



CITY OF RICHMOND

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

Ord. No. 2022-328: To amend and reordain Ord. No. 2019-303, adopted Nov. 12, 2019, which authorized the special use of the property known as 3200 West Broad Street for the purpose of a temporary wireless telecommunications monopole and associated equipment, to now authorize an automatic teller machine accessible from the exterior of the building, upon certain terms and conditions. (2nd District)

To: City Planning Commission
From: Land Use Administration
Date: December 5, 2022

PETITIONER

3200 Broad LLC, represented by Baker Development Resources

LOCATION

3200 West Broad Street

PURPOSE

To amend and reordain Ord. No. 2019-303, adopted Nov. 12, 2019, which authorized the special use of the property known as 3200 West Broad Street for the purpose of a temporary wireless telecommunications monopole and associated equipment, to now authorize an automatic teller machine accessible from the exterior of the building, upon certain terms and conditions.

SUMMARY & RECOMMENDATION

The subject property is located in the TOD-1 Transit-Oriented Nodal District and an automatic teller machine accessible from the exterior of the building is not a specified permitted use listed in this zoning district. Therefore, an amendment to the existing Special Use Permit is required.

Staff finds that the proposed ATM would be pedestrian-oriented and would contribute to the mix of uses supported by the Richmond 300 master plan for Destination Mixed Use areas.

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 special 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 amendment.

FINDINGS OF FACT

Site Description

The 2.2968 acre subject property encompasses the block along the north side of West Broad Street between MacTavish Avenue and Highpoint Avenue. The property is improved with two buildings containing 287 dwelling units and ground floor commercial area.

Proposed Use of the Property

The Virginia Credit Union will be occupying a portion of the ground floor commercial area and proposes installing an ATM that shall be accessible from the exterior of the building.

Master Plan

The City's Richmond 300 Master Plan designates the property for Destination Mixed-Uses. These areas are noted as Key gateways featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space. Located at the convergence of several modes of transportation, including Pulse BRT or other planned transit improvements. Ground floor uses should engage with, and enliven, the street.

Development Style: Higher-density, transit-oriented development encouraged on vacant or underutilized sites. New development should be urban in form, may be of larger scale than existing context, and, where relevant, should pay special attention to the historic character of the existing context. Development should enhance the public realm and create a sense of place. Many buildings are vertically mixed-use. 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. Driveway entrances are required to be off alleys whenever possible; new driveways are prohibited on priority and principal street frontages. Surface parking is prohibited as a principal use; when surface parking is provided as an accessory use, it should be located to the rear of buildings and screened. Parking requirements are reduced to allow more market-based parking strategies, including shared parking.

Intensity: Buildings typically a minimum height of five stories.

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

Secondary Uses: Institutional and government.

Zoning and Ordinance Conditions

The property is located in the TOD-1 Transit Oriented District where ATMs are permitted uses only when accessible from the interior of the building. The proposed ATM is located outdoors. Therefore a special use is requested.

Staff recommends the approval of the requested of the special use permit subject to following amended conditions:

- The Special Use of the Property shall be as a temporary wireless telecommunications monopole and associated equipment and as an automatic teller machine accessible from the exterior of the building, substantially as shown on the Plans.

- The automatic teller machine may contain a sign or signs that do not exceed six square feet in area in the aggregate

Surrounding Area

The adjacent properties to the east and west, as well as across West Broad Street, are located in the same zoning district as the subject property. Properties to the north, across West Marshall Street, are in the B-7 Mixed-Use Business District.

Neighborhood Participation

Staff notified area residents, property owners, and the Scott's Addition Boulevard Association. No comments of opposition or support have been received.

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