

**SUBJECT PROPERTY**

**PUP2022-00018**

**Zoning**

Master-Planned Community  
w/Commercial Uses

Brookland District



COUNTY OF HENRICO



John A. Vithoulkas  
County Manager

March 21, 2023

4911 Augusta LLC  
P.O. Box 2488  
Richmond, VA 23218

RE: Provisional Use Permit PUP2022-00018

Dear Sir/Madam:

The Board of Supervisors at its meeting on March 14, 2023, approved your request for a Provisional Use Permit under Sections 24-4205 and 24-2306 of Chapter 24 of the County Code to allow commercial uses and zoning modifications as part of a master-planned development on Parcel 773-736-5900 located on the south line of Augusta Avenue approximately 160' west of the intersection of Staples Mill Road (U. S. Route 33), subject to the following conditions:

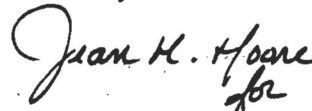
1. **Proffered Conditions.** All proffered conditions accepted with case REZ2022-00033 shall also be made part of this Provisional Use Permit.
2. **Master Plan.** All development on the property shall be in general conformance with the Master Plan titled "Plans and Metrics – Density Scheme EE, Augusta Avenue" dated September 23, 2022 prepared by Dwell Design Studio (see case file), unless otherwise approved at the time of Plan of Development review. Setbacks may be reduced from those otherwise required in the R-6 District, but in no case shall they be less than shown on the Master Plan.
3. **Architectural Design.** Any new buildings shall be constructed consistent with the elevations titled "Plans and Metrics – Density Scheme EE, Augusta Avenue" dated September 23, 2022 prepared by Dwell Design Studio (see case file), unless otherwise approved at time of Plan of Development review.
4. **Sidewalks.** Sidewalks shall be provided along all public street frontages, and internal pedestrian connections from new development areas shall be provided to such sidewalk.
5. **Streetscape.** Landscaping along Augusta Avenue must be provided consistent with the exhibit titled "Augusta Avenue Apartments" dated September 19, 2022 (see case file), unless otherwise approved at time of Plan of Development review.



6. **Pedestrian Lighting.** Site lighting shall be designed to provide lighting for pedestrians along adjacent public roadways and internal project areas in a manner approved at the time of lighting plan review.
7. **Parking.** Parking may be reduced in accordance with the parking plan titled "4911 Augusta Avenue", dated August 31, 2022, but shall in no case be less than the total number of parking spaces shown on the concept plan titled "Plans and Metrics – Density Scheme EE, Augusta Avenue" dated September 23, 2022 prepared by Dwell Design Studio (see case file).
8. **Amenities.** Amenities consistent with the Master Plan and proffers shall be provided on the property in a manner determined at the time of plan of development review.
9. **Residential Unit Size.** There shall be no dwelling units with 3 or more bedrooms.
10. **Utility Connection.** All development shall connect to county utilities.
11. **Residential Recycling Facilities.** Recycling shall be provided for the multi-family development for so long as the County either provides or sponsors some form of recycling. Outside recycling and refuse collection area(s) provided shall comply with the requirements set forth in section 24-4427 of the Zoning Ordinance.
12. **Parking on Augusta Avenue.** On-street parking spaces immediately adjacent to the property subject to this request shall be striped prior to the issuance of a Certificate of Occupancy on the property, or as otherwise approved at the time of Plan of Development.

The Planning Department has been advised of the action of the Board of Supervisors and requested to revise its records.

Sincerely,



John A. Vithoukias  
County Manager

pc: Andrew M. Condlin  
Director, Real Estate Assessment  
Henrico County Public Schools

AUGUSTA AVENUE - SCHEME EE											
Unit Type	Unit Net Area		P1	L1	L2	L3	L4	L5	L6	TOTAL	MIX
			UNIT 1A	1 BR / 1BA	572	0	0	4	4		
UNIT 1B	1 BR / 1BA	595	0	0	19	19	19	19	19	95	
UNIT 1C	1 BR / 1BA / D	721	0	0	2	2	2	2	2	10	78.13%
UNIT 2A	2 BR / 2BA	1,000	0	0	2	2	2	2	2	10	
UNIT 2B	2 BR / 2BA	1,050	0	0	5	5	5	5	5	25	21.88%
<b>Units per Floor</b>			<b>0</b>	<b>0</b>	<b>32</b>	<b>32</b>	<b>32</b>	<b>32</b>	<b>32</b>	<b>160</b>	<b>100.00%</b>
Net Area Per Floor Units			0	0	22,285	22,285	22,285	22,285	22,285	111,425	
Corr./Util./Stair/Elev./Tr./Load/Sto./Ramp			1,995	1,238	3,359	3,359	3,359	3,359	3,359	20,028	
Amenity/Commercial			0	4,662	0	0	0	0	0	4,662	
Parking			33,050	23,900	0	0	0	0	0	56,950	
<b>Gross Area Per Floor</b>			<b>35,700</b>	<b>29,800</b>	<b>25,644</b>	<b>25,644</b>	<b>25,644</b>	<b>25,644</b>	<b>25,644</b>	<b>193,720</b>	
Building Efficiency			N/A	N/A	87%	87%	87%	87%	87%	87%	
Average Gross area / Unit											<b>801</b>
Average Net area / Unit											<b>696</b>

AMENITY SPACE										
	P1	L1	L2	L3	L4	L5	L6			
COURTYARD (INCL POOL)			5,360							5,360
BALCONY AREA			1,450	1,450	1,450	1,450	1,450			7,250
TOTAL										12,610

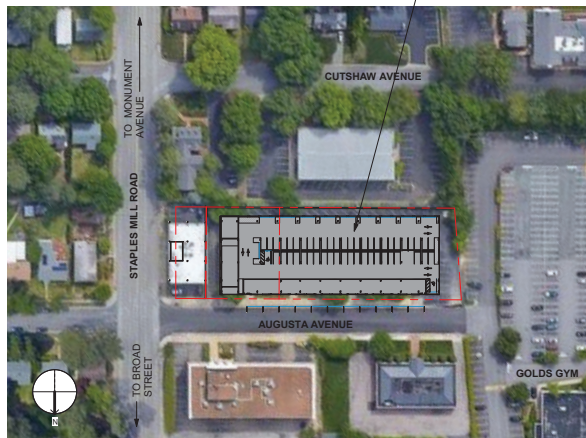
TOTAL COMBINED LOT AREA	42,981
OPEN SPACE REQUIRED	10%
OPEN SPACE PROVIDED	13%

**note:**

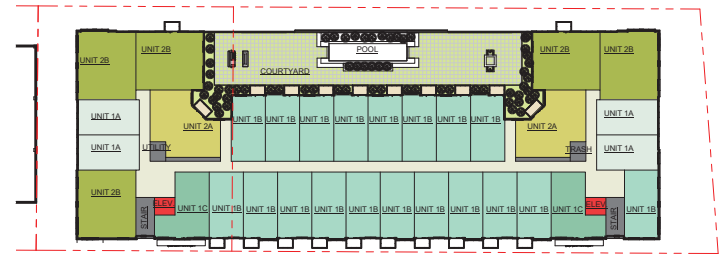
<b>Building Gross Definition</b>	Measured at exterior face of stud @ perimeter walls.
<b>Building Net Definition</b>	Total of Unit Net areas.
<b>Building Efficiency Definition</b>	Building Net area divided by Building Gross area
<b>Unit Gross</b>	Building Gross area divided by # of units. Not including floors without units.
<b>Unit Net Area (U.N.A.)</b>	Measured at exterior face of stud at perimeter walls; centerline of demising walls; exterior face of corr.walls.

1. All square footages are approximate and subject to refinement
2. Unit mix may vary slightly from final version.

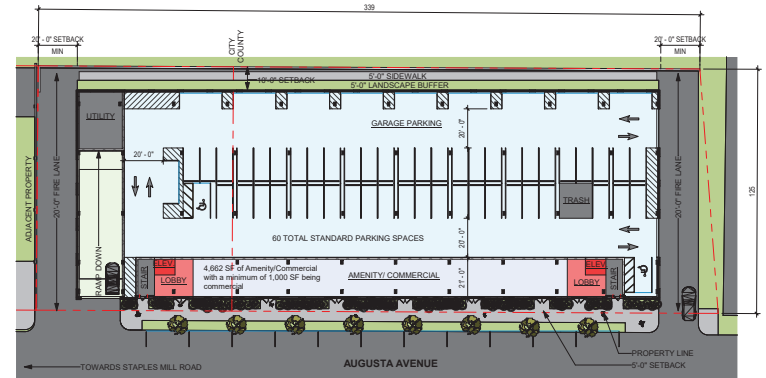
PARKING PROVIDED	
GARAGE (LEVEL 1 AND P1)	168
SURFACE	0
STREET PARALLEL	11
TOTAL	179



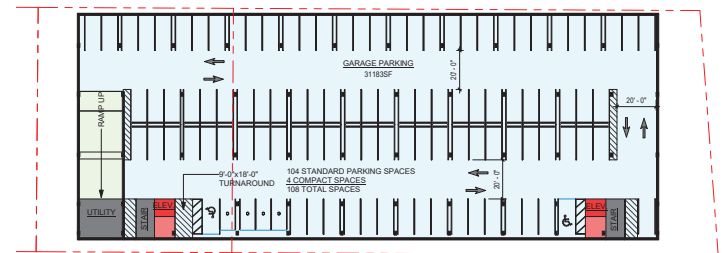
VICINITY MAP



3 LEVEL 02 - LEVELS 03 THRU 06 SIMILIAR  
1" = 30'-0"



2 LEVEL 01 - GROUND FLOOR  
1" = 30'-0"



1 PARKING - BELOW GRADE  
1" = 30'-0"

# PLANS AND METRICS - DENSITY SCHEME EE

**AUGUSTA AVENUE**  
4907 AUGUSTA AVENUE  
OWNER: 4911 AUGUSTA, LLC  
09.23.22

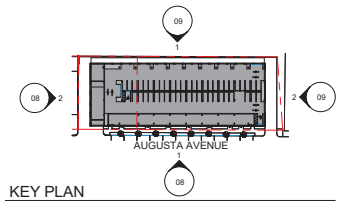




1 NORTH ELEVATION  
3/32" = 1'-0"



2 EAST ELEVATION  
3/32" = 1'-0"



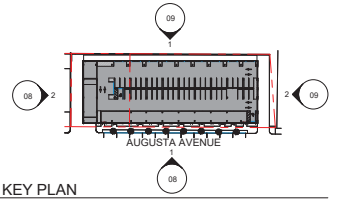
KEY PLAN



1 SOUTH ELEVATION  
3/32" = 1'-0"



2 WEST ELEVATION  
3/32" = 1'-0"



KEY PLAN



# EXTERIOR ELEVATIONS

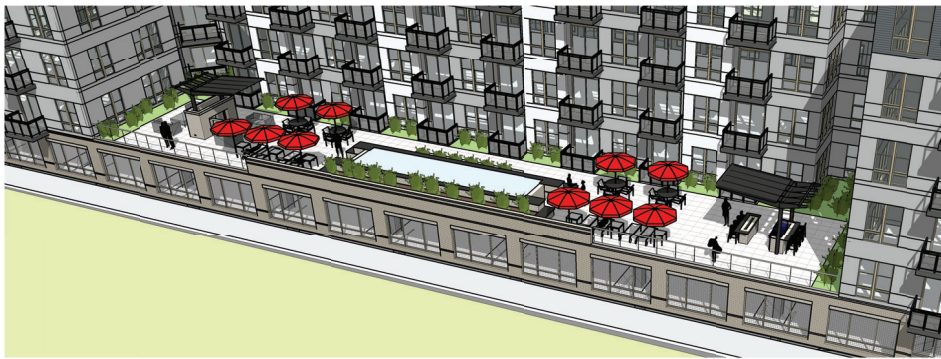
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**AUGUSTA AVENUE**  
4907 AUGUSTA AVENUE  
OWNER: 4911 AUGUSTA, LLC  
09.23.22  
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1 NORTHEAST CORNER



3 COURTYARD CONCEPT



2 NORTHWEST CORNER

## CHARACTER VIEWS

PUP2022-00018

## AUGUSTA AVENUE

4907 AUGUSTA AVENUE  
OWNER: 4911 AUGUSTA, LLC  
09.23.22



# AUGUSTA AVE APARTMENTS

## Streetscape Examples





# AUGUSTA AVE APARTMENTS

Streetscape Examples



August 31, 2022

Benjamin W. Sehl, Planner IV  
Henrico County Planning Department  
P.O. Box 90775, Henrico, VA, 23273

**RE: 4911 Augusta Avenue (GPIN 773-736-5900)**

Dear Mr. Sehl,

Parker Design Group has conducted a parking study on behalf of 4911 Augusta LLC (the “Applicant”) in support of the proposed rezoning at 4911 Augusta Avenue in the County of Henrico (the “Property”). The purpose of this study was to assess the adequacy of proposed off-street parking and existing on-street parking in supporting the redevelopment of the Property for purposes of a mixed-use building containing no more than 160 residential units and approximately 4,662 square feet of commercial/amenity space. The study includes observation of the existing parking demand within the parkingshed of the Property as well as an evaluation of the future parking demand related to the proposed development of the site.

### **Study Methodology**

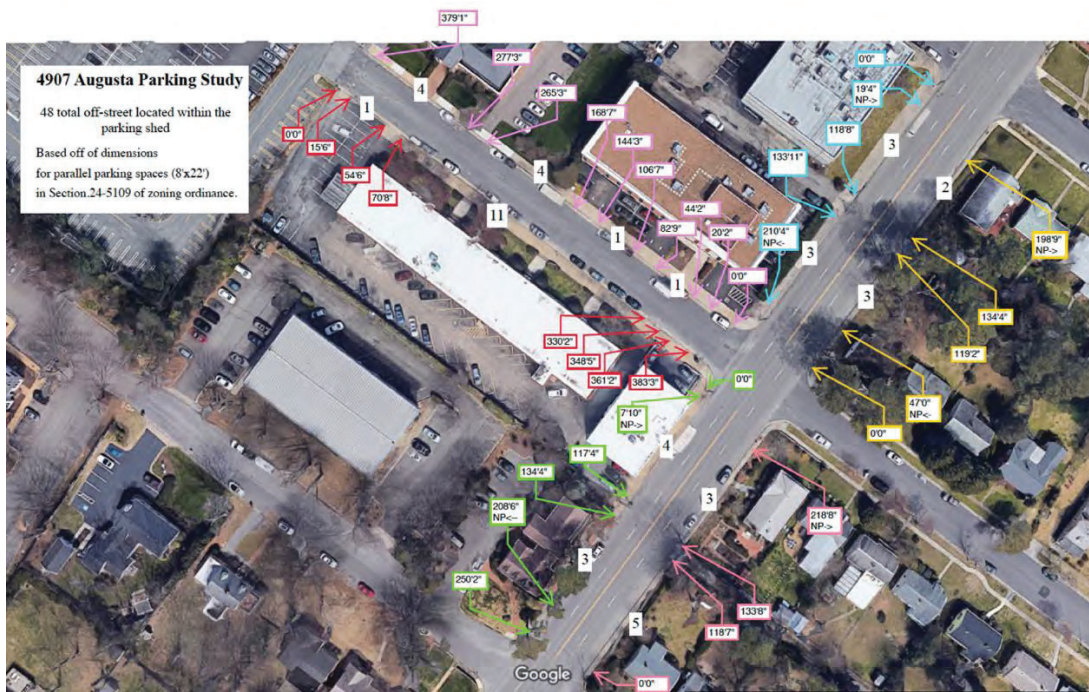
The methodology utilized for this study includes:

- (1) Identification and evaluation of the parkingshed and available on-street parking in the vicinity of the Property;
- (2) Determination of existing parking demand and surplus on-street parking within the parkingshed;
- (3) Determination of the expected future parking demand for the proposed use of the Property;
- (4) Comparison of the proposed parking supply (on-street and off-street) with the projected future parking demand;
- (5) Evaluation of parking required based on County of Henrico off-street parking standards.

#### *1) Identification of the Parkingshed*

The parkingshed identified for the purpose of the study includes the on-street parking spaces located on: the east and west sides of Staples Mill Road (between Augusta Avenue and Fitzhugh Ave; the north and south sides of Augusta Avenue (between Staples Mill Road and the Willow Lawn shopping center parking lot); and the east and west sides of Staples Mill Road (between Augusta Avenue and Cutshaw Avenue). The parkingshed was evaluated according to the Zoning Ordinance, Sec. Section 24-5109, to determine the available on-street parking spaces. Based on this analysis there are 48 existing on-street parking spaces available within the parkingshed (Figure 1, next page).





**Figure 1: Measured distances of available on-street parking**

## 2) Existing On-Street Parking Demand and Surplus On-Street Parking

The existing parking demand was determined by conducting parking counts within the defined parkingshed during times of higher parking demand. This included 8 weekday observations before and after the typical working day when most residential uses would exhibit a higher demand as well as two Sunday observations. The observations reveal light usage of on-street parking as, on average, less than 4 vehicles (3.9) were parked within the parkingshed. On average, over 44 (44.10) surplus on-street parking spaces were available with a minimum availability of 40 spaces. This equates with 91.8% of the available parking spaces being unoccupied on average. The counts for individual days and frontages are included in Table 1 (below).

Observations of Current On-Street Parking Demand at 4907-4911 Augusta Ave and Surrounding Block Frontages											
	8/21/22	8/21/22	8/22/22	8/22/22	8/23/22	8/23/22	8/24/22	8/24/22	8/25/22	8/26/22	
	Sunday 12PM	Sunday 6PM	Monday 7AM	Monday 7PM	Tuesday 730 AM	Tuesday 7PM	Wednesday 7AM	Wednesday 7PM	Thursday 7AM	Friday 7AM	
Staples Mill (E) N. of Augusta	0	0	0	0	0	0	0	0	0	0	
Staples Mill (W) N. of Augusta	0	0	0	0	0	0	0	0	0	0	
Staples Mill (E) S. of Augusta	0	0	0	0	0	0	0	0	0	0	
Staples Mill (W) S. of Augusta	1	1	1	1	2	2	2	2	2	0	
Augusta (N)	1	0	0	0	0	0	0	0	0	0	
Augusta (S)	6	2	2	2	3	2	2	2	1	2	
	Sunday 12PM	Sunday 6PM	Monday 7AM	Monday 7PM	Tuesday 730 AM	Tuesday 7PM	Wednesday 7AM	Wednesday 7PM	Thursday 7AM	Friday 7AM	Average
Cars Parked	8	3	3	3	5	4	4	4	3	2	3.90
On-Street Parking Supply	48	48	48	48	48	48	48	48	48	48	48.00
Spaces Available	40	45	45	45	43	44	44	44	45	46	44.10
Percent Occupied	17%	6%	6%	6%	10%	8%	8%	8%	6%	4%	8.13%

**Table 2: Parking Observations and Averages**

**3) Expected Future Parking Demand for the Proposed Use of the Property**

The proposed development would include a mixed-use building containing no more than 160 residential units and approximately 4,662 square feet of commercial/amenity space. Future parking demand for the Property was determined by utilizing the ITE Parking Generation, 5th Edition, publication (“the ITE Manual”). The ITE Manual provides peak parking demand rates for various land uses based on empirical nationwide studies. In this case the land use is categorized as “Multifamily Housing (Mid-Rise),” as the proposed development is between three and ten stories tall.

It is worth noting that for this land use the ITE Manual utilized 39 studies of urban/suburban sites which were not within 1/2-mile of rail transit. Using this standard for the Property is somewhat conservative, as it does not factor in the proximity of the Property to the GRTC Pulse bus rapid transit system and the transit-oriented development and lessened vehicular dependency that it is intended to support.

The ITE manual provides two methods for calculating peak parking generation for the “Multifamily Housing (Mid-Rise)” use. Peak parking demand can be assessed on (1) a per unit or (2) a per bedroom basis as shown in Table 2 (below). The proposed development would include 125 one-bedroom dwellings (78%) and 35 two-family dwellings (22%), for a total of 195 bedrooms and an average of 1.22 bedrooms per dwelling unit. The ITE study’s “per unit” calculation implies a much higher percentage of two-family dwellings (greater than 50%) and thus would tend to overstate peak parking demand relative to the proposed development. For this reason, we believe that the “per bedroom” method is more appropriate for assessing this project.

ITE Peak Parking Generation Rates		
(General Urban/Suburban)		
Time Period	# of Units	# of Bedrooms
Monday - Friday	$P = 1.34 (x) - 8.73$	$P = 0.82 (x) - 20.37$
Saturday	$P = 1.22 (x)$	$P = 0.77 (x)$

**Table 2: ITE Parking Generation Manual (5<sup>th</sup> Edition) Parking Rates**

When using calculations based on bedroom count the parking demand ranges between 139.53 and 150.15 spaces. The projected parking demand based on ITE guidance is shown in Table 3 (below).

ITE Peak Parking Generation Rates		
(General Urban/Suburban)		
Time Period	195 # bedrooms	
Monday - Friday	$P = 0.82 (195) - 20.37$	139.53
Saturday	$P = 0.77 (195)$	150.15

**Table 3: ITE Parking Generation Calculations**

4) *Projected Parking Demand vs. Projected Parking Supply*

The projected parking demand vs. projected supply is evaluated in Table 4 (below). This table compares parking generation according to the ITE Manual based on bedroom count (“Bedroom (BR) Method”). As mentioned above, the proposal is predominately comprised of 1-bedroom units and therefore the Bedroom Method calculations should be more reflective of the ITE findings as they relate to this proposal.

Parking demand under the Bedroom Method is projected to be 150.15 spaces (weekdays) and 139.53 spaces (Saturdays). This parking demand would be satisfied by the proposed 168 off-street parking spaces with 83% of the on-site parking occupied on weekdays and 89% utilized on Saturdays. This would equate with surplus on-site parking of 17 spaces on weekdays and 28 spaces on Saturdays.

Projected Parking Demand vs. Projected Parking Supply		
BEDROOM METHOD	Off-Street Spaces Available	168
	On-Street Spaces Available (avg.)	44
	Total Spaces Available	212
	Projected Parking Demand M-F (BR method)	139.53
	% of OFF-STREET parking utilized M-F (BR Method)	83.05%
	Projected Parking Demand Sat. (BR method)	150.15
	% of OFF-STREET parking utilized Sat. (BR Method)	89.38%

**Table 4: Parking Demand and Supply Comparison**





The below table (Table 6) applies the time-of-day demand factors per Table 5113, calculates shared demand for each time period throughout a typical day, and identifies the highest shared parking demand as the minimum amount of parking required for the development. This requirement is calculated at 163 spaces:

Table 5113: Shared Parking Time-of-Day Parking Ratios (4911 Augusta Ave Proposal)						
Use Classification, Category, or Type	Weekdays			Weekends		
	2 AM to 7 AM	7 AM to 6 PM	6 PM to 2 AM	2 AM to 7 AM	7 AM to 6 PM	6 PM to 2 AM
<b>Office</b>	20%	100%	20%	5%	10%	0%
Total spaces req'd	12	12	12	12	12	12
spaces req'd per time	2.4	12.0	2.4	0.6	1.2	0.0
spaces req'd per time rounded up	<b>3.0</b>	<b>12.0</b>	<b>3.0</b>	<b>1.0</b>	<b>2.0</b>	<b>0.0</b>
<b>Residential</b>	100%	60%	100%	100%	80%	100%
Total spaces req'd	160	160	160	160	160	160
spaces req'd per time	160.0	96.0	160.0	160.0	128.0	160.0
spaces req'd per time rounded up	<b>160.0</b>	<b>96.0</b>	<b>160.0</b>	<b>160.0</b>	<b>128.0</b>	<b>160.0</b>
<b>SUM OF SPACES REQ'D PER TIME</b>	<b>163.0</b>	108.0	<b>163.0</b>	161.0	130.0	160.0

Based on Section 24-5113 of Henrico County Zoning Ordinance

**Table 6: Shared Parking Time-of-Day Ratios and Totals**

The peak shared parking demand of 163 parking spaces would be accommodated by the proposed 168 on-site parking spaces with 5 surplus parking spaces left over. Per Table 6, this demand would be generated on weekdays from 2AM to 7AM and 6PM to 2AM. In addition to the proposed off-street parking, our observations revealed light usage of on-street parking during these time ranges. During these times, less than 4 vehicles were observed within the parkingshed with a minimum availability of 40 on-street spaces in excess of the parking requirement being available for use during times of peak demand.

### Conclusion

The development of the Property with a mixed-use building containing no more than 160 residential units and approximately 4,662 square feet of commercial/amenity space is projected to generate a parking demand of 150.15 spaces (weekdays) and 139.53 spaces (Saturdays) according to the ITE Manual. A conservative parking requirement based only on the Henrico Zoning Ordinance and not accounting for lesser standards in the City of Richmond would be 163 parking spaces. Both the projected parking demand and the required parking would be accommodated by the proposed 168 off-street parking spaces. Therefore, the proposed off-street parking would be more than adequate for the future parking demand related to the Property.

In addition, observations revealed light usage of on-street parking as less than 4 vehicles were typically parked within the parkingshed. On average, over 44 surplus on-street parking spaces were available with a minimum availability of 40 spaces during any given observation. This equates with a combined surplus of 57 on-street and off-street parking spaces available for use during times of peak demand per the ITE Manual and a surplus of 45 on-street and off-street parking spaces according to Henrico County shared parking requirements. This suggests a

significant inventory of surplus parking, in excess of projected demand, would be available in the immediate vicinity.

Finally, it bears repeating that given the development context there are viable transportation options which are not reflected in the ITE guidance where parking is concerned. The Property is also located in close proximity to the Pulse Corridor, which provides individuals easy access to the Pulse and to the local transit network, which should enable less dependency on auto-travel. In addition, multiple GRTC Bus Routes are available on Staples Mill Road including the 18, 19, 76 and 79 Routes as well as the 50 and 91 routes on Willow Lawn Drive providing direct service to different parts of the County/City. Walking and biking to accomplish everyday tasks would be a legitimate option for individuals living or working at the Property. As additional compact and connected development unfolds along the Pulse corridor parking demand on a project-by-project basis may lessen over time.

Respectfully submitted,  
**PARKER DESIGN GROUP, Inc.**



Clay Grogan, LA, LS  
Owner/Principal