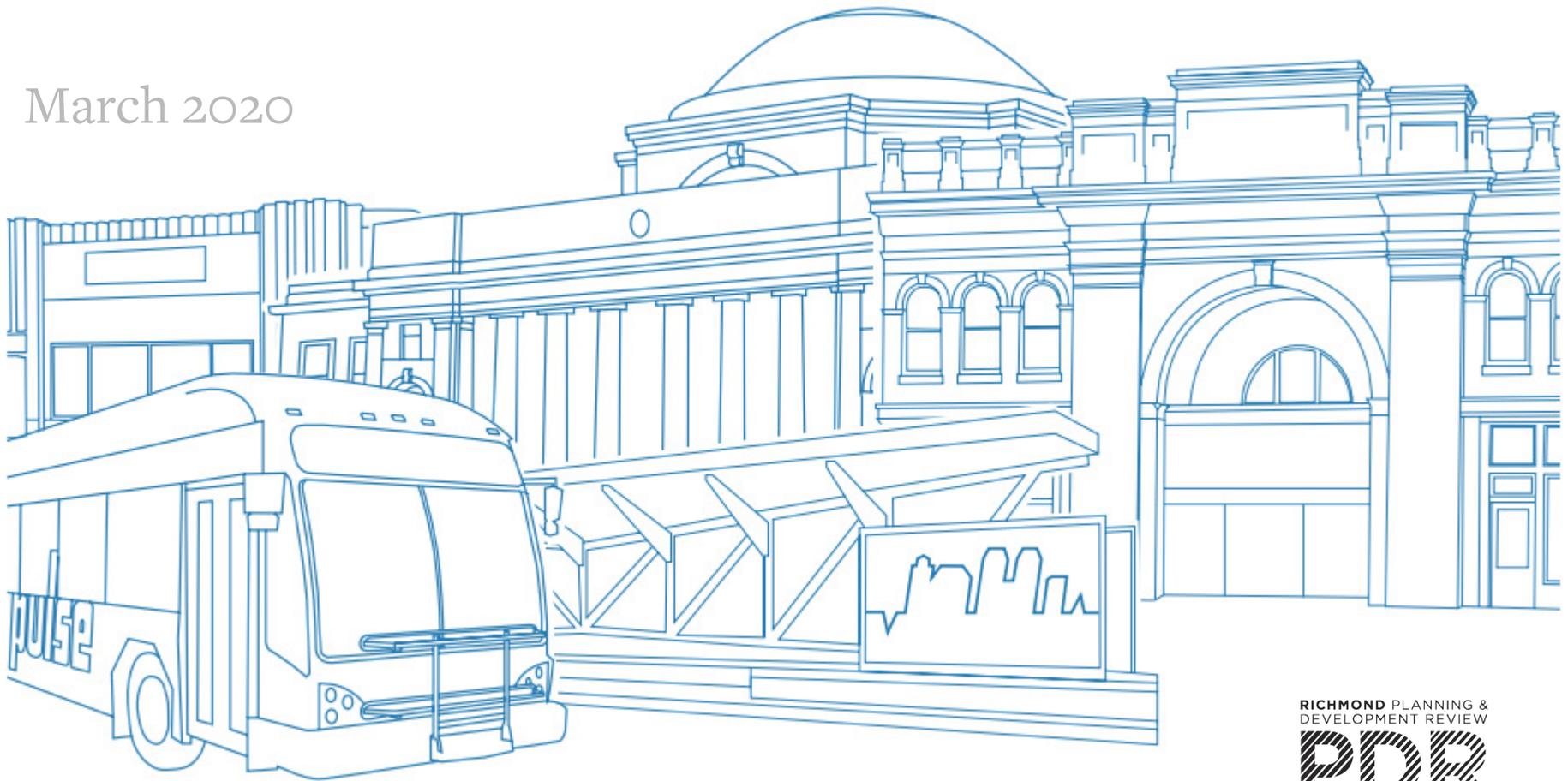


SCIENCE MUSEUM/ALLISON STREET/VCU&VUU STATION AREA REZONING SUMMARY

March 2020



BASICS ABOUT PLANNING AND ZONING

What is a plan? A plan (at times referred to as a strategic plan, a Master Plan, a neighborhood plan, or a special area plan) is a document that helps guide decision-making about land use in a locality or a specific area. A plan is a well-researched, data-based document made with community input and approved by both City Planning Commission and City Council. A plan should recommend zoning changes to match the Future Land Use map.

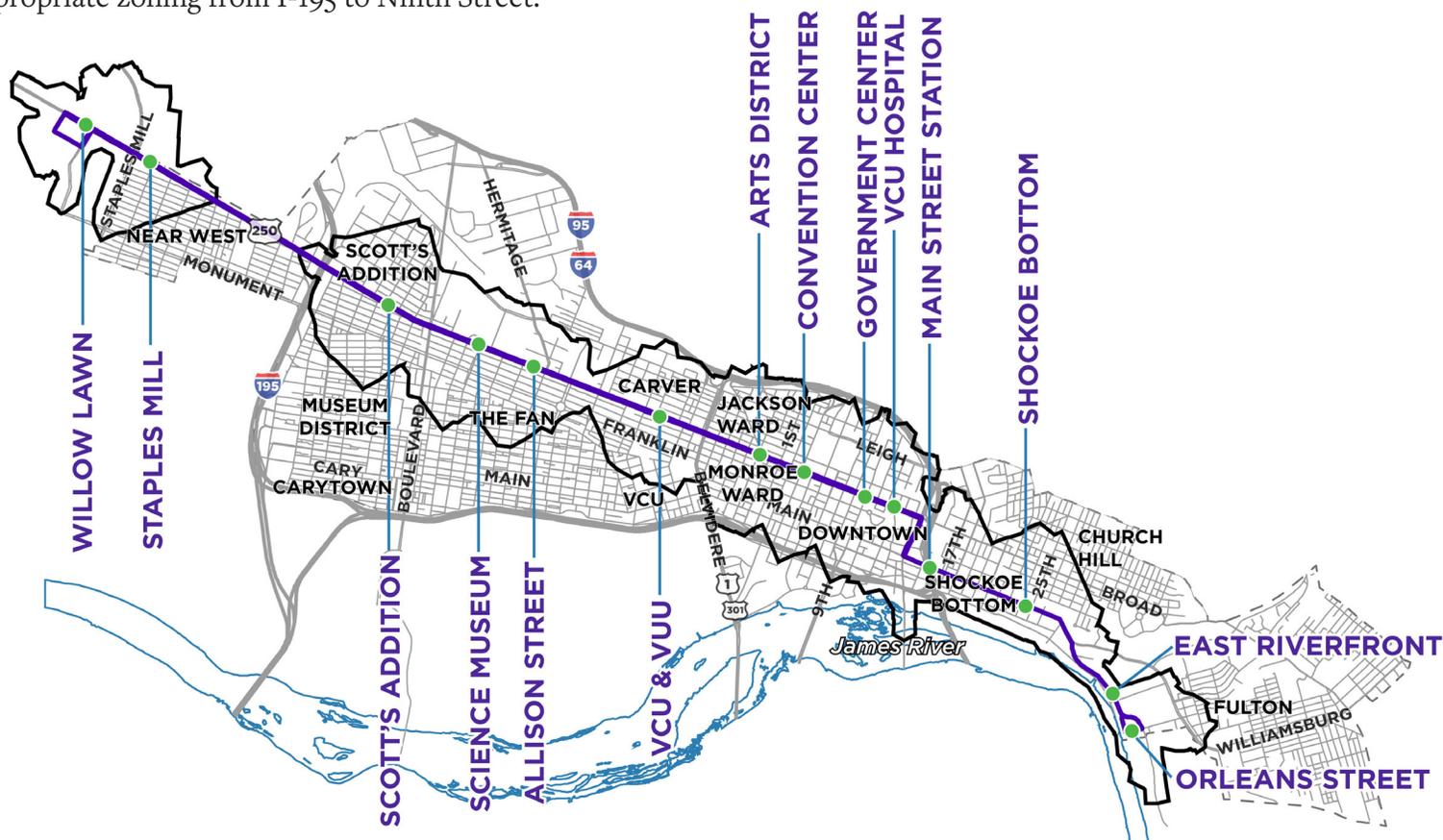
What is Future Land Use? A plan envisions what a locality or small area should become over the coming years, taking into consideration existing conditions, current land use trends, citizen input and knowledge of the real estate market. This is represented by a map of “Future Land Use,” or what land use type each area of the locality is envisioned to become.

What is a zoning ordinance? A zoning ordinance is part of a locality’s code, or law, and consists of two parts: a map and text. The map depicts where various zoning districts are applied, and the text describes what uses and form is allowed in each. Classic (“Euclidian”) zoning simply divides areas into basic uses: commercial, residential, agricultural, industrial. Richmond’s zoning ordinance has those basic districts, but also has many mixed-use districts where the form and type of buildings are as important as the use.

After a plan is adopted by Planning Commission and City Council, the City can initiate a change in zoning so that future development will align with the Future Land Use vision.

WHY IS THE CITY REZONING THIS AREA?

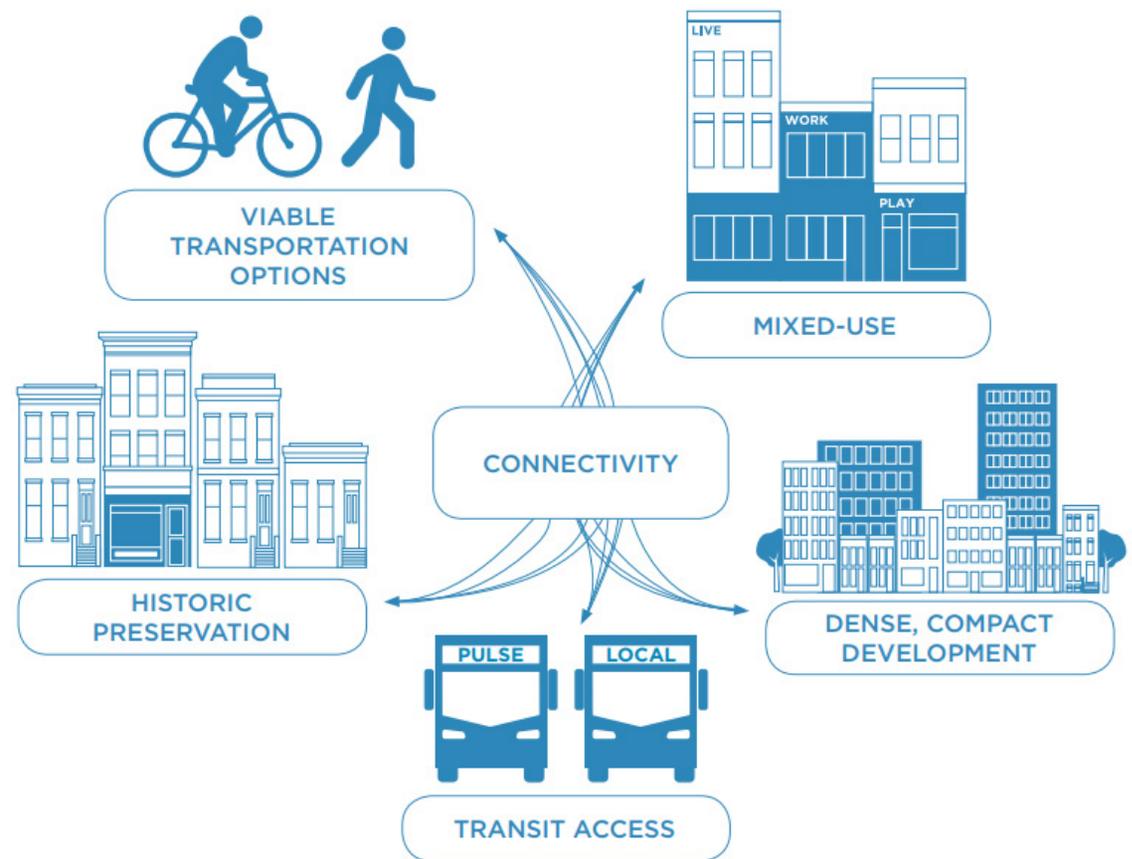
In July of 2017 Richmond City Council adopted [The Pulse Corridor Plan](#), a planning document that outlines steps which the City needs to take to change land use around the Bus Rapid Transit (BRT) route running from Rocketts Landing to Willow Lawn. Of the 14 stations on the Pulse corridor, six stations were determined to be priority station areas based on market conditions, development readiness and pedestrian orientation, and were determined to have the most potential for Transit-Oriented Development. In order to encourage this more transit-supportive development, the next step is for the City to rezone each station area. The first, Scott's Addition-station area, was rezoned to TOD-1 and B-7 in 2017. The second station area, Arts District Station/Monroe Ward area, was rezoned in July 2019. The next priority is to rezone the Allison Street/ Science Museum Station areas, which cover both sides of W. Broad Street between Arthur Ashe Jr., Boulevard and Lombardy Street. This proposal also includes the VCU & VUU station area, on both sides of W. Broad Street from Lombardy Street to Belvidere Street, creating a continuous stretch of plan-appropriate zoning from I-195 to Ninth Street.



PRINCIPLES OF THE PULSE PLAN:

Development along the corridor will seek to follow six guiding principles:

- 1. Mixed-Use:** Housing, employment, entertainment and daily needs are near each station area. Mixed use can be vertical or horizontal within a neighborhood context.
- 2. Viable Transportation Options:** Walking and biking to accomplish everyday tasks is an option for people living and working near station areas.
- 3. Dense, Compact Development:** New buildings can be taller and larger within the Pulse corridor to add housing and jobs to create a more walkable and vibrant area.
- 4. Historic Preservation:** Retaining existing historic buildings is a priority. Smaller historic buildings add to the diversity of style and use along the Corridor and provide opportunities for business creation. They also provide a strong link to Richmond's history.
- 5. Transit Access:** Individuals have easy access to the Pulse and to the local transit network, enabling fewer or no car trips.
- 6. Connectivity:** A well-connected street grid and transit network is the glue that leads to successful transit-oriented development.



FORM ELEMENTS OF THE PULSE PLAN:

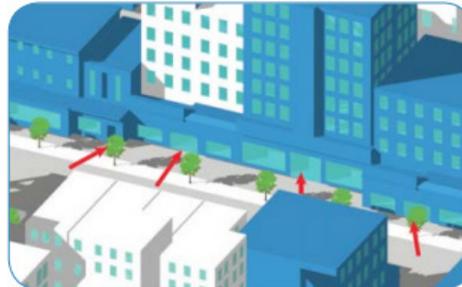
- 1. Hold the Corner:** Buildings and spaces at intersections have active ground floors that wrap around the corner.
- 2. Entrances Face the Street:** Main entrances to businesses and residences front the street, fostering pedestrian activity.
- 3. Appropriate Setbacks/Stepbacks:** Commercial uses are closer to the street while residential uses are set back to foster privacy and create a semi-public space. Stepbacks at upper stories create a means to honor existing form without overwhelming it.
- 4. Transparency:** Facade fenestration allows visibility to and from the street. This is especially important on the ground floor, where fenestration should occupy a higher percentage of the building face.
- 5. Façade Articulation:** Long, monolithic facades should be broken up and made more human-scale by varying the streetwall plane, height, colors and materials.
- 6. Screened Parking/Services:** Attractive landscaping pushed to the sidewalk helps maintain a streetwall and mitigate the disruption caused by surface parking lots and utilitarian services.



Hold the Corner



Appropriate Setbacks/Stepbacks



Entrances Face the Street



Transparency



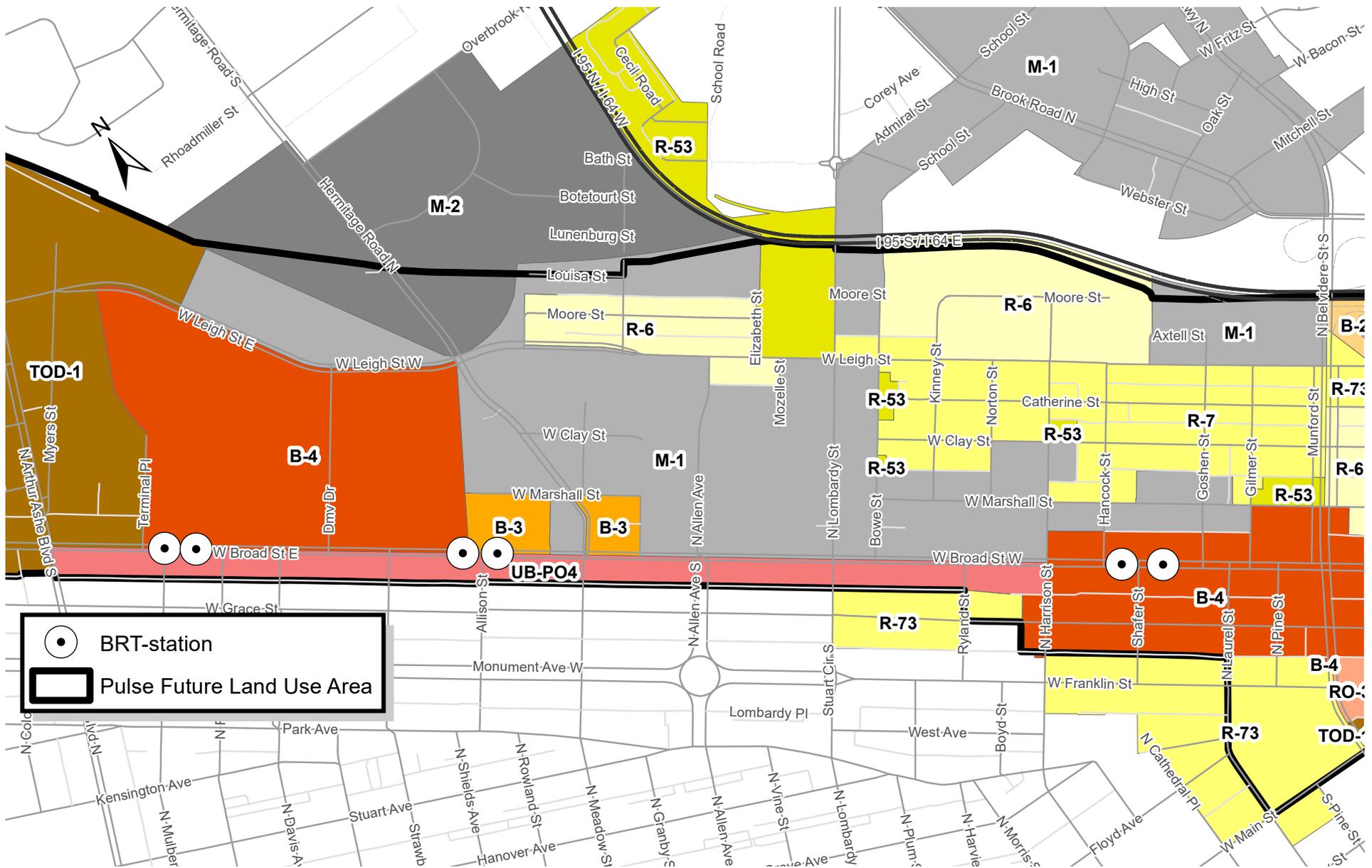
Façade Articulation



Screened Parking/Services

EXISTING ZONING

Currently, there are nine different zoning district designations in the rezoning area, ranging from heavy industrial to multi-family. Please see descriptions on the following page and comparative charts on pp 14-16.



EXISTING ZONING

The existing zoning in the area varies greatly in permitted land use, form and intent.

B-3 (General Business): A permissive, auto-centric district that has created the characters of Midlothian Turnpike, Hull Street, Jefferson Davis Highway, and Broad Street west of I-195. Many uses, as well as setbacks, are incompatible with compact, mixed-use urban form.

M-1 (Light Industrial): Any use allowed in B-3, as well as manufacturing uses not likely to create offensive noise, dust, heat, smoke, odor, etc. Nightclubs and liquor stores with a Conditional Use Permit.

M-2 (Heavy Industrial): This district permits any use allowed in the B-3 or M-1 districts, as well as any use not permitted in any other district, including heavy manufacturing and waste management.

B-4 (Central Business): The B-4 district is a mixed-use district with the highest building height limit in the city. The B-4 in this area encompasses the Science Museum, the Children's Museum, and the DMV, and has been in place since 1976.

UB-PO4 (Urban Business - Parking Overlay 4): The intent of the UB district is to encourage business areas with a densely developed pedestrian-oriented urban shopping center, compatible with adjacent residential neighborhoods. The parking overlay district requires businesses to have less off-street parking than the district would otherwise require.

R-6 (Single-Family Attached): Single-Family detached or attached, two-family detached, with a single-family detached minimum lot size of 5,000 square feet and lot width of not less than 50 feet.

R-7 (Single-Family Attached): Single-Family detached or attached, two-family detached, with a single-family detached minimum lot size of 3,600 square feet and lot width of not less than 30 feet.

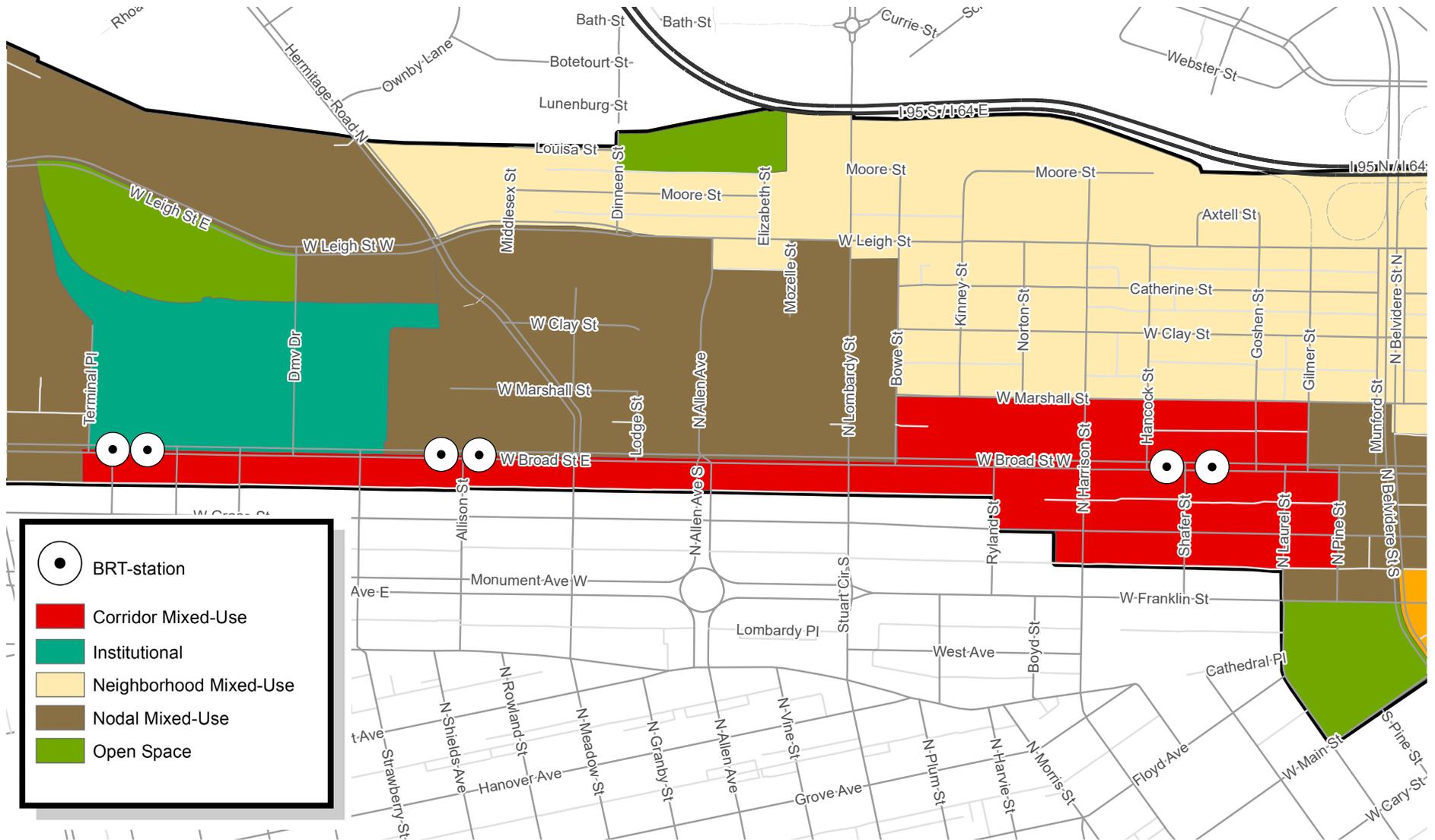
R-53 (Multi-Family Residential): Single-Family, two-family, and multi-family permitted.

TOD-1 (Transit-Oriented Nodal): TOD-1 is Richmond's newest zoning district, put in place for the first time in 2017 in the Scott's Addition area, reaching east of Arthur Ashe Boulevard to Terminal Place. TOD-1 is a diverse, mixed-use district with a 12-story height maximum, many form-based elements, and a reversed inclined plane on parcels across an alley from residential districts, designed to create an unabashedly urban form.

For further detail please refer to [Richmond City Zoning Ordinance](#).

FUTURE LAND USE

The Pulse Corridor Plan recommends rezoning the entire corridor to match the Future Land Use map. The Future Land Use designation in the area around the Science Museum, Allison Street, and VCU & VUU stations is a mix of Corridor Mixed-Use, Institutional, Neighborhood Mixed-Use, and Nodal Mixed-Use. This proposal is to rezone these areas so that new development is in alignment with the vision of the Pulse Corridor Plan.



PULSE CORRIDOR PLAN FUTURE LAND USE CATEGORIES

The Pulse Corridor Plan provides descriptions of each future land use category which depict the general vision for the area and its land use:

NODAL MIXED-USE: “Transit-oriented district located immediately adjacent to the Pulse BRT or other frequent transit service at key gateways and prominent places in the city in order to provide for significant, urban-form development in appropriate locations. Higher-density pedestrian- and transit-oriented development encouraged on vacant and underutilized sites; new development should be urban in form and may be of larger scale than existing context. It should directly engage with the prominence of the Nodal Mixed-Use places and the public realm. Highly active street frontages and urban design features that encourage pedestrian activity required. Driveway entrances required to be off alleys whenever possible; new driveways prohibited on street-oriented commercial and priority street frontages. Little to no setback of new development unless to create pedestrian-oriented amenities like plazas and outdoor dining. Surface parking 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 by shade trees. Parking requirements are reduced to allow more market-based parking strategies, including shared parking.”

CORRIDOR MIXED-USE: “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 off 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.”

NEIGHBORHOOD MIXED-USE: “Neighborhood Mixed-Use areas are cohesive districts that provide a mix of uses, but with a larger amount of residential uses than other mixed-use districts. They are an urban, walkable environment with limited neighborhood-oriented uses incorporated along key commercial corridors and at corner sites. 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 of existing context. Regardless of use, buildings should have street-oriented facades with windows and door openings along street frontages. Appropriate setbacks and open space should be provided for residential uses. New driveway entrances prohibited on priority streets. Vehicular access to parcels should use alley lots where possible. Parking lots and parking areas should be located to the rear of street-facing buildings.”

INSTITUTIONAL: “Public and quasi-public entities, such as local, state, and federal government, hospitals, and universities. Active commercial uses on ground floors are required on primary street frontages. Residential uses may be permitted on the ground floor in certain sections of the area. Regardless, ground floor residential units should still have street-oriented facades with setbacks, front yards, and balconies where appropriate. New driveway entrances prohibited on primary streets and minimal driveway entrances allowed on secondary streets. Ground floor parking prohibited on primary street frontages.”

Please see p XI of the Pulse Corridor Plan for more detail.

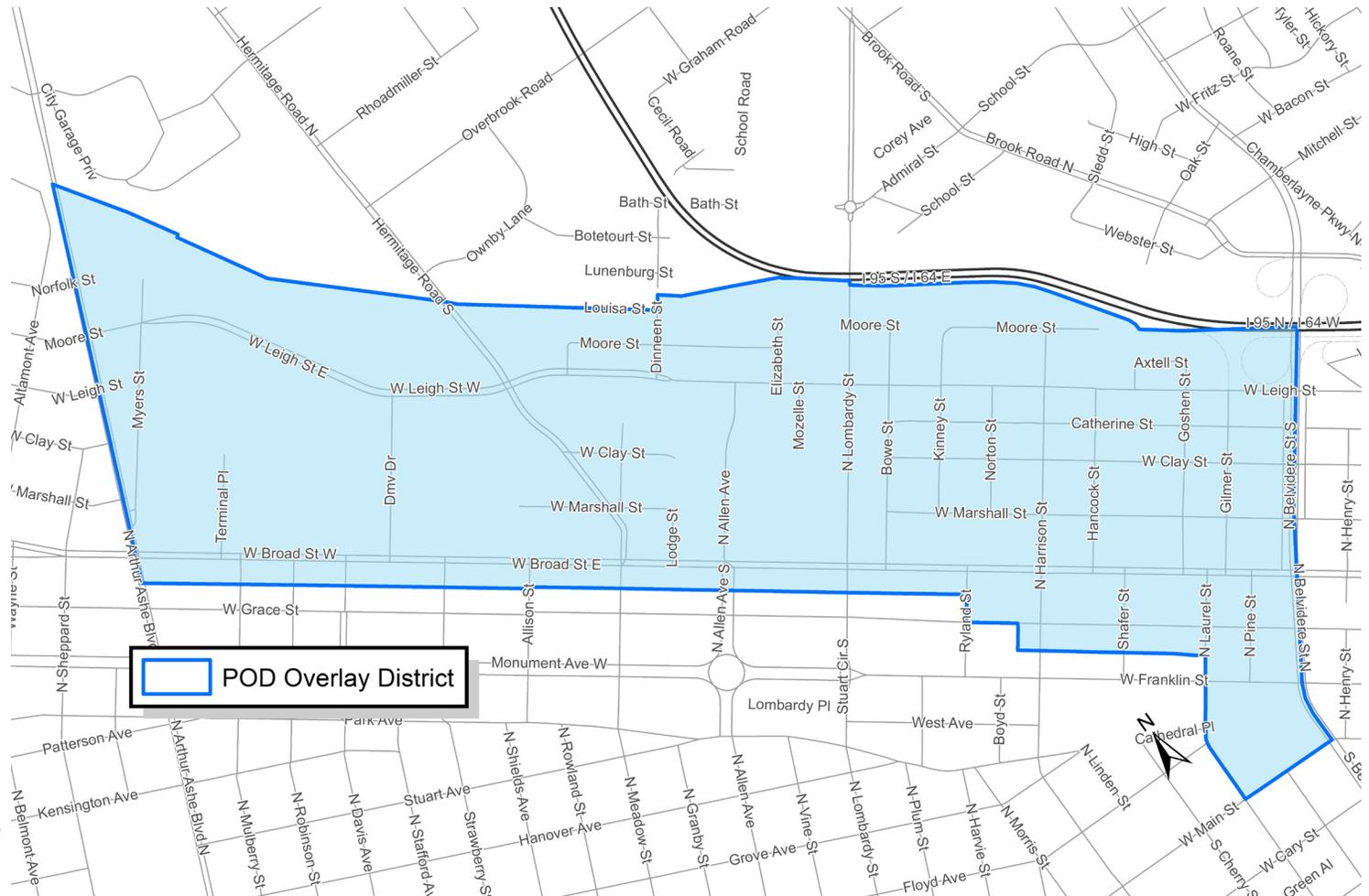
PLAN OF DEVELOPMENT OVERLAY

What is a Plan of Development Overlay district and why do we need it?

While zoning district regulations are created to control land use and to some extent form, sometimes extra guidance is needed to ensure that new development is in keeping with the character of an area and/or the intent of a plan. A Plan of Development (POD) Overlay is an amendment to the official zoning map which overlaps the underlying districts and adds new requirements.

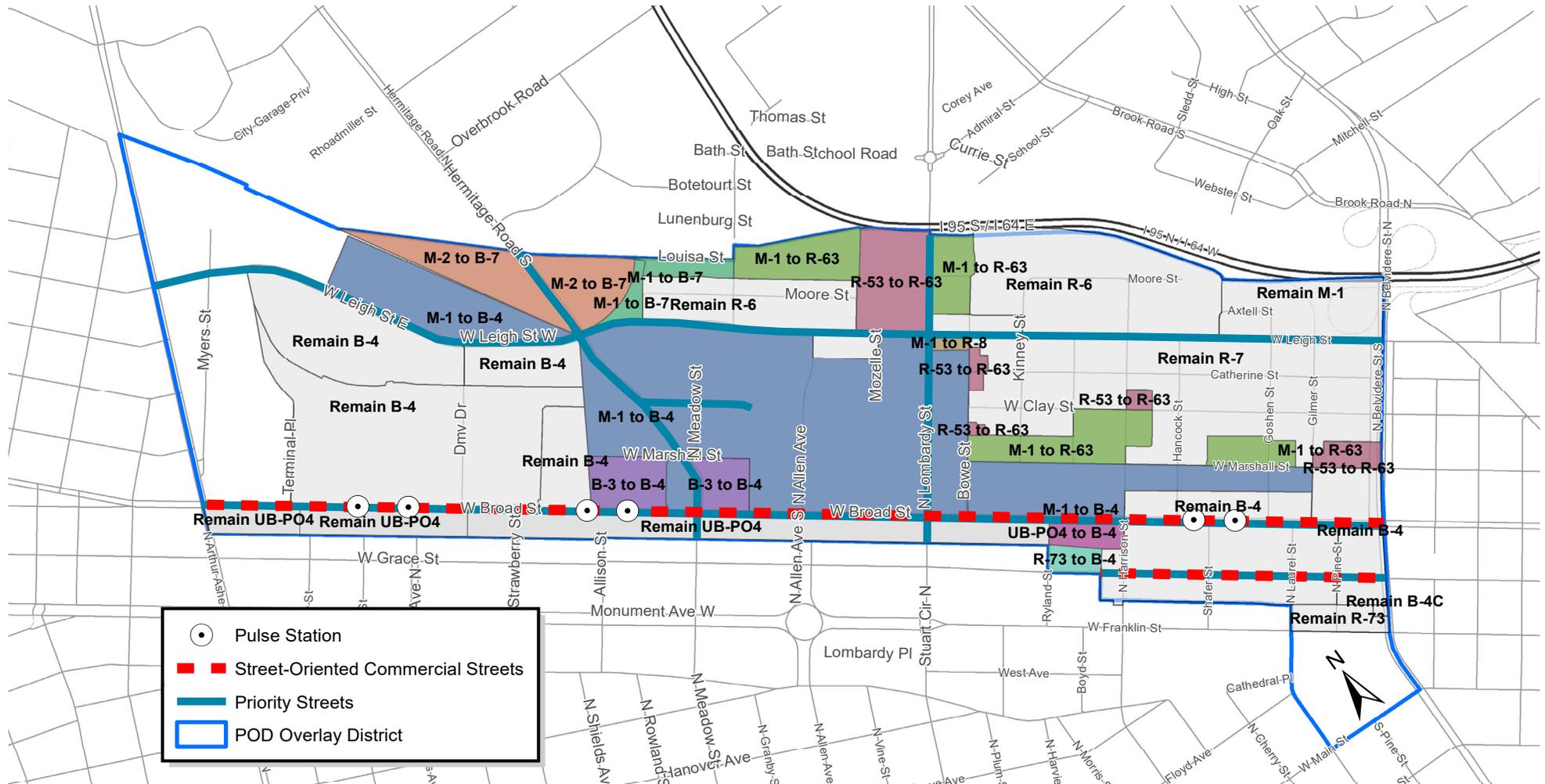
Creating a POD Overlay district means that in addition to adhering to use, setback, and parking requirements in the underlying districts, each new development proposed within the POD boundaries will be evaluated by Planning and Development Review staff to ensure that it meets the six Pulse Corridor form elements (p.4) and is in keeping with the character of the immediate surroundings.

The POD Overlay follows the boundary of the rezoning area: roughly bounded by Arthur Ashe Boulevard, Belvidere, Leigh and Grace Streets.



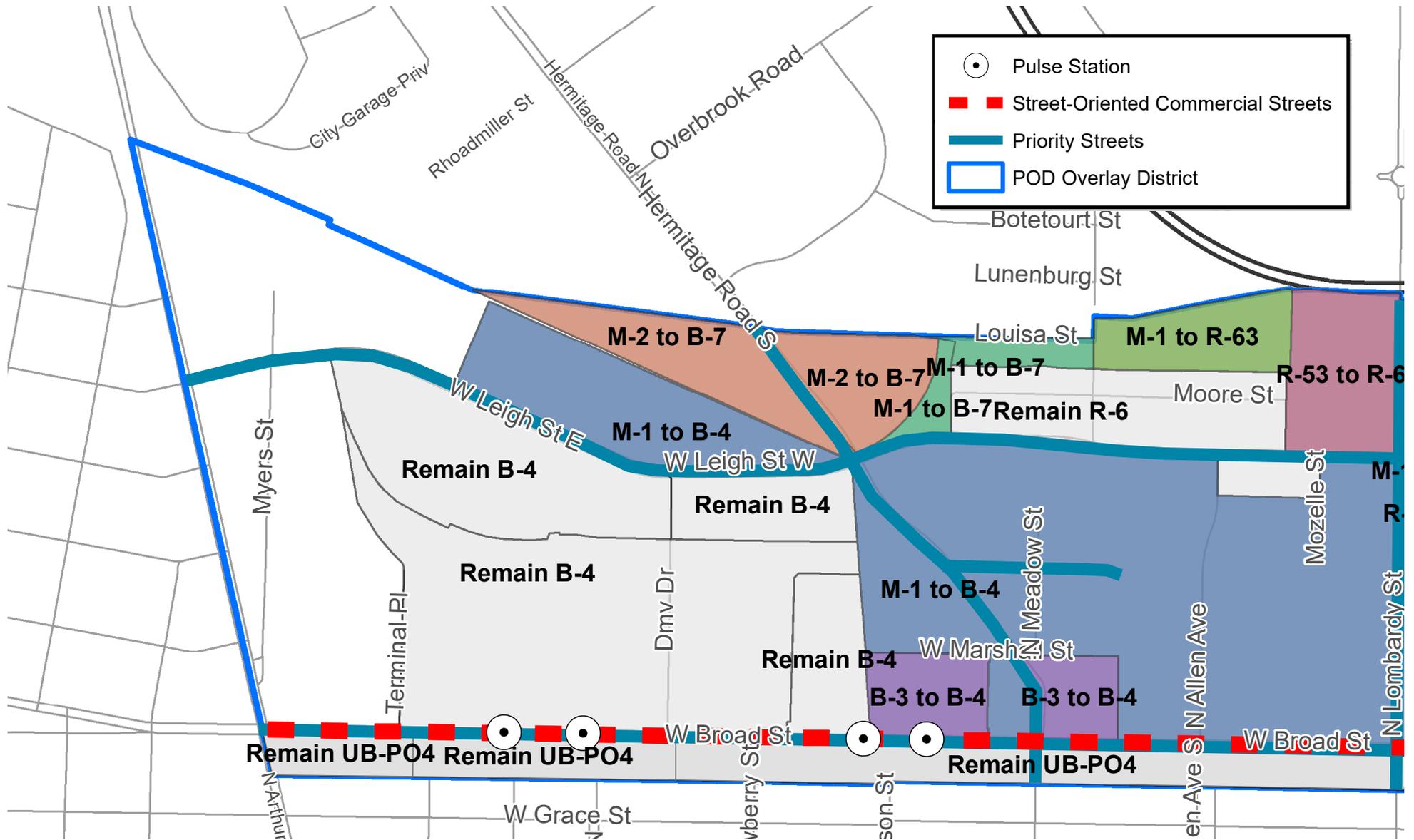
SPECIFIC ZONING CHANGES - ENTIRE AREA

The map below shows exactly which areas will be rezoned, from current to future. The parcels shown with no color overlay will maintain their existing zoning. Areas zoned M-1 Light Industrial will be rezoned to B-4 Central Business, allowing new development to have more height and take a more urban form. The area inside the blue line will be included in the Plan of Development Overlay District; any new development in this area must undergo a Plan of Development Review ensuring it meets the six form elements of the Pulse Corridor Plan



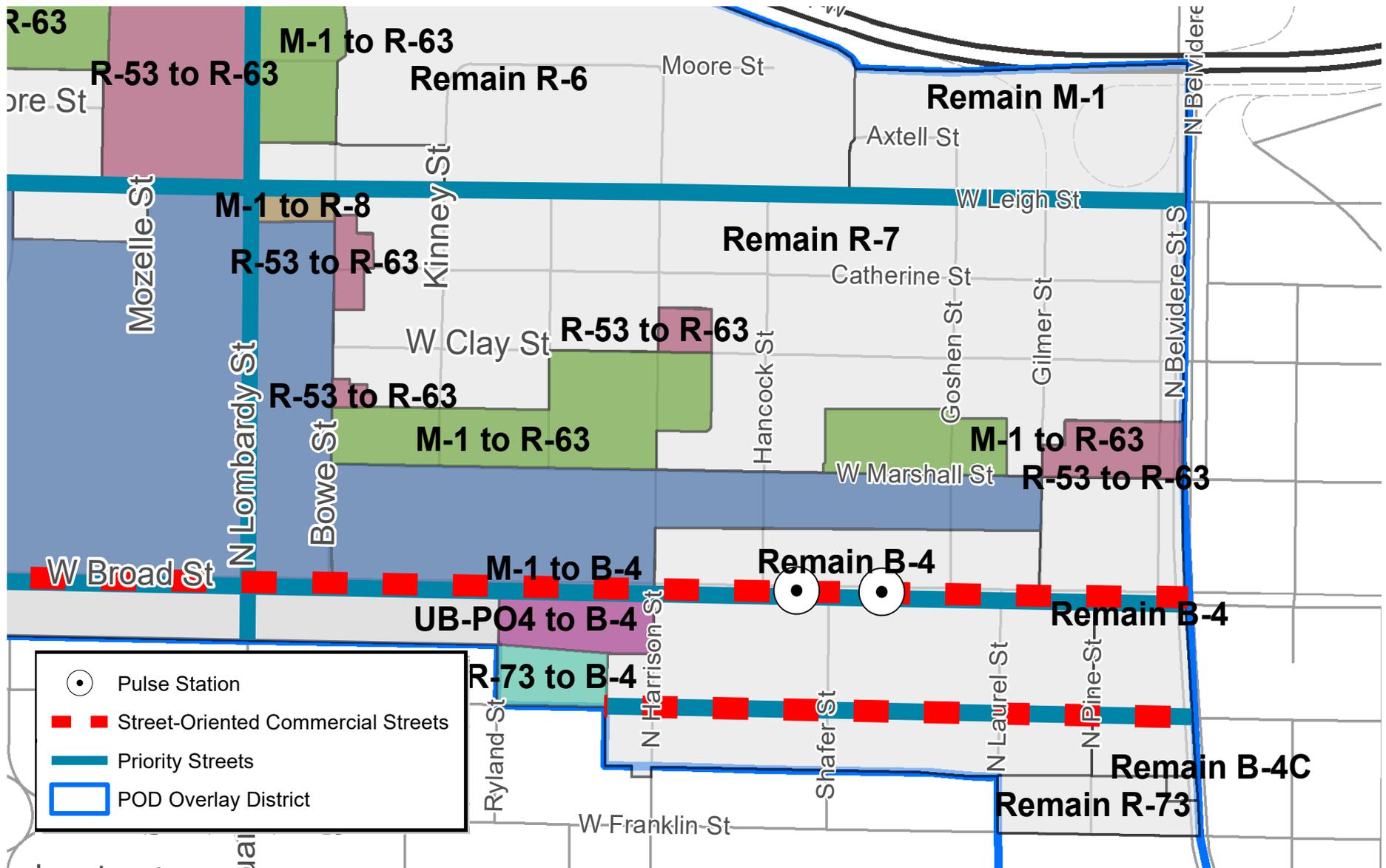
SPECIFIC ZONING CHANGES - SCIENCE MUSEUM AND ALLISON STREET STATION AREAS

The map below shows exactly which areas will be rezoned, from current to future. Properties not shown with a colored overlay will maintain existing zoning.



SPECIFIC ZONING CHANGES - VCU & VUU STATION AREA

The map below shows exactly which areas will be rezoned, from current to future. Properties not shown with a colored overlay will maintain existing zoning.



ZONING DISTRICT COMPARISON - INDUSTRIAL, COMMERCIAL, AND TRANSIT-ORIENTED

ZONING DISTRICT	USES	HEIGHT	YARDS AND SETBACKS	PARKING
B-3	General Commercial District. Permits a variety of auto-oriented commercial uses including drive-thrus, auto sales and auto service centers as well as adult entertainment, retail, offices, and restaurants.	35', 60' under certain conditions for yard.	None except when abutting an R district.	Allows surface parking lots as Principal Use. Dwelling units above other uses: None for 1 to 3 units; otherwise, 1 space per 4 units. Hotels/Motels: 1 space per guest room. (Most other uses same in all districts.)
B-4	Central Business District. Permits multifamily, variety of pedestrian-oriented commercial uses including retail, offices, hotels, and restaurants. Parking decks allowed with screening requirements.	4:1 inclined plane from street center line determines height for each parcel.	Max 10' where no other building is adjacent on same street frontage. Where existing buildings are adjacent, front yard will be the same as existing building closest to street but no greater than 10'.	Does not allow surface parking as Principal Use. Dwelling units: none for 1 to 16 units; 1 space per 4 units over 16 units; none if dwelling units in the same building as other use. Hotels: 1 per 4 rooms. (Most other uses same in all districts.)
M-1	Light Industrial. Permits a variety of auto-oriented commercial and industrial uses including manufacturing, drive-thrus, auto sales and auto service centers as well as adult entertainment, retail, offices, and restaurants.	45' max with some exceptions for additional height based on setbacks and inclined plane.	None.	Allows surface parking lots as Principal Use. Hotels/Motels: 1 space per guest room.
M-2	Heavy Industrial. Allows any use permitted in the B-3 or M-1 district, as well as any use not permitted in any other district.	45' max generally, 2:1 inclined plane for some portions of some buildings.	None except when abutting an R district.	Allows surface parking lots as Principal Use. Dwelling units above other uses: None for 1 to 3 units; otherwise, 1 space per 4 units. Hotels/Motels: 1 space per guest room. (Most other uses same in all districts.)
TOD-1	Transit-Oriented Development. Permits multifamily, variety of pedestrian-oriented commercial uses including retail, offices, hotels, and restaurants, as well as small-scale food and beverage manufacturing, warehousing and distribution.	12 story maximum. Reverse inclined plane across alley from an R district limits height in those cases.	Dwelling uses: Front: Min 10', Max 15' unless front yard is to be used as a pedestrian plaza and approved by POD. All other uses: none required, 10' Max unless front yard is to be used as a pedestrian plaza.	Does not allow surface parking as Principal Use, parking decks allowed with screening. Dwelling units: none for 1 to 16 units; 1 per 2 units over 16 units. Hotels: 1 space per 4 rooms. (Most other uses the same in all districts.)

ZONING DISTRICT COMPARISON - MIXED-USE BUSINESS DISTRICTS

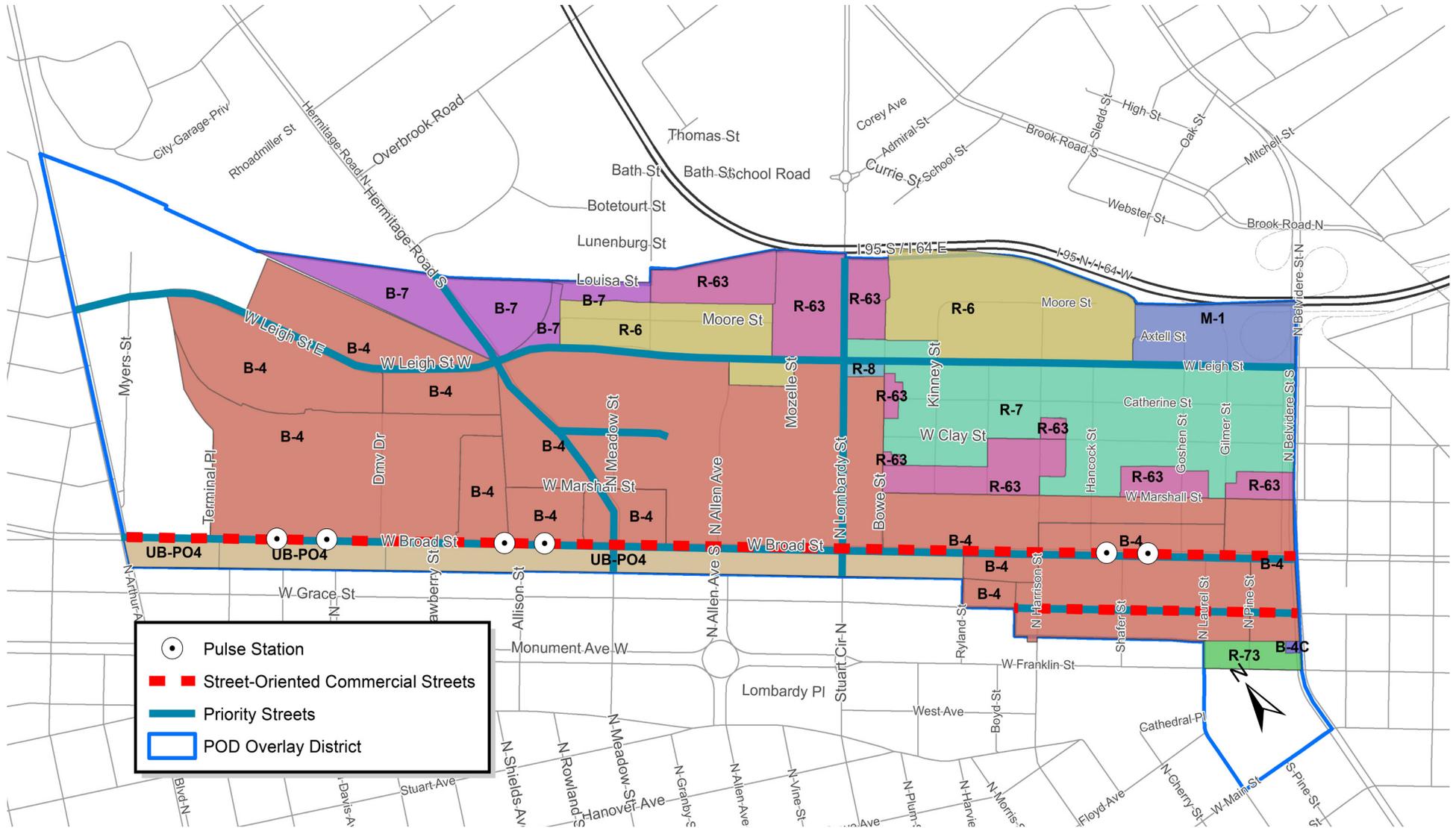
ZONING DISTRICT	USES	HEIGHT	YARDS AND SETBACKS	PARKING
UB-PO4	Urban Business District, Parking Overlay 4. Mixed-use district with offices, retail, restaurants, etc with apartments above other uses.	28' maximum.	Front: none required except that no newly constructed building shall extend closer to the street than any building on an abutting lot, up to 15'. Side and rear: none except abutting an R district.	Parking areas and parking lots allowed as principal use. In Parking Overlay District parking is lowered from UB standards. Please see zoning ordinance for details.
B-7	Mixed-Use Business District. Wide range of uses from light industrial and breweries to offices and dwelling units. Additional uses allowed by CUP including motor fuel dispensing, nightclubs and social service delivery.	Five story height maximum, six stories in special cases.	Front: range from none required when no adjacent building to matching existing adjacent building. Side and rear: none required except for abutting an R district.	Parking areas and parking lots allowed as principal use. Dwelling units: one space per unit. Hotels: one per guest room up to 100 rooms, then one per every two. Dwelling units may use parking spaces of non-dwelling units. Off-street requirements reduced and parking spaces may be located within 750' of entrance.

ZONING DISTRICT COMPARISON - RESIDENTIAL DISTRICTS

ZONING DISTRICT	USES	HEIGHT	LOT SIZE	PARKING
R-6	Single-Family Attached Residential District. Any use allowed in the R-1, plus SF attached and 2F attached and detached.	35' Max.	SF detached: 5,000 sf min, 50' min width. SF attached: 2,200 sf min, 16' min unit width. 2F: 6,000 sf min, 50' min lot width.	No driveway intersecting a street will be permitted when alley access is available.
R-7	Single- and Two-Family Urban Residential District. Any use allowed in the R-1, plus SF attached and 2F attached and detached.	35' Max.	SF detached: 3,600 sf min, 30' min lot width. SF attached: 2,200 sf min, 18' min lot width. 2F attached: 4,400 sf min, 42' min lot width. 2F attached: 4,400 sf min, 36' min lot width.	No driveway intersecting a street will be permitted when alley access is available.
R-53	Multi-Family Residential District. Any use in the R-1, single- and two-family attached and detached, multi-family, day nurseries, tourist homes on federal highways, parking areas, adult day care.	35' max on any lot under 2 acres.	Single- and Two-family as required in the R-7. Multi-family: 5,000 sf lot min, 1,250 min per unit.	Allows parking lots as permitted principal use.
R-63	Multi-family Urban Residential District. Any use permitted in the R-1, SF attached, 2F, Multi-family dwellings, with Permitted Principal uses such as grocery stores, restaurants and barber shops/salons allowed on corner lots.	Two-story minimum, three story maximum, four story maximum on corner lots.	Single-family detached: min 3,000, 25' min lot width. SF attached: 2,200 sf lot min, 16' min lot width. 2F detached: 3,200 sf lot min, 27' min lot width. 2F attached: 2,600 sf lot min, 20' min lot width. Multi-family: 4,000 sf lot min, 1,000 min for each dwelling unit.	Parking lots must be located at the rear of buildings so as not to be visible from the street No off-street parking required for principal uses on corner lots.
R -73	Multi-Family Residential District. Any use permitted in the R-1, two-family and multi-family, nursing homes, offices, hospitals, adult day care.	150' height maximum, subject to a 2:1 inclined plane from front and a 3:1 inclined plane from other street frontages.	SF detached: 3,600 sf min, 30' min lot width. SF attached: 2,200 sf min, 18' min lot width. 2F attached: 4,400 sf min, 42' min lot width. 2F attached: 4,400 sf min, 36' min lot width.	Allows parking lots as permitted principal use.

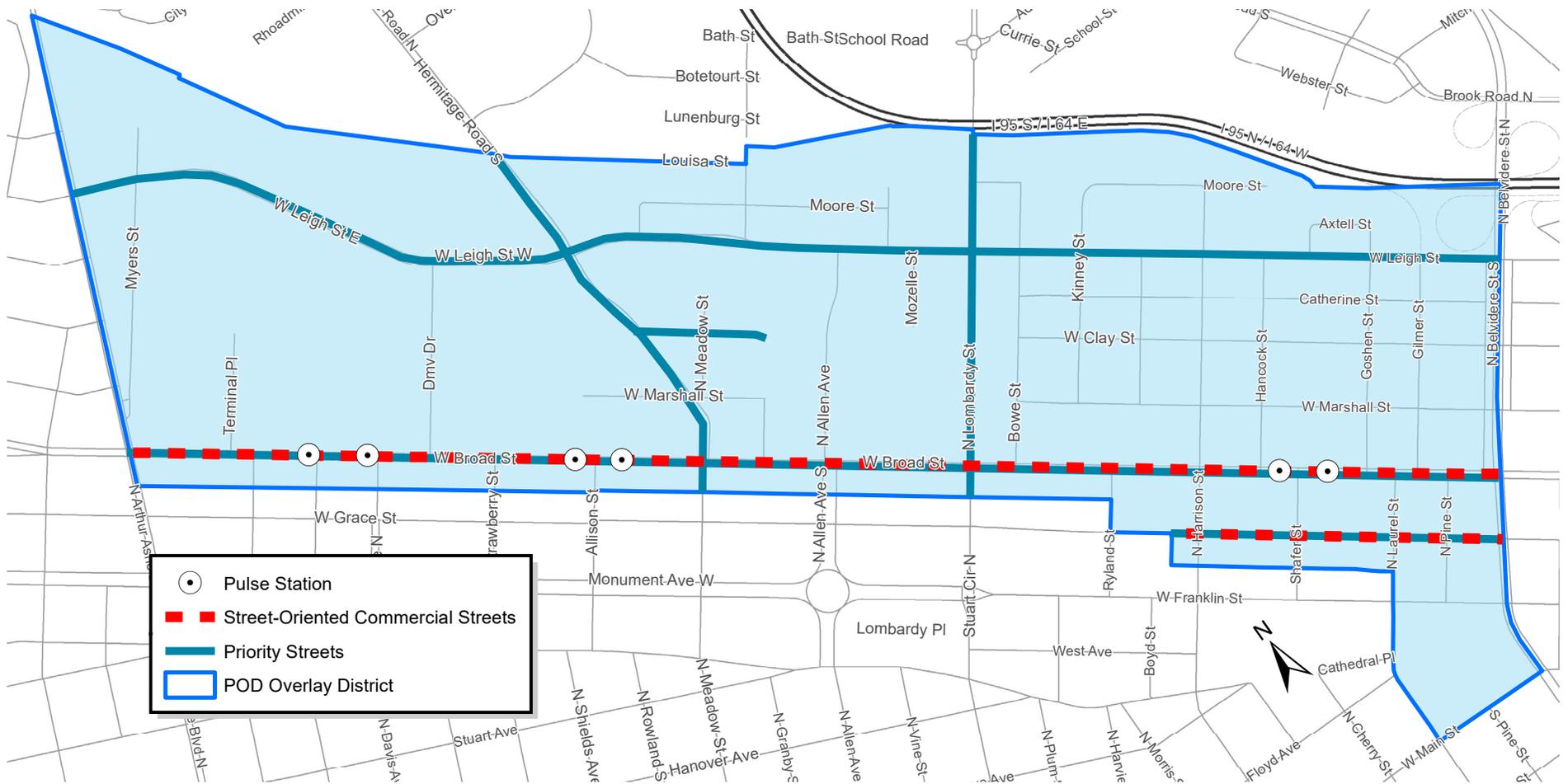
FUTURE ZONING MAP

The map below shows what the area's zoning will be after the rezoning.



PRIORITY AND STREET-ORIENTED COMMERCIAL DESIGNATIONS

Richmond City’s official Zoning Map designates certain streets as “Street-Oriented Commercial,” “Priority,” or both. These designations are to ensure an active streetscape and an enhanced pedestrian environment in zoning districts which promote those values. Priority streets and Street-Oriented Commercial are both referenced in the B-4 zoning district. This amendment process will update the Street-Oriented Commercial and Priority Streets designations in the official zoning map. Please note that Broad and Grace Streets in the area are both Street-Oriented Commercial and Priority. When Marshall and Clay Streets are reintroduced, they will be considered Priority as well.



REMOVING PARKING LOTS AS A PERMITTED PRINCIPAL USE

The Pulse Corridor Plan makes a corridor-wide recommendation to encourage underground and wrapped parking decks and discourage the development of new parking lots. Surface parking lots break up contiguous streetwalls, discourage walking, encourage the demolition of historic buildings, and add to the urban heat island effect.

The UB Urban Business District, currently applied along the south side of Broad between Arthur Ashe Boulevard and Ryland, allows surface parking lots as a Permitted Principal use. This rezoning will include a change to the zoning ordinance to remove that use from the UB district. In addition, the B-7 Mixed-Use Business District, which will be applied to parcels on either side of Hermitage north of Leigh Street, also allows surface parking as a Permitted Principal use and will be changed. The other zoning districts proposed do not allow surface parking lots as a Permitted Principal use. In all applied districts, parking lots are permitted as an Accessory use, on the same parcel as another Permitted Principal use.

If you have further questions, please contact:

Anne W. Darby, AICP
Planner III, Zoning Specialist
Department of Planning and Development Review
Anne.Darby@richmondgov.com
804-646-5648