



## CITY OF RICHMOND

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

**ORD. 2021-150:** To amend the official zoning map for the purpose of rezoning certain properties in the Greater Scott's Addition neighborhood, in order to implement the adopted Richmond 300 Master Plan, and to amend the official zoning map for the purpose of designating certain street blocks as "priority streets" and certain street blocks as "street-oriented commercial streets" in the Greater Scott's Addition neighborhood.

**To:** City Planning Commission  
**From:** Department of Planning and Development Review  
**Date:** June 21, 2021

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#### **PETITIONER**

City of Richmond  
900 East Broad Street  
Richmond, VA 23219

#### **LOCATION**

The Greater Scott's Addition rezoning includes the area northeast of the Scott's Addition neighborhood, and generally north of the railroad and south and west of I-95/I-64.

#### **PURPOSE**

To amend the official zoning map for the purpose of rezoning certain properties in the Greater Scott's Addition neighborhood, in order to implement the adopted Richmond 300 Master Plan.

#### **SUMMARY & RECOMMENDATION**

This Ordinance would revise the City's official zoning map for the purpose of rezoning certain properties in the Greater Scott's Addition neighborhood to match the Future Land Use Plan, vision, and recommendations envisioned in the Richmond 300 Master Plan. At a broad level, the changes in zoning would allow for more residential and commercial uses at higher densities, and allow for the retention of existing light industrial uses, while prohibiting new industrial uses.

**Staff recommends approval of the ordinance.**

## **FINDINGS OF FACT**

### **Background**

The Richmond 300 Master Plan sets forth recommendations and policy to guide the future growth of the city. Objective 1.1 of the plan is to rezone the city in accordance with the Future Land Use Plan. Greater Scott's Addition is identified in the Richmond 300 plan as a Priority Growth Node, with the potential to capture a large portion of the city's future population growth, and in turn generate significant value to the surrounding neighborhoods and the city overall. Rezoning this area in alignment with the Future Land Use Plan is noted as a primary next step to achieve the vision of this area and outlined in Strategy 1.1.e

### **Master Plan**

The Richmond 300 Master Plan describes the future vision of the Greater Scott's Addition neighborhood as being, in part, "home to a series of neighborhoods that provide new employment and housing developments connected by a series of open spaces and a transportation network that support families and aging-in-place. The variety of housing options and employment in Greater Scott's Addition provide opportunities for low-income, moderate-income, and high-income households"

The Future Land Use Plan designates the area of the neighborhood between N. Arthur Ashe Avenue and Hermitage Road as "Destination Mixed-Use," which is described as being, "key gateways featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space. Located at the convergence of several modes of transportation, including Pulse BRT or other planned transit improvements." Future development is envisioned to be mixed-use in nature, at higher-density, and transit-oriented, with ground floor uses that engage and enliven the street. Pedestrian, bicycle, and transit access are prioritized and accommodated.

The Future Land Use Plan designates the areas of the neighborhood to the north and west of N. Arthur Ashe Avenue and to the east of Hermitage Road as "Industrial Mixed-Use," which is described as "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 uses." Future development is a mix of building types with low-scale, post-industrial buildings that are adapted for a new use which are adjacent to new taller residential and/or office buildings. New buildings are typically between three to eight stories. Pedestrian, bicycle, and transit access are prioritized and accommodate.

### **Existing and Proposed Zoning**

Existing zoning throughout the Greater Scott's Addition neighborhood is primarily comprised of M-1 Light Industrial and M-2 Heavy Industrial. Recently, a number of Special Use Permits and Rezoning have been approved by property owner request to allow for non-industrial

uses such as residential and commercial. The M-1 and M-2 zoning districts allow for a variety of commercial, warehousing, production, and distribution uses, but does not allow residential dwelling units. Maximum building height is limited to 45 feet with additional height allowed based on an inclined plane. Few considerations exist for the design of buildings, their siting in relation to parking and driveways, or their impact on the pedestrian environment.

The proposed zoning for this neighborhood consists of TOD-1 Transit-Oriented Nodal District typically for properties located between N. Arthur Ashe Boulevard and Hermitage Road, and of B-7 Mixed-Use Business District for properties to the north and west of N. Arthur Ashe Boulevard and to the east of Hermitage Road. These districts would allow more uses, such as residential dwelling units, and appropriate scale and design for new buildings that would further the vision of the neighborhood set forth in the Richmond 300 Master Plan.

The TOD-1 Transit-Oriented Nodal District allows for a mix of retail and service uses, as well as residential dwelling units. New buildings are required to be a minimum of two stories and a maximum of 12 stories. Form-based requirements exist for fenestration details, the location of driveways and parking areas, and landscaping of parking areas. No off-street parking requirements exist for uses except hotels and motels and residential dwelling units for buildings with more than 16 units, above which one off-street parking space is required for every two dwelling units.

The B-7 Mixed-Use Business District allows for a mix of retail and service uses, residential dwelling units, and limited warehousing and production uses. New buildings are typically limited to five stories in height, unless a development includes an entire block, in which case the maximum building height is six stories. Form-based requirements exist for fenestration details, the location of driveways and parking areas, and landscaping of parking areas. Off-street parking requirements for residential uses consist of one parking space per one dwelling unit. Commercial parking requirements are based on the square footage of the specified use. There is a 50% reduction in off-street parking required for uses in existing buildings.

One important distinction of the B-7 Mixed-Use Business District is that while most uses found in the M-1 and M-2 districts are not allowed in the B-7 district, such uses that are existing prior to being rezoned are not considered non-conforming and can continue to operate as well as be maintained, expanded, and rebuilt. This distinction will allow existing industrial uses in the area to continue to operate without encumbrance, while allowing for the addition of residential and other uses that are envisioned for the future of the neighborhood.

Street oriented commercial frontage and priority street designations are proposed to be designated in this neighborhood. Arthur Ashe Boulevard is proposed to be designated as

street-oriented commercial frontage, meaning that new development would be required to provide that a minimum of one third, or 1,000 square feet, of the floor area of the ground floor of new buildings have a principal uses other than dwelling units of a depth not less than 20 feet.

Priority street designations are proposed on Arthur Ashe Boulevard, Hermitage Road, Sherwood Avenue, and Overbrook Road. The priority street designation would apply the form based requirements of principal street frontages when a building has multiple street frontages, and includes fenestration requirements, parking being located behind buildings, and limits to driveways across such streets when other access is available.

### **Public Engagement**

In addition to the robust public engagement that PDR staff led during the development of the Richmond 300 Master Plan in general and the Greater Scott's Addition neighborhood specifically, two virtual, public meetings were held to discuss the proposed rezoning on March 18, 2021 and April 13, 2021. Property owners were directly mailed notifications of the meetings beforehand, which were also advertised virtually on City social media accounts and through the Richmond 300 email list. There were approximately 40 public attendees at the first meeting, and 20 public attendees at the second meeting. Feedback on the proposed rezoning was generally positive and any specific concerns from property owners have been adequately addressed.

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