



# 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. 2017-125, **Version:** 1

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To conditionally rezone the property known as 2213 East Franklin Street from the M-1 Light Industrial District to the B-5C Central Business District, upon certain proffered conditions.

### O & R Request

**DATE:** May 16, 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:** Rezoning of 2213 East Franklin Street from the M-1 Light Industrial District to the B-5C Central Business District (conditional), upon certain proffered conditions.

**ORD. OR RES. No.**

**PURPOSE:** To conditionally rezone the property known as 2213 East Franklin Street from the M-1 Light Industrial District to the B-5C Central Business District (conditional), upon certain proffered conditions.

**REASON:** The applicant has requested a rezoning to the B-5C - Central Business District (conditional) in order to accommodate mixed-use development of the parcel.

**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 July 3, 2017, meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

**BACKGROUND:** The subject property consists of a 1.37 acre (59,700 SF) parcel of land improved with a series of industrial building first constructed, per tax assessment records, in 1928 and a surface parking area containing approximately 50 parking spaces. The property is located in the block bound by North 22<sup>nd</sup> Street,

East Franklin Street, North 23<sup>rd</sup> Street, and East Main Street (with frontage on all four streets) in the Shockoe Bottom neighborhood.

The subject property falls within an Urban Center Area of the Shockoe District, as established by the Richmond Downtown Plan. 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). Specifically for the subject property, the Downton Plan’s Illustrative Plan recommends a building be constructed in place of the surface parking area along the East Main Street frontage.

The Pulse Corridor Plan, which was recently adopted by the Planning Commission, designates the portion of the subject property along East Main Street (the Pulse BRT Corridor) for corridor mixed-use land use. Such a land use designation is found along major thoroughfares that have traditionally been commercial corridors. Medium-density pedestrian- and transit-oriented development is to be encouraged on vacant or underutilized parcels (p. 29). The plan designates the portion of the subject property along East Franklin Street for neighborhood mixed-use land use. Such a land use designation demonstrates 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 (p. 29). The B-5 zoning district is listed as an appropriate district for both land use designations.

The subject property is currently zoned M-1 - Light Industrial. The portion of the property along East Franklin Street is located within the St. John’s Church City Old and Historic District.

Properties to the north of the subject property are zoned R-6 - Single-Family Attached Residential, properties to the east, south, and west are in the same M-1 district as the subject property. Property zoned in the B-5C - Central Business (Conditional) District are also located to the west of the subject property. A larger B-5 district encompasses many of the parcels surrounding the block on which the subject property is located.

**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:** \$1,600.00

**DESIRED EFFECTIVE DATE:** Upon Adoption

**REQUESTED INTRODUCTION DATE:** June 12, 2017

**CITY COUNCIL PUBLIC HEARING DATE:** July 24, 2017

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** None

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission, July 3, 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.:** None

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

**ATTACHMENTS:** Draft Ordinance, Proffer Statement. Application Form, Applicant's Report and Survey

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

*PDR O&R No. 17-08*

**Key Issues:**

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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