

INTRODUCED: August 5, 2019

AN ORDINANCE No. 2019-219

To rezone the properties known as 601 E. Leigh St., 501 N. 7th St., 808 E. Clay St., 800 E. Clay St., 500 N. 10th St., 900 E. Marshall St., 406 N. 7th St., 408 A N. 7th St., 500 E. Marshall St., and 500 B E. Marshall St. from the B-4 Central Business District to the CM Coliseum Mall District.

Patron – Mayor Stoney (By Request)

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: NOV 12 2019 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That, as shown on the map entitled “Coliseum Mall District Expansion,” prepared by the Department of Planning and Development Review, and dated July 26, 2019, a copy of which is attached to, incorporated into, and made a part of this ordinance, the following properties (or parts thereof), with street addresses and tax parcel numbers as shown in the 2019 records of the City Assessor, are excluded from the B-4 Central Business District and shall no longer be subject to the provisions of sections 30-440.1 through 30-440.7 of the Code of the City of Richmond (2015), as amended, and that the same are included in the CM Coliseum Mall

AYES: 5 NOES: 4 ABSTAIN: _____

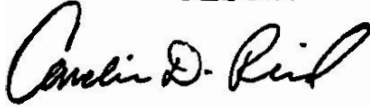
ADOPTED: _____ REJECTED: _____ STRICKEN: FEB 10 2020

District and shall be subject to the provisions of sections 30-448.1 through 30-448.8 and all other applicable provisions of Chapter 30 of the Code of the City of Richmond (2015), as amended:

601 East Leigh Street	Tax Parcel No. N000-0007/001
501 North 7 th Street	Tax Parcel No. N000-0008/001
808 East Clay Street	Tax Parcel No. N000-0009/001
800 East Clay Street	Tax Parcel No. N000-0009/002
500 North 10 th Street	Tax Parcel No. E000-0235/001
900 East Marshall Street	Tax Parcel No. E000-0235/003
406 North 7 th Street	Tax Parcel No. N000-0006/004
408 A North 7 th Street	Tax Parcel No. N000-0006/025
500 East Marshall Street	Tax Parcel No. N000-0011/033
500 B East Marshall Street	Tax Parcel No. N000-0011/002

§ 2. This ordinance shall be in force and effect upon adoption.

**A TRUE COPY:
TESTE:**



City Clerk



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

O & R REQUEST

4-9006
JUL 31 2019

Office of the
Chief Administrative Officer

O&R REQUEST

DATE: July 30, 2019

EDITION: 1

RECEIVED

TO: The Honorable Members of City Council

JUL 31 2019

THROUGH: The Honorable Levar M. Stoney, Mayor

Handwritten signature and date 7/30/19

OFFICE OF THE CITY ATTORNEY

THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer

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THROUGH: Sharon Ebert, Deputy CAO, Economic and Community Development

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THROUGH: Lenora G. Reid, Deputy CAO, Finance and Administration

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THROUGH: Jay A. Brown, Director of Budget & Strategic Planning

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FROM: John B. Wack, Director of Finance

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RE: Ordinances and Resolution Needed for Navy Hill Project

ORD. OR RES. No. _____

PURPOSE: To approve a series of ordinances and a resolution associated with the Navy Hill project, in support of the transactions and terms and conditions negotiated with the respective developer. These ordinances and resolutions include the following:

- 1. An ordinance authorizing the execution of the Development Agreement and its attachments, which include, among other things, a Cooperation Agreement concerning the bond financing of public improvements, ground leases for the operation of those public improvements, a Grant Agreement, and a Purchase and Sale Agreement concerning those parcels intended for private development.
2. An ordinance creating a City special revenue fund for the incremental City revenues to pay bond and other obligations associated with certain public improvements.
3. An ordinance to convey currently City-owned real estate to the City of Richmond Economic Development Authority (EDA).
4. An ordinance to convey currently City-owned real estate to the NH District Corporation.
5. An ordinance closing or "reconfiguring" portions of rights-of-way for the development.

6. An ordinance authorizing the necessary encroachments for the development.
7. An ordinance for a zoning text amendment to change the zoning regulations for the CM Coliseum Mall District.
8. An ordinance for a zoning map amendment to change the zoning classification of certain parcels in the development.
9. An ordinance to designate certain streets associated with the CM Coliseum Mail District as either priority streets or street-oriented commercial streets on the official zoning map.
10. A resolution establishing the key funding priorities for the project's revenue surplus.

REASON: The Navy Hill project, as outlined in a series of companion papers and consistent with analyses performed by City staff, the City's financial advisors, and their subcontractors, is anticipated to result in significant community benefits over the course of the next three decades. The City Administration has worked extensively with the City Attorney's Office, the City's outside counsel, and the developer's legal counsel to negotiate positive terms for the City, to be articulated in the related ordinances and agreements.

RECOMMENDATION: The City Administration recommends approval.

BACKGROUND: Staff (along with the City's financial advisors) has reviewed the expected outcomes of the Navy Hill project. Consistent with Sections 2-303 and 2-304 of the City Code, this project is being proposed with significant community benefits that are outlined in the attached Fiscal and Economic Impact Statements. Briefly, the major benefits of the project include the following:

- Creation of thousands of jobs in addition to workforce training opportunities
- Access to more than \$300 million in contracts for emerging small businesses and minority business enterprises
- Establishment of 480 units of affordable housing, with a pathway towards hundreds more
- Creation of a new GRTC transit center in the heart of downtown
- Construction of a new state-of-the art arena (to replace the Coliseum, which opened in 1971) with expanded seat capacity to support tourism
- Preservation and restoration of the historic Blues Armory as a centerpiece of the newly revitalized neighborhood, providing a fresh food market and entertainment opportunities
- Reconnection of the area's street grid, to establish a walkable and vibrant neighborhood linked to a resurgent Jackson Ward
- Development of an estimated 541-room luxury hotel that will complement the larger arena and provide more opportunities for the Greater Richmond Convention Center with a room block agreement
- Creation of new retail and restaurant establishments that will generate tax revenue and provide more shopping options downtown

- Revenue generation and enhanced functionality for the City's parking enterprise, through greater demand, particularly during evenings and weekends
- Receipt of \$15.8 million for publicly owned real estate that will initially be held in escrow and later directed to the City's capital reserve for permanent public improvements after the respective parcels are developed
- Growth in the City's debt capacity through the issuance of non-recourse revenue bonds that will involve neither a general nor a moral obligation of the City for the repayment of principal and interest from other than incremental revenues and the expansion of the annual budget

The Navy Hill project will have an unprecedented positive economic and financial impact on the City and counter the recent decline in activity in the City's core, particularly with the Coliseum being closed and the Blues Armory and Sixth Street Marketplace having been shuttered. The project is expected to have a positive impact on the surrounding areas and support long term growth in real estate values. In order to provide some scope of the project:

- The City has averaged approximately \$30 million per year in minority business participation in recent years, so this project alone is expected to generate 10 years' worth
- The project represents the largest public-private partnership in the City's history, involving an initial private investment of approximately \$900 million, much more significant than any recent year economic development project
- The 480 affordable housing units represent the greatest influx of units in recent years, about double the quantity anticipated from the entire Public Housing Transformation project included in the City's Capital Improvement Program

The surplus from the incremental City revenues from the area defined in the transaction documents are expected to be very significant for the City's general fund budget, particularly after the public-related non-recourse revenue bonds are retired. Accordingly, the City Administration would like to dedicate significant portions of the surplus to key priorities. The Administration proposes the following allocation of the surplus:

- 50% to support Richmond Public Schools;
- 34% for investments in public safety, public works, and other core City services;
- 15% to support housing opportunities and homeless services; and
- 1% for art, history and cultural opportunities.

The allocation of these surplus funds will be incorporated into the annual budgets proposed by the Mayor and adopted by City Council in future years.

FISCAL IMPACT / COST: Incremental City and Navy Hill project revenues are anticipated to approximate \$1.535 billion over the next 30 years.

FISCAL IMPLICATIONS: This series of ordinances and resolution related to the Navy Hill project will dedicate future incremental City revenues for the repayment of non-recourse revenue bond debt issued to fund the public portions of the project, and the requested resolution expresses the intent, non-binding due to constitutional limitations, to use future surpluses from these revenues to fund key priorities of the City.

BUDGET AMENDMENT NECESSARY: No – will impact future year budgets.

REVENUE TO CITY: Approximately \$1.535 billion over the next 30 years.

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: August 5, 2019

CITY COUNCIL PUBLIC HEARING DATE: September 9, 2019

REQUESTED AGENDA: Regular

RECOMMENDED COUNCIL COMMITTEE: Organizational Development and Planning Commission

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: The non-recourse revenue bonds associated with public improvements are to be issued by the EDA, which would also be the recipient of certain properties. In addition, it will be necessary for the Richmond Redevelopment and Housing Authority to transfer certain properties to the City before the City can transfer them to the EDA. Four of the ordinances will require review by the Planning Commission. The Navy Hill Development Advisory Commission will also be reviewing these papers.

AFFECTED AGENCIES: Department of Finance, Economic Development, Planning and Development Review, and other agencies

RELATIONSHIP TO EXISTING ORD. OR RES.: N/A

REQUIRED CHANGES TO WORK PROGRAM(S): Additional volume for Planning and Development Review, verification of incremental revenues by the Department of Finance, oversight of demolition work and installation of new infrastructure by the Departments of Public Works and Public Utilities, debt management by the Economic Development Authority, etc.

ATTACHMENTS: (1) Fiscal and Economic Impact Statement & Related Analysis prepared by Davenport & Company and (2) Staff Report prepared by the Department of Planning and Development Review.

STAFF: John Wack, Director of Finance 646-5776
Matthew Welch, Senior Policy Advisor 646-5874

DAVENPORT & COMPANY

Member NYSE|FINRA|SIPC

Fiscal and Economic Impact Statement & Related Analysis

North of Broad/Downtown Neighborhood Redevelopment Project

City of Richmond, Virginia



July 30, 2019



Introduction

- The enclosed information provides the Fiscal and Economic Impact Statements that are required by City Code to be submitted to City Council upon the introduction of Ordinances for the North of Broad Project/Downtown Neighborhood Redevelopment Project.

- Section A: Contains the Fiscal Impact Statement required by City Code Section 2-303 and related financial analysis.

- Section B Contains the Economic Impact Statement required by City Code Section 2-304 and related financial analysis.



A: Fiscal Impact Statement per City Code Section 2-303

Section 2-303(a)



- a) *The sources of information, assumptions and methodologies used to reach the conclusions set forth in the fiscal impact statement.*
- The primary sources of the information within this statement include:
 - Financial projections and analyses for the North of Broad Project (the “Project”) provided by the Respondent in the initial proposal and as modified during the course of negotiations;
 - Independent third party review by Hunden Strategic Partners and their Analysis dated October 31, 2018; and
 - Analysis performed by City staff; and
 - Analysis performed by Davenport & Company LLC, Financial Advisors to the City of Richmond enclosed herein.

Section 2-303(a)



a) The sources of information, assumptions and methodologies used to reach the conclusions set forth in the fiscal impact statement.

Based on the Financial projections and analyses for the North of Broad Project (the "Project") provided by the Respondent in the initial proposal and as modified during the course of negotiations and the Hunden Analysis, the proposed project is anticipated to generate the following revenues to the City:

Conservative estimate of change to Total Revenue Estimates based on Revised Development Plan as of July 2019.

	As Presented Nov-18	Current as of Jul-19 (1)
	Project @ 100% Amount (\$ Millions)	Project @ 100% Amount (\$ Millions)
Increment/Project Revenues	\$1,233.0	\$1,086.0
Hunden Uplift Revenues	459.4	404.6 (2)
Subtotal Increment/Project Revenue	\$1,692.4	\$1,490.6
1.5% Meals Tax to RPS	34.4	28.2
Sale Proceeds from Land	0.0	15.8
Total Revenues	\$1,726.8	\$1,534.6

Increment/Project Revenues consist of the following 1) incremental real estate taxes in the Increment Financing Area; 2) incremental revenue produced in the Development Area from meal taxes (excluding 1.5% set aside to school investment), retail sales and use taxes, limited lodging taxes, license taxes, and admission taxes; 3) limited Net Parking Revenues from parking meters in the Increment Financing Area and certain off-street parking facilities; and 4) Sponsorship Revenues.

(1) Changes are a result of revised Project components, exclusion of Block P, and lowered Dominion Tower valuation of \$245 Million per new tower from Developer.
 (2) Pro rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.

Except as noted all revenue estimates are from Municap/Developer.

Section 2-303(a)



a) The sources of information, assumptions and methodologies used to reach the conclusions set forth in the fiscal impact statement.

■ The table below shows Surplus to the City (Total Revenues after repayment of Revenue Bond Debt Service):

■ Conservative estimate of change to Surplus based on Revised Development Plan as of July 2019.

	As Presented		Current as of	
	Nov-18	Jul-19	Nov-18	Jul-19
	Project @ 100%		Project @ 100%	
	Amount (\$ Millions)		Amount (\$ Millions)	
Increment/Project Revenues	\$1,233.0	\$1,086.0	\$1,233.0	\$1,086.0
Hunden Uplift Revenues	459.4	404.6	459.4	404.6
Subtotal Increment/Project Revenue	\$1,692.4	\$1,490.6	\$1,692.4	\$1,490.6
1.5% Meals Tax to RPS	34.4	28.2	34.4	28.2
Sale Proceeds from Land	0.0	15.8	0.0	15.8
Total Revenues	\$1,726.8	\$1,534.6	\$1,726.8	\$1,534.6
Less: Debt Service	(521.6)	(476.0)	(521.6)	(476.0)
Surplus to the City	\$1,205.2	\$1,058.6	\$1,205.2	\$1,058.6

(1) Changes are a result of revised Project components, exclusion of Block P, and lowered Dominion Tower valuation of \$245 Million per new tower from Developer.
 (2) Pro rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.
 (3) Assumes acceleration of the Revenue Bonds (repaid in approximately 18 years).
 (4) Assumes acceleration of the Revenue Bonds (repaid in approximately 21 years).
 - Except as noted all revenue estimates are from Municap/Developer.

Section 2-303(b)



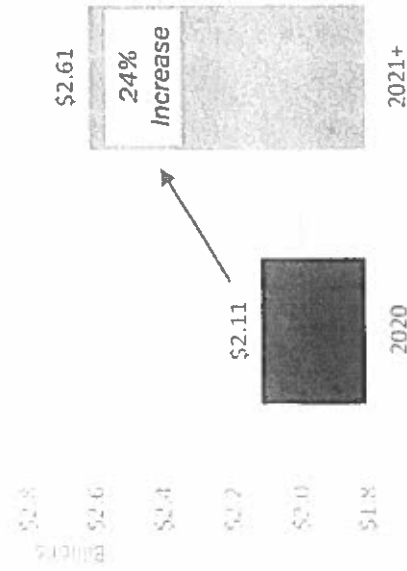
- b) *A debt capacity schedule, if debt is a funding mechanism. In addition, the debt capacity schedule shall show the City's current debt capacity and how the City's current debt capacity is expected to change if the Council approves the proposed ordinance to which the fiscal impact statement relates for adoption or amendment.*
- **The Private Investment in the Project approximates \$1,300,000,000 and will be raised by the Developer of the Project. The City will have no obligation, affiliation or commitment with respect to the funding and repayment of the Private Investment.**
 - **The Developer has programmed an approximately \$900,000,000 Private Investment to be funded contemporaneously with the New Arena construction that will be used to build affordable and market-rate residential units, a new convention center hotel, and retail & office space.**
 - **These investments, as outlined on the next page will only add to the City's taxable real estate assessed valuation, which in turn, will add to the City's overall Debt Capacity.**



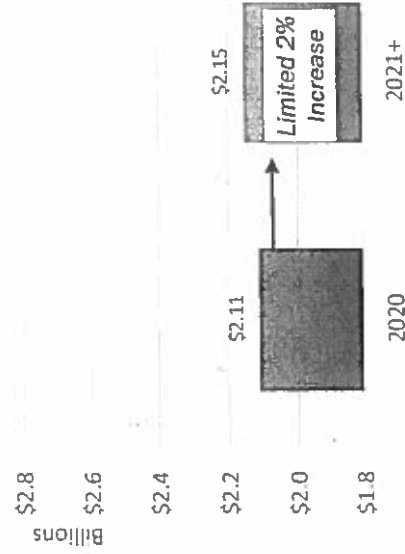
Section 2-303(b)(cont.)

- The Taxable Real Estate Valuation in the Increment Area approximates \$2,100,000,000⁽¹⁾.
- **WITH THE PROJECT:**
 - The initial \$900,000,000 Private Investment⁽²⁾ in the Increment Area conservatively increases the Taxable Real Estate by approximately 24% to upwards of \$2,600,000,000.
 - Immediate benefits of Private Investment include:
 - New neighborhood with affordable housing;
 - New Convention Center Hotel;
 - New retail and commercial space;
 - New Office space;
 - New Arena, renovated Blues Armory and Infrastructure improvements.
- **WITHOUT THE PROJECT:**
 - The growth of the \$2,100,000,000 taxable Real Estate Valuation in the Increment Area may be expected to approximate 2% or lower due to blighted areas that may need direct City investment in the future.
 - No immediate benefits of Private Investment.
 - If Private Investment is done on a piecemeal basis, direct City incentives for individual components may be required.

WITH PROJECT - Increase in Taxable Real Estate Valuation



WITHOUT PROJECT - Increase in Taxable Real Estate Valuation

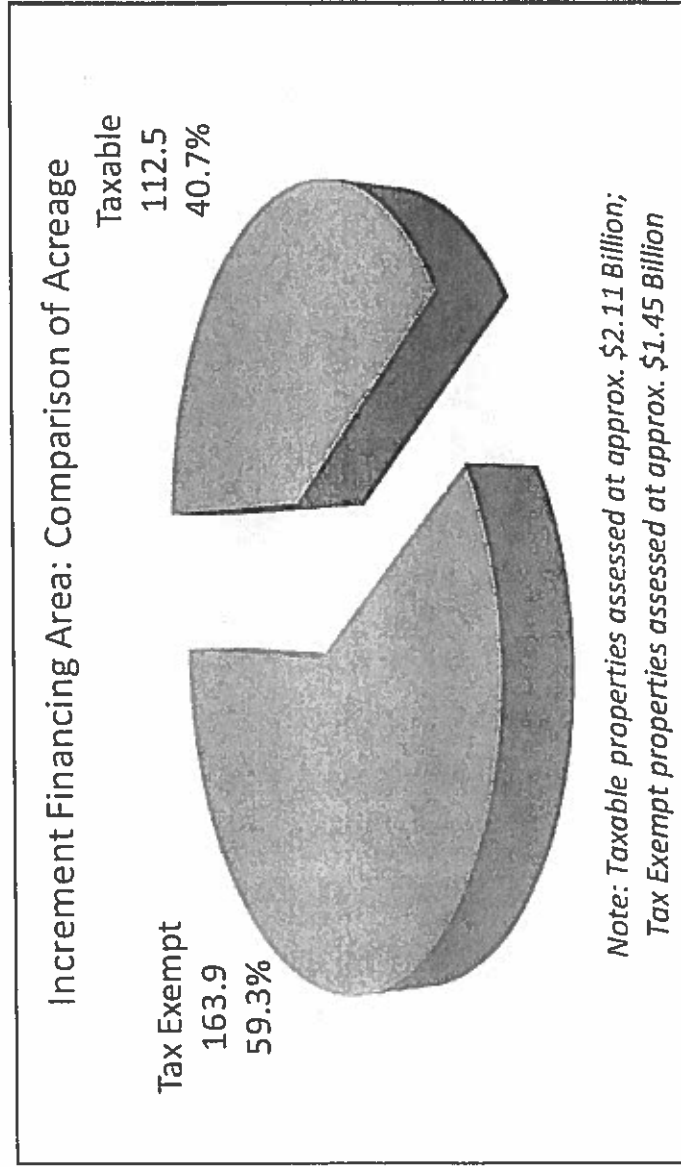


(1) Current Valuation provided by the City of Richmond.
 (2) Conservative estimate of taxable valuation added as a result of the investment approximates \$500,000,000.



Section 2-303(b)(cont.)

- The Taxable Real Estate Valuation in the Increment Area approximates 41% of the total acreage in the Increment Area.



Section 2-303(b)(cont.)

Davenport Analysis of Impact on Cumulative Debt Capacity



- Approval of the Project is expected to increase the City's debt capacity through the addition of tens of millions of recurring annual revenues that will be incorporated into the City's recurring Operating Budget.
- Davenport's analysis of the impact of the Project on the City's Cumulative Debt Capacity over 30 Years incorporates the following Scenarios:
 1. No Project (Base Case).
 2. Total Project approximating \$1,300,000,000 of Private Investment is completed and the Project performs as projected.
- Note: Depending on the fund accounting of the recurring revenues that will come to the City as a result of the Project, the City's Debt Policy Guidelines may need to be adjusted to appropriately incorporate the surplus revenues into the City's policy calculations.

Section 2-303(b)(cont.) Davenport Analysis of Impact on Cumulative Debt Capacity



Scenario 1 Scenario 2

	No Project (Base Case)	Project Completed and performs as projected
\$Millions		
Real Estate Tax Revenue		
Taxable Project Components	\$0.0	\$281.2
Expanded Increment District	308.4	308.4
Subtotal Real Estate Tax Revenue	\$308.4	\$589.6
Sales Tax Revenue	0.0	59.3
Meals Tax Revenue (6.0%)	0.0	112.7
Lodging Tax Revenue	0.0	84.8
BPOL Tax Revenue	0.0	12.2
Admissions Tax	0.0	35.4
Arena Revenue(1)	0.0	122.1
Other Revenue(2)	0.0	69.9
Estimated Hunden Uplift(3)	0.0	404.6
Subtotal Increment/Project Revenues	\$308.4	\$1,490.6
Additional 1.5% Meals Tax for Schools	0.0	28.2
Sale Proceeds from Land	0.0	15.8
Total Revenue	\$308.4	\$1,534.6
Less : Total Revenue Bond Debt Service	0.0	(476.0)
Surplus (Net Revenue to the City after Debt Service)	\$308.4	\$1,058.5

■ The table on this page shows the total 30 year revenue estimates for the Project and Increment Area as well as total estimated debt service related Non-Recourse Revenue Bond Debt Service for Scenarios 1 and 2.

■ Except as noted all revenue estimates are from Municipality/Developer.

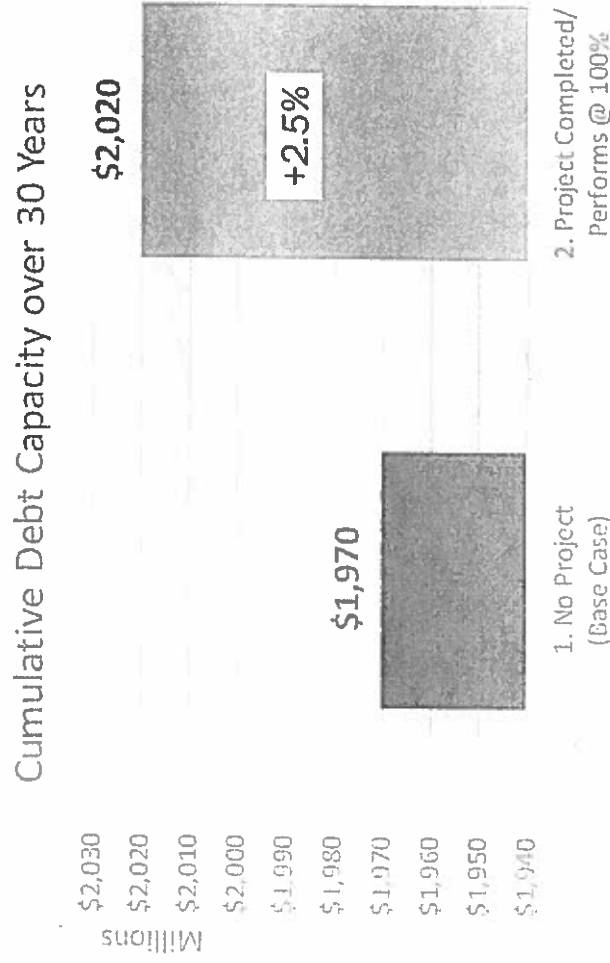
- (1) Source: Municap/Developer: Comprised of Arena generated tax revenues and sponsorships.
- (2) Source: Municap/Developer: Armory generated tax revenues and parking revenue.
- (3) Pro-rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.

Section 2-303(b)(cont.)

Davenport Analysis of Impact on Cumulative Debt Capacity



- The graph shows the impact of the Project on the City's Cumulative Debt Capacity over 30 Years under the following Scenarios:



- Cumulative Debt Capacity over 30 Years represents the amount of debt that can be borrowed by the City over the projected time frame of 30 years and still be in compliance with all City Debt Management Policies.

Section 2-303(b)(cont.)

Davenport Analysis of Impact on Cumulative Debt Capacity



- Key Observations:
 - The City has approximately \$1,970,000,000 of Cumulative Debt Capacity over the 30 year time frame with no Project Base Case (Scenario 1).
 - If the Project's total \$1,300,000,000 Private Investment is completed as proposed and performs as projected, then the City's Cumulative Debt Capacity is estimated to increase by \$50,000,000 (or 2.5%) over 30 years (Scenario 2).

Section 2-303(c)



- c) *A comparison of funding and financing options available, including, but not limited to, expenditures from City funds, the issuance of general obligation bonds, and the issuance of revenue bonds.*
- **The Public Portion (i.e. Arena) of the Project will be funded from approximately \$350 Million of Non-Recourse Revenue Bonds that will be supported and repaid by incremental revenues generated from the designated Increment Financing Area (the “Increment Area”), which will be subject to appropriation.**
 - Non-Recourse Revenue Bonds will not involve a general nor moral obligation of the City for the repayment of principal and interest from other than incremental revenues. As a result, in the event that incremental revenues of the Increment Area are insufficient, the City will have no obligation to repay the debt service. The risk of repayment will be borne by the investors (i.e. purchasers of the Non-Recourse Revenue Bonds).
 - The issuance and repayment of the Non-Recourse Revenue Bonds will not affect the City’s debt capacity.
 - The Public Portion of the Project will be undertaken contemporaneously with the programmed \$900,000,000 of Private Investment by the Developer.
 - **The issuance of bonds with the general obligation or moral obligation of the City is not recommended and will not be undertaken, as either of those approaches would have a significantly negative impact on the City’s debt capacity for schools and other facilities and operational budget.**

Section 2-303(d)



- d) *A detailed cost analysis, including, but not limited to, costs to the City and private funding, and a listing of the amount, value and source, as applicable, of each public and private investment, including, but not limited to, any property values of any real estate transferred, incentives provided, or infrastructure improvements made to facilitate the economic development project.*
- **The Public Portion of the Project will be funded from Non-Recourse Revenue Bonds that will be secured by and repaid from incremental revenues of the Increment Area.**
 - In the event that incremental revenues of the Increment Area are insufficient, the City will have no obligation to repay the Non-Recourse Revenue Bond debt service from any other sources.
- **The City is not undertaking any other public infrastructure improvements or providing any other equity or cash incentives associated with the Project.**

Section 2-303(e)



e) A Projected revenue and expenditure estimates attributable to the City, as a result of the proposed ordinance for adoption or amendment, if it is approved, covering at least the next ten fiscal years, including, but not limited to, debt repayment, new tax revenue, ownership, management, and maintenance costs, and additional service delivery costs for police and fire protection services and refuse collection services.

■ The table on this page shows the projected revenue estimates generated as a result of the Project, related Non-Recourse Revenue Bond debt service related to the Public Portion of the Project and other revenue/expenditure estimates over 30 years.

■ Except as noted all revenue estimates are from Municipality/Developer.

	Scenario 1	Scenario 2
	No Project (Base Case)	Project Completed and performs as projected
\$Millions		
Real Estate Tax Revenue	\$0.0	\$281.2
Taxable Project Components		
Expanded Increment District	308.4	308.4
Subtotal Real Estate Tax Revenue	\$308.4	\$589.6
Sales Tax Revenue	0.0	59.3
Meals Tax Revenue (6.0%)	0.0	112.7
Lodging Tax Revenue	0.0	84.8
BPOL Tax Revenue	0.0	12.2
Admissions Tax	0.0	35.4
Arena Revenue(1)	0.0	122.1
Other Revenue(2)	0.0	69.9
Estimated Hunden Uplift(3)	0.0	404.6
Subtotal Increment/Project Revenues	\$308.4	\$1,490.6
Additional 1.5% Meals Tax for Schools	0.0	28.2
Sale Proceeds from Land	0.0	15.8
Total Revenue	\$308.4	\$1,534.6
Less: Total Revenue Bond Debt Service	0.0	(476.0)
Surplus (Net Revenue to the City after Debt Service)	\$308.4	\$1,058.5
Less: Incremental Costs(4)		
Public Works		(\$0.4)
Police		(21.0)
Fire/Emergency		(41.1)
Richmond Public Schools		**
Community Wealth Building		(0.2)
Justice Services		(3.9)
Finance		(3.6)
Economic Development		(1.4)
Planning and Development		(2.0)
Net Revenue to the City After Debt Service/Incremental Costs		\$984.9

(1) Source: Municipality/Developer; Comprised of Arena generated tax revenues and sponsorships.

(2) Source: Municipality/Developer; Armory generated tax revenues and parking revenue.

(3) Pro-rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.

(4) Source: City of Richmond.

** Dependent on number of students attributable to the Project.

Section 2-303(e)(cont)



- The New Arena and Blues Armory will be managed by third party operators and the City is not going to be responsible for any construction cost overruns or subsidies for operations.
- Public Works: \$400,000 One-time Costs / \$0 Recurring Annual Costs
 - The Department of Public Works (DPW) attributes \$300,000 in additional demolition inspection services related to the project, which would be spread out over multiple years.
 - DPW would also incur one-time costs of approximately \$100,000 related to moving facilities equipment and supplies from the Public Safety building, and potentially additional recurring costs for storage if rented space is needed.
 - DPW anticipates that refuse collection services wouldn't be significantly impacted, as the new businesses and apartment buildings wouldn't be receiving that service from the City.
 - DPW expects the project to generate significant additional net revenues for the Parking Enterprise fund.
 - Given that special event revenues (typically in the evenings and on weekends) have declined dramatically with the closing of the Coliseum, the project will have a positive long term impact.

Section 2-303(e)(cont)



- Police Department: \$0 One-time Costs / \$700,000 Recurring Annual Costs
 - Richmond Police Department (RPD) indicates that approximately 10 additional Police Officers will need to be added incrementally over the course of the project's development (over several years).
 - The RPD estimate for 10 total positions is based on projected call and service volume related to residential and commercial development, along with the new arena.
 - The total RPD service cost impact, once the project is completed, is approximately \$700,000 in recurring annual expenses.
- Fire and Emergency Services: \$5,550,000 One-time Costs / \$1,186,000 Recurring Annual Costs
 - While the Navy Hill project wouldn't be the sole driver of a need for a fire station in the downtown area, it would increase and accelerate that need.
 - The Fire and Emergency Services Department estimates the one-time cost for a new fire station at \$5,000,000, plus \$550,000 for apparatus.
 - In order to staff a new fire station, the annual recurring costs for 18 additional FTEs are estimated at \$1,186,000.

Section 2-303(e)(cont)



- Richmond Public Schools: \$0 One-time Costs / Per Student Recurring Annual Costs Depending on Number of Students attributable to Project
 - Based on the FY2020 budget, RPS has indicated that the approximate local cost per enrolled student for operations is \$7,088.
 - As an example, if the project results in 300 additional students being enrolled, the annual cost would be \$2,126,400 at completion of the Project.
 - The additional students would be enrolled incrementally as housing units are completed over the course of multiple years.

- Community Wealth Building: \$200,000 One-time Costs / \$0 Recurring Annual Costs
 - It would be beneficial to City residents living in poverty to be trained in hospitality and construction trades careers so that they are prepared to obtain the new jobs that will be available due to the Project.
 - To facilitate an economic development training project the City would need to provide \$50,000 per year for four years.

Section 2-303(e)(cont)



- Justice Services: \$1,000,000 One-time Costs / \$95,000 Recurring Annual Costs
 - Justice Services Day Reporting staff would need to vacate the Public Safety building prior to demolition and construction occurring on that parcel.
 - In order to cover moving expenses and retrofit/renovate another facility for their operations, Justice Services estimates the first year costs at approximately \$1 million, with recurring rent and utilities expenses of \$95,000 per year in subsequent years.
- Social Services: To be Determined
 - The Department of Social Services (DSS) would need to vacate the Marshall Plaza facility during the latter years of the Project construction.
 - Prior to and separate from the project, DSS has been working on a long-term solution to consolidate customer services.
 - Given that the long term debt for the Marshall Plaza facility will be paid off in October 2020, a solution will be needed to mitigate potential State revenue loss to the City.

Section 2-303(e)(cont)



- Finance: \$0 One-time Costs / \$120,000 Recurring Annual Costs
 - The Finance Department would need an estimated 1.5 FTEs to assist in tracking/verifying the Increment Area Financing revenues and manage the debt service reporting requirements for the non-recourse revenue bonds issued by the Economic Development Authority.
 - These new positions would cost approximately \$120,000 per year
- Economic Development: \$0 One-time Costs / \$47,000 Recurring Annual Costs
 - The Department of Economic Development would need an additional .5 FTE to monitor compliance to the development agreement, serve as the liaison to the Economic Development Authority for all matters related to the issuance of the non-recourse revenue bonds, and provide business attraction marketing support for the project.
 - This new position would cost approximately \$47,000 per year.
- Planning and Development: \$510,000 Recurring Annual Costs for 4 years.
 - The Department of Planning and Development would need an additional 6 FTEs to handle the number of large scale projects all underway at the same time.
 - Each new position would cost approximately \$85,000.

Section 2-303(f)



- f) *Subsequent actions that may affect future revenue and expenditures if the proposed ordinance authorizes spending, including, but not limited to, the City's full fiscal obligation, ownership, management and maintenance.*
- As this project is anticipated to have a significant impact over the next thirty years, incremental changes will need to be incorporated into the annual budgets adopted by City Council, as revenues grow, new housing units are established, etc.
 - The Arena and Blues Armory are expected to be owned by the Economic Development Authority and managed by (private) third parties.
 - Arena: the tenant is responsible for maintenance and upkeep of the facility. Such maintenance will be paid from funds provided by the tenant and incremental revenues generated by the Project.
 - Blues Armory: the tenant will be responsible for maintenance of the facility from its own funds.

Section 2-303(g)



- g) *A description of any variables that may affect revenue and cost estimates.*
- Variables that may affect revenue and cost estimates include:
 - Interest rates in effect when the public revenue bonds are sold;
 - The timing of the completion of construction of public and private improvements; and
 - Major changes in the national and/or local economy, which impact the ultimate cost of the various capital improvements and anticipated revenues.

 - As a safeguard against uncertainty of the cost of capital improvements, there will be Guaranteed Maximum Price contracts for construction of the Public Portion of the Projects (New Arena and Infrastructure).

Section 2-303(h)



- h) An estimate of the staff time and staff costs needed to implement the proposed ordinance.*
- Staff time from the City Attorney's Office, Economic Development, Finance, and Planning and Development Review, among others, will be needed to assist with the issuance of public revenue bonds, tracking and disbursement of Increment Area Financing revenues, permitting, etc. Minor increases are anticipated for future years above baseline service levels.

Section 2-303(i)



- i) *An explanation of how the addition of new staff, if any, and responsibilities would increase costs and affect other duties.*

- See response to Section 2-303(e) for estimated staffing impact and cost.

Section 2-303(j) Davenport Sensitivity Analysis of Impact on Cumulative Debt Capacity



- j) Ranges of revenue or expenditures that are uncertain or difficult to project.*
- Davenport's Sensitivity Analysis of the impact of the Project on the City's Cumulative Debt Capacity over 30 Years incorporates the following Scenarios:
 - As previously presented under 2-303(b):
 1. No Project (Base Case).
 2. Total Project approximating \$1,300,000,000 of Private Investment is completed and the Project performs as projected.
 - Sensitivity Scenarios shown under this section:
 3. Project performs at two-thirds of projections.
 4. Project performs at break even or approximately 46% of projections.

Section 2-303(j)(cont.) Davenport Sensitivity Analysis of Impact on Cumulative Debt Capacity



j) Ranges of revenue or expenditures that are uncertain or difficult to project.

- The table on this page shows sensitivity scenarios on the total 30 year revenue estimates for the Project and Increment Area as well as total estimated debt service related Non-Recourse Revenue Bond Debt Service.

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
	No Project (Base Case)	Project Completed and performs as projected	Project performs at two-thirds (i.e. 67%) of projections	Project performs at Breakeven (i.e. 46%) of projections
\$Millions				
Real Estate Tax Revenue		\$281.2	\$188.4	\$127.9
Taxable Project Components	\$0.0			
Expanded Increment District	308.4	308.4	308.4	308.4
Subtotal Real Estate Tax Revenue	\$308.4	\$589.6	\$496.8	\$436.4
Sales Tax Revenue	0.0	59.3	39.8	27.0
Meals Tax Revenue (6.0%)	0.0	112.7	75.5	51.3
Lodging Tax Revenue	0.0	84.8	56.8	38.6
BPOL Tax Revenue	0.0	12.2	8.1	5.5
Admissions Tax	0.0	35.4	35.4	35.4
Arena Revenue(1)	0.0	122.1	70.1	36.3
Other Revenue(2)	0.0	69.9	46.8	31.8
Estimated Hunden Uplift(3)	0.0	404.6	271.1	164.1
Subtotal Increment/Project Revenues	\$308.4	\$1,490.6	\$1,100.5	\$846.3
Additional 1.5% Meals Tax for Schools	0.0	28.2	18.9	12.8
Sale Proceeds from Land	0.0	15.8	15.8	15.8
Total Revenue	\$308.4	\$1,534.6	\$1,135.2	\$874.9
Less :Total Revenue Bond Debt Service	0.0	(476.0)	(530.6)	(566.1)
Surplus (Net Revenue to the City after Debt Service)	\$308.4	\$1,058.5	\$604.5	\$308.8

(1) Source: Municap/Developer: Comprised of Arena generated tax revenues and sponsorships.

(2) Source: Municap/Developer: Armory generated tax revenues and parking revenue.

(3) Pro-rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.

Except as noted all revenue estimates are from Municap/Developer.

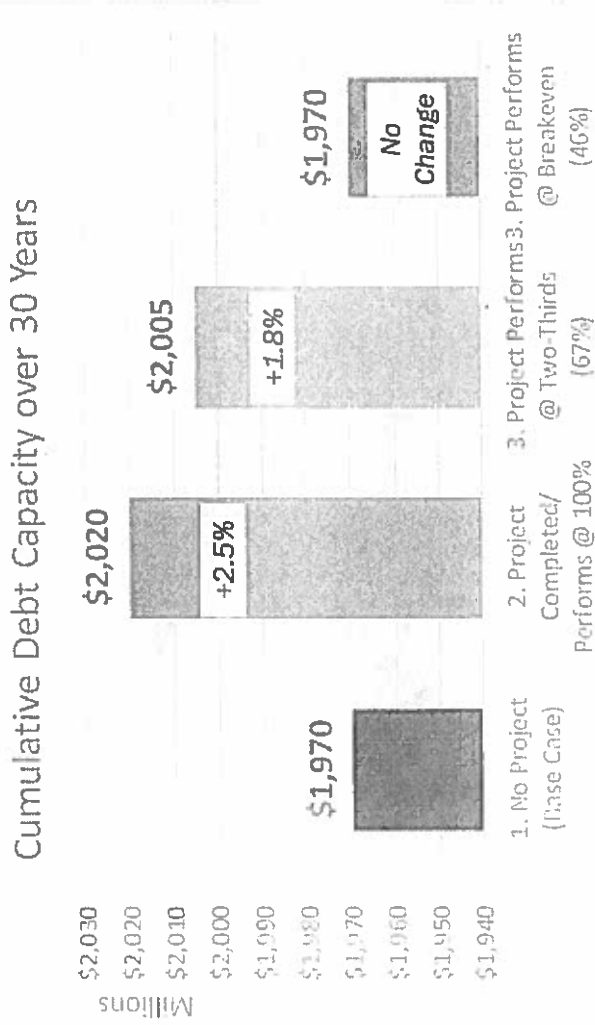
DAVENPORT & COMPANY

July 30, 2019

Section 2-303(j)(cont.) Davenport Sensitivity Analysis of Impact on Cumulative Debt Capacity



- The graph shows the impact of the Project on the City's Cumulative Debt Capacity over 30 Years under the following Scenarios:



Based on City's 10% Debt Service vs. Budget Policy and 2% Growth assumption.

- Cumulative Debt Capacity over 30 Years represents the amount of debt that can be borrowed by the City over the projected time frame of 30 years and still be in compliance with all City Debt Management Policies.

Section 2-303(j)(cont.) Davenport Sensitivity Analysis of Impact on Cumulative Debt Capacity



- Key Observations:
 - The City has approximately \$1,970,000,000 of Cumulative Debt Capacity over the 30 year time frame with no Project Base Case (Scenario 1).
 - If the Project's total \$1,300,000,000 Private Investment is completed as proposed and performs as projected, then the City's Cumulative Debt Capacity is estimated to increase by \$50,000,000 (or 2.5%) over 30 years (Scenario 2).
 - Assuming the Project's Private Investment is limited to the initial \$900,000,000 investment and the Project performs at 67% of projections, then the City's Cumulative Debt Capacity is estimated to increase by \$35,000,000 (or 1.8%) over 30 years (Scenario 3).
 - The Project would have to perform at 46% of projections (Scenario 4) to be break even with Scenario 1.
 - If the Project is break even, then the revenues to the City and the City's Cumulative Debt Capacity is projected to remain the same as doing no Project under Scenario 1.

Section 2-303(j)(cont.) Davenport Sensitivity Analysis of Projected Revenue and Expenditure estimates attributable to the City



	Scenario_1	Scenario_2	Scenario_3	Scenario_4
	No Project (Base Case)	Project Completed and performs as projected	Project performs at two-thirds (i.e. 67%) of projections	Project performs at Breakeven (i.e. 46%) of projections
\$Millions				
Real Estate Tax Revenue	\$0.0	\$281.2	\$188.4	\$127.9
Taxable Project Components				
Expanded Increment District	308.4	308.4	308.4	308.4
Subtotal Real Estate Tax Revenue	\$308.4	\$589.6	\$496.8	\$436.4
Sales Tax Revenue	0.0	59.3	39.8	27.0
Meals Tax Revenue (6.0%)	0.0	112.7	75.5	51.3
Lodging Tax Revenue	0.0	84.8	56.8	38.6
BPOL Tax Revenue	0.0	12.2	8.1	5.5
Admissions Tax	0.0	35.4	35.4	35.4
Arena Revenue(1)	0.0	122.1	70.1	36.3
Other Revenue(2)	0.0	69.9	46.8	31.8
Estimated Hunden Uplift(3)	0.0	404.6	271.1	184.1
Subtotal Increment/Project Revenues	\$308.4	\$1,490.6	\$1,100.5	\$846.3
Additional 1.5% Meals Tax for Schools	0.0	28.2	18.9	12.8
Sale Proceeds from Land	0.0	15.8	15.8	15.8
Total Revenue	\$308.4	\$1,534.6	\$1,135.2	\$874.9
Less: Total Revenue Bond Debt Service	0.0	(476.0)	(530.6)	(566.1)
Surplus (Net Revenue to the City after Debt Service)	\$308.4	\$1,058.5	\$604.5	\$308.8
Less: Incremental Costs(4)				
Public Works		(\$0.4)	(\$0.4)	(\$0.4)
Police		(21.0)	(21.0)	(21.0)
Fire/Emergency		(41.1)	(41.1)	(41.1)
Richmond Public Schools		**	**	**
Community Wealth Building		(0.2)	(0.2)	(0.2)
Justice Services		(3.9)	(3.9)	(3.9)
Finance		(3.6)	(3.6)	(3.6)
Economic Development		(1.4)	(1.4)	(1.4)
Planning and Development		(2.0)	(2.0)	(2.0)
Net Revenue to the City After Debt Service/Incremental Costs		\$984.9	\$530.9	\$235.2

(1) Source: Municipal/Developer: Comprised of Arena generated tax revenues and sponsorships.

(2) Source: Municipal/Developer: Armory generated tax revenues and parking revenue.

(3) Pro-rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.

(4) Source: City of Richmond.

** Dependent on number of students attributable to the Project.

■ The table on this page shows the projected revenue estimates generated as a result of the Project, related Non-Recourse Revenue Bond debt service related to the Public Portion of the Project and other revenue/expenditure estimates over 30 years.

■ Except as noted, all revenue estimates are from Municipal Developer.

Section 2-303(k)



- k) *If it is determined that the proposed ordinance, or any proposed amendments thereto, is not likely to have a fiscal impact, the basis for such a determination.*
- **Davenport's analysis demonstrates that the Project is anticipated to have a positive fiscal and economic impact to the City.**



B: Economic Impact Statement per City Code Section 2-304

Section 2-304(a)



a) *The sources of information, assumptions and methodologies used to reach the conclusions set forth in the economic impact statement.*

- The primary sources of the information within this statement include:
 - Financial projections and analyses for the North of Broad Project (the “Project”) provided by the Respondent in the initial proposal and as modified during the course of negotiations;
 - Independent third party review by Hunden Strategic Partners and their Analysis dated October 31, 2018;
 - Analysis performed by City staff; and
 - Analysis performed by Davenport & Company LLC, Financial Advisors to the City of Richmond enclosed herein.

Section 2-304(b)



- b) *An outline that lists all ordinances, resolutions or actions that are required to be completed related to and for the economic development project, with an associated timeline for each.*
- **The ordinances and resolutions that are to be considered companion papers as related to the Project include:**
- An ordinance authorizing the execution of the development agreement and its attachments.
 - An ordinance creating a City special revenue fund for the incremental revenues.
 - An ordinance to convey currently City-owned real estate to the EDA.
 - An ordinance to convey currently City-owned real estate to NHDC.
 - An ordinance closing or “reconfiguring” portions of rights-of-way for the development.
 - An ordinance authorizing the necessary encroachments for the development.
 - An ordinance for a zoning text amendment to change the zoning regulations for an arena-specific district.
 - An ordinance for a zoning map amendment to change the zoning classification of the parcels in the development.
- **Other ordinances and resolutions necessary for various aspects of the development, but ready with the above eight ordinances:**
- A resolution to approve the EDA's bond issuance.
 - An ordinance to acquire property from RRHA.
 - An ordinance to convey property acquired from RRHA to the EDA.
 - An ordinance to convey property acquired from RRHA to NHDC.

Section 2-304(c)



- c) *A description of any variables that could affect economic impact estimates.*
- Variables that may affect revenue and cost estimates include:
 - Interest rates in effect when the public revenue bonds are sold;
 - The timing of the completion of construction of public and private improvements; and
 - Major changes in the national and/or local economy, which impact the ultimate cost of the various capital improvements and anticipated revenues.
 - As a safeguard against uncertainty of the cost of capital improvements, there will be Guaranteed Maximum Price contracts for construction of the Public Portion of the Projects (New Arena and Infrastructure).

Section 2-304(d)



- d) *The partnerships, corporations, businesses, boards, commissions, nonprofit organizations and other entities that the Mayor anticipates will be stakeholders in the economic development project to be authorized by the proposed ordinance and the level and nature of their involvement with the economic development project to be authorized by the proposed ordinance.*
- **The NH District Corporation**
 - NH District Corporation is a Virginia non-stock corporation structured to take advantage of tax-exempt and other public financing options available for the public portion of the NOB Project. NH District Corporation was created to serve as a vehicle for 1) raising investment equity necessary for various new development components in the NOB Project and necessary for the realization of sufficient new revenues to secure and be the source of repayment of the Project Revenue Bonds issued to fund the arena, 2) providing operational oversight of the New Arena and renovated Blues Armory, and 3) providing oversight of the private-sector development process.
 - **NH Foundation**
 - NH Foundation is a non-profit entity whose board is composed of local community leaders and is responsible for electing board members of NH District Corporation and oversight of such board. NH Foundation will play a significant and ongoing stewardship role over the development of the NOB Project and the public assets that will continue to be owned by the City.

Section 2-304(d)(cont.)



- Capital City Development, LLC
 - Capital City Development is a Virginia limited liability company formed to source private capital and execute the Project with respect to the private development of residential, retail, research, office and hospitality spaces pursuant to the Master Development Agreement.

- Other stakeholders of the Project are expected to include:
 - The Economic Development Authority, as the issuer of the Project Revenue Bonds for the public portions of the Project;
 - Nonprofit organizations focused on affordable housing;
 - Construction companies that will work on the development, including a significant portion of minority owned businesses;
 - The Greater Richmond Convention Center Authority; and
 - New and existing businesses in the area.

Section 2-304(e)



- e) *Any anticipated positive or negative impact, if any, on employment.*
- **The project is expected to have a major positive impact on employment, as noted in item 2-304(g).**

Section 2-304(f)



- f) *A range of economic impact factors that are uncertain or difficult to project.*
- **Please see response to Section 2-303(j) for Davenport's analysis of revenues and expenditures as a result of the Project and related sensitivity scenarios assuming various revenue levels.**

Section 2-304(g)



- g) *The number of permanent or temporary jobs that are anticipated to be created as a result of the economic development project to be authorized by the proposed ordinance.*
- **The Project is anticipated to create approximately 21,000 jobs, including more than 9,000 permanent jobs and workforce training opportunities.**

Section 2-304(h)



h) An analysis and timeline showing the projected revenues that are expected to be generated as a result of the City's expenditure of public funds, if the proposed ordinance is approved by the Council. The analysis and timeline shall include the benchmarks used to determine the revenue projections. An annual progress report concerning the actual revenues collected as a result of the City's expenditure of public funds and how such revenues exceeded, met or failed to meet the revenue projections and benchmarks shall be provided to the Council no later than December 31 of each year for ten years and as may be requested by the Council for any subsequent year beyond the initial ten years.

- The construction of the Public Portion of the Project funded from \$350 Million of non-recourse Revenue Bonds will approximate 24 to 36 months.
- The Projected revenues generated by the Increment Area and expenditures attributable to the Non-Recourse Revenue Bond Debt issued to finance the Public Portion of the Project over the course of 30 years are shown to the right.
- It is anticipated that the Surplus to the City for General Purpose will begin after the completion of the Project and approximately 6 years after the issuance of the Revenue Bonds.

\$Millions	Project Completed and performs as projected
Real Estate Tax Revenue	\$281.2
Taxable Project Components	<u>308.4</u>
Expanded Increment District	\$589.6
Subtotal Real Estate Tax Revenue	59.3
Sales Tax Revenue	112.7
Meals Tax Revenue (6.0%)	84.8
Lodging Tax Revenue	12.2
BPOL Tax Revenue	35.4
Admissions Tax	122.1
Arena Revenue(1)	69.9
Other Revenue(2)	404.6
Estimated Hunden Uplift(3)	\$1,490.6
Subtotal Increment/Project Revenues	28.2
Additional 1.5% Meals Tax for Schools	15.8
Sale Proceeds from Land	<u>\$1,534.6</u>
Total Revenue	(476.0)
Less :Total Revenue Bond Debt Service	<u>\$1,058.5</u>
Surplus (Net Revenue to the City after Debt Service)	

(1) Source: Municap/Developer: Comprised of Arena generated tax revenues and sponsorships.
 (2) Source: Municap/Developer: Armory generated tax revenues and parking revenue.
 (3) Pro-rata estimate based on 88.1% (\$1,086/\$1,233) of Hunden Uplift calculated by Hunden in its Analysis dated October 31, 2018.

Section 2-304(i)



- i) *An explanation of how the expenditure of any public funds by the City, as may be indicated in the proposed ordinance, complies with any guidelines, policies or best practices that help to achieve or maintain the goal of being a AAA bond rated locality.*
- **The costs and benefits of the project are expected to remain in compliance with Council's adopted debt policy guidelines, ultimately growing the annual general fund budget by tens of millions per year and expanding the City's debt capacity. Through the allocation of surplus revenues for key priorities, the project is consistent with the goal of being an AAA bond rated locality.**

Section 2-304(j)



- j) *If it is determined that the proposed ordinance, or any proposed amendments thereto, is not likely to have an economic impact, the basis for such a determination.*
- Davenport's analysis demonstrates that the Project is anticipated to have a positive fiscal and economic impact to the City.

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The value of and income from investments and the cost of borrowing may vary because of changes in interest rates, foreign exchange rates, default rates, prepayment rates, securities/instruments prices, market indexes, operational or financial conditions of companies or other factors. There may be time limitations on the exercise of options or other rights in securities/instruments transactions. Past performance is not necessarily a guide to future performance and estimates of future performance are based on assumptions that may not be realized. Actual events may differ from those assumed and changes to any assumptions may have a material impact on any projections or estimates. Other events not taken into account may occur and may significantly affect the projections or estimates. Certain assumptions may have been made for modeling purposes or to simplify the presentation and/or calculation of any projections or estimates, and Davenport does not represent that any such assumptions will reflect actual future events. Accordingly, there can be no assurance that estimated returns or projections will be realized or that actual returns or performance results will not materially differ from those estimated herein. This material may not be sold or redistributed without the prior written consent of Davenport.

Version 01/13/2014 RK/IS/DR



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Ord. No. 2019-_____: TO AMEND AND REORDAIN THE OFFICIAL ZONING ORDINANCE FOR THE PURPOSE OF AMENDING THE COLISEUM MALL (CM) DISTRICT, INCLUDING SIGNAGE AND PARKING REGULATIONS, AND TO AMEND THE OFFICIAL ZONING MAP TO EXPAND THE DISTRICT.

To: City Planning Commission
From: Department of Planning and Development Review
Date: September 3, 2019

PETITIONER

City of Richmond
900 East Broad Street
Richmond, VA 23219

LOCATION

The project area is in downtown Richmond, bounded by East Leigh Street to the north, East Marshall Street to the south, North Tenth Street to the east, and North Fifth Street to the west. The Coliseum Mall (CM) District currently is applied only on the block occupied by the existing coliseum. This rezoning would expand the district to the borders of the project area, excluding the parcels at the intersection of North 7th and East Marshall Streets occupied by The Doorways (parcel nos. N000000618 and N0000006021) and the blocks occupied by the Federal Building, the John Marshall Courthouse, and the John Marshall House (blocks bounded by North 7th Street, East Clay Street, North 9th Street, and East Marshall Street).

PURPOSE

To amend and reordain the official zoning ordinance text and map for the purpose of amending and expanding the Coliseum Mall (CM) district, along with the signage and parking requirements for the district, to accommodate a proposed mixed-use redevelopment project surrounding a new entertainment arena.

SUMMARY & RECOMMENDATION

On November 9, 2017, the City issued a Request for Proposals (RFP) to redevelop an area of downtown generally bounded by East Leigh Street to the north, East Marshall Street to the south, North Tenth Street to the east, and North Fifth Street to the west. In response to the RFP, the City received a Proposal from the NH District Corporation (NHDC) for a mixed-use project. Following months of due diligence and negotiations, the City Administration has reached an agreement with NHDC and is prepared to proceed with the project.

One of the necessary project-related ordinances is a text amendment to the City's CM (Coliseum Mall) zoning district, and another is a zoning map change to expand the CM District. Per state law, before a zoning text amendment ordinance can be introduced, a procedural step must occur to "initiate" the zoning amendment (one way to do so is a resolution from the Planning Commission). CPR 2018-108, attached to this Staff Report, satisfied that requirement and initiated the rezoning process.

The proposed development includes some uses, such as a bus transfer center and residential units, which are not currently permitted in the CM district, while other uses currently permitted in the CM district would not be appropriate in the new development. The proposed development also proposes signage not currently permitted and which would be unique to the CM district as it would be of greater variety and size than allowed elsewhere in the City. The district amendments allow these uses as proposed by the developer, and make parking requirements consistent with the rest of the downtown.

Planning and Development Review staff has discussed the uses and signage with the development team in great detail and has worked through many iterations before coming to agreement. In addition to the use, signage, and parking regulations, Planning and Development Review staff has included the six design principles of development from the Pulse Corridor Plan in the district's intent statement to ensure that future development provides a walkable, human-scale environment.

Staff recommends approval of the ordinance.

FINDINGS OF FACT

Background

For decades, the blocks in the proposed redevelopment area have been underutilized or vacant. The City or related entities own the majority of the land in the area, and it has been repeatedly identified as a significant opportunity for redevelopment in the center of the Richmond region. The zoning language changes, as proposed, will help shape the area into the vibrant, mixed-use neighborhood that is envisioned.

Master Plan

The City's Request for Proposals for the area envisions a development that is generally consistent with both the Downtown Master Plan (2009) and the Pulse Corridor Plan (2017).

The Downtown Master Plan states a “need for higher level retail centers and businesses in the area to facilitate activities when the Convention Center is not in use” (p. 1.12). That plan also calls for new downtown development to be “respectful of the urban context”, encouraging zoning to allow for a mix of uses and increase the residential population in the vicinity of local businesses and civic uses [to] help stimulate social and economic activity downtown” (p. 3.4).

The Pulse Corridor Plan indicates that the area should be “Downtown Mixed-Use”, as well as identifying it as an “Opportunity Area” in the Future Land Use map (Fig. 3.5). The Plan specifically recommends that the Coliseum and adjacent City-owned parcels are an opportunity site that could be redeveloped into a mixed-use, mixed-income, pedestrian-friendly environment that serves as a connection...between the Convention Center, Biotech Park, and the Capital District” (p. 93).

Zoning

The proposed changes to and expansion of the Coliseum Mall (CM) District will accommodate the vision of the City’s Request for Proposals, the Downtown Master Plan, and the Pulse Corridor Plan.

Staff Contact:

Mark A. Olinger, Director, Planning and Development Review

Mark.Olinger@richmondgov.com

646-6305



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: See attached. Date 7-18-19

Tax Map #: See attached. Fee: _____

Total area of affected site in acres 18.6

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

Zoning

Current Zoning: B-4

Existing Use: see attached

Proposed Zoning/Conditional Zoning

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

CM

Existing Use: n/a

Is this property subject to any previous land use cases?

Yes No If Yes, please list the Ordinance Number _____

Applicant/Contact Person: The NH Distnd Corporation

Company: C/o Roth Jackson Gibbons Condlin, PLC, Attn: Jennifer Mullen or Mark Kronenthal

Mailing Address: 1519 Summit Avenue, Suite 102

City: Richmond State: VA Zip Code: 23230

Telephone: (804) 977-3374 Fax: ()

Email: jmullen@rothjackson.com or mkronenthal@rothjackson.com

Property Owner: City of Richmond

If Business Entity, name and title of authorized signee SELENA COFFEY - GLEM, CAO

(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: 900 E. Broad Street

City: Richmond State: VA Zip Code: 23219

Telephone: () Fax: ()

Email: _____

Property Owner Signature: *Selena Coffey*

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.



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: See attached Date: 7-18-19

Tax Map #: See attached Fee: _____

Total area of affected site in acres: 18.6

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

Zoning

Current Zoning: B-4

Existing Use: see attached

Proposed Zoning/Conditional Zoning

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

CM

Existing Use: NA

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: _____

Applicant/Contact Person: The NH District Corporation

Company: C/o Roll Jackson Gibbons Conklin, PLC, Attn: Jennifer Mullen or Mark Kronenthal

Mailing Address: 1519 Summit Avenue, Suite 102

City: Richmond State: VA Zip Code: 23230

Telephone: (804) 977-3374 Fax: ()

Email: jmulen@rolljackson.com or mkronenthal@rolljackson.com

Property Owner: Advantage Richmond Corporation

If Business Entity, name and title of authorized signee: SELENA COPPEE-GLENN, VICE

PRESIDENT

(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: 900 E. Broad Street

City: Richmond State: VA Zip Code: 23219

Telephone: () Fax: ()

Email: _____

Property Owner Signature: [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.



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.ci.richmond.va.us

Project Name/Location

Property Address: See attached Date: 7-17-19
Tax Map #: See attached Fee:
Total area of affected site in acres: 18.6

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

Zoning

Current Zoning: B-4

Existing Use: See attached

Proposed Zoning/Conditional Zoning

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

CM
Existing Use: n/a

Is this property subject to any previous land use cases?

Yes No
[] [x] If Yes, please list the Ordinance Number

Applicant/Contact Person: The NH District Corporation

Company: C/o Roth Jackson Gibbons Condlin, PLC alt. Jennifer D. Mullen or Mark J. Kronenthal
Mailing Address: 1519 Summit Avenue, Suite 102
City: Richmond State: VA Zip Code: 23230
Telephone: (804) 977-3374 Fax:
Email: jmullen@rothjackson.com or mkronenthal@rothjackson.com

Property Owner: Richmond Redevelopment & Housing Authority

If Business Entity, name and title of authorized signee: Damon S. Duncan, CEO

(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: 901 Chamberlayne Parkway
City: Richmond State: VA Zip Code: 23220
Telephone: () Fax: ()
Email:

Property Owner Signature: [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.

Tax Map	Address	Acreage	Existing Use	Existing Zoning	Ownership	Address
N0000007001	601 E. Leigh Street	7.36	Coliseum	CM and B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219
N0000008001	501 N. 7th Street	1.94	Parking Deck	B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219
N0000011002	500 B East Marshall Street	0.012	Coliseum Tunnel	CM and B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219
N0000009001	808 E. Clay Street	1.71	Surface Parking	B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219
N0000009002	800 E. Clay Street	0.37	Surface Parking	B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219
E0000235003	900 E. Marshall Street	1.64	Office	B-4	Advantage Richmond Corporation	900 E. Broad Street Richmond, VA 23219
N0000006004	406 N. 7th Street	0.57	Vacant	B-4	Richmond Redevelopment Housing Authority	901 Chamberlayne Parkway Richmond, VA 23220
N0000006025	408 A N. 7th Street	0.43	Vacant	CM and B-4	Richmond Redevelopment Housing Authority	901 Chamberlayne Parkway Richmond, VA 23220
N0000011033	500 E. Marshall Street	1.58	Parking Garage	CM and B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219
E0000235001	500 N. 10th Street	3.01	Office	B-4	City of Richmond	900 E. Broad Street Richmond, VA 23219

July 17, 2019

Jennifer D. Mullen
Richmond Office
(804) 977-3374 (direct)
jmullen@rothjackson.com

Mark J. Kronenthal
Richmond Office
(804) 441-8603 (direct)
mkronenthal@rothjackson.com

Mr. Matthew Ebinger
Principal Planner – Land Use Administration
Department of Planning and Development Review
900 East Broad Street, Room 511
Richmond, VA 23219

Re: Rezoning Request for N0000007001, N0000008001, N0000011002, N0000009001,
N0000009002, E0000235003, N0000006004, N0000006025, N0000011033, E0000235001
(collectively, the “Property”).

Dear Mr. Ebinger:

This letter shall serve as the applicant’s report accompanying the application for rezoning of the Property to the Coliseum Mall District (CM). The rezoning request is consistent with the objectives of the Pulse Corridor Plan (2017) specifically for the Property. The Property is identified as an “Opportunity Area” within the Downtown Station Areas chapter of the Pulse Corridor Plan and on the corresponding Future Land Use Map. The Pulse Corridor Plan encourages “[t]he redevelopment of surface parking lots and underutilized buildings into high-density buildings that focus on creating walkable environments with active ground floors, appropriate streetscape, and minimal driveway entrances” (93).

The rezoning request is consistent with recommendation of the Pulse Corridor Plan to redevelop the Property “into a mixed-use, mixed-income, pedestrian-friendly environment that serves as a connection block between the Convention Center, the Biotech Park, and the Capitol District” (93). In addition, rezoning the Property to CM will permit a coordinated and cohesive development of the Property and adjacent properties currently zoned CM.

{00907714:v1}

RICHMOND

1519 Summit Avenue, Suite 102, Richmond, VA 23230
P: 804-441-8440 F: 804-441-8438

TYSONS CORNER

8200 Greensboro Drive, Suite 820, McLean, VA 22102
P 703-485-3535 F 703-485-3525

Thank you for in advance for you review of the application.

Sincerely,



Jennifer D. Mullen



Mark J. Kronenthal

Enclosure

Cc: Ms. Anne Darby via email
Matthew Welch, Esq. via email

{00907714,v1}



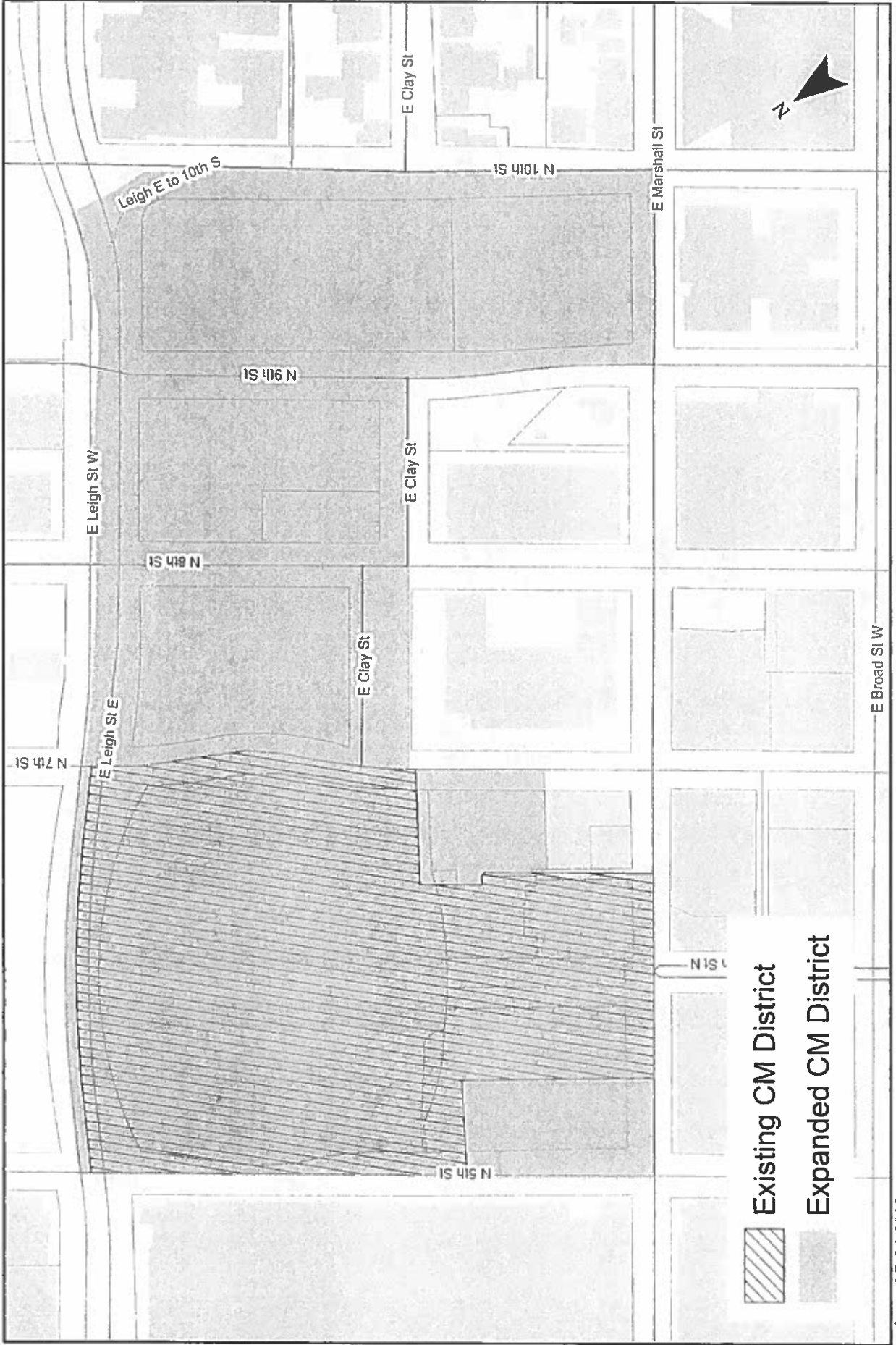
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COLISEUM MALL DISTRICT EXPANSION



pdr:awd:7-26-2019

