



## CITY OF RICHMOND

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

**Ord. No. 2022-343:** To rezone the property known as 2100 Bainbridge Street from the R-7 Single- and Two-Family Urban Residential District to the B-7 Mixed-Use Business District. (5<sup>th</sup> District)

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

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#### **PETITIONER**

2100 Bainbridge, represented by Baker Development Resources

#### **LOCATION**

2100 Bainbridge Street

#### **PURPOSE**

To rezone the property known as 2100 Bainbridge Street from the R-7 Single- and Two-Family Urban Residential District to the B-7 Mixed-Use Business District.

#### **SUMMARY & RECOMMENDATION**

The applicant is requesting to rezone from the R-7 Single and Two-Family Urban Residential District to the B-7 Mixed-Use Business zoning district in order to facilitate redevelopment that is more in harmony with the Richmond 300 Master Plan.

Staff finds that the proposed rezoning would authorize development that would be consistent with the recommendations of the Richmond 300 master plan, specifically the Industrial Mixed Use land use designation.

Therefore, staff recommends approval of the proposed rezoning.

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#### **FINDINGS OF FACT**

##### **Site Description**

The property consists of .852 acres of land. The properties are located in the Swansboro Neighborhood at the corner of Bainbridge Street and West 21<sup>st</sup> Street.

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

Redevelopment of the property as a mixed use. The intent of the B-7 district is to encourage a broad range of mixed land uses, including residential, commercial and compatible industrial and service uses. The district is intended to promote enhancement of the character of mixed use areas that are undergoing revitalization and adaptive reuse by providing for alternative economic

use of existing structures, while enabling continuation of existing industrial and service uses. The district regulations are intended to encourage appropriate infill development on undeveloped land, promote adaptive reuse of vacant or underutilized buildings and enable redevelopment of properties where continuation of current uses or adaptive reuse is not feasible. The district regulations are also intended to safeguard the character of adjoining properties, to maintain the predominant existing streetscape character by providing continuity of building scale and setbacks, to enhance public safety and encourage an active pedestrian environment appropriate to the mixed-use character of the district by providing for windows in building facades along street frontages. Finally, the district regulations are intended to assure adequate accessible parking and safe vehicular and pedestrian circulation, and to facilitate a streetscape with minimum setbacks along principal street frontages and to provide for limited interruption by driveways and vehicular traffic across public sidewalk areas along principal street frontages

Any future redevelopment shall require approval of a Plan of Development.

### **Master Plan**

The City's Richmond 300 Master Plan designates the property for Industrial Mixed-Use. These areas are 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 use.

**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.

## **Zoning**

According to the Zoning Ordinance, the intent of the proposed B-7 District is to encourage a broad range of mixed land uses, including residential, commercial and compatible industrial and service uses. The district is intended to promote enhancement of the character of mixed-use areas that are undergoing revitalization and adaptive reuse by providing for alternative economic use of existing structures, while enabling continuation of existing industrial and service uses. The district regulations are intended to encourage appropriate infill development on undeveloped land, promote adaptive reuse of vacant or underutilized buildings and enable redevelopment of properties where continuation of current uses or adaptive reuse is not feasible. The district regulations are also intended to safeguard the character of adjoining properties, to maintain the predominant existing streetscape character by providing continuity of building scale and setbacks, to enhance public safety and encourage an active pedestrian environment appropriate to the mixed-use character of the district by providing for windows in building façades along street frontages. Finally, the district regulations are intended to assure adequate accessible parking and safe vehicular and pedestrian circulation, to facilitate a streetscape with minimum setbacks along principal street frontages and to provide for limited interruption by driveways and vehicular traffic across public sidewalk areas along principal street frontages. (Code 2004, § 114-446.1; Code 2015, § 30-446.1; Ord. No. 2010-19-31, § 1, 2-22-2010)

**PROPOSED USES:** The proposed zoning district (B-7) permits a variety of residential and commercial uses, including retail, offices, personal service businesses and restaurants.

### **PROPOSED SETBACKS:**

#### **(1)Front yard.**

a. No front yard shall be required. In no case shall a front yard with a depth greater than ten feet be permitted, provided further that not more than ten percent of the building wall of the street

level story along the street shall be set back more than ten feet, except as may be authorized pursuant to subsections (1)b and (1)c of this section.

b. A front yard with a depth greater than permitted by application of the provisions of subsection (1)a of this section may be provided when such front yard is improved for purposes of a pedestrian plaza or outdoor dining area as permitted by Section 30-446.2 and is approved subject to a plan of development as set forth in Article X of this chapter. Except where the property is within an old and historic district, the City Urban Design Committee shall review the application and plans and submit a recommendation to the Director of Planning and Development Review prior to approval of such plan of development by the Director.

c. A building entrance feature that is set back from the street a greater distance than the primary building façade along the street and that is no greater than two times the width of the building entranceway shall be permitted, and shall not be subject to the provisions of this subsection.

(2) Side yard. No side yards shall be required, except that where a side lot line abuts or is situated across an alley from property in an R or RO district there shall be a side yard of not less than ten feet in width.

(3) Rear yard. No rear yard shall be required, except that where a rear lot line abuts or is situated across an alley from property in an R or RO district there shall be a rear yard of not less than 20 feet in depth.

**PROPOSED HEIGHT: B-7 District**

(1) Maximum height in general. No building shall exceed five stories in height. For purposes of this section, story height as defined in Article XII of this chapter shall be not less than ten feet and not greater than 15 feet, except that the ground floor of a building may be of greater height.

(2) Maximum height in special cases. Where there are no buildings existing on an entire block at the time of development, or where there are existing buildings to be retained and vacant land to be developed on an entire block, and where the entire block is to be developed under the same ownership or control pursuant to an overall development plan, the maximum permitted height shall be six stories.

**ADDITIONAL REQUIREMENTS APPLICABLE IN B-7:**

The location of any parking areas must not be between the main building and the principal or priority street frontage, nor shall they be located closer to the principal or priority street frontage than the main building. No new driveways are permitted on the principal or priority street frontage for each parcel. Parking decks located along the principal street frontage must be

screened by another use along the entirety of the frontage with a depth of at least 20', and must be screened from other street frontages by a structural material with an opacity of not less than 45 percent.

Fenestration requirements will be applicable to principal and priority street frontages (30% for dwelling units, operable window/doors); 60% for ground floor commercial uses (30% for upper stories)

**PROPOSED PARKING:**

The parking requirement for uses other than dwellings is per the table in Sec. 30-710.1 (a) of the zoning ordinance, provided that in no case shall the parking requirement for uses whose requirement is determined by floor area be more than one space per 300 square feet. Multi-family dwellings require one space per unit. On-street spaces count towards meeting the off-street parking requirement and on-site spaces for dwelling uses may be shared with nondwelling uses, provided that the nondwelling use not be routinely open between 6 PM and 8 AM. The parking requirement is reduced by 50% for uses located within buildings constructed prior to July 1, 2017.

Street buffer and internal screening requirements related to parking areas will be required for new parking areas in accordance with Section 30-710.1.

Bike parking will be required for multifamily and parking deck uses.

**PROPOSED SIGNAGE:** Unless specifically provided otherwise in this article and subject to the regulations and restrictions applicable to all districts set forth in this article, the following signs shall be permitted and the following sign regulations shall apply in the B-7 Mixed-Use Business District:

(1) Types of permitted signs. Wall signs, projecting signs, suspended signs, awning signs, canopy signs, freestanding signs and roof signs shall be permitted, subject to the restrictions set forth in this section.

(2) Permitted sign area. The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case 300 square feet for each street frontage. Where more than one main building is located on a lot, the above formula for determining permitted sign area shall apply to individual buildings and building frontages along a street, rather than to lots and lot

frontages.

(3) Projecting signs. No projecting sign shall be located within 25 feet of another projecting sign on the same building wall. No such sign, other than a noncommercial flag, shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

(4) Freestanding signs. One freestanding sign not exceeding 50 square feet in area or 15 feet in height shall be permitted along each street frontage.

(5) Roof signs. Roof signs located on buildings utilized for uses permitted by Section 30-446.2(46), when such signs are lawfully existing on the effective date of the ordinance from which this section is derived to include the property in the B-7 district, and provided that such signs shall not be included in the calculation of permitted sign area set forth in subsection (2) of this section.

### **Surrounding Area**

The properties adjacent to the south, and across W. 21<sup>st</sup> Street to the west are in the same R-7 Single and Two-Family Urban Residential District zoning district as the subject property. Properties located to the east and north are in the M-1 Light Industrial zoning district. A mix of residential, vacant, commercial and industrial land uses are present in the area.

### **Neighborhood Participation**

Staff notified area residents and property owners and the Swansboro Neighborhood Association. No comments of opposition or support have been received.

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