



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/>

*RZON-029201-2018*

**Project Name/Location**

Property Address: 127 N 17th Street  
Tax Map #: E000-0130/044 Fee: \$1,500  
Total area of affected site in acres: 0.6244 acres

Date: 1-22-18

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

RECEIVED

JAN 22 2018

LAND USE ADMINISTRATION

**Zoning**

Current Zoning: M-1 Light Industrial

Existing Use: Vacant buildings and parking area

**Proposed Zoning/Conditional Zoning**

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

TOD-1 Transit Oriented Development District

Existing Use: Vacant buildings and parking area

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: BZA 1952-075

**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:** Weimans Bakery LLC

If Business Entity, name and title of authorized signee: H. Louis Salomonsky

(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: 1553 East Main Street

City: Richmond State: VA Zip Code: 23219

Telephone: (804) 237-8247 Fax: ( )

Email: HLSalomonsky@swa-co.com

**Property Owner Signature:**

*[Handwritten Signature]*  
H. LOUIS SALOMONSKY, MANAGER of ITS MANAGER

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.



March 26, 2018

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

RE: Applicant's Report for Rezoning of Weiman's Bakery Property at 127 N 17<sup>th</sup> Street

Dear Mr. Olinger,

Please accept this letter as the Applicant's Report for the Rezoning application for 127 N 17<sup>th</sup> Street from the M-1 Light Industrial District to the new TOD-1 Transit Oriented Development District. With this application, Louis Salomonsky of Weiman's Bakery LLC is petitioning the City Council to rezone this Shockoe Bottom property from the existing outdated industrial district to the City's new mixed-use zoning district intended to encourage dense, walkable transit-oriented development as recommended by the Pulse Corridor Plan adopted by City Council in July 2017.

#### *Site*

The proposed rezoning is for one corner property located at the intersection of E Grace Street and N 17<sup>th</sup> Street. The property is approximately 0.6244 acres and is currently improved with a vacant industrial building and a surface parking area. The buildings have most recently been used as a bakery facility operated by the Weiman's Bakery Company. The property is located in the Shockoe Bottom neighborhood and is primarily surrounded by surface parking areas.

#### *Zoning Regulations*

The property is currently located in M-1 Light 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 currently found in Shockoe Bottom and so proximate to the central business district. The M-1 district allows for a base building height of forty-five feet with additional height based on an incline plane from the adjacent streets. This would allow a building height of ninety-nine feet at the property line along E Grace Street.

The applicant wishes to construct new hotel on the property that would comply with the TOD-1 zoning district regulations. The proposed TOD-1 district regulations would allow for a mix of uses, including hotels. The applicant plans to develop the property in accordance with the stated intent of the TOD-1 district. The district's intent is to promote enhancement of the character of development along principal corridors, at key gateways, and at nodes of high activity located near transit service, bicycle infrastructure, and pedestrian-friendly streetscapes. The district regulations are intended to encourage

appropriate redevelopment and place-making, including adaptive reuse of underutilized buildings, to create a high-quality urban realm. They are intended to improve streetscape character by providing continuity of building setbacks, to enhance public safety by encouraging an active pedestrian environment consistent with the mixed-use character of the district by providing for windows in building facades along street frontages, and to promote an environment that is safe for walking and biking.

The TOD-1 district allows for a maximum of twelve stories and includes form-based requirements that are not found in the existing zoning district, which will ensure that any development of the site is more urban in character, will provide life and activity on the street and will promote walking and biking. These requirements include such things as regulation on the location and screening of parking decks and lots, fenestration and setbacks maximums.

In addition to the normal zoning requirements, any development of the site as a hotel will require a plan of development be approved by the Director of Planning and Development Review to ensure compatibility with the district and the Pulse Corridor Plan.

#### *Pulse Corridor Plan / Master Plan*

In July 2017, the Richmond City Council adopted the Pulse Corridor Plan to establish three goals for future development along the Pulse Corridor in support of the new Pulse Bus Rapid Transit line. The stated goals for development along the transit line is that it will be Compact & Mixed, Connected, and Thriving & Equitable. Following the adoption of the Plan, the City created a new zoning district, the TOD-1 Transit Oriented Development District, to implement these stated goals.

The subject property is included within the recommendations of the Pulse Corridor Plan and is designated within the Neighborhood Mixed-Use District established by the Plan. The Neighborhood Mixed-Use District are intended provide a mix of uses, but with a larger amount of residential uses than other mixed-use districts. They are an urban, walkable environment with limited neighborhood-oriented uses incorporated along key commercial corridors and at corner sites. The property to the south and most of the properties within the block are designated within the Corridor Mixed-Use District established by the Plan. This District is found along major, traditionally commercial corridors like Broad and E. Main Streets, and envisioned to provide for medium-density pedestrian- a and transit-oriented infill development to fill “missing teeth” of the corridor fabric.

Both the Neighborhood Mixed-Use District and the Corridor Mixed-Use District are supportive of the type of development allowed and encouraged by the requested TOD-1 Transit Oriented Development District. They both recommend medium density mixed-use development at heights ranging from 2 to 8 or 10 stories. Additionally, the form-based requirements related to fenestration, maximum setbacks and the location and screening of parking areas that found in the TOD-1 District are all elements supported by the Plan for the subject property.

#### *City Charter Conditions*

We trust that you will agree with us that the development of the site would be better suited under the regulations in the TOD-1 Transit Oriented Development District than the existing outdated M-1 Industrial 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 application. Please contact me at [lory@markhamplanning.com](mailto:lory@markhamplanning.com) or (804) 248-2561 if you have any questions or require additional materials to process the application.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'Lory Markham', written in a cursive style.

Lory Markham

Enclosures

cc: The Honorable Cynthia Newbille  
Matthew Ebinger, Secretary to the City Planning Commission