

INTRODUCED: April 12, 2021

AN ORDINANCE No. 2021-103

To rezone the property known as 711 Dawn Street from the M-1 Light Industrial District to the B-7 Mixed-Use Business District.

Patron – Mayor Stoney (By Request)

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: MAY 10 2021 AT 6 P.M

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That, as shown on the survey entitled “Dawn Street Apartments, 711 Dawn Street, Richmond, Virginia,” prepared by vhb, and dated November 17, 2020, a copy of which is attached to, incorporated into, and made a part of this ordinance, the property known as 711 Dawn Street, with Tax Parcel No. N000-0442/005 as shown in the 2021 records of the City Assessor, is excluded from the M-1 Light Industrial District and shall no longer be subject to the provisions of sections 30-452.1 through 30-452.4 of the Code of the City of Richmond (2020), as amended, and that the same is included in the B-7 Mixed-Use Business District and shall be subject to the provisions of sections 30-446.1 through 30-446.8 and all other applicable provisions of Chapter 30 of the Code of the City of Richmond (2020), as amended.

§ 2. This ordinance shall be in force and effect upon adoption.

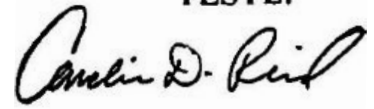
AYES: 8 NOES: 0 ABSTAIN: _____

ADOPTED: MAY 10 2021 REJECTED: _____ STRICKEN: _____

§ 2. This ordinance shall be in force and effect upon adoption.

A TRUE COPY:

TESTE:

A handwritten signature in black ink, appearing to read "Carolin D. Reed". The signature is written in a cursive style with a large initial 'C'.

City Clerk

City of Richmond


900 East Broad Street
2nd Floor of City Hall
Richmond, VA 23219
www.rva.gov


Item Request File Number: PRE.2021.512


O & R Request

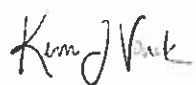
DATE: March 15, 2021 **EDITION:** 1

TO: The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor (Mayor, by Request) 
(This is no way reflects a recommendation on behalf of the Mayor.)

THROUGH: J.E. Lincoln Saunders, Acting Chief Administrative Officer 

THROUGH: Sharon L. Ebert, Deputy Chief Administrative Officer for Economic Development and Planning 

FROM: Kevin J. Vonck, Acting Director, Department of Planning and Development Review 

RE: To rezone the property known as 711 Dawn Street from the M-1 Light Industrial District to the B-7 Mixed-Use Business District.

ORD. OR RES. No. _____

PURPOSE: To rezone the property known as 711 Dawn Street from the M-1 Light Industrial District to the B-7 Mixed-Use Business District.

REASON: The applicant is requesting a rezoning for future infill development that follows the requirements of the B-7 Mixed-Use Business District.

RECOMMENDATION: In accordance with the requirements of the City Charter and the Zoning Ordinance, the City Planning Commission will review this request and make a recommendation to City Council. This item will be scheduled for consideration by the Commission at its May 3, 2021, meeting.

BACKGROUND: The property is located in the Chamberlayne Industrial Center neighborhood at the corner of Dawn Street and Tazwell Street. The property is currently improved with a 4,597 sq. ft. building and a 2,346 sq. ft. building, both of which are situated on a 24,000 sq. ft. (.55 acre) parcel of land. The applicant is intending to construct a new mixed-use building to be used as affordable, multi-family housing with commercial uses on the ground level.

The City's Richmond 300 Master Plan designates a future land use for the subject property as Industrial Mixed-Use. Such areas are "formerly traditional industrial areas that are transitioning to mixed-use because of their proximity to growing neighborhoods and changes in market conditions. These areas may still retain some light industrial uses." A mix of building types with low-scale, post-industrial buildings that are adapted for a new use are adjacent to new taller residential and/or office buildings. These areas allow "maker uses" to continue while encouraging more individuals to live, work, and play in the area. Buildings should have street-oriented façades with windows and door openings along street frontages. New light industrial uses are compatible with residential and office uses, and are attractively buffered. New developments continue or introduce a gridded street pattern to increase connectivity. Ground floor uses engage with and enliven the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses are required on street-oriented commercial frontages. Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. New driveway entrances are prohibited on priority and principal street frontages and minimal driveway entrances are allowed on secondary streets. Vehicular access to parcels should use alleys where possible. Loading for trucks must be provided off-street. Parking lots and parking areas should be located to the rear of street-facing buildings. Medium- to high density, three to eight stories.

Primary Uses: Retail/office/personal service, multi-family residential, cultural, and open space.
Secondary Uses: Institutional and government. (p. 62)

The current zoning for this property is M-1 Light Industrial. All adjacent properties are located within the same M-1 Zone.

FISCAL IMPACT / COST: The Department of Planning and Development Review does not anticipate any impact to the City's budget for this or future fiscal years.

FISCAL IMPLICATIONS: Staff time for processing the request; preparation of draft ordinance; and publishing, mailing and posting of public notices.

BUDGET AMENDMENT NECESSARY: No

REVENUE TO CITY: \$1,500 application fee

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: April 12, 2021

CITY COUNCIL PUBLIC HEARING DATE: May 10, 2021

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: City Planning Commission
May 3, 2021

AFFECTED AGENCIES: Office of Chief Administrative Officer
Law Department (for review of draft ordinance)

RELATIONSHIP TO EXISTING ORD. OR RES.: None

REQUIRED CHANGES TO WORK PROGRAM(S): None

ATTACHMENTS: Draft Ordinance, Application Form, Applicant's Report, Survey, Map

STAFF: Jonathan Brown, Senior Planner, Land Use Administration (Room 511) 646 5734



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 should you need additional information or clarification of any of the content within the submission.

Respectfully,

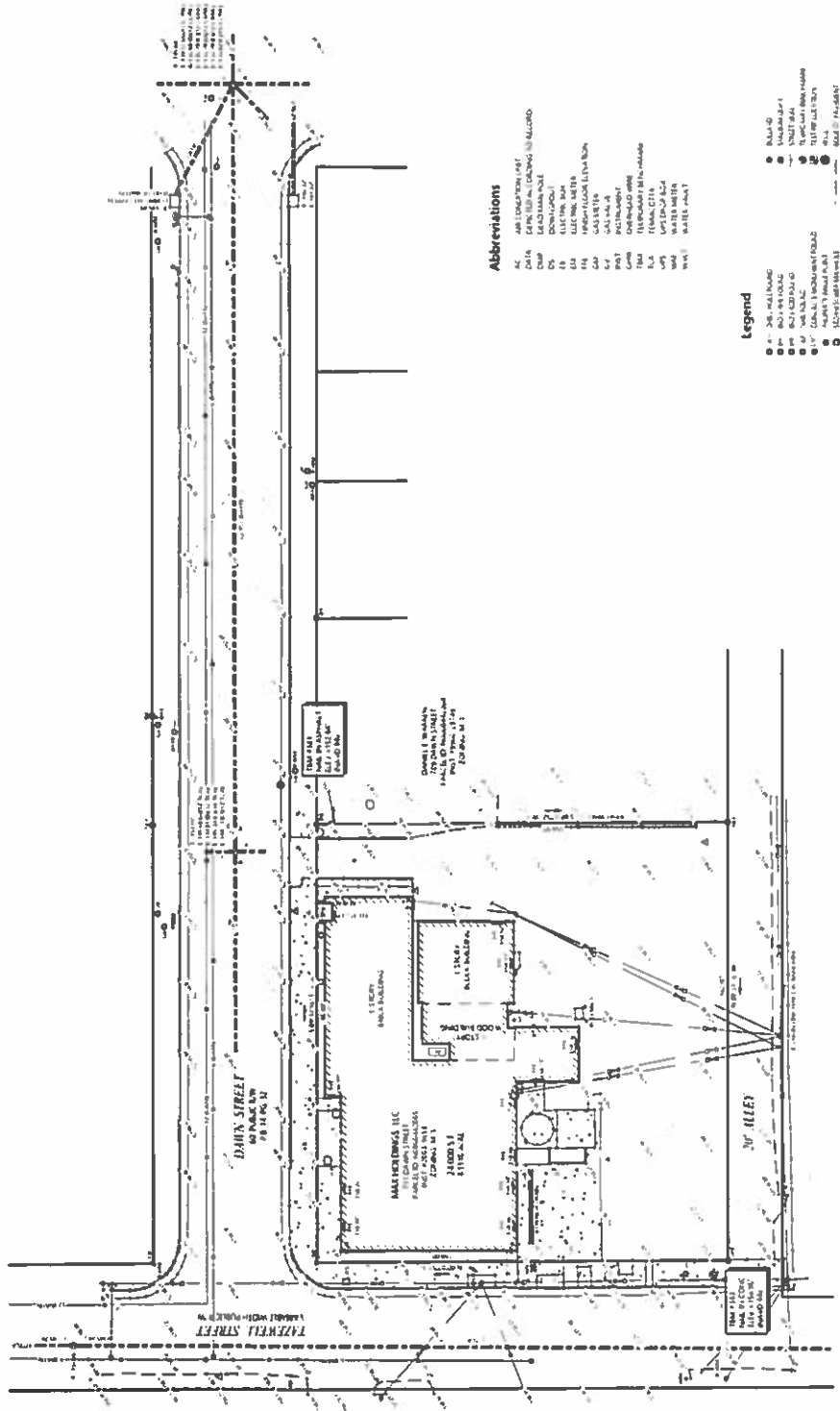


Douglas Dunlap

Enclosures

CC: The Honorable Chris Hilbert

Matthew Ebinger, Secretary to the Planning Commission



Abbreviations

Table with 2 columns: Abbreviation and Description. Includes symbols for trees, walls, and utility lines.

Legend

Legend table with 2 columns: Symbol and Description. Lists various survey markers and their corresponding symbols.

Zoning Notes

- 1. THE ZONING TABLE FOR THE PROJECTED DEVELOPMENT WILL BE PROVIDED ON THE PLAN OF DEVELOPMENT.
- 2. THE EXISTING BUILDINGS ON DAWN STREET WILL BE DEMOLISHED AND REPLACED BY THE PROPOSED BUILDINGS.
- 3. THE CORNER OF DAWN STREET AND HAZLETT STREET SHALL BE APPROVED TO PROVIDE ACCESS TO THE PROPOSED DEVELOPMENT FROM HAZLETT STREET.
- 4. THE ACCESS SHALL BE APPROVED TO ALLOW THE PROPOSED DEVELOPMENT TO BE ACCESSED FROM HAZLETT STREET.

General Notes

- 1. THIS SURVEY WAS CONDUCTED ON THIS DATE AND THE RESULTS ARE SHOWN ON THIS PLAN.
- 2. THE LOCATION OF ALL UTILITIES SHOWN ON THIS PLAN IS BASED ON THE RECORD DRAWINGS AND FIELD SURVEY.
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Topographic Survey conducted by Max Holdings, LLC on 11/17/19. Survey of 711 Dawn Street.