



City of Richmond

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

Legislation Text

File #: ORD. 2017-187, **Version:** 1

To amend Ord. No. 2014-226-207, adopted Nov. 10, 2014, which authorized the special use of the property known as 707 East Main Street for two signs, to permit instead the installation of one new roof sign, upon certain terms and conditions.

O & R Request

DATE: August 22, 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: Special use permit amendment for roof signage at 707 East Main Street.

ORD. OR RES. No.

PURPOSE: To amend Ord. No. 2014-226-207, adopted November 10, 2014, to authorize the special use of the property known as 707 East Main Street for the purpose of installing one roof sign, upon certain terms and conditions.

REASON: The property is zoned in the B-4 Central Business district, which does not allow roof signs. A special use permit was approved in 2014, authorizing the two roof signs currently mounted on the roof above the west and south faces of the building. The applicant is proposing to remove the sign from above the south face of the building. The applicant is also proposing to replace the sign above the west face of the building with a new sign that does not meet the standards of the current special use permit, requiring an amendment to the special use permit.

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 October 2, 2017, 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 SF) 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 was approved in 2014, authorizing two roof signs, one above the south face of the building, one above the west face of the building. The special use permit limited the signage to an aggregate area of 500 SF (250 SF per individual roof sign). The height of each sign is limited to 12' and the width is limited to 38 ½'.

The applicant is proposing to remove the sign from above the south face of the building. The applicant is proposing to replace the sign above the west face of the building with a new sign that would be limited to an area of 335 SF, a height of 13' and a width of 36'.

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 Pulse Corridor Plan designates the property for Downtown Mixed-Use land use, which features high-density development with office buildings, apartments, and a mix of complementary uses, including regional destinations (p. xi).

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 / 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: \$1,200 application fee

DESIRED EFFECTIVE DATE: Upon Adoption

REQUESTED INTRODUCTION DATE: September 11, 2017

CITY COUNCIL PUBLIC HEARING DATE: October 9, 2017

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: City Planning Commission, October 2, 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 Ord. No. 2014-226-207

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. 17-32

Key Issues:

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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