



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2017-107: To amend and reordain Ord. No. 2006-294-293, adopted Dec. 11, 2006, which authorized the special use of the property known as 1508 and 1510 West Broad Street for the purpose of converting the existing building for up to 17 multifamily dwelling units and commercial space, upon certain terms and conditions, to modify the parking requirements of the special use.

To: City Planning Commission
From: Land Use Administration
Date: June 19, 2017

PETITIONER

Jeffrey P. Geiger, Hirschler Fleischer

LOCATION

1508 and 1510 West Broad Street

PURPOSE

To amend and reordain Ord. No. 2006-294-293, adopted Dec. 11, 2006, which authorized the special use of the property known as 1508 and 1510 West Broad Street for the purpose of converting the existing building for up to 17 multifamily dwelling units and commercial space, upon certain terms and conditions, to modify the parking requirements of the special use.

SUMMARY & RECOMMENDATION

The property consist of a 17,100 SF, .393 acre parcel of land improved with a three (3) story, 30,158 SF mixed use building, and is a part of the Carver neighborhood in the City's Near West Planning District.

The applicant has requested an amendment to the existing special use permit ordinance in order to remove the 9-space parking requirement for the residential use of the property. On-site parking is intended to be provided, but not required, for the non-residential use of the property and would be screened along West Broad Street.

Staff finds that this proposal to remove the ordinance requirement for on-site parking in favor of a market-based approach to the provision of parking is consistent with the recommendations of the Pulse Corridor Plan.

Staff further finds that the proposed amendment would result in the screening of a currently unscreened surface parking area along West Broad Street.

Staff finds that with the ordinance conditions the safeguards contained within the City Charter, relative to the granting of Special Use Permits, are met. Specifically, staff finds that the proposed use would not be detrimental to the general welfare of the community involved and would not create congestion in the streets in the area involved.

Therefore, staff recommends approval of the Special Use Permit Amendment.

FINDINGS OF FACT

Site Description

The subject property occupies the northeast corner of North Lombardy and West Broad Streets and contains approximately 17,100 square feet or .393 acres of lot area. The property is currently occupied by a Dollar General retail store with 17 residential dwelling units above. Constructed in 1920, per tax assessment records, the three story building contains approximately 30,158 square feet of floor area. The property fronts on the Pulse BRT corridor.

Proposed Use of the Property

The use of the property would continue as a mixed-use building. On-site parking is intended to be provided, but not required, for the non-residential use of the property and would be screened.

City of Richmond Master Plan

The City of Richmond's current Master Plan designates the subject property for General Commercial uses which include, "...a broad range of office, retail, general commercial, wholesale and service uses, typically located along major transportation corridors and serving large portions of the City, the region or the traveling public. Land uses in this category are typically of larger scale and intensity than Community Commercial uses, and may not always be highly compatible with residential areas" (City of Richmond, Master Plan, p. 135).

The subject property is located within the study area of the City's Pulse Corridor Plan, which was recently adopted by the Planning Commission, and has been designated as "Nodal Mixed Use". This designation provides the following description, characteristics, and land use implications that are relevant to this application:

- Transit-oriented district located immediately adjacent to the Pulse BRT or other frequent transit service at key gateways and prominent places in the city in order to provide for significant, urban-form development in appropriate locations.
- Higher-density pedestrian- and transit-oriented development encouraged on vacant and underutilized sites; new development should be urban in form and may be of larger scale than existing context. It should directly engage with the prominence of Nodal Mixed-Use places and the public realm
- Highly active street frontages and urban design features that encourage pedestrian activity required
- Driveway entrances required to be of alleys whenever possible; new driveways prohibited on street-oriented commercial and priority street frontages
- Little to no setback of new development unless to create pedestrian-oriented amenities like plazas and outdoor dining

- Surface parking prohibited as a principal use; when surface parking is provided as an accessory use, it should be located to the rear of buildings and screened by shade trees
- Parking requirements are reduced to allow more market-based parking strategies, including shared parking

Zoning & Ordinance Conditions

The current zoning designation for this property is M-1, Light Industrial.

The conditions of the current special use permit will remain substantively the same, with the exception of the condition concerning parking:

No parking is currently required for the non-residential use of the property. The amended parking condition removes the requirement for the provision of parking for the residential use of the property. Though not required, on-site parking for the commercial use of the property will be provided. This parking is required to be screened with decorative fencing, supplemented with landscaping where practicable, as approved by the Director of Planning & Development Review.

Surrounding Area

Adjacent and nearby properties are a combination of the same M-1 district as the subject property, as well as the UB-PO4 Urban Business (Parking Overlay) district on the opposite side of Broad Street. A mix of land uses are present in the area.

Neighborhood Participation

A letter of support has been received from the Carver Area Civic Improvement League.

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