

PUBLIC MEETING #1

Rezoning Greater Scott's Addition

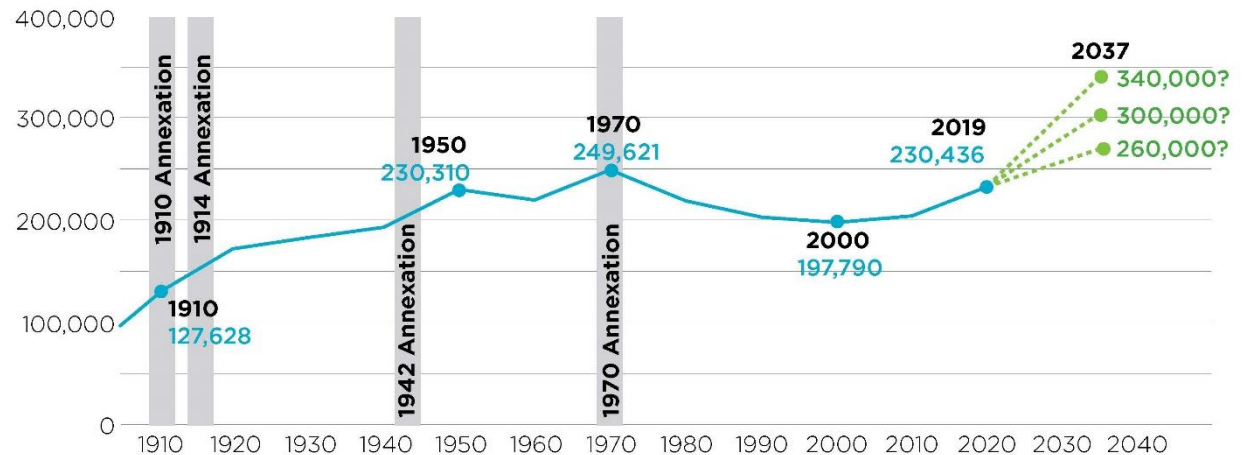


Public Meeting #1
March 18, 2021

Citywide Context

- Richmond is on the map.
- Richmond's growth has not benefited everyone.
- Richmond's central location within Virginia and the East Coast makes the city well-positioned for economic growth and prosperity.
- Richmond's 62.5 square miles provide ample opportunity to grow the population and the economy.

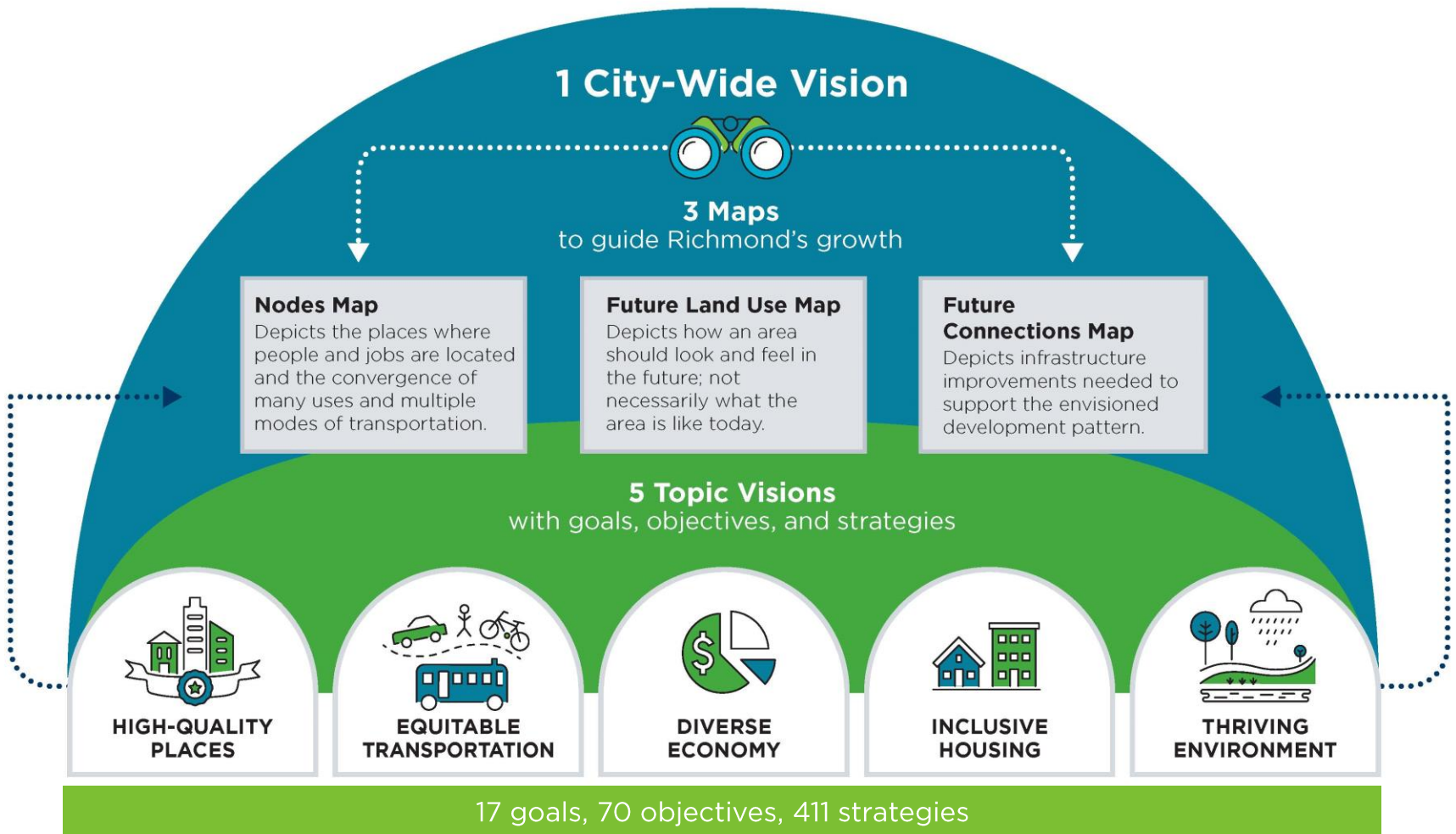
- Richmond 300 was developed by thousands of Richmonders.
- *Richmond 300* provides a place-based integrated approach to guide investment and policy for a growing city.



Historic and Projected Population, 1910-2037

Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2019 Population Est.; Population Projections by the Centre for Urban and Regional Analysis at Virginia Commonwealth University, 2017

Components of *Richmond 300*



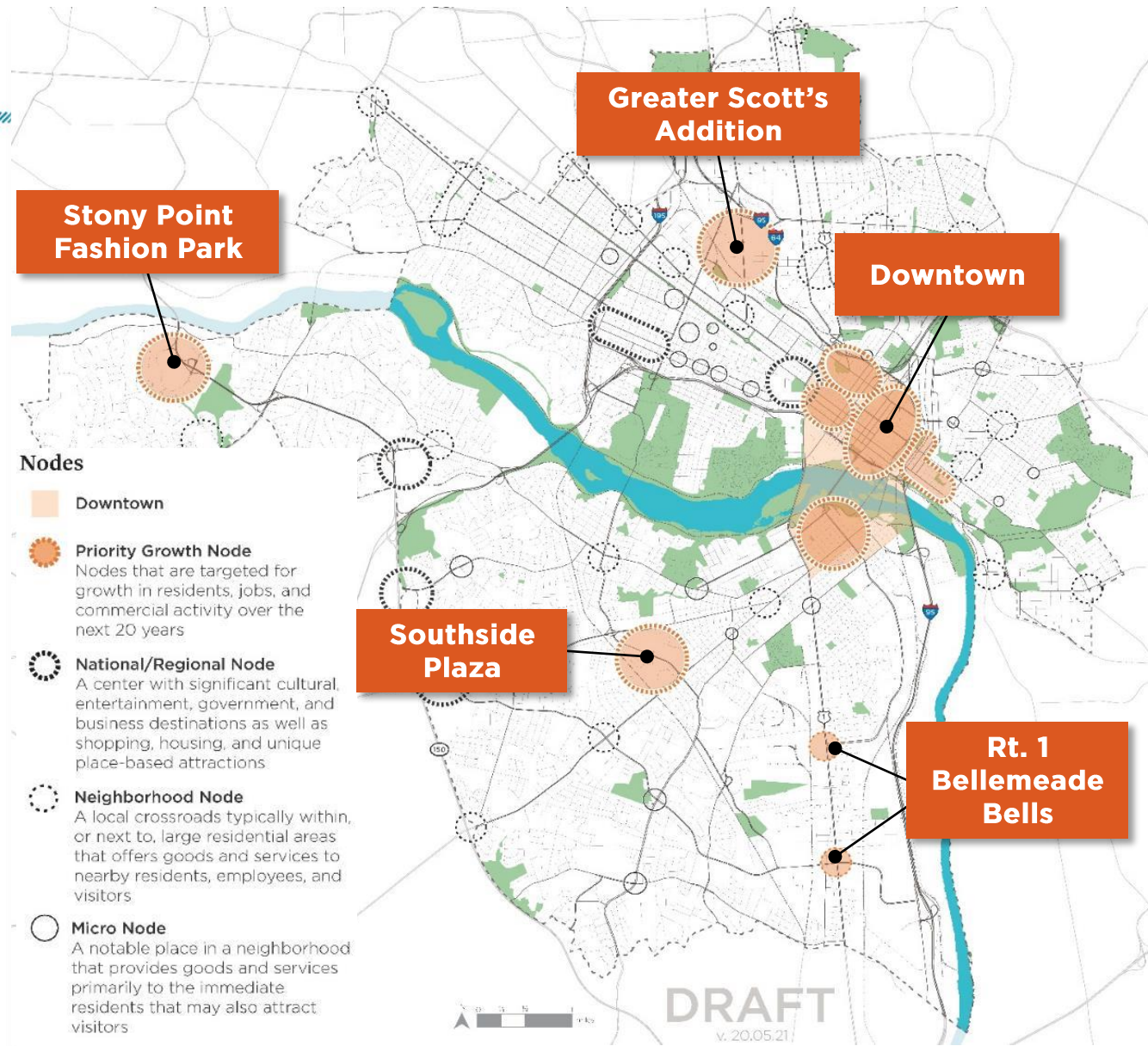
Vision

In 2037, Richmond is a welcoming, inclusive, diverse, innovative, and equitable city of thriving neighborhoods; ensuring a high quality of life for all.

Nodes

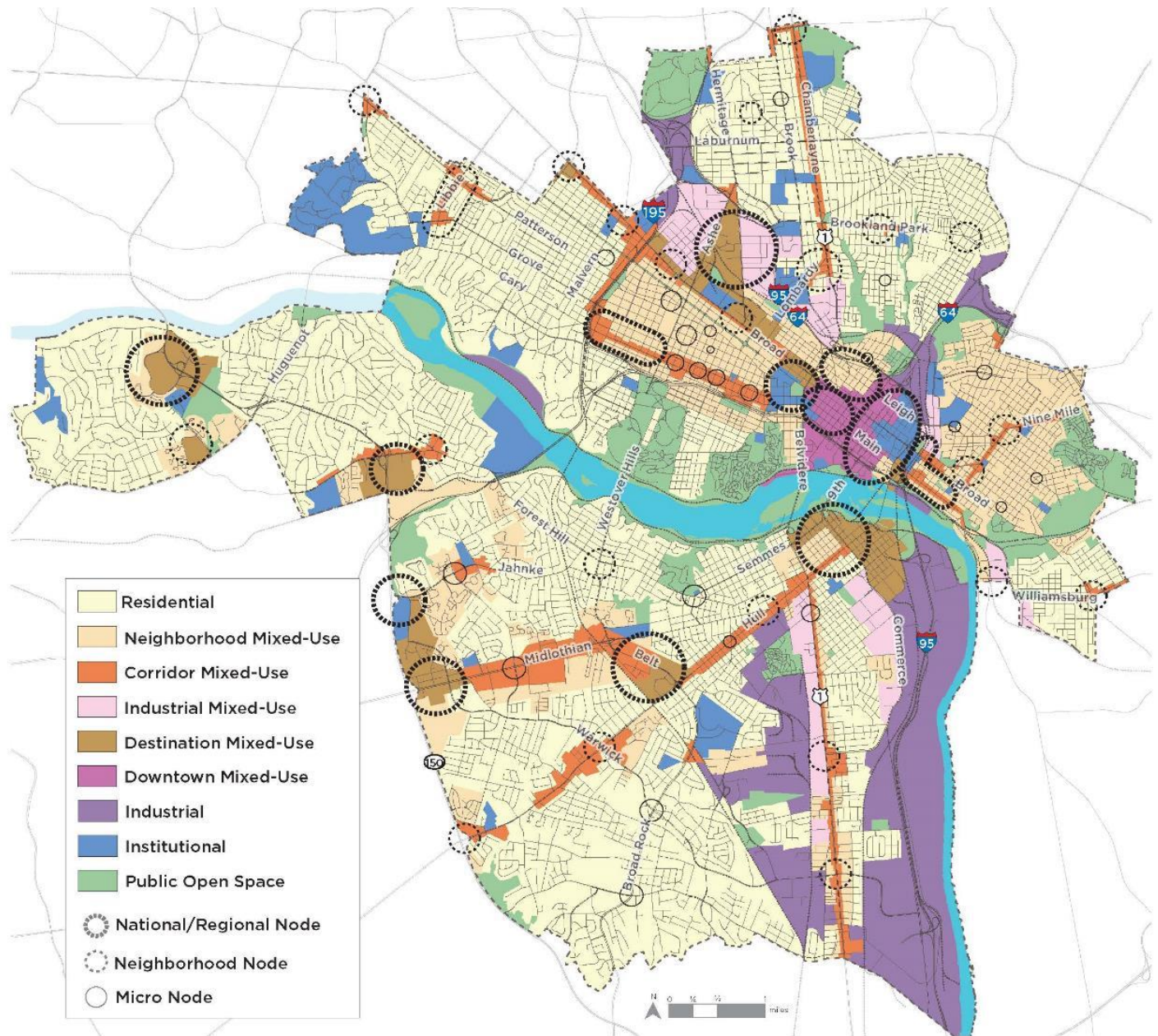
Nodes are places where people and jobs are today and may be in the future. Nodes are the convergence of many uses and multiple modes of transportation.

Priority Growth Nodes are places the city is targeting for the most growth over the next 20 years.



Future Land Use

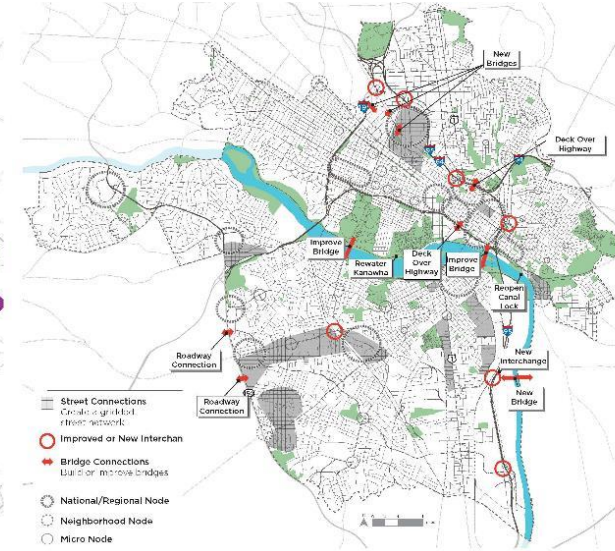
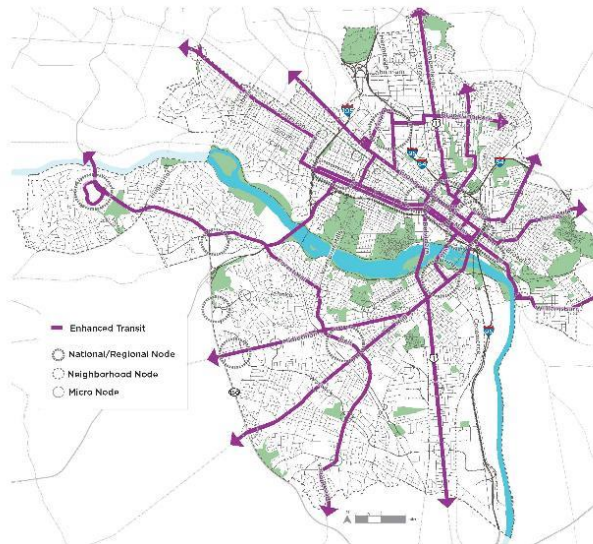
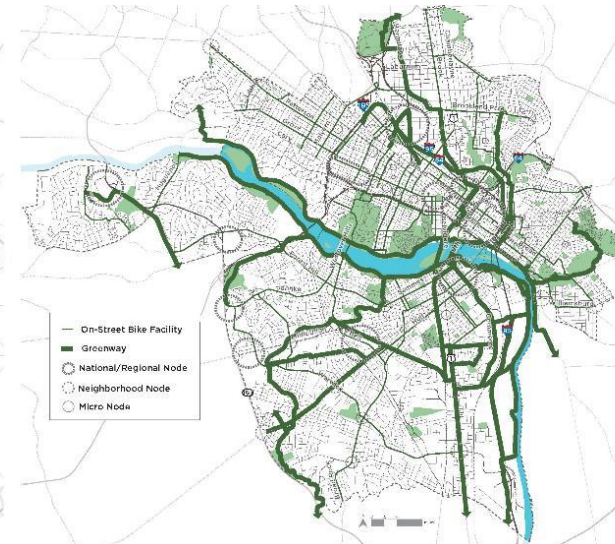
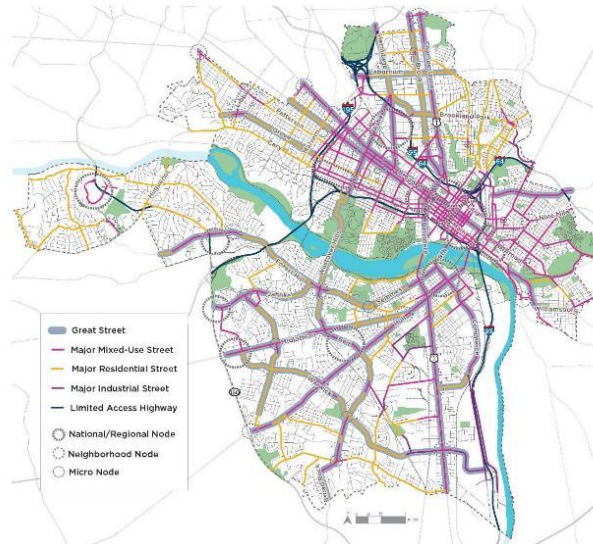
Future land use designations are visionary and include language about how the area should look and feel in the future, but do not specify what an owner can or cannot legally do with their property.



Future Connections

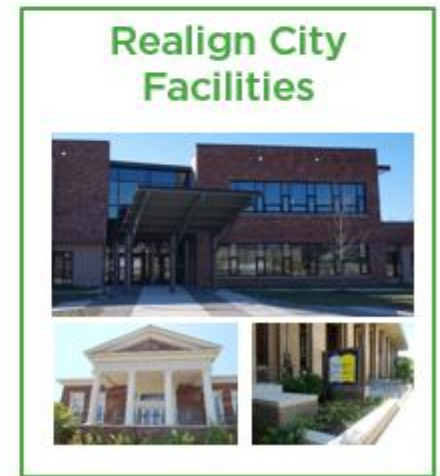
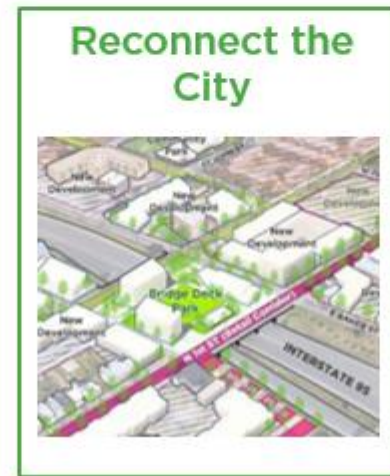
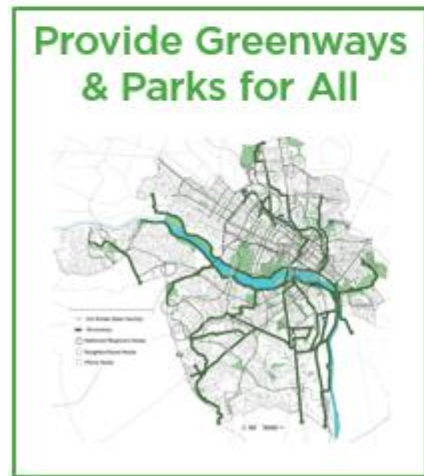
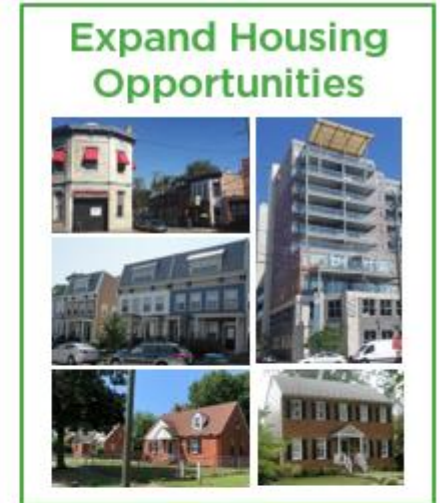
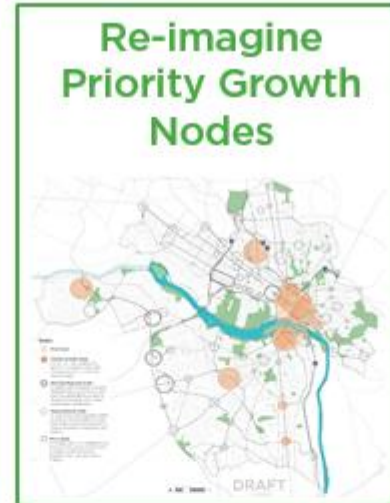
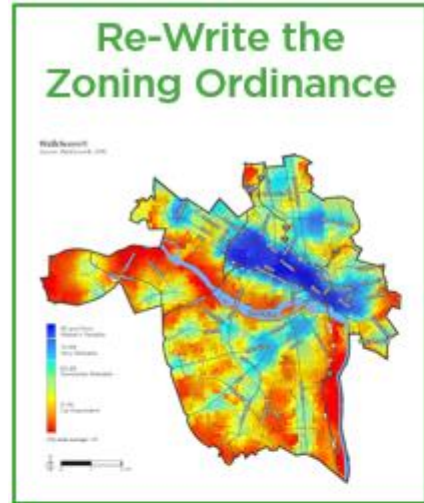
The Future Connections provide equitable access to and between Nodes.

- Great Streets
- Street Typologies
- Bike Facilities
- Greenways
- Enhanced Transit
- Street Grids
- Bridges
- Interchanges



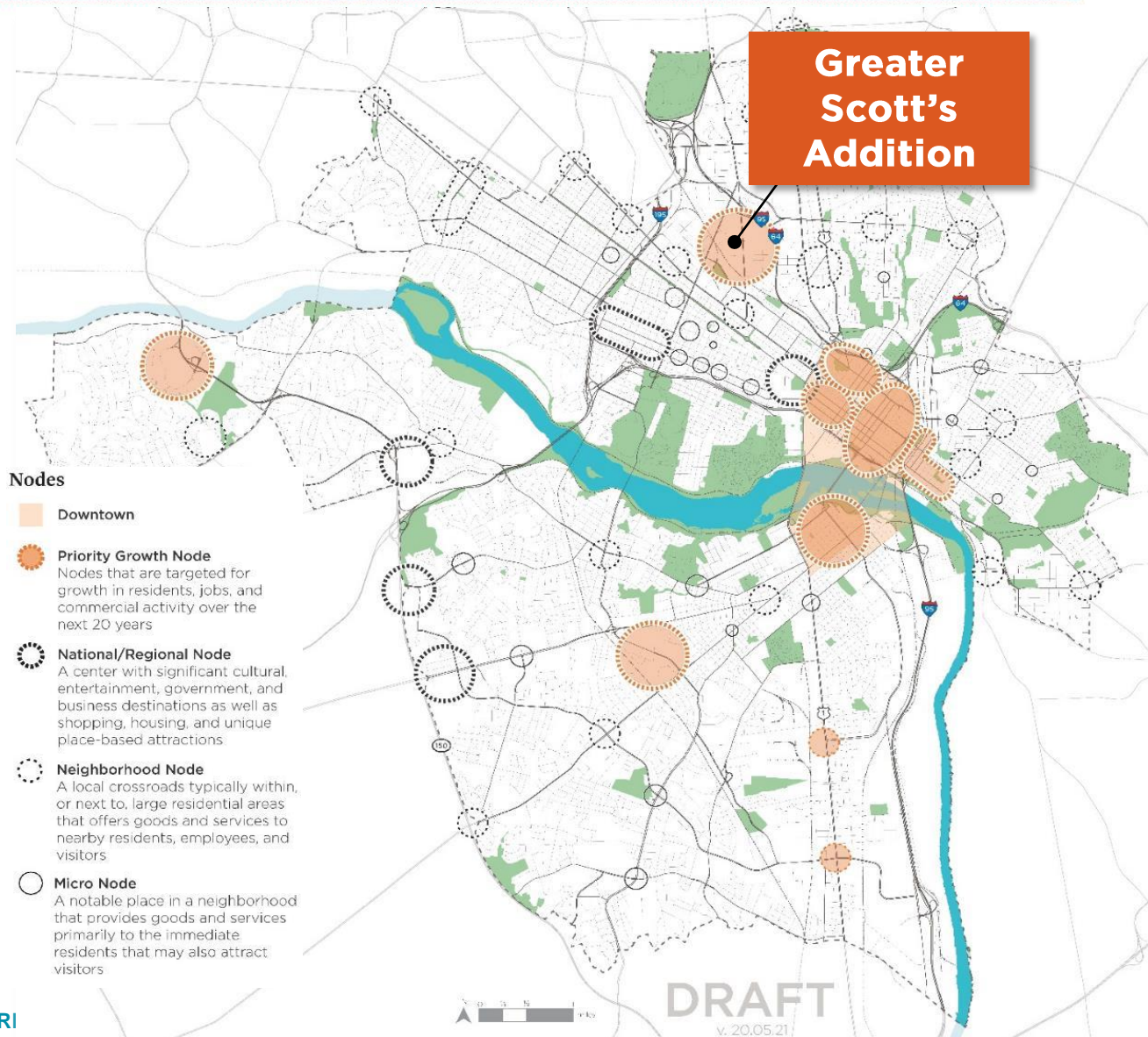
6 Big Moves

- Priority actions for Richmond to work toward in the next 5 years to set the city up for success in the next 20 years
- Each of these intentionally seeks to expand equity and increase the sustainability of our city
- Each of these has several strategies in the plan that tie to the big move



Priority Growth Node: Greater Scott's Addition

- Hosted three meetings in July 2019, December 2019, and February 2020
- Collected nearly 1,000 surveys on the elements to include in Greater Scott's Addition
- Collected nearly 150 comments on the first version of the Framework Plan



Learning from Other Neighborhoods

- Extroverted
- Housing Variety
- Open Space
- Gathering Places
- Local and Regional
- Destination and Livable



Richmond 300 Vision for Greater Scott's Addition

“Greater Scott’s Addition is home to a series of neighborhoods that provide new employment and housing developments connected by a series of open spaces and a transportation network that support families and aging-in-place. The variety of housing options and employment in Greater Scott’s Addition provide opportunities for low-income, moderate-income, and high-income households. The Diamond is demolished and a new multi-purpose stadium is constructed along Hermitage. Uses along Hermitage, a public plaza, and the crescent park complement the new stadium development. Visitors to Greater Scott’s Addition have the option to safely arrive by foot, bike, transit, or car. Parking is centralized in a few parking garages to encourage users to park once and visit multiple destinations. The signature public park, a crescent park, between Ashe and Hermitage serves as a central convening space and is connected with greenways to multiple smaller public parks.” (*Richmond 300* pg. 36)

Current

Growth Potential: High

In 2019 there were approximately 458 acres of vacant/underdeveloped land in Greater Scott's Addition - representing 60% of Greater Scott's Addition's total land area

Future



The Diamond Site - Current



The Diamond Site - Future



Arthur Ashe Blvd - Current

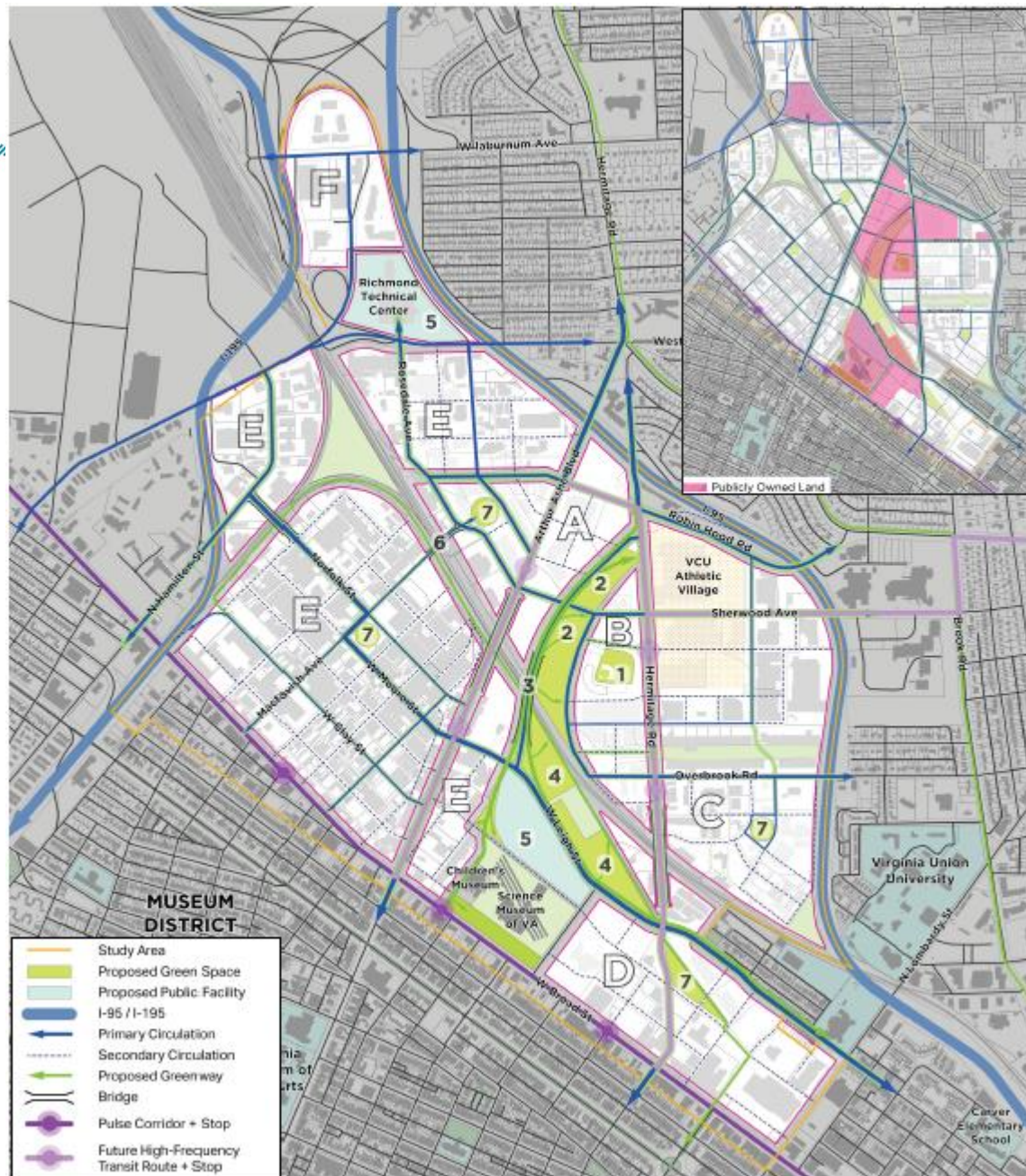


Arthur Ashe Blvd - Future

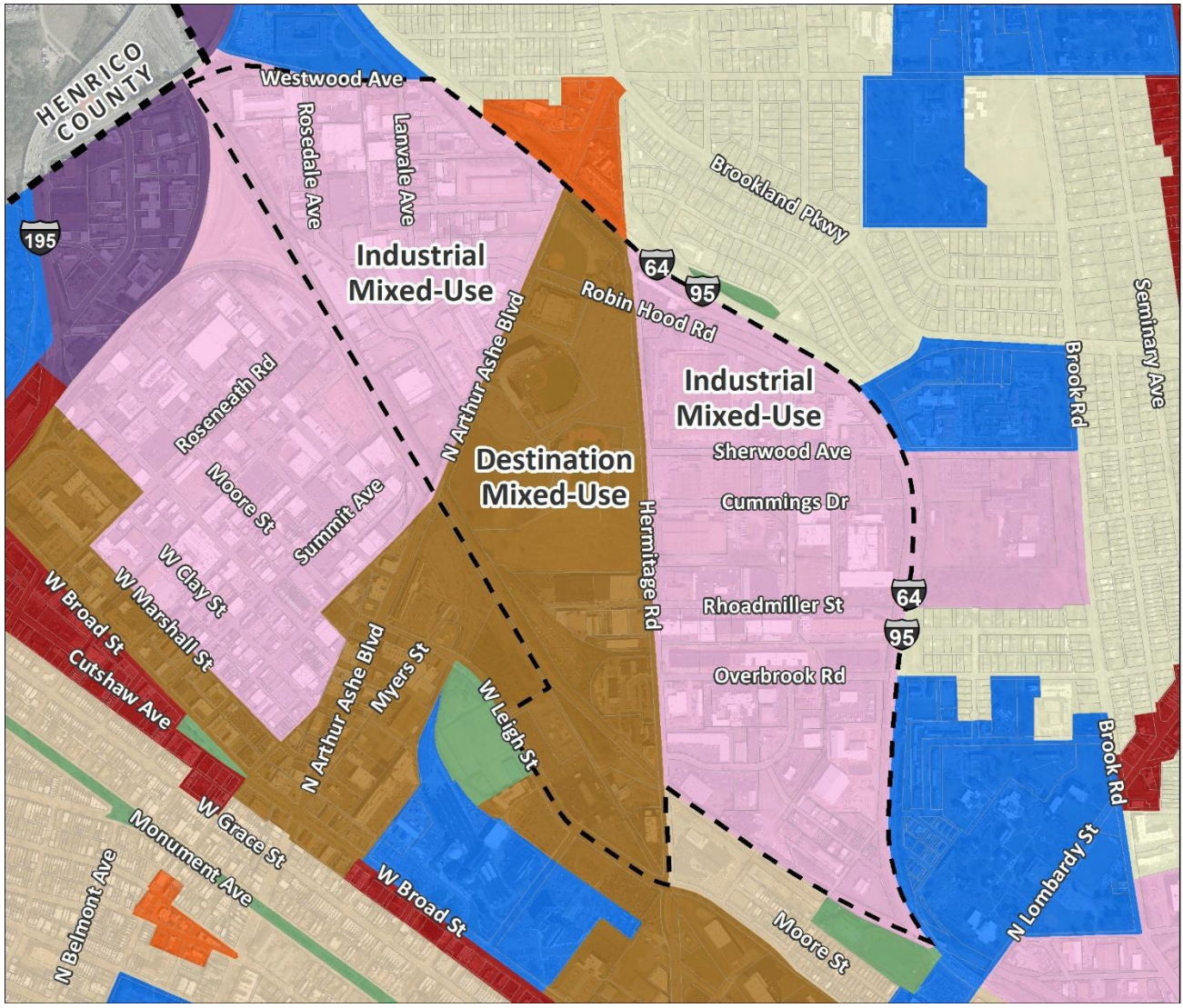


Framework Plan

- A Gateway District**
Regional destination for offices, shopping, and entertainment with landmark architecture
- B Ballpark & Entertainment District**
Lively community integrated with entertainment and a new sports venue
- C Ownby District**
A core of dense mixed-use development employing the latest in sustainable practices relating to energy and water on a district scale
- D Allison District**
Dense, compact transit-oriented mixed-use development anchored by a reconnected street grid
- E Industrial Mixed-Use**
Continued evolution of Scott's Addition combining entertainment, residential, office and industrial uses
- F Office Park**
Secure office park

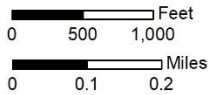


Richmond 300 Future Land Use



Future Land Use

- Rezoning Area
- Richmond 300 Future Land Use**
- Residential
- Neighborhood Mixed-Use
- Community Mixed-Use
- Corridor Mixed-Use
- Industrial Mixed-Use
- Destination Mixed-Use
- Downtown Mixed-Use
- Industrial
- Institutional
- Public Open Space



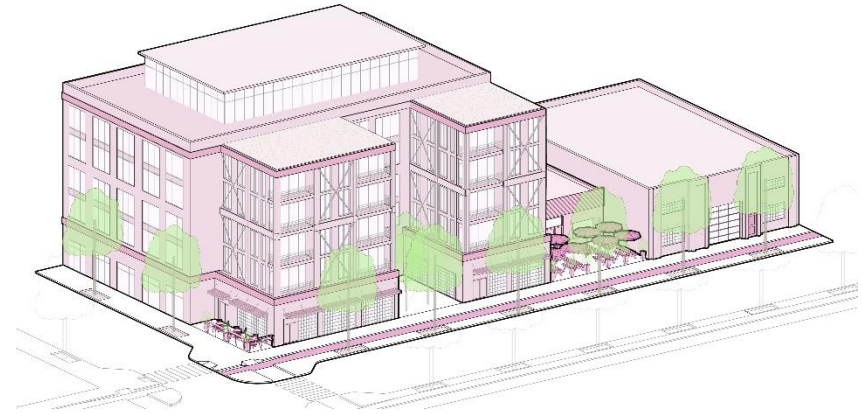
Future Land Use – Destination Mixed-Use

- Key gateways featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space.
- Higher density, transit-oriented development encouraged on vacant or underutilized sites.
- Retail/office/personal service, multi-family residential, cultural, and open space, institutional, and government.
- Buildings typically a minimum height of five stories.



Future Land Use – Industrial Mixed-Use

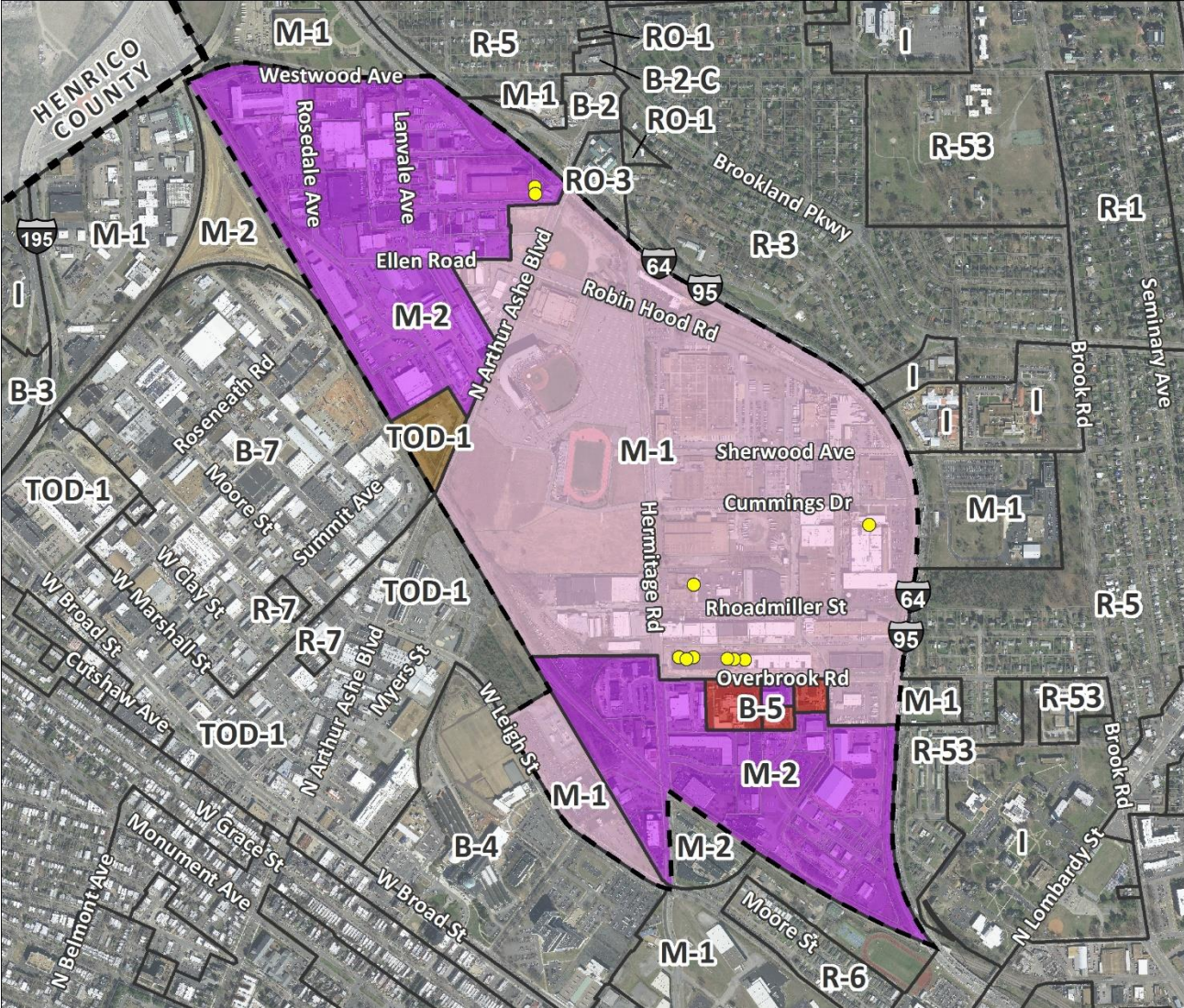
- Formerly traditional industrial areas that are transitioning to mixed-use because of their proximity to growing neighborhoods and changes in market conditions.
- A mix of building types with low-scale, post-industrial buildings that are adapted for a new use are adjacent to new taller residential and/or office buildings.
- Retail/office/personal service, multi-family residential, cultural, open space, institutional, government.
- Medium- to high density, three to eight stories.



Why Rezone Greater Scott's Addition?

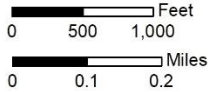
- *Richmond 300: A Guide for Growth* identifies Greater Scott's Addition as a Priority Growth Node
 - Primary Next Steps: rezone area in alignment with the Future Land Use Plan (Goal 1)
- Current zoning isn't aligned with Future Land Use in the area
- Will reduce, if not, eliminate the need for SUPs
 - There have been 12 SUPs in this area since 2000, and PDR anticipates more unless zoning is changed
- We are rezoning through a public process prior to issuing an RFP for the city-owned property
- We've already rezoned some areas in Scott's Addition from M-1/M-2 to TOD-1 and B-7 for Pulse Corridor Plan

Existing Zoning

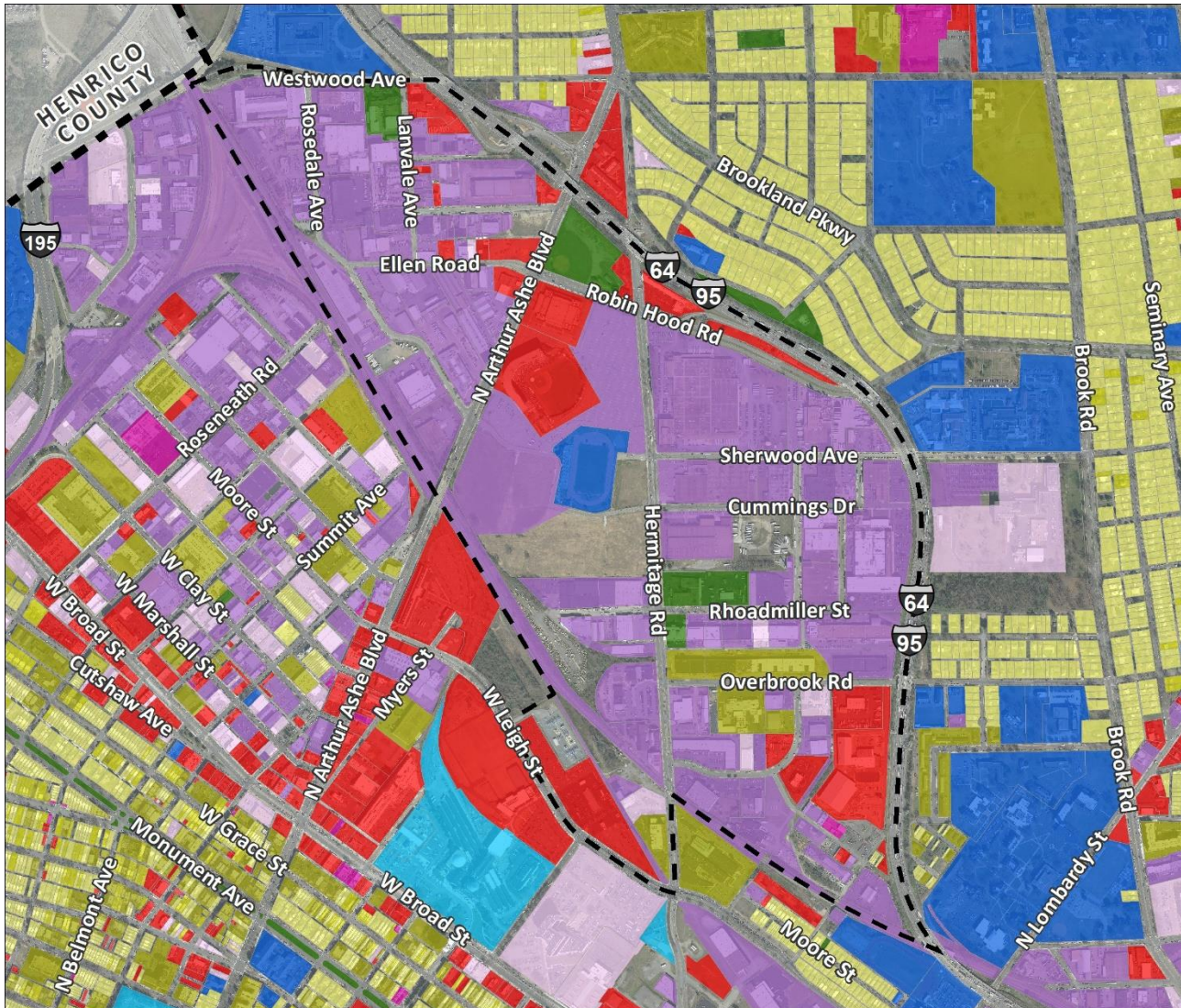


Existing Zoning

- Rezoning Area
- Parcels
- Existing Zoning
- M-1 Light Industrial
- M-2 Heavy Industrial
- B-5 Central Business
- TOD-1 Transit-Oriented Nodal
- SUP's (since 2010)



Existing Land Use



Existing Land Use

▭ Rezoning Area

▭ Parcels

Existing Land Use

Single Family

Duplex (2 Family)

Multi-Family

Mixed-Use

Commercial

Office

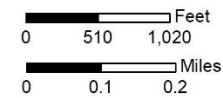
Government

Institutional

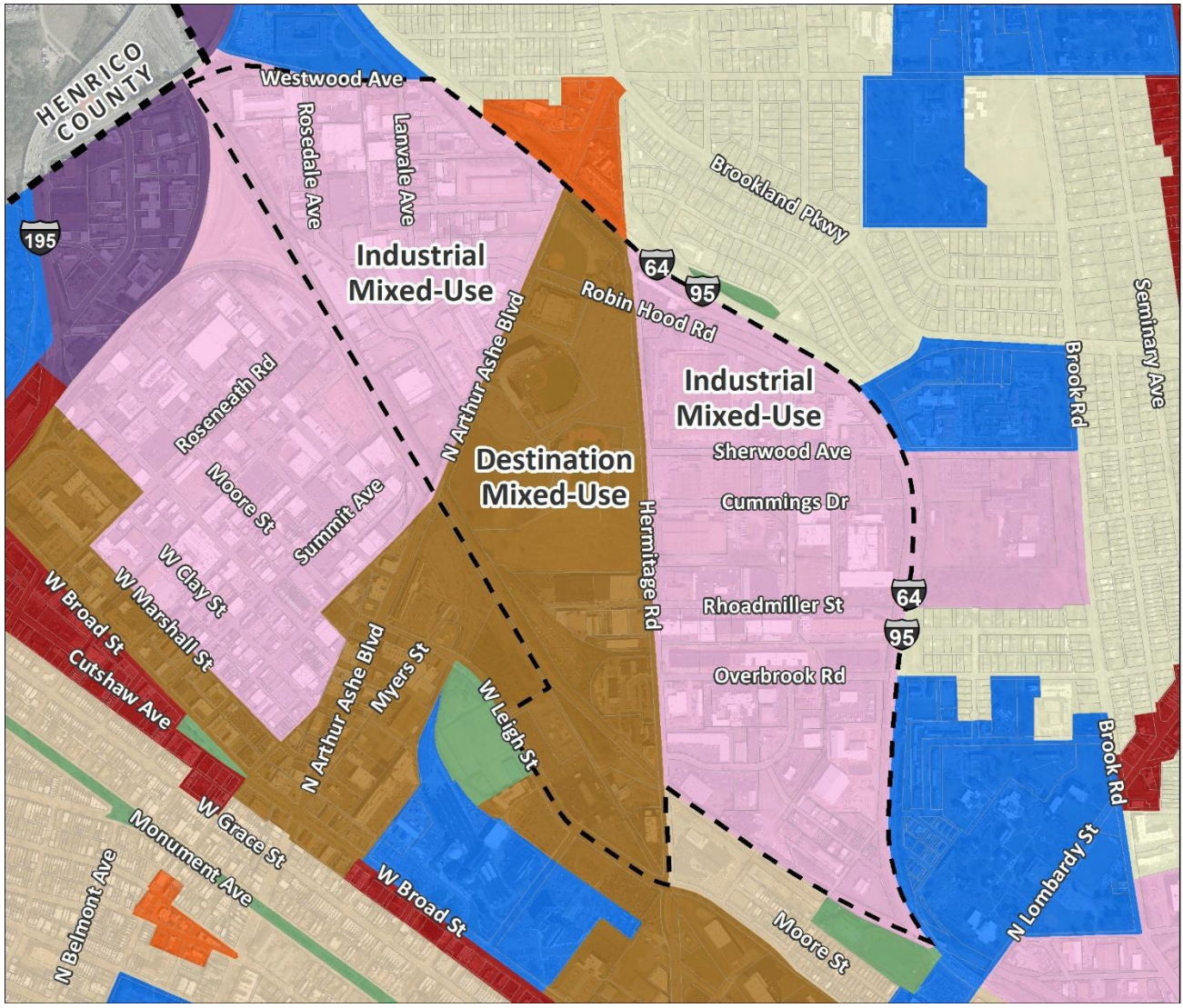
Industrial

Public / Open Space

Vacant

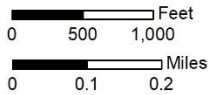


Richmond 300 Future Land Use



Future Land Use

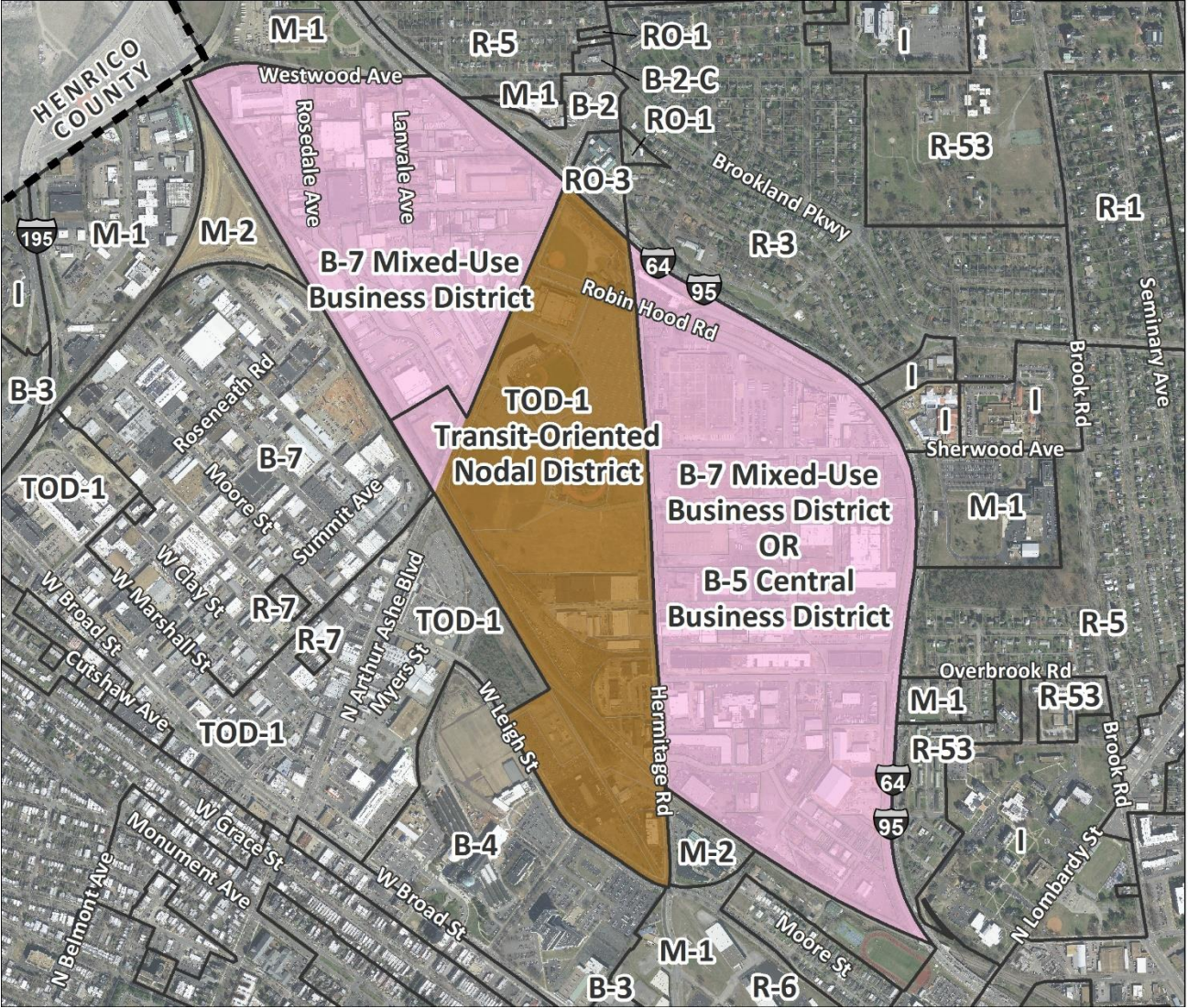
- Rezoning Area
- Richmond 300 Future Land Use**
- Residential
- Neighborhood Mixed-Use
- Community Mixed-Use
- Corridor Mixed-Use
- Industrial Mixed-Use
- Destination Mixed-Use
- Downtown Mixed-Use
- Industrial
- Institutional
- Public Open Space



Incompatibilities in Existing Zoning & Future Land Use

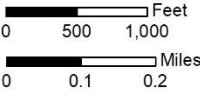
- **M-1 Light Industrial District & M-2 Heavy Industrial District:**
 - “**No building shall be erected for dwelling use** or converted to such use unless permitted by the Board of Zoning Appeals pursuant to the provisions of [Section 17.20](#) of the Charter, in which event such use shall be discontinued within ten years from the date such use is permitted...” (Zoning Code Sec. 30-452.1, Sec. 30-454.1)
 - “**No building or structure shall exceed 45 feet** in height...”
- **Industrial Mixed-Use & Destination Mixed-Use:**
 - “Primary Uses: Retail/office/personal service, **multi-family residential**, cultural, and open space.” (*Richmond 300* pg. 62, 64)
 - Height: **3-8 stories** (Industrial M-U), **minimum of 5 stories** (Destination M-U)

Proposed Zoning



Proposed Zoning

-  Proposed/Existing Zoning
-  Parcels
- Richmond 300 Future Land Use**
-  Industrial Mixed-Use
-  Destination Mixed-Use



Zoning Districts Chart

| Zoning District | Uses | Height | Front Yards | Special Characteristics | Parking |
|-----------------|---|---|------------------------------------|--|---|
| M-1 | -Same uses allowed as B-3. Manufacturing uses not likely to create offensive noise, vibration, dust, heat, smoke, odor, glare, etc. -Conditional use permit: nightclubs, liquor stores. | 45' max, inclined plane 2:1 for some portions of building | None required | n/a | Commercial: parking based on use and square footage |
| M-2 | Same uses allowed as M-1. Any use or structure not permitted in any other district (with exceptions). No nuisance by the creation of unreasonably loud and disturbing sound or noise, vibration, danger from explosion or fire, emission of smoke, dust, heat or glare. | 45' max, inclined plane 2:1 for some portions of building | None required | n/a | Commercial: parking based on use and square footage |
| B-7 | -Variety of retail, service, distribution, warehousing -Dwelling units (but not single-family or two-family) -Uses permitted in the M-1 and M-2 districts existing at the effective date of rezoning | 5-story max 6-story max if entire block is developed | Max 10' | Form-based requirements for fenestration, the location of driveways & parking, and landscaping standards for parking areas | -Residential: 1 per unit -Commercial: parking based on use and square footage -50% reduction in parking required for existing buildings |
| B-5 | -Variety of retail and service uses -Dwelling units | 2-story min 5-story max | Max 10' | Form-based requirements for fenestration, the location of driveways & parking, and landscaping standards for parking areas | -Residential: None for 1 to 16 units, 1 per 4 units over 16 units -Commercial: None required except for hotels and motels |
| TOD-1 | -Variety of retail and service uses -Dwelling units | 2-story min 12-story max | Max 10' Min 10' for residential | Form-based requirements for fenestration, the location of driveways & parking, and landscaping standards for parking areas | -Residential: None for 1 to 16 units, 1 per 2 units over 16 units -Commercial: None required except for hotels and motels |

Please refer to the City of Richmond Zoning Ordinance for more details.

M-1 Uses: Permitted Principal and Accessory Uses

- Any use allowed in in the **B-3 General Business District**
 - Except dwelling uses (except emergency housing uses)
- Uses and any similar uses which are not likely to create any more offensive noise, vibration, dust, heat, smoke, odor, glare or other objectionable influence than the minimum amount normally resulting from other uses permitted; such permitted uses being generally light industries that manufacture, process, store and distribute goods and materials and are in general dependent upon raw materials refined elsewhere, and manufacturing, compounding, processing, packaging or treatment as specified of the following or similar products
- Adult entertainment establishments
- Parking areas and lots
- By Conditional Use Permit:
 - Nightclubs
 - Retail sales of liquor

Please refer to the City of Richmond Zoning Ordinance for more details.

B-3 Uses: Permitted Principal and Accessory Uses

- Adult day care
- Art galleries
- Auto service centers
- Auto-related sales, rental, service
- Banks
- Building material sales/storage
- Breweries
- Catering
- Churches
- Comm. Centers
- Contractors' shops, offices
- Day nurseries
- Drive-in theaters
- Dry cleaning/laundry
- Funeral homes
- Furniture repair and upholstery
- Greenhouses and nurseries
- Grocery stores
- Hospitals
- Hotels
- Janitorial services
- Laboratories and research
- Libraries, museums, schools
- Manufacturing
- Marinas
- Motor fuels dispensing
- Nursing homes
- Office supply
- Offices
- Parking decks
- Personal loan and finance
- Personal service businesses
- Pet shops
- Postal and packaging
- Printing and publishing
- Private schools
- Professional, business schools
- Public utilities installations
- Radio and TV broadcasting
- Recreation and entertainment uses
- Repair businesses
- Restaurants
- Retail stores and shops
- Rights-of-way
- Sales lots for seasonal items
- Self-service auto washing
- Service businesses that repair, rent A/V equipment
- Service stations
- Shopping centers
- Tier recapping
- Tourist homes
- Travel trailer parks
- Truck and freight transfer terminals
- Uses owned and operated by a governmental agency
- Wholesale, warehouse and distribution
- Wireless comm. facilities
- Short-term rental

Please refer to the City of Richmond Zoning Ordinance for more details.

M-2 Uses: Permitted Principal and Accessory Uses

- Any use allowed in in the M-1 Light Industrial District
- Any use or structure not permitted in any other district
 - Except for very noxious uses, which would require approval by City Council

Please refer to the City of Richmond Zoning Ordinance for more details.

B-7 Uses: Permitted Principal and Accessory Uses

- Adult day care
- Art galleries
- Auto service centers
- Banks
- Breweries
- Building material sales/storage
- Catering
- Comm. Centers
- Contractors' shops
- Day nurseries
- **Dwelling units** (other than two-family or single-family attached)
- Entertainment, cultural, and recreational
- Funeral homes
- Furniture repair and upholstery
- Greenhouses and nurseries
- Grocery stores
- Hospitals
- Hotels
- Janitorial services
- Laboratories and research
- Laundromats or dry cleaning
- Libraries, museums, schools
- Manufacturing
- Marinas
- Nursing homes
- Office supply
- Offices
- Parking areas and lots
- Parking decks
- Personal service businesses
- Pet shops
- Postal and packaging
- Printing and publishing
- Professional, business schools
- Radio and TV broadcasting
- Repair businesses
- Restaurants
- Retail sales of food and beverage in open area
- Retail stores and shops
- Rights-of-way
- Sales lots for seasonal items
- Service businesses that repair, rent A/V equipment
- Showrooms
- Tourist homes
- Uses owned and operated by a governmental agency
- Wholesale, warehouse and distribution
- Wireless comm. facilities
- Short-term rental
- **Uses permitted in the M-1 and M-2 districts and not otherwise listed as permitted uses in this division, when such uses are lawfully existing on the effective date of the ordinance to include the property in the B-7 district**

Please refer to the City of Richmond Zoning Ordinance for more details.

B-7 Uses: Conditional Use Permits

- Drive-up facilities
- Motor fuels dispensing
- Nightclubs
- Self-service car wash
- Social service delivery uses

Please refer to the City of Richmond Zoning Ordinance for more details.

B-5 Uses: Permitted Principal and Accessory Uses

- Adult day care
- Art galleries
- Banks
- Day nurseries
- Dry cleaning/laundrying
- **Dwelling units**
- Grocery stores
- Hospitals
- Hotels
- Laboratories and research
- Libraries
- Office supply
- Offices
- Parking decks
- Personal service businesses
- Pet shops
- Postal and packaging
- Printing and publishing
- Recreation and entertainment
- Restaurants
- Retail stores and shops
- Rights-of-way
- Sales lots for seasonal items
- Service businesses that repair, rent A/V equipment
- Showrooms
- Uses owned and operated by a governmental agency
- Wireless comm. facilities
- Short-term rental

Please refer to the City of Richmond Zoning Ordinance for more details.

B-5 Uses: Conditional Use Permits

- Nightclubs
- Parking areas and lots
- Retail sales of liquor

Please refer to the City of Richmond Zoning Ordinance for more details.

TOD-1 Uses: Permitted Principal and Accessory Uses

- Adult day care
- Art galleries
- Banks
- Breweries
- Catering
- Day nurseries
- **Dwelling units**
- Grocery stores
- Hospitals
- Hotels
- Laboratories and research
- Laundromats or dry cleaning
- Libraries
- Manufacturing, warehousing, distribution of food/beverage
- Nursing homes
- Office supply
- Offices
- Parking decks
- Personal service businesses
- Pet shops
- Postal and packaging
- Printing and publishing
- Professional, business schools
- Recreation and entertainment
- Restaurants
- Retail sales of food and beverage in open area
- Retail stores and shops
- Rights-of-way
- Service businesses that repair, rent A/V equipment
- Uses owned and operated by a governmental agency
- Wireless comm. facilities
- Short-term rental

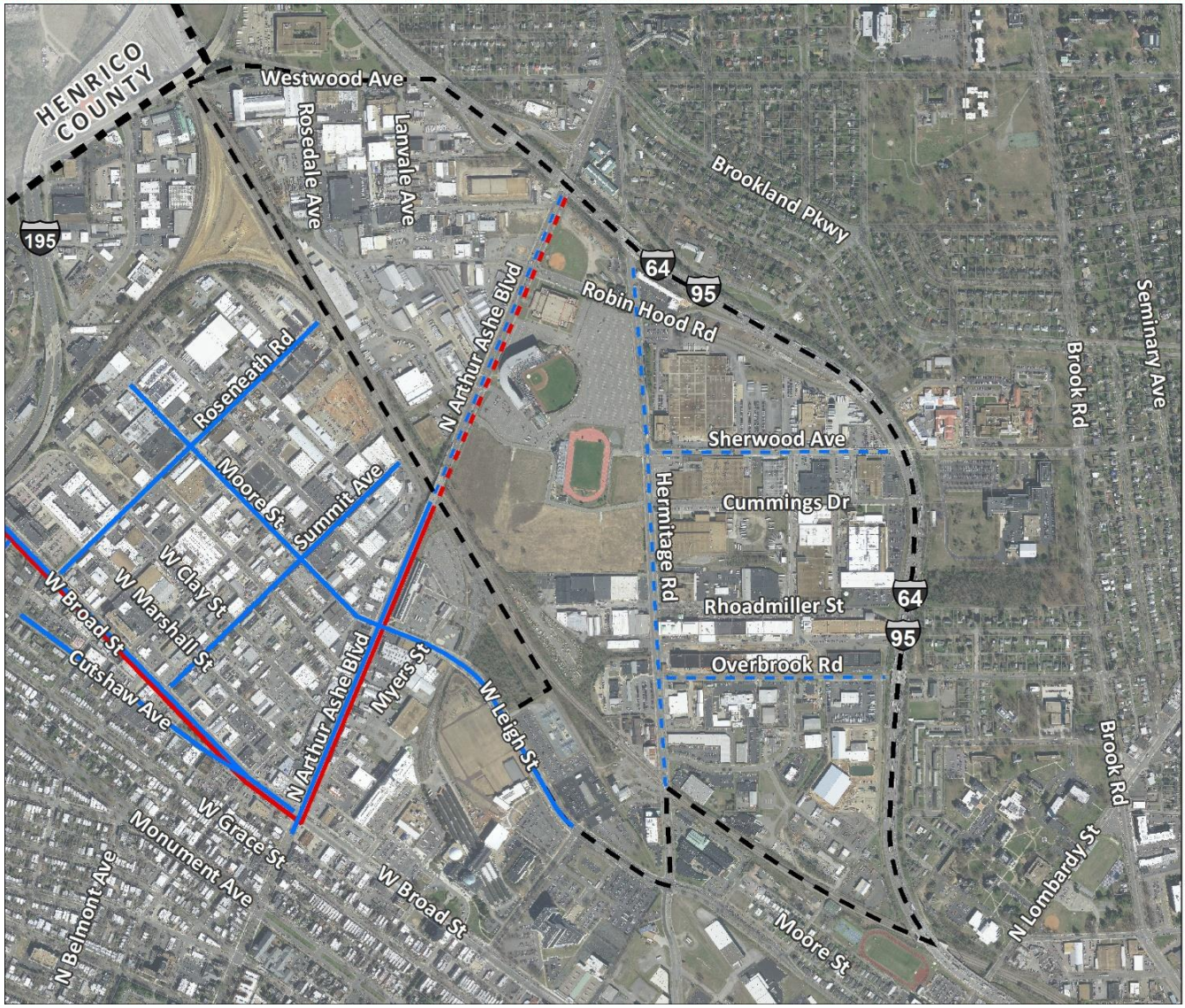
Please refer to the City of Richmond Zoning Ordinance for more details.

TOD-1 Uses: Conditional Use Permits

- Nightclubs
- Social service delivery

Please refer to the City of Richmond Zoning Ordinance for more details.

Street Designations



Street Designations

Rezoning Area

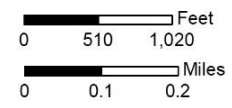
Parcels

Street-Oriented Commercial Frontage

Existing
 Proposed

Priority Street

Existing
 Proposed



Street-Oriented Commercial Frontage

- Would require that a minimum of 1/3 or 1,000 sq. f.t. of the floor area of the ground floor of the building be devoted to other permitted principal uses with a minimum depth of 20' along the entire length of the street-oriented commercial frontage.

Priority Street Designation

- Street frontages on a Priority Street designation treated similarly to principal street frontages. Special considerations regarding urban design:
 - Driveways and vehicular access prohibited for parking lots and decks if other street frontage or alley access exists
 - Parking decks wrapped with other permitted principal use
 - Hotels wrapped with other permitted principal uses
 - Parking lots located behind principal use
 - Building façade fenestration (windows) requirements

Non-Conforming Use Definition

- When an existing use is no longer allowed “by-right” because the underlying zoning district has changed.
- “No building or structure devoted to a nonconforming use shall be enlarged, extended, reconstructed, moved or structurally altered unless such building or structure is thereafter devoted to a conforming use, provided that nothing in this division shall be construed to prohibit normal repair, maintenance and nonstructural alterations to such building or structure nor the alteration, strengthening or restoration to a safe condition as may be required by law and provided, further, that the following shall be permitted.”

Non-Conforming Uses

- **B-7 Mixed-Use Business District:** Uses permitted in the M-1 and M-2 districts do NOT become non-conforming and can continue to operate, maintain, expand, etc.
- **B-5 Central Business District:** Uses not permitted in this district become non-conforming technically, but still allowed to be maintained, rebuilt, and expanded up to 10%.
- **TOD-1 Transit-Oriented Nodal District:** Uses not permitted in this district become non-conforming. BZA approval needed for alteration or expansion (<10% of floor area).

Process Timeline

- **February 16, 2021:** Resolution of Intent by the City Planning Commission
- **March 18, 2021:** Public engagement meeting #1 and comment period
 - Receive comments through March 29.
- **April 13, 2021:** Public engagement meeting #2 and comment period
 - Receive comments through April 26.
- **June 2021:** Adoption by City Planning Commission & introduction and adoption by City Council

We need your feedback

- Questions?
- Stay up-to-date at: rva.gov/planning-development-review/rezonings
- Online survey: surveymonkey.com/r/GSARezoning
- Email or call Will Palmquist:
 - William.Palmquist@richmondgov.com
 - (804) 646-6307