



## CITY OF RICHMOND

### Department of Planning & Development Review *Staff Report*

**Ord. No. 2021-360:** To authorize the special use of the property known as 3300 Broad Rock Boulevard for the purpose of a farmer's market, upon certain terms and conditions, and to repeal Ord. No. 99-50- 55, adopted Mar. 8, 1999, and Ord. No. 99-370-00-9, adopted Jan. 10, 2000.

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**To:** City Planning Commission  
**From:** Land Use Administration  
**Date:** January 18, 2022

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#### **PETITIONER**

Marc Jolley, 2<sup>nd</sup> Baptist Church

#### **LOCATION**

3300 Broad Rock Boulevard

#### **PURPOSE**

The applicant is requesting to authorize the special use of the property known as 3300 Broad Rock Boulevard for the purpose of using a small portion of the parking area as a farmer's market. The property is located in a B-2 Community Business District. The proposed farmer's market use meets the definition of a flea market in the zoning ordinance, which is not a use permitted in the B 2 District.

#### **SUMMARY & RECOMMENDATION**

The property is located in a B-2 Community Business District, which does not permit the proposed farmer's market use, which meets the definition of "flea market" in the zoning ordinance of "an activity conducted outside an enclosed building and which involves the retail sale of new or used merchandise by one or more vendors operating from stalls, stands, vehicles or other spaces which are rented or otherwise made available to such vendors." A special use permit is therefore required.

Staff finds that the proposed farmer's market use is consistent with the land use designation of "Community Mixed-Use" as well as the property's location within a micro node. Commercial uses are a primary use recommended for Community Mixed-Use and a micro node is described as a "notable place within a neighborhood that generally provides goods and services to the immediate residents but may also attract visitors." The proposed farmer's market use is located on a large parcel and is intended to be a neighborhood-serving use as a gathering place for area residents.

Staff finds that with the ordinance conditions the safeguards contained within the City Charter, relative to the granting of Special Use Permits, are met. Specifically, staff finds that the proposed use would not be detrimental to the general welfare of the community involved and would not create congestion in the streets in the area involved.

Therefore, staff recommends approval of the Special Use Permit.

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## **FINDINGS OF FACT**

### **Site Description**

The subject property consists of 6.5 acres and is improved with a church that has a finished floor area of approximately 50,000 square feet. The building was originally constructed as a grocery store. The property is located in the Piney Knolls neighborhood on Broad Rock Boulevard, just north of its intersection with Walmsley Boulevard.

### **Proposed Use of the Property**

The proposed Special Use Permit would authorize a portion of the parking area serving the church to be used as a farmer's market.

### **Master Plan**

The City's Richmond 300 Master Plan designates the property as Community Mixed-Use. This land use category is described as a cluster of medium-density, walkable commercial and residential uses that provide neighborhood services to nearby residential communities and sometimes feature regional attractions.

**Development Style:** The building size, density, and zoning districts for these areas may vary significantly depending on historical densities and neighborhood characteristics. Future development should generally complement existing context. Uses may be mixed horizontally in several buildings on a block or vertically within the same building. Developments continue or introduce a gridded street pattern to increase connectivity.

**Mobility:** Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. Driveway entrances are required to be of alleys whenever possible; new driveways are prohibited on priority and principal streets. Parking areas are located within the structure and to the rear of buildings and require screening; shared parking requirements are encouraged.

**Intensity:** Buildings generally ranging from two to six stories, based on street widths and depending on the historic context and stepping down in height adjacent to residential areas, as necessary. New buildings that are taller than historical buildings should step back from the build to line after matching the height of the predominant cornice line of the block.

**Primary Uses:** Retail/office, personal service, multi-family residential, cultural, and open space.

**Secondary Uses:** Single-family houses, institutional, and government.

The subject property also falls within a micro node, which is described as a "notable place within a neighborhood that generally provides goods and services to the immediate residents but may also attract visitors."

### **Zoning and Ordinance Conditions**

The property is located in a B-2 Community Business District, which does not permit the proposed farmer's market. If adopted, the Special Use Permit would impose the following conditions on the property:

- (a) The Special Use of the Property shall be as a farmer's market, substantially as shown on the Plans.
- (b) The location of sales and display booths associated with the Special Use shall be limited to the location labeled as "Footprint" on the Plans.
- (c) The hours of operation of the Special Use shall be limited to Saturdays and Wednesdays only, and shall end by no later than 8:00 p.m.
- (d) Live or recorded music may be provided in conjunction with the Special Use, and shall be limited to those times when the Special Use is in operation as provided in subsection (c) of this section.
- (e) A minimum of 50 off-street parking spaces shall be made available for the Special Use during the hours of operation of the Special Use as provided in subsection (c) of this section.

### **Surrounding Area**

All surrounding properties are also located in the B-2 Community Business District. The property is surrounded by commercial uses.

### **Neighborhood Participation**

Staff notified area residents and property owners. Staff has not received any letters of support or opposition.

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