



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/>

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

Property Address: 2501 Monument Avenue Date: 03/02/2020
 Tax Map #: W0001128007 Fee: \$1,800.00
 Total area of affected site in acres: 0.874

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

Zoning

Current Zoning: R-6 with SUP

Existing Use: Museum, office and event space

Proposed Use

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

Museum, office and event space
 Existing Use: Museum, office and event space

Is this property subject to any previous land use cases?

Yes No If Yes, please list the Ordinance Number: 2013-208-197

Applicant/Contact Person: Jennifer D. Mullen

Company: Roth Jackson Gibbons Condlin, PLC
 Mailing Address: 11 S. 12th Street, Suite 500
 City: Richmond State: VA Zip Code: 23219
 Telephone: (804) 977-3374 Fax: ()
 Email: jullen@rothjackson.com

Property Owner: Branch House Associates LLC

If Business Entity, name and title of authorized signer: Penelope C Fletcher, President

(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: 2501 Monument Avenue
 City: Richmond State: VA Zip Code: 23220
 Telephone: (804) 655-6101 Fax: ()
 Email: pfletcher@branchmuseum.org

Property Owner Signature: Penelope C Fletcher

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)

Mr. Matthew Ebinger, AICP
Senior Planner, City of Richmond
900 E. Broad Street, Suite 511
Richmond, VA 23219

Dear Matthew:

This letter shall serve as the Applicant's Report for the accompany application for an amendment to the existing special use authorized pursuant to Ordinance 2013-208-197 ("Existing SUP") for the property located at 2501 Monument Avenue (the "Property") to re-authorize the use of the Property as office, a museum for architecture and design, a dwelling unit for an artist-in-residence, event space and accessory retail use all upon certain terms and conditions.

The applicant requests the Existing Ordinance be amended and restated as set forth in the attached proposed ordinance, together with the proposed special event management plan. The applicant has operated the Property under the Existing SUP, which includes a variety of restrictions it desires to amend. The applicant no longer requires use of the mezzanine level as a lodging unit for an employee of the property owner; provided, however, it proposes to amend the Existing SUP to permit the use of the lodging unit for an artist-in-residence in connection with the use of the property. The museum hours of operation are proposed for amendment as follows: (1) 8:30 a.m. to 10:00 p.m. Monday thru Thursday, (2) 8:30 'a.m. thru 11:00 p.m. Friday and Saturday, and (3) 1:00 p.m. thru 7:00 p.m. Sunday, which shall also be the "normal business hours" under the terms of the ordinance. During the normal business hours, the applicant may host special events for up to 300 attendees as identified in the Existing SUP, as well as community outreach events for the benefit of local and regional organizations, clubs, non-profits and hospitals. The applicant proposes to amend the Existing SUP to delete Section 3(d) (5) – (10), (e), (f), (h) and (i) and replace it with the requirement to enter into and maintain a special event management plan regarding provisions for special events. Section 3(d) (11) shall be amended to increase the height to twelve (12) feet above ground level for all temporary lighting.

The Branch Museum of Architecture and Design has been a steward of the historic structure located at 2501 Monument Avenue since 2005. The building, known as the Branch House, was designed in 1916 by Architect John Russell Pope as an urban residence in the Tudor/Jacobean Revival style. The Branch House was completed in 1919 and is the only residence of the Tudor/Jacobean Revival style in which the original interiors have survived intact and is one of the earliest examples of this style of architecture in Virginia. The Branch House contains approximately 27,000 square feet on 11 levels with a 6' foot brick wall surrounding the property. The applicant recently created an access way between the property and the parking lot located at 2551 Monument Avenue, which is property owned by the Trustees of the First Baptist

Church. First Baptist Church permits the owner to use the parking lot outside of church services or events. The museum activities and special events allow the applicant to continue to maintain the historic building and allow the public access to its exhibits. As the Branch House turns 100 this year, the amendments to the Existing SUP are necessary to support the preservation of the building and compatible with the mission of The Branch Museum of Architecture and Design to develop an understanding of architecture and design and their influence on our lives, our communities and our world.

The proposed revisions meet the requirements set forth in the City Charter that the use will not (i) be detrimental to the safety, health, morals and general welfare of the community involved; (ii) tend to create congestion in the 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.

Sincerely,

A handwritten signature in black ink that reads "Penelope C. Fletcher". The signature is written in a cursive style with a large, looped initial "P" and a long horizontal stroke at the end.

Penelope C. Fletcher
Executive Director