#### AN ORDINANCE No. 2021-014

To authorize the special use of the	property known as	2700 East Cary	Street for the	purpose of a
freestanding sign, upon certain term	ns and conditions.			

Patron – Mayor Stoney (By Request)

Approved as to form and legality by the City Attorney

PUBLIC HEARING: FEB 8 2021 AT 6 P.M.

WHEREAS, the owner of the property known as 2700 East Cary Street, which is situated in a B-5 Central Business District, desires to use such property for the purpose of a freestanding sign, which use, among other things, is not currently allowed by section 30-517(1), concerning the types of signs permitted in the B-5 Central Business District, of the Code of the City of Richmond (2020), as amended; and

WHEREAS, in accordance with section 17.11 of the Charter of the City of Richmond (2020), as amended, it has been made to appear that, if granted subject to the terms and conditions set forth in this ordinance, the special use granted by this ordinance will not be detrimental to the

AYES:	9	NOES:	0	ABSTAIN:	
_					
ADOPTED:	FEB 8 2021	REJECTED:		STRICKEN:	

safety, health, morals and general welfare of the community involved, will not tend to create congestion in streets, roads, alleys and other public ways and places in the area involved, will not create hazards from fire, panic or other dangers, will not tend to overcrowding of land and cause an undue concentration of population, will not adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements, and will not interfere with adequate light and air; and

WHEREAS, (i) the City Planning Commission has conducted a public hearing to investigate the circumstances and conditions upon which the Council is empowered to authorize such use, (ii) the City Planning Commission has reported to the Council the results of such public hearing and investigation and its recommendations with respect thereto, and (iii) the Council has conducted a public hearing on this ordinance at which the person in interest and all other persons have had an opportunity to be heard;

#### NOW, THEREFORE,

#### THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. **Finding.** Pursuant to section 30-1050.1 of the Code of the City of Richmond (2020), as amended, the Council hereby finds that the special use set forth in and subject to the terms and conditions of this ordinance will not (i) be 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 overcrowding of land and cause 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.

#### § 2. Grant of Special Use Permit.

- (a) Subject to the terms and conditions set forth in this ordinance, the property known as 2700 East Cary Street and identified as Tax Parcel No. E000-0442/036 in the 2021 records of the City Assessor, being more particularly shown on a survey entitled "ALTA / ACSM Land Title Survey," prepared by Vanasse Hangen Brustlin, Inc., and dated August 29, 2007, a copy of which is attached to and made a part of this ordinance, hereinafter referred to as "the Property," is hereby permitted to be used for the purpose of a freestanding sign, substantially as shown on the plans entitled "Signage Special Use Permit Submission," prepared by Architecturefirm, and dated August 10, 2020, hereinafter referred to as "the Plans," copies of which are attached to and made a part of this ordinance.
- (b) The adoption of this ordinance shall constitute the issuance of a special use permit for the Property. The special use permit shall inure to the benefit of the owner or owners of the fee simple title to the Property as of the date on which this ordinance is adopted and their successors in fee simple title, all of which are hereinafter referred to as "the Owner." The conditions contained in this ordinance shall be binding on the Owner.
- § 3. **Special Terms and Conditions.** This special use permit is conditioned on the following special terms and conditions:
- (a) The Special Use of the Property shall be as a freestanding sign, substantially as shown on the Plans.
- (b) The dimensions and materials of the Special Use shall be substantially as shown on the Plans.

- § 4. **Supplemental Terms and Conditions.** This special use permit is conditioned on the following supplemental terms and conditions:
- (a) All required final grading and drainage plans, together with all easements made necessary by such plans, must be approved by the Director of Public Utilities prior to the issuance of the building permit.
- (b) Storm or surface water shall not be allowed to accumulate on the land. The Owner, at its sole cost and expense, shall provide and maintain at all times adequate facilities for the drainage of storm or surface water from the Property so as not to adversely affect or damage any other property or public streets and the use thereof.
- (c) Facilities for the collection of refuse shall be provided in accordance with the requirements of the Director of Public Works. Such facilities shall be located or screened so as not to be visible from adjacent properties and public streets.
- (d) Any encroachments existing, proposed on the Plans or contemplated in the future shall require separate authorization and shall be subject to the applicable provisions of the Code of the City of Richmond (2020), as amended, and all future amendments to such laws.
- (e) In all other respects, the use of the Property shall be in accordance with the applicable underlying zoning regulations.
- § 5. **General Terms and Conditions.** This special use permit is conditioned on the following general terms and conditions:
- (a) No permit implementing this special use permit shall be approved until satisfactory evidence has been presented to the Zoning Administrator that any delinquent real estate taxes applicable to the Property have been paid.

- (b) The Owner shall be bound by, shall observe and shall comply with all other laws, ordinances, rules and regulations applicable to the Property, except as otherwise expressly provided in this ordinance.
- (c) Words and phrases used in this ordinance shall be interpreted to have the meanings ascribed to them by section 30-1220 of the Code of the City of Richmond (2020), as amended, unless the context clearly indicates that a different meaning is intended.
- (d) Notwithstanding any other provision of law, this special use permit is being approved due, in part, to the mitigating effects of each and every condition attached hereto; consequently, if any portion of this ordinance is determined to be invalid for any reason by a final, non-appealable order of any Virginia or federal court of competent jurisdiction, the invalidity shall cause the entire ordinance to be void and of no further effect from the effective date of such order.
- (e) The privileges granted by this ordinance may be revoked pursuant to the provisions of sections 30-1050.7 through 30-1050.11 of the Code of the City of Richmond (2020), as amended, and all future amendments to such laws. Failure to comply with the terms and conditions of this ordinance shall constitute a violation of section 30-1080 of the Code of the City of Richmond (2020), as amended, and all future amendments to such law, or any other applicable laws or regulations.
- (f) When the privileges granted by this ordinance terminate and the special use permit granted hereby becomes null and void, whether as a result of the Owner relinquishing this special use permit in a writing addressed to the Director of Planning and Development Review or otherwise, use of the Property shall be governed thereafter by the zoning regulations prescribed for the district in which the Property is then situated.
- § 6. **Implementation.** The Commissioner of Buildings is authorized to issue a building permit substantially in accordance with the Plans for the Special Use subject to the terms and

conditions set forth in this ordinance. An application for the building permit shall be made within 730 calendar days following the date on which this ordinance becomes effective. If either the application for the building permit is not made with the time period stated in the previous sentence or the building permit terminates under any provision of the Virginia Statewide Building Code, this ordinance and the special use permit granted hereby shall terminate and become null and void.

§ 7. **Effective Date.** This ordinance shall be in force and effect upon adoption.

A TRUE COPY:

TESTE:

City Clerk

RECEIVED

2020.202

## City of Richmond

900 East Broad Street 2nd Floor of City Hall Richmond, VA 23219 www.richmondgov.com

# Item Request

File Number: PRE.2020.413

### O & R Request

DATE:

December 14, 2020

**EDITION: 1** 

TO:

The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor (Patron: Mayor, by Request)

(This in no way reflects a recommendation on behalf of the Mayor)

THROUGH: J.E. Lincoln Saunders, Acting Chief Administrative Officer DEUS

THROUGH: Sharon L. Ebert, Deputy Chief Administrative Officer for Economic

Development and Planning

FROM:

Mark A. Olinger, Director, Dept. of rianning and Development Review

RE:

To authorize the special use of the property known as 2700 East Cary Street for the purpose

of a free-standing sign, upon certain terms and conditions.

ORD. OR RES. No.

**PURPOSE:** To authorize the special use of the property known as 2700 East Cary Street for the purpose of a free-standing sign, upon certain terms and conditions.

REASON: The applicant is requesting a special use permit to allow for the installation of a free-standing sign. The property being located in the B-5 Central Business District, does not permit free-standing signs as a permitted use. A special use permit is therefore required.

**RECOMMENDATION:** In accordance with the requirements of the City Charter and the Zoning Ordinance, the City Planning Commission will review this request and make a recommendation to City Council. This item will be scheduled for consideration by the Commission at its February 1, 2021, meeting.

BACKGROUND: The subject property consists of a 38,417 SF (.88 acre) parcel of developed land. The property is located in the Shockoe Bottom neighborhood of the East Planning District between South 26th and Pear Streets.

The City's Pulse Corridor Plan designates a future land use category for the subject property as Neighborhood Mixed-Use. These "... areas are cohesive districts that provide a mix of uses, but with a larger amount of residential uses than other mixed-use districts. They are an urban, walkable environment with limited neighborhood-oriented uses incorporated along key commercial corridors and at corner sites. The building size, density, and zoning districts for these areas will vary depending on historic densities and neighborhood characteristics.

New development should be in scale with existing context. Regardless of use, buildings should have street-oriented facades with windows and door openings along street frontages. Appropriate setbacks and open space should be provided for residential uses.

The recent Richmond 300 Master Plan recommends a future land use as Corridor Mixed-Use. The building size, density, and zoning districts for these areas may vary significantly depending on historical densities and neighborhood characteristics. Future development should generally complement existing context. Uses may be mixed horizontally in several buildings on a block or vertically within the same building. Developments continue introduce a gridded street pattern to increase connectivity. 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 foor uses are required on street-oriented commercial frontages. (Richmond 300, p. 60)

Residential land uses dominate the area. All surrounding properties are within the same B-5 District as the subject property, with a large M-2, Heavy Industrial zone to the south along the James River.

FISCAL IMPACT / COST: The Department of Planning and Development Review does not anticipate any impact to the City's budget for this or future fiscal years.

FISCAL IMPLICATIONS: Staff time for processing the request; preparation of draft ordinance; and publishing, mailing and posting of public notices.

BUDGET AMENDMENT NECESSARY: No

REVENUE TO CITY: \$300 application fee

**DESIRED EFFECTIVE DATE:** Upon adoption

REQUESTED INTRODUCTION DATE: January 11, 2021

CITY COUNCIL PUBLIC HEARING DATE: February 8, 2021

**REQUESTED AGENDA:** Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:

**City Planning Commission** 

February 1, 2021

AFFECTED AGENCIES: Office of Chief Administrative Officer

Law Department (for review of draft ordinance)

RELATIONSHIP TO EXISTING ORD. OR RES.: None

**REQUIRED CHANGES TO WORK PROGRAM(S): None** 

ATTACHMENTS: Draft Ordinance, Application Form, Applicant's Report, Plans, Survey, Map

STAFF: Jonathan Brown, Senior Planner, Land Use Administration (Room 511) 646-5734



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.richmondagy.com/

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	
Property Address: 2700 East Cary Street	Date: 8/4/2020
Tax Map #; E0000442024 Fee: \$300 (Sign)	· <del></del>
Total area of affected site în acres: .882	
(See page 5 for fee schedule, please make check payable to the "City of	Richmond")
Zoning	
Current Zoning: B-5	
Existing Use; General Office/Business	
N W	
Proposed Use	
(Please Include a detailed description of the proposed use in the required Proposal to install no freestanding sign on the property for a business located	applicant's report)
Existing Use: Zoning code permits wall-mounted, projecting, suspended.	
Is this property subject to any previous land use cases?	
Yes No If Yes, please list the Ordinance Number:	
If Yes, please list the Ordinance Number: Ordina	Inance No. 2017-139-134
Applicant/Contact Person: _Eliza Heyward	
Company: Arts & Letters Creative Co.	
Malling Address: 1805 Highpoint Avenue	
City: Richmond	State: VA Zip Code: 23230
Telephone: _(804) _248-2482	Fax ( )
Email: eliza@artsandletters.xyz	
Property Owner: The Power Plant at Lucky Strike, LLC	
If Business Entity, name and title of authorized signee: Char	les Mecfarlane, Managing Member
extra and a second seco	40
(The person or persons executing or attesting the execution of this Applic sho has or have been duly authorized and empowered to so execute or at	ation on behalf of the Company certifies that he or
and have a have been doly soldiorized and empowered to so execute or at	tesc)
Mailing Address: 1812 East Grace Street	
City; Richmond	State VA Zip Code: 23223
Telephone: (804 ) 233-9700	Fax: _(
Fmall; charles@macfarlaneva.com; emily@macfarlaneva.com	
Property Owner Signature:	us re
The names addresses telephone numbers and signatures of all owners of	
sheets as needed. If a legal representative signs for a property owner ple photocopied signatures will not be accepted.	ase attach an executed power of attorney Faxes of

NOTE: Please attach the required plans, checklist, and a check for the application fee (see Fiting Procedures for special use permits)

#### SPECIAL USE PERMIT: SIGNAGE AT 2700 E. CARY STREET

City of Richmond
Department of Planning and Development Review
Land Use Administration Division
900 E. Broad Street, Room 511
Richmond, Virginia 23219

Project

Arts & Letters Creative Co. (at the Lucky Strike Power Plant)

Date

10 August 2020

#### To whom it may concern:

On behalf of Arts & Letters Creative Co., I am submitting this application for a Special Use Permit in order to allow a freestanding identifying and directional sign to be placed at the main parking lot entrance of 2700 East Cary Street.

Enclosed in this package you will find:

- 01. Completed Application for Special Use Permit.
- 02. Applicant Report.
- 03. Existing Condition Photograph.
- 04. Survey Plat
- 05. A Site Plan with location of Proposed Freestanding Sign.
- 06. Signage Plan and Elevation Drawings with dimensions, font sizes, and finish/color selections.
- 07. Rendering of Proposed Freestanding Sign.

We have included a fee of \$300 for an Initial Sign Special Use Permit – thank you for your consideration and please do not hesitate to reach out with any questions.

Best regards.

Eliza Heyward Arts & Letters Creative Co. 804 248 2482 eliza@artsandletters.xyz

# SPECIAL USE PERMIT: SIGNAGE AT 2700 E. CARY STREET APPLICANT REPORT

We respectfully request a Special Use Permit for the property located at 2700 East Cary Street to allow a freestanding sign to be place on the property at the Main Parking Lot Entrance for identification and directional purposes.

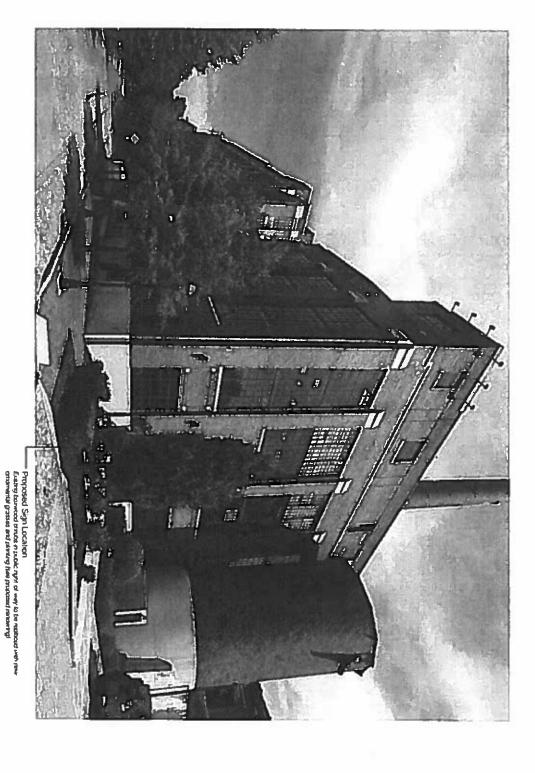
The Lucky Strike Power Plant building has recently been renovated to house the offices of Arts & Letter's Creative Co., a Richmond-based creative firm working in advertising and technology. The existing building has two entrances at the East Cary Street level: one entrance is directly adjacent to the Existing Parking Lot and will be locked at all times for use by staff only; the Main Entrance (for visitors) is located on East Cary Street, approximately 100'-0" from the Parking Lot.

The intent of the proposed freestanding sign at the Parking Lot Entrance is to both readily identify the business located at 2700 East Cary Street and provide visitors with clear direction on the location of the Main Entrance, as it is not immediately visible from the vehicular entrance. The current zoning code for B-5 Business District allows most types of signs except for freestanding signs; we are requesting that a freestanding sign be allowed at this location - within the property extents - to aid in business identification and visitor circulation.

The sign is proposed within an existing planting bed on the west side of the Parking Lot Entrance (refer to drawings and renderings). Portions of this existing planting bed extend beyond the Property Line into the Public Right-of-Way and contain tall boxwood shrubs. To allow visibility of the directional signage, these shrubs would be replaced in-kind with new, low ornamental grasses and plants to maintain both the visibility of the sign as well as amount of vegetation in the Right-of-Way.

We expect that this sign will allow for easier visibility and faster identification of the Arts & Letters office and private parking lot from East Cary Street while also clearly directing all visitors to the Main Entrance & Lobby. There will be no impact on the safety of the public, no creation of congestion in the street (or existing Parking Lot), nor will this sign cause any hazards. The low height of this sign (3'-6") is intended to maintain a discreet appearance within the context of the neighborhood and does not interfere with access to light or air. The color (black) was selected to match the steel window mullions of the existing building and other buildings along Tobacco Row.

Thank you for your consideration.



Existing Condition - 2700 E. Cary Street

Arts & Letters Creative Co (ALO)



Vitas, voyl-seried dordcason & descenti agruye

Auminum card injecturating eggs, painting basck can all acoss to match existing used wendow multicas

Proposed Sign

Aris & Letters Creative Co (ALO)

ARCHITECTUREFIRM

10 August 2020

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