



# Application for SPECIAL USE PERMIT

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/>

RECEIVED

JUN 04 2015

LAND USE ADMINISTRATION

Application is hereby submitted for: (check one)

- special use permit, new
- special use permit, plan amendment
- special use permit, text only amendment

### Project Name/Location

Project Name: SYMBOL MATTRESS REDEVELOPMENT Date: 6/3/15

Property Address: 1814, 1803 & 1815 HIGHPOINT AVE. Tax Map #: 1723001  
1723002

Fee: \$2,400 Total area of affected site in acres: \_\_\_\_\_  
(See page 3 for fee schedule, please make check payable to the "City of Richmond")

### Zoning

Current Zoning: M-1

### Proposed Use

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

Existing Use: VACANT WAREHOUSE  
Is this property subject to any previous land use cases?

- Yes
  - No
- If Yes,  please list the Ordinance Number:

MULTIFAMILY AND COMMERCIAL REDEVELOPMENT

Applicant/Contact Person: ANDREW BASHAM

Company: SR SYMBOL, LLC

Mailing Address: 1310 ROSENEATH RD. SUITE 200

City: RICHMOND State: VA Zip Code: 23230

Telephone: (804) 201 9618 Fax: ( )

Email: andrew@spy-rock.com

Property Owner: EASTERN SLEEP PRODUCTS COMPANY, THE FORD PROPERTIES, LLC

If Business Entity, name and title of authorized signee: \_\_\_\_\_

(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: 4901 FITZUGH AVE #300

City: RICHMOND State: VA Zip Code: 23230

Telephone: (804) 254-1711 Fax: ( )

Email: CNEAL@SYMBOLMATTRESS.COM

Property Owner Signature: Charles H. Neal

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.**

**NOTE:** Please attach the required plans, checklist, and a check for the application fee (see Filing Procedures for special use permits)

# WILLIAMS MULLEN

Direct Dial: 804.420.6615  
plloyd@williamsmullen.com

June 4, 2015

VIA EMAIL AND HAND DELIVERY

City of Richmond Department of Planning and Development Review  
City Hall, 900 East Broad Street, Room 511  
Richmond, Virginia 23219  
Attn: Ms. Lory Markham

Re: Special Use Permit Application, 1800 Block Highpoint Avenue, N0001722001, N0001723001 & N0001723002

Ladies and Gentlemen:

On behalf of the Applicant, SR Symbol LLC, we enclose an application for a new Special Use Permit for the captioned property, which is comprised of approximately 4.65 acres located in the City of Richmond, Virginia (the "Property"), including the below-listed materials. This letter will also serve as the Applicant's Report.

The application proposes the special use of the Property with buildings comprised of multifamily with up to 240 units and commercial uses as permitted in B-6 district, all as substantially shown on the enclosed plans. The Property is currently zoned M-1. The proposal meets the requirements of special use permit approval and will not be detrimental to public safety, create congestion in the public streets, create public hazards, cause overcrowding of land, adversely affect public services, or interfere with adequate light and air.

As an emerging neighborhood, Scotts Addition is undergoing a transformation from outmoded industrial uses into a vibrant, pedestrian-oriented urban community comprised of a diverse array of uses, including multifamily, office and retail, among others. Such uses are located within close proximity to the Property. The uses of the Property proposed by the Applicant are complementary to and consistent with the surrounding properties and uses, and enhance the surrounding area in general.

The design proposes two four-story buildings comprised exclusively of multifamily units and accessory uses oriented at the north of the property. These buildings will enclose a generously proportioned community green space (0.8 ac. +/-), which provides abundant light and air to the units, promotes passive recreation opportunities and features additional tenant amenities. To promote a diverse mix of unit size and layout, these buildings feature two-story townhome-style floorplans for units comprising the first and second floors, with single-story flat-style floorplans for units comprising the floors above. A third three-story building is proposed with frontage immediately along Rockbridge Street. To provide an active streetfront, this building proposes office, restaurant, retail or recreation uses on the ground floor and office, hotel, or additional multifamily uses comprising the floors above.

Ample off-street parking of not less than 300 spaces is located on surface lots behind the active street-front uses and around the northern, eastern and western perimeter, allowing additional light and

air to penetrate the entire Property. Parking will be accessed by multiple points of ingress/egress from Mactavish Avenue and Highpoint Avenue. The established street grid of the neighborhood offers effective traffic flow while enhancing pedestrian safety. The complementary cycle of the residential and commercial uses provides for efficient utilization of the provided parking spaces by the Property. The design of the buildings proposes durable, quality materials in a style that enhances the eclectic architectural elements of the Scotts Addition neighborhood and complements the historically industrial character of existing structures in the vicinity.

Pedestrian activity is enhanced further by a proposed green space and 8 foot-wide multi-use trail along the northern property line adjacent and parallel to the CSX Transportation right-of-way. Beyond promoting active recreation opportunities for residents, employees and visitors of the Property, the multi-use trail offers an opportunity for future pedestrian connectivity along the northern perimeter of the neighborhood. A fence along this northern perimeter will be maintained to ensure the safety and security of users of this amenity. The Property proposes amenities such as a club room, fitness room, terrace, swimming pool, picnic and grilling areas, which will be available to tenants and guests of the multifamily units.

The following application materials are enclosed:

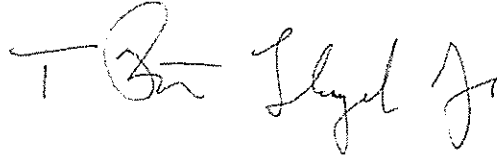
1. Special Use Permit Application form;
2. Survey and civil plans, including existing conditions, layout, utility, grading, drainage and landscape plans, prepared by AES Consulting Engineers, labeled sheets CS-01, C-1, C-2, C-3, C-4 and C-5 (6 full-size sets and 3 11" x 17" sets);
3. Architectural concept drawings prepared by ADO Architectural Design Office, labeled sheets A-100, A-101, A-102, A-103, A-104, 105, A-301, A-302, A-303, A-401, A-402 and A-403 (6 full-size sets and 3 11" x 17" sets); and
4. Check made out to City of Richmond in the amount of \$2,400.00.

Based on the foregoing, the proposed use on the Property meets the criteria set forth in the Charter of the City of Richmond that the Application is not (i) detrimental to the safety, health, morals and general welfare of the community involved; (ii) tend to create congestion in streets, roads, alleys and other public ways and places in the area involved; (iii) create hazards from fire, panic or other dangers; (iv) tend to cause overcrowding of land and an undue concentration of population; (v) adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; or (vi) interfere with adequate light and air.

City of Richmond Department of Planning and Development Review  
June 4, 2015  
Page 3

Thank you for your consideration of this matter. Please feel free to contact the undersigned at 804.420.6615 or plloyd@williamsmullen.com, at any time if you have any questions or require additional materials.

Sincerely,

A handwritten signature in black ink, appearing to read "T. Preston Lloyd, Jr.", written in a cursive style.

T. Preston Lloyd, Jr.

Enclosures

cc: Mr. Andrew Basham, Spy Rock Real Estate Group

28281021\_3