



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/>

**Project Name/Location**

Property Address: 215 & 301 Hull St Date: June 21, 2021  
Tax Map #: S000005301514-15 Fee: \$1,600.00  
Total area of affected site in acres: 1.50 AC

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

**Zoning**

Current Zoning: B-7 Mixed Use Business

Existing Use: Heavy Industrial

**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 Nodal District

Existing Use: Heavy Industrial

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: \_\_\_\_\_

**Applicant/Contact Person:** Lory Markham

Company: Markham Planning

Mailing Address: 23 W Broad St, Suite 304

City: Richmond State: VA Zip Code: 23220

Telephone: ( 804 ) 248-2561 Fax: ( )

Email: lory@markhamplanning.com

**Property Owner:** Sampson Coatings, Inc.

If Business Entity, name and title of authorized signee: David B. Hill, III Treasurer

(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: 400 Old Dublin Pike

City: Doylestown State: PA Zip Code: 18901

Telephone: ( ) Fax: ( )

Email: \_\_\_\_\_

**Property Owner Signature:** *David B. Hill III*

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.



June 23, 2021

Mr. Kevin Vonck, Acting Director  
Department of Planning & Development Review  
900 East Broad Street, Suite 511  
Richmond, VA 23219

RE: Applicant's Report for Rezoning of 215 & 301 Hull St (Sampson Coatings Inc)

Dear Mr. Vonck

Please accept this letter as the Applicant's Report for the request to rezone the following 1.50 acre property from the B-7 Mixed-Use Business district to the TOD-1 Transit Oriented district:

Address	Tax Parcel ID	Acreage	Existing Zoning	Ownership
215 Hull St	S0000053014	0.114	B-7	SAMPSON COATINGS INC
310 Hull St	S0000053015	1.388	B-7	SAMPSON COATINGS INC

With this application, the property owner is petitioning the City Council for a rezoning from the B-7 zoning regulations in order to facilitate future development that would be permitted by the regulations of the TOD-1 district. This requested rezoning is consistent with and in support of the development goals for the property and its future land use designation in the Richmond 300 Master Plan.

#### *Property*

The proposed rezoning will affect two contiguous parcels on the north side of Hull Street between W 4<sup>th</sup> and Brander Streets in an area identified by the Richmond 300 Master Plan as the Manchester Regional/National Node. The properties contains 1.50 acres of land area and the main parcel is improved with an industrial building constructed with 75,956 SF for floor area. This building was used as a manufacturing facility for the Sampson Coatings Inc. Surrounding properties are a mix of industrial uses, with new commercial and residential uses that have been developed as a result of recently rezonings in the area.

#### *Zoning Regulations & Background*

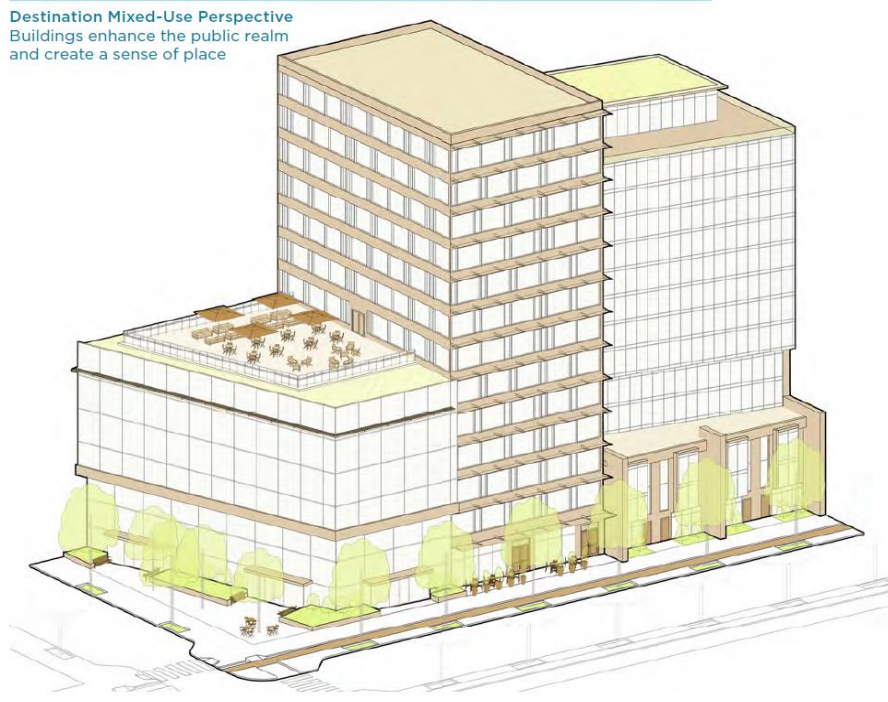
The properties are currently located in the B-7 Mixed-Use Business zoning. The intent of the B-7 district is to encourage a broad range of mixed land uses, including residential, commercial, and compatible industrial and service uses. The maximum height permitted in this district is five stories in general, and six stories in special circumstances.

This application requests a rezoning to the TOD-1 zoning district to permit future development the flexibility to create a high-quality urban environment in a manner consistent with the City's vision for growth along bus rapid transit corridors. The 2017 Pulse Corridor Plan sets guidance for development along such corridors and seeks to promote pedestrian-oriented residential and commercial uses. As part of this plan's implementation, the TOD-1 district was created in order to regulate appropriate development conditions. Currently, one bus rapid transit corridor has been completed in the City and runs along Broad and Main Streets. However, the Richmond 300 Master Plan recommends the future development of a BRT line along Hull St in this portion of Manchester.

The TOD-1 regulations permit a maximum height of 12 stories compared to the five stories permitted in B-7. For the subject property, the TOD-1 regulations would permit a development at a sufficient density to support active uses and services appropriate to this urban environment. These active uses would be at the street level with dwelling uses above and to the rear and is the type of a pedestrian-oriented environment that is appropriate for this area.

#### *Richmond 300 Master Plan*

These properties are designated by Richmond 300 for Destination Mixed-Use future land use. According to the Plan, higher-density, transit-oriented development is encouraged on vacant or underutilized sites. New development should be urban in form, larger scale than existing context, and, where relevant, should pay special attention to the historic character of the existing context. Development should enhance the public realm and create a sense of place. Many buildings are vertically mixed-use. In terms of density, the Plan recommends that buildings have a height of at least five stories and taller.



Destination Mixed-Use Perspective  
Buildings enhance the public realm  
and create a sense of place

Destination Mixed-Use Diagram  
Higher-density, transit-oriented development encouraged on vacant or underutilized sites. Future development is urban in form and may be of larger scale than existing context.

The property is also located in an area designated as the Manchester Regional/National Node. For these nodes, Richmond 300 recommends rezoning to allow residential development in the Industrial Mixed-Use areas. In addition, the Plan recommends that this area of the Manchester Node become part of a new bus rapid transit corridor with the development of a preferred alignment for a North- South BRT line along Hull Street.

To achieve these goals, new development in the area, especially on this property, must be encouraged provide sufficient density and mix of high quality commercial and residential uses. Accordingly, this requested rezoning of the property to TOD-1 regulations is consistent with the growth of the area as envisioned by the Richmond 300 Master Plan.

*City Charter Conditions*

Given the recommendations in the City's Richmond 300 Master Plan for the property for higher density developments, and for the future development of a transit corridor along Hull Street, we trust that you will agree with us that the potential development of the site under TOD-1 regulations would support the efforts to develop this property in the Manchester Regional/National Node in a manner consistent with the Plan; 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 feel free to 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 Ellen F. Robertson 6<sup>th</sup> District Council Representative  
Matthew Ebinger, Secretary to the City Planning Commission