



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: 711 Dawn Street Date: August 31, 2020  
Tax Map #: N0000442005 Fee: \$1,500  
Total area of affected site in acres: .551

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

**Zoning**

Current Zoning: M-1 Light Industrial

Existing Use: Storage Warehouse/ Commercial Office Space

**Proposed Zoning/Conditional Zoning**

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

**B-7**

Existing Use: five story mixed-use development to include 52 residential units and 7K s.f. of commercial space on the ground level

Is this property subject to any previous land use cases?

Yes

No

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

**Applicant/Contact Person:** Douglas C. Dunlap

Company: \_\_\_\_\_

Mailing Address: 711 Dawn Street

City: Richmond State: Virginia Zip Code: 23222

Telephone: (804) 305-4032 Fax: ( )

Email: ddunlap7@comcast.net

**Property Owner:** Max Holdings LLC

If Business Entity, name and title of authorized signee: Tommy Davis

(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: 711 Dawn Street

City: Richmond State: VA Zip Code: 23222

Telephone: (804) 641-2174 Fax: ( )

Email: tkdavis@tkdavis.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.

Max Holdings  
711 Dawn Street  
Richmond, Virginia 23222

December 1, 2020

Mark Olinger, Director  
Department of Planning and Development Review  
900 East Broad Street. Suite 511  
Richmond, Virginia 23219

**RE: Rezoning Application Submission for Property located at 711 Dawn Street (Parcel Number N0000442005)**

Dear Mr. Olinger,

Max Holdings("the Applicant") submits this formal application as owner of the subject property, to rezone 711 Dawn Street from M-1 Light Industrial to B-7 Mixed-Use Business. The B-7 designation will allow the developer to build a 5-story structure and achieve critical density to support the inclusion of affordable units, as well as, additional 2-bedroom units to accommodate small families. The owner intends to redevelop the site and erect a new mixed-use building which includes multi-family above and commercial presence on the first level. The Applicant believes that the proposed development aligns with the recommendations of the VUU/Chamberlayne Neighborhood Plan in a portion of the Chamberlayne Corridor that is primed for revitalization, supported by both private and public investment. Two such rezonings have been adopted to facilitate the development of new residential units in the lower VUU/Chamberlayne Neighborhood Plan Area since its adoption in 2015. This project is smaller in scale, but just as relevant, as its successful completion will reinforce market demand for future development in the area that will compliment new commercial retail locations on the block.

#### Site Description and Current Uses

The subject property is a .551 acre lot located at the intersection of Dawn and Tazewell Streets on the southeast corner. The current site contains two structures identified as units A and B, which are conjoined and house two separate business operations. 711A contains a business office currently occupied by a construction company and 711B is occupied by an industrial business which contains drive-through stalls that accommodate chemical distribution directly into large commercial trucks. The site also contains a paved lot on the rear portion of the property, adjacent to the alley which allows off-street parking for and visitors.

#### Proposed Uses and Justification

The Applicant proposes to redevelop the site by demolishing the existing adjoining structures and its place erecting a five story 52-unit structure that will contain 7,000 s.f. of commercial space on the ground floor. The 52 residential units will be comprised of a mix of both, (34)one and (18)two-bedroom apartments. Targets for the commercial space will be professional and personal service businesses. The main entrance to the commercial space and residential units will be located on

Dawn Street. The applicant plans to provide a parking space for each residential unit on site at the rear of the building.

#### Conformance with Master Plan

The VUU /Chamberlayne plan designates the area where the development site is located as Community Commercial within the Proposed Land Use Plan section, and suggests the mixed-use business land use designation going forward. The project site is in the area identified as Lower Chamberlayne, one of several sub-areas established to identify sections of the community with distinct characteristics. The recommendations for the Lower Chamberlayne area encourages the development of new housing options in structures that are between 2 and 5 stories in height, with setbacks that encourage a relationship with the sidewalks with parking at the rear of the building. The plan further recommends that "large blocks with vacant and low-density commercial uses, should be redeveloped into higher density mixed-use buildings". It also encourages "ground floor commercial with apartments above that, if designed appropriately, would be very desirable". The proposed development aligns with the recommendations of the plan and also addresses the growing demand for affordable housing by designating 20% of the units for families who are 80% or below the median income.

The proposed development will add residential units to a section of the neighborhood that already has commercial uses that will be attractive to new residents, and is in close proximity to employment opportunities. The proposed will integrate design elements from the existing structure to retain the industrial character of the neighborhood. Finally, the proposed avoids new curb cuts on principle streets and places tuck-under and surface parking at the rear, that is easily accessible from the alley, as recommended by the Master Plan.

#### Conclusion

In July of 2019 PDR's staff successfully achieved a critical short-term goal of the VUU/ Chamberlayne Plan by rezoning the Neighborhood Center area to support future development in the plan area. The applicant believes that the proposed is a catalytic project that will attract residents who will support neighborhood businesses and inject a new energy in an area that until recently was void of activity after 5pm.

The Illustrative Masterplan section of the VUU/Chamberlayne Plan describes the neighborhood as having a competitive advantage because of its mix of uses, which includes a blend of residential, commercial, employment, and institutional uses. The property is located on a block that has experienced a significant infusion of private investment in the redevelopment of existing structures. Several long vacant buildings that housed industrial uses have been converted, resulting in several new and viable businesses. To date local entrepreneurs have opened a pet grooming shop, brewery and tap room, and a third new business is well on its way to establishing an anchor location at the intersection of Dawn and Roane Streets.

The development team is certain that the successful completion of this project will have an profound and immediate impact on the surrounding community and the businesses located nearby. The applicant believes that this project will validate the revitalization potential for this block and spur additional residential and commercial investment in the area.

I look forward to meeting with you and the Landuse Staff to discuss the proposed development in greater detail. Thanks in advance for your careful consideration of this submission and please feel free to contact me at [ddunlap7@comcast.net](mailto:ddunlap7@comcast.net) should you need additional information or clarification of any of the content within the submission.

Respectfully,



Douglas Dunlap

Enclosures

CC: The Honorable Chris Hilbert

Matthew Ebinger, Secretary to the Planning Commission