



# City of Richmond

900 East Broad Street  
2nd Floor of City Hall  
Richmond, VA 23219  
www.rva.gov

## Legislation Text

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**File #:** ORD. 2017-086, **Version:** 1

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To amend Ord. No. 97-300-98-243, adopted Jun. 22, 1998, as previously amended by Ord. No. 2002-71-102, adopted Apr. 22, 2002, and by Ord. No. 2010-47-57, adopted Mar. 22, 2010, for the purpose of amending the conditions of the special use that pertain to the property known as 3900 West Broad Street, upon certain terms and conditions.

### O & R Request

**DATE:** March 17, 2017 **EDITION:** 1

**TO:** The Honorable Members of City Council

**THROUGH:** The Honorable Levar M. Stoney, Mayor (by request)  
(**This in no way reflects a recommendation on behalf of the Mayor**)

**THROUGH:** Selena Cuffee Glenn, Chief Administrative Officer

**THROUGH:** Peter L. Downey, Jr., Deputy Chief Administrative Officer for Economic Development and Planning

**FROM:** Mark A. Olinger, Director, Dept. of Planning and Development Review

**RE:** To amend Ord. No. 97-300-98-243, adopted Jun. 22, 1998, as previously amended by Ord. No. 2002-71-102, adopted Apr. 22, 2002, and most recently amended by Ord. No. 2010-47-57 adopted Mar. 22, 2010, for the purpose of amending the conditions of the special use that pertain to the property known as 3900 West Broad Street (Site A), upon certain terms and conditions.

**ORD. OR RES. No.**

**PURPOSE:** To amend Ord. No. 97-300-98-243, adopted Jun. 22, 1998, as previously amended by Ord. No. 2002-71-102, adopted Apr. 22, 2002, and most recently amended by Ord. No. 2010-47-57 adopted Mar. 22, 2010, for the purpose of amending the conditions of the special use that pertain to the property known as 3900 West Broad Street (Site A), upon certain terms and conditions.

**REASON:** The applicant has requested an amendment to the existing special use permit to allow a freestanding sign that does not meet zoning standards and to amend the special use permit to allow for the existing institutional use of the property to be governed by the regulations of the I - Institutional zoning district.

**RECOMMENDATION:** In accordance with the requirements of the City Charter and the Zoning Ordinance,

the City Planning Commission will review this request and make a recommendation to City Council. This item will be scheduled for consideration by the Commission at its May 1, 2017, meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

**BACKGROUND:** The subject property consists of an approximately 28 acre parcel of land improved with the United Methodist Family Services of Virginia Campus. The campus is located along the City's border with Henrico County in the Sauer's Garden neighborhood of the Far West Planning District and is bound by West Broad Street (along the Pulse Bus Rapid Transit line), North Hamilton Street, and I-195.

The City of Richmond's Master Plan recommends Mixed Use land use for the property. The Master Plan defines the primary uses for this category as "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. Generally, such areas consist of a mix of several types of uses, designed and arranged to be compatible with one another" (p. 134).

Specifically for the subject property, the Master Plan states "provides an opportunity for significantly more development than that which is currently on the site. This location is identified on the Land Use Plan map as mixed use, Appropriate uses could include additional housing at medium to high densities, expansion of existing institutional uses such as a school, or offices and some opportunity for retail along Broad Street" (p. 184).

The subject property is located within the B-3 - General Business District that encompasses the Broad Street corridor from the City's border with Henrico County to the North Boulevard area. The subject property, as well as 1620 North Hamilton Street and 3840 Mastin Lane, are subject to a special use permit (Ord. No. 2010-047-57) which authorizes the institutional and related uses currently found on the campus. A mix of multi-family, commercial, office, and mixed-use land uses are present in the immediate vicinity of the subject property.

**FISCAL IMPACT / COST:** The Department Planning and Development Review does not anticipate any impact to the City's budget for this or future fiscal years.

**FISCAL IMPLICATIONS:** Staff time for processing the request; preparation of draft ordinance; and publishing, mailing and posting of public notices.

**BUDGET AMENDMENT NECESSARY:** No.

**REVENUE TO CITY:** \$1,800

**DESIRED EFFECTIVE DATE:** Upon Adoption

**REQUESTED INTRODUCTION DATE:** April 10, 2017

**CITY COUNCIL PUBLIC HEARING DATE:** May 8, 2017

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** None

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission, May 1, 2017

**AFFECTED AGENCIES:** Office of Chief Administrative Officer  
Law Department (for review of draft ordinance)  
City Assessor (for preparation of mailing labels for public notice)

**RELATIONSHIP TO EXISTING ORD. OR RES.:** Proposed amendment to Ord. No. 2010-47-57 and companion ordinance to proposed ordinance to rezone the subject property.

**REQUIRED CHANGES TO WORK PROGRAM(S):** None.

**ATTACHMENTS:** Draft Ordinance, Plan, Application Form & Applicant's Report, Map

**STAFF:** Matthew J. Ebinger, AICP, Acting Principal Planner  
Land Use Administration (Room 511)  
804-646-6308

*PDR O&R No. 17-04*

Key Issues:

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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