



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

ORD. 2017-085: To rezone a portion of the property known as 3900 West Broad Street from the B-3 General Business District to the I Institutional District; and to conditionally rezone a portion of the property known as 3900 West Broad Street from the B-3 General Business District to the B-3 General Business District (Conditional).

To: City Planning Commission
From: Land Use Administration
Date: May 15, 2017

PETITIONER

United Methodist Family Services of Virginia

LOCATION

3900 West Broad Street

PURPOSE

To rezone a portion of the property known as 3900 West Broad Street from the B-3 General Business District to the I Institutional District; and to conditionally rezone a portion of the property known as 3900 West Broad Street from the B-3 General Business District to the B-3 General Business District (Conditional).

SUMMARY & RECOMMENDATION

The subject property consists of an approximately 28 acre parcel of land improved with the United Methodist Family Services of Virginia Campus. The campus is located along the City's border with Henrico County in the Sauer's Garden neighborhood of the Far West Planning District and is bound by West Broad Street (along the Pulse Bus Rapid Transit line), North Hamilton Street, and I-195.

The institutional use of the property at 3900 West Broad Street is currently authorized by a special use permit (Ord. No. 2010-47-57). The applicant has requested an amendment to the special use permit (Ord. No. 2017-086) that would remove the conditions pertaining to the institutional use of 3900 West Broad Street so that the United Methodist Family Services Richmond Campus could continue to operate and expand under the regulations of the I Institutional District, pending approval of the institutional master plan (CPCR 2017-023) and this request to rezone the developed portion of the campus to the I Institutional District. The currently undeveloped portion of the property fronting on West Broad Street would be rezoned to the B-3 General Business District (Conditional) to accommodate future mixed-use development.

Staff finds that the proposed rezoning to the I Institutional District would facilitate the operation and internal improvements of an established institution in the City while providing adequate on-site parking.

Staff further finds that the safeguards contained within the Institutional zoning district, relative to the approval of Institutional Master Plans, would be met.

Staff further finds that the proffered conditions included in the proposed rezoning to the B-3 General Business District (Conditional) prohibit development features and uses which would not be consistent with the City's vision for the Pulse BRT corridor.

Staff further finds that this proposal is consistent with the Master Plan's recommendations for the subject property.

Therefore, staff recommends approval of the rezoning to the I Institutional District and B-3 General Business District (Conditional).

FINDINGS OF FACT

Site Description

The subject property consists of an approximately 28 acre parcel of land improved with the United Methodist Family Services of Virginia Campus. The campus is located along the City's border with Henrico County in the Sauer's Garden neighborhood of the Far West Planning District and is bound by West Broad Street (along the Pulse Bus Rapid Transit line), North Hamilton Street, and I-195.

Proposed Use of the Property

I Institutional Portion of the Property: Continued operation and expansion within the developed portion of the United Methodist Family Services of Virginia Campus, generally as shown on the institutional master plan. Uses, parking, entrance, size of buildings, and location of buildings and structures may differ from the master plan, provided that uses located in the area of buildings designated B, F, and G shall generally be limited to office, educational and related uses, and the area where buildings are designated as A and H on the master plan shall be generally limited to residential and related uses.

B-3 General Business District (Conditional) Portion of the Property: Future mixed-use development.

Relocation of the existing access drive from the campus to West Broad Street is also proposed, so that the access drive entrance to West Broad Street would align with Kent Road. Relocation of the entrance, as well as other improvements to the right-of-way and modifications to traffic patterns, will be coordinated with the Department of Public Works and implemented so as not to conflict with the Pulse Bus Rapid Transit line.

City of Richmond Master Plan

The City of Richmond's Master Plan recommends Mixed-Use land use for the property. The Master Plan defines the primary uses for this category as "combinations of office, retail, personal service, general commercial and service uses and, in some cases, multi-family

residential and dwelling units above ground floor commercial. Generally, such areas consist of a mix of several types of uses, designed and arranged to be compatible with one another” (p. 134).

Specifically for the subject property, the Master Plan “provides an opportunity for significantly more development than that which is currently on the site. This location is identified on the Land Use Plan map as mixed use. Appropriate uses could include additional housing at medium to high densities, expansion of existing institutional uses such as a school, or offices and some opportunity for retail along Broad Street” (p. 184).

The subject property is a part of the study area for the draft Pulse (BRT) Corridor Plan. The plan is not yet adopted, but it does include the Broad Street frontage of the subject property in an area recommended for Corridor Mixed Use land use. Such a land use designation is found along major thoroughfares that have traditionally been commercial corridors. Medium density pedestrian and transit oriented development is to be encouraged on vacant or underutilized parcels (p. 28). The draft plan recommends institutional land use for the developed portion of the campus.

Zoning & Ordinance Conditions

The subject property is located within the B-3 General Business District that encompasses the Broad Street corridor from the City’s border with Henrico County to the North Boulevard area. The subject property, as well as 1620 North Hamilton Street and 3840 Mastin Lane, are subject to a special use permit (Ord. No. 2010-047-57) which authorizes the institutional and related uses currently found on the campus.

If rezoned, the I Institutional portion of the property would be subject to the requirements of the I Institutional District, including requirements pertaining to approval of an institutional master plan, front, side and rear yards, spaces between buildings, lot coverage, and building height.

If rezoned, the B-3 General Business District (Conditional) Portion of the Property would be subject to the requirements of the B-3 General Business District, including requirements pertaining to front, side and rear yards, spaces between buildings, floor area and usable open space, screening, and building height.

In addition to the B-3 regulations, the following conditions have been proffered:

1. On the portion of the Property zoned B-3, no parking shall be located closer to West Broad Street than the buildings located on the portion of the Property zoned B-3.
2. On the portion of the Property zoned B-3, there shall be no drive thru in connection with any food or beverage sale.
3. There shall be no sale of gasoline on the portion of the Property zoned B-3.

Surrounding Area

A mix of multi-family, commercial, office, and mixed-use land uses are present in the immediate vicinity of the subject property.

Neighborhood Participation

No letters of support or opposition were received.

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