



# Navy Hill District Redevelopment Project





# Purpose

## Six ordinances are before the Planning Commission, which would:

- Reapportion rights-of-way (Ord. 2019-215)
- Convey property from the City (Ord. 2019-213 & Ord. 2019-214)
- Modify the requirements and location of the CM Coliseum Mall District (Ord. 2019-217)
- Establish Priority Street and Street-Oriented Commercial designations (Ord. 2019-218)
- Rezone a portion of the area from B-4 District to CM District (Ord. 2019-219)



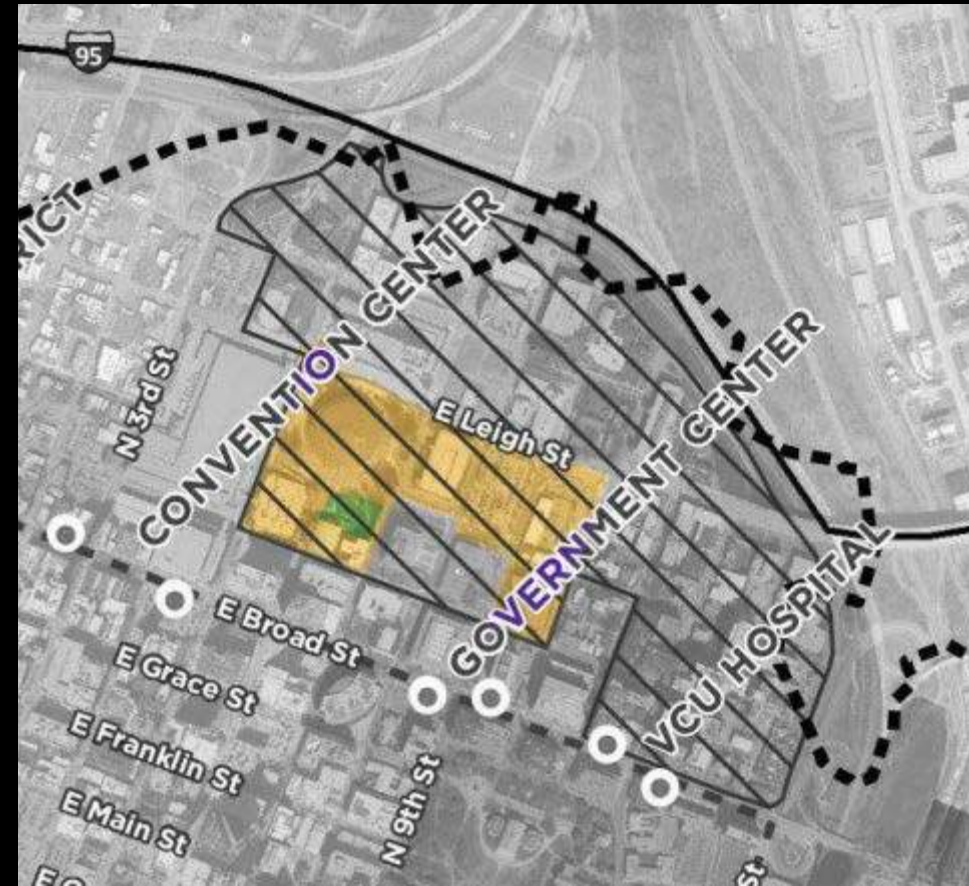


# City Master Plan

The project area is within the City Center District of the Downtown Plan (2009) and within the Downtown Station area (Convention Center and Government Center Station Areas, specifically) of the Pulse Corridor Plan (2017).

The Downtown Plan and the Pulse Corridor Plan both refer to the need to redevelop the area including the Navy Hill District project.

Both plans were prepared with contributions from various stakeholder groups and the public at large, made during meetings, presentations, a design session, charrettes, open design studio discussions, and public forums.

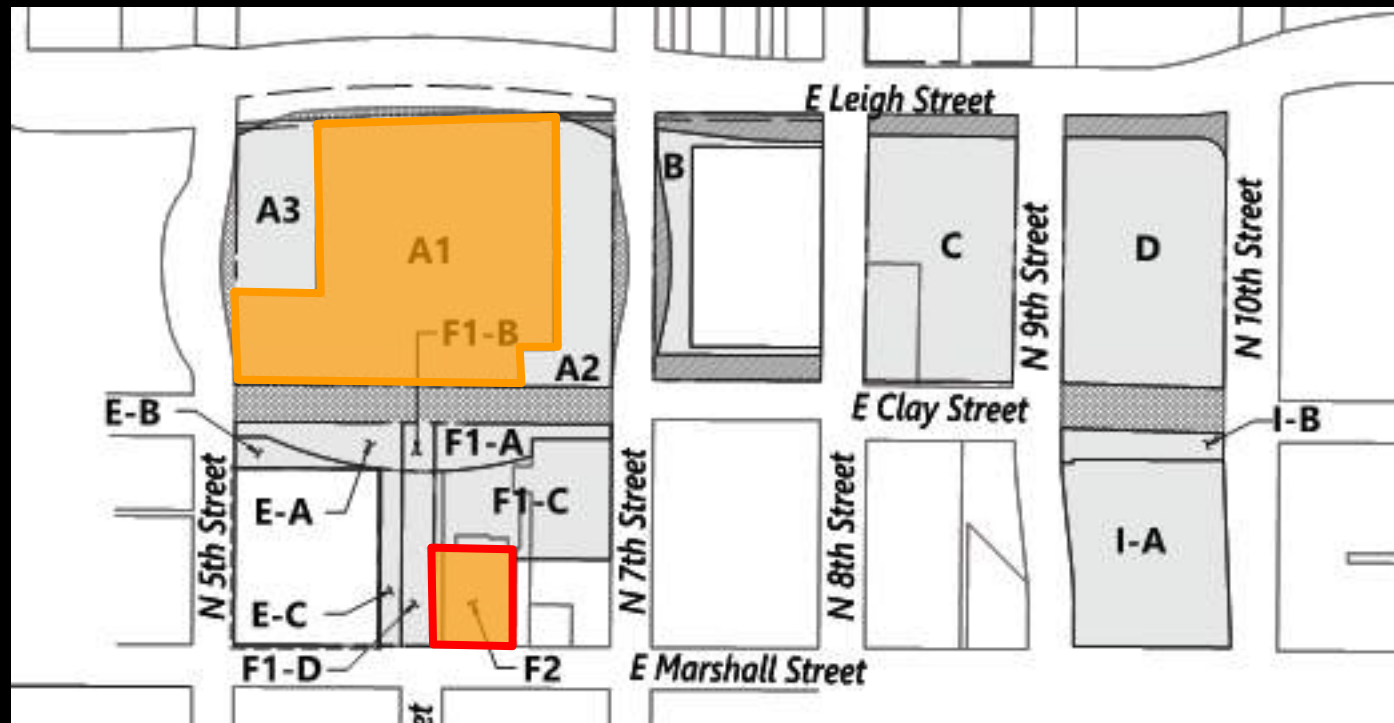




# Summary of Ordinances: Property Conveyance to EDA

## #1. COLISEUM TRANSFER TO EDA: Ordinance 2019-213:

“To declare surplus and direct the conveyance of a portion of the City-owned real estate known as 601 East Leigh Street, consisting of 171,906 ± s.f., for nominal consideration to the Economic Development Authority of the City of Richmond.”





# Summary of Ordinances: Property Conveyance to Navy Hill District Corporation

## #2. PARCELS CONVEYED TO NAVY HILL DISTRICT CORPORATION: Ordinance 2019-214:

“To declare surplus and direct the conveyance of certain parcels, or portions thereof, of City-owned real estate known as 601. E. Leigh St., 501 N. 7th St., 808 E. Clay St., 800 E. Clay St., 500 N. 10th St., 500 E. Marshall St., 500 A E. Marshall St., 116 N. 7th St., 114 N. 7th St., 112 N. 7th St., and 301 E. Broad St. to The NH District Corporation for the purpose of facilitating the redevelopment of the area to be bounded generally by E. Leigh St. to the north, N. 10th St. on the east, E. Marshall St. on the south, and N. 5th St. on the west.”

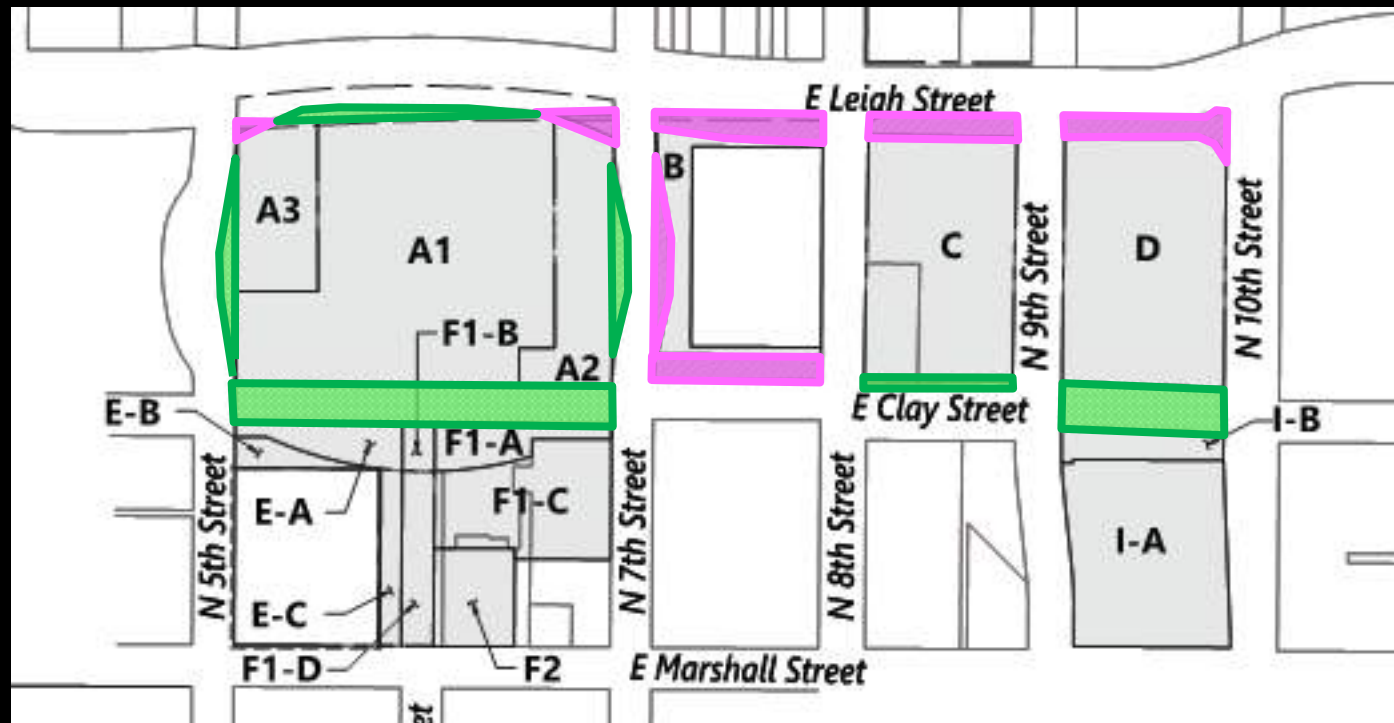




# Summary of Ordinances: Altering of Rights-of-Way

## #3. Ordinance 2019- 215:

“To close, to public use and travel, certain right-of-way areas comprised of portions of East Leigh Street, East Clay Street, North 5th Street, and North 7th Street, such portions together consisting of 44,590± s.f., to retain easements in certain of the closed right-of-way areas, and to authorize the Chief Administrative Officer to accept the dedication of right-of-way areas, for the purpose of facilitating the redevelopment of the area bounded generally by East Leigh Street on the north, North 10th Street on the east, East Marshall Street on the south, and North 5th Street on the west.”



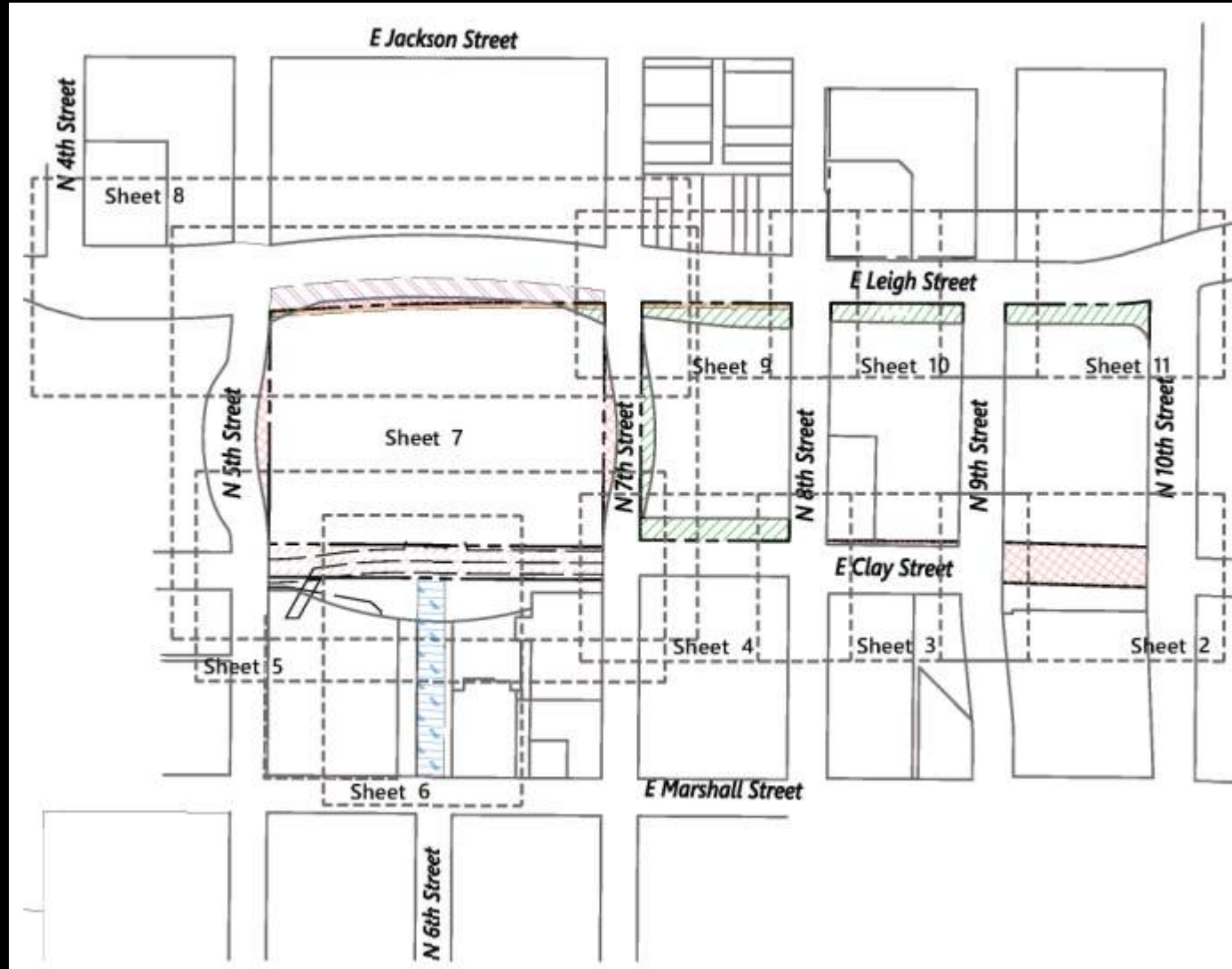




# Summary of Ordinances: Altering of Rights-of-Way

**Legend**

- RIGHT-OF-WAY CLOSURE
- HIGH STREET ENWIDENMENT
- RIGHT-OF-WAY DEDICATION
- RIGHT-OF-WAY DEDICATION WITH FULL WIDTH ENWIDENMENT
- ACCESS EASEMENT
- PEDESTRIAN ACCESS EASEMENT





# Summary of Ordinances: Zoning Changes

## **#4. MODIFYING THE CM DISTRICT: Ordinance 2019-217:**

“To repeal ch. 30, art. IV, div 26 (§§ 30-448.1-30-448.4) of the City Code; to amend ch. 30, art. IV, by adding therein a new div. 26 (§§ 30-448.1-30-448.8); and to amend City Code §§ 30-503, 30-519, 30-710.1, 30-710.4, 30-710.13, and 30-1220, all for the purpose of modifying the zoning regulations applicable in the CM Coliseum Mall District.”

## **#5. ADDING PRIORITY STREET AND STREET-ORIENTED COMMERCIAL DESIGNATIONS: Ordinance 2019-218:**

“To amend the official zoning map for the purpose of designating certain street blocks as “priority streets” and certain street blocks as “street-oriented commercial streets” in the area bounded generally by East Leigh Street on the north, North 10th Street on the east, East Marshall Street on the south, and North 5th Street on the west.”

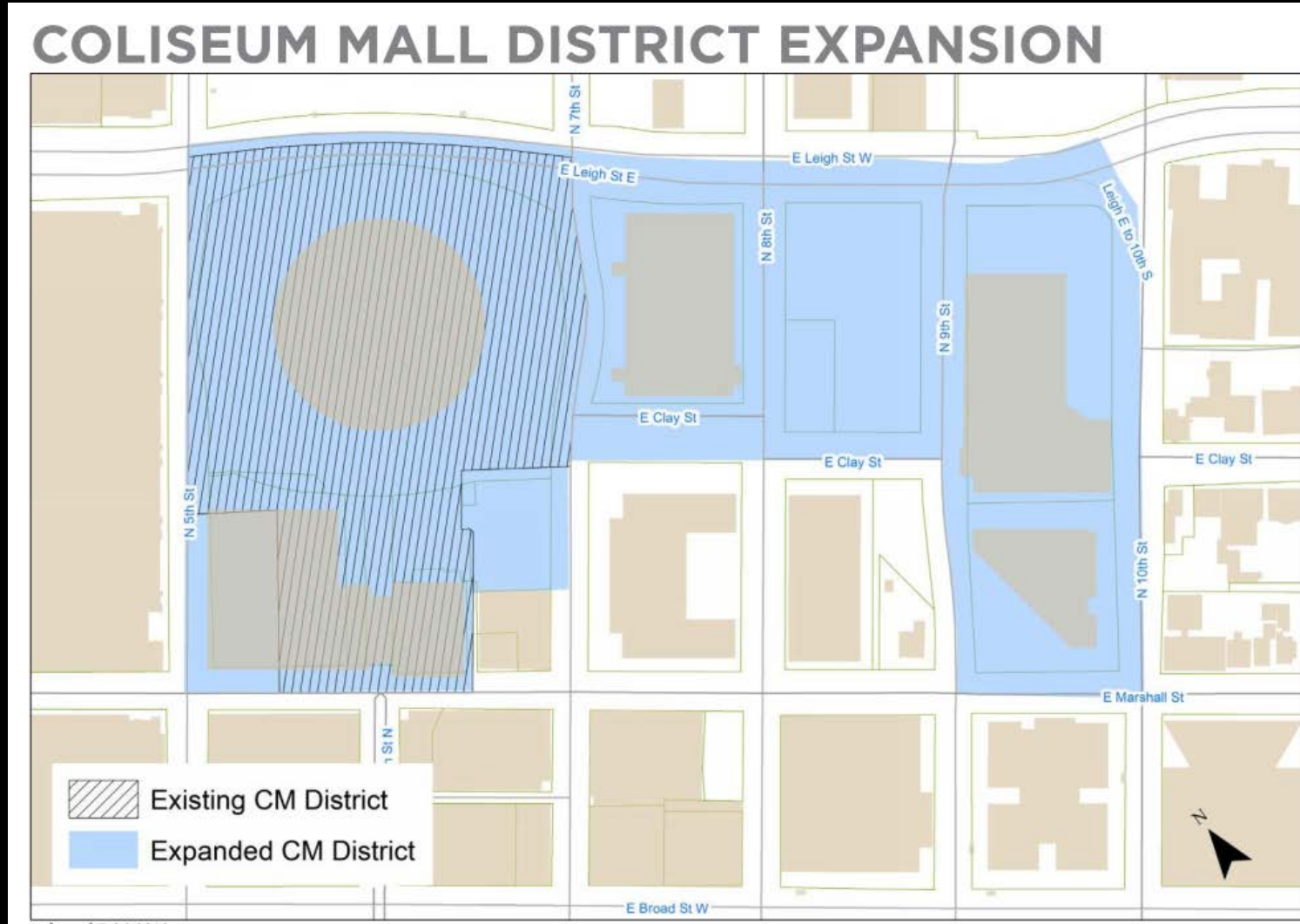
## **#6. REZONING PROPERTIES FROM B-4 TO CM: Ordinance 2019-219:**

“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.”





# Summary of Ordinances: Zoning Changes





# Summary of Ordinances: Zoning Changes

## STREET-ORIENTED COMMERCIAL AND PRIORITY STREETS - CM DISTRICT





# Staff Findings

Staff find that the proposed Navy Hill District project, as enabled by the proposed zoning changes, is consistent with the Downtown Mixed-Use land use designation of the Pulse Corridor Plan. The proposed zoning changes result in a district comparable to the current underlying zoning, but with improvements as described above.

Staff find that the proposed Navy Hill District project supports the vision for Convention Center and Government Center Station Areas.

Staff find that the proposed Navy Hill District project is consistent with the recommendations of the Pulse Corridor Plan, pertaining to the opportunity area including the Coliseum and adjacent City-owned parcels, in that the proposed mixed-use, mixed-income development would serve as a connection...between the Convention Center, VA Bio+Tech Park, and the Capital District and includes affordable housing.

Staff find that the proposed Navy Hill District project meets Corridor-Wide Recommendations applicable to the Downtown Station area, including:

- Wrapped parking decks, underground parking, public art, and redevelopment of existing parking lots as new infill sites
- Incorporating Street-Oriented Commercial and Priority Streets designations into the Zoning Ordinance
- Incorporating the six design elements into the Zoning Ordinance
- Implementing a tax increment finance district strategy
- Prohibiting the development of new surface parking lots





# Staff Findings

Staff find that the proposed Navy Hill District project would increase the residential population in the vicinity of local businesses and civic uses to help to stimulate social and economic activity downtown, and would revitalize the Blues Armory complex. While East Clay Street is proposed to be a landscaped, pedestrian-oriented green spine through the new district and several buildings will have green or solar-paneled roofs, additional attention is needed to improve existing parks and establish new open space.

Staff find that the proposed Navy Hill District project reconnects the street grid, as recommended by both the Downtown and Pulse Corridor Plans, in order to break up super blocks; Specifically, reopening the 900 block of Clay Street (to pedestrian and vehicular traffic), thereby providing a visual and physical connection between the Convention Center and Court End, and by establishing pedestrian use of Clay Street between N. 5th and N. 7th Streets.



# Staff Recommendations

**#1. COLISEUM TRANSFER TO EDA: Ordinance 2019-213:**

Economic Development staff recommend approval

**#2. PARCELS CONVEYED TO NAVY HILL DISTRICT CORPORATION: Ordinance 2019-214:**

City Administration requests that the Planning Commission recommend City Council approve the ordinance with an amendment to include in Section 1 of the ordinance "The property known as 609 E. Grace St., with Tax Parcel No. W000-0008/001" to the list of "Property" declared surplus and directed to be conveyed pursuant to the ordinance

**#3. ALTERING OF RIGHTS-OF-WAY: Ordinance 2019-215:**

Department of Public Works staff recommend approval

**#4. MODIFYING THE CM DISTRICT: Ordinance 2019-217:**

Planning and Development Review staff recommend approval

**#5. ADDING PRIORITY STREET AND STREET-ORIENTED COMMERCIAL DESIGNATIONS: Ordinance 2019-218:**

Planning and Development Review staff recommend approval

**#6. REZONING PROPERTIES FROM B-4 TO CM: Ordinance 2019-219:**

Planning and Development Review staff recommend approval



# Community Outreach

In 2018, the Navy Hill District Corporation held several meetings regarding the project.

In September of 2019, lead City staff and representatives of the development team presented at Council District meetings for Districts One, Three, Seven, Eight and Nine, and City Council Work Sessions, as well as met with small groups including the NAACP, RRHA Board, RRHA Real Estate Committee, Venture Richmond, City employees, local clergy, Chamber RVA, Chamber RVA HYPE, Richmond Economic Development Authority, GRACRE, Alpha Beta Boule, Shockoe Association.

In October of 2019, lead City staff and representatives of the development team met with the RPS Board, Greater Richmond Association for Commercial Real Estate, small business owners, and Richmond First Club, and provided tours to Planning Commission members and over 100 participants of Richmond Region Tourism.

The team is planning City Council Work Sessions, and presentations to Districts One, Three, Four, Five, Seven, Eight and Nine, as well as smaller groups in Jackson Ward, the VCU student government, and Chamber RVA Mentor and Leadership Lab and GRACRE.

Representatives of the team have also discussed the project with the Downtown Neighborhood Association and the Historic Jackson Ward Association leadership. A meeting with the Historic Jackson Ward Association will be taking place.







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