

AMENDED AND RESTATED APPLICANTS' REPORT FOR CONDITIONAL REZONING APPLICATION

Richmond Redevelopment And Housing Authority and
Club 533, a Virginia Corporation

25 Vacant parcels on N. 2nd Street and
one parcel at 700 N. 3rd Street, Richmond, Virginia
(hereinafter the "Subject Property")

RF-53 Multifamily Residential to B-7 Mixed Use Business District

Case No: RZON-030930-2018

June 4, 2018

I. Proposed Rezoning

In compliance with the administrative policy of the Department of Planning and Development Review, Richmond Redevelopment And Housing Authority and Club 533, a Virginia corporation (hereinafter referred to collectively as the "Applicant"), hereby submit the following report in connection with the enclosed rezoning application for the above referenced Subject Property from RF-53 Multifamily Residential to B-7 Mixed Use Business District.

II. The Property

The Subject Property consists of 700 N. 3rd Street, the location of a private club (Club 533) and 25 vacant parcels on N. 2nd Street and Maggie L. Walker Place, comprising 3.37 total acres for all of the subject properties, located in the Jackson Ward neighborhood bound by North 3rd Street, East Jackson Street, North Second Street and East Duval Street, all zoned R-53 Residential (multifamily).

The Applicant's vision for the Subject Property and the area known as "Jackson Place," is a vibrant mix of uses that attract residents, downtown employees and visitors to Jackson Ward including uses that serve the immediate area and reinforce Jackson Ward's identity as one of the most historical and culturally rich areas in the country, and a key downtown residential community.

III. The Downtown Plan

The properties are located in the Downtown Planning District. The City of Richmond's Pulse Corridor Plan designates the property for Neighborhood Mixed-Use land use, within the Convention Center Station Area. Neighborhood Mixed-Use areas are recommended to be "...cohesive districts that 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 density and size of development should be low to medium density, between 2 to 8 stories, with single- and multi-family uses being the primary uses. Secondary uses include retail, office, personal service, cultural, institutional and governmental uses, plazas, squares, pocket parks, and open space. Appropriate zoning districts for Neighborhood Mixed-Use areas are R-7, R-8, R-63, B-5, B-6, B-7, RF-1, UB-2” (Pulse Corridor Plan, p. 31).

IV. Proposed Uses

The Applicant is seeking to rezone the Subject Property from RF-53 Multifamily Residential to the B-7 Mixed Use Business Zoning District to permit a mixed use development to include a hotel, commercial uses, and the existing private club. The proposed rezoning is consistent with the Downtown Plan designation as Urban Center Area and is an appropriate infill opportunity.

V. Future Development Opportunity

The development of the Subject Property will be a continuation (phase II) of an overall redevelopment plan that includes an adjacent site to the West of the Property generally bounded by Jackson Street, East Duval Street, Third Street, Chamberlayne Parkway, and the alley between North 1st Street and Saint James Street which is currently being developed by RRHA in partnership with Community Preservation and Development Corporation (CPDC). That project is a mixed-use development planned for approximately 154 units to be built, 72 of which will house elderly residents from RRHA’s Frederick A. Fay Towers.

Today, Jackson Ward is experiencing a revitalization. The neighborhood is sandwiched between a flourishing downtown and major economic drivers such as the VCU Health System, and the Bio-Technology and Research Park which are spurring commercial development in the area. Additionally, the City’s Neighborhood in Bloom program invested significant Community Development Block Grant, and HOME funding for housing revitalization in this area.

VI. Rezoning Conditions (Proffers)

The Developer hereby proffers, as conditions of the rezoning, those proffers set forth on the attached document entitled “Amended and Restated Proffered Conditions,” dated May 24, 2018.

VII. Suitability of Rezoning

Future development pursuant to the proposed rezoning classification with proffered conditions will not be detrimental to the neighborhood. As a mixed use project, the proposed rezoning will not generate activities that are harmful to the health, safety, morals and general welfare of the area, and it will provide the opportunity for needed housing stock constructed in compliance with all applicable local, state and federal building codes and energy conservation requirements. Additionally, the development is likely to attract residents of diverse backgrounds and age groups so as not to adversely impact area schools, parks, playgrounds, water supplies, sewage and storm water systems, transportation or other governmental service. The development will add residential density and pedestrians in the area in a location with ample air, light and space components. Future development on the Property will increase revenue to the City of Richmond in the form of an expanded real estate tax base, construction revenue, bringing jobs to the area, as

well as bringing more consumers to the area. It will be a highly visible symbol of Jackson Ward's transformation and will thereby further the City's aspiration for this emerging neighborhood.

VIII. Community Support for Rezoning

The Applicant presented the rezoning proposal, proffers and related information to the Historic Jackson Ward Association. The Applicant will be providing letters of support from Historic Jackson Ward Association and other community stakeholders.

IX. Conclusion

The proposed rezoning is consistent with the Downtown Plan designation as Urban Center Area and is an appropriate land use to enhance the opportunity for long awaited infill development of a mixed-use project in Jackson Ward. A mix of uses for the Subject Property will bring much needed community services and amenities in the commercial spaces and quality housing options. Starting with the rezoning, RRHA's program plan for Jackson Place is to implement a comprehensive development plan for the creation of a high quality mixed-use and mixed-income development in the Jackson Ward neighborhood. The goal is to create a dynamic residential and commercial environment that successfully integrates residential units with uniquely sized commercial uses.