



May 4, 2021

Mr. Matthew Ebinger
City of Richmond Department of Community Development
Land Use Administration Division, Room 511
City Hall, 900 East Broad Street
Richmond, Virginia 23219

Re: Rezoning: 2723 East Cary Street

Dear Matthew:

This letter shall serve as the Applicant's Report accompanying the application for a rezoning from M-2 Heavy Industrial to B-5 Central Business for the property known as 2723 E Cary Street, identified as Tax Parcel E000-0443/001 (the "Property"). The Property is located on the south side of east Cary Street at its intersection with Pear Street and contains 0.291 acres of lot area. The Property is currently vacant. The proposed rezoning would facilitate the redevelopment of the Property with residential uses according to the B-5 district guidelines.

The Property is currently zoned M-2 Heavy Industrial. The surrounding similarly situated properties to the north of East Cary Street or east of Pear Street are predominantly zoned B-5 Central Business but also include a number of properties zoned M-1 Light Industrial. Properties to the west and south are zoned M-2. The irregular overall zoning pattern in this area can be attributed to a past City policy of encouraging the property-by-property rezoning of the area to B-5, consistent with Master Plan guidance, based on individual requests rather than an area-wide City-driven rezoning.

The M-1 and M-2 districts have generally been recognized by the Richmond 300 Plan ("the Master Plan") (and previous land use guidance including the Pulse Corridor Plan, Downtown Plan, the 2000 Master Plan and the Shockoe Bottom Land Use and Development Strategy) as being inappropriate for most of the Shockoe Bottom area. The Property is identified in the Master Plan as "Corridor Mixed-Use," which, among other things, suggests multi-family dwellings (primary use) and single-family dwellings (secondary use) are appropriate. The M-2 district is the City's most permissive zoning classification and permits a broad range of intense uses, which exceed the scope of uses typically associated with residential or mixed-use development, thereby permitting a mix of intense and potentially incompatible land uses. The M-2 district also prohibits residential uses. The rezoning request to B-5 is consistent with the Master Plan recommendation and provides an opportunity for the redevelopment the Property with a residential use, on a scale that is compatible with the surrounding land uses.

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Potential development concepts include the redevelopment of the Property with approximately 10 high quality single-family attached dwellings or with a five-story multi-family residential building including approximately 40 dwelling units. Under any eventual B-5 development scenario, the district includes “form-based” requirements, such as building façade fenestration, maximum setbacks, minimum and maximum heights and restrictions on the location of parking areas. These criteria would address any concerns over the new development’s design and character. Subsequent to a successful B-5 rezoning, further project design review would be required through a Plan of Development (“POD”) in the case of multi-family dwellings or by virtue of the review of civil site drawings as a part of the Subdivision process where single-family attached dwellings would be concerned. Compliance with the POD or Subdivision requirements would further ensure that the development is compatible with other development in the vicinity.

Thank you for your time and consideration of this request, please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Baker', written in a cursive style.

Mark Baker

Enclosures