



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

ORD.2024-182: To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2023-316, adopted Nov. 13, 2023, pertaining to the "Stony Point Community Unit Plan," for the purpose of amending the development standards, as they pertain to Map Section E of the Southern Portion of the Plan, to modify the development standards as they pertain to Map Section K of the Northern Portion of the Plan, regarding permitted principal and accessory uses, signage, hours of operation, and developable building area.

CPCR. 2024.019 Resolution of the Richmond City Planning Commission approving an amendment to the Stony Point Community Unit Plan, for the purpose of amending the development standards, as they pertain to Map Section K of the northern portion of the plan, regarding permitted principal and accessory uses, signage, hours of operation, and developable building area.

To: City Planning Commission
From: Land Use Administration
Date: July 16, 2024

PETITIONER

Chippenham SP Holdings, LLC

LOCATION

9200, 9204 and 9220 Stony Point Parkway

PURPOSE

The applicant is requesting an amendment to the Stony Point Community Unit Plan, Map Section K of the northern portion of the plan. The applicant is seeking an amendment to: (i) clarify the permitted principal and accessory uses of the Subject Property, (ii) eliminate limitations on hours of operation, (iii) allow for additional signage of the Subject Property, and (iv) allow up to 30,000 square feet of additional developable building area in the location shown on the development plan enclosed with the Application.

SUMMARY & RECOMMENDATION

Staff finds that the proposed development is consistent with the Richmond 300 Master Plan's destination mixed use land use designation of the subject property.

Staff further finds that the subject property is located within the Stony Point Priority Growth Node and that this request will help to achieve the vision to transform Stony Point Fashion Park "from a declining mall in 2020 to a village-style development" (p. 50).

Staff further finds that the proposed Community Unit Plan Preliminary Plan Amendment will continue to adequately safeguard the health, safety and welfare of the occupants of the adjoining and surrounding properties, will not unreasonably impair an adequate supply of light and air to adjacent properties, will not unreasonably increase congestion in streets and will not increase

public danger from fire or otherwise unreasonably affect public safety and will not diminish or impair the established values of property in surrounding areas.

Therefore, staff recommends approval of the preliminary community unit plan amendment request.

FINDINGS OF FACT

Site Description

The subject property is part of the Stony Point Fashion Park Shopping Center located at the interchanges of Chippenham Parkway and Stony Point Parkway and is a component of Map Section K of the Northern portion of the Stony Point Community Unit Plan.

Proposed Use of the Property

The applicant desires to amend the Community Unit Plan to modify the permitted principal and accessory uses of the Subject Property; to eliminate limitations on hours of operation; to modify signage requirements; and to allow up to 30,000 square feet of additional developable building area.

Master Plan

The City's Richmond 300 Master Plan designates a future land use for the subject property as Destination Mixed Use. This designation is defined key gateways "...featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space. Located at the convergence of several modes of transportation, including Pulse BRT or other planned transit improvements."

Development Style:

Higher-density, transit-oriented development encouraged on vacant or underutilized sites. New development should be urban in form, may be of larger scale than existing context, and, where relevant, should pay special attention to the historic character of the existing context. Development should enhance the public realm and create a sense of place. Many buildings are vertically mixed-use. Developments continue or introduce a gridded street pattern to increase connectivity.

Ground Floor:

Ground floor uses engage with, and enliven, the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses are required on street-oriented commercial frontages.

The subject property is also located within the Stony Point Fashion Park priority growth area node. The vision for this node is: Stony Point Fashion Park is transformed from a declining mall in 2020 to a village-style development that has expanded its significant residential community to complement office and retail uses. The redevelopment of Stony Point Fashion Park has capitalized on its strong regional highway connections, while also providing bike, pedestrian, and transit connections to adjacent neighborhoods and the greater Richmond region.

Zoning & Ordinance Conditions

The subject property is located within the R-2 Single-Family Residential zoning district and is subject to the conditions stipulated in the Stony Point Community Unit Plan originally adopted on December 15, 1975, and most recently amended on Nov. 13, 2023 by Ord. 2023-316.

If adopted, the following changes to the Community Unit Plan would be effectuated:

1. For the purposes of Northern Map Section K, the 2014 Development Plan would be replaced with the new development plan included with the application entitled “Development Plan for Stony Point C.U.P. Northern Portion, Map Section K” dated October 19, 2023 (the “2023 Development Plan”), which is pictured to the right. A larger version of the plan is available in the Ordinance document.



2. Replace Sec. 1.A(7)(b) regulating Permitted Principal and Accessory Uses, to read as follows:

The following uses shall be permitted in Map Section K of the Northern Portions of the Plan:

- (i) All uses authorized in the Coliseum Mall District per Sec. 30-448.1 of the Code of the City of Richmond (2020), as amended.
- (ii) Breweries producing not more than 100,000 barrels of beer per year and distilleries producing not more than 250,000 cases of liquor per year, subject to the provisions of Section 30-446.3(6) of the Code of the City of Richmond (2020) as amended.
- (iii) Accessory uses and structures customarily incidental and clearly subordinate to uses permitted in Map Section K.

3. Delete in its entirety Section 1.A(7)(n) restricting hours of operation of retail and restaurants within Map Section K of the Northern Portions of the Plan, as follows:

~~(n) Hours of Operation:~~

- ~~(i) Retail: Retail uses within Map Section K shall not be opened to the public before 10:00 a.m. or after 9:00 p.m. Monday through Saturday, and shall not be opened to the public before 10:00 a.m. or after 6:00 p.m. on Sunday. However, such hours may be extended during the major holiday season.~~
- ~~(ii) Restaurants within Map Section K shall not be opened to the public before 10:00 a.m.; however, restaurants may open to the public beginning at 6:30 a.m. provided that the total area of such restaurant uses opened before 10:00 a.m. shall not exceed an aggregate area of 15,000 square feet of gross leasable area.~~

4. Replace Section 1.B(20) with new signage language consistent with the current Code regulations, as follows:

- (20) The following signs shall be permitted in Map Sections K and L: (i) signs permitted in all districts pursuant to section 30-505 of the Code of the City of Richmond (2015), as amended, and (ii) up to three freestanding signs not exceeding forty feet in height and 100 square feet in area, and up to five freestanding signs not exceeding twelve feet in height and 75 square feet in area. Notwithstanding any contrary provision of this ordinance, review by the development review committee for Map Sections K and L is not required prior to City approval of a sign authorized by this subsection.

Surrounding Area

Surrounding properties also have an R-2 zoning designation and are located within the Stony Point CUP. A mix of office, residential, and vacant land uses are present in the Map Sections surrounding the subject property.

Neighborhood Participation

Staff notified the Cherokee Area Neighbors Civic Association as well as area residents and property owners. No comments in support or opposition have been received.

Staff Contact: Matthew J. Ebinger, AICP, Planning Supervisor, 804-646-6308
David Watson, Planner, Land Use Administration, 804-646-1036