



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

ORD. 2017-086: To amend Ord. No. 97-300-98-243, adopted Jun. 22, 1998, as previously amended by Ord. No. 2002-71-102, adopted Apr. 22, 2002, and by Ord. No. 2010-47-57, adopted Mar. 22, 2010, for the purpose of amending the conditions of the special use that pertain to the property known as 3900 West Broad Street, upon certain terms and conditions.

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 amend Ord. No. 97-300-98-243, adopted Jun. 22, 1998, as previously amended by Ord. No. 2002-71-102, adopted Apr. 22, 2002, and by Ord. No. 2010-47-57, adopted Mar. 22, 2010, for the purpose of amending the conditions of the special use that pertain to the property known as 3900 West Broad Street, upon certain terms and conditions.

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). This special use permit also authorizes multi-family use of the properties known as 1620 North Hamilton Street and 3840 Mastin Lane.

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 request to rezone the property to the I Institutional District (Ord. No. 2017-085).

The applicant has also requested an amendment to the existing special use permit to allow a freestanding sign that would not meet zoning standards.

Staff finds that the request to remove the conditions pertaining to the institutional use of 3900 West Broad Street, in order to allow the campus to be governed by the regulations of the I Institutional Zoning District is an appropriate request.

Staff further finds that the potential adverse impact of the freestanding sign on the I-195 corridor would be mitigated by the conditions of the ordinance as well as the grade difference between the campus property and the elevated portion of I-195 that runs along the campus.

Staff finds that with the ordinance conditions, the safeguards contained within the City Charter, relative to the granting of Special Use Permits, are met.

Therefore, staff recommends approval of the Special Use Permit Amendment.

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 property 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

If amended, the special use permit would authorize a freestanding sign fronting the I-195 corridor that does not meet zoning requirements at 3900 West Broad Street, and would continue to authorize multi-family use of the properties known as 1620 North Hamilton Street and 3840 Mastin Lane.

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.

In addition to signage permitted by the underlying zoning of 3900 West Broad Street, one freestanding sign shall be permitted, substantially as shown on the plan attached to the special use permit amendment ordinance.

The sign shall be set back at least 15 feet from the property line along I-195 and be limited to an overall height of 35 feet and an area of 672 square feet.

The sign shall not be internally illuminated and shall not be a billboard, as defined by the Zoning Ordinance.

The information displayed on the sign shall pertain only to the institutional uses contained within the United Methodist Family Services of Virginia Campus.

The final location, content, elevation, finish, and method of illumination shall be approved by the Director of Planning and Development Review before issuance of a sign permit.

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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