



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/>

RZON-019304-2017

Project Name/Location

Property Address: 904, 908 and 1020 Oliver Hill Way Date: June 9, 2017
Tax Map #: E0000-278/003 & /001 and E0000-452/038 Fee: \$1700
Total area of affected site in acres: 2.409 acres

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

Zoning

Current Zoning: M-1 Light Industrial and M-2 Heavy Industrial

Existing Use: Vacant Historic Warehouses

Proposed Zoning/Conditional Zoning

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

B-5 Central Business District

Existing Use: Vacant Historic Warehouses

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: 2314 West Main Street

City: Richmond State: VA Zip Code: 23220

Telephone: (804) 2,482,561 Fax: ()

Email: lory@markhamplanning.com

Property Owner: Norman E. Herod

If Business Entity, name and title of authorized signee: _____

(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: 1501 Willingham Road

City: Richmond State: VA Zip Code: 23238

Telephone: () Fax: ()

Email: sdherod@aol.com

Property Owner Signature: *Norman Herod*

Authentisign
Norman Herod
6/8/2017 10:31:05 AM EDT

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.



June 9, 2017

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 Rezoning of 904, 908 and 1020 Oliver Hill Way (Herod Seed)

Dear Mr. Olinger,

Please accept this letter as the Applicant's Report for the Rezoning application for 904, 908 and 1020 Oliver Hill Way, the historic Herod Seed property, from M-1 Light Industrial and M-2 Heavy Industrial to B-5 Central Business. With this application, Norman E. Herod and Crescent Preservation & Development Co., LLC are petitioning the City Council to rezone the three properties from the existing industrial zoning regulations, which prohibit residential uses to the nearby B-5 district in order to develop the property with residential uses under the urban mixed-use form-based regulations found in the B-5 district.

Site

The proposed rezoning is for three properties that front on Oliver Hill Way just east of Downtown. The Martin Luther King Memorial Bridge crosses a portion of the property with the Bridge itself running well above the property. The three properties together are comprised of 2.4 acres. There are three historic warehouse buildings totaling approximately 46,375 square feet located on the property north of the Martin Luther King Memorial Bridge. The property to the south of the Bridge is currently unimproved.

Zoning Regulations

The property is currently located in M-1 Light Industrial and M-2 Heavy Industrial zoning districts. These districts permit a wide variety of commercial, industrial and service uses, many of which could be considered noxious or undesirable so close to Downtown.

The existing industrial zoning does not permit residential uses. The applicant wishes to redevelop the existing warehouse buildings with residential uses and to construct new residential buildings on the unimproved portion of the property. The proposed B-5 Central Business zoning district would limit the number of noxious commercial and industrial uses currently allowed and would permit the redevelopment of the property with residential and mixed-uses. The B-5 district includes form-based requirements that are not found in the existing industrial zoning districts, which will ensure that any development of the site is more urban in character and will provide activity on the street. These requirements include such things as regulation on the location and screening of parking decks and lots,

fenestration and setbacks maximums. There is no setback requirement in the B-5 district and height is limited to five stories. This will require new development to be located closer to the street and provide for a more engaging streetscape.

Master Plan / Downtown Plan

The southern portion of this site was included in the 2009 Downtown Plan, which recommends that the property 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 Shockoe Valley, the Downtown Plan states, "It is important that the vacant lots and parking lots in Shockoe be developed responsibly, in a manner that enhances and reinforces the district's historic, urban character. Surface parking lots should be targeted for development...Infill development with streetscape improvements can transform this portion of district currently characterized by sporadic development and vacant lots." (page 4.58) The type of development that would be permitted under the proposed B-5 district is consistent with these recommendations found for the site in the Downtown Plan.

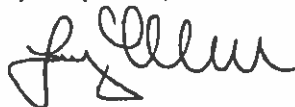
The northern portion of the site was not included in the Downtown Plan and City's 2001 Master Plan recommends Industrial uses for this portion of the site. However, given the site in its entirety and its proximity to Downtown, the recommendations found in the Downtown Plan for one half of the site are applicable to the other half of the site.

City Charter Conditions

Given the recommendations in the City's Downtown Plan, we trust that you will agree with us that the development of the site would be better suited under the regulations in the B-5 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 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,



Lory Markham

Enclosures

cc: The Honorable Cynthia Newbille
Matthew Ebinger, Secretary to the City Planning Commission