



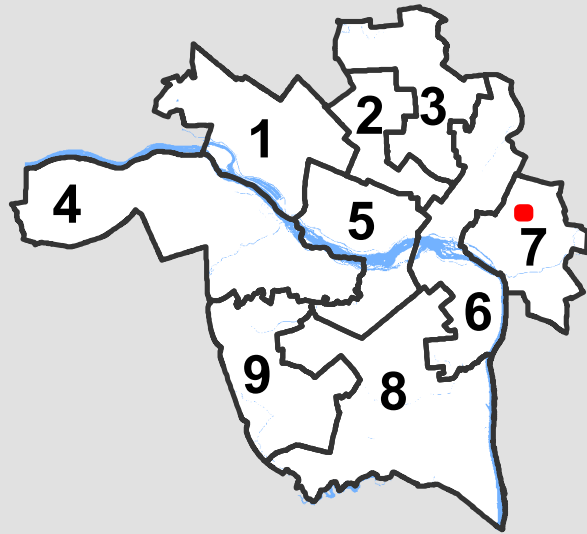
City of Richmond Department of Planning & Development Review

Zoning Ordinance Sec. 30-442.4(1)d Review

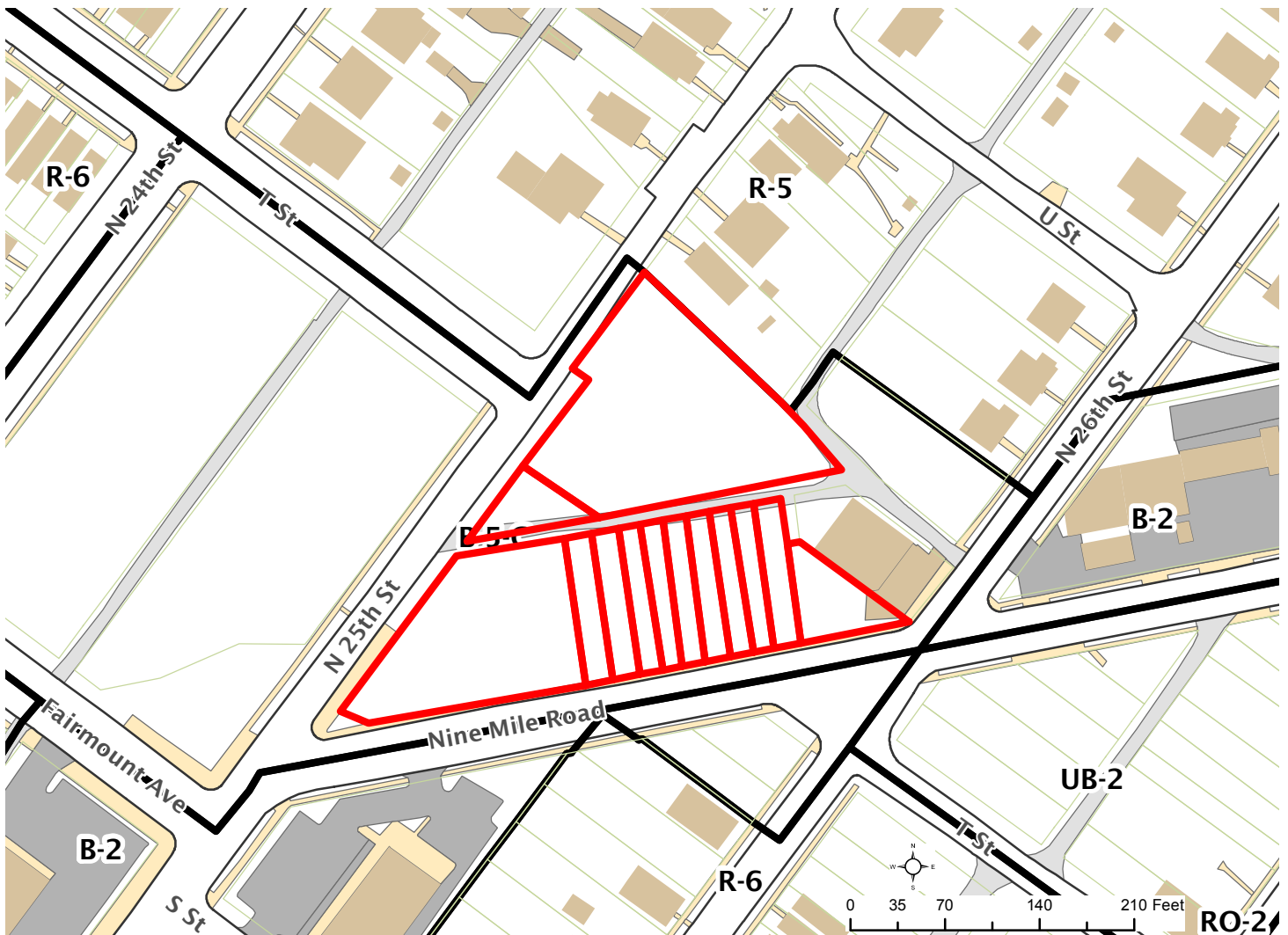
LOCATION: 2500-2534 Nine Mile Rd & 1401-1405 N. 25th St.

COUNCIL DISTRICT: 7

PROPOSAL: Zoning Ordinance Sec. 30-442.4(1)d review of the pedestrian plazas at the new Church Hill North Culinary Complex



For questions, please contact Josh Son
at 646-3741 or joshua.son@richmondgov.com



***Church Hill North Mixed Use Development
Culinary School Design Narrative
Urban Design Committee Approval
March 9, 2017***

Over two years ago, the City of Richmond recruited Kathie and Steven Markel to assist the City and the Church Hill community in fulfilling a long time dream of developing a full service grocery store at the intersection of 25th Street and Nine Mile Road. Like many other urban areas in the U.S., this immediate area is devoid of a full service grocery store as a source of fresh and healthy fruits, vegetables, and other foods, which is commonly referred to as a "food desert". That dream would not be possible if left to free market forces alone. It required a public/private catalyst to make it a reality.

Over the past 18 months, Kathie, Steve, the City, the Richmond Redevelopment and Housing Authority, and the Church Hill community, expanded upon the grocery store to include retail stores, apartments, restaurants, and a culinary school. All these uses will combine to create a place that supports, promotes, and educates the community at large to embrace healthy lifestyles and dietary choices. In September 2016, the City Council rezoned the land area for such a mixed use project.

In January 2017, Timmons submitted the Project's site plan to the City for approval which includes a preliminary concept plan of the culinary school mixed use development, anchored by the newly announced J. Sargeant Reynolds Culinary Institute. The grocery store and the school are proposed to be developed concurrently. The culinary school project will contain a 23,000 SF culinary school, 11,200 SF of private restaurants, 50,796 SF of residential space (49 apartments) and 7,800 SF of retail space. The culinary school building is the subject of this UDC application.

The Markels worked with O'Neill McVoy Architects, who are a part of the design team for the VCU Institute of Contemporary Art (ICA), to design the culinary school building. The Markels share the City's dream for this project being an integral part of the ongoing dynamic growth and expanding vitality of the Church Hill community. They also have a desire that its architecture capture and reflect the excellence of the J. Sargeant Reynolds Culinary Institute, and make it an icon for decades to come of the transformational power of education and healthy dietary choices. At the same time the project must have a human scale, be inviting to the community, and become a part of its fabric. It must have the ability to attract prospective culinary students from Church Hill community as well as the entire Commonwealth of Virginia and beyond; to form a landmark presence on the important urban corner of 25th Street and 9 Mile Road.

To succeed in meeting these goals, the architecture should be inviting and display the activities within with a transparency that draws in those who walk by the campus. To this point, a primary feature of the culinary school architecture is the pedestrian plazas that seamlessly connect the Nine Mile Road sidewalk as a means to invite pedestrian interest. A "farm to table" greenhouse is incorporated into the design to show how fresh ingredients are grown for food preparation. At the pedestrian as well as the upper floors, large expanses of glass are used to showcase to the community the active learning environments within and flood the interior with natural light. The

architecture lends itself to promote and engage the community in the learning process and the transformational benefits of education.

Therefore we believe the creation of these pedestrian plazas directly and seamlessly linked to the existing pedestrian landscape are vital to making the project and what it stands for integral to the Church Hill community and its urban architecture. While the plan differs somewhat from the typical urban footprint of a monolithic building façade parallel to the sidewalk, we believe it still captures the urban feel by virtue of its high density, limited parking field hidden behind the building, and its connectivity to the current public infrastructure.

The three pedestrian plazas shape urban green spaces and modulate the scale of B-5 Zoning to fit into the neighborhood fabric. The plazas are inviting spaces with planting and trees for the community, the school and the residents. The design of the plazas will be integrated with the City's streetscape design along 9 Mile Road, including the continuation of the brick paving from the sidewalks into the plaza.

We are truly hopeful the UDC will conclude that we have maintained the urban fabric of the Church Hill community while accomplishing the important mission of this mixed use project.



Application for URBAN DESIGN COMMITTEE Review

Department of Planning and Development Review
Planning & Preservation Division
900 E. Broad Street, Room 510
Richmond, Virginia 23219
(804) 646-6335

<http://www.richmondgov.com/CommitteeUrbanDesign>

Application Type

- Addition/Alteration to Existing Structure
- New Construction
- Streetscape
- Site Amenity

Review Type

- Encroachment
- Master Plan
- Sign
- Other (Sec. 114-442.4(1)d).
- Conceptual
- Final

Project Name: Church Hill North – Culinary Institute/Restaurant/Apartments/Retail

Project Address: 2500,2516,2520,2522,2526,2530,2532,2534 Nine Mile Rd.; 1401&1405 N.25th St.

Brief Project Description (this is not a replacement for the required detailed narrative): The vacant site

Will be redeveloped with a Culinary Institute affiliated with J.Sargeant Reynolds College (approx. 23,000 SF) Restaurant (approx. 11,000 SF), Apartments (approx. 50), Retail (approx. 7800 SF), and parking. We

Request UDC approval per Zoning Ord. Sec. 114-442.4(1)d. related to building setbacks, plazas, courtyards.

Applicant Information

(on all applications other than encroachments, a City agency representative must be the applicant)

Name: Ivan Wu w/ Timmons Group Email: ivan.wu@timmons.com

City Agency: N/A Phone: 804-200-6529

Address: 1001 Boulders Parkway, Suite 300, Richmond, VA 23225

Main Contact (if different from Applicant): Steve Markel, Mark Slusher

Company: Church Hill North Holding, LLC Phone: 804-697-3551 (Mark)

Email: Mark.Slusher@thalhimer.com; SMarkel@markelcorp.com

Submittal Deadlines

All applications and support materials must be filed no later than 21 days prior to the scheduled meeting of the Urban Design Committee (UDC). Please see the schedule on page 3 as actual deadlines are adjusted due to City holidays. **Late or incomplete submissions will be deferred to the next meeting.**

Filing

Applications can be mailed or delivered to the attention of "Urban Design Committee" at the address listed at the top of this page. **It is important that the applicant discuss the proposal with appropriate City agencies, Zoning Administration staff, and area civic associations and residents prior to filing the application with the UDC.**

UDC Background

The UDC is a ten member committee created by City Council in 1968 whose purpose is to advise the City Planning Commission on the design of projects on City property or right-of-way. The UDC provides advice of an aesthetic nature in connection with the performance of the duties of the Commission under Sections 17.05, 17.06 and 17.07 of the City Charter. The UDC also advises the Department of Public Works in regards to private encroachments in the public right-of-way.



Application for URBAN DESIGN COMMITTEE Review

Department of Planning and Development Review
Planning & Preservation Division
900 E. Broad Street, Room 510
Richmond, Virginia 23219
(804) 646-6335

<http://www.richmondgov.com/CommitteeUrbanDesign>

Submission Requirements

- 10 copies of the application cover sheet and all support materials (see below), unless the application is for an encroachment, in which case only 6 copies are required. Plan sheets should be 11" x 17", folded to 8 1/2" x 11". If it is not possible to scale plans to these dimensions, please provide one set of larger, scaled plans.
- An electronic copy (PDF preferred) of all application materials, which can be burned to disc, emailed, or delivered by FTP.

All applications must include the attached cover sheet and the following support materials, as applicable to the project:

For Conceptual Review

- A detailed project narrative which includes the following: purpose of the project, project background, project budget and funding sources, description of construction program and estimated construction start date (description should also provide information on the surrounding area to provide context).
- A site plan for the project indicating site characteristics which include: building footprints, parking areas, pedestrian routes, recreation areas, open areas and areas of future expansion.
- A set of floor plans and elevations, as detailed as possible.
- A landscaping plan which shows the general location and character of plant materials and notes any existing tree to be removed.

For Final Review

- A detailed project narrative which includes the following: purpose of the project, project background, project budget and funding sources, description of construction program and estimated construction start date (description should also provide information on the surrounding area to provide context).
- A site plan for the project indicating site characteristics which include: building footprints, parking areas, pedestrian routes, recreation areas, open areas and areas of future expansion.
- A set of floor plans and elevations, as detailed as possible.
- A landscaping plan that includes a complete plant schedule, the precise location of all plant materials, and a landscape maintenance analysis. The plant schedule must show number, size and type of each planting proposed. If existing trees are to be removed, their size, type and location must be noted on the landscape plan.
- The location of all lighting units should be noted on a site plan, including wall-mounted, site and parking lot lighting. Other site details, such as benches, trash containers and special paving materials, should also be located. Include specification sheets for each item.
- Samples of all proposed exterior building materials, including but not limited to brick, mortar, shingles, siding, glass, paint and stain colors. When an actual sample cannot be provided, a product information sheet that shows the item or a photo of an existing item may be substituted.

Review and Processing

Once an application is received, it is reviewed by staff, who compiles a report that is sent to the UDC. A copy of the report and the meeting agenda will be sent to the applicant prior to the meeting. The applicant or a representative should be present at the UDC meeting or the application may be deferred to the next regularly scheduled meeting. It is also strongly suggested that a representative of the City Agency which will have final responsibility for the item be present at the meeting (if the applicant and the representative are not the same). Once the UDC recommends action on the application, it is automatically placed on the agenda for the next City Planning Commission (CPC) meeting. An exception to this is encroachment applications, recommendations for which are forwarded to the Department of Public Works. The applicant or a representative must be present at the CPC meeting or the application may be deferred to the next regularly scheduled meeting.

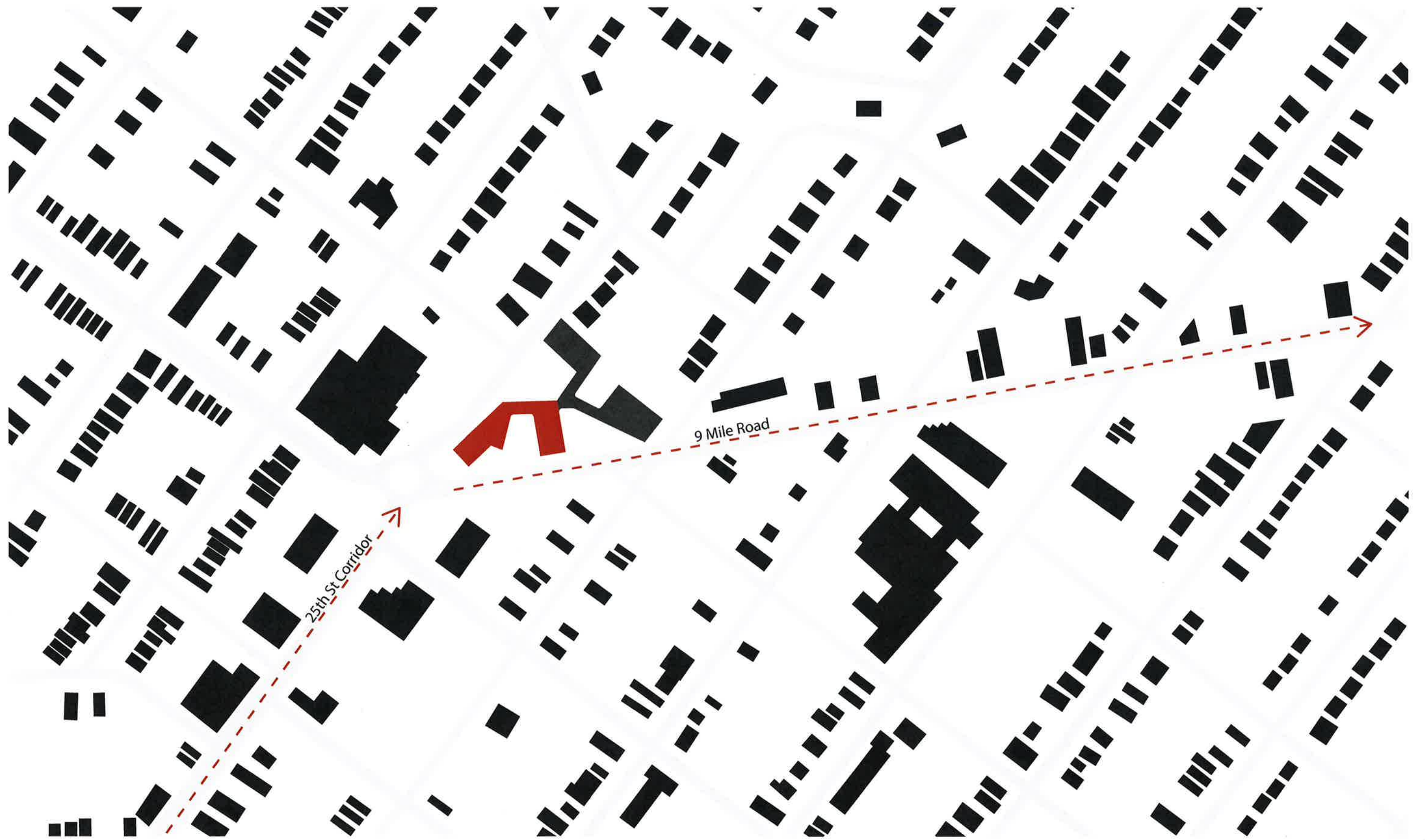
CHURCH HILL NORTH
25TH ST & NINE MILE ROAD

FEBRUARY 2017

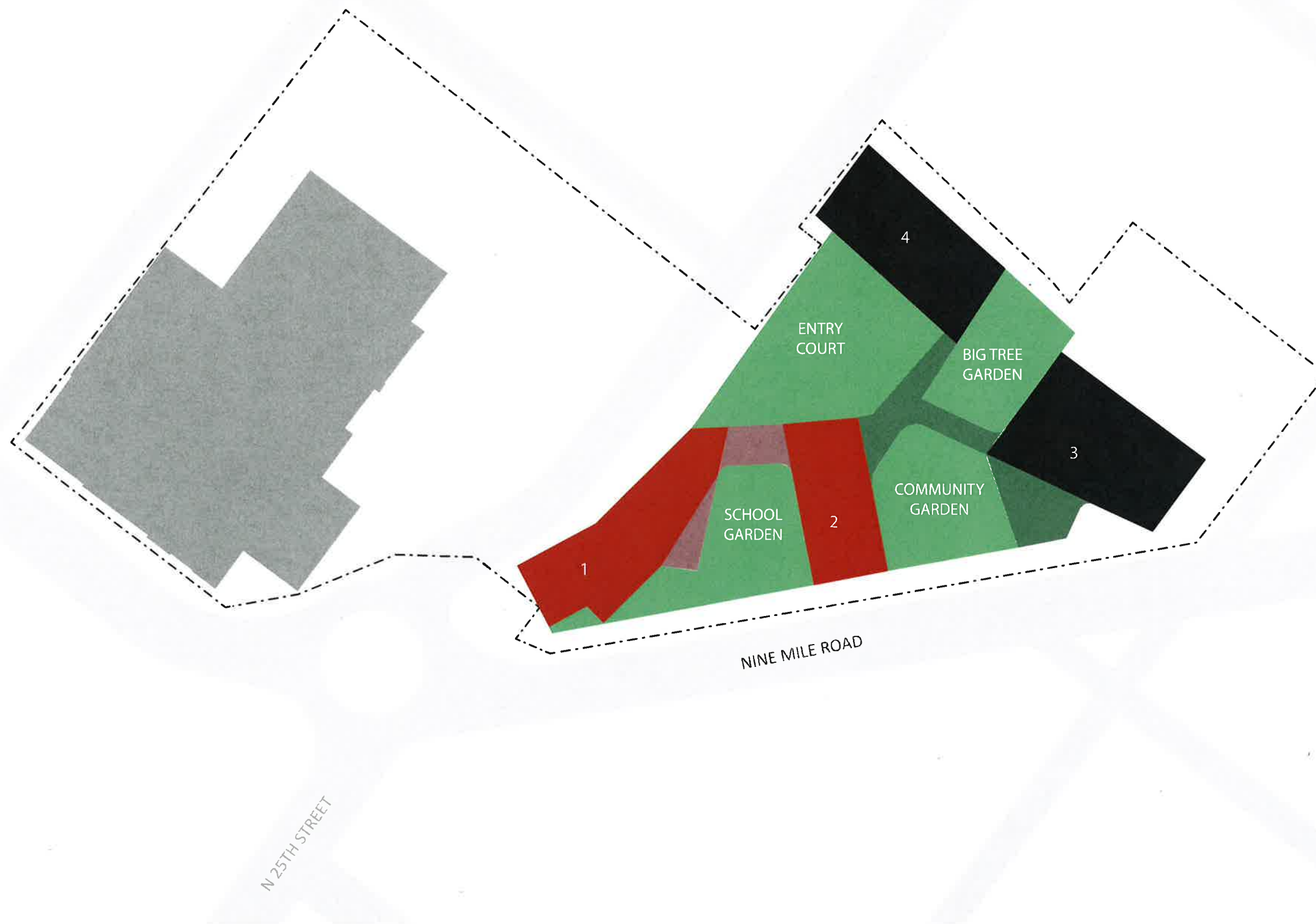


5 AIMS

1. Optimize the programs on the site for the most future-positive engagement with the community
2. Form a landmark optimistic presence on the important urban corner of 25th Street and 9 Mile Road
3. Shape Urban Green Space for School and Residents
4. Relate the culinary school, restaurant and housing to maximize the potential to transform the Food Desert into a community with access and awareness of nutritious food, Position the restaurant to be a destination high up with views over Richmond.
5. Infuse all spaces with natural light and Connect to natural environment.



Locating the Culinary Institute and the Restaurant at the Crossroads of N 25Th St & Nine Mile Road



CONCEPT DIAGRAM

Four buildings shape four porous gardens

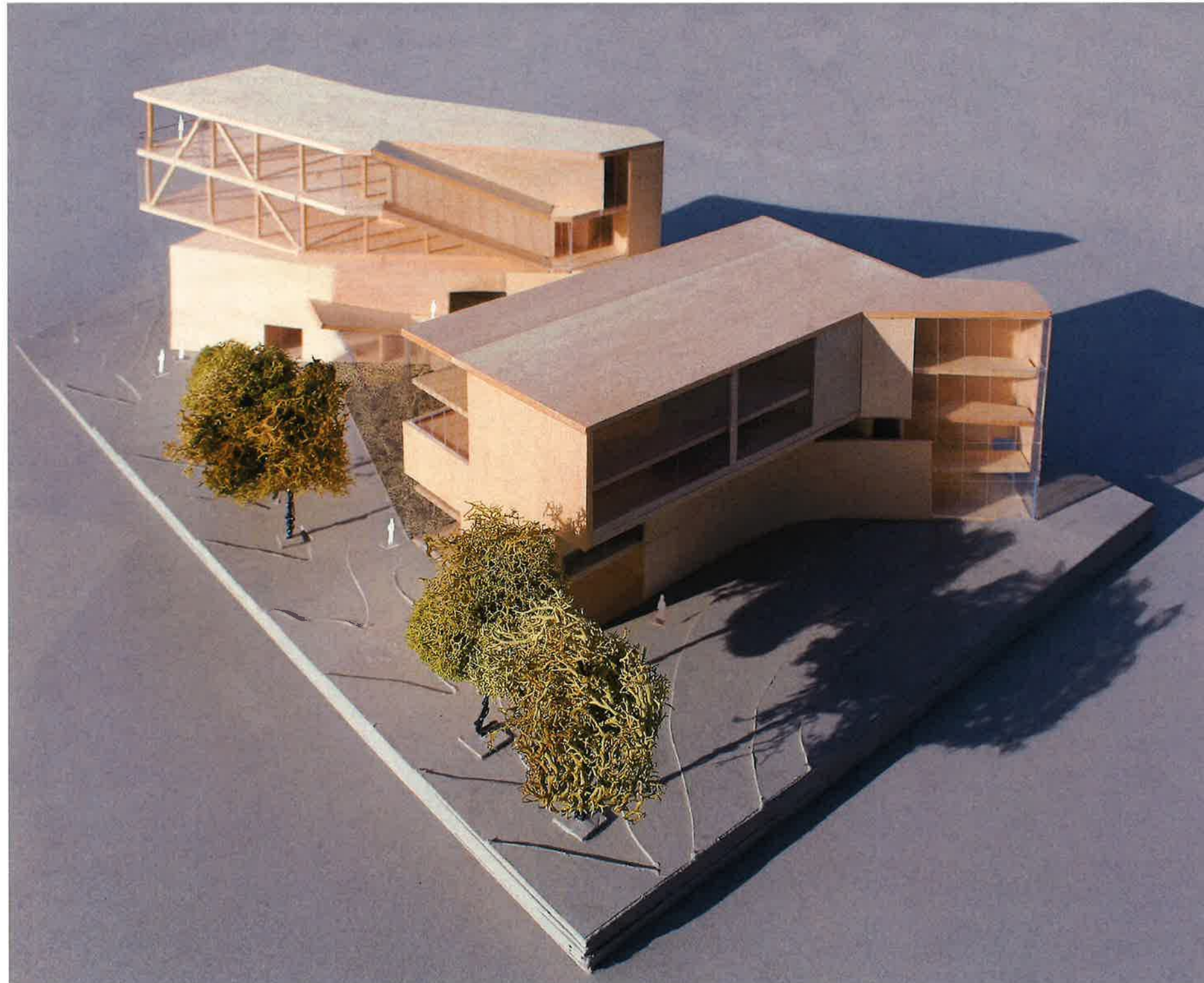


AERIAL MODEL PHOTO

The Urban Design creates three Pedestrian Plazas along 9 Mile Road to modulate the scale of B-5 Zoning to fit into the neighborhood fabric. The plazas are inviting spaces with planting and trees for the community, the school and the residents.

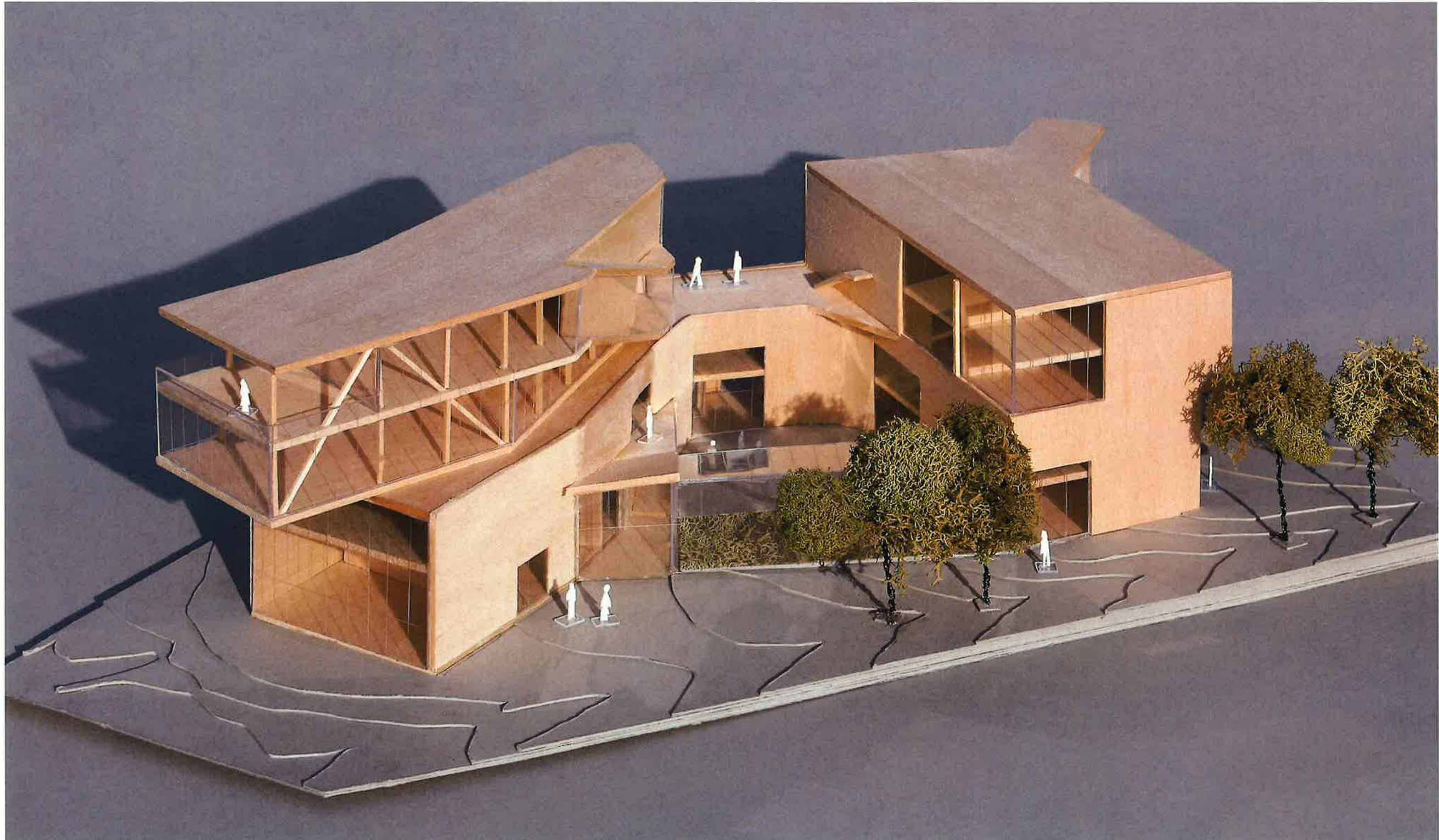


NINE MILE ROAD BIRD'S EYE VIEW



MODEL OF PHASE I BUILDING

JSR Reynolds Culinary Institute, a restaurant and residential units with pedestrian plaza along Nine Mile Road



MODEL OF PHASE I BUILDING

JSR Reynolds Culinary Institute, a restaurant and residential units with pedestrian plaza along Nine Mile Road



VIEW OF THE CORNER OF N 25TH STREET AND NINE MILE ROAD

The plaza design will be integrated with the City's streetscape design along 9 Mile Road, including the continuation of the brick paving from the sidewalks into the plaza.



GROUND FLOOR AREA COUNT:	
PHASE I	
SCHOOL	12,635 SF
RESTAURANT	520 SF
RESIDENTIAL	423 SF
SUBTOTAL	13,578 SF
PHASE II	
RETAIL	7,868 SF
RESIDENTIAL	565 SF
SUBTOTAL	8,433 SF
TOTAL	22,011 SF
PARKING	67

CHN
PROJECT
Church Hill North
 2500 9 MILE ROAD
 Richmond, VA 23223
OWNER:
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel. 347.634.5931
 Email: beth@ornimcovey.com
ARCHITECT OF RECORD

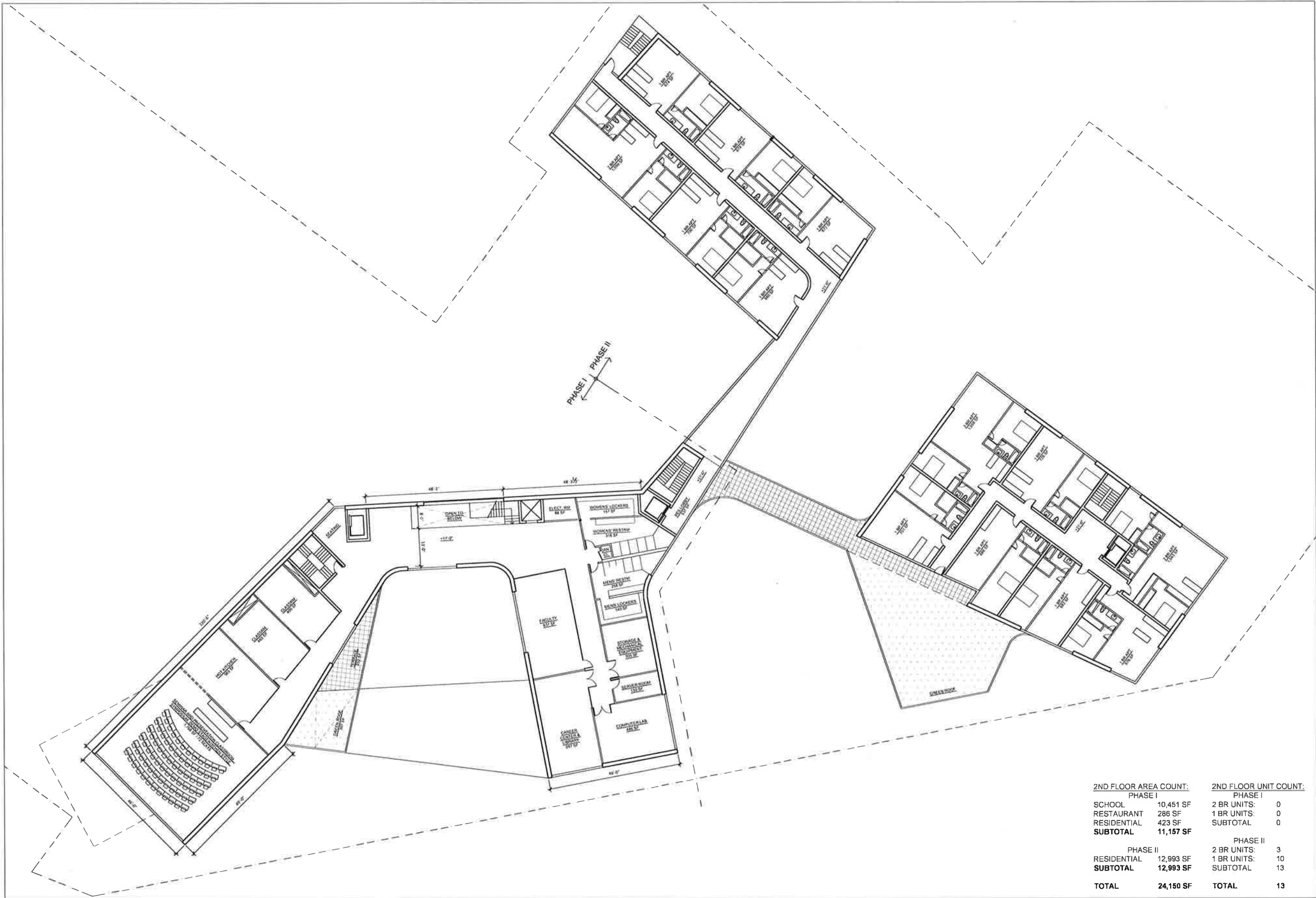
STRUCTURAL ENGINEER

MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE
GROUND FLOOR PLAN
DRAWN BY:
CHECK BY:
SCALE: 1"=20'-0"
DATE:

DRAWING NUMBER
A-101.00
SHEET:



2ND FLOOR AREA COUNT:		2ND FLOOR UNIT COUNT:	
PHASE I		PHASE I	
SCHOOL	10,451 SF	2 BR UNITS:	0
RESTAURANT	286 SF	1 BR UNITS:	0
RESIDENTIAL	423 SF	SUBTOTAL	0
SUBTOTAL	11,157 SF		
PHASE II		PHASE II	
RESIDENTIAL	12,993 SF	2 BR UNITS:	3
SUBTOTAL	12,993 SF	1 BR UNITS:	10
		SUBTOTAL	13
TOTAL	24,150 SF	TOTAL	13

CHN
 PROJECT
Church Hill North
 2500 9 MILE ROAD
 RICHMOND, VA 23223

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel. 347 834 5931
 Email: belh@oneillmcvooy.com

STRUCTURAL ENGINEER
 MECHANICAL ENGINEER

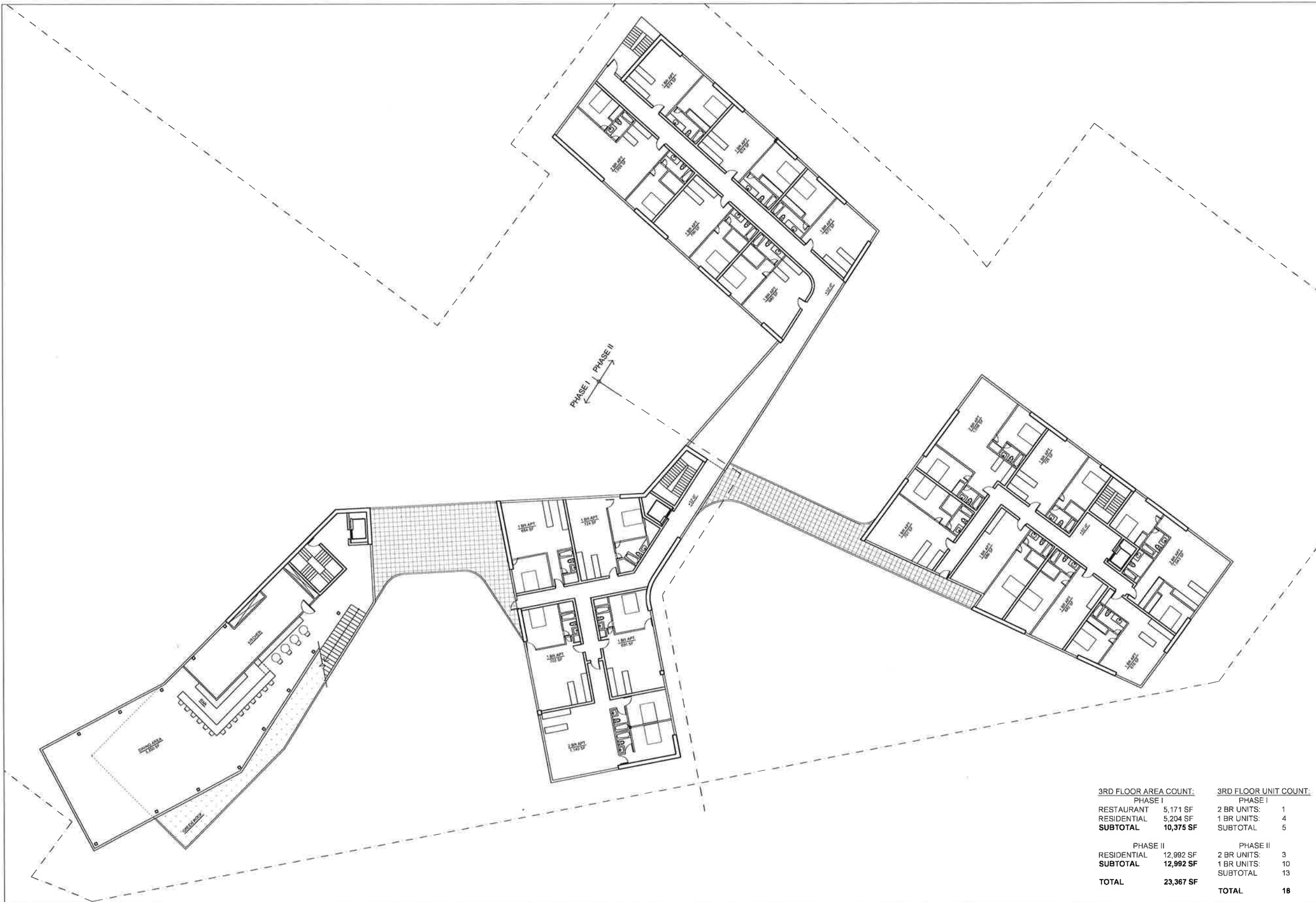
REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE:
SECOND FLOOR PLAN

DRAWN BY: _____ CHECK BY: _____
 SCALE: 1"=20'-0" DATE: _____

DRAWING NUMBER:
A-102.00

SHEET:



3RD FLOOR AREA COUNT:		3RD FLOOR UNIT COUNT:	
PHASE I		PHASE I	
RESTAURANT	5,171 SF	2 BR UNITS:	1
RESIDENTIAL	5,204 SF	1 BR UNITS:	4
SUBTOTAL	10,375 SF	SUBTOTAL	5
PHASE II		PHASE II	
RESIDENTIAL	12,992 SF	2 BR UNITS:	3
SUBTOTAL	12,992 SF	1 BR UNITS:	10
TOTAL	23,367 SF	SUBTOTAL	13
		TOTAL	18

CHN
 PROJECT
Church Hill North
 2500 9 MILE ROAD
 RICHMOND, VA 23223
 OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 634 5931
 Email: beth@oneillmco.com
 ARCHITECT OF RECORD

STRUCTURAL ENGINEER
 MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE:
THIRD FLOOR PLAN
 DRAWN BY:
 CHECK BY:
 SCALE: 1"=20' 0"

DRAWING NUMBER:
A-103.00
 SHEET:



PROGRAM	TOTAL AREA				
	PHASE I		PHASE II		PHASE I + PHASE II
SCHOOL	25,086 SF*		-		25,086 SF
RESTAURANT	11,217 SF**		-		11,217 SF
RETAIL	-		7,868 SF		7,868 SF
RESIDENTIAL	11,254 SF	2 BR - 2 1 BR - 8	39,544 SF	2 BR - 9 1 BR - 30	50,798 SF 2 BR - 11 1 BR - 38
TOTAL	47,374 SF		47,412 SF		94,786 SF

* INCLUDES 2,000 SF OF BASEMENT AND 1,837 SF OF GREENHOUSE
 ** INCLUDES 1,620 SF OF TERRACE

4TH FLOOR AREA COUNT:		4TH FLOOR UNIT COUNT:	
PHASE I		PHASE I	
RESTAURANT*	5,240 SF	2 BR UNITS:	1
RESIDENTIAL	5,204 SF	1 BR UNITS:	4
SUBTOTAL	10,444 SF	SUBTOTAL	5
PHASE II		PHASE II	
RESIDENTIAL	12,992 SF	2 BR UNITS:	3
SUBTOTAL	12,992 SF	1 BR UNITS:	10
TOTAL	23,554 SF	SUBTOTAL	13
*ENCLOSED AND TERRACE		TOTAL	18

CHN
 PROJECT
Church Hill North
 2500 9 MILE ROAD
 RICHMOND, VA 23223
 OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 CARROLL STREET, 2ND FLOOR BROOKLYN, NY 11231
 TEL: 347 834 5931
 EMAIL: BELH@ONEILLMCOVAY.COM
 ARCHITECT OF RECORD

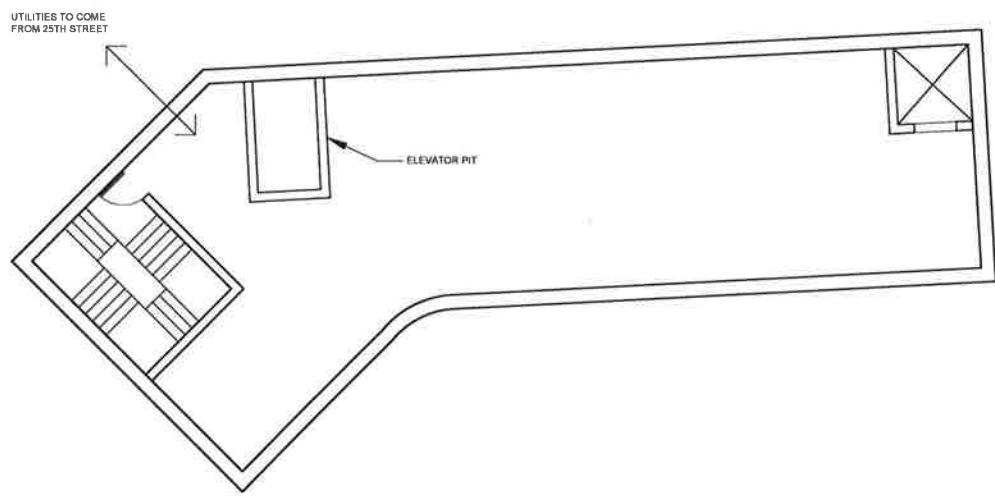
STRUCTURAL ENGINEER

 MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE
FOURTH FLOOR PLAN
 DRAWN BY:
 SCALE: 1"=20'-0"

DRAWING NUMBER:
A-104.00
 SHEET:



CHN

PROJECT
Church Hill North
 2500 9 MILE ROAD
 Richmond, VA 23223

OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 834 5931
 Email: beth@oneillmcvoey.com

ARCHITECT OF RECORD

STRUCTURAL ENGINEER

MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE:
PHASE I BASEMENT PLAN

DRAWN BY:

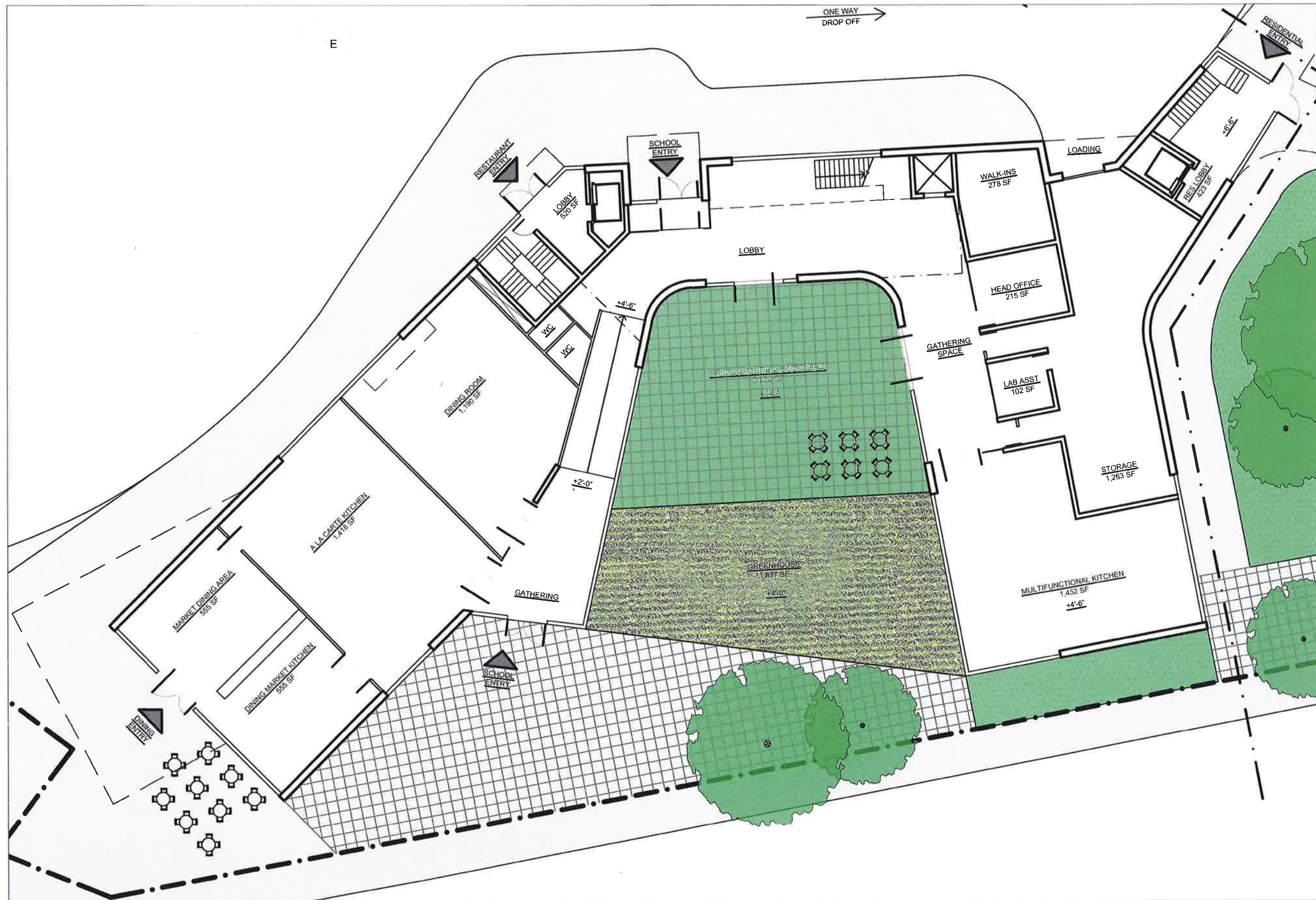
CHECK BY:

SCALE: 3/32"=1'-0"

DATE:

DRAWING NUMBER:
A-120.00

SHEET:



CHN
 PROJECT
Church Hill North
 2500 9 MILE ROAD
 RICHMOND, VA 23223
 OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

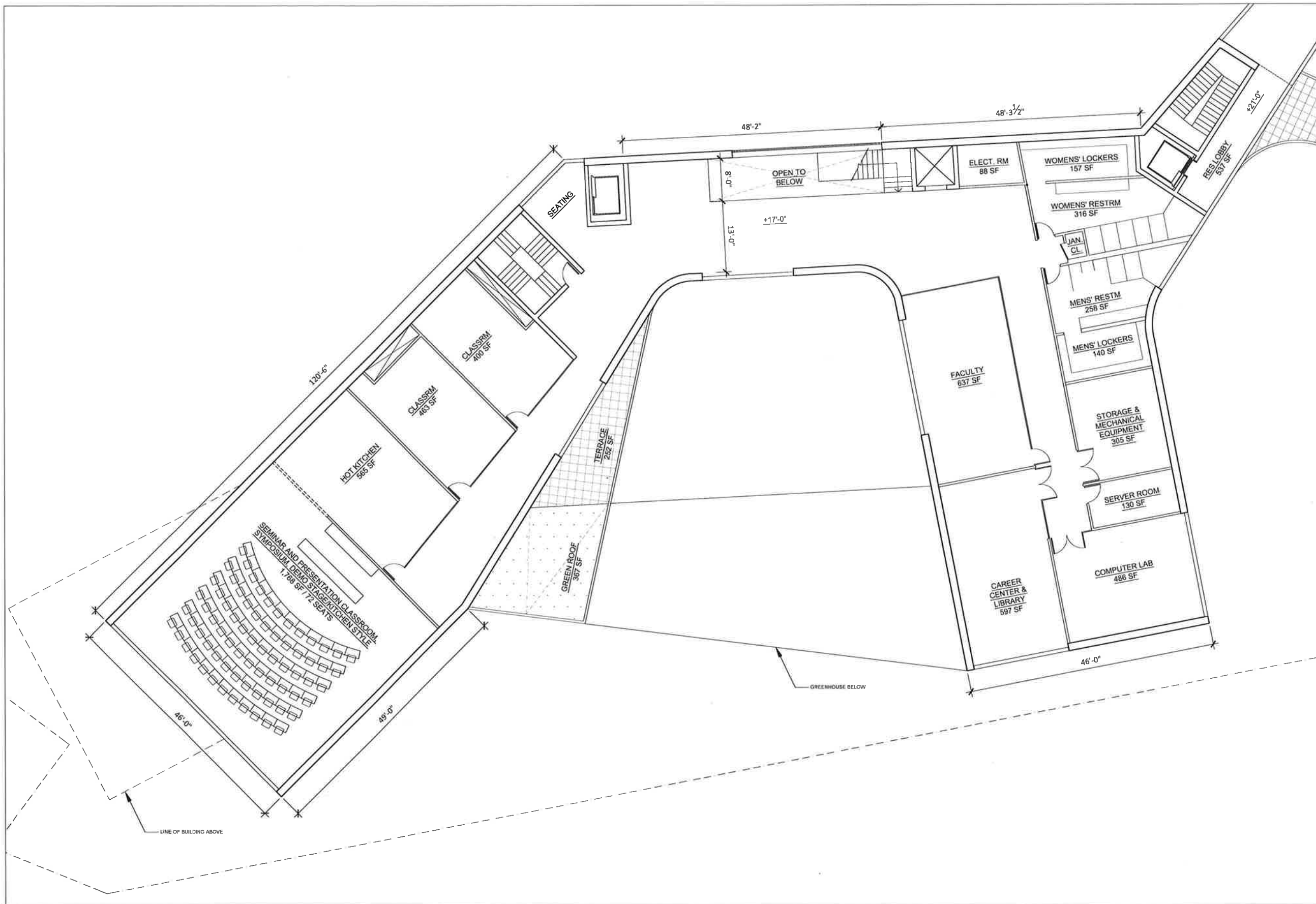
DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 834 5531
 Email: belth@mcoarchitect.com
 ARCHITECT OF RECORD

STRUCTURAL ENGINEER
 MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE
PHASE I GROUND FLOOR PLAN
 DRAWN BY:
 SCALE: 3/32"=1'-0"

CHECK BY:
 DATE:
 DRAWING NUMBER:
A-121.00
 SHEET:



CHN
 PROJECT
Church Hill North
 2500 9 MILE ROAD
 Richmond, VA 23223
 OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 834 5931
 Email: belh@oneillimovoy.com
 ARCHITECT OF RECORD:

STRUCTURAL ENGINEER
 MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE:
PHASE I SECOND FLOOR PLAN
 DRAWN BY:
 CHECK BY:
 SCALE: 3/32"=1'-0"
 DATE:

DRAWING NUMBER:
A-122.00
 SHEET:



CHN PROJECT
Church Hill North
 2500 9 MILE ROAD
 Richmond, VA 23223

OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 634 6931
 Email: beth@oneillmcoy.com

ARCHITECT OF RECORD

STRUCTURAL ENGINEER

MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

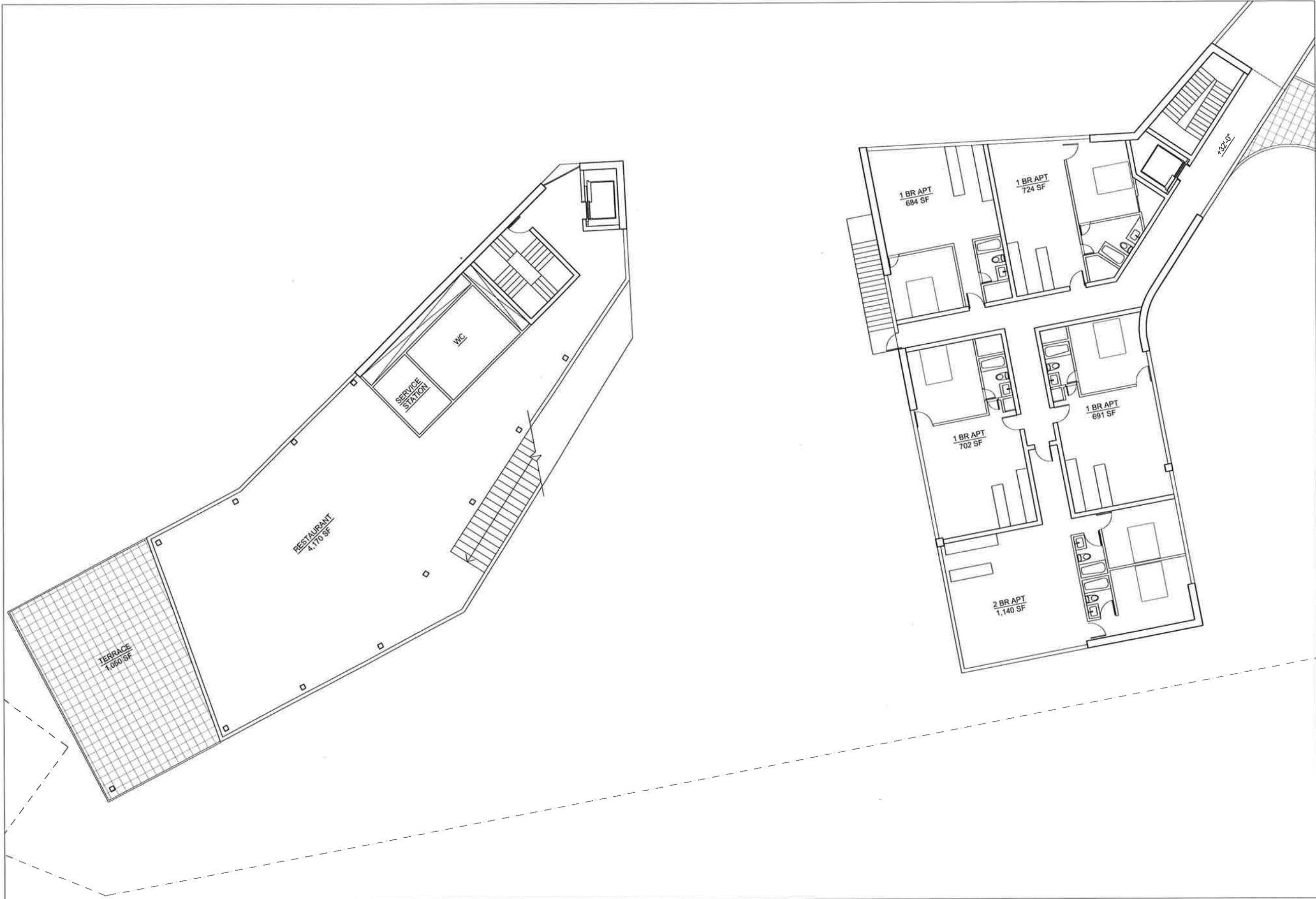
DRAWING TITLE:
PHASE I THIRD FLOOR PLAN

DRAWN BY: _____ CHECK BY: _____

SCALE: 3/32"=1'-0" DATE: _____

DRAWING NUMBER:
A-123.00

SHEET: _____



CHN
 PROJECT
Church Hill North
 2500 9 MILE ROAD
 RICHMOND, VA 23223
 OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 834 5931
 Email: belh@onailimovoy.com
 ARCHITECT OF RECORD

STRUCTURAL ENGINEER

 MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE:
PHASE I FOURTH FLOOR PLAN
 DRAWN BY:
 CHECK BY:
 SCALE: 3/32"=1'-0"
 DATE:

DRAWING NUMBER:
A-124.00
 SHEET:



NINE MILE ROAD ELEVATION



25TH STREET ELEVATION

CHN PROJECT
Church Hill North
 2500 9 MILE ROAD
 Richmond, VA 23223

OWNER
Church Hill North Holdings, LLC
 Steven A. Markel

DESIGN ARCHITECT
MCO ARCHITECT
 315 Carroll Street, 2nd Floor Brooklyn, NY 11231
 Tel: 347 834 5931
 Email: both@onallinmco.com

ARCHITECT OF RECORD

STRUCTURAL ENGINEER

MECHANICAL ENGINEER

REVISION		
NUMBER	DESCRIPTION	DATE
01	30% SCHEMATIC DESIGN	12/15/2015
02		
03		
04		

DRAWING TITLE:
ELEVATIONS

DRAWN BY: _____ CHECK BY: _____
 SCALE: 1"=20'-0" DATE: _____

DRAWING NUMBER:
A-200.00

SHEET: _____