



May 29, 2018

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

RE: Applicant's Report for a Conditional Rezoning Amendment Application at 1000 and 1100 Jefferson Davis Highway (Also known as Model Tobacco Site); and a Rezoning Application at 210 and 212 Brinser Street, 101, 103, 105, 115 and 117 Thurman Street and 2400 Elton Street

Dear Mr. Olinger,

Please accept this letter as the Applicant's Report for the Conditional Rezoning Amendment (REZ) application for 1000 and 1100 Jefferson Davis Highway, also known as Model Tobacco Site. With this application, Chris Harrison, is petitioning the City Council for authorization to amend the existing proffers approved in 2008 as part of a rezoning from M-1 Light Industrial to B-6 Mixed-Use Business. The proposed amendment would remove the proffer requiring an indoor swimming pool and modify the proffer regulating the site's landscaping.

In addition, the applicant is requesting to rezone 210 and 212 Brinser Street, 101, 103, 105, 115 and 117 Thurman Street and 2400 Elton Street from M-1 Light Industrial to B-6 Mixed-Use Business.

Site

The properties 1000 and 1100 Jefferson Davis Highway, occupying approximately 15.89 acres, are located on the northwest corner of Jefferson Davis Highway and Hopkins Road. The properties are currently occupied by the historic Model Tobacco site, which includes a 6-story Art Deco style building historically used as a tobacco factory. The properties also contain various other historic industrial buildings associated with the manufacturing and production of tobacco. In 2008, the properties were conditionally rezoned from M1- Light Industrial to B-6 Mixed-Use Business for the purposes of adaptively reusing a majority of the existing buildings for a mix of uses. The primary use proposed was residential, with up to 600 dwelling units.

The property at 210 and 212 Brinser Street, 101, 103, 105, 115 and 117 Thurman Street and 2400 Elton Street, occupying approximately 2.556 acres, is located at the end of Brinser Street off of Jefferson Davis Highway. The property adjoins 1000 Jefferson Davis Highway to the north.

Proposal

The applicant proposes to amend the existing proffers for 1000 and 1100 Jefferson Davis Highway, which among other things require that an indoor swimming pool be constructed in Building 2 (Proffer #7). The applicant intends to construct an outdoor swimming pool. In addition, the applicant proposes to amend Proffer #10, to require a landscape, parking, and streetscape plan to be provided to and approved by the Director of Planning and Development Review prior to issuance of any building permits. All other proffers would remain as approved.

In addition, the applicant proposes to rezone 210 and 212 Brinser Street, 101, 103, 105, 115 and 117 Thurman Street and 2400 Elton Street from M-1 to B-6 to develop it with residential and support uses consistent with the B-6 zoning district.

Zoning and Ordinance Conditions

The zoning is B-6 Mixed-Use Business, which permits multi-family residential uses and a mix of commercial uses. All existing proffers will remain as approved except for the proposed amendments to the proffers related to the requirement for an indoor swimming pool and adjustments to the landscape plan that had previously been proffered.

Master Plan

The City's 2001 Master Plan recommends Mixed-Use and specifically states that the revitalization of the Jefferson Davis Highway corridor is a high priority.

City Charter Conditions

This is an ideal opportunity in the City's Jefferson Davis Highway corridor to utilize a historically commercial property for the community's benefit. We trust that you will agree with us that this amendment meets the City Charter criteria as the project will not (i) be detrimental to the safety, health, morals and general welfare of the community involved; (ii) tend to create congestion in streets, roads, alleys and other public ways and places in the area involved; (iii) create hazards from fire, panic or other dangers; (iv) tend to overcrowding of land and cause an undue concentration of population; (v) adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; or (vi) interfere with adequate light and air.

Thank you for your consideration of this application. Please feel free to contact me at willy.thompson@markhamplanning.com or (540) 383-4320 if you have any questions or require additional materials to process the application.

Very Truly Yours,

Lory Markham

Enclosures

cc: The Honorable Reva Trammell
Matthew Ebinger, Secretary to the City Planning Commission