

# Rezoning West Broad Street

October 20, 2021

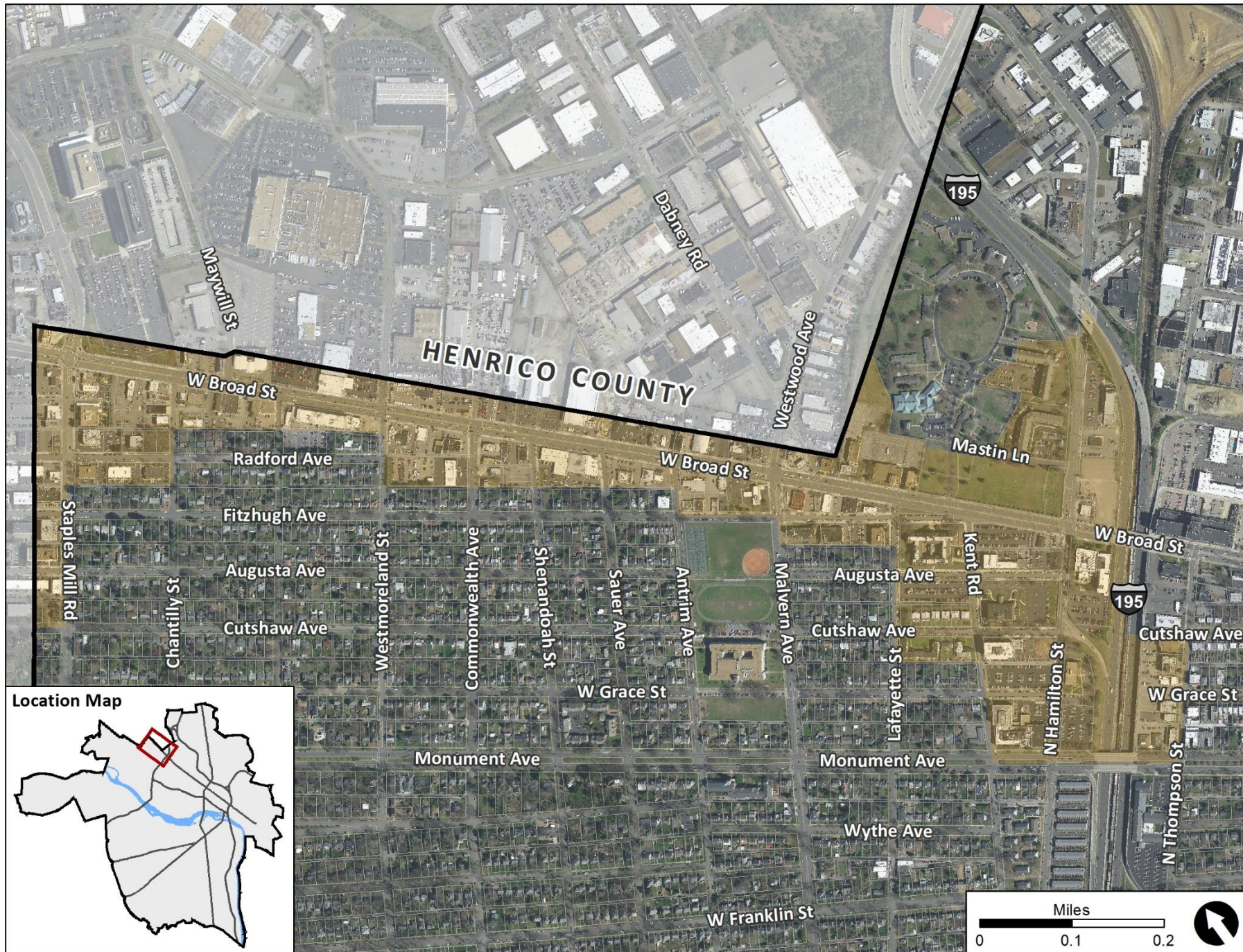


# Resolution 2021-R017

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“To declare a public necessity to amend ch. 30 of the City Code and to initiate an amendment to the City’s zoning ordinance to rezone the properties currently zoned for uses and areas within the B-3 General Business District that are situated north and south of West Broad Street from Interstate Route I-195 west to the City’s corporate boundary with Henrico County to the TOD-1 Transit-Oriented Nodal District.”





# ***Richmond 300 Vision for the City***

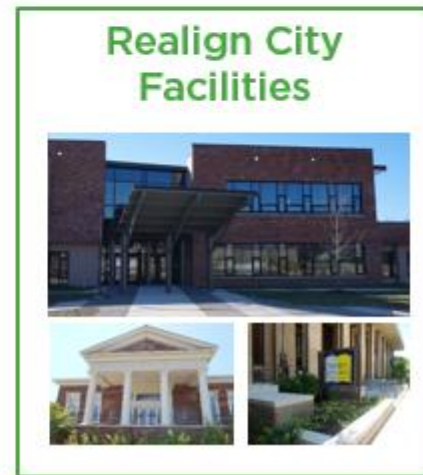
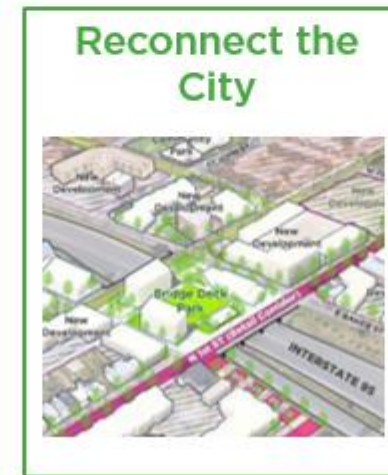
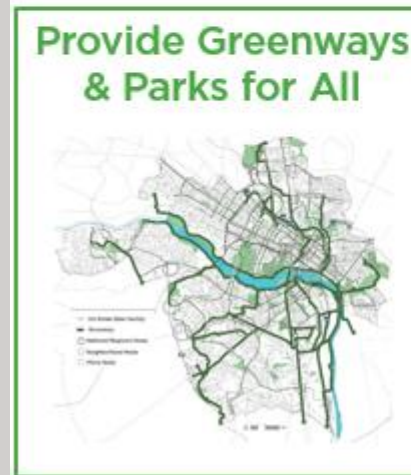
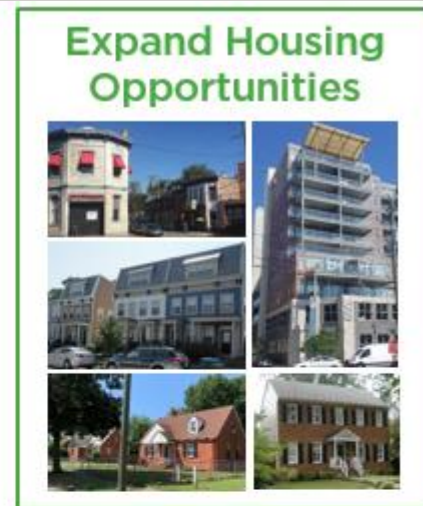
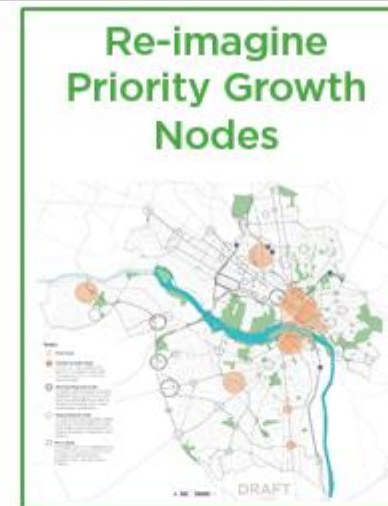
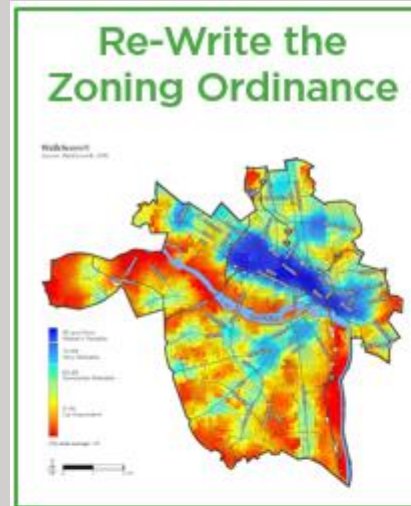
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In 2037, Richmond is a welcoming, inclusive, diverse, innovative, and equitable city of thriving neighborhoods; ensuring a high quality of life for all.

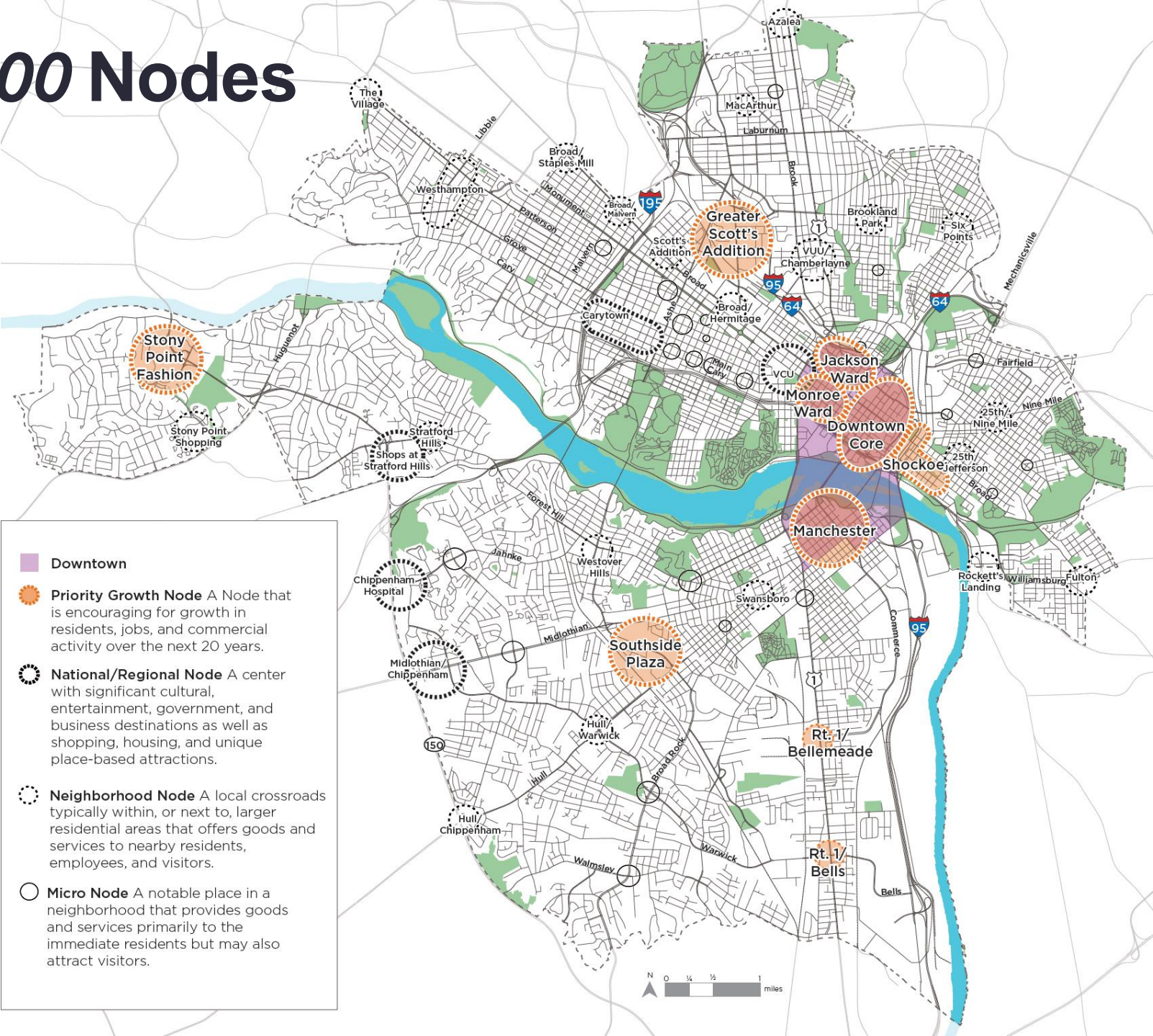


# 6 Big Moves

- 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



# Richmond 300 Nodes



# ***Richmond 300 Vision for Broad / Staples Mill Node***

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“The area around the intersection of W. Broad Street and Staples Mill Road capitalizes on its proximity to Willow Lawn, Scott’s Addition, Libbie Mill, and the Pulse BRT Staples Mill Station to redevelop under-developed parcels into a walkable Node with new, denser, mixed-use buildings, and streetscape improvements along Broad transform Broad Street into a truly Great Street.

The Destination Mixed-Use future land use designation at intersection of Broad and Staples Mill encourages the development of landmark buildings that identify this area as a major gateway into the city.

The Corridor Mixed-Use future land use designations encourages the development of buildings that address the street and support a walkable environment along Broad Street.”

*(Richmond 300 pg. C-14)*



# *Richmond 300* Vision for Broad / Staples Mill Node

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## Primary Next Steps

- Rezone the area to allow for residential uses and increase height maximums (current B-3 promotes single-use suburban strip commercial development, not transit-oriented development) (see Goal 1 and Goal 14)
- Implement design standards to create a high-quality and well-designed neighborhood Node and explore the creation of signature public art and/or open space at this gateway (see Goal 4 and Goal 17)
- Improve pedestrian and bike infrastructure to/from the Pulse BRT Staples Mill Station (see Goal 4 and Goal 8)
- Improve W. Broad Street to transform it into a Great Street by creating a bus-only lane, widening sidewalks, burying power lines, enhanced landscape, and requiring buildings to address the street (see Goal 1, Goal 4, and Goal 9)

(*Richmond 300* pg. C-14)



# ***Richmond 300 Vision for Broad / Malvern Node***

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“This Node is no longer a “dead spot” between Scott’s Addition and Willow Lawn; but rather a place with multi-family residential options mixed with retail and offices. New development supports walkable, bikeable, and transit-ready environment to support a new Pulse BRT Station at Malvern and Broad.”

*(Richmond 300 pg. C-15)*



# ***Richmond 300* Vision for Broad / Malvern Node**

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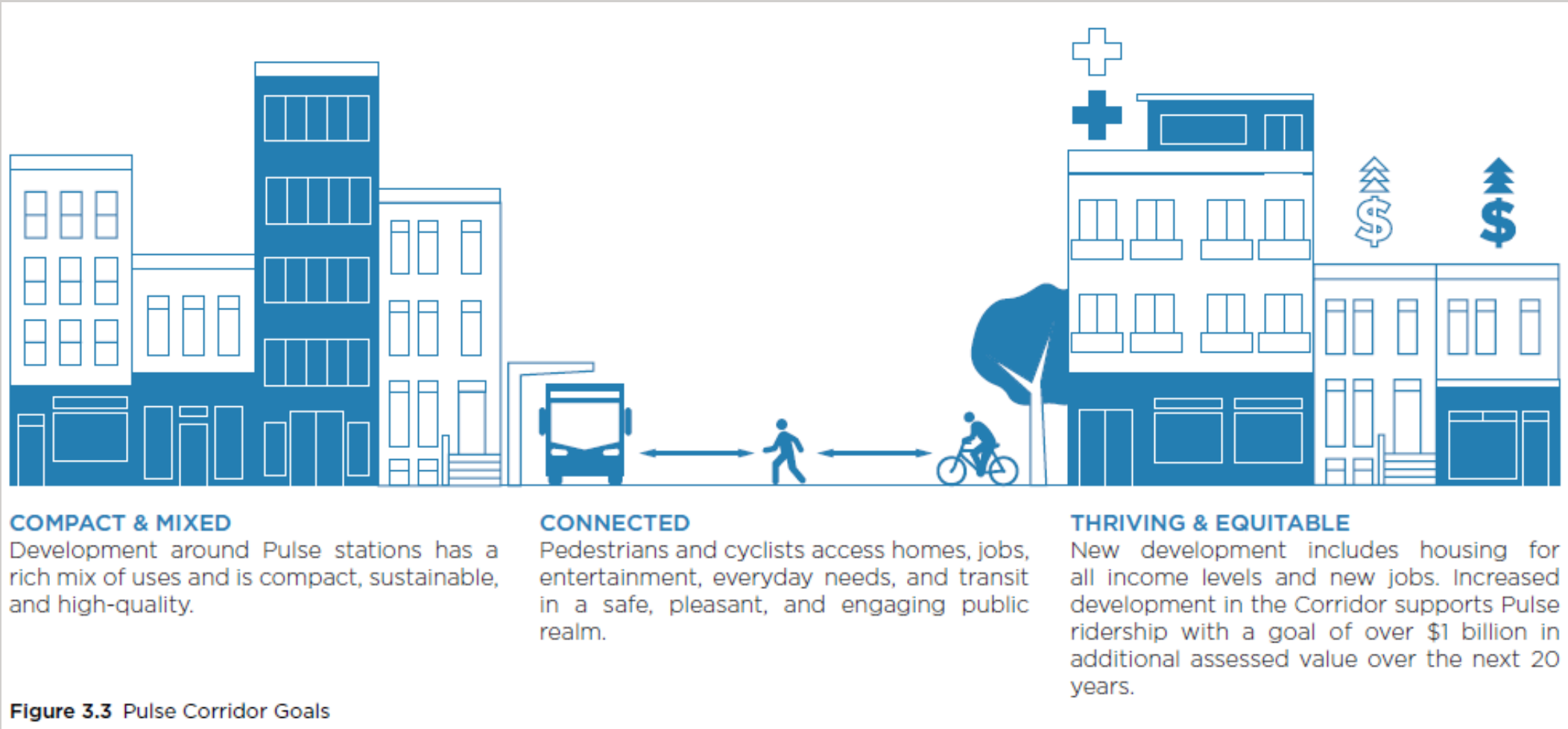
## **Primary Next Steps**

- Rezone the area to allow for residential uses by-right in the Corridor Mixed-Use area (see Goal 1 and Goal 14).
- Engage with GRTC to discuss the next steps to develop an infill station at Broad and Malvern (Goal 8).

*(Richmond 300 pg. C-14)*



# Pulse Corridor Plan (2017) Goals



**Figure 3.3** Pulse Corridor Goals

# ***Pulse Corridor Plan Vision for Broad / Staples Mill Node***

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“The Staples Mill Station is transformed into a walkable node with new, denser, mixed-use buildings, and streetscape improvements along W. Broad Street and Staples Mill Road. As density of activity grows, there is a new infill Pulse Station at Malvern Avenue and W. Broad Street.

## **Future Land Use**

The Destination Mixed-Uses at the intersection of Staples Mill Road and W. Broad Street allow for increased height to establish a prominent gateway to the city at the Staples Mill Station. Parking lots at this major intersection are developed with higher density uses and lower height buildings are expanded or redeveloped into taller buildings.

The Corridor Mixed-Uses along W. Broad Street from Chantilly Street to I-195 encourage the redevelopment of low-density, automobile-oriented parcels into projects that generate more residential, worker, and shopper activity in a walkable environment.”

*(Pulse Corridor Plan pg. 46)*



# ***Pulse Corridor Plan Vision for Broad / Staples Mill Node***

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## **Future Connections**

“Improvements in the pedestrian and bicycle networks in this station area allow for improved and safer travel by alternative modes of transportation. New sidewalks where they are currently missing, such as along Chantilly and Blacker Streets, help complete the pedestrian network, and new bicycle facilities provide better options for cyclists to navigate the area. (Please see Figure 4.9).

Bicycle infrastructure recommendations are sourced from the Richmond Bike Master Plan with some modifications from public input which includes the recommendation for a bike boulevard along Commonwealth Avenue, and the change to a buffered bike lane instead of a bike lane on Malvern Avenue. These recommendations will need further study and public vetting to determine their feasibility and associated trade-offs with on-street parking and travel lanes.”

*(Pulse Corridor Plan pg. 46)*



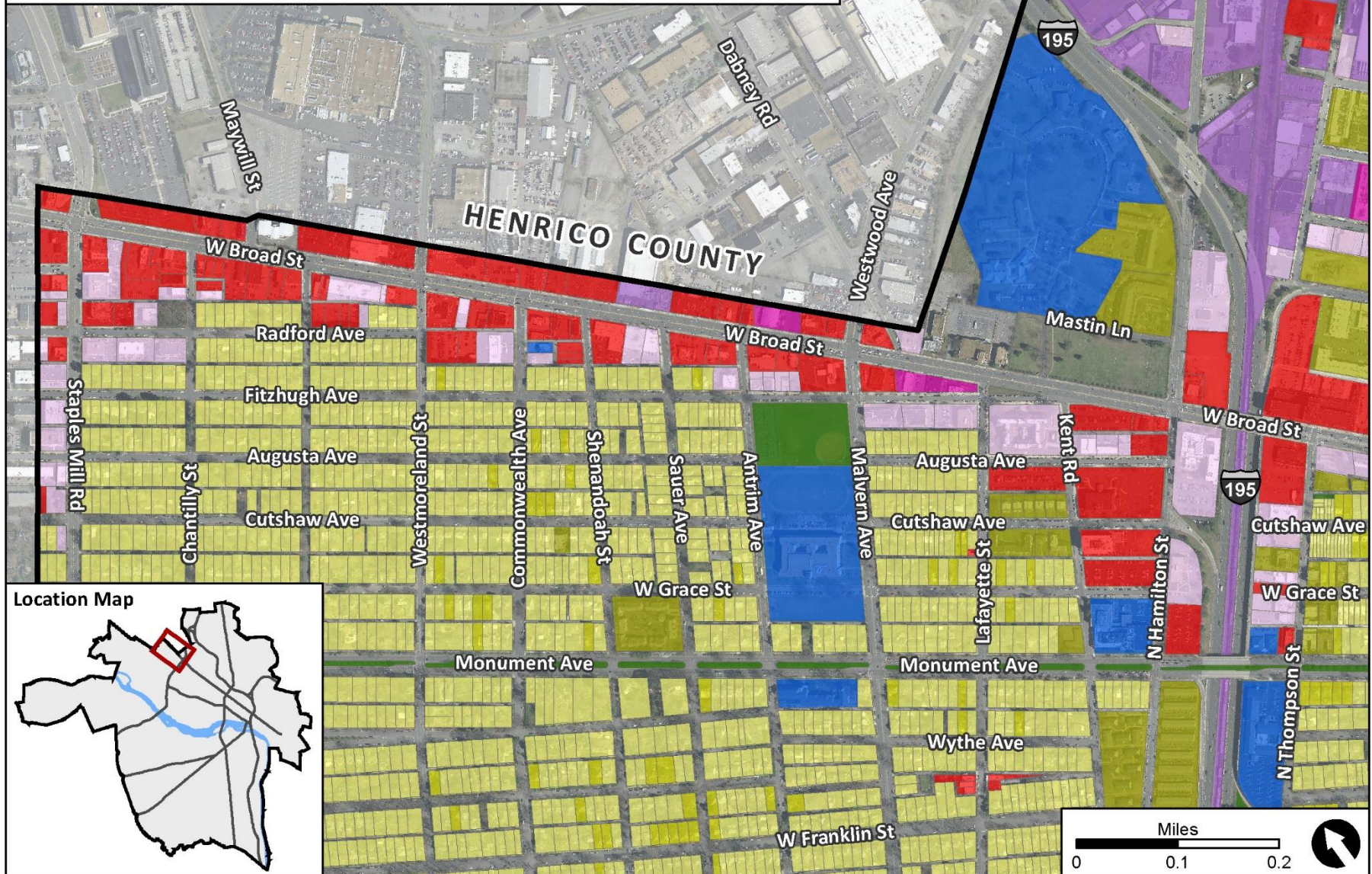
# West Broad Street Transportation Improvements

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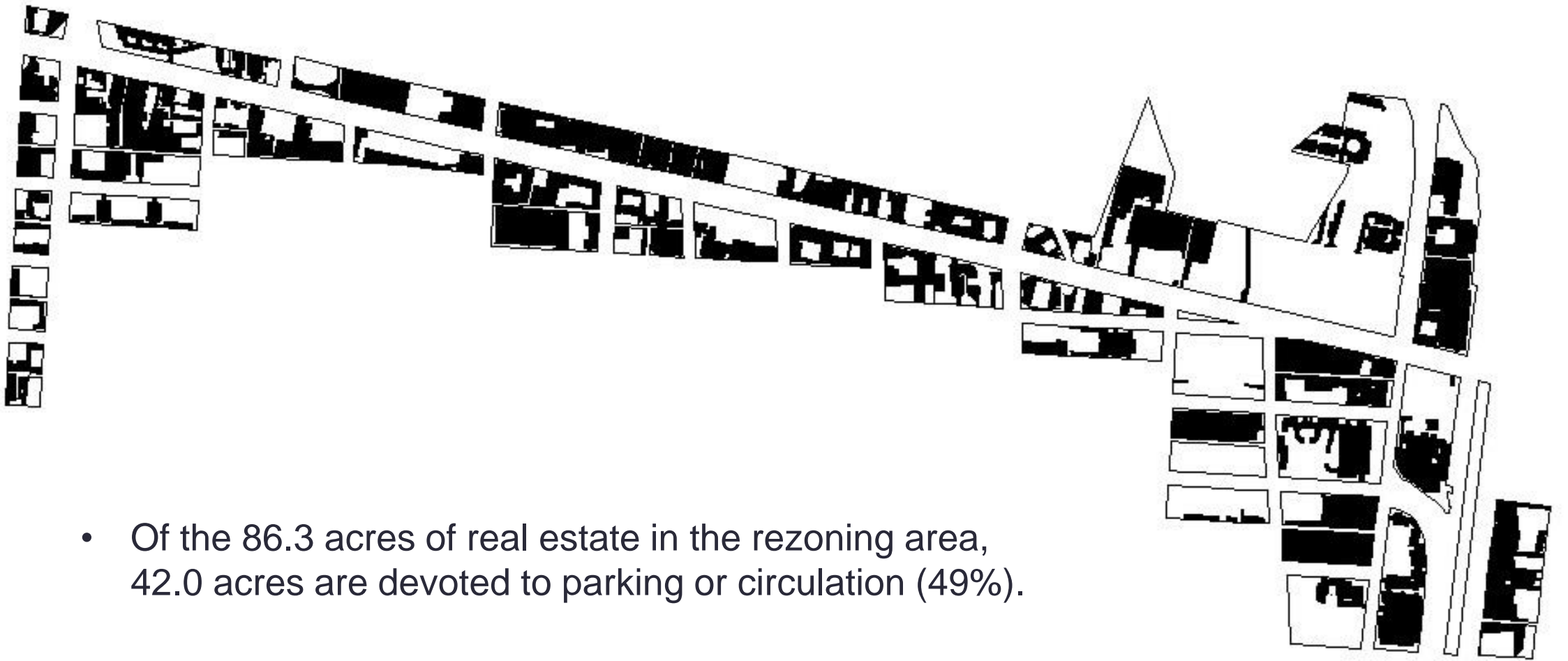
- New Pulse BRT curbside stations at Broad St and Kent Rd
- Sidewalk and ADA accessible ramp improvements
- Pedestrian crossing improvements, access management, and other streetscape amenities
- Funding scheduled for FY2026/FY2027
- Construction FY2029/FY2030



## West Broad Street - Existing Land Use






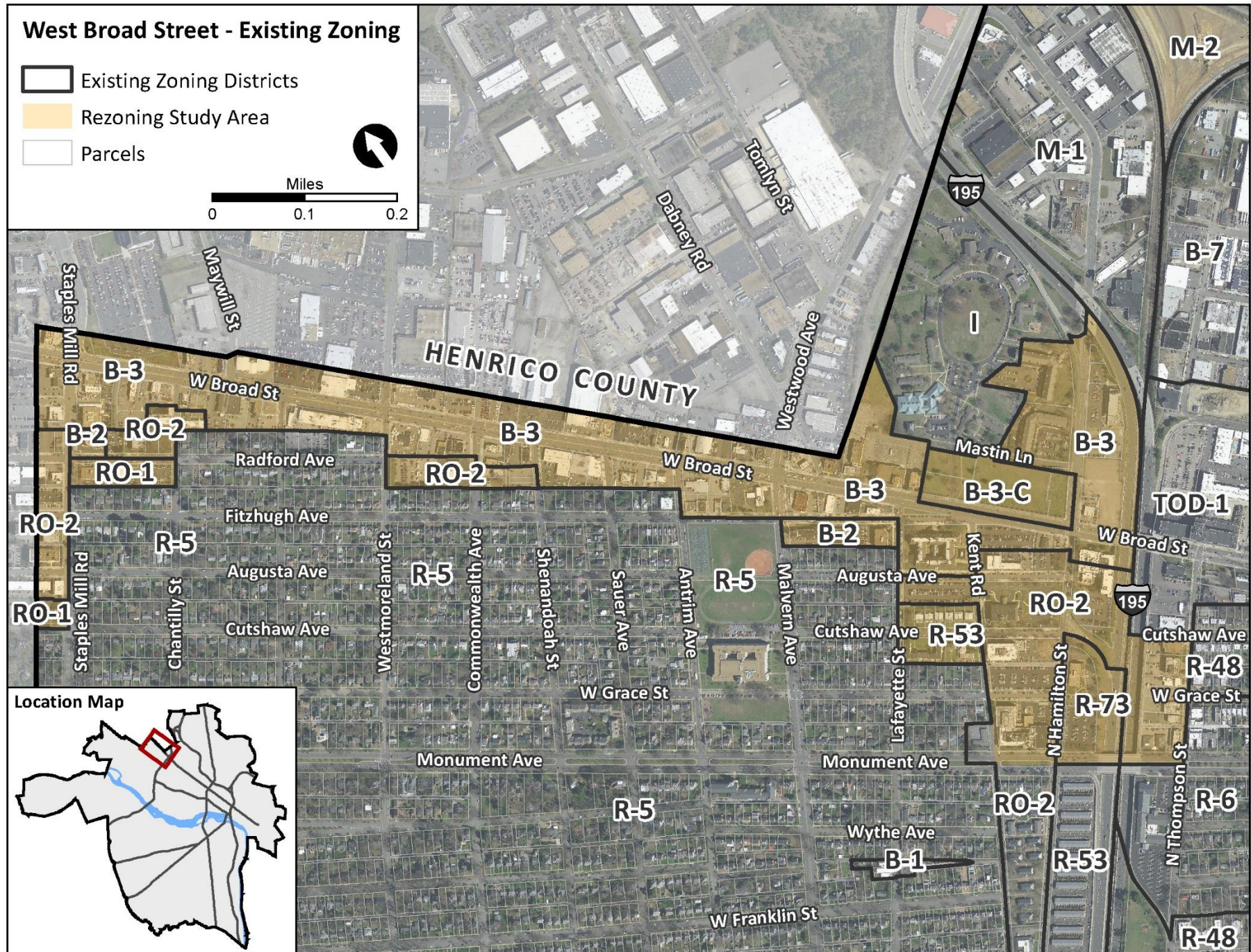
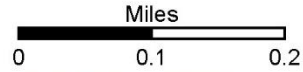
# Parking/Circulation Figure Ground



- Of the 86.3 acres of real estate in the rezoning area, 42.0 acres are devoted to parking or circulation (49%).

## West Broad Street - Existing Zoning

-  Existing Zoning Districts
-  Rezoning Study Area
-  Parcels



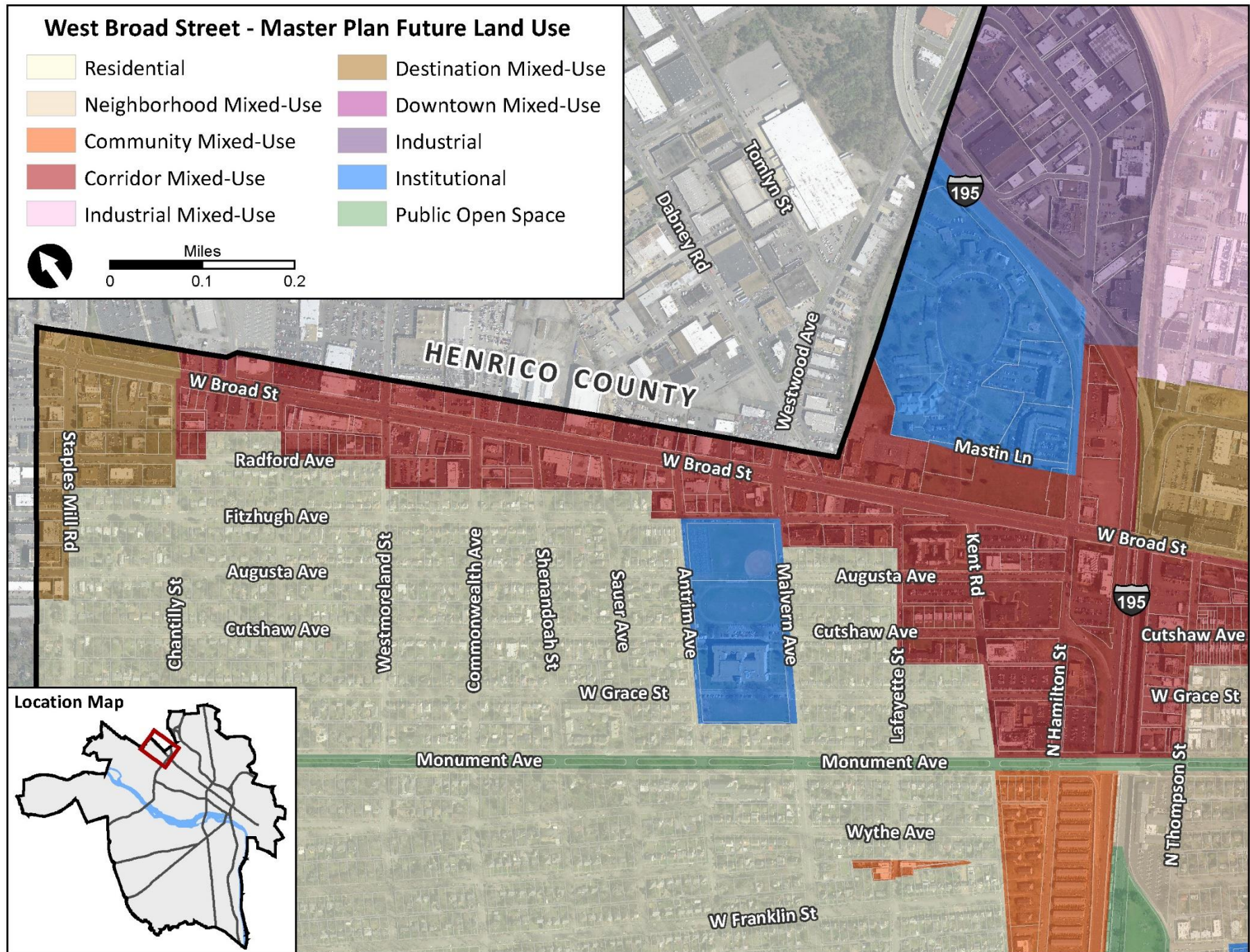
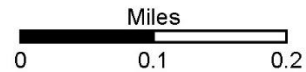
# Existing Zoning Districts Chart

Zoning District	Uses	Height	Front Yards	Vehicular Parking
<b>B-2</b>	-Variety of retail and service uses, auto service centers, gas stations, drive-up facilities -Dwelling units (contained in same building as other uses)	35' max	Min 25'	-Residential: None for 1 to 3 units, 1 per 4 units over 3 units -Commercial: parking based on use and square footage
<b>B-3</b>	-Variety of retail and service uses, auto service centers, gas stations, drive-up facilities -Food & beverage manufacturing under 15,000 sq ft -Dwelling units	35' max	None	-Residential: None for 1 to 3 units, 1 per 4 units over 3 units -Commercial: parking based on use and square footage
<b>RO-1</b>	-Single-, Two-, and Multi-family dwellings -Day nurseries -Offices -Funeral homes	25' max	Min 25'	-Residential: 1 per SFD, 2 per 2FD, 1 per MFD unit, or varies by bedrooms if more than 1 building on parcel -Commercial: parking based on use and square footage
<b>RO-2</b>	-Single-, Two-, and Multi-family dwellings -Offices -Limited retail and service uses	35' max	Min 25'	-Residential: 1 per SFD, 2 per 2FD, 1 per MFD unit, or varies by bedrooms if more than 1 building on parcel -Commercial: parking based on use and square footage
<b>R-53</b>	-Single-, Two-, and Multi-family dwellings -Day nurseries -Tourist homes -Adult care facilities	35' max	Min 15'	-Residential: 1 per SFD, 2 per 2FD, 1 per MFD unit, or varies by bedrooms if more than 1 building on parcel -Commercial: parking based on use and square footage

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



## West Broad Street - Master Plan Future Land Use



# 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.

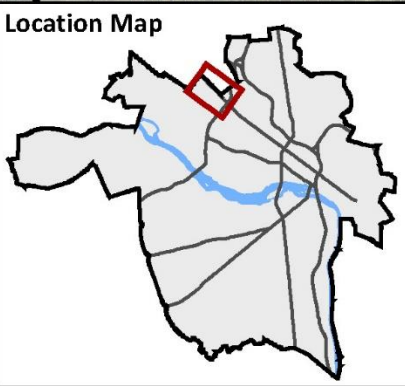
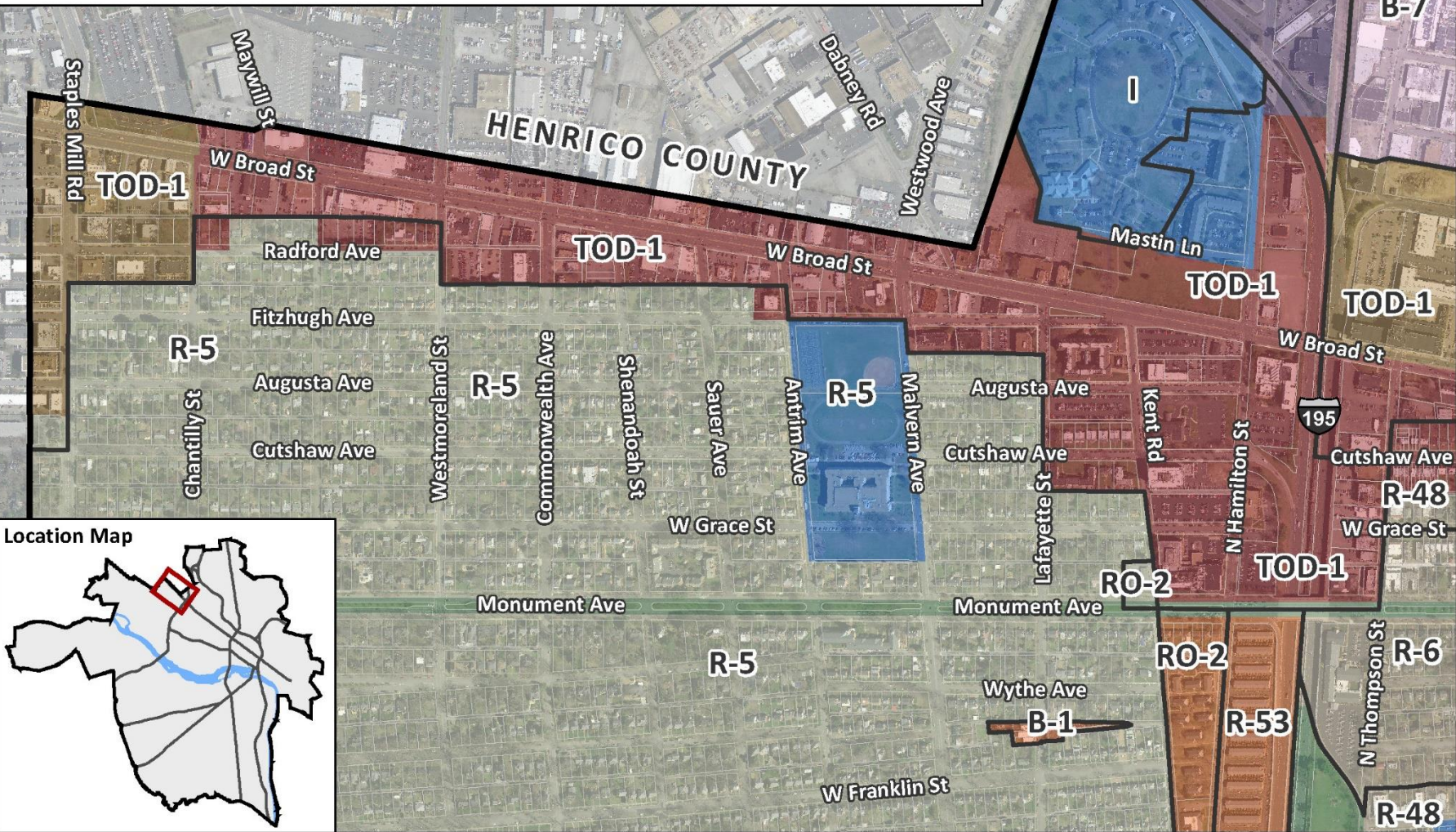
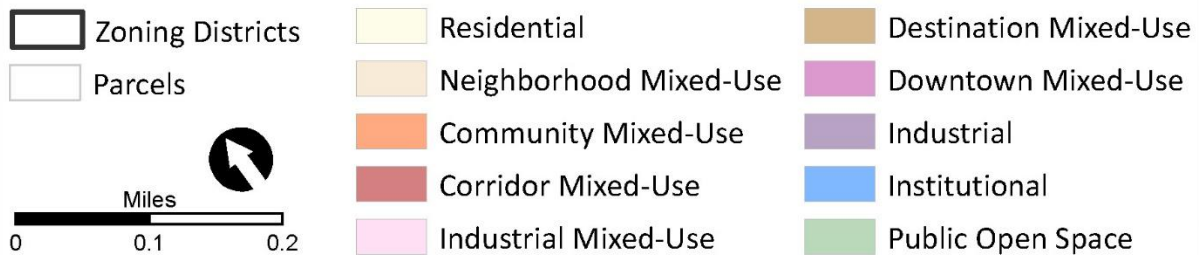


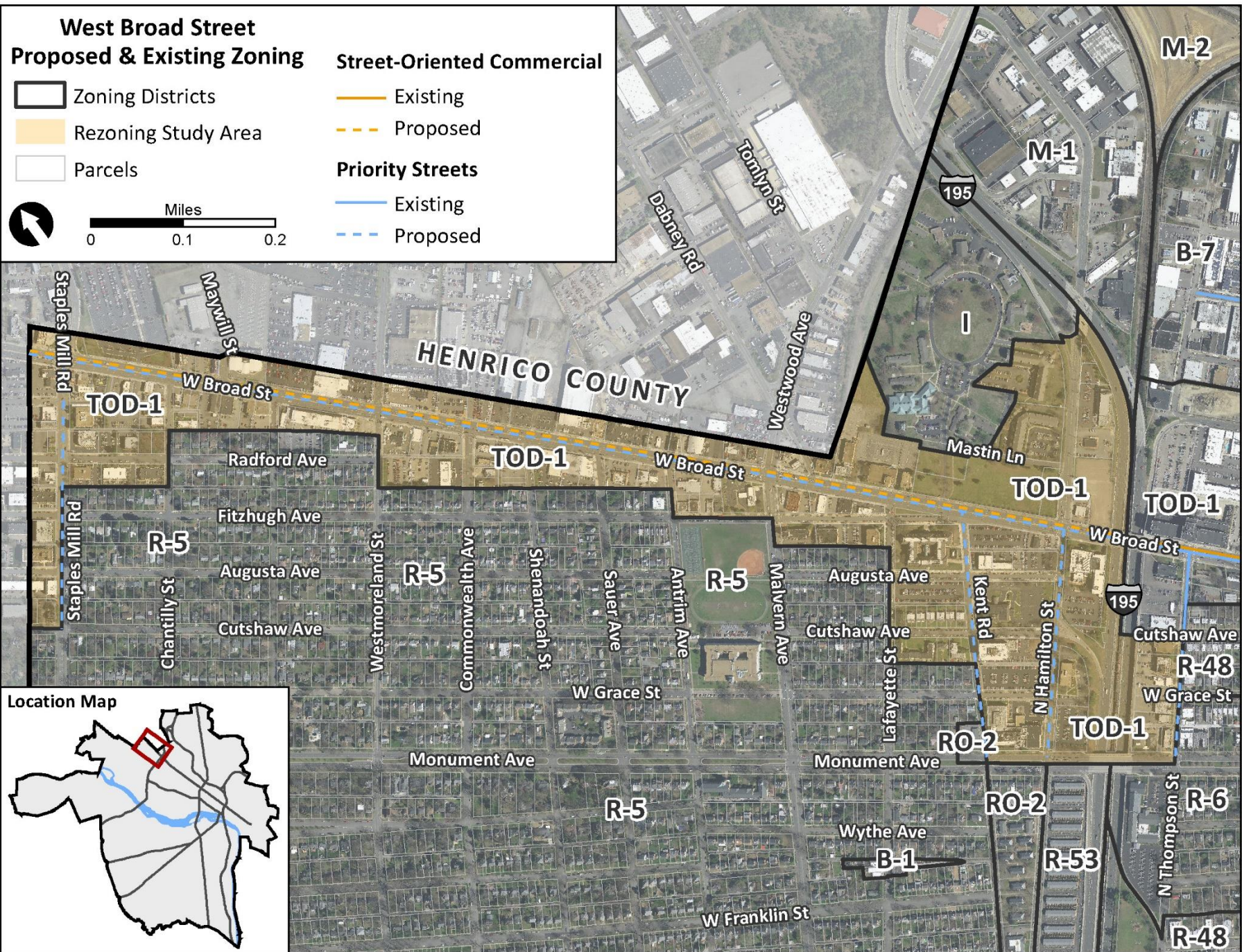
# Future Land Use – Corridor Mixed-Use

- Found along major commercial corridors and envisioned to provide for medium- to medium-high-density pedestrian- and transit-oriented development.
- Retail/office/personal service, multi-family residential, cultural, and open space.
- Buildings generally ranging from two to ten stories, based on street widths and depending on the historic context and stepping down in height adjacent to residential areas.



# West Broad Street - Proposed/Existing Zoning & Master Plan Land Use





# TOD-1 Uses: Permitted Principal and Accessory Uses

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- 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

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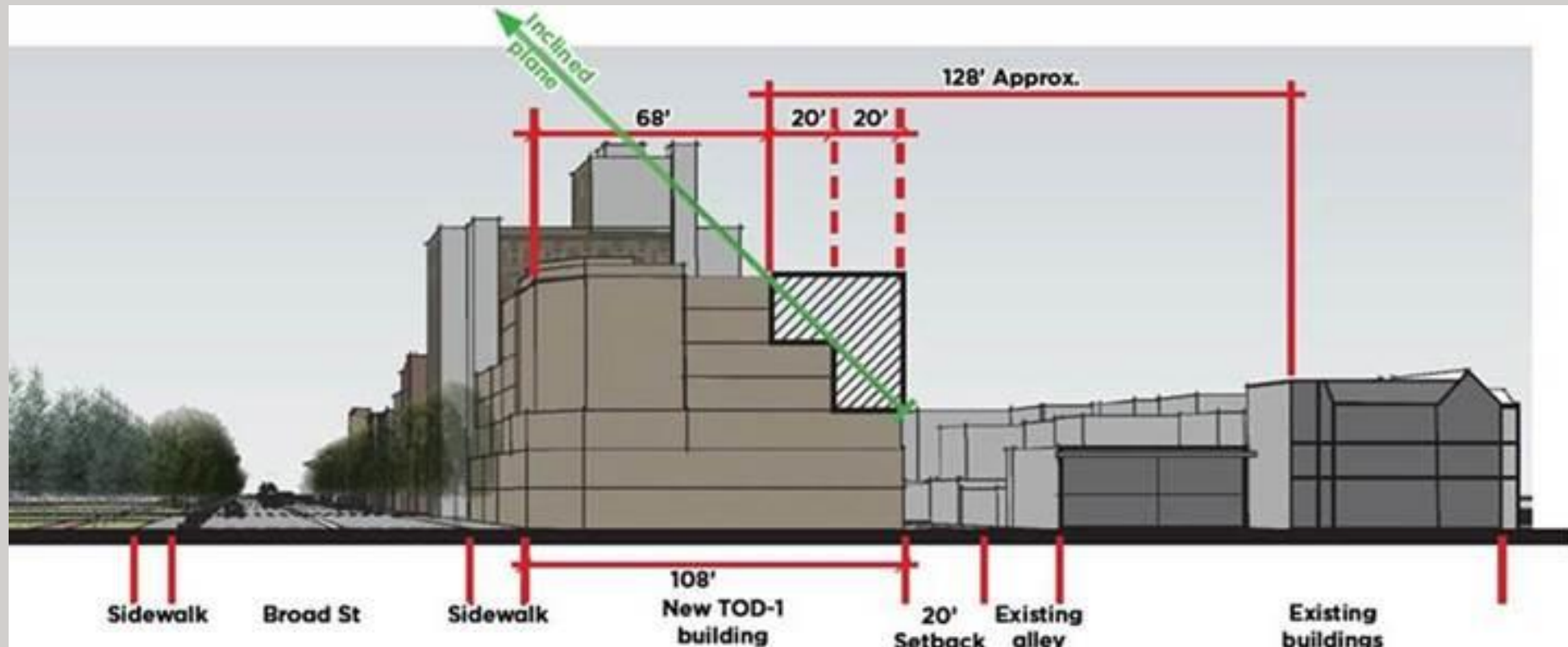
- Nightclubs
- Social service delivery

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



# TOD-1: Maximum and Minimum Building Height

- 12-story max, 2-story min
- When a rear or side lot line abuts or is situated across an alley from property in an R district, no portion of a building should penetrate an inclined plane originating from the third story of the property at the rear building wall and extending over the lot to the front lot line at an inclination of one foot horizontal for each one foot vertical.



# TOD-1: Yards

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## Front yard

- None required, except when there is a dwelling unit on the ground floor (10' min, 15' max).

## Side yard

- None required, except that where a side lot line abuts or is situated across an alley from property in an R district there shall be a side yard of not less than 20 feet in width.

## Rear yard

- None required, except that where a rear lot line abuts or is situated across an alley from property in an R district there shall be a rear yard of not less than 20 feet in depth.



# TOD-1: Parking & Other Special Characteristics

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## Parking

### Residential

- None required for buildings with fewer than 16 units
- 1 per 2 units over 16 units

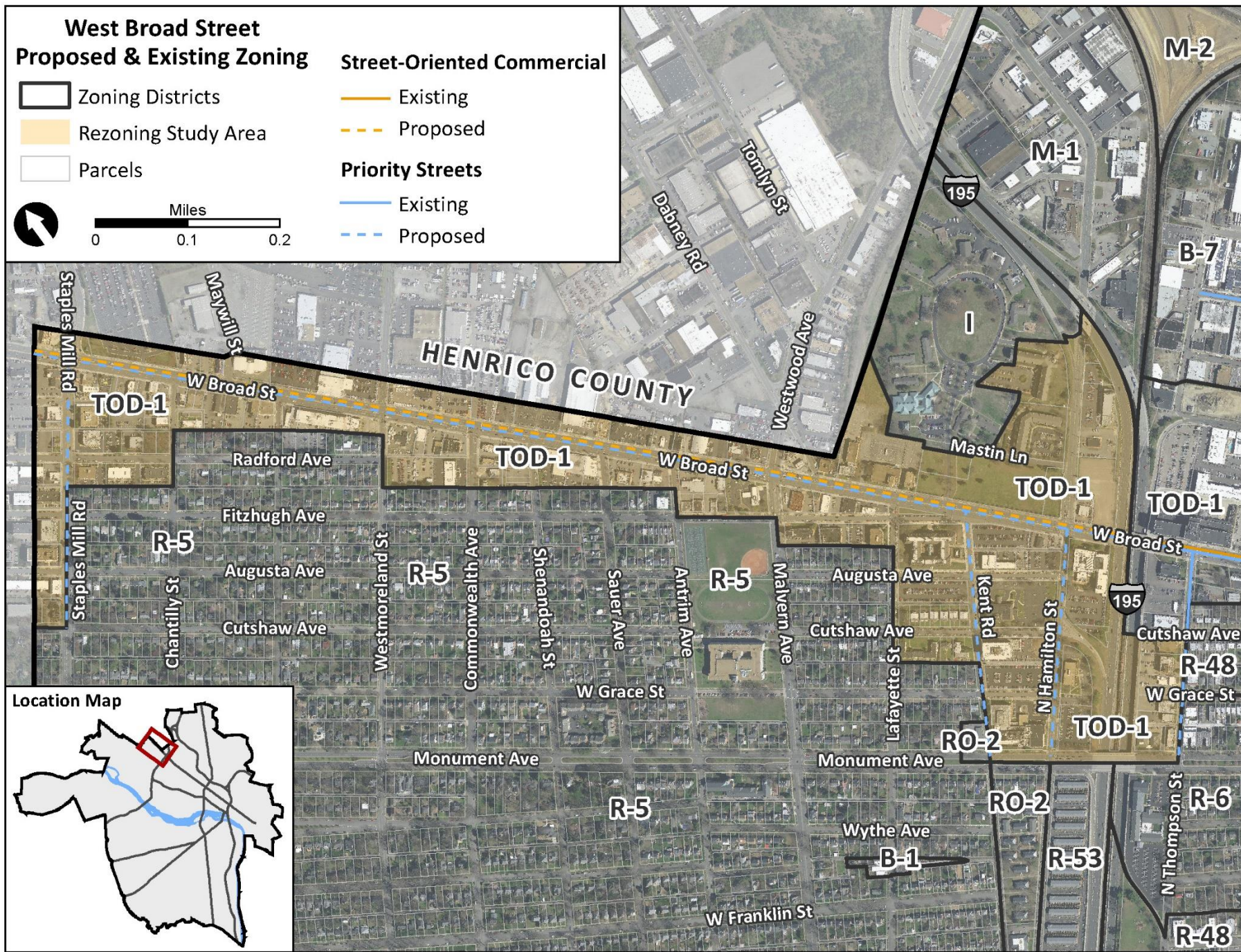
### Commercial

- None required
- Except for hotels and motels (1 per guestroom)

## Special Characteristics

- Fenestration (window) requirements
- Restrictions on location of parking lots and driveways
- Landscaping standards for parking areas





# Street-Oriented Commercial Frontage

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- 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

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- 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

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- 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.”
- 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).



# Public Engagement & Process Timeline

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## Rezoning Process

- **March 22, 2021:** Resolution 2021-R017 passed by City Council to rezone B-3 districts to TOD-1
- **September 20, 2021:** Presentation to City Planning Commission
- **October 20, 2021:** Virtual public meeting
- **January 2022:** Adoption by City Planning Commission & City Council
- <https://www.rva.gov/planning-development-review/rezonings>



# Questions and Comments

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