



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2021-019: To rezone the property known as 470 Tredegar Street from the M-1 Light Industrial District to the DCC Downtown Civic and Cultural District.

To: City Planning Commission
From: Land Use Administration
Date: February 16, 2021

PETITIONER

Andrew M. Condlin – Roth Jackson

LOCATION

470 Tredegar Street

PURPOSE

To rezone the property known as 470 Tredegar Street from the M-1 Light Industrial District to the DCC Downtown Civic and Cultural District.

SUMMARY & RECOMMENDATION

The applicant has requested to rezone the aforementioned property to a zoning district that is better aligned with the current use of the property, surrounding area, and recommendations of the Richmond 300 Master Plan.

Staff finds that the proposed DCC Downtown Civic and Cultural District is appropriate given the property's Institutional land use designation within the Richmond 300 Master Plan and the current museum use of the property.

Staff finds that the proposed property is located across Tredegar Street from an existing DCC District comprising Brown's Island. Removing an M-1 District from the area would better support the area as a cultural destination.

Therefore, staff recommends approval of the rezoning request.

FINDINGS OF FACT

Site Description

The subject property consists of a 389,383 SF (8.94 acre) of land located in the Gambles Hill neighborhood, on Tredegar Street between South 5th Street and Street and Brown's Island Way. The parcel is improved with a collection of buildings that comprise the American Civil War Museum at Tredegar Ironworks and associated offices, including the National Park Service.

Proposed Use of the Property

Continued use as a museum campus.

Richmond 300 Master Plan

The City's *Richmond 300* Plan designates a future land use category for the aforementioned property as Institutional which is defined as "Public and quasi-public entities, such as local, state, and federal government, hospitals, universities, schools, and religions institutions." This category is characterized by a development style which may include "Several buildings owned by an institution are often connected by an engaging character that creates a campus-like environment. Active commercial ground floor uses are required on street-oriented commercial frontages. Residential uses may be permitted on the ground floor in certain sections of the area. Regardless, ground floor residential units should still have street-oriented façades with setbacks, front yards, and balconies where appropriate. Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. New driveway entrances are prohibited on priority and principal street frontages and minimal driveway entrances are allowed on secondary streets. Ground floor parking is prohibited on principal street frontages." The development intensity varies within this use.

Primary Uses: Institutional, cultural, government, and open space.

Secondary Uses: Retail/office/personal service and multi-family.

Zoning and Ordinance Conditions

The property is located in the M-1 Light Industrial District.

The City's Zoning Administration reviewed the application and provided the following comments regarding the DCC, Downtown Civic and Cultural zoning district:

ZONING AND USE:

The proposed zoning district permits the existing cultural and museum uses on the site, including the ground floor of buildings having frontage along a public mall or plaza. Dwelling uses are not permitted.

Sec. 30-449.3. - Use limitations.

To ensure continuity of retail, personal service and entertainment uses appropriate to the area along a public mall or plaza and to encourage the concentration of active establishments with a high degree of pedestrian attraction necessary to the economic vitality of such areas, only those uses specified in Sections 30-449.2(1) through (6) and (11) and 30-449.4(1) and (2) shall be located within the ground floor of a building having frontage along a public mall or plaza within the DCC Downtown Civic and Cultural District, provided that not more than 30 percent of any building frontage along such mall or plaza may be devoted to entrances or lobbies related to other uses generally permitted in this district and located above or below the ground floor or to the rear of the building.

(Code 1993, § 32-449.3; Code 2004, § 114-449.3; Code 2015, § 30-449.3; Ord. No. 2012-234-2013-2, § 1, 1-14-2013)

YARDS:

There are no yard requirements.

SCREENING:

Where a side or rear lot line abuts property in an R district, there shall be a continuous evergreen vegetative screen of not less than 3.5' in height at the time of installation or opaque structural fence/wall not less than four feet in height erected along such lot line (but not within 15' of any street line). The property does not abut other property located within an R-district. Full screening of refuse areas will be required.

REQUIREMENTS FOR AREAS DEVOTED TO PARKING/CIRCULATION OF VEHICLES

Areas devoted to the parking or circulation of vehicles shall not be located between the main building on a lot and the street line, nor shall such areas be located closer to the street than the main building on a lot. On a lot having more than one street frontage, the provisions of this paragraph shall apply only along the principal street frontage of the lot. The principal street frontage will be determined by future orientation of buildings in consideration with other factors.

HEIGHT:

There is a height limit of 95'.

OFF-STREET PARKING REQUIREMENTS:

There is no off-street parking requirement for uses other than dwelling uses, hotels and motels.

SIGN REGULATIONS:

Sec. 30-520. - DCC district.

Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the DCC Downtown Civic and Cultural District:

(1) Types of permitted signs. Wall signs, projecting signs, suspended signs, awning signs, canopy signs, and freestanding signs shall be permitted, subject to the restrictions set forth in this section.

(2) Permitted sign area. The aggregate area of all signs directed toward or intended to be viewed from any street or mall frontage shall not exceed two square feet for each linear foot of lot frontage along the street or mall.

(3) Projecting signs. No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) Freestanding signs. Freestanding signs shall be permitted subject to the following:

a. One freestanding sign not exceeding 50 square feet in area or ten feet in height shall be permitted along each street frontage of 150 feet or more.

b. Uses located on a mall and outside of an enclosed building which are not otherwise entitled to any sign under subsection (2) of this section and subdivision a of this subsection shall be permitted one freestanding sign not exceeding 12 square feet in area.

(Code 1993, § 32-520; Code 2004, § 114-520; Code 2015, § 30-520; Ord. No. 2017-149, § 3, 9-11-2017; Ord. No. 2018-209, § 1, 9-10-2018)

Surrounding Area

The property is located in the M-1 Light Industrial District, as are surrounding parcels to the west, north and east. The RO-3 Residential Office District is also located to the north and the B-4 Central Business District is also located to the east. Property within the DCC Downtown Civic and Cultural District are located to the southeast. A mix of office, public open spaces, and institutional uses are present in the vicinity of the subject property.

The surrounding area is used as a primary entrance point to the James River, Brown's Island, and varied festivals.

Neighborhood Participation

Staff notified the Oregon Hill Neighborhood Association, Downtown Neighborhood Association, and Shockoe Partnership of the proposed rezoning. Staff has not received any letters or notices of support or opposition to this application.

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