



Legislation Details (With Text)

File #: ORD. 2014-226-207 **Version:** 1 **Name:**

Type: Ordinance **Status:** Adopted

File created: 10/13/2014 **In control:** City Council

On agenda: 11/10/2014 **Final action:** 11/10/2014

Title: To authorize the special use of the property known as 707 East Main Street for the purposes of the installation of two roof signs, upon certain terms and conditions.

Sponsors: Mayor Jones (By Request)

Indexes: Special Use Permit

Code sections:

Attachments: 1. Ord. No. 2014-226-207, 2. Staff Report, 3. Location Map, 4. Plans & Survey, 5. Application & Applicant's Report, 6. Letters of Support

Date	Ver.	Action By	Action	Result
11/10/2014	1	City Council	adopted	Pass
11/3/2014	1	Planning Commission	recommended for approval	Pass
10/13/2014	1	City Council	introduced and referred	

To authorize the special use of the property known as 707 East Main Street for the purposes of the installation of two roof signs, upon certain terms and conditions.

O & R Request

DATE: September 16, 2014 **EDITION:** 1

TO: The Honorable Members of City Council

THROUGH: Dwight C. Jones, Mayor (Patron: Mayor, by Request)
(This in no way reflects a recommendation on behalf of the Mayor.)

THROUGH: Christopher L. Beschler, Interim Chief Administrative Officer

THROUGH: Peter H. Chapman, Deputy Chief Administrative Officer

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

SUBJECT: To authorize the special use of the property known as 707 East Main Street for the purposes of installing two (2) roof signs, upon certain terms and conditions.

ORD. OR RES. No. _____

PURPOSE: To authorize the special use of the property known as 707 East Main Street for the purposes of

installing two (2) roof signs, upon certain terms and conditions.

REASON: The property is zoned in the B-4 Central Business district, which does not allow roof signs. A variance was issued by the Board of Zoning Appeals in 1998 (Case Nos. 39-98 & 74-98) to allow an oversized wall sign at the top of the southern face of the building. The variance did not contemplate signage pertaining to the western face of the building. Therefore, a special use permit is required to authorize the two proposed roof signs.

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 3, 2014, meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

BACKGROUND: The subject property consists of a 0.697 acre (30,361 sq ft) parcel of land improved with a 20-story office building constructed, per tax assessment records, in 1976. The property is located at the southwest corner of the intersection of East Main Street and South 8th Street, in the City Center district of the City of Richmond's Downtown Plan.

The property is zoned in the B-4 district, which does not allow roof signs. A variance was issued by the Board of Zoning Appeals in 1998 (Case Nos. 39-98 & 74-98) to allow an oversized wall sign at the top of the southern face of the building. The variance did not contemplate signage pertaining to the western face of the building. Therefore, a special use permit is required to authorize the two proposed roof signs.

The proposed signs are identical in content and dimensions. Each would contain a 12 ½ foot high Dominion logo and the word "Dominion" in letters that are approximately four feet in height. The total area for the signs would be approximately 252 square feet per sign. One sign would be mounted on the roof above the south face of the building, replacing the existing wall sign. The second sign would be mounted on the roof above the west face of the building and would be an additional sign not replacing an existing sign. Both signs would be mounted three feet from the building's edge in order to be more visible from the street.

The Downtown Plan designates the subject property as being in the "Urban Core Area." This area is characterized by high density, an intense mix of uses, and civic buildings of regional significance, distributed along urban blocks with wide sidewalks, regular street tree plantings, and buildings that front the street. City Center is an example of the urban core condition in Downtown Richmond, with tall buildings that contain a range of office, residential and retail space (p. 3.27).

The subject property and adjacent properties are part of the larger B-4 district that encompasses much of the City Center district. A mix of office, commercial, multifamily residential, and governmental land uses are present in the vicinity.

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

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

REVENUE TO CITY: \$1,800.00

DESIRED EFFECTIVE DATE: Upon adoption.

REQUESTED INTRODUCTION DATE: October 13, 2014

CITY COUNCIL PUBLIC HEARING DATE: November 10, 2014

REQUESTED AGENDA: Regular

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL AGENCIES: City Planning Commission, November 3, 2014

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 ORDINANCES: None.

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

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DCD O&R No.14-39