

INTRODUCED: April 10, 2023

AN ORDINANCE No. 2023-122

To authorize the special use of the properties known as 600 Tredegar Street and 501 South 5<sup>th</sup> Street for the purpose of wall signs, upon certain terms and conditions.

\_\_\_\_\_  
Patron – Mayor Stoney (By Request)

\_\_\_\_\_  
Approved as to form and legality  
by the City Attorney  
\_\_\_\_\_

PUBLIC HEARING: MAY 8 2023 AT 6 P.M.

WHEREAS, the owner of the properties known as 600 Tredegar Street and 501 South 5<sup>th</sup> Street, which are situated in a B-4 Central Business District, desires to use such properties for the purpose of wall signs, which use, among other things, is not currently allowed by section 30-516(2)(b), concerning permitted sign area, of the Code of the City of Richmond (2020), as amended; and

WHEREAS, in accordance with section 17.11 of the Charter of the City of Richmond (2020), as amended, it has been made to appear that, if granted subject to the terms and conditions set forth in this ordinance, the special use granted by this ordinance will not be detrimental to the safety, health, morals and general welfare of the community involved, will not tend to create congestion in streets, roads, alleys and other public ways and places in the area involved, will not

AYES:        9        NOES:        0        ABSTAIN: \_\_\_\_\_

ADOPTED:    MAY 8 2023    REJECTED: \_\_\_\_\_    STRICKEN: \_\_\_\_\_

create hazards from fire, panic or other dangers, will not tend to overcrowding of land and cause an undue concentration of population, will not adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements, and will not interfere with adequate light and air; and

WHEREAS, (i) the City Planning Commission has conducted a public hearing to investigate the circumstances and conditions upon which the Council is empowered to authorize such use, (ii) the City Planning Commission has reported to the Council the results of such public hearing and investigation and its recommendations with respect thereto, and (iii) the Council has conducted a public hearing on this ordinance at which the person in interest and all other persons have had an opportunity to be heard;

NOW, THEREFORE,

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. **Finding.** Pursuant to section 30-1050.1 of the Code of the City of Richmond (2020), as amended, the Council hereby finds that the special use set forth in and subject to the terms and conditions of this ordinance will not (i) be detrimental to the safety, health, morals and general welfare of the community involved, (ii) tend to create congestion in streets, roads, alleys and other public ways and places in the area involved, (iii) create hazards from fire, panic or other dangers, (iv) tend to overcrowding of land and cause an undue concentration of population, (v) adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements, or (vi) interfere with adequate light and air.

§ 2. **Grant of Special Use Permit.**

(a) Subject to the terms and conditions set forth in this ordinance, the properties known as 600 Tredegar Street and 501 South 5<sup>th</sup> Street and identified as Tax Parcel Nos. W000-0043/001 and W000-0043/002, respectively, in the 2023 records of the City Assessor, being more particularly shown on a survey entitled “Costar, City of Richmond, Virginia, SUP Plat Exhibit – 501 S 5<sup>th</sup> Street,” prepared by Timmons Group, and dated February 1, 2023, a copy of which is attached to and made a part of this ordinance, hereinafter referred to as “the Property,” is hereby permitted to be used for the purpose of wall signs, hereinafter referred to as “the Special Use,” substantially as shown on the plans entitled “Exterior Building Signage, Costar Group, Richmond Campus,” prepared by afreeman, and dated January 2, 2023, hereinafter referred to as “the Plans,” copies of which are attached to and made a part of this ordinance.

(b) The adoption of this ordinance shall constitute the issuance of a special use permit for the Property. The special use permit shall inure to the benefit of the owner or owners of the fee simple title to the Property as of the date on which this ordinance is adopted and their successors in fee simple title, all of which are hereinafter referred to as “the Owner.” The conditions contained in this ordinance shall be binding on the Owner.

§ 3. **Special Terms and Conditions.** This special use permit is conditioned on the following special terms and conditions:

(a) The Special Use of the Property shall be as wall signs, substantially as shown on the Plans.

(b) In addition to the signs permitted in section 3(a) of this ordinance, (i) signs permitted in all zoning districts, pursuant to section 30-505 of the Code of the City of Richmond (2020), as amended, and (ii) signs permitted in the B-4 Central Business District, pursuant to sections 30-516(1),

30-516(2)(a), 30-516(3), and 30-516(4) of the Code of the City of Richmond (2020), as amended, shall be permitted on the Property.

§ 4. **Supplemental Terms and Conditions.** This special use permit is conditioned on the following supplemental terms and conditions:

(a) All required final grading and drainage plans, together with all easements made necessary by such plans, must be approved by the Director of Public Utilities prior to the issuance of the building permit.

(b) Storm or surface water shall not be allowed to accumulate on the land. The Owner, at its sole cost and expense, shall provide and maintain at all times adequate facilities for the drainage of storm or surface water from the Property so as not to adversely affect or damage any other property or public streets and the use thereof.

(c) Facilities for the collection of refuse shall be provided in accordance with the requirements of the Director of Public Works. Such facilities shall be located or screened so as not to be visible from adjacent properties and public streets.

(d) Any encroachments existing, proposed on the Plans or contemplated in the future shall require separate authorization and shall be subject to the applicable provisions of the Code of the City of Richmond (2020), as amended, and all future amendments to such laws.

(e) In all other respects, the use of the Property shall be in accordance with the applicable underlying zoning regulations.

§ 5. **General Terms and Conditions.** This special use permit is conditioned on the following general terms and conditions:

(a) No permit implementing this special use permit shall be approved until satisfactory evidence has been presented to the Zoning Administrator that any delinquent real estate taxes applicable to the Property have been paid.

(b) The Owner shall be bound by, shall observe and shall comply with all other laws, ordinances, rules and regulations applicable to the Property, except as otherwise expressly provided in this ordinance.

(c) Words and phrases used in this ordinance shall be interpreted to have the meanings ascribed to them by section 30-1220 of the Code of the City of Richmond (2020), as amended, unless the context clearly indicates that a different meaning is intended.

(d) Notwithstanding any other provision of law, this special use permit is being approved due, in part, to the mitigating effects of each and every condition attached hereto; consequently, if any portion of this ordinance is determined to be invalid for any reason by a final, non-appealable order of any Virginia or federal court of competent jurisdiction, the invalidity shall cause the entire ordinance to be void and of no further effect from the effective date of such order.

(e) The privileges granted by this ordinance may be revoked pursuant to the provisions of sections 30-1050.7 through 30-1050.11 of the Code of the City of Richmond (2020), as amended, and all future amendments to such laws. Failure to comply with the terms and conditions of this ordinance shall constitute a violation of section 30-1080 of the Code of the City of Richmond (2020), as amended, and all future amendments to such law, or any other applicable laws or regulations.

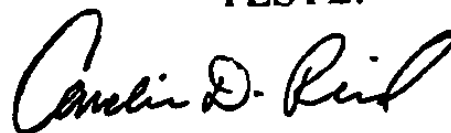
(f) When the privileges granted by this ordinance terminate and the special use permit granted hereby becomes null and void, whether as a result of the Owner relinquishing this special use permit in a writing addressed to the Director of Planning and Development Review or

otherwise, use of the Property shall be governed thereafter by the zoning regulations prescribed for the district in which the Property is then situated.

§ 6. **Implementation.** The Commissioner of Buildings is authorized to issue a building permit substantially in accordance with the Plans for the Special Use subject to the terms and conditions set forth in this ordinance. An application for the building permit shall be made within 730 calendar days following the date on which this ordinance becomes effective. If either the application for the building permit is not made within the time period stated in the previous sentence or the building permit terminates under any provision of the Virginia Statewide Building Code, this ordinance and the special use permit granted hereby shall terminate and become null and void.

§ 7. **Effective Date.** This ordinance shall be in force and effect upon adoption.

**A TRUE COPY:  
TESTE:**

A handwritten signature in black ink, appearing to read "Carole D. Reed", written in a cursive style.

**City Clerk**



# City of Richmond

2023-104

900 East Broad Street  
2nd Floor of City Hall  
Richmond, VA 23219  
www.rva.gov

## Item Request File Number: PRE.2022.1005

### O & R Request

**DATE:** March 14, 2023

**EDITION:** 1

**TO:** The Honorable Members of City Council

**THROUGH:** The Honorable Levar M. Stoney, Mayor (Mayor, by Request)  
(This is no way reflects a recommendation on behalf of the Mayor.)

**THROUGH:** J.E. Lincoln Saunders, Chief Administrative Officer

**THROUGH:** Sharon L. Ebert, Deputy Chief Administrative Officer for Economic  
Development and Planning

**FROM:** Kevin J. Vonck, Director, Department of Planning and Development Review

**RE:** To authorize the special use of the property known as 600 Tredegar Street, for the purpose of  
signage, upon certain terms and conditions

**ORD. OR RES. No.** \_\_\_\_

**PURPOSE:** To authorize the special use of the property known as 600 Tredegar Street, for the purpose of  
signage, upon certain terms and conditions

**REASON:** The applicant is requesting a Special Use Permit to authorize signage on office buildings, within the  
B-4 - Business (Central Business) District. While the signage is permitted by the underlying B-4 - Business  
(Central Business) zoning district, some of the applicable feature requirements cannot be met. A Special Use  
Permit is therefore required.

**RECOMMENDATION:** In accordance with the requirements of the City Charter and the Zoning Ordinance,  
the City Planning Commission will review this request and make a recommendation to City Council.

**BACKGROUND:** The property is in the Gambles Hill neighborhood between 5TH Street and 7TH Street. The  
property is currently a 169,709 (3.9 acres) parcel of land with an office campus. The City's Richmond 300 Master  
Plan designates a future land use for the subject property as Downtown Mixed-Use, which is defined as,  
"high-density development with office buildings, residential buildings, and a mix of complementary uses,  
including regional destinations in a highly-walkable urban environment".

**Primary Uses:** Retail/office/ personal service, multi-family residential, cultural, institutional, government, and open space

**Intensity:** Buildings typically a minimum height of five stories.

The current zoning for the property is B-4 - Business (Central Business) District. All adjacent and nearby properties are located primarily within the same B-4 - Business (Central Business) District. The area is generally commercial properties.

**FISCAL IMPACT / COST:** The Department of Planning and Development Review does not anticipate any impact to the City's budget for this or future fiscal years.

**FISCAL IMPLICATIONS:** Staff time for processing the request; preparation of draft ordinance; and publishing, mailing, and posting of public notices.

**BUDGET AMENDMENT NECESSARY:** No

**REVENUE TO CITY:** \$300 application fee

**DESIRED EFFECTIVE DATE:** Upon Adoption

**REQUESTED INTRODUCTION DATE:** April 10, 2023

**CITY COUNCIL PUBLIC HEARING DATE:** May 8, 2023

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** None

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission  
May 1, 2023

**AFFECTED AGENCIES:** Office of Chief Administrative Office  
Law Department (for review of draft ordinance)

**RELATIONSHIP TO EXISTING ORD. OR RES.:** None

**REQUIRED CHANGES TO WORK PROGRAM(S):** None

**ATTACHMENTS:** Application Form, Applicant's Report, Draft Ordinance, Plans, Survey, Map

**STAFF:** Shaianna Trump, Associate Planner, Land Use Administration (Room 511) 804-646-7319





## 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: 600 Tredegar Street and 501 S. 5th Street

Date: 2.2.23

Parcel I.D. #: W0000043-001 & -002

Fee: \$ 300-

Total area of affected site in acres: 2400 sq. feet = 0.055 acre

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

### Zoning

Current Zoning: B-4

Richmond 300 Land Use Designation: Downtown

### Proposed Use

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

Crown Signage on CoStar campus buildings

Existing Use: Current CoStar building and vacant land for future CoStar 26 floor tower.

Is this property subject to any previous land use cases?

Yes

No



If Yes, please list the Ordinance Number: 2010-136-135

**Applicant/Contact Person:** Susan S. Smith

Company: Hirschler

Mailing Address: P. O. Box 500

City: Richmond

State: VA

Zip Code: 23218

Telephone: (804) 771-9526

Fax: ( )

Email: ssmith@hirschlerlaw.com

**Property Owner:** CoStar Realty Information, Inc.

If Business Entity, name and title of authorized signee: Jeffrey P. Geiger and Susan S. Smith

(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: P. O. Box 500

City: Richmond

State: VA

Zip Code: 23218

Telephone: (804) 771-9557

Fax: ( )

Email: jgeiger@hirschlerlaw.com and ssmith@hirschlerlaw.com

**Property Owner Signature:** [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)

**Special Use Permit Applicant's Report**  
Tax Map Parcel ID: W0000043001

**INTRODUCTION**

Costar Realty Information, Inc., a Delaware corporation ("Applicant"), owns 600 Tredegar Street and 501 5<sup>th</sup> Street, Richmond, Virginia 23219 (collectively, the "Property"). The Property is located in the Central Business District (B-4) of Downtown Richmond (the "City") adjacent to the James River. The primary purposes of the B-4 district are to (i) define the urban center of the City by promoting dense, transit-oriented development with greater building height than elsewhere in the region, (ii) promote redevelopment, placemaking, and development of surface parking lots to create high quality urban spaces, and (iii) improve streetscape character and enhance public safety by encouraging an active pedestrian environment consistent with the mixed-use character of the district and by providing uniform setbacks, first floor commercial uses, and windows in building facades along street frontages.

The Applicant is developing the Property to serve as a corporate campus that will contain research, technology, and office uses for a single user within a 26-story building and two smaller, complementary buildings (the "Project"). The Project is aligned with the purposes of the B-4 zoning district and will further the employment and commercial tax base of the City. The Applicant intends to further identify and support the Project by installing two crown signs on the 26-story building ("Building One") and replace two crown signs on the existing building ("Building Two" and, collectively, the "Project Buildings"). The proposed crown signs on Building One and Building Two are collectively referred to herein as the "CoStar Signs."

**SPECIAL USE PERMIT REQUEST**

In compliance with the administrative policy of the Department of Community Development, the Applicant respectfully submits this report in connection with the Special Use Permit Application to allow the Applicant to adjust Section 30-516(2)(b) of the City of Richmond's zoning ordinance ("Signage Ordinance") to reallocate the total permitted square-footage for building crown signs to be installed on Building One and Building Two, as described further herein. *This is not a request to increase the amount of signage for Building One and Building Two.*

Pursuant to the Signage Ordinance, signage at the crown of a building located in the B-4 zoning district is subject to certain size restrictions. Specifically, one (1) wall sign not exceeding three hundred (300) square-feet may be located on each face of a building above a height of one hundred (100) feet when no other signs are located on such face above a height of thirty-five (35) feet, provided that the permitted sign area for any building face may be increased by up to twenty-five percent (25%) by transferring permitted sign area from another face of the same building.

Accordingly, the Signage Ordinance permits a total of four (4) signs at the crown of a building located in the B-4 zoning district. Each of these signs may be up to three hundred (300) square-feet. The aggregate amount of crown signage permitted on the two (2) buildings located in the B-4 zoning district is 2,400 square-feet (1,200 square feet each).

CoStar desires to maintain this maximum of 2,400 square feet of crown signage for Building One and Building Two. Within this 2,400 square feet, CoStar desires to allocate this permitted sign area to the north and south elevations only for each of Building One and Building Two.

No signage adjustment is requested for the other building to be constructed on the Property. Doing this furthers the central business district placemaking goals of the City by enhancing the central business district's visibility to travelers on Interstate 95. At the same time, this desired orientation eliminates crown signage on the building facades that are oriented toward the more-residential areas of the City.

CoStar requests that the 2,400 square feet of crown signage for Building One and Building Two be allocated as follows:

<b>Building One:</b>	
North Façade:	~834 sq. ft.
South Façade:	~834 sq. ft.
<b>Building Two:</b>	
North Façade:	~224 sq. ft.
South Façade:	~506 sq. ft.
<b>Total:</b>	~2398 sq. ft.

The allocation of square-footage for Building One and Building Two is depicted in the crown sign illustrations (the "Illustrations"), attached hereto as **Exhibit A**.

To aid the City's consideration of this request, CoStar provides below the square footage of each north and south elevation for Building One and Building Two and the percentage for each façade that the sign will occupy.

**Building One**

South Facade = 97,250 sq. ft.  
South Signage = 834 sq. ft.  
Sign is **0.86%** of building's south facade sq. ft.

North Facade = 101,535 sq. ft.  
North Signage = 834 sq. ft.  
Sign is **0.82%** of building's north facade sq. ft.

**Building Two**

South Facade = 23,000 sq. ft.  
South Signage = 506 sq. ft.  
Sign is **2.2%** of building's south facade sq. ft.

North Facade = 22,220 sq. ft.  
North Signage = 224 sq. ft.  
Sign is **1.01%** of building's north facade sq. ft.

### FAIRFAX, VIRGINIA – CAPITAL ONE CAMPUS EXAMPLE

Capital One, N.A. is developing a corporate campus at the Route 123 interchange on the Capital Beltway (Interstate 495) in Fairfax County. The Fairfax County Board of Supervisors supported this campus development by approving a sign plan that included crown sign sizes specific to the corporate campus and larger than what was otherwise permitted in Fairfax County's zoning ordinance. The approved crown signage ranged in size from 570 square-feet to 1,200 square-feet per crown sign. The Fairfax County Board of Supervisors believed the corporate campus signage identification benefited the community by promoting aesthetically pleasing, identifiable signage, with appropriate scale, size and placement for a unique development.

### EXISTING PROPERTY AND SURROUNDING AREA

A portion of the Property is developed for an existing office building and the other portion of the Property is undeveloped. The area surrounding the Property consists of a mix of urban commercial and office uses with the adjacent area dominated by high-rise office buildings. As mentioned above, a primary purpose of the B-4 district is to foster development with greater building height than elsewhere in the region. The Project and CoStar Signs align with the City's goal for this area and will complement the existing, surrounding uses, as discussed further below.

### THE RICHMOND 300 PLAN

Facilitating the creation of a placemaking corporate campus to expand the prominence of Richmond's central business district is in compliance with the Richmond 300 plan. Adding CoStar Signs to the City's sky line will increase the City prominence for the location of employment uses and corporate relocation.

### SUITABILITY OF SPECIAL USE PERMIT and FINDINGS OF FACT

The following are factors listed in Section 30-1050.1 of the City's zoning ordinance to be considered with the review of Special Use Permit applications:

*The proposed Special Use Permit will:*

1. *NOT be detrimental to the safety, health, morals, and general welfare of the community.*

The Project will provide additional business opportunities as well as inspire other development opportunities in the surrounding area. Approval of the Special Use Permit will allow the Applicant to effectively and appropriately promote its investment in the City and attract other employment-based investment into the City's central business district.

2. *NOT tend to create congestion in the streets, roads, alleys, and other public ways and places in the area involved.*

The placement of the CoStar Signs will not have an impact on congestion in the area.

3. *NOT create hazards from fire, panic or other dangers.*

The Project is in compliance with applicable building and fire safety codes and energy conservation requirements. The only work required will be the installation of the CoStar Signs, which will not result in hazards from fire, panic, or other dangers.

4. *NEITHER lead to the overcrowding of land nor cause an undue concentration of population.*

The placement of the CoStar Signs will have no such impact.

5. *NOT adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements.*

The placement of the CoStar Signs will have no such impact.

6. *NOT interfere with adequate light and air.*

The placement of the CoStar Signs will have no such impact.

## CONCLUSION

Approval of the Special Use Permit will allow the CoStar Signs to be appropriately scaled and sized to promote legibility and visibility by drivers traveling through the region. The Applicant respectfully requests the City's approval of the Special Use Permit Application, and believes the foregoing information provided and all attached exhibit meet or exceed the criteria for this application.

# EXTERIOR BUILDING SIGNAGE

**COSTAR GROUP  
RICHMOND CAMPUS**

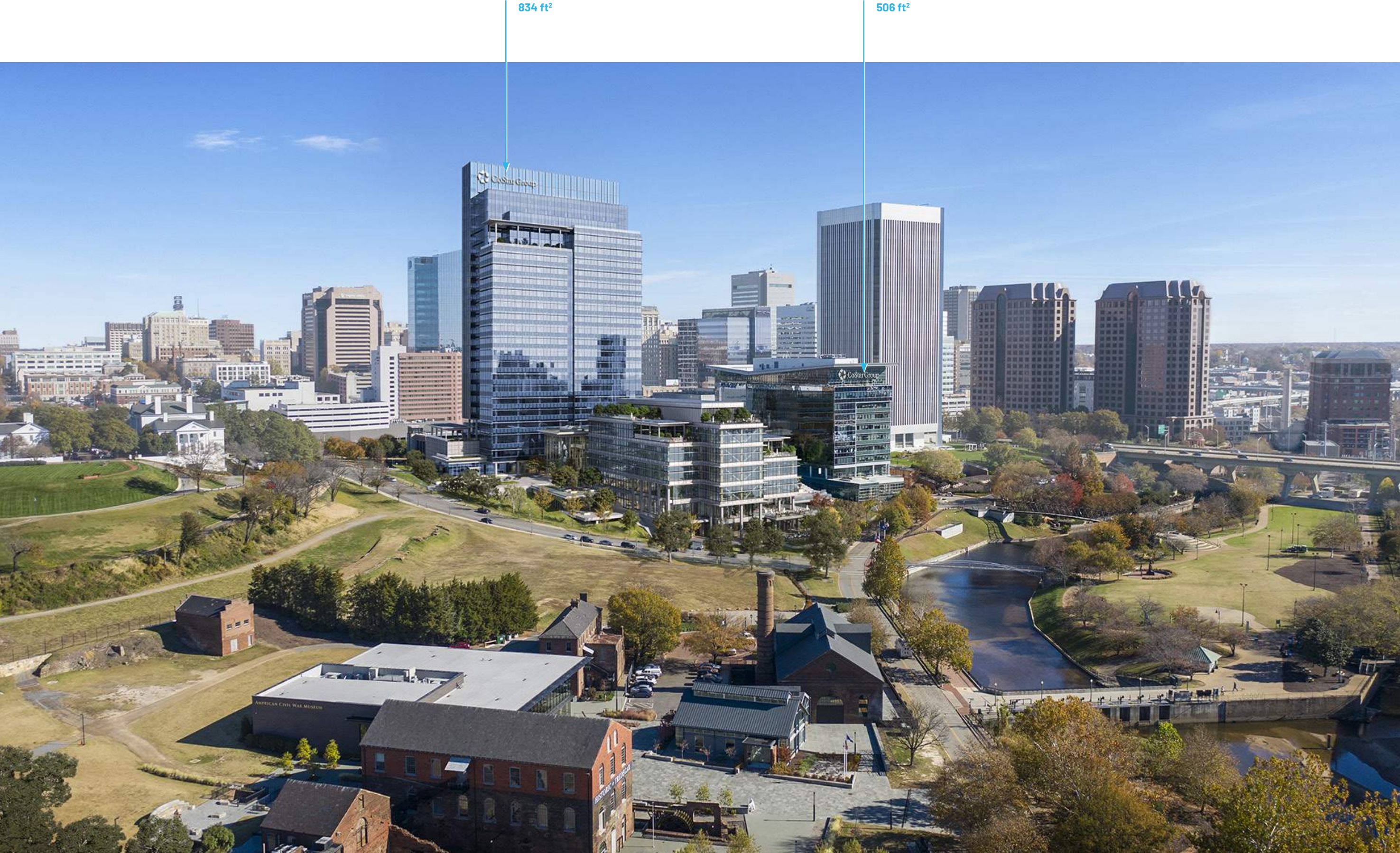
# Preferred

**834 ft<sup>2</sup> @ 2 locations**

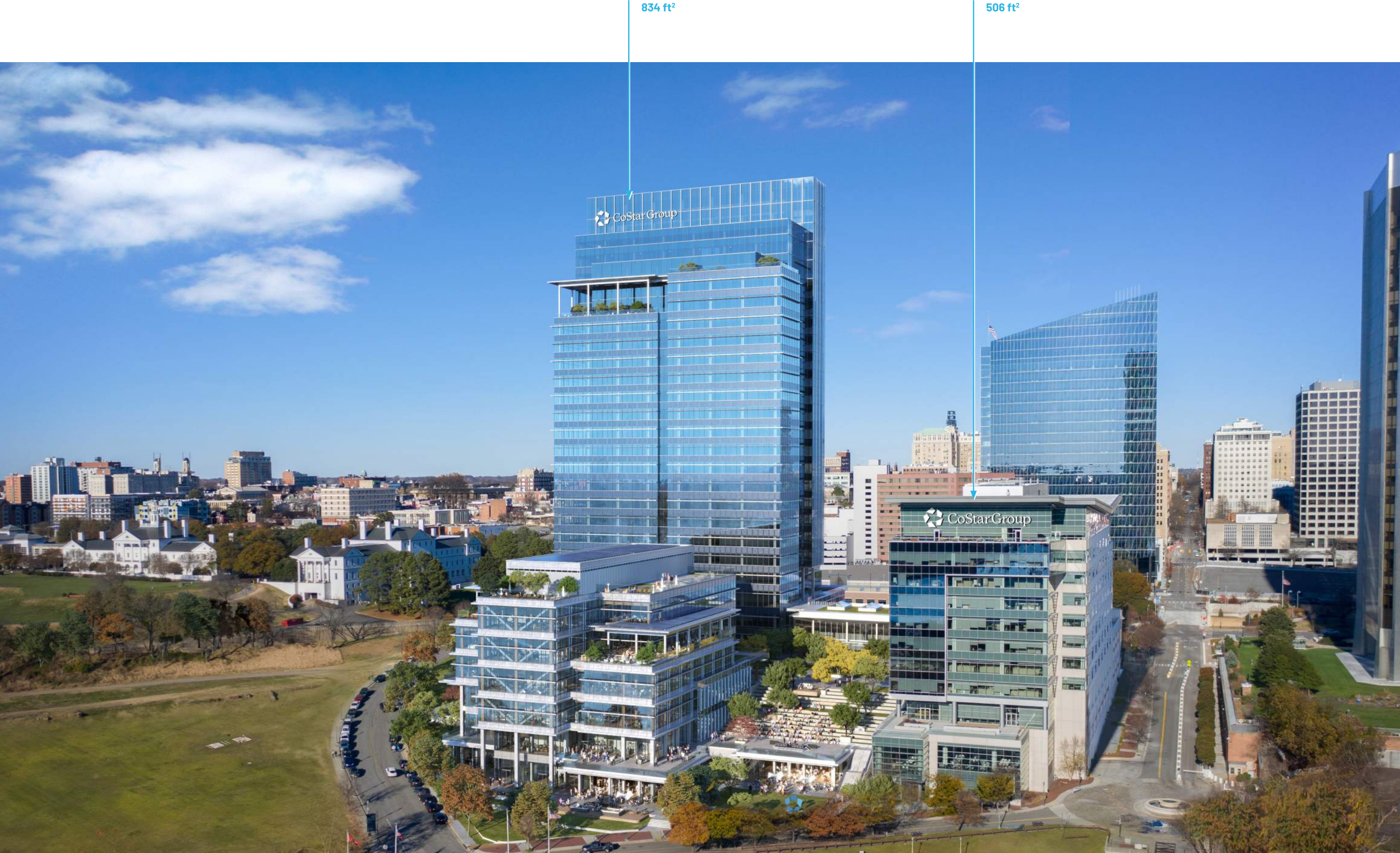
**506 ft<sup>2</sup> @ 1 location**

**224 ft<sup>2</sup> @ 1 location**

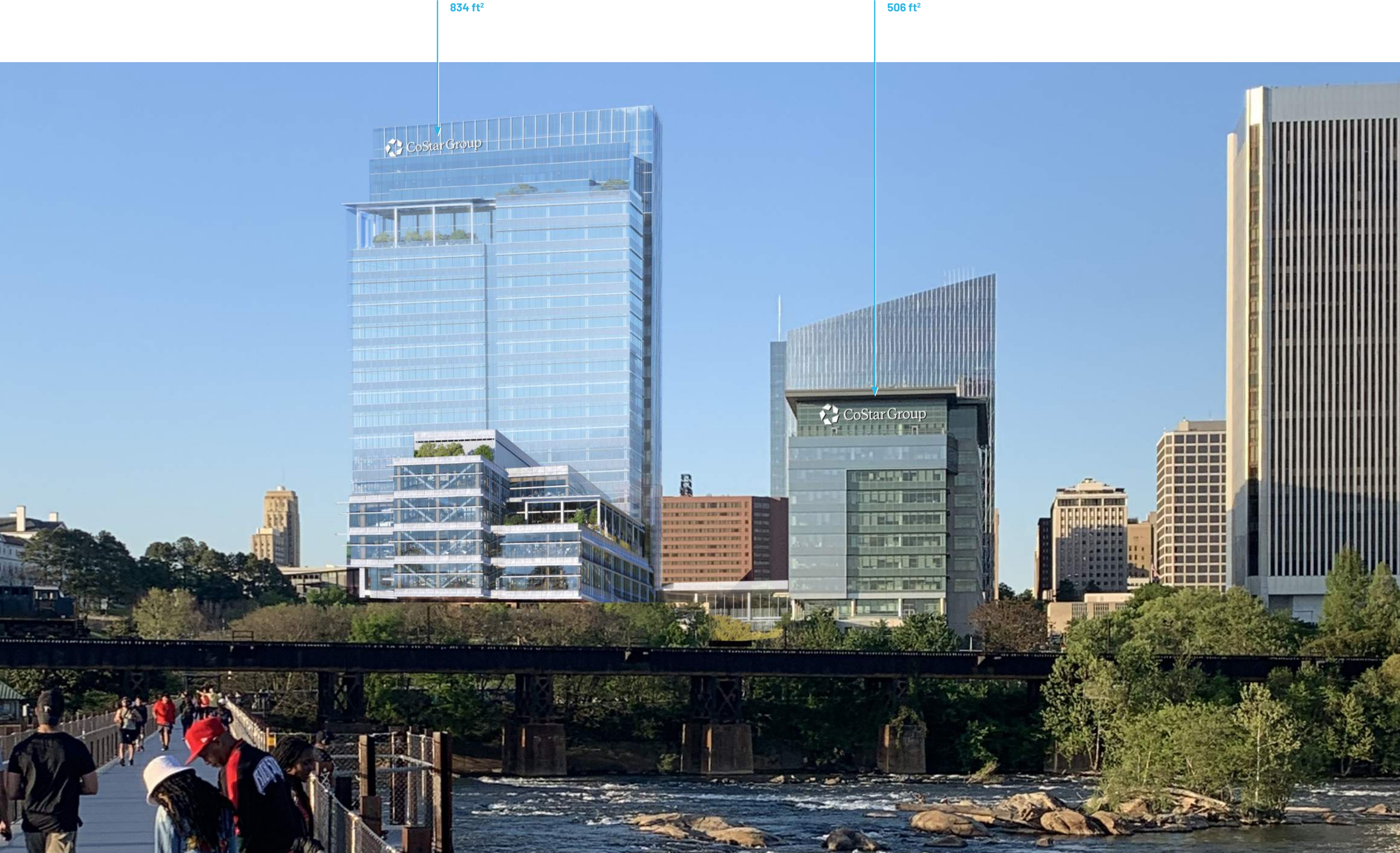






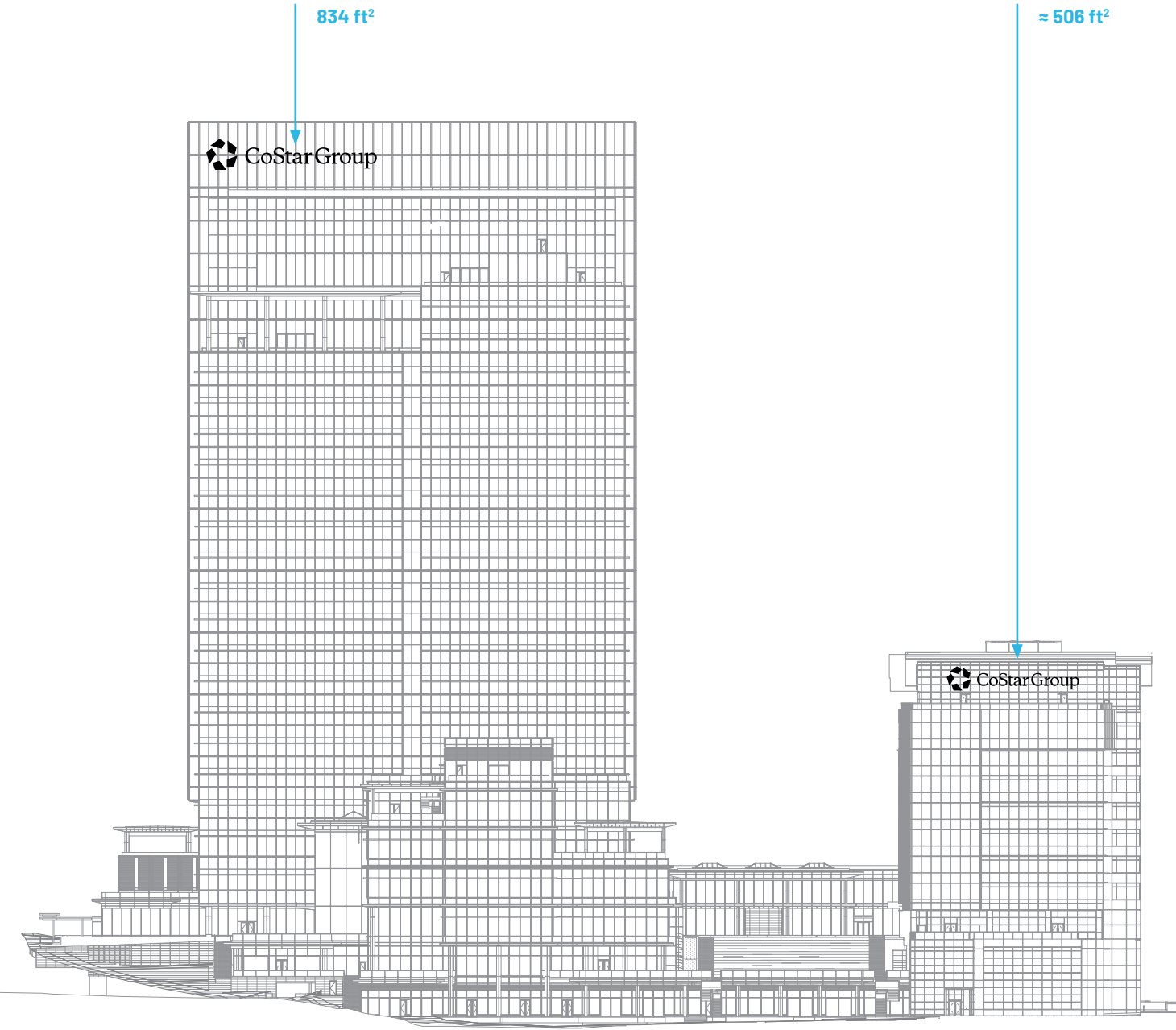




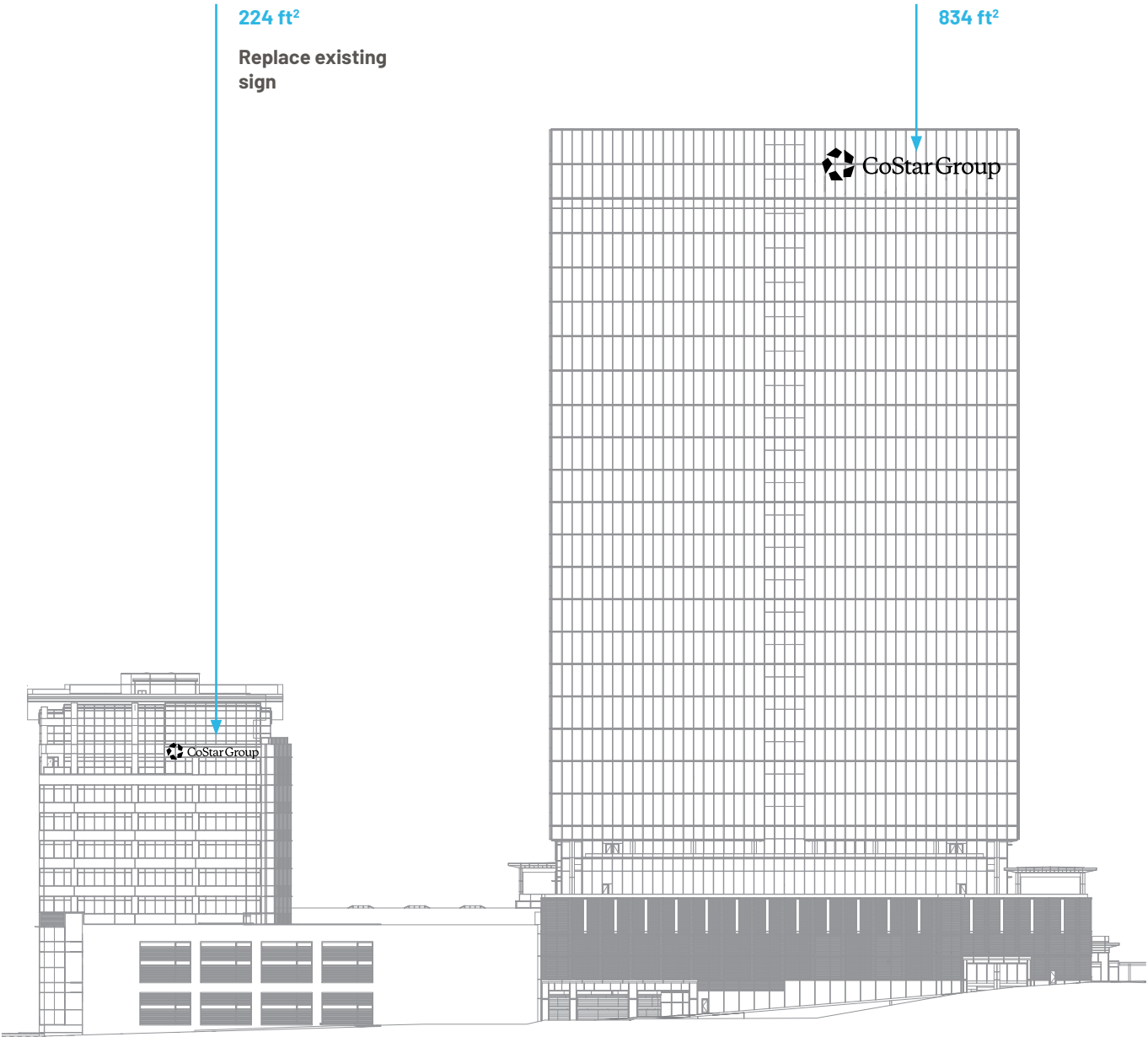








South



North



**834 ft<sup>2</sup>**  
256 ft<sup>2</sup> + 578 ft<sup>2</sup>



**2 x total locations**  
Foundry Park North

**506 ft<sup>2</sup>**  
155.5 ft<sup>2</sup> + 350.5 ft<sup>2</sup>



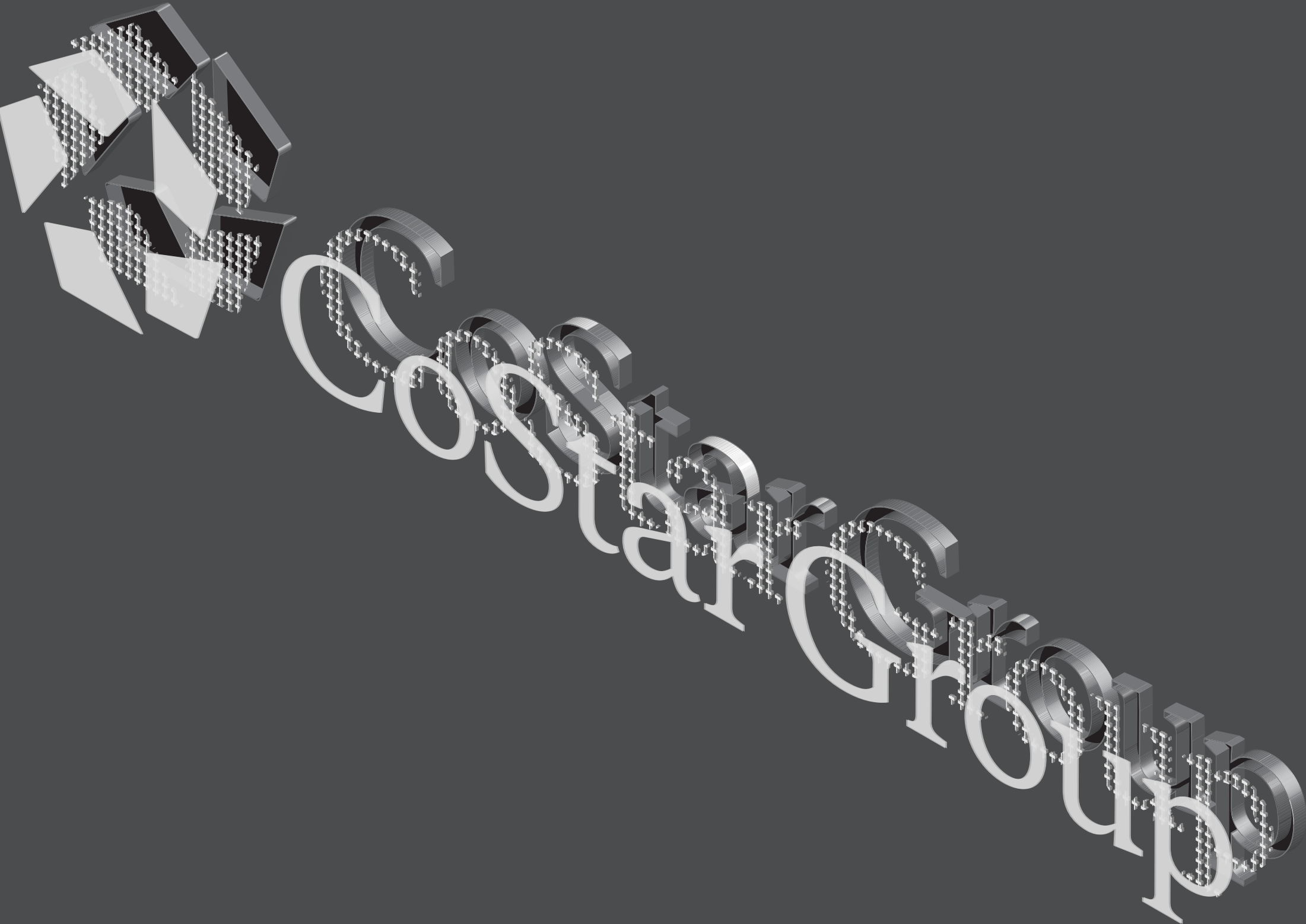
**1 x total locations**  
501 S. 5<sup>th</sup> Street  
(501 Tredegar Street)

**224 ft<sup>2</sup>**  
70 ft<sup>2</sup> + 154 ft<sup>2</sup>



**1 x total locations**  
501 S. 5<sup>th</sup> Street

Internally illuminated cabinet sign with LED array and diffused lens on sign face.



THIS DRAWING PREPARED AT THE  
**CORPORATE OFFICE**  
1001 Boulders Parkway, Suite 300 | Richmond, VA 23225  
TEL 804.200.6500 FAX 804.560.1016 [www.timmons.com](http://www.timmons.com)

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