



# City of Richmond

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

## Legislation Text

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**File #:** ORD. 2017-227, **Version:** 2

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To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2015-23-40, adopted Feb 23, 2015, pertaining to the “Stony Point Community Unit Plan,” for the purpose of amending the development standards, as they pertain to Map Sections A and D of the Southern Portion of the Plan, to allow for additional signage.

### O & R Request

**DATE:** October 20, 2017

**EDITION:** 1

**TO:** The Honorable Members of City Council

**THROUGH:** The Honorable Levar M. Stoney, Mayor  
(This is no way reflects a recommendation on behalf of the Mayor.)

**THROUGH:** Selena Cuffee-Glenn, Chief Administrative Officer

**THROUGH:** Peter L. Downey, Deputy Chief Administrative Officer for Economic Development and Planning

**FROM:** Mark A. Olinger, Director, Department of Planning and Development Review

**RE:** To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2015-23-40, adopted Feb 23, 2015, pertaining to the “Stony Point Community Unit Plan,” for the purpose of amending the development standards, as they pertain to Map Sections A and D of the Southern Portion of the Plan, to allow for additional signage.

### **ORD. OR RES. No.**

**PURPOSE:** To amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2015-23-40, adopted Feb 23, 2015, pertaining to the “Stony Point Community Unit Plan,” for the purpose of amending the development standards, as they pertain to Map Sections A and D of the Southern Portion of the Plan, to allow for additional signage.

**REASON:** The applicant has requested an amendment to the Stony Point Community Unit Plan two allow two freestanding signs for the Stony Point Shopping Center to be constructed within Map Sections A and D of the Southern Portion of the Community Unit Plan.

**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 November 6, 2017, meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

**BACKGROUND:** The subject property consists of Map Section A (9006 West Huguenot Road) and Map Section D (9000 West Huguenot Road) of the Southern Portion of the Stony Point Community Unit Plan, located within the Huguenot neighborhood of the Huguenot planning district. Map Section A consists of a 1.43 acre parcel improved with a restaurant. Map Section D consists of a 1 acre parcel improved with a bank.

The proposed amendment to the community unit plan would allow freestanding signs to be located on Map Sections A and D. The signs would not exceed an individual area of 175 square feet and a height of 16 feet. The signs shall refer to the Stony Point Shopping Center and list its tenants. Ground-mounted illumination of the signage would be permitted and landscaping around the bases of the signage would be required.

The City of Richmond's Master Plan designates the subject property for Community Commercial land uses which 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. As compared to Neighborhood Commercial, this category includes a broader range of uses of greater scale and intensity, with greater vehicular access and orientation, but that are also compatible with nearby residential areas.

Properties to the north of the subject property are within the Stony Point Shopping Center and Map Section E of the Southern Portion of the Stony Point Community Unit Plan. Properties to the south are located in Chesterfield County. A mix of commercial, office, public-open space, institutional, and multi-family residential uses are present in the vicinity.

**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:** \$2,300 application fee

**DESIRED EFFECTIVE DATE:** Upon Adoption

**REQUESTED INTRODUCTION DATE:** November 13, 2017

**CITY COUNCIL PUBLIC HEARING DATE:** December 11, 2017

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** Land Use

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission, November 6, 2017

**AFFECTED AGENCIES:** Office of Chief Administrative Officer

Law Department (for review of draft ordinance)  
City Assessor (for preparation of mailing labels for public notice)

**RELATIONSHIP TO EXISTING ORD. OR RES.:** Amend and reordain Ord. No. 75-309-302, adopted Dec. 15, 1975, as most recently amended by Ord. No. 2015-23-40, adopted Feb 23, 2015

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

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

**STAFF:** Matthew J. Ebinger, AICP, Principal Planner  
Land Use Administration (Room 511) 646-6308

*PDR O&R No. 17-37*

Key Issues:

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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