



Application for **REZONING/CONDITIONAL REZONING**

Department of Planning and Development Review
Land Use Administration Division
900 E. Broad Street, Room 511
Richmond, Virginia 23219
(804) 646-6304
<http://www.richmondgov.com/>

Project Name/Location

Property Address: 600, 602, 606 Commerce Road Date: October 14, 2020
Tax Map #: 80000325001, 80000325002, 80000325003 Fee: \$1,500
Total area of affected site in acres: 0.371

(See **page 6** for fee schedule, please make check payable to the "City of Richmond")

Zoning

Current Zoning: M-2
Existing Use: Commercial/Surface Parking

Proposed Zoning/Conditional Zoning

(Please include a detailed description of the proposed use and proffers in the required applicant's report)

TOD-1
Existing Use: Commercial/Surface Parking

Is this property subject to any previous land use cases?

Yes No If Yes, please list the Ordinance Number: _____

Applicant/Contact Person: Lory Markham

Company: Markham Planning
Mailing Address: 2314 West Main Street
City: Richmond State: VA Zip Code: 23220
Telephone: (804) 248-2561 Fax: ()
Email: lory@markhamplanning.com

Property Owner: Commerce Road LLC

If Business Entity, name and title of authorized signee: Pinson Neal

(The person or persons executing or attesting the execution of this Application on behalf of the Company certifies that he or she has or have been duly authorized and empowered to so execute or attest.)

Mailing Address: 4901 Dickens Road, Suite 119
City: Richmond State: VA Zip Code: 23230
Telephone: (804) 334-3421 Fax: ()
Email: pneal@landmark-property.com

Property Owner Signature: 

The names, addresses, telephone numbers and signatures of all owners of the property are required. Please attach additional sheets as needed. If a legal representative signs for a property owner, please attach an executed power of attorney. Faxed or photocopied signatures will not be accepted.



October 14, 2020

Mr. Mark Olinger, Director
Department of Planning & Development Review
900 East Broad Street, Suite 511
Richmond, VA 23219
Mark.Olinger@richmondgov.com

RE: Applicant's Report for Rezoning Application at 600, 602 and 606 Commerce Road

Dear Mr. Olinger,

Please accept this letter as the amended Applicant's Report for the rezoning application for 600, 602 and 606 Commerce Road. With this application Commerce Road LLC is petitioning the City Council to rezone the three properties from M-2 Heavy Industrial to TOD-1 Transit Oriented Development. This rezoning will facilitate the future redevelopment of the properties with primarily residential uses, parking and commercial fronting on Commerce Road.

Site

The property is located at the intersection of Marx Street and Commerce Road. It is comprised of three tax parcels totaling 0.371 acres (16,135 square feet). The property is improved with a small one-story restaurant and a gravel surface parking area.

Zoning

The property is currently located in the M-2 Heavy Industrial Districts, which permits a wide variety of commercial, industrial, drive-through, gas station and service uses, many of which could be considered noxious or undesirable this southern gateway to the City. There are no yard setback requirements in either district. A base building maximum height of 45 feet is permitted at the property line. Additional height is allowed and based on an incline plane from the centerline of the abutting streets.

This application requests a rezoning to the TOD-1 Transit Oriented Development District to allow for residential uses and the redevelopment of the currently underutilized properties. This district encourages walkable transit-oriented development to promote enhancement of the character of development along principal corridors such as Commerce Road, at key gateways and nodes of high activity located near transit services, bicycle infrastructure, and pedestrian-friendly streetscapes. It permits a wide variety of uses such as art galleries, grocery stores, hotels, offices, restaurants and retail stores. The TOD-1 district would prohibit the noxious commercial and industrial uses currently allowed

and would permit the redevelopment of the property with a mix of uses appropriate to context of the site.

The TOD-1 district includes form-based requirements that are not found in the existing industrial zoning districts, which will ensure that any development of the site is more urban in character and will provide activity on the street. These requirements include such things as regulation on the location and screening of parking decks and lots, fenestration and setbacks maximums. There is no setback requirement in the TOD-1 district for uses other than residential and height is limited to twelve stories. This will require new development to be located closer to the street and provide for a more engaging streetscape. Additionally, any development of the site as a mixed-use residential project with more than 10 units or greater than 50,000 square feet will require a plan of development to be approved by the Director of Planning and Development Review to ensure compatibility with the district and the character of the surrounding area.

Master Plan

The City's 2001 Master Plan recommends Industrial land uses for the property. The TOD-1 district was created after the adoption of the 2001 Master Plan and has been used in places that are transitioning from predominantly industrial areas to areas with larger range of retail and residential uses. The 2001 Master Plan identifies Commerce Road as a Principal Arterial Image Corridor and calls for the creation of land uses along Commerce Road that will evoke high-quality and attractive images for the City. The proposed redevelopment of a underutilized gravel parking lot to a vibrant residential community will improve the image of the City along Commerce Road as recommended by the Master Plan.

Additionally, the form-based design requirements found in the proposed TOD-1 district would implement the Master Plan recommendation to develop design guidelines for private development activities along image corridors. There are several other larger goals stated by the 2001 Master Plan that are consistent with the intent of the TOD-1 zoning district and the redevelopment of the property for residential uses, including: (1) Land use strategies for economic development should stress infill development and parcel consolidation for redevelopment projects; (2) Revitalize of specific areas and neighborhoods in older sections of the City that have experienced population loss, commercial disinvestment and social decline; and (3) In the Old South Planning District, industrial uses should transition to uses that are less noxious and more compatible with residential neighborhoods.

City Charter Conditions

This is an ideal opportunity in the City's Old South area to utilize a historically industrial property for the community's benefit. We trust that you will agree with us that rezoning this property to a mixed-use district meets the City Charter considerations to be observed in the alteration of zoning regulations.

Thank you for your consideration of this application. Please feel free to contact me at lory@markhamplanning.com or (804) 248-2561 if you have any questions or require additional materials to process the application.

Very Truly Yours,



Lory Markham

Enclosures

**cc: The Honorable Ellen Robertson
Matthew Ebinger, Secretary to the City Planning Commission**

