



October 10, 2019

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

Re: 1601 & 1611 Overbrook Road Applicant's Report for Rezoning from M-2 to B-5

Dear Mr. Olinger,

On behalf of the developers of 1601 and 1611 Overbrook Road, please accept this letter as the Applicant's Report for the rezoning from M-2 Heavy Industrial District to the B-5 Central Business District. With this application, Crescent Preservation & Development Company is petitioning City Council to rezone these properties from the existing outdated industrial district to the Central Business District zoning intended to promote storefront characters along principal streets frontages, a sense of compatibility with adjacent residential neighborhoods, and a safe, convenient and economically viable pedestrian environment.

Site

The proposed rezoning is for the two adjacent parcels (N0001294008 & N0001294011) located on the southside of Overbrook Road, a collector street to its minor arterial Hermitage Road. The properties are located in The Diamond neighborhood of in the Near West Planning District. The site is two blocks west of the residential portion of Overbrook Road in the Virginia Union neighborhood. A 10-foot-wide sidewalk separates the parcels from the road.

The two parcels combine for approximately 3.8 acres of land area and are currently improved with three separate one-story building structures and surrounding surface parking areas. The largest building is comprised of a multitude of adjoining structures that make up light industrial warehouse spaces, roughly 22,887 square feet. The original portion was built in 1942 per the City Assessor's records. The divided structure houses a variety of businesses that do not require retail space and the site is currently used somewhat as an industrial business park. A portion of the adjacent parcel, 1611 Overbrook Road, is used for more paved parking. The remaining is unimproved.

The building is owner occupied. They are downsizing, retiring and happy to relocate elsewhere.

A survey of the parcels is enclosed.



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.richmond.gov>

Project Name/Location

Property Address: 1601 and 1611 Overbrook Road

Date: July 22, 2019

Tax Map #: N0001294008 and 4011 Fee: \$1,800

Total area of affected site in acres: 3.52

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

Zoning

Current Zoning: M-2 (Heavy Industrial)

Existing Use: Industrial

Proposed Zoning/Conditional Zoning

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

B-5

Existing Use: Industrial

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: Hermitage Investment Group LLC

If Business Entity, name and title of authorized signee:

(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: 1601 Overbrook Road

City: Richmond

State: VA

Zip Code: 23220

Telephone: ()

Fax: ()

Email:

→ **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.



Existing Zoning Regulations

The property is located in M-2 Heavy Industrial District, which permits a wide variety of commercial, industrial and service uses, many of which could be considered noxious or undesirable so close to the mix of uses now found in the area and so proximate to residential uses on the opposing side of Overbrook Road.

M-2 allows for a base building height of forty-five feet with additional height based on an incline plane from the centerline of the abutting street. No portion of a building can penetrate the inclination of one foot horizontal for each three feet vertical. This would allow a building height up to approximately 90 feet along the principal street frontage of Overbrook, a 60 foot wide right of way. Setbacks are only required on the side and rear lot lines.

Proposal

The owner wishes to construct a new mixed-use development on the property that would comply with the B-5 Central Business District zoning regulations. It permits a wide variety of retail shops and businesses as principal uses which would promote a more pedestrian atmosphere. Dwelling units, including single-family, are also allowed.

B-5 allows for a base building height of no more than 5 stories, no greater than 15 feet with ground floor as an exception, and a minimum of 2 stories. This would allow for a building up to at least 75 feet.

In addition, to the normal zoning requirements, 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 city's plans.

It should be noted that B-5 is more suitable than the B-7 district. B-7 should not be considered as it permits uses allowed in M-1 and M-2 district which are deemed undesirable so close to residential uses on the opposing side of the street and in the area. Also, B-7 does not allow single-family detached, single-family attached or two-family dwellings. The applicant would like to incorporate a variety of housing types and styles at different price points and market these to different demographics. B-7 only permits what would be large monolithic multi-family buildings.

Master Plan / Pulse Corridor Plan

The City of Richmond's Master Plan, adopted in 2001, designates the subject properties for "industrial" development. However, for the Near West Planning District, the plan states that "it is meant to accommodate new and diverse development opportunities where appropriate," and "recommends the ultimate conversion or phasing out of several isolated pockets of uses that are inconsistent with surrounding uses." (pages 229-230).

It appears that further industrial use of the building is becoming increasingly incompatible with the area and in particular due to the conversion of the majority of the properties in surrounding properties to multi-family residential uses. Ord. No. 2018-326 authorized nearby 1650 Overbrook Road for the use of up to 205 dwelling units.

The subject properties are a few blocks outside of the watershed for the Pulse Corridor Plan. Within this plan the stated goals for development along the transit line is for it to be Compact & Mixed, Connected, and Thriving & Equitable. The rezoning of this property would allow for development that would support these objectives. The current use acts only as a monolithic structure without visual interest. It does not support the safety concept of "eyes on the street" or a pedestrian atmosphere as it stands or could be developed presently.

City Charter Conditions

We trust that you will agree that the development of the site would be better suited under the regulations in the B-5 Central Business District and that the rezoning meets the City Charter considerations to be observed in the alteration of zoning regulations.

Thank you for your consideration of this rezoning. 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

Enclosure: application, fee payment, survey

cc: The Honorable Kimberly B. Gray
Matthew Ebinger, Planning Commission Secretary
Andrew Basham, Spy Rock Real Estate Group
Zac Frederick, Crescent Preservation & Development Co.