



City of Richmond

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

Legislation Text

File #: ORD. 2014-159-151, **Version:** 1

To authorize the special use of the property known as 4900 Augusta Avenue for the purpose of certain identification signage, upon certain terms and conditions.

O & R Request

DATE: May 14, 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: Byron C. Marshall, Chief Administrative Officer

THROUGH: Peter H. Chapman, Deputy Chief Administrative Officer for Economic Development and Planning

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

RE: To authorize the special use of the property known as 4900 Augusta Avenue for the purpose of authorizing certain identification signage, upon certain terms and conditions.

ORD. OR RES. No.

PURPOSE: To authorize the special use of the property known as 4900 Augusta Avenue for the purpose of authorizing certain identification signage, upon certain terms and conditions.

REASON: The RO-2 Residential Office zoning district permits wall signs up to 12 square feet for street frontages of less than 100 feet. The proposed sign is 73.5 square feet. Therefore, a special use permit is 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 July 7, 2014 meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

BACKGROUND: The subject property is located in the City's Far West Planning District on the on the block bounded by Fitzhugh Avenue to the north, Staples Mill Road to the east and Augusta Avenue to the south. The property consists of one parcel totaling 0.43 acre and is improved with a 25,899 square foot building, which

serves as the offices for the Girl Scouts of the Commonwealth of Virginia.

The property is currently zoned RO-2 Residential Office District, which permits up to 12 square feet of wall signage for street frontages less than 100 feet. The proposed wall sign is just over 73.5 square feet.

For the Far West Planning District, the City of Richmond's Master Plan designates this property as Transitional Office. Primary uses for Transitional Office areas include, "low-to-medium intensity professional, business and administrative offices, and medical and dental clinics that are compatible with adjacent residential uses and serve as separation between residential areas and nearby commercial or other higher intensity land uses or features" (p. 134). The Master Plan further states, "The commercial area south of Broad Street, along Staples Mill Road, should not be allowed to encroach into adjacent residential neighborhoods to the east" (p. 180).

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 application fee

DESIRED EFFECTIVE DATE: Upon adoption.

REQUESTED INTRODUCTION DATE: June 9, 2014

CITY COUNCIL PUBLIC HEARING DATE: July 14, 2014

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL AGENCIES: City Planning Commission, July 7, 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: Application Form, Applicant's Letter, Draft Ordinance, Plans

STAFF: Willy Thompson, Senior Planner
Land Use Administration (Room 511)
646-5734

PDR O&R No. 14-21