



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: 710 Perry Street, 213, 209, 201 West Commerce Road, 715 Porter Street  
Tax Map #: \_\_\_\_\_ Fee: \$1,500  
Total area of affected site in acres: 0.998 acres

Date: 8/21/2019  
8/1/2019

Tax Map #:  
S0000026001  
S0000026026  
S0000026023  
S0000026021  
S0000026022

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

**Zoning**

Current Zoning: B-7 Mixed-Use Business district

Existing Use: Contractor office and vacant industrial land

**Proposed Zoning/Conditional Zoning**

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

Proposed Zoning: B-4 Central Business district

Existing Use: Contractor Office and Storage Yard

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: \_\_\_\_\_

**Applicant/Contact Person:** Lory Markham

Company: Markham Planning

Mailing Address: 23 West Broad Street, Suite 304

City: Richmond

State: VA

Zip Code: 23220

Telephone: (804) 248-2561

Fax: ( )

Email: lory@markhamplanning.com

**Property Owner:** Manchester Properties LLC

If Business Entity, name and title of authorized signee: Brent Graves, Principal

(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: 5617 Langdon Court

City: Richmond

State: VA

Zip Code: 23225

Telephone: (804) 852-7490

Fax: ( )

Email: brent.l.graves@gmail.com

**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.



August 21, 2019

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

**RE:** Applicant's Report for the Rezoning of 201 West Commerce Street and adjacent parcels from B-7 Business District to B-4 Business District

Dear Mr. Olinger,

Please accept this letter as the Applicant's Report for the Rezoning application for 201 West Commerce Road, 710 Porter Street, 209 West Commerce Road, 213 West Commerce Road, 710 Perry Street from the B-7 Mixed-use Business zoning district to the B-4 Central Business zoning district. With this application, Brent Graves of Manchester Properties LLC is petitioning City Council to rezone the property from the existing zoning regulations, which restrict the development of the industrial properties in terms height and parking requirements, to the higher density B-4 zoning district, which allows a mix of uses under the urban mixed-use form-based regulations found in that district.

*Site*



The proposed rezoning is for five contiguous parcels fronting West Commerce Street between Perry and Porter Street in the Manchester neighborhood. The subject properties are included in the Manchester Industrial National Historic District. These properties and the surrounding neighborhood are represented by the Manchester Alliance Association. The properties together are comprised of 0.998 acres. 710 Perry Street is currently improved with a one-story structure containing contractor offices. Please note, the 710 Perry Street parcel is shown divided into A and B sections on the plat enclosed. The

remaining adjacent parcels serve the business for outside storage with two shell storage structures as well.

### *Zoning Regulations*

This application requests the removal of the transitional B-7 district so that these properties will be developed with the higher density allowed in the B-4 district. The inclusion of the properties to the B-4 Central Business district will allow for the redevelopment of the surface areas within the form-based regulations of the B-4 district. This will allow for a more vibrant, visually interesting neighborhood and streetscape along the major arterial and secondary streets.

The owner's intention is to redevelop the all parcels simultaneously with a mixed-use development consistent with B-4 regulations. The mixed-use development could provide below and above grade parking on-site, street level retail with an anchor tenant, office uses and residential units above under the proposed B-4 district.

In 2009 the City included Manchester in the Downtown Plan for the first time and subsequently rezoned the subject and surrounding properties. This is when the B-7 was put in place on this block and adjacent properties. The B-7 district is a mixed-use industrial district and was intended to be a transitional district that would slowly be replaced as the area transitioned from an industrial neighborhood to more of a mixed-use residential neighborhood. This transition has occurred in much of Manchester including properties across Hull Street, making up four city blocks in this neighborhood, that have been rezoned to B-4 in 2018.

This application requests the removal of the transitional B-7 district so that these properties will be designated similarly to those redeveloped in the neighborhood. This will allow for a more vibrant neighborhood and streetscape along this block.

### *Master Plan*

The properties were included in the 2009 Downtown Plan, which recommends that they be developed consistent with the Urban Center Character Area. The Urban Center Character Area calls for higher density, mixed-use development, typically arranged on a fine-grained street network, with wide sidewalks, regular tree planting, and minimal setbacks.

Specifically addressing Manchester, the Downtown Plan states, "Manchester will benefit greatly from new construction and the infill of its many vacant properties. Such infill will introduce new energy to the district by increasing the residential population, repairing the streetscape, and enhancing safety by providing 'eyes on the street'." (page 4.33)

The more recently developed Riverfront Plan designates the portion of the subject properties included in the plan for future development, stating, "The Plan anticipates incremental redevelopment of under-utilized parcels and languishing former industrial sites. Development strategies should favor mixed use, with an emphasis on street level retail, where appropriate. The fundamental emphasis of redevelopment along the Riverfront is to intensify pedestrian activity at street level through infill development with sufficient density to be an attractor and destination of activity. Greater density

reinforces urban character, provides for an increase in pedestrian activity, resulting in a safer and more vibrant city.” (p. 11).

The type of development and mix of uses that would be permitted under the proposed B-4 district is consistent with the recommendations found for the area in the Downtown Plan and the density supported by the Riverfront Plan.

*City Charter Conditions*

We trust that you will agree with us that the development of the site would be better suited under the regulations in the B-4 Central Business 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 application. Please 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,

A handwritten signature in black ink, appearing to read "Lory Markham", is centered on a light gray rectangular background.

Lory Markham

Enclosures

cc: The Honorable Ellen F. Robertson  
Matthew Ebinger, Secretary to the City Planning Commission