



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2019-209: To conditionally rezone the property known as 201 Orleans Street from the M-1 Light Industrial District to the B-5 Central Business District (Conditional), upon certain proffered conditions.

To: City Planning Commission
From: Land Use Administration
Date: September 3, 2019

PETITIONER

Ann Neil Cosby, McGuireWoods, LLP

LOCATION

201 Orleans Street

PURPOSE

To conditionally rezone the property known as 201 Orleans Street from the M-1 Light Industrial District to the B-5 Central Business District (Conditional), upon certain proffered conditions.

SUMMARY & RECOMMENDATION

The applicant is requesting to rezone the 2.6 acre parcel from the M-1 Light Industrial District to the B-5 Central Business District (Conditional), in order to allow the redevelopment of the property as a mixed-use development containing approximately 216 residential units and commercial space.

Staff finds the proposed zoning district to be appropriate for the property. The proposed rezoning would enable infill development that is consistent with the Pulse Corridor Plan land use recommendation for the property, and would contribute to accomplishing the Riverfront Station Vision and recommended development of the Orleans Street corridor.

Therefore, staff recommends approval of this rezoning request.

FINDINGS OF FACT

Site Description

The subject property consists a 2.6 acre parcel of vacant land located in the Greater Fulton Neighborhood and the Riverfront Station areas of the Pulse Corridor Plan. Additional property associated with this development is located in Henrico County.

Proposed Use of Property

The rezoning will enable the development of the property as a 5-story mixed-use development containing approximately 216 residential units and commercial space. Improvements to the rail trestle over Orleans Street near its intersection with East Main Street are also proposed.

A traffic impact analysis was conducted by Timmons Group dated April 9, 2019 to determine the potential impact of the proposed development on the Orleans Street/Williamsburg Avenue intersections and Orleans Street/East Main Street (Rt 5) intersections. The impact analysis concluded that the Orleans Street/Williamsburg Avenue intersection would function at acceptable levels; the Orleans Street/East Main Street (Rt 5) intersection would need traffic signal timing adjustments to operate at acceptable levels.

Master Plan

The subject property is located within Pulse Corridor Plan area. The Plan calls for industrial mixed-uses for the property, noting that these areas are traditionally industrial properties that are transitioning to mixed-use due to their proximity to growing neighborhoods, but still retain industrial uses. Non-industrial use buildings should have street-oriented facades with windows and door openings along street frontages. New light industrial uses are compatible with residential and office uses.

New driveway entrances prohibited on principal streets and minimal driveway entrances allowed on secondary streets. Vehicular access to parcels should use alleys where possible. Parking lots and parking areas should be located to the rear of street-facing buildings. Streetscape accommodates truck access but allows for multi-modal uses. The B-5 Central Business District can be consistent with this designation and accommodate an appropriate mix of uses for the area.

The Pulse Plan Riverfront Station Vision states “The Orleans Station Area is a dense, walkable destination for workers, residents, and visitors. Residents of Greater Fulton easily access the terminus station via Orleans Street which is a ‘great street’ featuring active ground floor uses and a walkable environment” (p. 124).

The Pulse Plan calls out this portion of Orleans Street as an area of vacant land available for medium-scale mixed-use development along the street (p. 128).

Zoning and Ordinance Conditions

The Applicant proposes to rezone the property from M-1 Light Industrial District to B-5 Central Business District to allow a mix of commercial uses and approximately 216 multi-family dwelling units. Approximately 6,200 SF of commercial/retail space is proposed to allow uses such as a restaurant, coffee shop, or specialty grocery store. An eleven-foot wide sidewalk together with a seven-foot extension for trees, benches, and bike racks are

planned along Orleans Street. New on-street parking is proposed for Orleans Street and 37th Street. The development of this property is intended as one component of the complete complex including the property located within Henrico County.

The development requirements of the B-7 district, including a mix of permitted uses, setbacks, screening, parking areas, height, and building façade fenestration, would apply to the property.

The proffered conditions attached to the proposed rezoning ordinance would also apply to the development of the subject property.

Surrounding Area

The properties located to the north, across Orleans Street, contain the Manchester Industries manufacturing plant and the Strategic Telecom Supply and Solutions distribution center on properties zoned M-2 Heavy Industrial. To the east, across South 37th Street is a vacant parcel owned by the Richmond Redevelopment and Housing Authority. To the west, across the rail line and East Main Street are parking lots on property zoned M-2 Heavy Industrial. The vacant property to the south is located in Henrico County.

Neighborhood Participation

Staff notified the Shockoe Partnership, Greater Fulton Hill Civic Association, and adjacent property owners of the proposed rezoning. No letters of support or opposition have been received.

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