



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2018-211: To conditionally rezone the properties known as 700 North 3rd Street; 200, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, and 218 Maggie L. Walker Place; and 701, 703, 705, 707, 709, 723, and 745 North 2nd Street from the R-53 Multifamily Residential District to the B-7 Mixed-Use Business District (Conditional), upon certain proffered conditions.

To: City Planning Commission
From: Land Use Administration
Date: September 4, 2018

PETITIONER

Brian Jackson – Hirschler Fleischer

LOCATION

700 North 3rd Street

200, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, and 218 Maggie L. Walker Place

701, 703, 705, 707, 709, 723, and 745 North 2nd Street

PURPOSE

To conditionally rezone the properties known as 700 North 3rd Street; 200, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, and 218 Maggie L. Walker Place; and 701, 703, 705, 707, 709, 723, and 745 North 2nd Street from the R-53 Multifamily Residential District to the B-7 Mixed-Use Business District (Conditional), upon certain proffered conditions.

SUMMARY & RECOMMENDATION

With this application, the owners of the subject properties are petitioning to rezone twenty six (26) properties from the existing R-53 Multifamily Residential District to the B-7 Mixed-Use Business District with certain conditions. This will allow for the development of the existing, unimproved parcels to be developed at higher densities and with a mix of uses currently not permitted in the R-53 District.

The properties are located within the Jackson Ward/Biotech/VCU Health area. More specifically, they are located within the blocks bound by East Jackson Street, North 3rd Street, Maggie L. Walker Place, and North 2nd Street, and by Maggie L. Walker Place, North 2nd Street, and Interstate 95/64.

Staff finds that the proposed B-7C zoning designation and proffered conditions would be consistent with the recommendations of the Pulse Corridor Plan and would foster continued development of Jackson Ward neighborhood.

Staff further finds that the proffered conditions have removed many uses that would be potentially incompatible with the community and encourage public input and development that would be appropriate to the historic context of the neighborhood.

Therefore staff recommends approval of the Conditional Rezoning request.

FINDINGS OF FACT

Site Description

The properties within this application combined are approximately 146,604 sq. ft. of land (3.4 acres) within the Jackson Ward/Biotech/VCU Health area. The properties are located in the blocks bound by East Jackson Street, North 3rd Street, Maggie L. Walker Place, and North 2nd Street, and by Maggie L. Walker Place, North 2nd Street, and Interstate 95/64.

The properties are primarily unimproved, except for 700 N 3rd Street which has a 6,649 sq. ft. building constructed, according to city assessment records, in 1998. This property is subject to a special use permit (Ord. No. 97-288-290) authorizing a lodge and reception facility.

Proposed Use of the Property

The applicant is intending a mix of uses on the unimproved parcels, including commercial, hotel, and residential uses.

The lodge and reception facility at 700 N 3rd Street would continue to operate under the terms and conditions of the current special use permit.

Master Plan

The properties are located in the Downtown Planning District. The City of Richmond's Pulse Corridor Plan designates the property for Neighborhood Mixed Use land use, within the Convention Center Station Area.

Neighborhood Mixed Use areas are recommended to be "...cohesive districts that provide a mix of uses, but with a larger amount of residential uses than other mixed use districts. They are an

urban, walkable environment with limited neighborhood oriented uses incorporated along key commercial corridors and at corner sites.

-The building size, density, and zoning districts for these areas will vary depending on historic densities and neighborhood characteristics. New development should be in scale with existing context.

-Regardless of use, buildings should have street oriented facades with windows and door openings along street frontages. Appropriate setbacks and open space should be provided for residential uses.

-New driveway entrances prohibited on priority 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.

-The density and size of development should be low to medium density, between 2 to 8 stories, with single and multi-family uses being the primary uses. Secondary uses include retail, office, personal service, cultural, institutional and governmental uses, plazas, squares, pocket parks, and open space.

- Appropriate zoning districts for Neighborhood Mixed Use areas are R-7, R-8, R-63, B-5, B-6, B-7, RF-1, UB-2” (Pulse Corridor Plan, p. 31).

The vision for the Convention Center Station Area, as stated by the Pulse Corridor Plan, is as follows:

“The gap in vibrant uses between the Arts District and the Government Center Stations is filled as vacant and underutilized parcels around the Convention Center are developed to include uses that enhance the Convention Center visitor experience and also provide for the daily needs of residents and workers in the area...City owned property fosters mixed income redevelopment.” (p. 93).

A recommendation for the Convention Center Station Area is to use “City owned lots...[to] develop affordable housing with a mix of uses” (p. 94).

Zoning and Ordinance Conditions

The current Zoning District for the property is R-53 Multi-family Residential. If rezoned as proposed, the subject property would be regulated by the provisions of the B-7 Mixed-Use Business District and the proffered conditions.

The B-7 district regulations are intended to encourage appropriate infill development on undeveloped land, promote adaptive reuse of vacant or underutilized buildings and enable redevelopment of properties where continuation of current uses or adaptive reuse is not feasible. The district regulations are also intended to safeguard the character of adjoining properties, to maintain the predominant existing streetscape character by providing continuity of building scale and setbacks, to enhance public safety and encourage an active pedestrian environment appropriate to the mixed-use character of the district by providing for windows in building facades along street frontages. Finally, the district regulations are intended to assure adequate accessible parking and safe vehicular and pedestrian circulation, to facilitate a streetscape with minimum setbacks along principal street frontages and to provide for limited interruption by driveways and vehicular traffic across public sidewalk areas along principal street frontages.

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 are as follows:

1. Prohibited Uses.

- a. The following uses shall not be permitted on the Subject Property:
- b. Auto service centers;
- c. Building materials and contractors' sales and storage yards;
- d. Dry-cleaning or laundering establishments, except as accessory to other permitted uses (i.e., facilities that are part of a hotel);
- e. Funeral homes;
- f. Laundromats, except as accessory to multifamily housing and not prohibiting dry-cleaning pickup stations;
- g. Marinas;
- h. Breweries, excluding a microbrewery accessory to a restaurant;
- i. Manufacturing uses of under 15,000 square feet of area excluding small scale accessory manufacturing/warehousing/distribution establishments such as a coffee house that roasts coffee beans on premises and distributes roasted coffee beans therefrom;

- j. Wholesale, warehouse and distribution establishments excluding small scale accessory manufacturing/warehousing/distribution establishments such as a coffee house that roasts coffee beans on premises and distributes roasted coffee beans therefrom; and
- k. Uses permitted in the M-1 and M-2 districts and not otherwise listed as permitted uses in the B-7 Zoning District.

2. Compatibility.

And development on the Property shall be generally contextual with buildings in the Jackson Ward neighborhood and its historical architecture and materials.

The developer of the Property shall be responsible for notifying in writing, of the submission of a site plan, to the last known President on file with the City Planning Department, of the Historic Jackson Ward Association, prior to or no later than (14) days after filing the plan. The developer shall provide a copy of the notification letter to the Planning Department.

Surrounding Area

Properties to the west of the subject property are located in the same R-53 district. Properties to the east are located in the RO-3 Residential Office District and RP Research Park District. Properties to the south are located in the B-2 Community Business District.

Office uses pertaining to the Biotech/VCU Health area are located to the east of the property across 3rd Street. A proposed mixed use development is intended for the vacant parcels to the west of the subject property. Interstate 95/64 is located to the north of the property. A mix of commercial, institutional, vacant, multifamily, and public open space land uses are present to the south of the subject property.

Neighborhood Participation

Staff has received support letters for this application from the Historic Jackson Ward Association and Richmond Region Tourism.

Staff Contact: Jonathan Brown, PDR, Land Use Division, 804-646-5734