



## CITY OF RICHMOND

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

**Ord. No. 2017-132:** To authorize the special use of the property known as 3200 West Broad Street for the purpose of a mixed-use development with up to 210 dwelling units, commercial space, and up to 325 structured parking spaces, upon certain terms and conditions.

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**To:** City Planning Commission  
**From:** Land Use Administration  
**Date:** July 17, 2017

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#### **PETITIONER**

Lory Markham – Markham Planning

#### **LOCATION**

3200 West Broad Street

#### **PURPOSE**

To authorize the special use of the property known as 3200 West Broad Street for the purpose of a mixed-use development with up to 210 dwelling units, commercial space, and up to 325 structured parking spaces, upon certain terms and conditions.

#### **SUMMARY & RECOMMENDATION**

The proposed development is located in the Scott's Addition neighborhood on West Broad Street, directly adjacent to the proposed Pulse Bus Rapid Transit system. The property is comprised of 3.5 acres and encompasses the entire block bound by West Broad Street, MacTavish Avenue, West Marshall Street and Highpoint Avenue. The property is currently improved with a 1960's hotel with 147 rooms and parking structure operated under the Quality Inn franchise. The existing hotel building will be incorporated into the newly constructed development while the existing parking structure will be demolished to make way for a mixed use development fronting on West Marshall Street and the side streets.

The applicant is proposing a six story mixed use, mixed income development that will contain up to 210 dwelling units, 44,000 square feet of commercial uses and approximately 325 structured parking spaces. The property is currently located in the B-3 General Commercial and M-1 Light Industrial zoning districts. The M-1 district does not permit the proposed residential use of the property, a special use permit is therefore required.

Staff finds that the proposed mixed-use development is consistent with the development characteristics, building height, and mix of land uses supported by the Pulse Corridor Plan for the area.

Staff further finds that the proposed development would be in close proximity to mass transit, provide bicycle parking on site, and provide adequate on-site parking for the uses of the property (and surplus parking for off-site uses) within an internal, structured parking area.

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 a 3.5 acre parcel of land improved with a six-story Quality Inn hotel and is a part of the Scott's Addition Neighborhood in the Near West Planning District.

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

The development will include both the adaptive reuse of the existing hotel structure for up to 100 dwelling units and commercial uses and the new construction of up to 110 dwelling units (at total of up to 210 units), structured parking and commercial uses. The conversion of the existing hotel will include an addition to the ground floor to bring the façade to the sidewalk and additions to the second through six floors to bring portion of the building to the street wall and provide additional light to the proposed units. The unit mix proposed includes one-, two- and three-bedroom units, with several of the units on the top level and all the units on the ground level being loft style units.

The ground floor of the building fronting on West Broad Street and at the corner of Highpoint and West Marshall Streets is proposed to be used for commercial uses permitted in the B-6 Mixed Use Business Zoning District and uses accessory to the residential, including a community room and leasing office. Additionally, the second floor of the building fronting on West Broad Street may be used for commercial uses or dwelling units.

A new 5 story parking deck with approximately 325 structured parking spaces will be constructed between the existing building and the new building with one entrance off McTavish Street and a service entrance off West Marshall Street. This will reduce the number of curb cuts around the site from eight to two. The parking structure will be in the center of the block, lined with active uses and completely screened from the streets. In addition to the on-site structured parking, there are approximately 90 on street parking spaces found in the block surrounding the development. There will be 50 long term covered bicycle parking spaces located within the building and 10 short term bicycle racks available for visitors. Located one block from the property is the proposed Cleveland Station serving the Pulse Bus Rapid Transit system, making this project multi-modal.

The project will provide green and amenity space for use by the residents and will include a community rooftop deck constructed on the top floor of the parking deck with landscaped green space and may include a pool. A leasing office and community room for the residents will be located on the ground level.

## **Master Plan**

The City of Richmond's current Master Plan designates the subject property for General Commercial uses which include, "...a broad range of office, retail, general commercial, wholesale and service uses, typically located along major transportation corridors and serving large portions of the City, the region or the traveling public. Land uses in this category are typically of larger scale and intensity than Community Commercial uses, and may not always be highly compatible with residential areas. Typical zoning classification that may accommodate this land use category: B-3. (City of Richmond, Master Plan, p. 135)

The subject property is located within the study area of the Pulse Corridor Plan, which was recently adopted by the Planning Commission, and has been designated as Corridor Mixed Use. This designation includes the following description and characteristics:

Corridor Mixed Use development is "...found along major, traditionally commercial corridors like Broad and E. Main Streets, and envisioned to provide for medium-density pedestrian- and transit-oriented infill development to fill "missing teeth" of the corridor fabric.

- The building size, density, and zoning districts for these areas will vary depending on historic densities and neighborhood characteristics. New development should be in scale with existing context or respond to unique site characteristics and opportunities for redevelopment

- Active commercial uses required on principal street frontages. Ground floor residential uses should have street-oriented facades with setbacks, front yards, porches, and balconies where appropriate

- Driveway entrances required to be of alleys whenever possible; new driveways prohibited on street-oriented commercial and priority street frontages

- Parking lots and areas are located on the rear of buildings and require screening; shared parking requirements are encouraged to allow for commercial development while ensuring adequate residential parking. (City of Richmond, Draft Pulse Corridor Plan., 2017., p. XII)

## **Zoning & Ordinance Conditions**

The current zoning for this property is B-3 (General Commercial) along the Broad Street frontage and M-1 (Light Industrial) along the Marshall Street frontage.

Conditions will be imposed by the special use permit ordinance, including:

- The use of the Property shall be a mixed-use development consisting of up to 210 dwelling units, commercial space, and up to 325 structured parking spaces, substantially as shown on the Plans.

- Commercial uses permitted on the Property shall be governed by the regulations applicable to the B-6 Mixed-Use Business District. In addition to uses permitted in the B-6 Mixed Use Business District, breweries producing not more than 50,000 barrels of beer per year shall be permitted.

- The second story of the building fronting on West Broad Street may be used for commercial uses permitted by this ordinance or as dwelling units, provided that the maximum number of dwelling units on the Property shall not exceed 210.

-One off-street parking space shall be required for each dwelling unit. Parking for the commercial uses shall be governed by the provisions of Chapter 30, Article VII, Division 2 of the Code of the City of Richmond (2015), as amended, applicable to the B-6 Mixed-Use Business District, provided that in no case shall more than one off-street parking space be required for every 500 square feet of floor area devoted to non-dwelling uses. Any parking spaces located within the parking garage that are not needed to meet the parking requirements of the Property may be leased by others.

-Ten short-term and 50 long-term bicycle parking spaces shall be provided for the Special Use of the Property.

-A streetscape, landscaping, and lighting plan shall be approved by the Director of Planning and Development Review prior to the issuance of any building permits for the dwelling units. The Owner shall make such improvements to the public right-of-way, which improvements may be completed in one or more phases as approved by the Director of Public Works.

-Signage for the Property shall comply with the sign regulations applicable to the B-6 Mixed-Use Business District.

-All mechanical equipment serving the Property shall be located or screened so as not to be visible from any public right-of-way.

-All building materials shall be substantially as shown on the Plans unless otherwise approved by the Director of Planning and Development Review prior to the issuance of a building permit for the Property.

-Facilities for the collection of refuse shall be provided in accordance with the requirements of the Director of Public Works. Such facilities shall be located or screened so as not to be visible from adjacent properties and public streets.

### **Surrounding Area**

Surrounding properties are located in the same M-1 and B-3 zoning districts as the subject property. A mix of land uses are present in the area.

### **Neighborhood Participation**

A letter of support was received from the Museum District Association and the Scott's Addition Boulevard Association.

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