



## Legislation Text

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**File #:** ORD. 2022-225, **Version:** 1

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To conditionally rezone the properties known as 501 Orleans Street and 4811 South 37<sup>th</sup> Street from the M-1 Light Industrial District to the B-5 Central Business District, upon certain proffered conditions. (7<sup>th</sup> District)

### THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That, as shown on the survey entitled “Plat Showing a Topographic Survey of Two Parcels of Land Located on the West Side of Williamsburg Avenue and the South Side of Orleans Street, City of Richmond, Virginia,” prepared by Jennings Stephenson, P.C., and dated December 22, 2021, a copy of which is attached to, incorporated into, and made a part of this ordinance, the following properties, with tax parcel numbers as shown in the 2022 records of the City Assessor, are excluded from the M-1 Light Industrial District and shall no longer be subject to the provisions of sections 30-452.1 through 30-452.4 of the Code of the City of Richmond (2022), as amended, and that the same are included in the B-5 Central Business District and shall be subject to the provisions of sections 30-442.1 through 30-442.7 and all other applicable provisions of Chapter 30 of the Code of the City of Richmond (2022), as amended:

501 Orleans Street  
4811 South 37<sup>th</sup> Street

Tax Parcel No. E000-1441/001  
Tax Parcel No. E000-1441/030

§ 2. That the rezonings set forth in section 1 of this ordinance shall be conditioned upon the compliance by the owner or owners with all of the proffered conditions contained in the agreement entitled “501 Orleans LLC, Proffered Conditions,” dated March 4, 2022, and last revised July 11, 2022, a copy of which is attached to, incorporated into, and made a part of this ordinance. These conditions, having been proffered by the owner or owners and accepted by the City, shall continue in full force and effect until a subsequent amendment to the City’s zoning ordinance changes the zoning of the parcels rezoned by this ordinance and specifically repeals such conditions.

§ 3. This ordinance shall be in force and effect upon adoption.

### **O & R Request**

**DATE:** June 27, 2022

**EDITION:** 1

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

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

**THROUGH:** J.E. Lincoln Saunders, Chief Administrative Officer

**THROUGH:** Sharon L. Ebert, Deputy Chief Administrative Officer for Economic Development and Planning

**FROM:** Kevin J. Vonck, Director, Department of Planning and Development Review

**RE:** To conditionally rezone the properties known as 501 Orleans Street and 4811 South 37th Street from the M-1 Light Industrial District to the B-5 Central Business District, upon certain proffered conditions.

**ORD. OR RES. No.**

**PURPOSE:** To conditionally rezone the properties known as 501 Orleans Street and 4811 South 37th Street from the M-1 Light Industrial District to the B-5 Central Business District, upon certain proffered conditions.

**REASON:** The applicant has requested a conditional rezoning to the B-5 Central Business District to enable development of a mixed-use building on the property, containing multi-family and office uses.

**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 August 15, 2022 meeting.

**BACKGROUND:** The subject property consists of two parcels located at the southwest corner of Orleans Street and Williamsburg Avenue, in the Fulton neighborhood.

The Richmond 300 Master Plan recommends Industrial Mixed-Use land use for the subject property. Such areas are described as formerly traditional industrial areas that are transitioning to mixed-use because of their proximity to growing neighborhoods and changes in market conditions. These areas may still retain some light industrial uses. Development Style: A mix of building types with low-scale, post-industrial buildings that are adapted for a new use are adjacent to new taller residential and/or office buildings. These areas allow "maker uses" to continue while encouraging more individuals to live, work, and play in the area. Buildings should have street-oriented façades with windows and door openings along street frontages. New light industrial uses are compatible with residential and office uses, and are attractively buffered. New developments continue or

introduce a gridded street pattern to increase connectivity.

**Ground Floor:** Ground floor uses engage with and enliven the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses are required on street-oriented commercial frontages.

**Mobility:** Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. New driveway entrances are prohibited on priority and principal street frontages and minimal driveway entrances are allowed on secondary streets. Vehicular access to parcels should use alleys where possible. Loading for trucks must be provided off-street. Parking lots and parking areas should be located to the rear of street-facing buildings.

**Intensity:** Medium- to high-density, three to eight stories.

**Primary Uses:** Retail/office/personal service, multi-family residential, cultural, and open space.

**Secondary Uses:** Institutional and government.

The subject property is also located in the Rocketts Landing node. The Vision for this node is: The Pulse Bus Rapid Transit Station at Rocketts Land is a dense, walkable destination for workers, residents, and visitors. The underdeveloped land north of the station is redeveloped to provide amenities to adjacent residents and visitors to the James River. Residents of Greater Fulton easily access the terminus station via Orleans Street which has become a major mixed-use area featuring active ground floor uses and a walkable environment. The Virginia Capital Trail is enhanced by the Gillies Creek Greenway that connects through Gillies Park and up into Church Hill. The character of single-family neighborhoods east of Williamsburg Avenue is preserved with programs that allow homeowners to live in high-quality homes and programs that increase homeownership opportunities. The history of Historic Fulton is shared and honored at the Historic Fulton Memorial Park at the base of Powhatan Hill.

**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:** No

**DESIRED EFFECTIVE DATE:** Upon adoption

**REQUESTED INTRODUCTION DATE:** July 25, 2022

**CITY COUNCIL PUBLIC HEARING DATE:** September 12, 2022

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** None

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission August 15, 2022

**AFFECTED AGENCIES:** Office of Chief Administrative Officer  
Law Department (for review of draft ordinance)

**RELATIONSHIP TO EXISTING ORD. OR RES.:** None

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

**ATTACHMENTS:** Ordinance Draft, Proffers, Application Form, Applicant's Report, Survey, Map

**STAFF:** David Watson, Planner, Land Use Administration 804-646-6304

Key Issues:

Retain on Consent Agenda

Move to Regular Agenda

Refer Back to Committee

Remove from Council Agenda

Strike

Withdrawn

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