



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2021-149: To rezone the properties known as 2116 East Main Street, 2126 East Main Street and 16 North 22nd Street from the M-1 Light Industrial District to the B-5 Central Business District.

To: City Planning Commission
From: Land Use Administration
Date: June 21, 2021

PETITIONER

Lory Markham – Markham Planning

LOCATION

2116 East Main Street, 2126 East Main Street & 16 North 22nd Street

PURPOSE

To rezone the properties known as 2116 East Main Street, 2126 East Main Street and 16 North 22nd Street from the M-1 Light Industrial District to the B-5 Central Business District.

SUMMARY & RECOMMENDATION

The applicant is requesting to rezone the properties to B-5 Central Business District, which allows for a more urban form of development with a mix of uses whereas the current M-1 Light Industrial District does not permit dwelling uses and permits a variety of light industrial and auto-oriented uses not permitted under the B-5 regulations.

Staff finds that the proposed rezoning is consistent with the recommendations of Richmond 300. The recommended future land use of Corridor Mixed-Use includes commercial, multi-family residential, cultural and open space uses. The recommended development style for Corridor Mixed-Use varies depending on historic densities and neighborhood characteristics, with the recommended intensity generally ranging from two to ten stories. The proposed B-5 Central Business District allows for a variety of uses, including commercial, multi-family residential, cultural and open space, and permits building heights of up to five stories. Form-based requirements of the B-5 District include fenestration requirements on principal street frontages, limiting new vehicular entrances on principal street frontages and requiring any surface parking to be located to the rear of buildings as it relates to the main street frontage.

Staff finds that the proposed rezoning is consistent with changing conditions in the area, in which vacant or underutilized parcels, many of which have historically been used for industrial or warehousing purposes, continue to be redeveloped for residential and mixed-use purposes, based on market demand. The existing M-1 zoning designation of the property is not consistent with the Master Plan and development of the property according to M-1 requirements would not be appropriate for the community.

Therefore, staff recommends approval of the rezoning request.

FINDINGS OF FACT

Site Description

The subject properties contain a combined lot area of 27,500 square feet, or 0.63 acres, and are currently improved with a multi-family building along N 22nd Street and a commercial building and surface parking area along East Main Street. The property is located in the Shockoe Bottom neighborhood.

Proposed Use of the Property

The proposed rezoning would accommodate development allowable within the B-5 Central Business District.

Master Plan

The Richmond 300 Master Plan recommends a future land use of “Corridor Mixed Use” for the properties. The primary uses envisioned for Corridor Mixed Use are retail/office/personal service, multi-family residential, cultural, and open space. Secondary uses are single family houses, institutional and government uses. The development style envisioned varies depending on historic densities and neighborhood characteristics. Future development should generally complement the existing context. New developments continue or introduce a gridded street pattern to increase connectivity. Ground floor uses are envisioned to engage with and enliven the street through windows, doors, storefronts and other features that allow transparency and interaction between building and street. The recommended intensity is generally two to ten stories, based on street widths and historic context and stepping down in height adjacent to residential areas. New buildings taller than the existing context should step back from the build to line after matching the height of the predominant cornice line of the block. Pedestrian, bicycle and transit access must be prioritized.

The properties are also located within the “Downtown - Shockoe” priority growth node, which envisions the area as a national destination for historic tourism, education and interpretation as well as a regional and neighborhood destination. New development should complement historic sites and support public space amenities such as the 17th Street Farmer’s Market Plaza, the Low Line, and a new park. Uses around Main Street Station support the bustle of a train station with amenities that serve commuters, visitors, residents and employment base. A “primary next step” is creating the Shockoe Small Area Plan, which is currently under development, and the proposed zoning would be generally consistent with the draft small area plan.

The portion of East Main Street that abuts the properties is designated as a “Major Mixed-Use Street.”

Zoning and Ordinance Conditions

The properties are currently located within the M-1 Light Industrial District. The use of the multi-family building was authorized by a special use permit (Ord. No. 1998-014-56).

The City’s Zoning Administration reviewed the application and provided the following comments:

ZONING AND USE:

CURRENT: The current zoning district (M-1) permits many commercial uses, including manufacturing, wholesaling and distribution establishments.

PROPOSED: The proposed zoning district (B-5) permits a variety of residential and commercial uses, including retail, offices, personal service businesses and restaurants.

YARDS:

CURRENT: The M-1 district has the following yard requirements for this location:

Front yard: None
Side yards: None
Rear yard: None

PROPOSED: The B-5 district has the following yard requirements for the property:

Front yard: No front yard shall be required. In no case shall a front yard with a depth greater than ten feet be permitted, provided further that not more than ten percent of the building wall of the street level story along the street shall be set back more than 10 feet (except as authorized per Section 30-442.4 (1)b & (1)c).

Side yards: None
Rear yard: None

REQUIREMENTS FOR AREAS DEVOTED TO PARKING OR CIRCULATION OF VEHICLES:

The proposed B-5 zoning district does not permit areas devoted to the parking or circulation of vehicles to be located between the main building on a lot and the street line, nor shall such areas be located closer to the street than the main building on the lot. On a lot having more than one street frontage, this requirement applies only along the principal street frontage of the lot. In

addition, the B-5 district does not permit a driveway intersecting a street which constitutes the principal street frontage of a lot shall be permitted when other street frontage or alley access is available to serve such lot. These requirements do not apply to the existing M-1 zoning district.

HEIGHT:

CURRENT: In the M-1 district, no building or structure shall exceed 45 feet in height, provided that additional height shall be permitted, except for sign structures, when certain setbacks are provided as listed in Section 30-452.4.

PROPOSED: In the B-5 zoning district, no building shall exceed five stories in height. Story height shall be not less than ten feet and not greater than 15 feet, except that the ground floor of a building may be of greater height. Every main building hereinafter constructed shall have a

minimum height of not less than two stories, except that porches, porticos and similar structures attached to a main building may be of lesser height.

BUILDING FAÇADE FENESTRATION: There are no fenestration requirements in the existing M-1 zoning district. Building façade fenestration requirements, as listed in Section 30-442.7, apply to buildings in the B-5 zoning district.

PARKING:

CURRENT: The parking requirement in the M-1 district is determined by the use(s) listed in Sec. 30-710.1(a) of the Zoning Ordinance. Credit for on-street parking is permitted in the M-1 zoning district.

PROPOSED: In the proposed B-5 zoning district, off-street parking spaces shall not be required for uses other than dwelling uses, hotels and motels. For multifamily dwelling units, no parking spaces are required for 1 to 16 dwelling units. One parking space is required per 4 dwelling units over 16 units. No credit for on-street parking is permitted in the B-5 zoning district.

SIGNAGE:

CURRENT: The M-1 zoning district permits three square feet of signage for each linear foot of lot frontage along the street with a maximum of 300 square feet for each street frontage, provided this shall not be construed to restrict any lot to less than 50 square feet of sign area per street frontage. Wall signs, projecting signs, suspended signs, awning signs, canopy signs, freestanding signs, roof signs and off-premises signs shall be permitted.

PROPOSED: Signage in the B-5 zoning district shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case 300 square feet for each street frontage. Wall signs, projecting signs, suspended signs and awning signs and canopy signs shall be permitted (no freestanding signs permitted). No projecting sign shall project greater than five feet from the face of the building or extend above the height of the wall to which it is attached.

Surrounding Area

Properties to the north and south are located in the B-5 Central Business District. The property located directly to the west is also located in the M-1 Light Industrial District, with the remaining properties on the block being located in the B-5 Central Business District.

Retail, personal service, office and restaurant uses are located within the same block to the west, in some cases with dwelling units on the upper floors. Additional commercial uses are located to the south, east and north, with multiple multi-family buildings located within a couple blocks.

Neighborhood Participation

Staff notified the Shockoe Partnership and area residents and property owners of the proposed rezoning. Staff has not received any letters of support or opposition.

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