

Rezoning – R-5C (Proffer Amendment)

1051 & 1351 Peach Grove Ave



*Note: Building footprint shown on subject site is the proposed location and has not been constructed





East



West



South

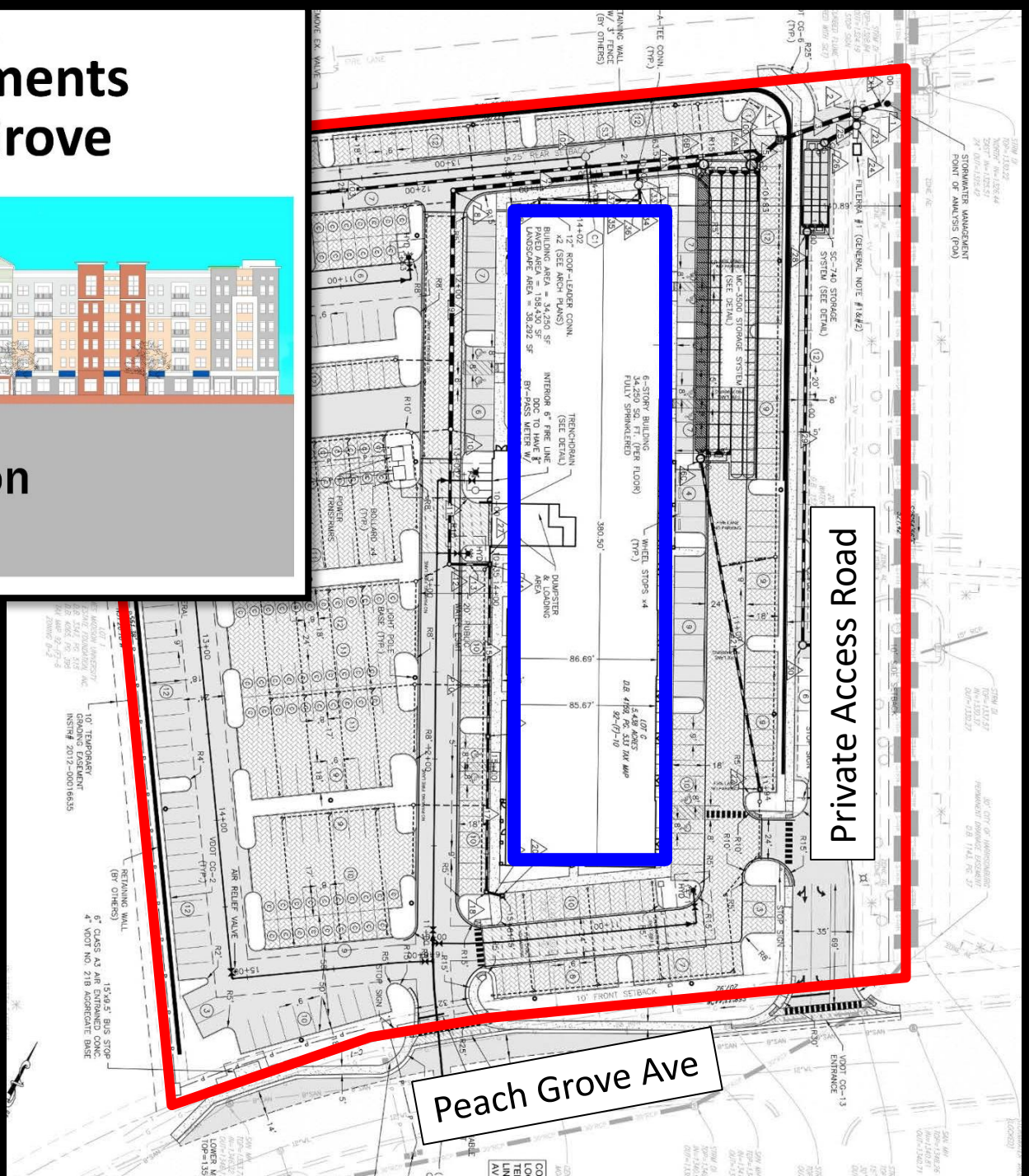
- **June 2019 – property rezoned from B-2 to R-5C and received approval of 3 SUPs.**
 - **mixed use building (which was also proffered)**
 - **Planned for approximately 20 – 1-bedroom units, 20 – 2-bedroom units, 30 – 3-bedroom units, and 50 – 4-bedroom units for a total of 120 total units (not proffered)**
- **Jan/Feb 2020 – pre-requisites and engineered comprehensive site plans were submitted**
 - **mixed use building with 100 – 4-bedroom units**
- **Aug 2020 – site plan accepted for construction**
- **Sept 2020 – building plans submitted**

Exhibit D-1

The Apartments @ Peach Grove



Elevation



Private Access Road

Peach Grove Ave

Existing Proffers (Approved in 2019)

- 1) The site shall contain residential and non-residential uses.
 - a) There shall not be any residential dwellings located on the first floor of any building. However, the first floor of buildings may contain residential lobby area and other residential amenities for use by residential tenants, such as recreational facilities, computer room, and laundry, etc. These amenities shall not be counted as non-residential.
 - b) A minimum of 15,000 square feet of non-residential uses as permitted by Section 10-3-55.4(4) (i.e. retail stores, convenience shops, personal service establishments, restaurants (excluding those with drive-through facilities), and business and professional offices shall be contained on the first floor of buildings. The proffer does not preclude the property from adding non-residential uses up to the entire first floor of any building.
- 2) The site shall contain no more than 400 bedrooms.
- 3) No more than two rows of parking and associated drive aisles can be located between any building and Peach Grove Avenue and between any building and the existing private access road on the property.
- 4) A sidewalk shall be provided along the southwestern side of the private access road from Peach Grove Avenue to tax map parcel 92-F-11 as generally depicted on the submitted layout titled “The Shoppes at Peach Grove” dated February 23, 2019.
- 5) A right-turn taper shall be provided for the proposed driveway. The taper shall have a minimum taper length of 125 feet.

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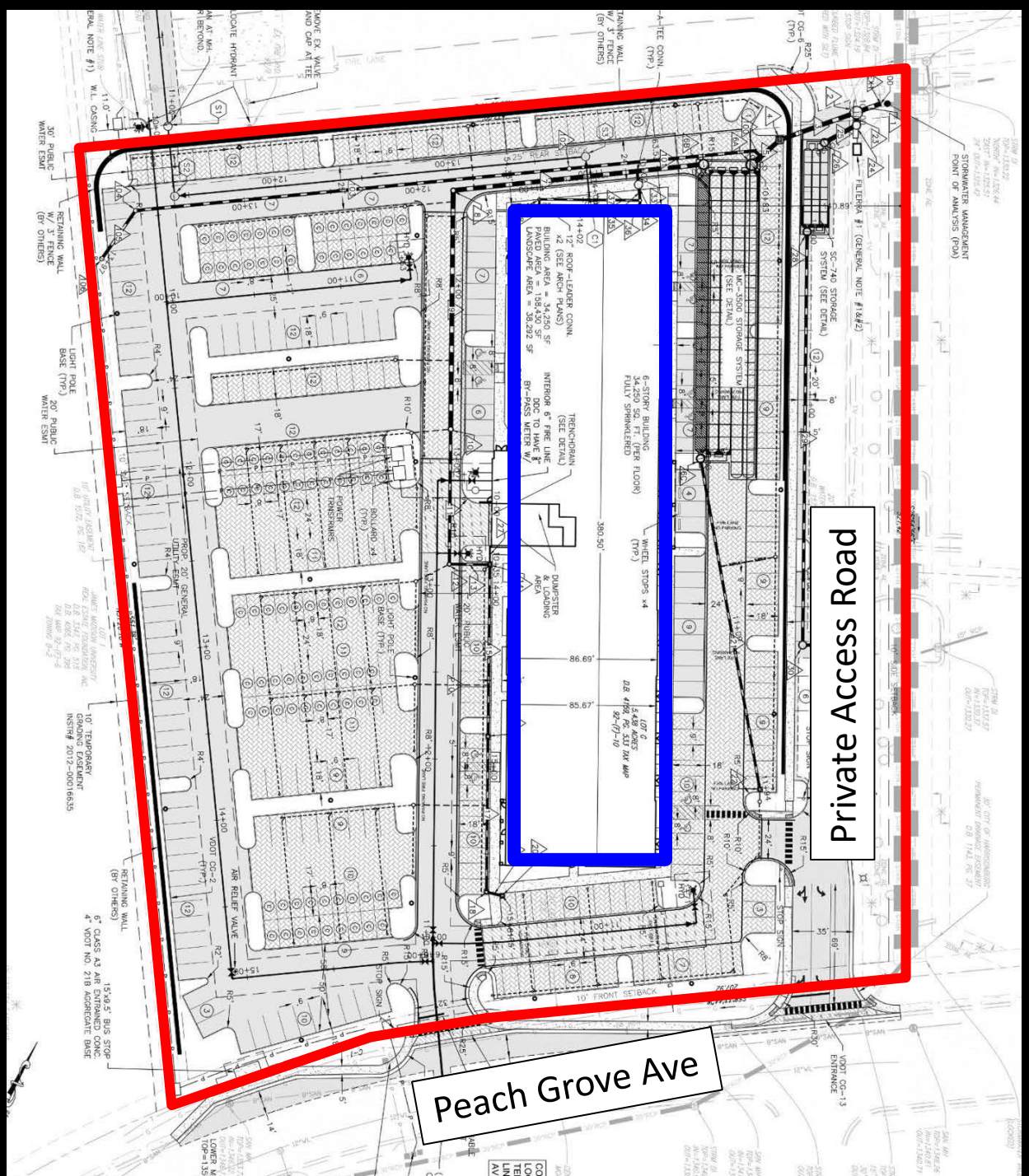
Proposed, Revised Proffers

1. The site shall contain no more than 460 bedrooms.
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3. A sidewalk shall be provided along the southwestern side of the private access road from Peach Grove Avenue to tax map parcel 92-F-11 as shown on the accepted site plan with the project name, "The Shoppes at Peach Grove" dated August 17, 2020.
4. A right-turn taper shall be provided for the proposed driveway. The taper shall have a minimum taper length of 125 feet as shown on the accepted site plan with the project name.
5. A bus pull off will be constructed along with a concrete pad for a bus shelter, and a bus shelter easement will be dedicated to the City at a location acceptable to the Department of Public Transportation.
6. All traffic generating uses from the site shall not exceed the maximum number of trips in the traffic impact study accepted by the Harrisonburg Department of Public Works on April 2, 2019, as calculated using the latest edition of the Institute of Transportation Engineers' Trip Generation Manual.

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Excerpt of
Exhibit D-2,
Accepted Engineered
Comprehensive Site
Plan



Staff recommended layout in 2019





DEER RUN

NEFF AVE

B

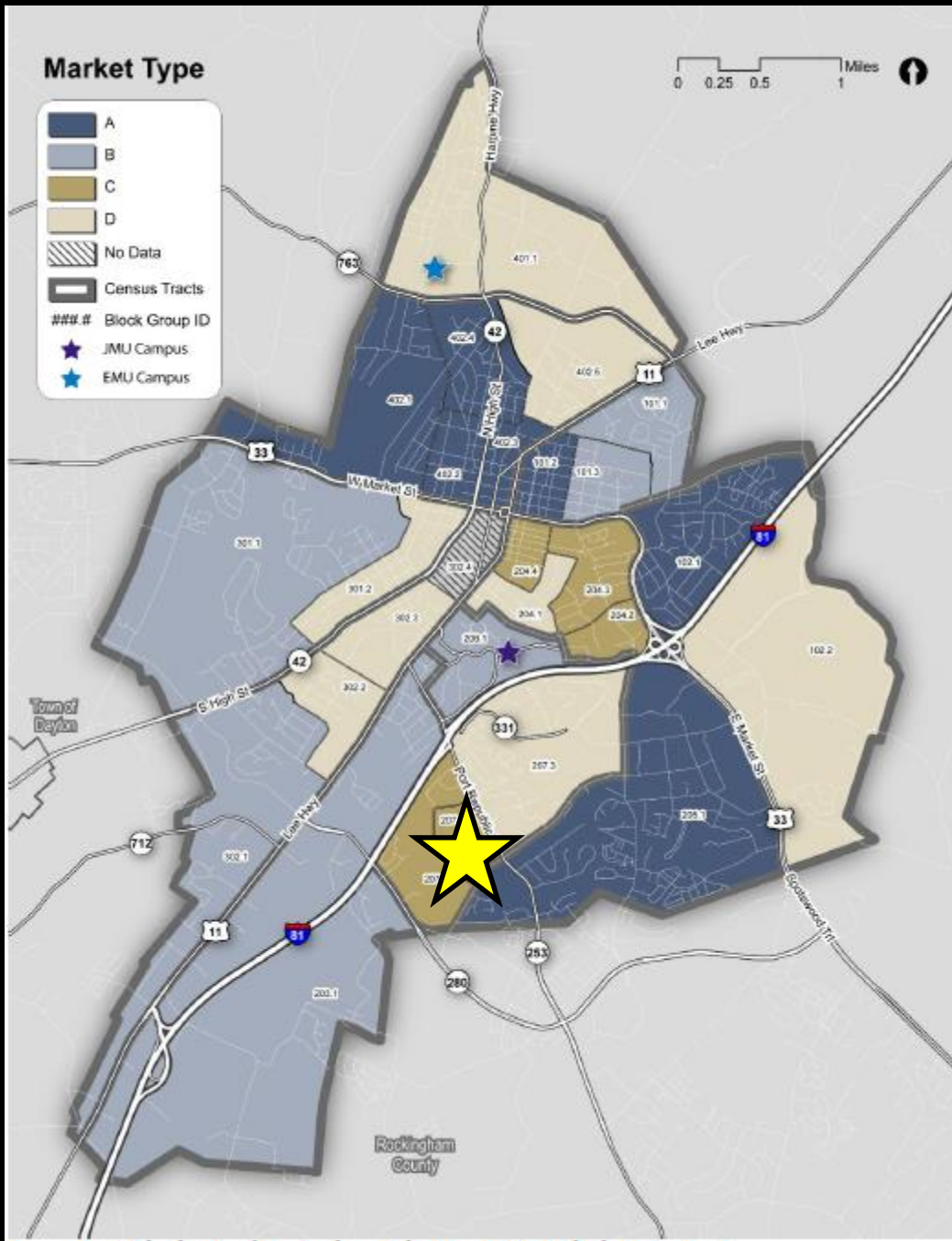
A

PEACH GROVE AVE

PORT REPUBLIC RD

2021 Housing Study

- The City's rental market is comparably tight with rental vacancy rates as low as 2 – 3.5 percent. This creates high levels of competition for scarce units and where the lowest income households have the fewest options.
- College students drive population growth and the housing market. The demand for off-campus units for college students exerts upward pressure on rental rates, pricing out non-student households.
- There is strong demand for expanding rental housing inventory at the lowest and highest income spectrums. In other words, the number of households in the lowest income group and the highest income group significantly exceed the number of housing units available for and affordable to them.
- There are very few studio apartments. Smaller units are ideal for the creation of supportive housing.



Located in Market Type C

“Market Type C has above median access to amenities yet is the most affordable market type in the City. The creation and preservation of affordable housing and construction of middle income housing would be appropriate here as there are already amenities in place that would make these areas attractive locations for housing..”

“[h]aving an adequate supply of smaller apartments in Market Types A and C is important because these block groups have higher scores for access to amenities such as jobs, parks, full-service grocery stores, and public transit.”

- Consider proffering multi-family buildings to have 1, 2, and 3-bedroom units.
- Consider a Zoning Ordinance amendment to allow residential uses in B-2 by SUP at 38 units per acre rather than R-5's 24 units per acre density.

Recommendation

Staff and Planning Commission (5-0) recommend denial of the rezoning to amend the proffers.