



City of Richmond

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

Legislation Text

File #: ORD. 2014-266, **Version:** 1

To authorize the special use of the property known as 535 West Broad Street for the purposes of the construction and operation of a building for retail use, with an accessory drive-up window and off-street parking, upon certain terms and conditions.

O & R Request

DATE: November 7, 2014

EDITION: 1

TO: The Honorable Members of City Council

THROUGH: Dwight C. Jones, Mayor
(This in no way reflects a recommendation on behalf of the Mayor)

THROUGH: Christopher L. Beschler, Interim Chief Administrative Officer

THROUGH: Peter L. Downey, Jr., Interim Deputy Chief Administrative Officer

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

RE: To authorize the special use of the property known as 535 West Broad Street for the purposes of the construction and operation of a building for retail use, with an accessory drive-up window and off-street parking, upon certain terms and conditions.

ORD. OR RES. No.

PURPOSE: To authorize the special use of the property known as 535 West Broad Street for the purposes of the construction and operation of a building for retail use, with an accessory drive-up window and off-street parking, upon certain terms and conditions.

REASON: The subject property is located in the B-4 Central Business District which does not permit drive-up windows in conjunction with a retail use. The applicant has therefore requested a special use permit to authorize a retail pharmacy with drive-up window.

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 once it has been introduced to City Council. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

BACKGROUND: The subject property consists of a 0.6 acre parcel at the southwest corner of W. Broad

Street and N. Belvidere Street, in the Monroe Ward neighborhood. The site is improved with an automobile fueling station and is located across N. Belvidere Street from the site of the future VCU Institute for Contemporary Art.

The property is located within the Broad Street City Old & Historic District and is a part of the B-4 Central Business Zoning District running along the Broad Street corridor in the area. A mix of commercial, office, institutional, mixed-use, multi-family, and single- and two-family land uses are present in the area.

The applicant is proposing to remove the existing automobile fueling station and redevelop the site with a new building containing a retail pharmacy with drive-up window and off-street parking. This concept has been submitted to the Commission of Architectural Review. The applicant is also contemplating future residential use of the property in addition to the retail use.

According to the Richmond Downtown Plan, the subject property falls within the Urban Center Area. Such areas are “characterized by higher density, mixed-use development, typically arranged on a fine-grained street network, with wide sidewalks, regular tree planting, and minimal setbacks.” Moreover, the Urban Center Area demonstrates “a dense mix of office space, apartments, and retail located in four to six-story brick buildings that front the street. Pedestrians have an active presence in these neighborhoods” (pp. 3.25-3.26).

In regards to Broad Street, the Downtown Plan states: “Pedestrian interest is held by requiring all buildings to front the sidewalk with a human-scaled, public façade. An active, street-level frontage, such as retail, should be encouraged, with large display windows attracting pedestrians to the district. It is imperative that off-street parking, whether parking lots or structured parking garages, be placed at the center of the block and lined with habitable buildings. All new construction and liner buildings should relate to the historic buildings along Broad Street. New buildings should respect the height and scale of historic buildings and respond to their level of architectural detail, in particular their pattern of window and door openings” (p. 4.7).

“As Broad Street redevelops and new businesses begin to fill its storefronts and office space, it is important that a careful mix of neighborhood convenience and other retail/service is accommodated in the district. Buildings should be mixed-use, with retail on the ground floor and residences or offices above. This will allow Downtown residents to live comfortably and accomplish errands close to home, while regional shoppers will support destination boutiques and unique restaurants” (p. 4.8). A General Recommendation for the subject property and adjacent parcels along W. Broad Street is the development of an internal parking garage with buildings lining N. Belvidere and W. Broad Streets (p. 4.6).

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

COST TO CITY: 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: \$1,800.00

DESIRED EFFECTIVE DATE: Upon Adoption.

REQUESTED INTRODUCTION DATE: December 8, 2014

CITY COUNCIL PUBLIC HEARING DATE: January 12, 2015

REQUESTED AGENDA: Consent.

RECOMMENDED COUNCIL COMMITTEE: None.

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: City Planning Commission, January 5, 2015

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

RELATIONSHIP TO EXISTING ORD. OR RES.: None.

REQUIRED CHANGES TO WORK PROGRAM(S): None.

ATTACHMENTS: Draft Ordinance, Application Form, Applicant's Report, Plans & Survey

STAFF: Matthew J. Ebinger, Senior Planner
Land Use Administration (Room 511)
804-646-6308

DCD O&R No. 14-47

Key Issues:

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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