



Legislation Text

File #: ORD. 2017-132, **Version:** 1

To authorize the special use of the property known as 3200 West Broad Street for the purpose of a mixed-use development with up to 210 dwelling units, commercial space, and up to 325 structured parking spaces, upon certain terms and conditions.

O & R Request

DATE: April 13, 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, Deputy Chief Administrative Officer for Economic Development and Planning

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

RE: Special use permit for a mixed-use development with up to 210 dwelling units at 3200 West Broad Street

ORD. OR RES. No.

PURPOSE: To authorize the special use of the property known as 3200 West Broad Street for the purpose of permitting a mixed-use development with up to 210 dwelling units, upon certain terms and conditions.

REASON: The applicant is proposing a six-story mixed-use, mixed-income development that will contain up to 210 dwelling units, 44,000 square feet of commercial uses and approximately 325 structured parking spaces. The property is currently located in the B-3 General Commercial and M-1 Light Industrial zoning districts. The M-1 district does not permit the proposed residential use of the property, which is the primary reason a special use permit is required.

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 June 5, 2017, meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

BACKGROUND: The proposed development is located in the Scott's Addition neighborhood on West Broad Street, directly adjacent to the proposed Pulse Bus Rapid Transit system scheduled to be completed this year. The property is comprised of 3.5 acres and encompasses the entire block bound by West Broad Street, MacTavish Avenue, West Marshall Street and Highpoint Avenue. The property is currently improved with a 1960's hotel with 147 rooms and parking structure operated under the Quality Inn franchise. The existing hotel building will be incorporated into the newly constructed development while the existing parking structure will be demolished to make way for a mixed-use development fronting on West Marshall Street and the side streets.

The development will include both the adaptive reuse of the existing hotel structure for up to 100 dwelling units and commercial uses and the new construction of up to 110 dwelling units, structured parking and commercial uses. The conversion of the existing hotel will include an addition to the ground floor to bring the façade to the sidewalk and additions to the second through six floors to bring portion of the building to the street wall and provide additional light to the proposed units. The unit mix proposed includes one-, two- and three-bedroom units, with several of the units on the top level and all the units on the ground level being loft style units.

The ground floor of the building fronting on West Broad Street and at the corner of Highpoint and West Marshall Streets is proposed to be used for commercial uses permitted in the B-6 Mixed-Use Business Zoning District and uses accessory to the residential, including a community room and leasing office. Additionally, the second floor of the building fronting on West Broad Street may be used for commercial uses or dwelling units.

A new 5-story parking deck with approximately 325 structured parking spaces will be constructed between the existing building and the new building with one entrance off McTavish Street and a service entrance off West Marshall Street. This will reduce the number of curb cuts around the site from eight to two. The parking structure will be in the center of the block, lined with active uses and completely screened from the streets. In addition to the on-site structured parking, there are approximately 90 on-street parking spaces found in the block surrounding the development. There will be 50 long-term covered bicycle parking spaces located within the building and 10 short-term bicycle racks available for visitors. Located on block from the property is the Cleveland Station serving the Pulse Bus Rapid Transit system, making this project multi-modal.

The project will provide green and amenity space for use by the residents and will include a community rooftop deck constructed on the top floor of the parking deck with landscaped green space and may include a pool. A leasing office and community room for the residents will be located on the ground level.

The City's 2001 Master Plan recommends General Commercial land uses for the property. This designation calls for a broad range of office, retail, general commercial, wholesale and service uses, typically located along major transportation corridors and serving large portions of the City, the region or the traveling public. The Master Plan also designates this portion of Broad Street as an Image Corridor and recommends the promotion of land uses that evoke high-quality and attractive images for the City by making the street the primary element in the urban fabric and requiring new development to reinforce the street with pedestrian related activity. The proposed mixed-use development is pedestrian oriented and will meet these Master Plan recommendations by greatly improving the image of this portion of Broad Street with the new building façade, sidewalk and street tree improvements and the closing of six curb cuts.

The draft Pulse Corridor Plan designates this property for Corridor Mixed-Use development, which is supportive of the proposal. The design of the building meets the principles for development form found in the Plan. This proposal is also supported by the Plan in that it will provide housing opportunity for a mix of income levels.

FISCAL IMPACT / COST: The Department of 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: \$2,400 application fee

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: May 8, 2017

CITY COUNCIL PUBLIC HEARING DATE: June 12, 2017

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None.

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: City Planning Commission, June 5, 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: Application Form, Applicant's Report, Draft Ordinance, Plans, Map

STAFF: Jonathan Brown, Senior Planner
Land Use Administration (Room 511) 646-5734

PDR O&R No. 17-06

Key Issues:

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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