



February 22, 2021

Mr. Kevin Vonck, Acting Director  
Department of Planning & Development Review  
900 East Broad Street, Suite 511  
Richmond, VA 23219

RE: Applicant's Report for Rezoning of 423 Hull St (City View Marketplace)

Dear Mr. Vonck

Please accept this letter as the Applicant's Report for the request to rezone the following 2.19 acre property from the B-5 Central Business district to the TOD-1 Transit Oriented district:

| Address     | Tax Parcel ID | Acreage | Existing Zoning | Ownership           |
|-------------|---------------|---------|-----------------|---------------------|
| 423 Hull St | S0000054001   | 2.19    | B-5             | CBD DEVELOPMENT LLC |

With this application, the property owner is petitioning the City Council for a rezoning from the B-5 zoning regulations in order to facilitate future development that would be permitted by the regulations of the TOD-1 district. This requested rezoning is consistent with and in support of the development goals for the property and its future land use designation in the Richmond 300 Master Plan.

#### *Property*

The proposed rezoning will affect one parcel on the north side of Hull Street between W 4<sup>th</sup> and W 5<sup>th</sup> Streets in an area identified by the Richmond 300 Master Plan as the Manchester Regional/National Node. The property contains 2.19 acres of land area and encompasses an entire block. The property's current use is as a surface parking lot. Surrounding properties are a mix of industrial uses, with new commercial and residential uses that have been developed as a result of recently rezonings in the area.

#### *Zoning Regulations & Background*

The property is currently located in the B-5 Central Business zoning district and was previously included in a B-7 Mixed-Use District before it was rezoned in a property owner-initiated rezoning effort in 2016. At that time, the request to rezone the property to B-5 was made due to a desire from the property owner to reduce the parking requirements of the B-7 district. The B-5 district has much less demanding parking requirements and only requires parking for hotels and dwelling uses.

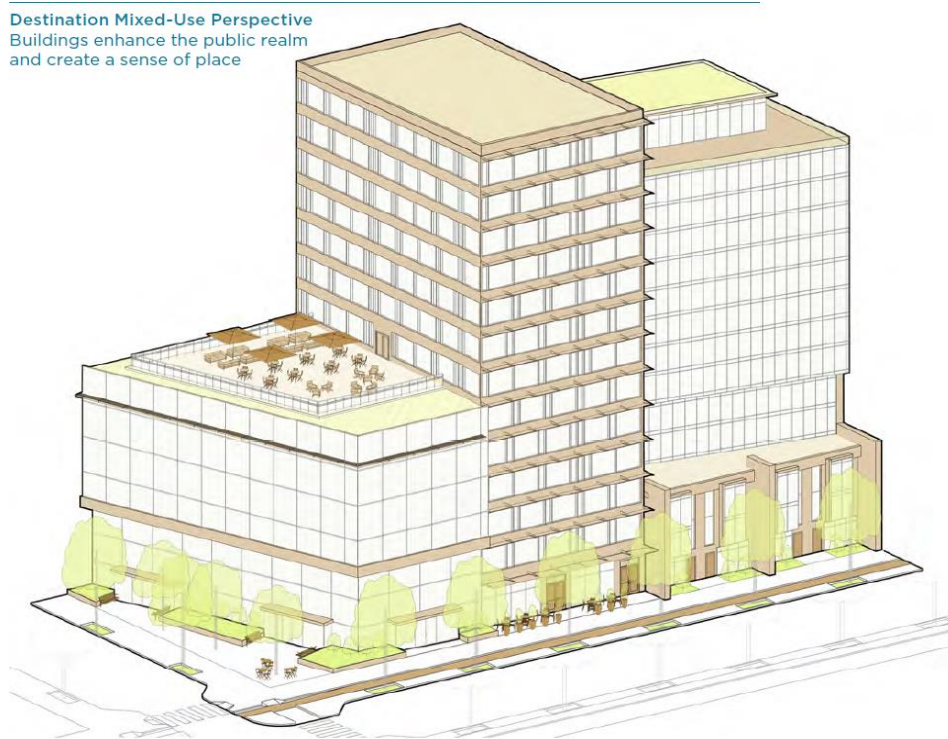
This application requests a rezoning to the TOD-1 zoning district to permit future development the flexibility to create a high-quality urban environment in a manner consistent with the City's vision for

growth along bus rapid transit corridors. The 2017 Pulse Corridor Plan sets guidance for development along such corridors and seeks to promote pedestrian-oriented residential and commercial uses. As part of this plan's implementation, the TOD-1 district was created in order to regulate appropriate development conditions. Currently, one bus rapid transit corridor has been completed in the City and runs along Broad and Main Streets. However, the Richmond 300 Master Plan recommends the future development of a BRT line along Hull St in this portion of Manchester.

The TOD-1 regulations permit a maximum height of 12 stories compared to the 5 story maximum height permitted in B-5. For the subject property, the TOD-1 regulations would permit a development at a sufficient density to support active uses and services appropriate to this urban environment. These active uses would be at the street level with dwelling uses above and to the rear and is the type of a pedestrian-oriented environment that is appropriate for this area.

#### *Richmond 300 Master Plan*

This property is designated by Richmond 300 for Destination Mixed-Use future land use. According to the Plan, higher-density, transit-oriented development is encouraged on vacant or underutilized sites. New development should be urban in form, larger scale than existing context, and, where relevant, should pay special attention to the historic character of the existing context. Development should enhance the public realm and create a sense of place. Many buildings are vertically mixed-use. In terms of density, the Plan recommends that buildings have a height of at least 5 stories and taller.



**Destination Mixed-Use Perspective**  
Buildings enhance the public realm and create a sense of place

**Destination Mixed-Use Diagram**  
Higher-density, transit-oriented development encouraged on vacant or underutilized sites. Future development is urban in form and may be of larger scale than existing context.

The property is also located in an area designated as the Manchester Regional/National Node. For these nodes, Richmond 300 recommends rezoning to allow residential development in the Industrial Mixed-Use areas. In addition, the Plan recommends that this area of the Manchester Node become part of a new bus rapid transit corridor with the development of a preferred alignment for a North- South BRT line along Hull Street.

In order to achieve these goals, new development in the area, especially on this underutilized property, must be encouraged provide sufficient density and mix of high quality commercial and residential uses. Accordingly, this requested rezoning of the property to TOD-1 regulations is consistent with the growth of the area as envisioned by the Richmond 300 Master Plan.

*City Charter Conditions*

Given the recommendations in the City's Richmond 300 Master Plan for the property for higher density developments, and for the future development of a transit corridor along Hull Street, we trust that you will agree with us that the potential development of the site under TOD-1 regulations would support the efforts to develop this property in the Manchester Regional/National Node in a manner consistent with the Plan; 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](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', written in a cursive style.

Lory Markham

Enclosures

cc: The Honorable Ellen F. Robertson 6<sup>th</sup> District Council Representative  
Matthew Ebinger, Secretary to the City Planning Commission