



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: 4501 E Main St Date: July 21, 2021
Tax Map #: E0000990028 Fee: \$1,600.00
Total area of affected site in acres: 1.86 AC

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

Zoning

Current Zoning: RF-2 Riverfront

Existing Use: Warehouse

Proposed Zoning/Conditional Zoning

(Please include a detailed description of the proposed use and proffers in the required applicant's report)

Mixed Use

Existing Use: Warehouse

Is this property subject to any previous land use cases?

Yes

No



If Yes, please list the Ordinance Number: 2007-267-235

Applicant/Contact Person: Lory Markham

Company: Markham Planning

Mailing Address: 23 W Broad St

City: Richmond State: VA Zip Code: 23220

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

Email: lory@markhamplanning.com

Property Owner: ROCKETTS BLOCK 8 LLC

If Business Entity, name and title of authorized signee: Jason Vickers-Smith

(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: 2701 E LUZEME ST

City: PHILADELPHIA State: PA Zip Code: 19137

Telephone: () Fax: ()

Email:

Property Owner Signature: 

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.



July 23, 2021

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

RE: Applicant's Report for Rezoning of 4501 E Main St (Rocketts Landing Block 8)

Dear Mr. Vonck

Please accept this letter as the Applicant's Report for the request to rezone the following 1.86 acres property from the RF-2 Riverfront district to the TOD-1 Transit Oriented district:

Address	Tax Parcel ID	Acreage	Existing Zoning	Ownership
4501 E Main St	E0000990028	1.86	RF-2	CENTRAL VIRGINIA INVESTMENTS ROCKETTS LANDING LLC

With this application, the property owner is petitioning the City Council for a rezoning from the RF-2 zoning regulations in order to facilitate ongoing 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 Rocketts Landing Neighborhood Node as detailed in the Richmond 300 Master Plan.

Property

The proposed rezoning will affect one parcel northeast of the intersection of E Main St and Old Main St in an area identified by the Richmond 300 Master Plan as the Rocketts Landing Neighborhood Node. The property totals 1.86 acres and is adjacent to a similarly sized parcel to the north that is also being currently developed by the property owner. This adjacent property was recently approved for a similar rezoning from the RF-2 to the TOD-1 District by Council on May 24, 2021. Other surrounding properties

are a mix between vacant and industrial uses, and properties along the riverfront in the City and Henrico County which have seen transformative development as part of Rocketts Landing – a project that has also been developed by the property owner.

Zoning Regulations & Background

The property is located in the RF-2 Riverfront zoning district which is intended to provide for medium scale, planned mixed-use developments on relatively large sites in close proximity to the riverfront in a manner that will protect prominent views of the James River from public spaces. This property was rezoned from the M-2 Heavy Industrial zoning district to RF-2 in 2007. At that time, the RF-2 district offered the most appropriate by-right development conditions for this property. Although not directly adjacent to the James River, the RF-2 regulations for the site require open spaces of at least 50 feet between buildings, side and rear yards of 25 feet, breaks in the portions of the building over four stories, and an inclined plane height restriction as measured from the side and rear property lines.

This application requests a rezoning to the TOD-1 zoning district to permit future development of the property the flexibility to create a high-quality urban environment consistent with the City's vision for growth along the new Pulse Bus Rapid Transit corridor as implemented by the City and GRTC in recent years. The 2017 Pulse Corridor Plan sets guidance for development along this corridor 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 along the corridor including on E Main St.

The adopted TOD-1 regulations permit a maximum height of 12 stories, which is one story less than the maximum height permitted in RF-2. However, TOD-1 regulations do not require the additional restrictions such as the space between buildings, breaks in building portions over four stories, or the side and rear yard setbacks. For the subject property, the lack of these restrictions will allow a future development to include active uses fronting each side of existing streets and also along potential new streets to recreate the grid system. These active uses would be at the street frontage with minimal setback to allow for a parking structure to the rear. This type of a pedestrian-oriented environment is fully supported by the recommendations of both the Pulse Corridor Plan and the Richmond 300 Master Plan.

Richmond 300 Master Plan

This property is designated by Richmond 300 for Industrial Mixed-Use. These areas are formerly traditional industrial areas that are transitioning to mixed-use because of their proximity to growing neighborhoods and changes in market conditions. The Plan recommends developments of three to eight stories in height with ground floor uses that engage and enliven the street with parking located to the rear of street-facing buildings. Richmond 300 also designates the property as part of the Rocketts Landing Neighborhood Node. Nodes are places in Richmond where people and jobs are today and continue to grow into the future. Nodes are the places of convergence of many uses and include offices, shopping, housing, and/or public gathering places as well as access to multiple modes of transportation. Specifically for the property, the Plan recommends recreating the street grid in the industrial area near Nicholson Street.

In order to achieve these goals, new development in the area, especially on this underutilized property, must be encouraged provide sufficient density and mix of high quality commercial and residential uses fronting the streets. 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, 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 the Rocketts Landing Neighborhood 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 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', with a stylized flourish at the end.

Lory Markham

Enclosures

cc: The Honorable Cynthia I. Newbille, 7th District Council Representative
Matthew Ebinger, Secretary to the City Planning Commission