



December 1, 2017 (revised January 25, 1028)

BY HAND DELIVERY

Mr. Matthew Ebinger
City of Richmond Department of Community Development
Land Use Administration Division, Room 511
City Hall, 900 East Broad Street
Richmond, Virginia 23219

Re: Rezoning: 1 East Cary Street

Dear Matthew:

This letter shall serve as the Applicant's Report accompanying the application for a rezoning from B-3 General Business to B-5 Central Business for the property known as 1 East Cary Street, identified as Tax Parcel W000-0080/001 (the "Property"). The Property is located on the south side of east Cary Street between South Foushee and South 1st Streets and contains 0.226 acres of lot area. The Property is occupied by a three-story building containing approximately 17,400 square feet of finished floor area and an additional 6,370 square feet of floor area in the basement. The building has most recently been occupied as offices. The proposed rezoning would facilitate the rehabilitation of the existing building as a mixed-use development.

The Property is currently zoned B-3 General Business. The Downtown Plan recommends "Urban Center Area" for the Property, which is characterized by higher density, mixed-use development, typically arranged on a fine-grained street network, with a strong pedestrian focus (wide sidewalks, regular tree planting, and minimal setbacks). The Property is also located in the Monroe Ward rezoning study area related to the Pulse Corridor Plan, which currently contemplates "Downtown Mixed Use" for the vicinity and, specifically, the B-5 zoning classification. Because the timing of the Monroe Ward area-wide rezoning is uncertain, the applicant is requesting to rezone this property to B-5 individually, while remaining consistent with the study. The surrounding properties are zoned a mix of B-3 General Commercial and M-1 Light Industrial and share the same Downtown Plan policy guidance with regard to appropriate use and zoning classification.

The B-3 zoning classification is inconsistent with the existing Downtown Plan and proposed Pulse Corridor rezoning guidance as it permits a variety of auto-oriented commercial uses including drive-thru facilities, auto sales and auto service centers, and parking areas and lots that are incompatible with the desired mixed-uses and overall pedestrian orientation for the area.

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Conversely, the proposed B-5 district is consistent with the guidance as it encourages mixed-use development through a broad range of compatible land uses, including residential, commercial and service uses. The B-5 district also further responds to the applicable guidance by encouraging an active and safe pedestrian environment, and ensuring an appropriate mixed-use character through fenestration requirements, lesser parking requirements, and certain form-based requirements.

Thank you for your time and consideration of this request, please let me know if you have any questions.

Sincerely,

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

Mark Baker

Enclosures

cc: The Honorable Ellen F. Robertson