



RZON-013062-2017

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: 2213 East Franklin Street Date: February 16, 2017
Tax Map #: E0000261005 Fee: \$1,600.00
Total area of affected site in acres: 1.383 Acres

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

Zoning

Current Zoning: M-1

Existing Use: Industrial

Proposed Zoning/Conditional Zoning

(Please include a detailed description of the proposed use and proffers in the required applicant's report)
Mixed-Use/Multi-Family Dwellings and Accessory Parking (B-5 Uses). See applicant's report.

Existing Use: Industrial

Is this property subject to any previous land use cases?

Yes No If Yes, please list the Ordinance Number: N/A
N/A

Applicant/Contact Person: Mark Baker

Company: Baker Development Resources for East Main Development Richmond LLC
Mailing Address: 919 East Main Street, Suite 2110
City: Richmond State: VA Zip Code: 23219-4625
Telephone: (804) 874-6275 Fax: ()
Email: markbaker@bakerdevelopmentresources.com

Property Owner: SUNSET STRIP ASSOCIATES C/O WOLFF-FORDING & CO INC

If Business Entity, name and title of authorized signee: STUART H. FELDSTEIN

(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: 1900 TUNBRIDGE DRIVE
City: HENRICO State: VA Zip Code: 23238
Telephone: (804) 840-8528 Fax: ()
Email:

Property Owner Signature: Stuart H. Feldstein

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.



April 3, 2017

BY HAND DELIVERY

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

Re: Conditional Rezoning: 2213 East Franklin Street

Dear Matthew:

This letter shall serve as the Applicant's Report accompanying the application for a conditional rezoning from M-1 Light Industrial to B-5 Central Business for the property known as 2213 East Franklin Street, identified as Tax Parcel E000-0261/005 (the "Property"). The Property is generally located in the block bound by East Franklin Street, North 23rd Street, East Main Street, and North 22nd Street. The irregular shaped parcel has frontage on all four streets and contains approximately 1.38 acres of lot area. The Property is occupied by a one and two-story building with a partial basement that was constructed incrementally beginning in 1928. The building contains approximately 74,116 square feet of floor area on the first and second floors and an additional 15,957 square feet of floor area in the basement. An accessory surface parking area containing approximately 52 parking spaces is also located on the Property. The Property was occupied by manufacturing uses from the time of its construction until recently. A small medical clinic still occupies a portion of the building.

The Property is zoned M-1 Light Industrial. The surrounding similarly situated properties south of Franklin Street are zoned a mix of B-5 Central Business and M-1 Light Industrial. The irregular overall zoning pattern in this area can be attributed to a past City policy of encouraging the property-by-property rezoning of the area to B-5 based on individual requests rather than an area-wide City-driven rezoning. The most recent such request conditionally rezoned the abutting property at 2201 East Franklin Street to B-5-C in 2016. To the north of the Property lies Taylors Hill Park, located within an R-6 Single-Family Attached Residential District.

The M-1 district has generally been recognized by the Downtown Plan (and previously the Master Plan and the Shockoe Bottom Land Use and Development Strategy) as being inappropriate for most of the Shockoe Bottom area. The Property is identified in the Downtown Plan as Urban Core Area which suggests mixed use is appropriate rather than industrial. The M-1 district allows a broad range of uses, which exceed the scope of uses typically associated with mixed use development, thereby permitting a mix of intense and potentially incompatible land uses. The M-1 district also prohibits residential uses. The rezoning request to B-5 is consistent with the

Downtown Plan recommendation and provides an opportunity for the redevelopment the former industrial building with a mixed use development, including residential use, on a scale that is compatible with the surrounding land uses. The B-5 district and proposed redevelopment are also consistent with the Master Plan land use goals and city-wide land use strategies which suggest, among other things, that vacant or, as in this case, underutilized sites should be developed with productive land uses of high quality, thereby enhancing commercial and economic development opportunities.

The availability of tax credits for the renovation of the existing building ensures that appropriate design control will be provided through the State and Federal review of tax credit applications. The B-5 district also includes "form-based" requirements, such as building façade fenestration, maximum setbacks, minimum heights and restrictions on the location of parking areas, which address concerns over mixed-use design and character. Should any portion of the site be redeveloped with new construction in the future, the B-6 district's additional design control requirements along with the likely requirement for a Plan of Development in that case would be helpful in ensuring development that is of appropriate mixed-use character and compatible with other development in the vicinity.

While not complete, it is anticipated that the long-range plan for the East Main Street corridor along the future route of the GRTC Pulse: Bus Rapid Transit (BRT) system will identify a new zoning classification which may be applicable to the area and the Property. That classification will likely include elements that are consistent with the intent of the B-5 district while potentially permitting more intense development based on transit oriented design principals. Elements of the B-5 district intent including, but not limited to, promoting mixed-uses, encouraging an active and safe pedestrian environment, and ensuring an appropriate mixed-use character through fenestration requirements and certain form-based requirements, are likely to be reflected in the recommendations of the study. As a result, the proposed B-5 district remains appropriate and will likely be much more consistent with the findings of the study than the existing M-1 district, which is not supportive of mixed-use or transit-oriented design.

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

Sincerely,

Mark R. Baker

Enclosures

cc: The Honorable Cynthia I. Newbille