



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

ORD. 2022-246: To rezone certain properties in the area generally north of East Broad Street, south and west of Interstates 64 and 95, and east of North 3rd Street from the CM Coliseum Mall District, B-4 Central Business District, and RO-3 Residential-Office District to the RP Research Park District, and to designate certain street blocks as “priority streets” and certain street blocks as “street-oriented commercial streets” along and near East Broad Street.

To: City Planning Commission
From: Department of Planning and Development Review
Date: September 19, 2022

PETITIONER

City of Richmond
900 East Broad Street
Richmond, VA 23219

LOCATION

The area generally north of East Broad Street, south and west of Interstate 64/95, and east of North Third Street.

PURPOSE

To rezone certain properties in the area generally north of East Broad Street, south and west of Interstates 64 and 95, and east of North 3rd Street from the CM Coliseum Mall District, B-4 Central Business District, and RO-3 Residential-Office District to the RP Research Park District, and to designate certain street blocks as “priority streets” and certain street blocks as “street-oriented commercial streets” along and near East Broad Street.

SUMMARY & RECOMMENDATION

Richmond 300: A Guide for Growth was adopted by the City Planning Commission Resolution 2020-050 and City Council Ordinance 2020-236. City Planning Commission subsequently adopted the “City Center Innovation District Small Area Plan” as an incorporated element of the *Richmond 300: A Guide for Growth* Master Plan through City Council Ordinance 2022-010. The City Center Innovation District Small Area Plan outlines the following vision for City Center:

The City Center Innovation District Small Area Plan sets forth recommendations and policy to guide the future growth of City Center. One main recommendation of the plan is to rezone City Center to align with the innovation vision by allowing mixed-uses including residential, ground floor activation, and unlimited height and density. The City Center plan calls for the creation of a new Innovation Zoning District; however, staff recommends it is more practical

at this time to amend the existing RP zoning district and expand the boundaries of the district to cover the majority of the City Center study area. The proposed zoning for this area consists of the amended RP Research Park District (Ordinance 2022-245). This zoning district would allow more residential, office, commercial, and institutional uses, unlimited height with required building setbacks of certain heights and unlimited density, as well as appropriate scale and design for new buildings that would further the vision of this area of the City as set forth in the City Center Innovation District Small Area Plan and the Richmond 300 Master Plan. The Greater Richmond Convention Center will remain in the DCC Downtown Civic and Cultural District. In addition, the eastern frontage of North 3rd Street between East Leigh Street and East Jackson Street will remain RO-3 Residential-Office to serve as a buffer between City Center and the B-2 Community Business district along North 2nd Street.

Street-oriented commercial frontage and priority street designations are proposed to be designated in this area. East Clay Street and East Broad Street are proposed to be designated as street-oriented commercial frontage, meaning that new developments would be required to provide permitted principal uses other than dwelling units or parking with a depth not less than 20 feet along ground floor of the entire street frontage. Priority street designations are proposed on East Broad Street, East Marshall Street, East Clay Street, East Jackson Street, North 7th Street, North 9th Street, and North 11th Street. The priority street designation would apply the form based requirements of principal street frontages when a building has multiple street frontages, and includes parking being located behind buildings, and limits to driveways across such streets when other access is available.

Staff recommends approval of the Ordinance.

Staff Contact:

Brian P. Mercer
Planner, Office of Equitable Development
Brian.Mercer@rva.gov
646-6704