

MARKHAM PLANNING

23 WEST BROAD STREET #304 · RICHMOND, VIRGINIA 23220

December 3, 2020

Mark Olinger, Director  
Department of Planning & Development Review  
900 East Broad Street, Suite 511  
Richmond, VA 23219  
mark.olinger@richmondgov.com

Re: 2902 Arthur Ashe Boulevard, Tax Map No. N000-1605/002, Rezoning Request

Dear Mr. Olinger,

On behalf of the owner and developer of 2902 North Arthur Ashe Boulevard, please accept this letter as the Applicant's Report for the rezoning from M-2 Heavy Industrial to the TOD-1 Transit-Oriented Nodal District. With this application, TRP N BLVD LLC is petitioning City Council to rezone these properties from the existing outdated industrial district to the TOD-1 zoning intended to promote dense, walkable transit-oriented development and the enhancement of the character along principal corridors and at key gateways.

***Existing Site Conditions***



The subject property is located on the west side of the intersection of North Arthur Ashe Boulevard (principal arterial road) and Boulevard West (collector street) in the Near West Planning District and The Diamond neighborhood. The property currently fronts on the latter as direct street level frontage on Arthur Ashe Boulevard is inhibited by an immediate steep grade change. A sidewalk and guard rail are along the 4-lane road. Active CSX Railroad property is in the rear of the property.

The property is located three industrial blocks or 0.4 mile from a major gateway into the city, the on and off ramp for both I-95 and I-64. The city's baseball stadium is diagonally across the intersection from this property. The active Greyhound bus station is on opposite side of Boulevard West.

The parcel is 137,435 square feet or 3.16 acres. A 36,000 square foot warehouse with front facing loading docks, built in 1975, is setback on the property. A large surface pavement area sits before it and takes up about half of the site. There is one access point off Boulevard West.

### ***Current Zoning Regulations***

The property is located in M-2 Heavy 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 bus depot and stadium which both attract large movements of the metropolitan's population.

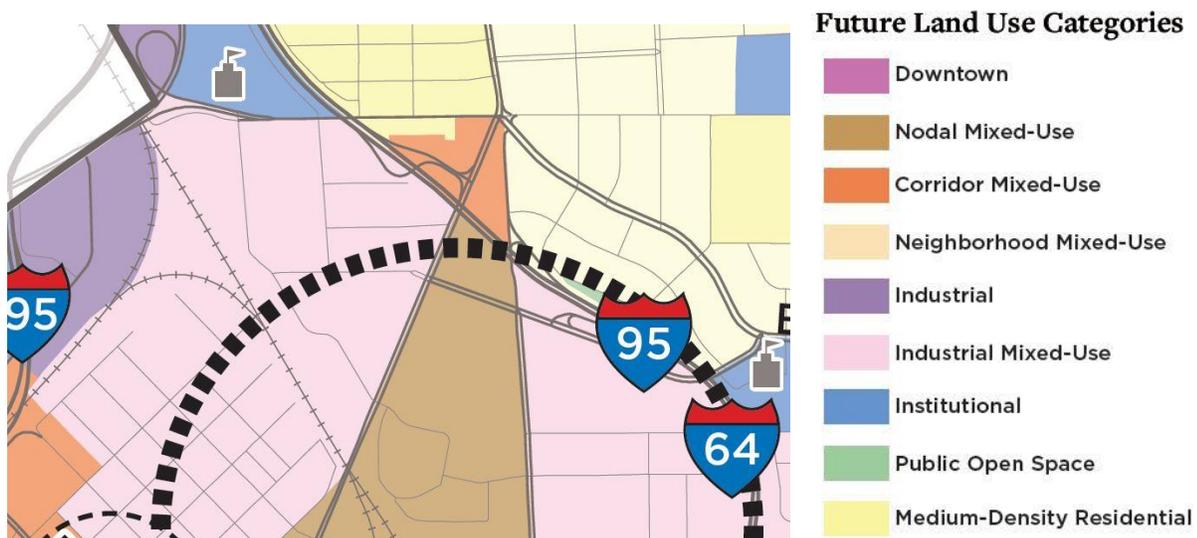
Per the current zoning ordinance:

- There are no yard setback requirements.
- A base building maximum height of 45 feet is permitted. Additional height is allowed and based on an incline plane from the centerline of the abutting street. No portion of a building can penetrate the inclination of one foot horizontal for each three feet vertical. Boulevard West is 45' and Arthur Ashe Boulevard is 60'.

### ***City's Master Plan for Future Land Use***

The Richmond 300 Master Plan, which is in the process for approval, designates this parcel as Industrial Mixed-Use and within a Regional Center. This Future Land Use Category is described as:

- a. an area transitioning to mixed-use due to proximity to growing neighborhoods
- b. a medium to high density between 3 and 8 stories
- c. Primary uses include retail, office, personal service, multi-family residential, cultural and open space



***Proposal***

The owner wishes to construct a new multi-story development on the property that would comply with the TOD-1 Transit-Oriented Nodal District.

This district encourages dense, walkable transit-oriented development to promote enhancement of the character of development along principal corridors (Arthur Ashe Boulevard), at key gateways (The I-95/64 ramp) and nodes of high activity located near transit service (bus depot), bicycle infrastructure, and pedestrian-friendly streetscapes. It permits a wide variety of uses such as art galleries, banks, breweries, grocery stores, hotels, offices, restaurants, pet shops, retail stores and service businesses.

In addition, any development of the site as a mixed-use residential project with more than 10 units or greater than 50,000 square feet will require a plan of development to be approved by the Director of Planning and Development Review to ensure compatibility with the district and the city's plans.

***Neighborhood and City Communication***

This area is within the 2nd Voter District and the Scott's Addition Boulevard Association.

The developer has reached out the Scott's Addition Business Association and Councilwoman Kimberly Gray to make them aware of the proposal.

***City Charter Conditions***

We trust that you will agree that the development of the site would be better suited under the regulations in the TOD-1 Transit-Oriented Nodal 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 rezoning request. 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,



Lory Markham

Enclosure: application form, fee payment, existing survey

cc: Matthew Ebinger, Secretary to the City Planning Commission  
The Honorable Kimberly B. Gray, 2<sup>nd</sup> Voter District  
Matthew Raggi, Thalhimer