



Ord. 2022-017
Rezoning West Broad Street

CITY PLANNING COMMISSION
February 7, 2022

Maritza Mercado Pechin, Deputy Director
DEPARTMENT OF PLANNING AND DEVELOPMENT REVIEW



Ordinance 2022-017

“To rezone certain properties along West Broad Street from the B-2 Community Business District, B-3 General Business District, R-53 Multifamily Residential District, R-73 Multifamily Residential District, RO-1 Residential-Office District, and RO-2 Residential-Office District to the TOD-1 Transit-Oriented Nodal District, and to designate certain street blocks as “priority streets” and certain street blocks as “street-oriented commercial streets” along and near West Broad Street.”



Council Resolution 2021-R017

“To declare a public necessity to amend ch. 30 of the City Code and to initiate an amendment to the City’s zoning ordinance to rezone the properties currently zoned for uses and areas within the B-3 General Business District that are situated north and south of West Broad Street from Interstate Route I-195 west to the City’s corporate boundary with Henrico County to the TOD-1 Transit-Oriented Nodal District.”



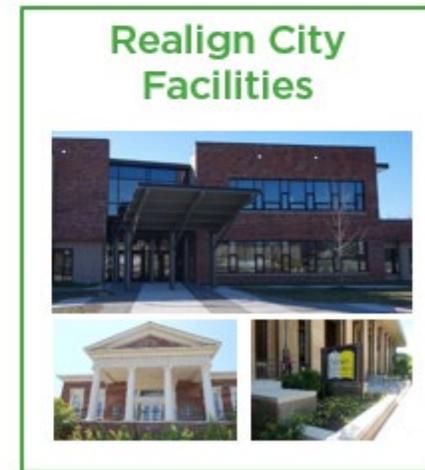
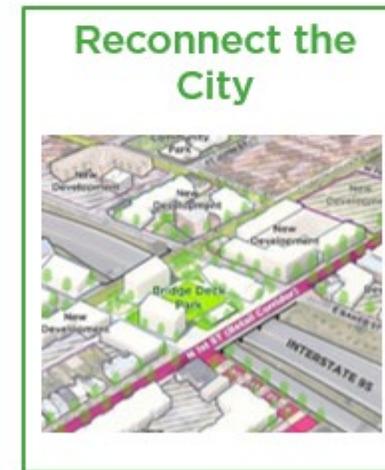
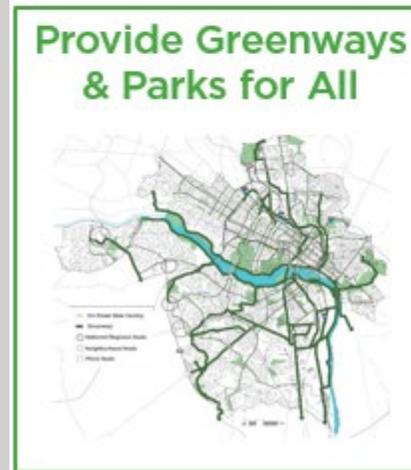
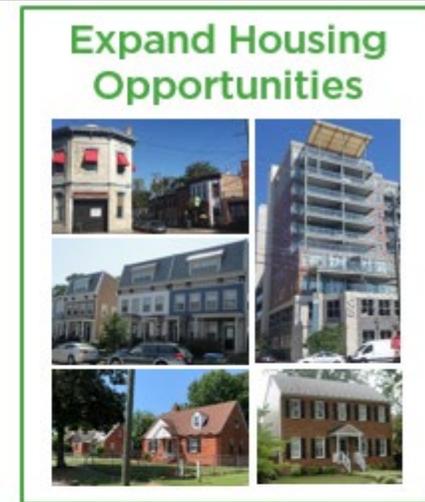
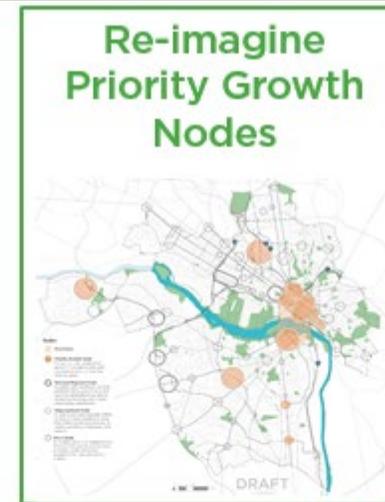
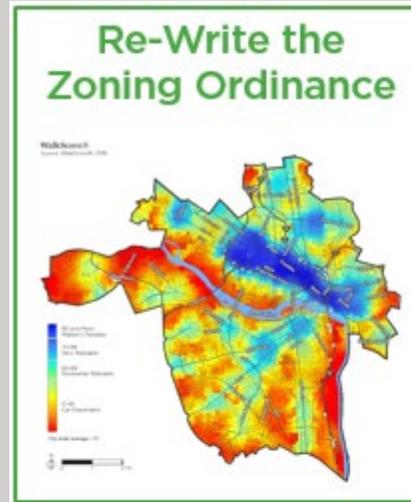
Richmond 300 Vision for the City

In 2037, Richmond is a welcoming, inclusive, diverse, innovative, and equitable city of thriving neighborhoods; ensuring a high quality of life for all.

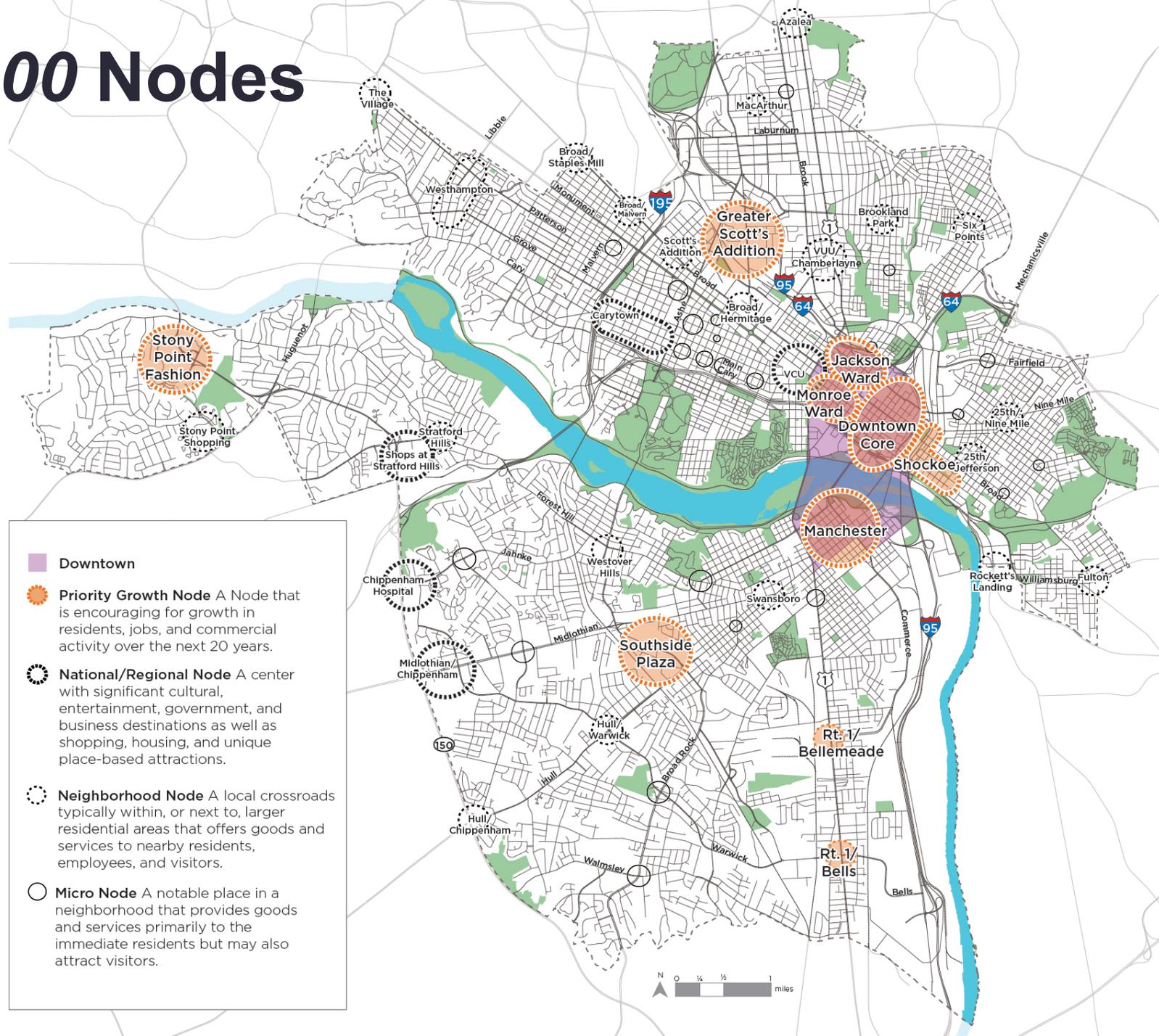


6 Big Moves

- Priority actions for Richmond to work toward in the next 5 years to set the city up for success in the next 20 years
- Each of these intentionally seeks to expand equity and increase the sustainability of our city
- Each of these has several strategies in the plan that tie to the big move



Richmond 300 Nodes



- Downtown**
- Priority Growth Node** A Node that is encouraging for growth in residents, jobs, and commercial activity over the next 20 years.
- National/Regional Node** A center with significant cultural, entertainment, government, and business destinations as well as shopping, housing, and unique place-based attractions.
- Neighborhood Node** A local crossroads typically within, or next to, larger residential areas that offers goods and services to nearby residents, employees, and visitors.
- Micro Node** A notable place in a neighborhood that provides goods and services primarily to the immediate residents but may also attract visitors.



***Richmond 300* Vision for Broad/Staples Mill Node**

“The area around the intersection of W. Broad Street and Staples Mill Road capitalizes on its proximity to Willow Lawn, Scott’s Addition, Libbie Mill, and the Pulse BRT Staples Mill Station to redevelop under-developed parcels into a walkable Node with new, denser, mixed-use buildings, and streetscape improvements along Broad transform Broad Street into a truly Great Street.

The Destination Mixed-Use future land use designation at intersection of Broad and Staples Mill encourages the development of landmark buildings that identify this area as a major gateway into the city.

The Corridor Mixed-Use future land use designations encourages the development of buildings that address the street and support a walkable environment along Broad Street.”

(Richmond 300 pg. C-14)



Richmond 300 Vision for Broad / Malvern Node

“This Node is no longer a “dead spot” between Scott’s Addition and Willow Lawn; but rather a place with multi-family residential options mixed with retail and offices. New development supports walkable, bikeable, and transit-ready environment to support a new Pulse BRT Station at Malvern and Broad.”

(Richmond 300 pg. C-15)



Pulse Corridor Plan (2017) Goals

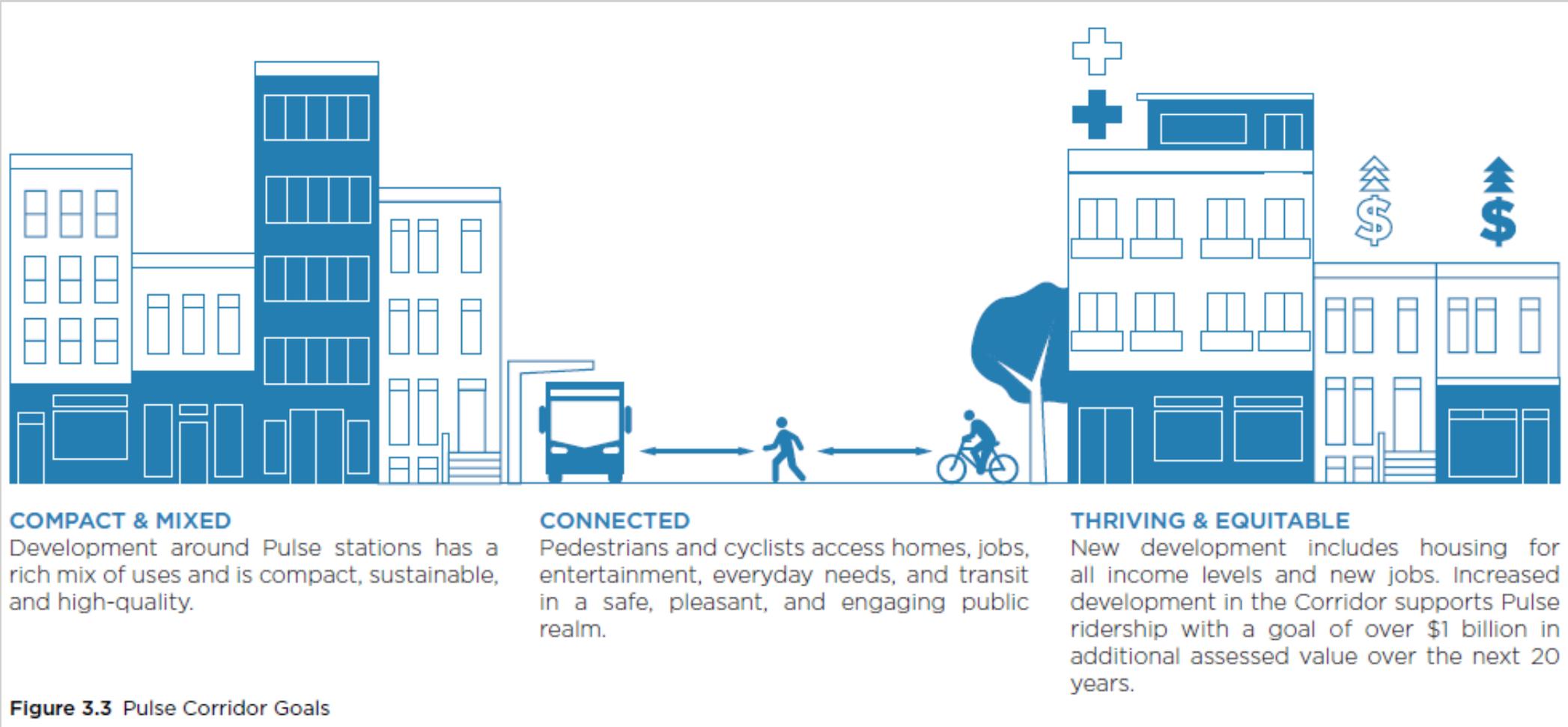


Figure 3.3 Pulse Corridor Goals



Pulse Corridor Plan Vision for Broad / Staples Mill Node

“The Staples Mill Station is transformed into a walkable node with new, denser, mixed-use buildings, and streetscape improvements along W. Broad Street and Staples Mill Road. As density of activity grows, there is a new infill Pulse Station at Malvern Avenue and W. Broad Street.

The Destination Mixed-Uses at the intersection of Staples Mill Road and W. Broad Street allow for increased height to establish a prominent gateway to the city at the Staples Mill Station. Parking lots at this major intersection are developed with higher density uses and lower height buildings are expanded or redeveloped into taller buildings.

The Corridor Mixed-Uses along W. Broad Street from Chantilly Street to I-195 encourage the redevelopment of low-density, automobile-oriented parcels into projects that generate more residential, worker, and shopper activity in a walkable environment.”

(Pulse Corridor Plan pg. 46)



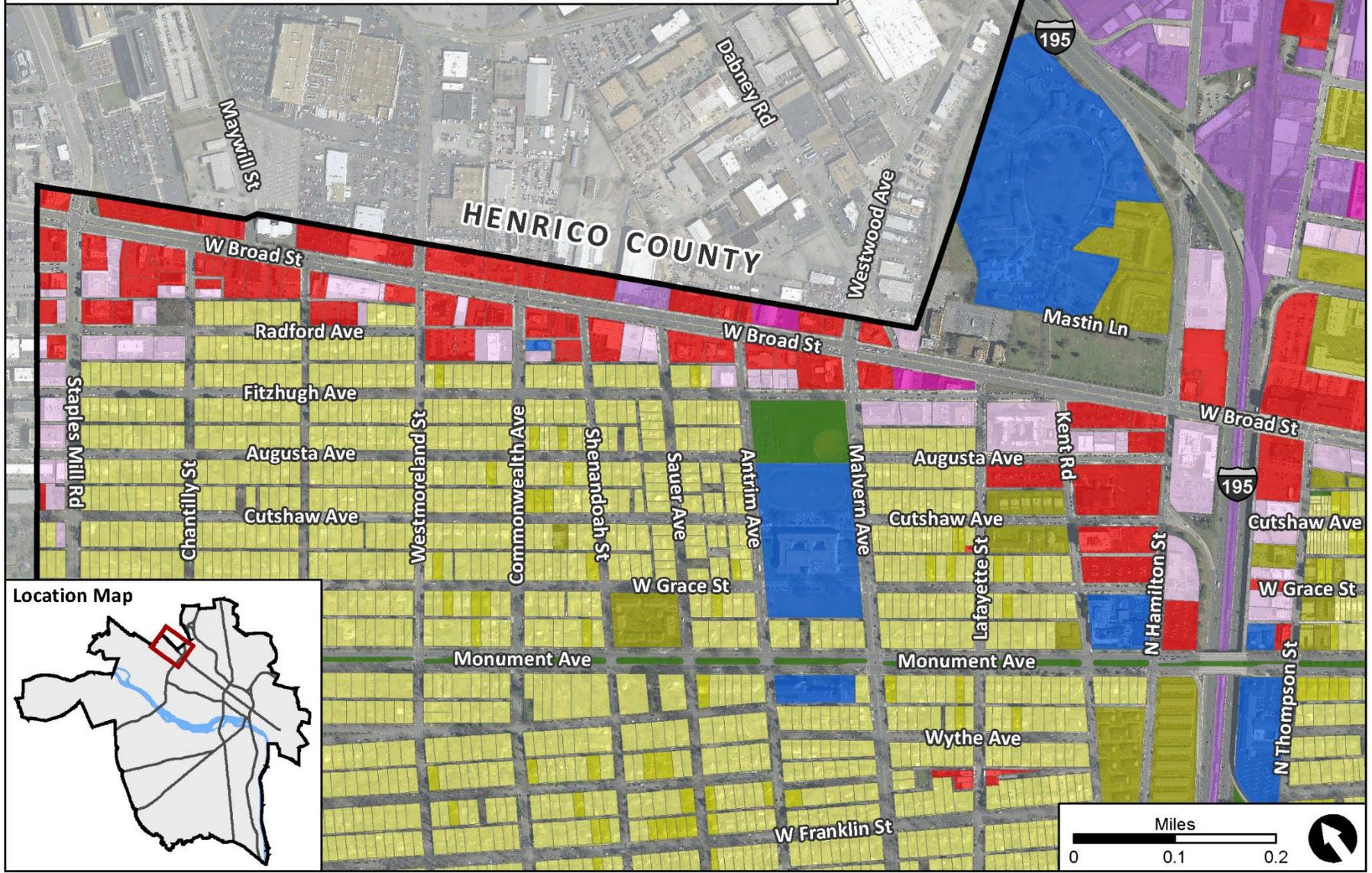
West Broad Street Transportation Improvements

- New Pulse BRT curbside stations at Broad St and Kent Rd
- Sidewalk and ADA accessible ramp improvements
- Pedestrian crossing improvements, access management, and other streetscape amenities
- Funding scheduled for FY2026/FY2027
- Construction FY2029/FY2030

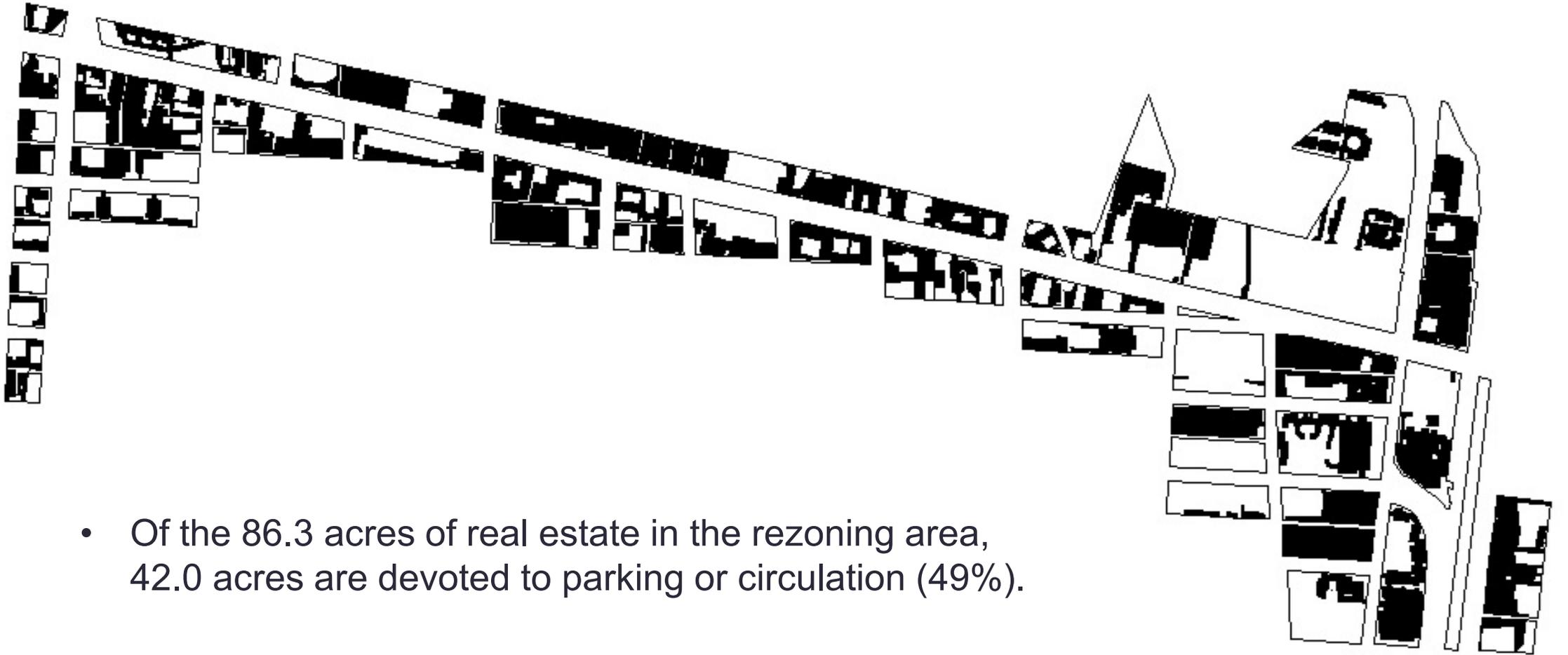


West Broad Street - Existing Land Use

- | | | | |
|---|--|--|--|
|  Single Family |  Mixed-Use |  Industrial |  Open Space |
|  Duplex (2 Family) |  Commercial |  Government |  Vacant |
|  Multi-Family |  Office |  Institutional | |



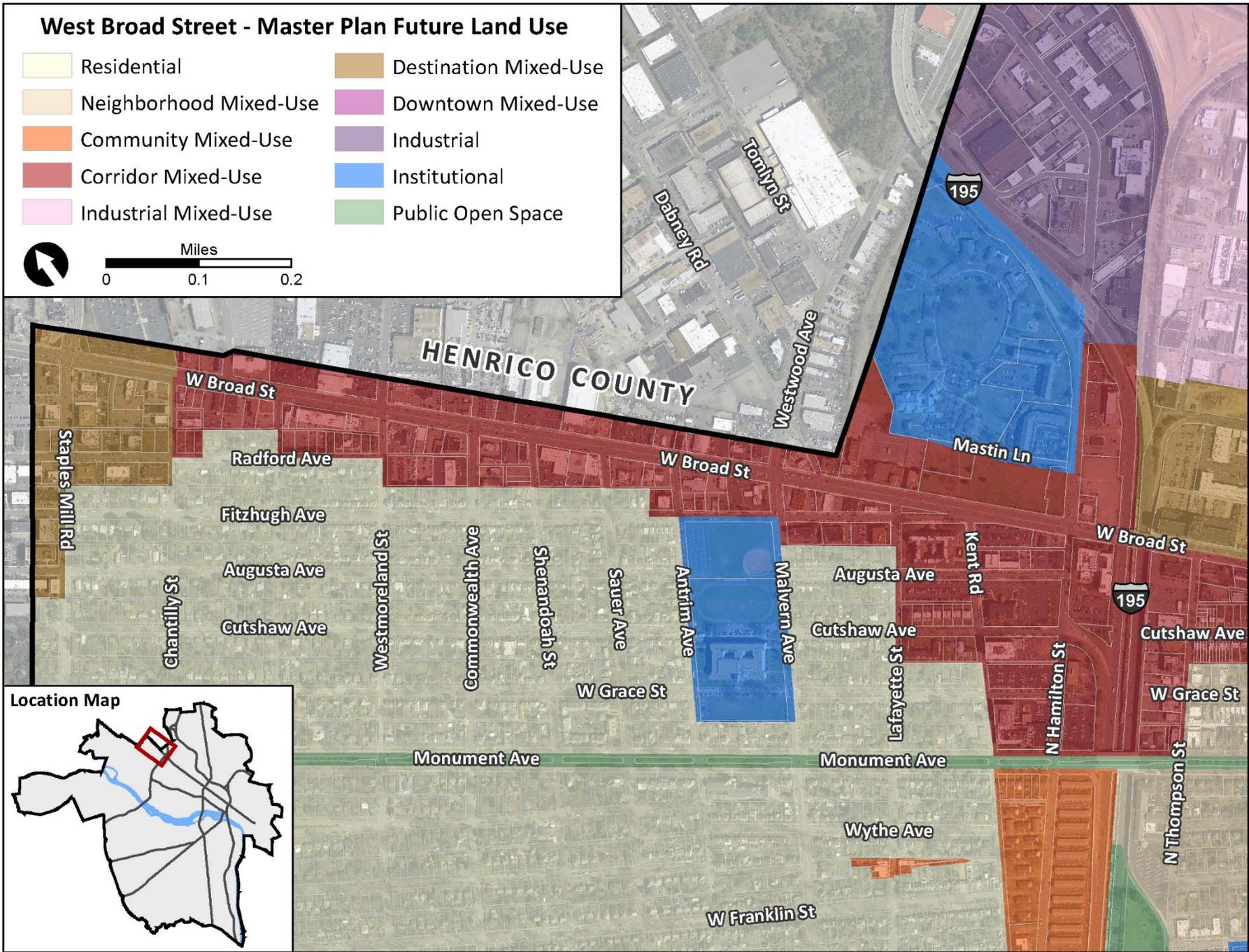
Parking/Circulation Figure Ground



- Of the 86.3 acres of real estate in the rezoning area, 42.0 acres are devoted to parking or circulation (49%).

West Broad Street - Master Plan Future Land Use

- | | |
|--|---|
|  Residential |  Destination Mixed-Use |
|  Neighborhood Mixed-Use |  Downtown Mixed-Use |
|  Community Mixed-Use |  Industrial |
|  Corridor Mixed-Use |  Institutional |
|  Industrial Mixed-Use |  Public Open Space |



Future Land Use – Destination Mixed-Use

- Key gateways featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space.
- Higher density, transit-oriented development encouraged on vacant or underutilized sites.
- Retail/office/personal service, multi-family residential, cultural, and open space, institutional, and government.
- Buildings typically a minimum height of five stories.



Future Land Use – Corridor Mixed-Use

- Found along major commercial corridors and envisioned to provide for medium- to medium-high-density pedestrian- and transit-oriented development.
- Retail/office/personal service, multi-family residential, cultural, and open space.
- Buildings generally ranging from two to ten stories, based on street widths and depending on the historic context and stepping down in height adjacent to residential areas.

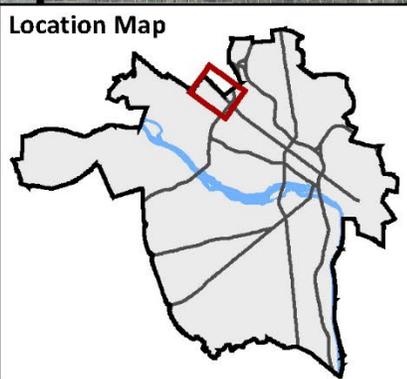
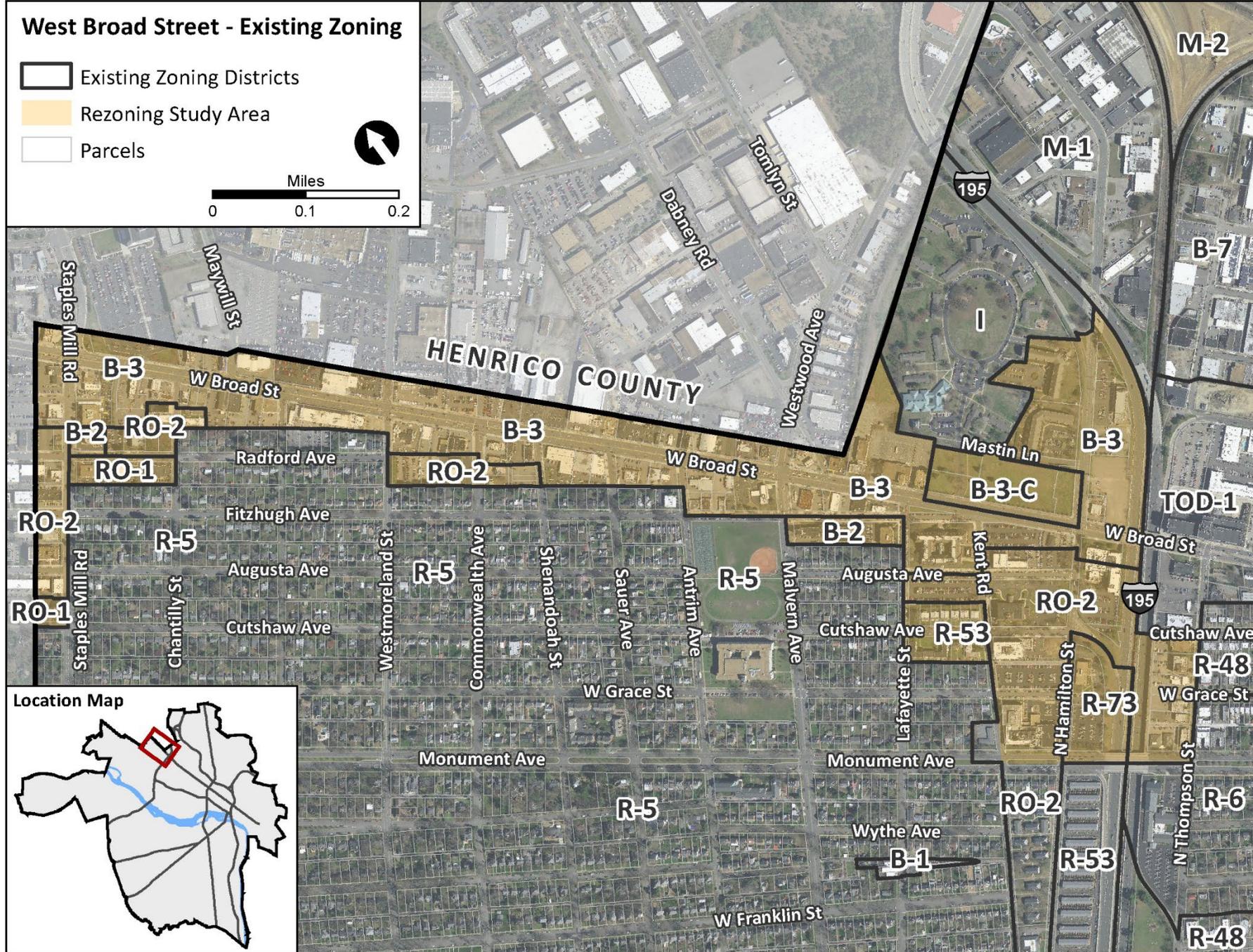
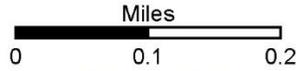


West Broad Street - Existing Zoning

Existing Zoning Districts

Rezoning Study Area

Parcels



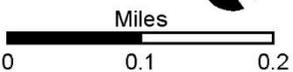
Existing Zoning Districts Chart

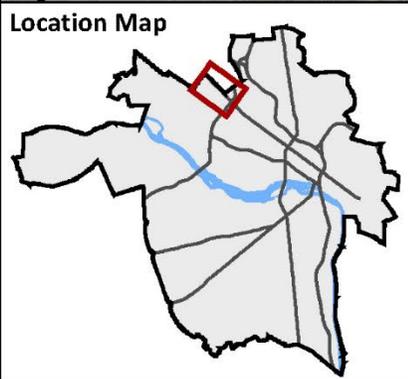
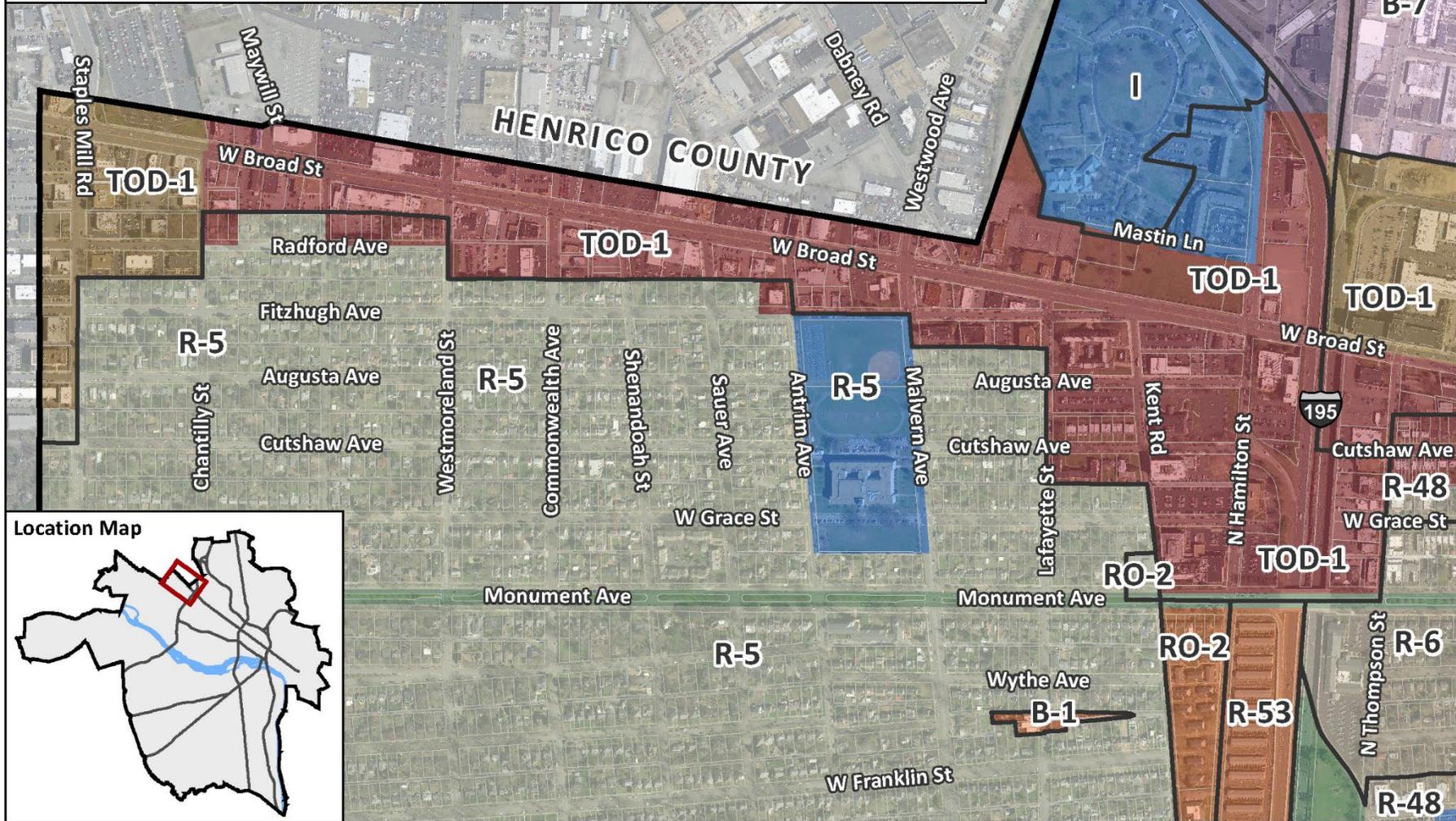
Zoning District	Uses	Height	Front Yards	Parking
B-2	-Variety of retail and service uses, auto service centers, gas stations, drive-up facilities -Dwelling units (contained in same building as other uses)	35' max	Min 25'	-Residential: None for 1 to 3 units, 1 per 4 units over 3 units -Commercial: parking based on use and square footage
B-3	-Variety of retail and service uses, auto service centers, gas stations, drive-up facilities -Food & beverage manufacturing under 15,000 sq ft -Dwelling units	35' max	None	-Residential: None for 1 to 3 units, 1 per 4 units over 3 units -Commercial: parking based on use and square footage
RO-1	-Single-, Two-, and Multi-family dwellings -Day nurseries -Offices -Funeral homes	25' max	Min 25'	-Residential: 1 per SFD, 2 per 2FD, 1 per MFD unit, or varies by bedrooms if more than 1 building on parcel -Commercial: parking based on use and square footage
RO-2	-Single-, Two-, and Multi-family dwellings -Offices -Limited retail and service uses	35' max	Min 25'	-Residential: 1 per SFD, 2 per 2FD, 1 per MFD unit, or varies by bedrooms if more than 1 building on parcel -Commercial: parking based on use and square footage
R-53	-Single-, Two-, and Multi-family dwellings -Day nurseries -Tourist homes -Adult care facilities	35' max	Min 15'	-Residential: 1 per SFD, 2 per 2FD, 1 per MFD unit, or varies by bedrooms if more than 1 building on parcel -Commercial: parking based on use and square footage

Please refer to the City of Richmond Zoning Ordinance for more details.

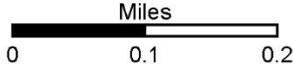


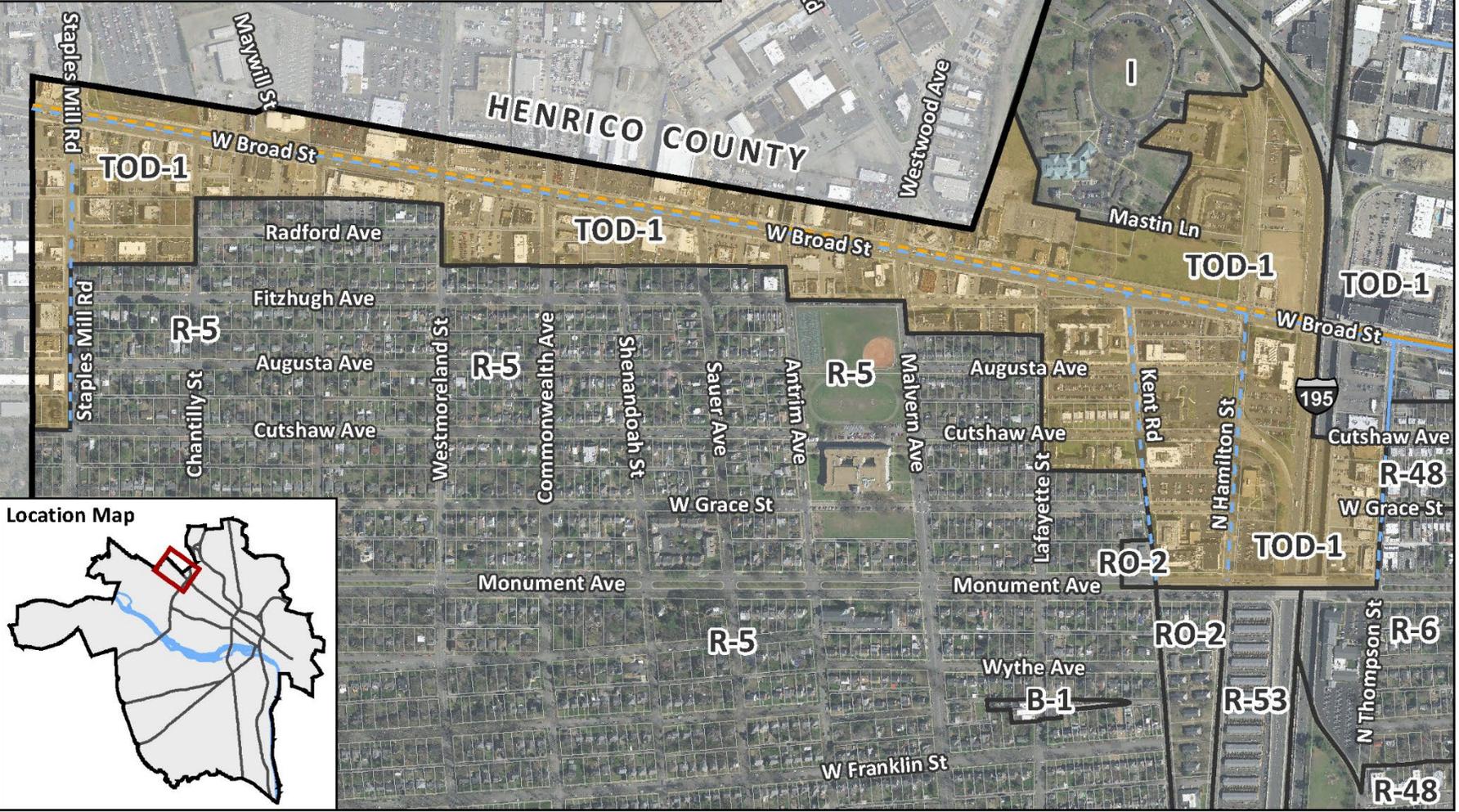
West Broad Street - Proposed/Existing Zoning & Master Plan Land Use

 Zoning Districts	 Residential	 Destination Mixed-Use
 Parcels	 Neighborhood Mixed-Use	 Downtown Mixed-Use
 Miles 0 0.1 0.2	 Community Mixed-Use	 Industrial
	 Corridor Mixed-Use	 Institutional
	 Industrial Mixed-Use	 Public Open Space



West Broad Street Proposed & Existing Zoning

 Zoning Districts	Street-Oriented Commercial
 Rezoning Study Area	 Existing
 Parcels	 Proposed
	Priority Streets
 Miles 0 0.1 0.2	 Existing
	 Proposed



TOD-1 Uses: Permitted Principal and Accessory Uses

- Adult day care
- Art galleries
- Banks
- Breweries
- Catering
- Day nurseries
- Dwelling units
- Grocery stores
- Hospitals
- Hotels
- Laboratories and research
- Laundromats or dry cleaning
- Libraries
- Manufacturing, warehousing, distribution of food/beverage
- Nursing homes
- Office supply
- Offices
- Parking decks
- Personal service businesses
- Pet shops
- Postal and packaging
- Printing and publishing
- Professional, business schools
- Recreation and entertainment
- Restaurants
- Retail sales of food and beverage in open area
- Retail stores and shops
- Rights-of-way
- Service businesses that repair, rent A/V equipment
- Uses owned and operated by a governmental agency
- Wireless comm. facilities
- Short-term rental

Please refer to the City of Richmond Zoning Ordinance for more details.



TOD-1 Uses: Conditional Use Permits

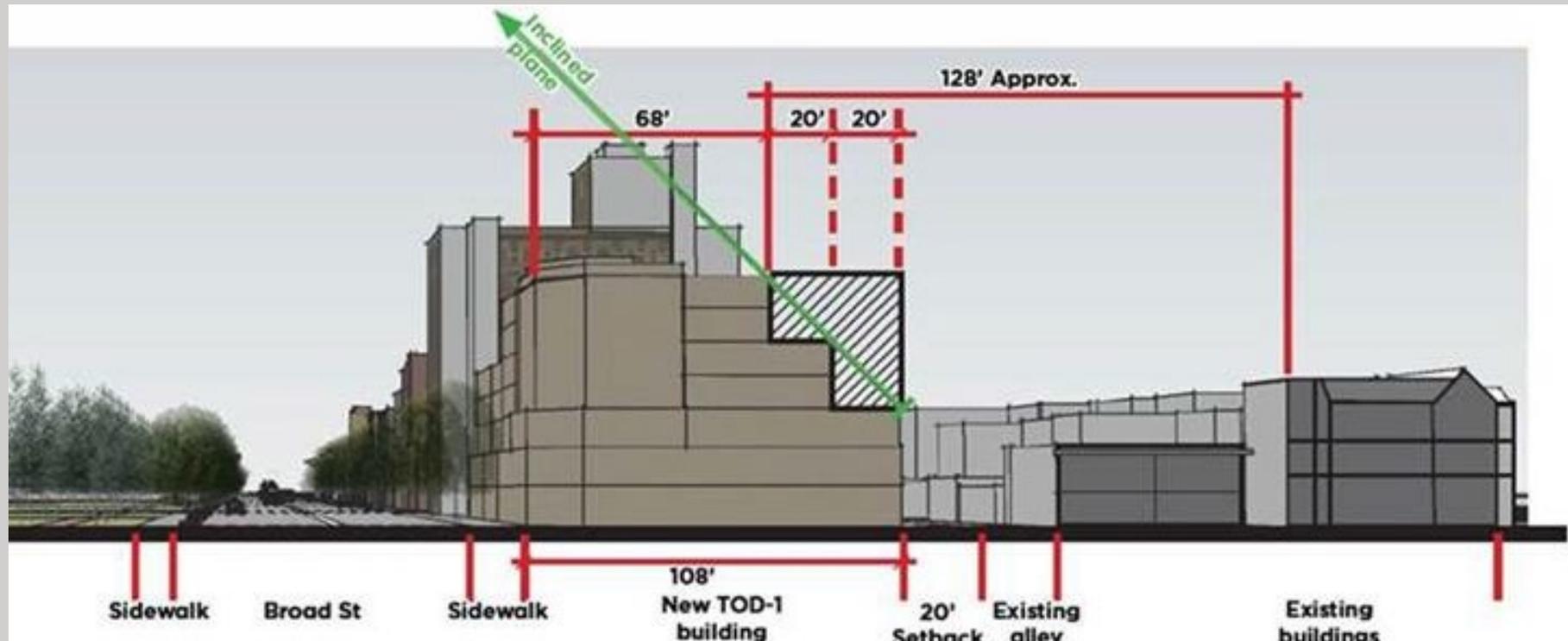
- Nightclubs
- Social service delivery

Please refer to the City of Richmond Zoning Ordinance for more details.



TOD-1: Maximum and Minimum Building Height

- 12-story max, 2-story min
- When a rear or side lot line abuts or is situated across an alley from property in an R district, no portion of a building should penetrate an inclined plane originating from the third story of the property at the rear building wall and extending over the lot to the front lot line at an inclination of one foot horizontal for each one foot vertical.



TOD-1: Yards

Front yard

- None required, except when there is a dwelling unit on the ground floor (10' min, 15' max).

Side yard

- None required, except that where a side lot line abuts or is situated across an alley from property in an R district there shall be a side yard of not less than 20 feet in width.

Rear yard

- None required, except that where a rear lot line abuts or is situated across an alley from property in an R district there shall be a rear yard of not less than 20 feet in depth.



TOD-1: Parking & Other Special Characteristics

Parking

Residential

- None required for buildings with fewer than 16 units
- 1 per 2 units over 16 units

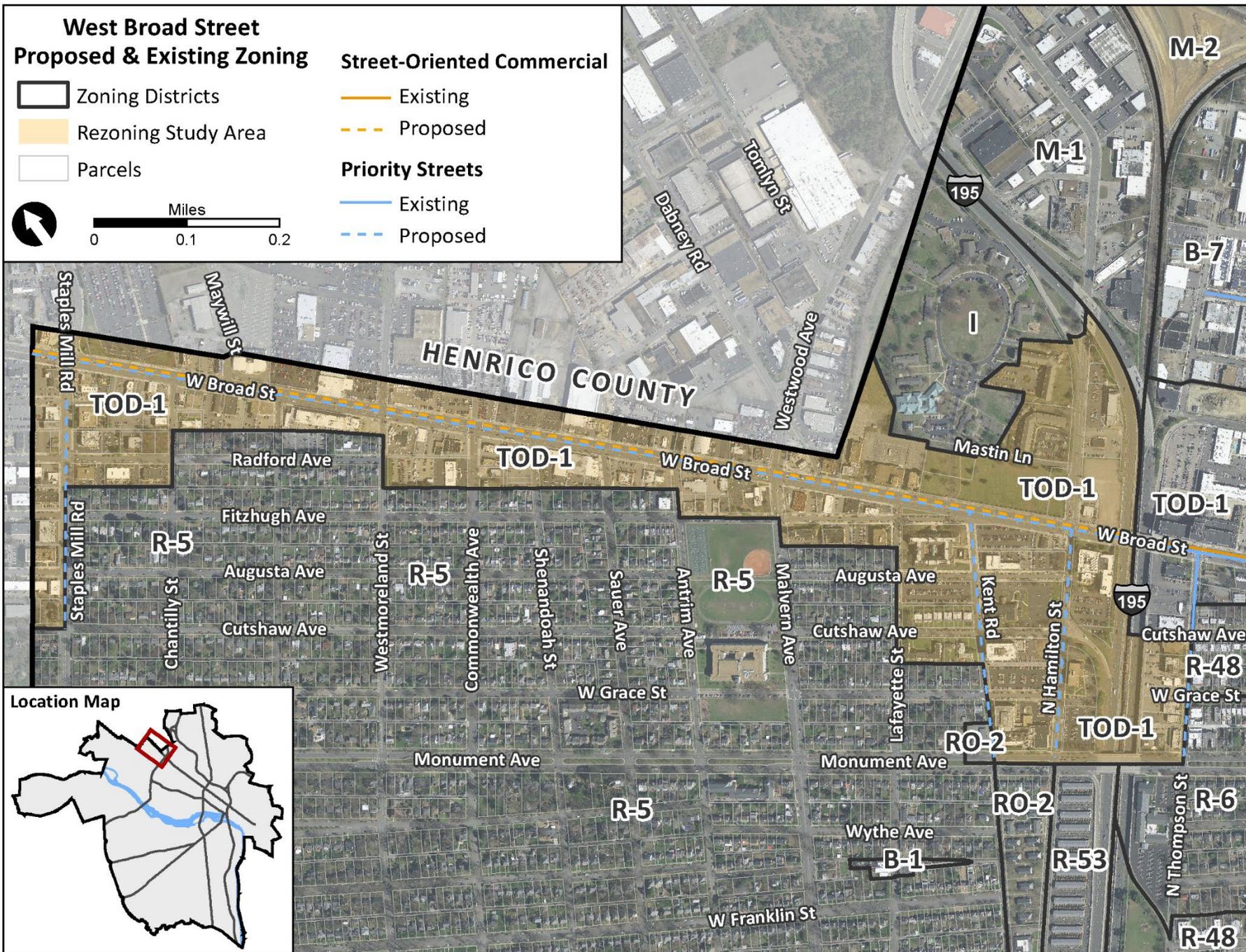
Commercial

- None required
- Except for hotels and motels (1 per guestroom)

Special Characteristics

- Fenestration (window) requirements
- Restrictions on location of parking lots and driveways
- Landscaping standards for parking areas





Street-Oriented Commercial Frontage

- Would require that a minimum of 1/3 or 1,000 sq. f.t. of the floor area of the ground floor of the building be devoted to other permitted principal uses with a minimum depth of 20' along the entire length of the street-oriented commercial frontage.



Priority Street Designation

- Street frontages on a Priority Street designation treated similarly to principal street frontages. Special considerations regarding urban design:
 - Driveways and vehicular access prohibited for parking lots and decks if other street frontage or alley access exists
 - Parking decks wrapped with other permitted principal use
 - Hotels wrapped with other permitted principal uses
 - Parking lots located behind principal use
 - Building façade fenestration (windows) requirements



Non-Conforming Use Definition

- When an existing use is no longer allowed “by-right” because the underlying zoning district has changed.
- “No building or structure devoted to a nonconforming use shall be enlarged, extended, reconstructed, moved or structurally altered unless such building or structure is thereafter devoted to a conforming use, provided that nothing in this division shall be construed to prohibit normal repair, maintenance and nonstructural alterations to such building or structure nor the alteration, strengthening or restoration to a safe condition as may be required by law and provided, further, that the following shall be permitted.”
- TOD-1 Transit-Oriented Nodal District: Uses not permitted in this district become non-conforming. BZA approval needed for alteration or expansion (<10% of floor area).



Public Engagement & Process Timeline

Rezoning Process

- **March 22, 2021:** Resolution 2021-R017 passed by City Council to rezone B-3 districts to TOD-1
- **September 20, 2021:** Presentation to City Planning Commission
- **October 20, 2021:** Virtual public meeting
- **October 27, 2021:** Meeting with Monument Avenue Park Civic Association

- Correspondence and conversations with property owners and residents by phone and email.
- Promotion of rezoning on the Richmond 300 email list.
- Information distribution via web:
 - <https://www.rva.gov/planning-development-review/rezonings>



Questions and Comments

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