



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2018-186: To amend Ord. No. 2008-111-133, adopted Jun. 23, 2008, which conditionally rezones the properties known as 1000 and 1100 Jefferson Davis Highway (also known as the Model Tobacco Site) from the M-1 Light Industrial District to the B-6 Mixed-Use Business District (Conditional), upon certain proffered conditions, to revise the proffered conditions.

To: City Planning Commission
From: Land Use Administration
Date: July 16, 2018

PETITIONER

Lory Markham – Markham Planning

LOCATION

1000 and 1100 Jefferson Davis Highway

PURPOSE

To amend Ord. No. 2008-111-133, adopted Jun. 23, 2008, which conditionally rezones the properties known as 1000 and 1100 Jefferson Davis Highway (also known as the Model Tobacco Site) from the M-1 Light Industrial District to the B-6 Mixed-Use Business District (Conditional), upon certain proffered conditions, to revise the proffered conditions.

SUMMARY & RECOMMENDATION

The applicant is requesting an amendment to the proffers made part of Ord. No. 2008-111-133, which was approved by City Council on June 23, 2008. The 2008 rezoning request was made for the purposes of facilitating an adaptive reuse of the property primarily for residential uses.

Staff finds that development of the property, with proposed amendments, would be generally consistent with the land use recommendations of the Master Plan and intent of the B-6 District.

Therefore staff recommends approval of the proposed amendments.

FINDINGS OF FACT

Site Description

The subject properties, occupying approximately 15.89 acres, are located on the northwest corner of Jefferson Davis Highway and Hopkins Road, in the Maury neighborhood of the Old South Planning District. The properties are currently occupied by the historic Model Tobacco site, which includes a 6 story Art Deco

style building historically used as a tobacco factory. The properties also contain various other historic industrial buildings associated the manufacturing and production of tobacco.

Proposed Use of the Property

The applicant is proposing to adaptively reuse a majority of the existing buildings on the properties with a mix of uses. The primary use of the property is proposed as residential, with up to 600 dwelling units located in the existing buildings.

Master Plan

The Master Plan recommends "Mixed Use" for the subject property, which includes "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" (p. 134). The B 6 district is a typical zoning classification to accommodate this land use category.

Specifically for the Jefferson Davis Highway, the Master Plan states that "revitalization of the Jefferson Davis Highway corridor is a high priority" (p. 274).

Zoning and Ordinance Conditions

The intent of the B-6 zoning district is to encourage development of mixed land uses consistent with the objectives of the master plan and the downtown plan, and to promote enhancement of the character of development along principal corridors and in other areas. The district regulations are intended to encourage appropriate infill development on undeveloped land, promote adaptive reuse of underutilized buildings or enable redevelopment of properties where continuation of current uses or adaptive reuse is not feasible, depending on the character and needs of particular areas.

The district regulations are also intended to safeguard the character of adjoining properties, to maintain existing streetscape character by providing continuity of building setbacks and heights, 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, and to promote an environment that is conducive to preservation of important historic, architectural and cultural features that may exist within the district.

Finally, the district regulations are intended to ensure 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.

The applicant proposes to develop the properties in a manner consistent with the B-6 Mixed Use Urban Business District regulations. The applicant is proposing primarily residential use of the property with possible secondary office and commercial uses. The B-6 Mixed Use Business District regulates minimum heights, maximum setbacks and the orientation of parking to the side or the rear of buildings.

Proffered conditions were included with the 2008 rezoning to the B-6 District. Those proffered conditions would remain in place, with the exception of the proposed amendments to the following proffers:

-A proffer regarding construction of an indoor pool would be deleted. The applicant intends to construct an outdoor swimming pool.

-Proffer No. 9 would be amended to require that landscaping, parking, and streetscape improvements be approved by the Director of Planning and Development Review.

Surrounding Area

The surrounding properties are zoned M-1 Light Industrial and B-3 General Business and are occupied by a mix of uses, including commercial, office, and industrial.

Neighborhood Participation

Residents in proximity of the property were notified of this application. To this date no letters or correspondence in support of, or in opposition to, the application have been received.

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