



**City Of Richmond, Virginia
Office of the City Clerk**

Request to Withdraw Legislation

Paper Number: Ord. 2020-104

Chief Patron: Mayor Levar Stoney

Introduction Date: April 27, 2020

Chief Patron Signature:  12/03/2020

For Office Use Only

Attestation: 

Effective Date: December 7, 2020

INTRODUCED: April 27, 2020

AN ORDINANCE No. 2020-104

To amend the official zoning map for the purpose of designating certain street blocks as “priority streets” and certain street blocks as “street-oriented commercial streets” in the areas surrounding the Science Museum of Virginia, Allison Street, and the Virginia Commonwealth University and the Virginia Union University Broad Street Bus Rapid Transit station areas.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: MAY 26 2020 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That, as shown on the map entitled “Pulse Corridor Plan Rezoning Phase III – Science Museum, Allison Street and VCU&VUU Station Areas,” prepared by the Department of Planning and Development Review, and dated April 13, 2020, a copy of which is attached to, incorporated into, and made a part of this ordinance, the official zoning map as set forth by section 30-200 of the Code of the City of Richmond (2015), as amended, is hereby amended to designate as “priority streets” for purposes of the regulations governing “priority street frontage” as defined

AYES: _____ NOES: _____ ABSTAIN: _____

ADOPTED: _____ REJECTED: _____ STRICKEN: _____

in section 30-1220.86:1 of the Code of the City of Richmond (2015), as amended, those street blocks depicted as “priority streets” on such map.

§ 2. That, as shown on the map entitled “Pulse Corridor Plan Rezoning Phase III – Science Museum, Allison Street and VCU&VUU Station Areas,” prepared by the Department of Planning and Development Review, and dated April 13, 2020, a copy of which is attached to, incorporated into, and made a part of this ordinance, the official zoning map as set forth by section 30-200 of the Code of the City of Richmond (2015), as amended, is hereby amended to designate as “street-oriented commercial streets” for purposes of the regulations governing “street-oriented commercial frontage” as defined in section 30-1220.118:1 of the Code of the City of Richmond (2015), as amended, those street blocks depicted as “street-oriented commercial streets” on such map.

§ 3. This ordinance shall be in force and effect upon adoption.



City of Richmond

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

Item Request

File Number: PRE.2020.066

O & R Request

DATE: March 16, 2020

EDITION: 1

TO: The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor (Patron: Mayor, by Request)  4/8/2020

THROUGH: Lenora G. Reid, Acting Chief Administrative Officer  4/3/2020

THROUGH: Sharon L. Ebert, Deputy Chief Administrative Officer for Economic Development and Planning 

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

RE: Request to amend the Official Zoning Map for the purposes of rezoning the Science Museum, Allison Street and VCU&VUU Pulse BRT Station Areas in order to meet the recommendations of the adopted Pulse Corridor Plan.

ORD. OR RES. No.

PURPOSE: To amend the Official Zoning Map for the purposes of implementing the recommendations of the Pulse Corridor Plan. This rezoning is comprised of two ordinances which will rezone the Science Museum, Allison Street and VCU&VUU BRT Pulse Station Areas, in accordance with the recommendations of the adopted Pulse Corridor Plan; this ordinance will amend the zoning map and its companion will amend the official zoning text.

In order to implement the future land use vision of the adopted Pulse Corridor Plan, this ordinance will amend the official zoning map to change zoning designations in the area; create a Plan of Development Overlay based on the Six Form Elements of the Pulse Corridor Plan; and add Street-Oriented Commercial and Priority Street designations.

REASON: This item is being requested because these amendments to the official zoning map will ensure that the third phase of the Pulse Corridor Plan rezonings will effectively achieve the vision for the Science Museum, Allison Street and VCU&VUU Station Areas.

RECOMMENDATION: In accordance with requirements of the City Charter and the Zoning Ordinance, the City Planning Commission will review this request and make a recommendation to the City Council. These items will be scheduled for consideration by the Commission at its May 4, 2020 meeting; to be forwarded to City Council at its May 11, 2020, meeting. A letter outlining the Commission's recommendation will be forwarded to the City Council following that meeting.

BACKGROUND: These amendments are formulated based on the recommendations of the adopted Pulse Corridor Plan, analysis of the existing zoning ordinance, knowledge of existing development trends and plans, and an extensive public engagement process, both for the plan and for this area rezoning. In a growing city currently experiencing both a development boom and significant population increase, it is important to identify areas appropriate for new dense development and to proactively rezone to make the desired development possible.

Master Plan

The first corridor-wide recommendation of the Pulse Corridor Plan is to create a Plan of Development Overlay based on the six form elements in the plan (p. IX). This Ordinance will create a Plan of Development Overlay district which mirrors the outline of the future land use map of the Pulse Corridor Plan, covering the entire rezoning area and reaching west to N. Arthur Ashe Boulevard (see attached rezoning summary for more information).

The Pulse Corridor Plan recommends rezoning station areas to align with the Future Land Use map. The Future Land Use in the rezoning area is a combination of Nodal Mixed-Use, Corridor Mixed-Use, Neighborhood Mixed-Use and Institutional. Each zoning change is consistent with the Future Land Use map and is intended to guide new development to meet the vision of the Pulse Corridor Plan.

Recommendations from the Pulse Corridor Plan are consistent with recommendations from the draft Richmond 300 Master Plan Future Land Use Map.

Existing and Proposed Zoning

This ordinance will create a Plan of Development Overlay District, on the official zoning map requiring that each new development in the area is consistent with the six form elements of the Pulse Corridor Plan. The accompanying ordinance will create the Overlay in the official zoning ordinance.)

This ordinance will also add Street-Oriented Commercial and Priority Street designations, as shown in the attached map.

This rezoning will change areas from:

- M-1 Light Industrial to B-4 Central Business District;
- B-3 General Business to B-4 Central Business District;
- M-2 Heavy Industrial to B-7 Mixed-Use Business District;
- M-1 Light Industrial to B-7 Mixed-Use Business District;
- M-1 Light Industrial to R-63 Multi-Family Urban Residential District;
- R-53 Multi-Family Urban Residential District to R-63 Multi-Family Urban Residential District;

- R-73 Multi-Family Residential District to B-4 Central Business District;
- M-1 Light Industrial to R-8 Urban Residential District; and
- UB-PO4 Urban Business Parking Overlay 4 to B-4 Central Business District.

Many parts of the larger rezoning area will remain unchanged at this time. Some of the areas already fit the Future Land Use Map, and so no change is recommended. All single- and two-family residential neighborhoods will retain existing zoning at this time. Parcels along the south side of Broad Street, from Ryland Street to Arthur Ashe Boulevard will retain existing zoning at this time.

Attached Summary Document

In order to convey the ideas and reasoning behind this rezoning process clearly and thoroughly, staff created a summary document complete with explanatory text, maps of existing and proposed zoning, exact zoning changes, and explanation of each recommendation.

Public Engagement

As the Pulse Corridor Plan was developed between 2015 and 2017, PDR staff held numerous public forums, set up online surveys, attended standing civic association meetings, and tracked public feedback.

In December 2019, staff hosted two public open house sessions at the Science Museum of Virginia with a presentation and a question/answer session on the rezoning. A letter was sent to each affected property owner notifying them of the intent to rezone, of the public open houses, and where to get more information. A rezoning summary was circulated and posted on the City's website. Staff had many conversations with property owners in the area, as well as representatives of VCU and Sauer Properties, all of whom have expressed support for the rezoning. Staff has received a letter of comment and "general support" from the Historic Richmond Foundation, noting that there are many historic properties within the rezoning area.

Staff met with representatives of the West Grace Street Association five times in 2019, and presented a draft map of the rezoning area in October for their feedback. The Director of Planning attended the West Grace Street Association meeting February 11, 2020, to discuss the rezoning.

Upon request of the West Grace Street Association, staff created diagrams comparing the B-5 and the TOD-1 district, in order to illustrate the difference between the two districts and why staff believes TOD-1 is the better district for a small area on the south side of Broad Street across from the Science Museum. After five years of discussion for the Pulse Corridor Plan and this rezoning, members of the West Grace Street Association still express discomfort regarding rezoning properties on the south side of Broad Street. As a result, PDR staff chose to remove the parcels on the south side of Broad Street from Ryland to N. Arthur Ashe Boulevard from the rezoning area at this time.

After the Ordinance is introduced to Council, staff will publish notice in the Richmond Times-Dispatch, post signs in the rezoning area, and send letters to each property owner notifying them of the public hearing dates and providing links to the summary document and staff contact information.

FISCAL IMPACT/COST: The Department of Planning and Development Review anticipates that the impact to the City's budget will be positive. Continued implementation of the Pulse Corridor Plan and programs established to implement the Plan will ultimately achieve the \$1 billion in new assessed value over the next

twenty years identified in the plan.

FISCAL IMPLICATIONS: The Department of Planning and Development Review does not anticipate any fiscal implications from this proposal.

BUDGET AMENDMENT NECESSARY: No

REVENUE TO CITY: Positive revenue is expected from tax revenue due to increased development.

DESIRED EFFECTIVE DATE: Upon adoption.

REQUESTED INTRODUCTION DATE: April 13, 2020

CITY COUNCIL PUBLIC HEARING DATE: May 11, 2020

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: City Planning Commission, May 4, 2020

AFFECTED AGENCIES: Office of City Attorney (for review of draft ordinance), Planning and Development Review

RELATIONSHIP TO EXISTING ORD. OR RES.: ORD. 2017-127 (Pulse Corridor Plan)

REQUIRED CHANGES TO WORK PROGRAM(S): None

ATTACHMENTS: Draft Ordinance, Rezoning Summary document, City Planning Commission Resolution of Intent

STAFF: Anne W. Darby, AICP, Planner III, Zoning Specialist, Department of Planning and Development Review, 646-5648



CITY OF RICHMOND

PLANNING COMMISSION

October 21, 2019

**RESOLUTION CPR.2019.104
MOTION OF THE CITY OF RICHMOND PLANNING COMMISSION**

TO DECLARE AN INTENT TO AMEND THE OFFICIAL ZONING MAP FOR THE PURPOSE OF REZONING CERTAIN PROPERTIES IN THE AREAS SURROUNDING THE SCIENCE MUSEUM, ALLISON STREET, AND VCU/VUU BRT PULSE STATIONS, IN ACCORDANCE WITH THE VISION OF THE PULSE CORRIDOR PLAN.

WHEREAS, in accordance with Section 15.2-2286 of the Code of Virginia an amendment to the zoning regulations or district maps may be initiated by motion of the City of Richmond Planning Commission provided any such motion or resolution of the Commission proposing an amendment to the regulations or district maps shall state the public purposes therefore; and

WHEREAS, the Planning Commission has adopted the Pulse Corridor Plan, which, among other things, provides detailed descriptions of future land use for the area; and

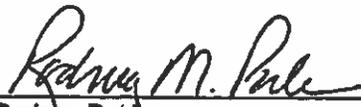
WHEREAS, certain zoning within these station areas is in conflict with the future land use and character of the neighborhood;

WHEREAS, community support was achieved through an extensive public outreach program and citizen participation process for the plan and the Future Land Use Map; and

WHEREAS, good zoning practice dictates that the comprehensive zoning plan be amended as required to reflect plan goals; and

WHEREAS, the purposes of zoning cited in the Code of Virginia include facilitating the creation of a convenient, attractive and harmonious community, encouraging economic development and enlarging the tax base, and providing for public safety and preventing congestion in the streets;

NOW, THEREFORE BE IT RESOLVED THAT, for purposes of public necessity, convenience, general welfare and good zoning practices, the City of Richmond Planning Commission hereby adopts a resolution of intent to rezone certain properties the areas surrounding the Science Museum, Allison Street, and VCU/VUU BRT Pulse Stations, in accordance with the vision of the Pulse Corridor Plan.

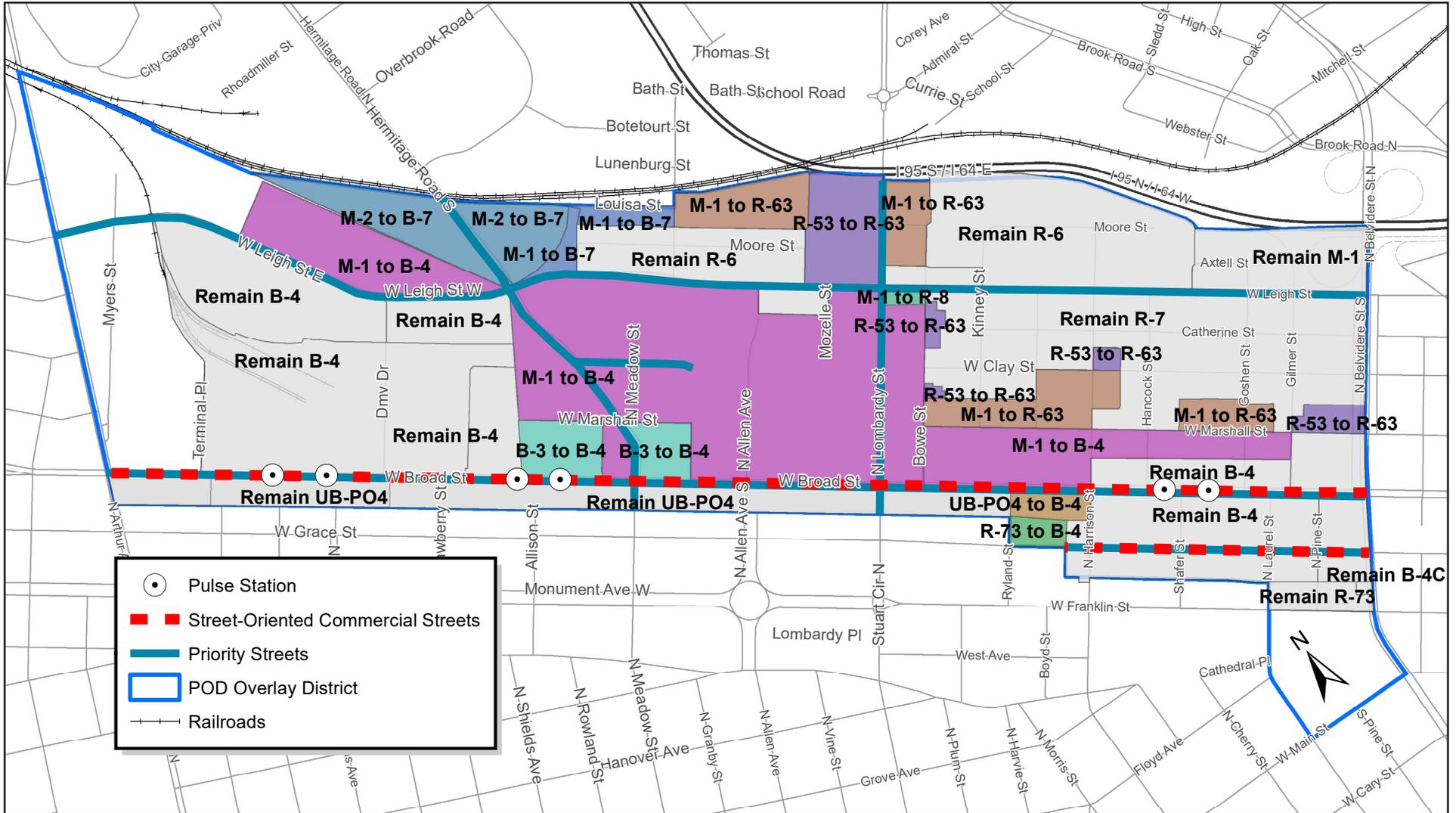


Rodney Poole
Chair, City Planning Commission



Matthew Ebinger
Secretary, City Planning Commission

PULSE CORRIDOR PLAN REZONING PHASE III - Science Museum, Allison Street and VCU&VUU Station Areas



pdr:awd: 4-13-20

