



May 15th, 2024

TO:

Raymond Roakes
Secretary to the Urban Design Committee
Department of Planning and Development Review
900 E. Broad Street, Room 510
Richmond, VA 23219

FROM:

Charlie Wilson
Baker Development Resources
530 East Main Street, Suite 730
Richmond, VA 23219

Re: Urban Design Committee Application for Pedestrian Plaza Consideration at 3200 W Moore Street, Richmond, VA 23231

My firm is representing 3702 Norfolk Owner LLC (the “Developer”) in their application for Urban Design Committee (“UDC”) review of a proposed pedestrian plaza that is accompanying an upcoming development at 3200 West Moore Street. The property consists of four parcels, referenced by the City Assessor with the following tax IDs: N0001718002, N0001719018, N0001719019, and N001719001 (the “Property”). The Property takes up an entire block, has four street frontages, and is approximately 2.37 acres in lot area.

PROJECT PURPOSE:

The proposed pedestrian plaza is intended to enhance the pedestrian realm in front of the building along West Moore Street. By recessing the first floor entry area to the building, the façade is able to be varied at street level—creating a more engaging pedestrian realm while also providing common ingress/egress to the parking garage for retail customers, residents, and guests. This is an opportunity to enhance the placemaking for a development that has otherwise already been seen positively by City staff with the foregoing Plan of Development proposal receiving approval from the Land Use Administration.

BACKGROUND & CONTEXT:

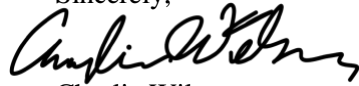
The proposed development is currently undergoing Plan of Development review under POD-138024-2023 (the POD”). Within that review, the Zoning Division is tasked with reviewing the development in conformance with the underlying B-7 zoning district standards. In regards to permitted front yard setbacks, this zoning district has a maximum front yard setback of ten feet; however, should it benefit the design, greater setbacks are permitted so long as it is for purposes of a “pedestrian plaza” and obtains approval from the Urban Design Committee (Sec. 30-446.4(1)(a, b)).

As shown in the proposed site plan, the majority of the façade on the first floor fronting onto West Moore Street is within ten feet of the front property line. However, greater than 10% of the first floor façade is recessed further than that. In doing so, the proposed “pedestrian plaza” allows for

the quality building details already vetted by POD to remain intact—the building could be redesigned to avoid this UDC review component, however the building would appear more monolithic and generate a less engaging pedestrian realm.

Thank you for your consideration. Should you have any questions after reviewing the request, please feel free to contact me at (804)822-5428 or via e-mail at charlie@bakerdevelopmentresources.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Charlie Wilson", written in a cursive style.

Charlie Wilson