



# GRAVEL HILL BAPTIST CHURCH

December 27, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Mr. Matthew Ebinger

Re. Community Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

I write as Trustee Chair of Gravel Hill Baptist Church, South Richmond to offer support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Representatives of the Applicant first notified us of their desired changes well over a year ago, and have kept us updated throughout the process. We encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important business location for our community. We support the owner's desire to enhance the shopping center's recruitment and retention of top quality retail tenants. Since the Shops at Stratford Hills began to the east of our property, we have never experienced any issues with the management of the shopping center, and management has always maintained an open line of communication with us. The shopping center has brought in an influx of good business to the area and has been a good neighbor throughout its existence. We look forward to the new ways the proposed changes can further improve the neighborhood.

The applicant has committed to working with our community, and our congregation in particular, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [info@gravelhillbaptistchurch.org](mailto:info@gravelhillbaptistchurch.org).

Best regards,

Stephen V. Scott



January 1, 2018

Department of Planning  
& Development Review  
City of Richmond  
900 E Broad Street, Room 511  
Richmond, VA 23219  
Attn: Ms. Lory Markham

RE: Community Support for Pylon Sign on Chippenham Parkway at Shops of Stratford Hills

To Whom It May Concern:

We support the proposed Pylon Sign facing Chippenham Parkway for the Shops at Stratford Hills. We believe this signage will help enhance the shopping center and attract and welcome more customers as well as increase the retention of top quality retail tenants. We encourage the Planning Commission and City Council to approve the application.

The applicant is committed to working with our community, and we are pleased to offer support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Best Regards,

A handwritten signature in blue ink, appearing to read "Charlene Putnam". The signature is fluid and cursive, with a large initial 'C'.

Charlene Putnam  
Director of Property Management,  
Real Estate Assets  
Publix Super Markets, Inc.

## **Ebinger, Matthew J. - PDR**

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**From:** John Girardi [johnpgirardi1@gmail.com]  
**Sent:** Friday, December 22, 2017 10:52 AM  
**To:** Ebinger, Matthew J. - PDR  
**Subject:** Re: Shops at Stratford Hills Community Unit Plan

Cherokee Area Neighbors resoundingly approves and supports the current changes to the CUP at the Shops at Stratford Hills. We are in favor of this development.

Truly  
John P Girardi  
President  
Cherokee Area Neighbors  
9008 Cherokee Road  
Richmond VA 23234  
(804) 334-2527  
[johnpgirardi1@gmail.com](mailto:johnpgirardi1@gmail.com)

Sent from my iPhone

On Dec 21, 2017, at 3:56 PM, Ebinger, Matthew J. - PDR <[Matthew.Ebinger@Richmondgov.com](mailto:Matthew.Ebinger@Richmondgov.com)> wrote:

Good Afternoon:

As shown in the attached action summary, the Shops at Stratford Hills has been continued to the Jan 3, 2018 Meeting of the Planning Commission.

**Matthew J. Ebinger, AICP**

Principal Planner - Land Use Administration | Secretary to the Planning Commission | Department of Planning & Development Review | City of Richmond | [Matthew.Ebinger@RichmondGov.com](mailto:Matthew.Ebinger@RichmondGov.com) | 804-646-6308

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**From:** Ebinger, Matthew J. - PDR  
**Sent:** Monday, December 04, 2017 5:01 PM  
**To:** 'johnpgirardi1@gmail.com'  
**Cc:** Ebinger, Matthew J. - PDR  
**Subject:** Shops at Stratford Hills Community Unit Plan

Good Afternoon:

Please see the attached documentation regarding a proposed amendment to the Shops at Stratford Hills community unit plan.

**Matthew J. Ebinger, AICP**

Principal Planner | Land Use Administration | Department of Planning and Development Review  
Secretary to the Planning Commission  
City of Richmond | 900 E Broad Street, Room 511 | Richmond, VA 23219 |  
[Matthew.Ebinger@RichmondGov.com](mailto:Matthew.Ebinger@RichmondGov.com) | 804-646-6308



7001 Forest Hill Ave.  
Richmond, Va 23225  
804-320-1069

December 5, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Matthew Ebinger

Re. Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

I write as Maria D. Garcia of Mexico Restaurant to evidence its support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Following review of the proposal with the applicant and its representatives, we encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for our community. We see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. We support the proposed changes, which seek to enhance access and parking while improving signage. We further endorse the applicant's efforts to expand the retail center to include new parcels for development with quality tenants. We strongly support the inclusion of enhanced parking, circulation and access as accomplished by this Amendment and specifically the median break on the private road that provides access to the Mexico Restaurant and the shared parking in front of the existing Starbucks.

The applicant has committed to working with our community, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [email].

Best regards,

Maria D. Garcia  
CEO  
Mexico Restaurant

February 8, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Ms. Lory Markham

Re. Community Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

I write as a resident of the Stratford Hills neighborhood to express my support for the proposed enhancements to the Community Unit Plan of the Shops at Stratford Hills. I have reviewed the proposal, and I encourage the Planning Commission and City Council to approve the application.

I own a home on Tanglewood Road, and I used to have an office in the Boulders. I am also a commercial real estate professional. In my 15+ year career, I have advised local and national retailers on real estate decisions throughout Greater Richmond. As a retail real estate expert, I have a thorough understanding of consumer habits and shopping patterns. As a consumer, I live these habits daily and have first-hand knowledge of the hindrances. In recent years, restaurants and retail stores have left the shopping center, and although Tuesday Morning opened a new store here, it was not a net gain for the area as they relocated across the street.

Attracting and retaining quality businesses is a greater challenge than it was in 2001. In order for a business to thrive, the location must have visibility and convenient access. Small businesses will suffer without an anchor store. Martin's is closing and challenges face the industry, therefore we must make every effort to attract a top tier grocer for this shopping center.

The Shops at Stratford Hills is the only first-class shopping center in our neighborhood and an important development to our community. Dark storefronts are a blight to a neighborhood and can impact surrounding property values. Business-friendly accommodations such as these proposed by the developer are necessary to attract and retain quality retailers.

I endorse the applicant's efforts to improve access and expand the retail center to include new parcels for development with quality tenants. The developer has been committed to working with our community. I am pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Best regards,



Allyson Petty Wiggins  
7454 Tanglewood Road  
804-873-4535



# GRAVEL HILL BAPTIST CHURCH

February 27, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Ms. Lory Markham

Re. Community Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

I write as Trustee Chair of the Gravel Hill Baptist Church, South Richmond to evidence its support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Following review of the proposal with the applicant and its representatives, we encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for our community. We see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. We currently support the proposed changes, which seek to enhance access and parking while improving signage. We further endorse the applicant's efforts to expand the retail center to include new parcels for development with quality tenants.

The applicant has committed to working with our community, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [info@gravelhillbaptistchurch.org](mailto:info@gravelhillbaptistchurch.org).

Respectfully,

Stephen V. Scott  
Chair, Board of Trustees

## **Ebinger, Matthew J. - PDR**

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**From:** Turnbull, Ned [nturnbull@williamsmullen.com]  
**Sent:** Thursday, March 09, 2017 9:41 AM  
**To:** Ebinger, Matthew J. - PDR  
**Subject:** Support for CUP Amendment of Shops at Stratford Hills

Dear Mr. Ebinger:

I write as a resident of the Stratford Hills neighborhood to evidence my support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Following review of the proposal with the applicant and its representatives, I encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for our community. I see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. I support the proposed changes, which seek to enhance access and parking while improving signage. I further endorse the applicant's efforts to expand the retail center to include new parcels for development with quality tenants.

The applicant has committed to working with our community, and I am pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [nturnbull@williamsmullen.com](mailto:nturnbull@williamsmullen.com).

Best regards,  
Ned

**Ned Turnbull | Attorney | Williams Mullen**

Williams Mullen Center | 200 South 10th Street, Suite 1600 | P.O. Box 1320 (23218) | Richmond, VA 23219  
T 804.420.6605 | F 804.420.6507 | [nturnbull@williamsmullen.com](mailto:nturnbull@williamsmullen.com) | [www.williamsmullen.com](http://www.williamsmullen.com)

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February 8, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Ms. Lory Markham

Re. Community Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

I write as a resident of the Stratford Hills neighborhood to express my support for the proposed enhancements to the Community Unit Plan of the Shops at Stratford Hills. I have reviewed the proposal, and I encourage the Planning Commission and City Council to approve the application.

I own a home on Tanglewood Road, and I used to have an office in the Boulders. I am also a commercial real estate professional. In my 15+ year career, I have advised local and national retailers on real estate decisions throughout Greater Richmond. As a retail real estate expert, I have a thorough understanding of consumer habits and shopping patterns. As a consumer, I live these habits daily and have first-hand knowledge of the hindrances. In recent years, restaurants and retail stores have left the shopping center, and although Tuesday Morning opened a new store here, it was not a net gain for the area as they relocated across the street.

Attracting and retaining quality businesses is a greater challenge than it was in 2001. In order for a business to thrive, the location must have visibility and convenient access. Small businesses will suffer without an anchor store. Martin's is closing and challenges face the industry, therefore we must make every effort to attract a top tier grocer for this shopping center.

The Shops at Stratford Hills is the only first-class shopping center in our neighborhood and an important development to our community. Dark storefronts are a blight to a neighborhood and can impact surrounding property values. Business-friendly accommodations such as these proposed by the developer are necessary to attract and retain quality retailers.

I endorse the applicant's efforts to improve access and expand the retail center to include new parcels for development with quality tenants. The developer has been committed to working with our community. I am pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Best regards,



Allyson Petty Wiggins  
7454 Tanglewood Road  
804-873-4535



RECEIVED

FEB 6 2017

January 28, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Ms. Lory Markham

Re. Community Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

We write as residents of the Southampton Citizen's Association to evidence our support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Following review of the proposal with the applicant and its representatives, we encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for our community. We see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. We support the proposed changes, which seek to enhance access and parking while improving signage. We further endorse the applicant's efforts to expand the retail center to include new parcels for development with quality tenants.

The applicant has committed to working with our community, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [jsprince2000@yahoo.com](mailto:jsprince2000@yahoo.com).

Sincerely,



*Steve and Tina Prince*

Steve and Tina Prince  
8781 Riverside Drive  
Richmond VA 23235



Casey L. Pettersen  
Lead Negotiator RE  
Direct Dial: (612) 761-1657  
Email: casey.pettersen@target.com

February 21, 2017

ATTN: Ms. Lory Markham  
Department of Planning & Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219

Via US Mail and Email (Matthew.Ebinger@RichmondGov.com)

**Re: Community Support for CUP Amendment of Shops at Stratford Hills  
T1931 Forest Hill, VA**

Greetings:

I am writing to evidence Target's support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Following review of the proposal with the applicant and its representatives, we encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for the community. We see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. We support the proposed changes, which seek to enhance access and parking while improving signage.

The applicant has committed to working with our community, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Casey L. Pettersen".

Casey L. Pettersen  
Lead Negotiator RE  
Target Corporation



Direct dial: (804) 340-4065

February 28, 2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Ms. Lory Markham

Re. Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

I write as an officer of Ukrop's Super Markets, Inc. to voice our support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. We have reviewed the proposal and we encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for our community. We see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. We support the proposed changes, which seek to enhance access and parking while improving signage. We further endorse the applicant's efforts to expand the retail center to include new parcels for development with quality tenants.

The applicant has committed to working with our community, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [David.Naquin@Ukrops.com](mailto:David.Naquin@Ukrops.com).

Best regards,

A handwritten signature in black ink, appearing to read "David J. Naquin".

David J. Naquin  
Executive Vice President and Chief Operating Officer

03/14/2017

Department of Planning  
& Development Review  
City of Richmond  
900 E. Broad Street, Room 511  
Richmond, VA 23219  
ATTN: Ms. Lory Markham

Re. Community Support for CUP Amendment of Shops at Stratford Hills

Ladies and Gentlemen:

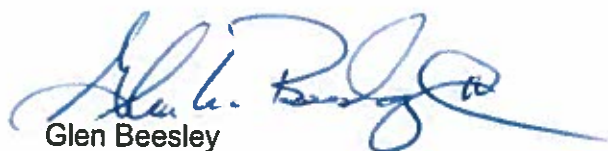
I write as store development manager of the STARBUCKS COFFEE COMPANY to evidence its support for the proposed amendment to the Community Unit Plan of the Shops at Stratford Hills. Following review of the proposal with the applicant and its representatives, we encourage the Planning Commission and City Council to approve the application.

The Shops at Stratford Hills is an important development for our community. We see as a top priority the opportunity to enhance the shopping center's recruitment and retention of top quality retail tenants, especially in the face of changes to the grocery industry in recent years. We support the proposed changes, which seek to enhance access and parking while improving signage. We further endorse the applicant's efforts to expand the retail center to include new parcels for development with quality tenants.

The applicant has committed to working with our community, and we are pleased to offer this support to ensure that this retail center remains a positive contributor to our neighborhood and the City at large.

Should you have any questions, please contact me at [gbeesley@starbucks.com](mailto:gbeesley@starbucks.com).

Best regards,



Glen Beesley