

WILLIAMS MULLEN

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February 3, 2017,
As Amended August 3, 2017

VIA EMAIL AND HAND DELIVERY

City of Richmond Department of Planning and Development Review
City Hall, 900 East Broad Street, Room 511
Richmond, Virginia 23219
Attn: Mr. Matthew Ebinger

Re: CUP Preliminary Plan Amendment Application | The Shops at Stratford Hills

Ladies and Gentlemen:

On behalf of the Applicants, Chippenham North Associates, LLC and Woody Real Estate Investments LLC, we enclose an application and related materials (collectively, the "Application") for a preliminary plan amendment to the Community Unit Plan for the captioned property, commonly known as The Shops at Stratford Hills, previously approved by City Council on July 23, 2001 as Ordinance No. 2001-220-231 (the "CUP Ordinance"). This letter will also serve as the Applicant's Report.

The CUP Ordinance authorizes the commercial use of approximately 62.5 acres of land located in the southeast corner of the intersection of Chippenham Parkway and Forest Hill Avenue, subject to certain terms and conditions. The Application proposes the following: (a) to add certain additional property, comprised of approximately 8 acres, to the Community Unit Plan, and (b) to amend certain terms and conditions of the CUP Ordinance.

A. The Additional Property & Phase II of the Community Unit Plan

The Applicant proposes to annex to the Community Unit Plan certain property owned by Woody Real Estate Investments LLC comprised of certain parcels located immediately adjacent to the existing plan boundary, designated as City GPINs C0040703014, C0040703016, C0040703018, C0040703022, C0040703050, C0040703054, C0040703056, and C0040703058 (the "Additional Property"). The Additional Property and the presently undeveloped property shown as Parcel H, Parcel I and Parcel M on the existing Concept Plan (defined in the CUP Ordinance) are referred to as "Phase II" of the Community Unit Plan. The property comprising Phase II is more particularly shown and designated as "PHASE II" on the plat entitled "EXHIBIT 1 - CUP AMENDMENT OF THE SHOPS AT STRATFORD HILLS CITY OF RICHMOND, VIRGINIA JANUARY 31, 2016" prepared by McKinney and Company, dated January 30, 2017, a copy of which is enclosed (the "Amendment Exhibit"). The metes and bounds description of the entire Property, inclusive of the Additional Property, is enclosed as Exhibit A.

The Applicant intends to develop a portion of Phase II as one or more outparcels comprised of buildings with a combined floor area of not greater than approximately 8,000 square feet (the "Phase II Outparcel"). Anticipated potential uses of Phase II include retail and restaurant uses.

B. Amendments to CUP

In order to facilitate the economic competitiveness of the Shops at Stratford Hills and in response to requests by current and proposed tenants, the Applicant proposes the following amendments to the CUP Ordinance:

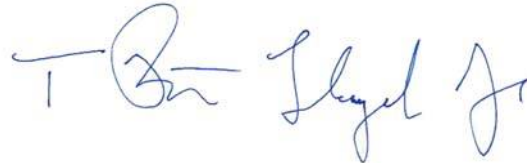
1. Allow the construction of one freestanding monument sign facing Chippenham Parkway (Route 150) in the location shown and labeled as item (1) on the Amendment Exhibit. Given the traffic volume on Chippenham Parkway, the lack of tenant identification signage at this location has been a principal concern raised in lease renewal discussions with anchor tenants.
2. Allow a break in the median at the main center entrance from Forest Hill Avenue (Route 683) in the location shown and labeled as item (2) on the Amendment Exhibit. This would allow increased traffic circulation to tenants of Lot 3.
3. Allow a break in the median at the secondary east entrance from Forest Hill Avenue (Route 638) in the location shown and labeled as item (3) on the Amendment Exhibit. This would allow increased traffic circulation to tenants of Lot 2.
4. Allow a curb cut with *full movement* ~~right-in/right-out~~ access from the Phase II Outparcel to Forest Hill Avenue (Route 638) in the location shown and labeled as item (4) on the Amendment Exhibit. This would allow increased traffic circulation to the Phase II Outparcel, and is a condition of development for the proposed retailers on the Phase II Outparcel.
5. *Amend the locations of the existing buffer requirements set forth in the CUP Ordinance, which will continue to screen Phase II from the property zoned R-2 located to the east of the project, as shown and labeled as item (5) on the Amendment Exhibit. Additional landscaping requirements for the Phase II Outparcel and Additional Property would be as substantially shown on the enclosed plat entitled "SHOPS AT STRATFORD HILLS CONCEPTUAL LANDSCAPE PLAN" prepared by McKinney & Company dated April 6, 2017, as last revised July 27, 2017.*
6. Annex the Additional Property to the CUP, as shown and labeled as item (6) on the Amendment Exhibit. Given the inclusion of the Additional Property, the Applicant further proposes to (a) allow the construction of buildings and parking areas on the Phase II Outparcel in the shaded/bubbled locations shown on the exhibit, ~~and~~ (b) increase the cap on commercial development from 420,000 sq. ft. to 428,000 sq. ft., *and* (c) allow freestanding signage for the Phase II Outparcel users in the location shown on the Amendment Exhibit.

7. *Expand the building area and include restaurant with drive-through as a permitted use in the location shown and labeled as item (7) on the Amendment Exhibit. Corresponding signage would be permitted on the right-of-way of Forest Hill Avenue in the location shown on the Amendment Exhibit.*
8. *Expand the building area of the pad currently occupied by Starbucks as shown and labeled as item (8) on the Amendment Exhibit. A corresponding increase in surface parking spaces is provided adjacent to the building along Forest Hill Avenue.*

Based on the foregoing, the proposed use on the Property meets the criteria set forth in the Charter of the City of Richmond that the Application is not (i) 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 cause overcrowding of land and 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.

Thank you for your consideration of this matter. Please feel free to contact the undersigned at 804.420.6615 or plloyd@williamsmullen.com, at any time if you have any questions or require additional materials.

Sincerely,

A handwritten signature in blue ink, appearing to read "T. Preston Lloyd, Jr.", written in a cursive style.

T. Preston Lloyd, Jr.

Enclosures

cc: Mr. Will Allen, Harper Associates
The Honorable Kristen Larson, City Council of the City of Richmond