



# 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/>

RECEIVED  
APR 8 2014  
LAND USE ADMINISTRATION

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

Project Name: Bliley Property Date: 03/27/2014

Property Address: 6400 Jahnke Road Tax Map #: C0050500007

Fee: \$1,900.00 Total area of affected site in acres: 0.089  
(See page 3 for fee schedule, please make check payable to the "City of Richmond")

### Zoning

Current Zoning: R-2

Existing Use: vacant

Is this property subject to any previous land use cases?

- Yes
- No

If Yes, please list the Ordinance Number:

### Proposed Use

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

Placement of a sign at the southwest corner to advertise development on 6500 Jahnke Rd. Project sign pursuant to R-53 standards

Applicant/Contact Person: Representative: Jeffrey P. Geiger

Company: Hirschler Fleischer

Mailing Address: P.O. Box 500

City: Richmond State: VA Zip Code: 23218-0500

Telephone: (804) 771-9557 Fax: (804) 644-0957

Email: jgeiger@hf-law.com

Property Owner: Catherine Or Bliley Heirs - see attached list

If Business Entity, name and title of authorized signee: \_\_\_\_\_

Mailing Address: 2834 Rocky Oak Road

City: Powhatan State: Va. Zip Code: 23139

Telephone: (804) 598-4362 Fax: ( )

Email: dbliley1@nc,rr.com

Property Owner Signature: By: Daniel J. Bliley

(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)

April 8, 2014

**BY HAND**

Mr. Willy Thompson  
Senior Planner  
City of Richmond  
Planning and Development Review  
Land Use Administration  
900 East Broad Street, Suite 511  
Richmond, Virginia 23219

**Re: Special Use Permit Application for Jahnke Road Properties, LLC (the “Applicant”) for Project Sign to Support Proposed Community in Companion Rezoning Request on the “Bliley Tract” at Intersection of Jahnke and German School Roads**

Dear Ms. Markham:

In compliance with the administrative policy of the Department of Community Development, the Applicant hereby submits the following report in connection with the Special Use Permit Application to allow the placement of an offsite project sign (the “Project Sign”) on that certain parcel of land shown on the City of Richmond (the “City”) Tax Map as C0050500007 (the “Property”). The Project Sign will support a residential community proposed in a companion rezoning request (the “Jahnke Road Development”) for an adjacent fifty-five (55) acre (±) parcel of land shown on the City’s tax map as C0050500006 (the “Bliley Property”). The Bliley Property is located at the intersection of Jahnke Road and German School Road. The Applicant desires to install the Project Sign at this intersection to identify and brand the Jahnke Road Development, but there will be no room for the Project Sign on the Bliley Property after German School Road is extended onto the Bliley Property.

The Applicant proposes installing the Project Sign on a small portion of the Property at the intersection of Jahnke Road and German School Road (as it will be extended). This location is shown on the enclosed site plan (the “Site Plan”) and plat providing the metes and bounds for the area is also enclosed. The Project Sign is shown on the enclosed sign rendering (the “Elevation”). Other than the

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Mill Race North  
725 Jackson Street  
Suite 200  
Fredericksburg, VA 22401  
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placement of the Project Sign on the Property, the Applicant does not request any other deviations from the project sign requirements for the R-53 District as set forth in Article V of the City's Zoning Ordinance (the "Sign Requirements"). The Applicant requests that the Special Use Permit requires the submittal of a landscaping plan and lighting plan to, and approval by, the City's Planning Director prior to the issuance of the first building permit for multifamily units on the Bliley Property.

1. Background. The Applicant has proposed a high-quality residential community on the Bliley Property that will result in a \$40 million (minimum) investment in the Jahnke Road corridor and will generate at least \$500,000 a year in real estate taxes. The community will be comprised of a multi-family section and a single family section. The community will be identified, branded and marketed as one community with one Project Sign. To accomplish the identity, branding and marketing objectives of this Project Sign, the Project Sign needs to be located on the major thru-fare, Jahnke Road, at the defacto entrance into this new community, German School Road Extended. Unfortunately, when the Bliley family subdivided the Property from the Bliley Property, they did not leave enough room at the intersection of Jahnke and German School Roads for the extension of German School Road *and* a project sign. The existing 90' of road frontage across from German School Road will be dedicated to the City for the extension of German School Road.

2. Special Use Permit Request.

Need

To justify this investment in the Jahnke Road corridor, the Project Sign for the community must be located at the intersection of Jahnke and German School Roads. A project sign on Jahnke Road will (i) direct people into the community, (ii) create a sense of place as people enter the community, and (iii) permeate the quality of this community to the surrounding community (people will refer to this area by the community name, not by a street or corridor name). The Property has been underutilized for many years and the Applicant's proposed community will inject high-quality, planned residential development on a property that the City has targeted as a Housing Opportunity Area. The Applicant's investment in the Property, and approval of the Special Use Permit for the placement of the Project Sign, will be a catalyst for the corridor and allow the City to realize a return on its prior investment in improvements for German School Road and prior and future investments in Jahnke Road.

### Project Sign

The Project sign will be constructed in accordance with the Elevation and in the location shown by the Site Plan. The Project Sign will be externally illuminated. Light fixtures will be integrated into the sign or will be shielded with adjacent landscaping so that the fixtures are not generally visible from the public right-of-way. The Project Sign will have subdued lighting. LED fixtures are preferred for longevity and efficiency. Final lighting plan to be approved by the City's Planning Director prior to the issuance of the first building permit for multifamily units on the Bliley Property.

### Landscaping Around Project Sign

The Project Sign will be enhanced with low growing plants reflecting an ordered geometry, texture, color, and habit. Plant materials will be selected in accordance with the City's requirements. Materials will be native or adaptive to the region, and will be well suited to localized site conditions. The choice of deciduous and evergreen shrubs, annuals, perennials and groundcover will utilize primarily native plants. Native plants will be supplemented with new varieties that have increased disease resistance, heat tolerance, and enhanced flowers, foliage, or growth habit. Irrigation is planned for the entrance to assure viability of plantings. Final landscaping plan to be approved by the City's Planning Director prior to the issuance of the first building permit for multifamily units on the Bliley Property.

3. Neighborhood. The area surrounding the Property consists of a mixture of uses. The remainder of the Property is zoned R-2 but the Blileys seek to sell the Property for commercial use. West of the Property is an existing, aged multi-family residential development. The currently underdeveloped Bliley Property is adjacent to the north. On the eastern side of the Property is Lucille Murray Brown Middle School. Across Jahnke Road are retail centers anchored with a Food Lion grocery store and a Rite Aid drug store.

4. Community Benefits. Approval of the Special Use Permit will allow the Project Sign to be placed in the most attractive and logical location to support the Jahnke Road Development. A project sign on Jahnke Road will (i) direct people into the community, (ii) create a sense of place as

people enter the community, and (iii) permeate the quality of this community to the surrounding community as people refer to this area by the community name, not by a street or corridor name. The proposed community will inject high-quality residential development on a property that the City has targeted as a Housing Opportunity Area. The Applicant's investment in the Property, and approval of the Special Use Permit for the placement of the Project Sign, will be a catalyst for the corridor and allow the City to realize a return on its prior investment in improvements for German School Road and prior and future investments in Jahnke Road.

5. Jurisdictional Requirements. All of the basic jurisdictional requirements for approval of the requested Special Use Permit are satisfied for the following reasons:

(a) The Special Use Permit will not be detrimental to the safety, health, morals and general welfare of the community. Approval of the Special Use Permit will simply allow the Applicant to identify, brand, market and promote the Jahnke Road Development, which will in turn result in a significant investment into the City. This new investment will attract new residents to, and retain residents within, this area of the City. These residents would support the existing businesses along Jahnke Road and attract new businesses to the area. The net effect is a rejuvenation of the area leading to improved safety, health, moral and general welfare of the community.

(b) The Special Use Permit will not tend to create congestion in the streets, roads, alleys and other public ways and places in the area involved. The placement of the Project Sign should have no impact on congestion in the area. In fact, the Project Sign will help direct drivers to easily locate the new community by providing way finding which will be beneficial to the neighborhood.

(c) The Special Use Permit will not result in hazards from fire, panic and other dangers. The only work required will be the establishment of the Project Sign.

(d) The Special Use Permit will not tend to overcrowd the land and cause an undue concentration of population. The Project Sign will be placed among a landscaped area and, for the additional reasons noted above, the placement of the Project Sign will have no impact.

(e) The Special Use Permit will not adversely affect or interfere with public or private schools, water supplies, sewage disposal, transportation or other requirements, conveniences and improvements. As noted above, the placement of the Project Sign will have no impact on these items.

(f) The Special Use Permit will not interfere with adequate light and air. The requested Project Sign and the surrounding landscaping will have no impact on the supply of adequate light and air.

6. Summary. The Special Use Permit to allow the Applicant to install the Project Sign on the Property to identify, brand and market the Jahnke Road Development will only have beneficial effects on the community. The Project Sign will help promote the Jahnke Road Development, which will be a catalyst for the corridor, provide a major investment in an underutilized tract of land, encourage other investment in the corridor, and allow the City to realize a return on its prior investment in improvements for German School Road and prior and future investments in Jahnke Road. Furthermore, no deviations from the Sign Requirements are being requested except for the placement of the Project Sign on the Property. On the basis of the foregoing, we respectfully request that the City Council grant the Special Use Permit to allow the Applicant to place the Project Sign on the Property.

Respectfully submitted,



Jeffrey P. Geiger