sign 'A' will not exceed 150 square feet in area and will be internally illuminated. Sign 'B', as identified on the attached exhibit, will be removed from the site.

The pylon sign (Sign 'A') is essential for the applicant's business, which is located on 4320 Commerce Road, because of its visibility from the I-95 corridor. This visible signage acts as a wayfinding tool for people traveling on the interstate and will help bring traffic to not only the shopping center, but also the industrial area right down the road. If the applicant were to remove both signs, it would create a hardship for the business because they would lose visibility from the highway and surrounding roads.

The Board of Zoning Appeals approved a variance for one of the signs in 2008 when both properties were under the same ownership. While the business owner that utilizes the sign understands that the variance is no longer in compliance, it should be noted that he has a 20% ownership interest in Hambell LLC, the owner of 4300 Commerce Road, and the majority owner of Hambell LLC is fully supportive of Sign 'A' remaining. This special use is a similar request as the first variance: to allow one existing free-standing sign on 4300 Commerce Road.

The applicant has not received any opposition from the businesses in the area about keeping Sign 'A'. This request will not change the existing nature of these two parcels involved, nor will it negatively impact the corridor or city in general. These signs have been in existence for over a decade, therefore keeping one sign will be compatible with the surrounding area and is an appropriate use for the site.

The proposed special use will not:

- be detrimental to the safety, health, morals and general welfare of the community involved;
- tend to create congestion in streets, roads, alleys and other public ways and places in the area involved;
- create hazards from fire, panic or other dangers;
- tend to cause overcrowding of land and an undue concentration of population;
- adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; or
- interfere with adequate light and air.