



CITY OF RICHMOND

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

Ord. No. 2022-225: To conditionally rezone the properties known as 501 Orleans Street and 4811 South 37th Street from the M-1 Light Industrial District to the B-5 Central Business District, upon certain proffered conditions.

To: City Planning Commission
From: Land Use Administration
Date: September 6, 2022

PETITIONER

501 Orleans LLC and Harlan Construction, represented by Mark Kronenthal of Roth Jackson Gibbons Condlin PLC

LOCATION

501 Orleans Street
4811 South 37th Street

PURPOSE

To conditionally rezone the properties known as 501 Orleans Street and 4811 South 37th Street from the M-1 Light Industrial District to the B-5 Central Business District, upon certain proffered conditions.

SUMMARY & RECOMMENDATION

The applicant has requested a conditional rezoning to the B-5 Central Business District to enable development of a mixed-use building on the subject property, containing multi-family and office uses.

Staff finds the proposed B-5 Central Business zoning district to be appropriate for the property. The proposed rezoning of properties would enable infill development that is consistent with the Richmond 300 Master Plan's designation for Industrial Mixed-Use and the vision for the Rockett's Landing node.

Staff finds that the proposed rezoning is consistent with changing conditions in the area, in which vacant or underutilized parcels, many of which have historically been used for industrial or warehousing purposes, continue to be redeveloped for residential and mixed-use purposes, based on market demand. The existing M-1 zoning designation of the property is not consistent with the Master Plan and development of the property according to M-1 requirements would not be appropriate for the community.

Therefore, staff recommends approval of this conditional rezoning request.

FINDINGS OF FACT

Site Description

The subject properties consist of 0.6 acres of vacant land located in the Fulton Neighborhood, at the southwest corner of Orleans Street and Williamsburg Avenue, in the Fulton neighborhood.

Proposed Use of Property

The rezoning to the B-5 Central Business District would permit development of a variety of residential and commercial uses. The proposed redevelopment is a four story mixed-use building with ground floor office use and a total of 21 residential dwelling units on levels two, three and four. A plan of development is required for the construction of any new building containing more than ten dwelling units or 50,000 square feet of floor area. In addition, the applicant has voluntarily provided proffers addressing design, architecture, and dedication of right-of-way for sidewalks along Orleans Street and 37th Street.

Master Plan

The Richmond 300 Master Plan recommends Industrial Mixed-Use land use for the subject property. Such areas are *described as formerly traditional industrial areas that are transitioning to mixed-use because of their proximity to growing neighborhoods and changes in market conditions. These areas may still retain some light industrial uses. Development Style: A mix of building types with low-scale, post-industrial buildings that are adapted for a new use are adjacent to new taller residential and/or office buildings. These areas allow "maker uses" to continue while encouraging more individuals to live, work, and play in the area.*

Buildings should have street-oriented façades with windows and door openings along street frontages. New light industrial uses are compatible with residential and office uses, and are attractively buffered. New developments continue or introduce a gridded street pattern to increase connectivity.

Ground Floor: Ground floor uses engage with and enliven the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses are required on street-oriented commercial frontages.

Mobility: Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. New driveway entrances are prohibited on priority and principal street frontages and minimal driveway entrances are allowed on secondary streets. Vehicular access to parcels should use alleys where possible. Loading for trucks must be provided off-street. Parking lots and parking areas should be located to the rear of street-facing buildings.

Intensity: Medium- to high-density, three to eight stories.

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

Secondary Uses: Institutional and government.

The subject property is also located in the Rockett's Landing node. The Vision for this node is: *The Pulse Bus Rapid Transit Station at Rockett's Landing is a dense, walkable destination for*

workers, residents, and visitors. The underdeveloped land north of the station is redeveloped to provide amenities to adjacent residents and visitors to the James River. Residents of Greater Fulton easily access the terminus station via Orleans Street which has become a major mixed-use area featuring active ground floor uses and a walkable environment.

The Virginia Capital Trail is enhanced by the Gillies Creek Greenway that connects through Gillies Park and up into Church Hill. The character of single-family neighborhoods east of Williamsburg Avenue is preserved with programs that allow homeowners to live in high-quality homes and programs that increase homeownership opportunities. The history of Historic Fulton is shared and honored at the Historic Fulton Memorial Park at the base of Powhatan Hill.

Zoning and Ordinance Conditions

The Applicant proposes to rezone the property from M-1 Light Industrial District to B-5 Central Business District to allow a mixed use development consisting of an office and 21 multi-family dwelling units. In the B-5 district, parking is not required for up to 16 dwelling units. One parking space per each four units over sixteen units is required. Twenty-one dwelling units proposed and one parking space is required. Thirty-five (35) on-site parking spaces are provided per submitted plans.

Surrounding Area

The properties located to the north, across Orleans Street, contains distribution warehouses on properties zoned M-1 Light Industrial. To the east, across Williamsburg Avenue, are single-family dwellings on land zoned B-2 Community Business District. To the west, across South 37th Street is vacant land on property in the B-5 Central Business District. The vacant properties to the south are located in Henrico County.

Neighborhood Participation

Staff notified area residents, property owners, and the Greater Fulton Hill Civic Association of the proposed rezoning. No comments have been received by staff.

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