

INTRODUCED: May 24, 2021

AN ORDINANCE No. 2021-148

To rezone the property known as 423 Hull Street from the B-5 Central Business District to the TOD-1 Transit-Oriented Nodal District.

\_\_\_\_\_  
Patron – Mayor Stoney (By Request)

\_\_\_\_\_  
Approved as to form and legality  
by the City Attorney  
\_\_\_\_\_

PUBLIC HEARING: JUN 28 2021 AT 6 P.M

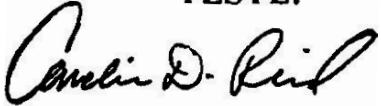
THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That, as shown on the survey entitled “City View Marketplace, Richmond, Virginia, Existing Conditions,” prepared by vhb, and dated January 27, 2020, a copy of which is attached to, incorporated into, and made a part of this ordinance, the property known as 423 Hull Street, with Tax Parcel No. S000-0054/001 as shown in the 2021 records of the City Assessor, is excluded from the B-5 Central Business District and shall no longer be subject to the provisions of sections 30-442.1 through 30-442.7 of the Code of the City of Richmond (2020), as amended, and that the same is included in the TOD-1 Transit-Oriented Nodal District and shall be subject to the provisions of sections 30-457.1 through 30-457.10 and all other applicable provisions of Chapter 30 of the Code of the City of Richmond (2020), as amended.

AYES:            9            NOES:            0            ABSTAIN: \_\_\_\_\_

ADOPTED:    JUN 28 2021    REJECTED: \_\_\_\_\_    STRICKEN: \_\_\_\_\_

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

**A TRUE COPY:**  
**TESTE:**  
  
**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.2021.607

---

### O & R Request

**DATE:** April 23, 2021

**EDITION:** 1

**TO:** The Honorable Members of City Council

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

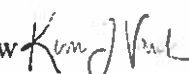


**THROUGH:** J. E. Lincoln Saunders, Acting Chief Administrative Officer *JELS*

**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 423 Hull Street from the B-5 Central Business District to the TOD 1 Transit Oriented Nodal District.

**ORD. OR RES. No.** \_\_\_\_\_

**PURPOSE:** To rezone the property known as 423 Hull Street from the B-5 Central Business District to the TOD 1 Transit Oriented Nodal District.

**REASON:** The applicant is requesting to rezone the property to TOD 1 Transit Oriented Nodal District, which allows for dense, walkable transit oriented mixed use development with building heights of up to twelve stories whereas the current B-5 Central Business District limits building heights to five stories.

**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 June 21, 2021, meeting.

**BACKGROUND:** The proposed rezoning would include a single parcel of land located at the northwest corner of Hull Street and West 4th Street, in the Manchester neighborhood. The total land area of the parcel is 95,223 square feet, or 2.186 acres. The property is improved with a surface parking area.

Richmond 300 recommends a future land use of “Destination Mixed-Use” for the property. The primary uses envisioned for Destination Mixed-Use are retail/office/personal service, multi-family residential, cultural, and open space. Secondary uses are institutional and government. The development style envisioned is higher-density, transit-oriented on vacant or underutilized sites. New development should be urban in form, may be of larger scale than the existing context, and should pay special attention to the historic character of the existing context. Development should enhance the public realm and create a sense of place, with many vertically mixed-use buildings. A gridded street pattern should be continued or introduced to increase connectivity. Ground floor uses are envisioned to engage with and enliven the street through windows, doors, storefronts and other features that allow transparency and interaction between building and street. The recommended intensity is high with new buildings typically a minimum of five stories. Pedestrian, bicycle and transit access must be prioritized.

The property is also located within the vicinity of the “Downtown-Manchester” primary growth node, which envisions the area as continuing to be a population center, with people and economic activity supporting a thriving business corridor along Hull Street. The portion of Hull Street that abuts the property is designated as a “Future Enhanced Transit” corridor on the “Enhanced Transit Map” as well as “Major Mixed-Use Street” and “Great Street” on the “Great Streets and Street Typologies Map.”

The property is currently located in the B-5 Central Business District, which permits dwelling units and a variety of commercial uses. The height limit for new buildings is five stories, and form based requirements ensure that new developments are pedestrian-oriented.

Properties to the southwest are located in the B-5 Central Business District. Properties to the northwest are located in the RF-2 Riverfront District. Properties to the northeast are located in the B-7 Business Mixed-Use District. Properties to the southeast are located within the B-4 Central Business District. Multi-family developments are located to the northwest and southwest, a commercial building is located to the northeast, and The Current mixed-use development is located directly to the southeast, across Hull Street.

**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:** \$1,700 application fee

**DESIRED EFFECTIVE DATE:** Upon adoption

**REQUESTED INTRODUCTION DATE:** May 24, 2021

**CITY COUNCIL PUBLIC HEARING DATE:** June 28, 2021

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** None

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission  
June 21, 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:** Application Form, Applicant's Report, Draft Ordinance, Survey, Map

**STAFF:** Richard Saunders, Senior Planner, Land Use Administration (Room 511) 646 5648



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.richmond.gov/>

**Project Name/Location**

Property Address: 423 Hull St Date: February 22, 2021  
Tax Map #: S0000054001 Fee: \$1,700.00  
Total area of affected site in acres: 2.19 AC

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

**Zoning**

Current Zoning: B-5 Central Business

Existing Use: Surface Parking

**Proposed Zoning/Conditional Zoning**

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

TOD-1 Transit Oriented Mixed Use

Existing Use: Surface Parking

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: 2016-104

**Applicant/Contact Person:** Lory Markham

Company: Markham Planning

Mailing Address: 23 W Broad St

City: Richmond State: VA Zip Code: 23220

Telephone: ( 804 ) 248-2561 Fax: ( )

Email: lory@markhamplanning.com

**Property Owner:** CBD DEVELOPMENT LLC

If Business Entity, name and title of authorized signee: Drew Wilshire

(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: 11100 W BROAD ST

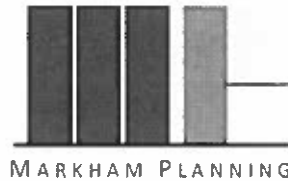
City: GLEN ALLEN State: VA Zip Code: 23060

Telephone: ( ) Fax: ( )

Email: \_\_\_\_\_

**Property Owner Signature:** *ABV*

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.



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	Acreege	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

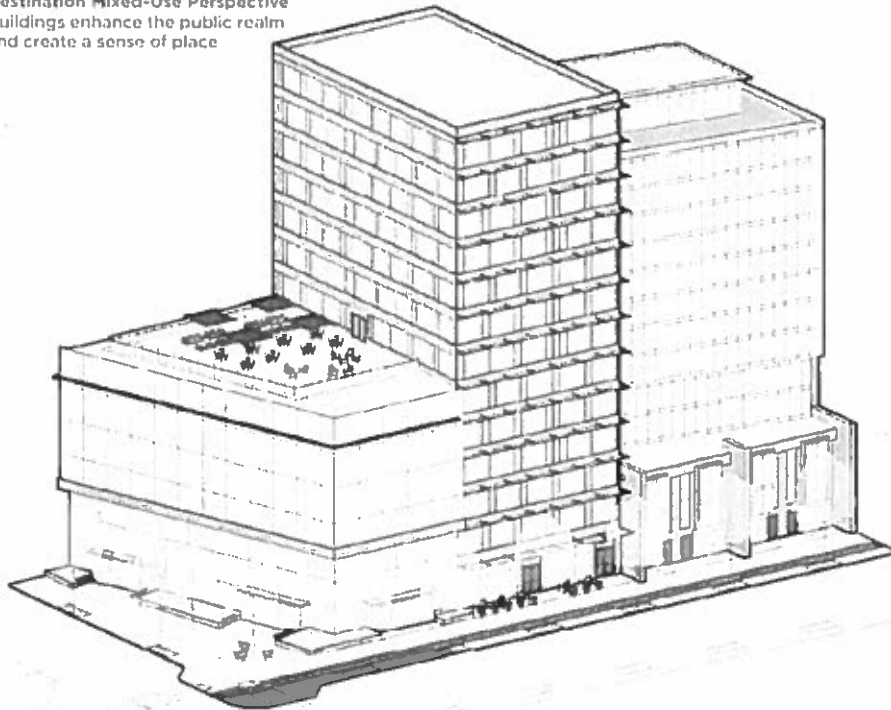
growth along bus rapid transit corridors. The 2017 Pulse Corridor Plan sets guidance for development along such corridors and seeks to promote pedestrian-oriented residential and commercial uses. As part of this plan's implementation, the TOD-1 district was created in order to regulate appropriate development 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,



Lory Markham

Enclosures

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

