



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2020-246: To authorize the special use of the property known as 2611 West Cary Street for the purpose of permitting a sign with an aggregate area exceeding that permitted by the underlying zoning regulations, upon certain terms and conditions.

To: City Planning Commission
From: Land Use Administration
Date: December 7, 2020

PETITIONER

The Beet Box

LOCATION

2611 West Cary Street

PURPOSE

To authorize the special use of the property known as 2611 West Cary Street for the purpose of permitting a sign with an aggregate area exceeding that permitted by the underlying zoning regulations, upon certain terms and conditions.

SUMMARY & RECOMMENDATION

In the B-6 Mixed Use District, the aggregate area of all signs shall not exceed one square foot per each linear foot of lot, up to a maximum of 32 square feet. The property has 21 linear feet of lot frontage. Therefore, the aggregate area of all signs shall not exceed 21 square feet. The front of the building contains a mural that incorporates painted sign lettering. This entire mural was determined by the zoning office to be sign area that exceeds 32 square feet. A special use permit is therefore required in order to authorize the signage that exceeds the aggregate area allowed in Section 30-518(2) of the zoning ordinance.

Staff finds the special use would serve a commercial use within an area designated for such use by the Master Plan.

Staff finds that with the ordinance conditions the safeguards contained within the City Charter, relative to the granting of Special Use Permits, are met. Specifically, staff finds that the proposed use would not be detrimental to the safety, health, morals and general welfare of the community.

Therefore, staff recommends approval of this special use permit request.

FINDINGS OF FACT

Site Description

The subject property, known as 2611 West Cary Street, is comprised of .059 acres and is located near mid-block between South Robinson Street and South Mulberry Street, along the West Cary Street commercial corridor. The subject property contains a structure originally built as a single-family attached dwelling in 1920. In 1942 the property and surrounding area was rezoned for commercial uses. This commercial designation continues to present day.

Proposed Special Use of Property

The proposed special use permit will authorize a painted wall sign exceeding 32 square feet in area.

Master Plan

The subject property is designated for Community Commercial land use by the City of Richmond Master Plan. The Master Plan recommends primary uses that include office, retail, personal service and other commercial and service uses, intended to provide the shopping and service needs of residents of a number of nearby neighborhoods or a section of the City.

The Richmond 300 Master Plan recommends Community Mixed-Use land use, which is described as “cluster of medium-density, walkable commercial and residential uses that provide neighborhood services to nearby residential communities and sometimes feature regional attractions...Primary Uses: Retail/office/ personal service, multi-family residential, cultural, and open space. Secondary Uses: Single-family houses, institutional, and government.”

Zoning and Ordinance Conditions

The subject property is zoned B-6 Mixed Use District. In the B-6 Mixed Use District, the aggregate area of all signs shall not exceed one square foot per each linear foot of lot, up to a maximum of 32 square feet. The property has 21 linear feet of lot frontage. Therefore, the aggregate area of all signs shall not exceed 21 square feet. The front of the building contains a mural that incorporates painted sign lettering. This entire mural was determined by the zoning office to be sign area that exceeds 32 square feet. A special use permit is therefore required in order to authorize the signage that exceeds the aggregate area allowed in Section 30-518(2) of the zoning ordinance.

Zoning Administration stated that “there are no zoning issues” with the property.

This special use permit would impose conditions on the property, including:

- (a) The Special Use of the Property shall be as a sign, substantially as shown on the Plans, of the aggregate area shown on the Plans, in addition to other uses permitted in the underlying zoning district in which the Property is situated. Signs permitted in all districts pursuant to section 30-505 of the Code of the City of Richmond (2015), as amended, shall also be permitted on the Property.
- (b) All mechanical equipment serving the Property shall be located or screened so as not to be visible from any public right-of-way.

Surrounding Area

The properties surrounding the subject property are also located within the B-6 Mixed Use District and contain a mix of commercial, office, mixed-use, and residential land uses.

Neighborhood Participation

Staff notified the Fan Area Business Alliance, the Uptown Association, the Robison Street Association and area residents and property owners. No notifications of opposition have been received. The Robinson Street Association conveyed their support for this special use request.

Staff Contact

David Watson AICP, Senior Planner, Land Use Administration, 804-646-1036