

Pinecrest Richmond

321 W. Grace Street

Special Use Permit Application

Presentation to City Planning Commission | February 16, 2021

WILLIAMS MULLEN

Why Pinecrest Chose Richmond:
Delivering on the City's
Land Use Policy Goals
for Monroe Ward

Monroe Ward Planning - Recent History



- > July 24, 2017: Council adopts **The Pulse Corridor Plan**
 - “Surface parking lots ... are most concentrated in Monroe Ward where **38% of land area is surface parking.**”
 - “Future Land Use: ... encourage the redevelopment of surface parking lots and underutilized buildings into **high-density buildings that focus on creating walkable environments with active ground floors, appropriate streetscape, and minimal driveway entrances.**”
 - Recommendation: Rezone Monroe Ward to align with Future Land Use Map

POTENTIAL DEVELOPMENT SCENARIO

Figure 4.53 shows a concentration of density around the Arts District Station. Jackson Ward features contextual infill where Monroe Ward is intensified with an eclectic mix of styles, types, heights, and uses. Darker buildings suggest higher density. Open space is added through rooftop development. Using open space as an organizing element for redevelopment would be supported. This scenario:

- Adds nearly 4 million square feet of additional floor space.
- Adds 2.5 acres of open space on both ground-level and rooftops.
- Respects and preserves historic buildings.
- Takes advantage of the hill in southern Monroe Ward through step-backs.

Please note that this drawing is an illustration of how new development may appear at specific heights and forms. Please refer to the Future Land Use map and the Station Area Vision for the land use policy for this area.



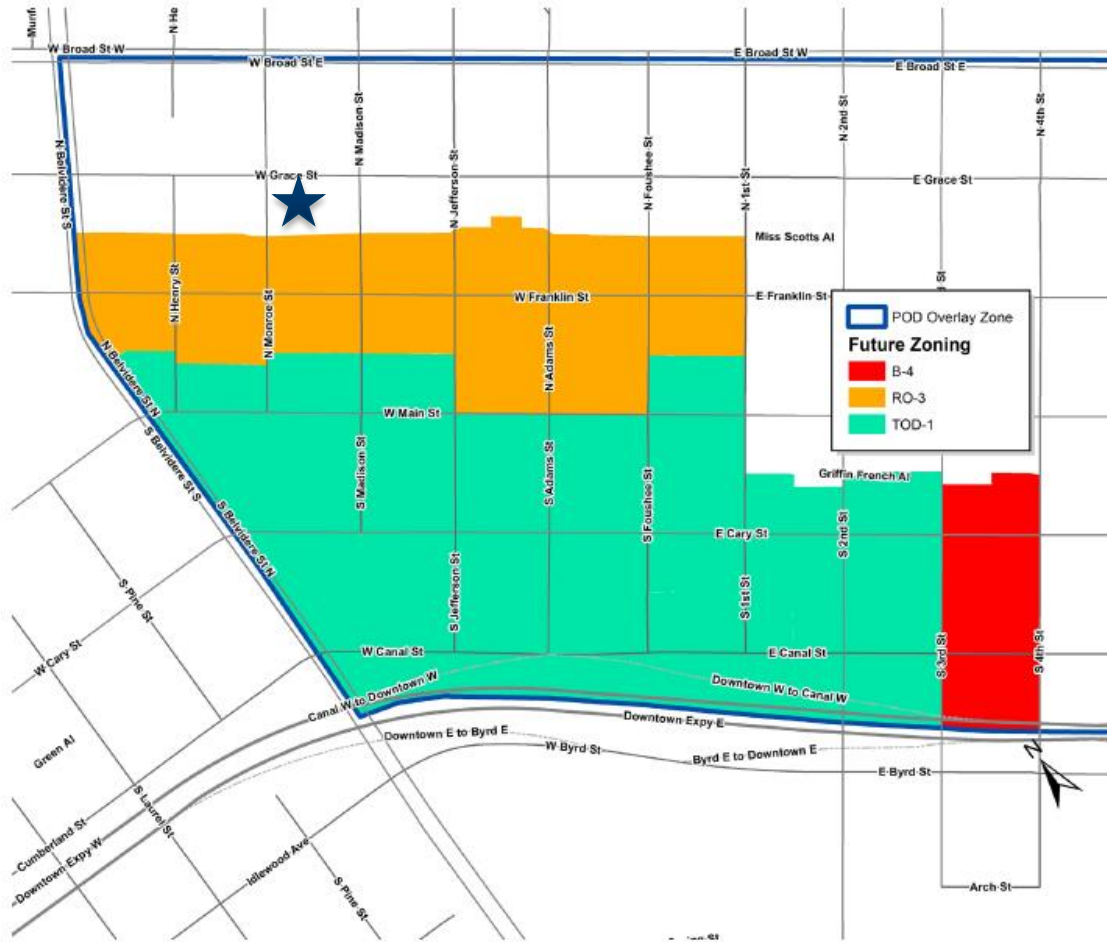
Figure 4.53 Arts District: Potential Development Scenario

Monroe Ward Planning – Recent History

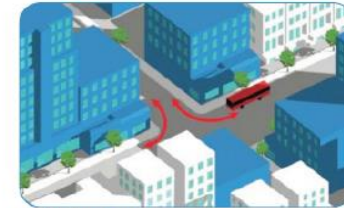


> July 23, 2019: Council adopts Monroe Ward Zoning Changes

DESIGN ELEMENTS OF THE PULSE PLAN:



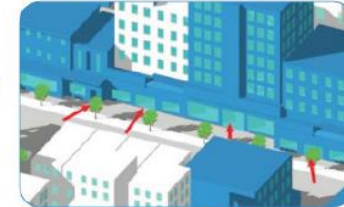
1. **Hold the Corner:** Buildings and spaces at intersections have active ground floors that wrap around the corner.
2. **Entrances Face the Street:** Main entrances to businesses and residences front the street, fostering pedestrian activity.
3. **Appropriate Setbacks/Stepbacks:** Commercial uses are closer to the street while residential uses are set back to foster privacy and create a semi-public space. Stepbacks at upper stories create a means to honor existing form without overwhelming it.
4. **Transparency:** Facade fenestration allows visibility to and from the street. This is especially important on the ground floor, where fenestration should occupy a higher percentage of the building face.
5. **Facade Articulation:** Long, monolithic facades should be broken up and made more human-scale by varying the streetwall plane, height, colors and materials.
6. **Screened Parking/Services:** Attractive landscaping pushed to the sidewalk helps maintain a streetwall and mitigate the disruption caused by surface parking lots and utilitarian services.



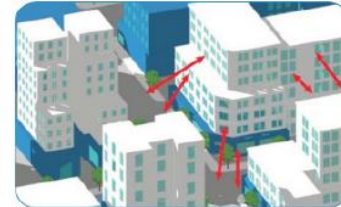
Hold the Corner



Appropriate Setbacks/Stepbacks



Entrances Face the Street



Transparency

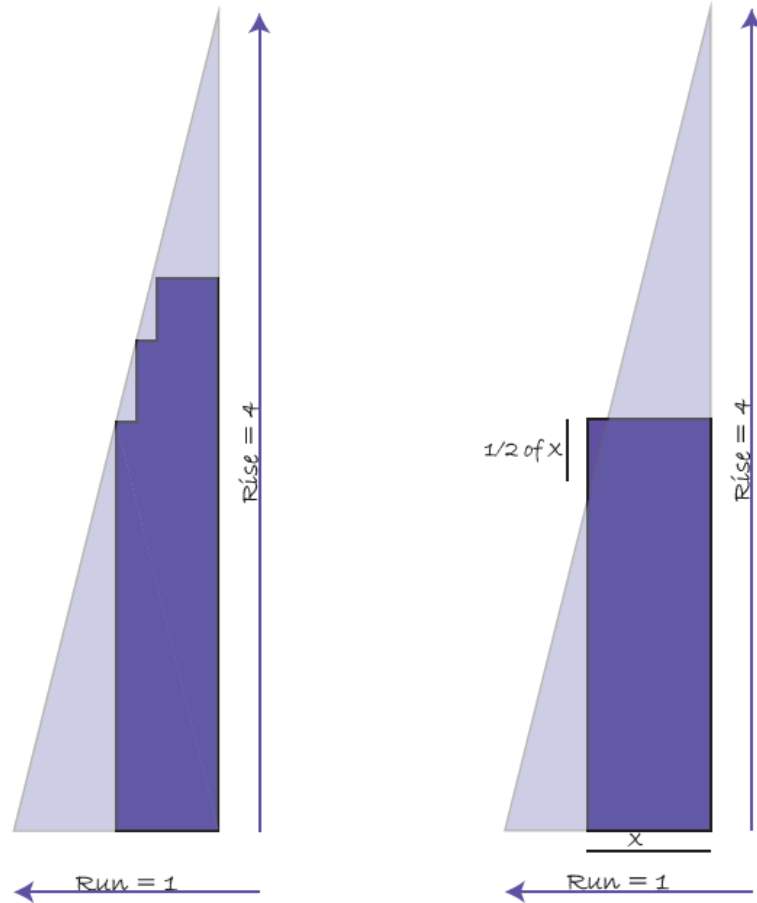


Facade Articulation

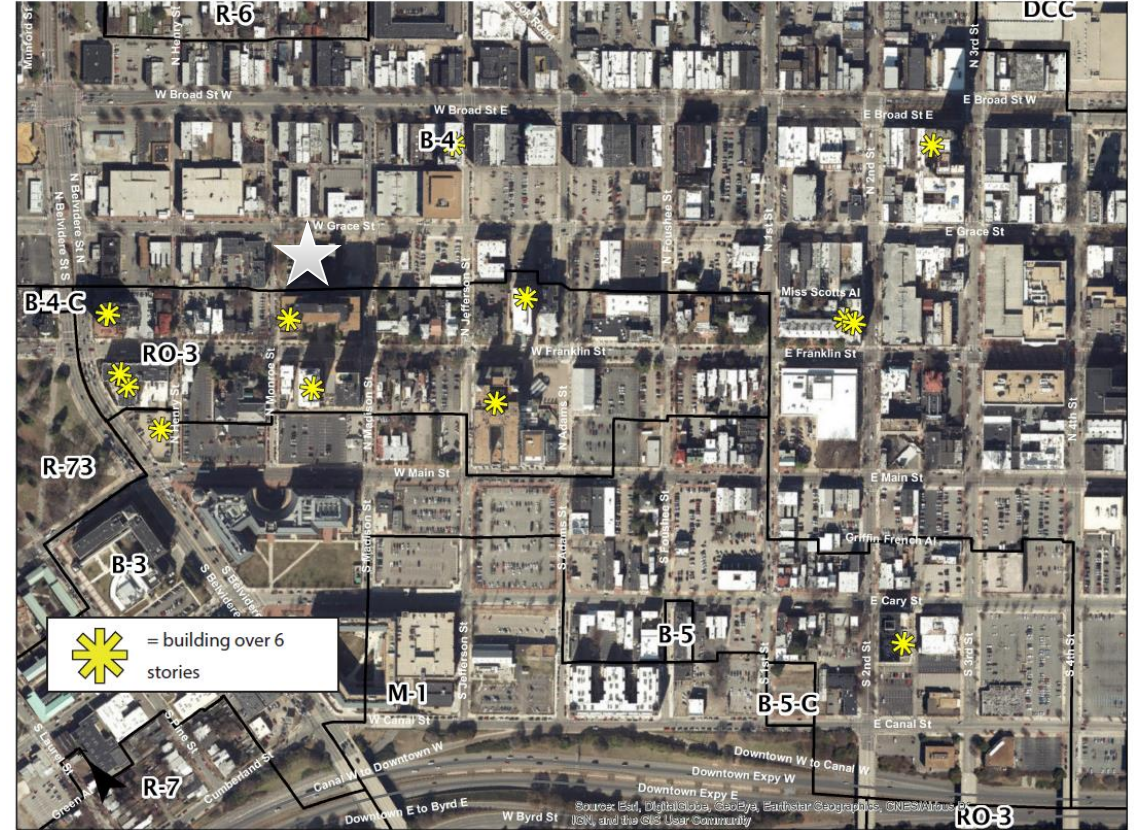


Screened Parking/Services

Monroe Ward Rezoning Summary



BUILDING HEIGHT AND EXISTING ZONING



Monroe Ward Planning – Recent History

> December 14, 2020: Council adopts Richmond 300 update to Master Plan

*“Monroe Ward is **transformed from the detached parking garage of the Downtown Core** into a significant residential and office mixed-use district between two of the region's greatest concentrations of activity—the VCU Monroe Park Campus and the Downtown Core. Historic buildings are preserved and complemented by **denser development on vacant lots that generate activity.**”*

- Vision for Downtown – Monroe Ward Priority Growth Node



Monroe Ward Conceptual Site Plan

There is great potential for Monroe Ward to redevelop into a vibrant extension of the Downtown Core.



Why an SUP?

Elements of Form vs. Function

Relief from the Ordinance: as to Function



> Special Use Proposed

- Up to 4 persons in small portion of units
- Exterior locks permitted on interior doors
- Rental agreements per room

> Justification

- Features are consistent with similar SUPs for student housing projects in City
- Facilitates individual leases per room, shared common spaces

Relief from the Ordinance: as to Form



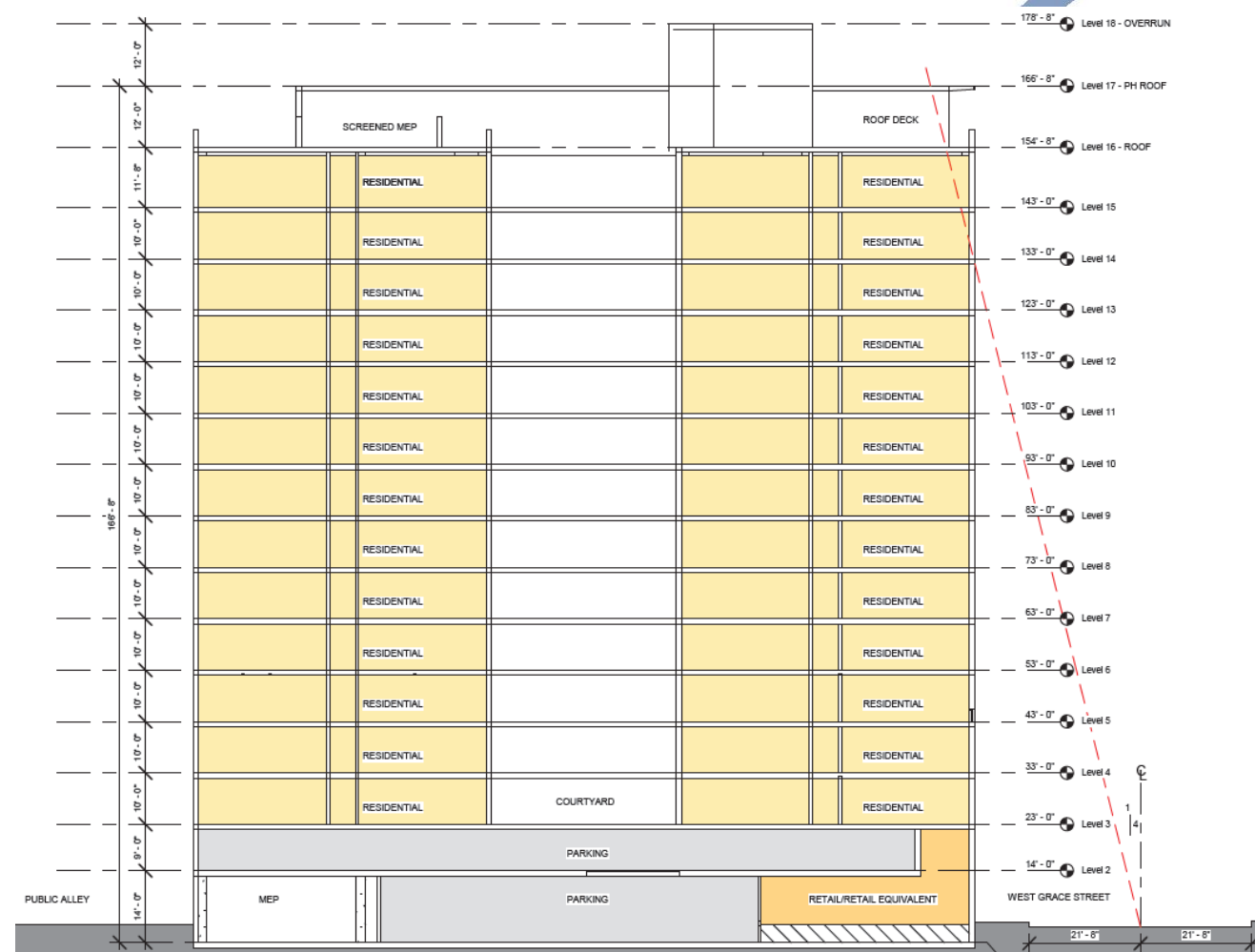
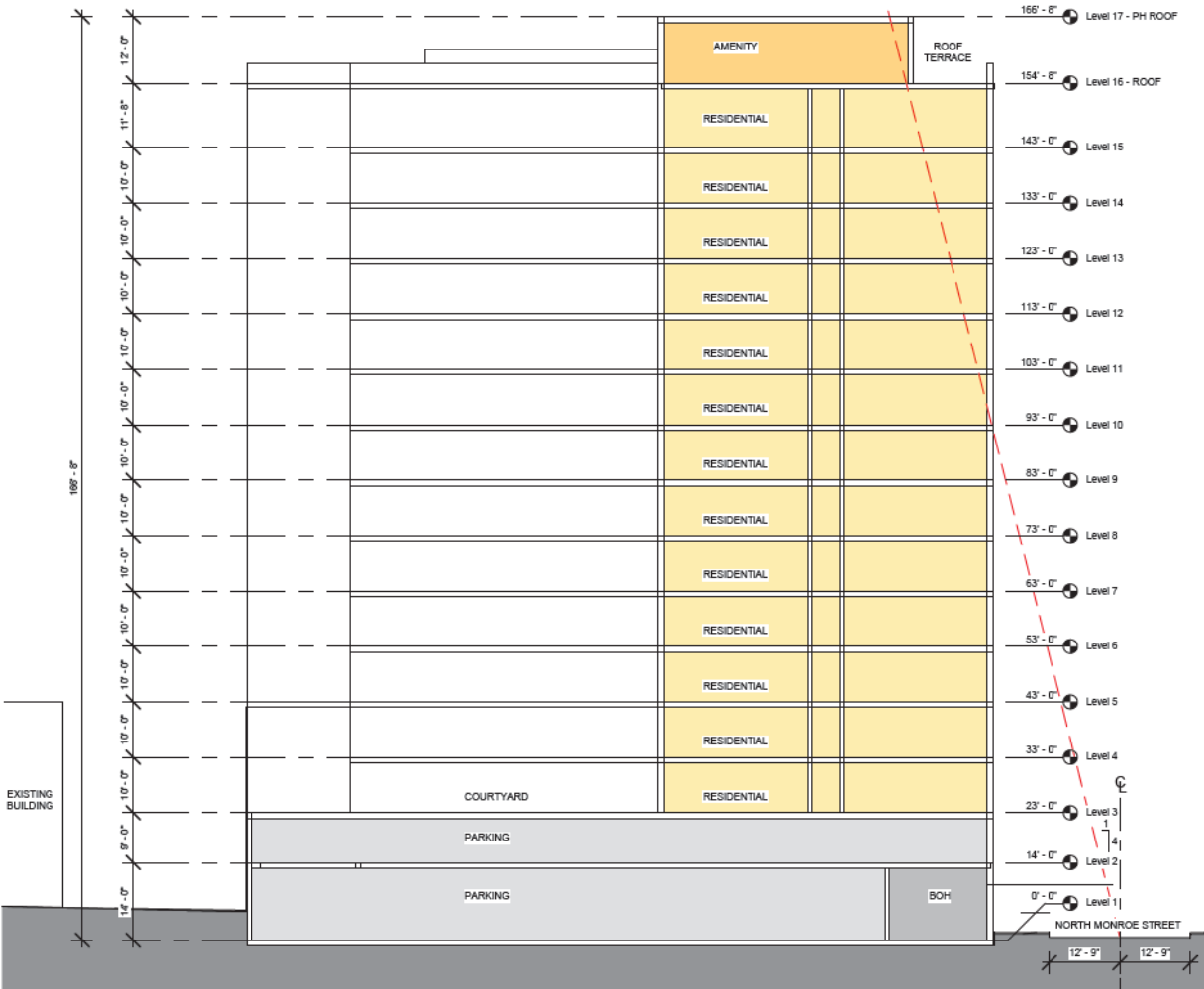
> Special Use Proposed

- Relief from height limitation (1:4 inclined plane)
- Relief from Yard Setback
 - Front Yard (10' due to existing bldg. on same block)
- Relief from Min. Open Space Ratio
 - Required: 0.08
 - Provided: 0.05

> Justification

- Enhanced architectural features and materials as condition of SUP approval
 - Red/white brick
 - Metal panels
 - Granite accents
- Rooftop amenity
- Streetscape improvements & buried utilities

Inclined Plane – N. Monroe vs. W. Grace Elevations



SUP Plans: The Product of 9 Months of Engagement

Pre-Application Meeting with PDR: Design Presidents

ARCHITECTURAL PRECEDENTS



ARCHITECTURAL PRECEDENTS



ARCHITECTURAL PRECEDENTS



Application Submission – Massing & Form Elements



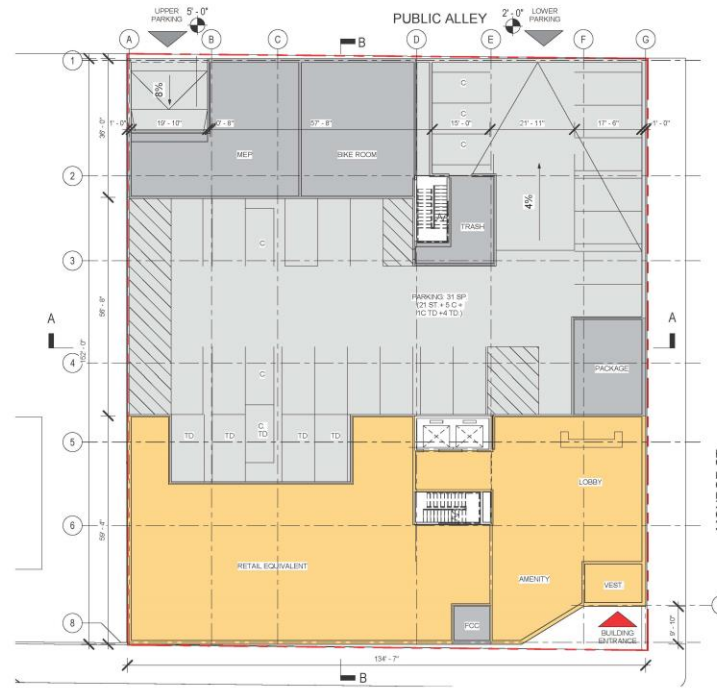
view1 - SOUTHWEST ON W GRACE ST



321 WEST GRACE ST.
RICHMOND, VA

CONCEPT STUDY

A12
07.17.2020



floor plan - GROUND LEVEL

- ROOM KEY**
- PARKING / CIRCULATION
 - BUILDING SUPPORT
 - RESIDENTIAL COMMON SPACE
 - RESIDENTIAL UNITS
- PROPERTY LINE
- SCALE: 1" = 20'-0"
- NOTE: unit layouts and program demising walls are to be considered indicative

321 WEST GRACE ST.
RICHMOND, VA

CONCEPT STUDY

A4
07.17.2020



Commence Negotiations with Director re. Plans



Example Comments from the Director



elevation - NORTH

- MATERIALS

- MORE DETAILS ON WINDOWS - looks a lot like

Podium + 4

bdgs. studied

look @ precedent

examples for more design.

6 POD

characteristics - how addressing in their words



W GRACE ST

MONROE ST

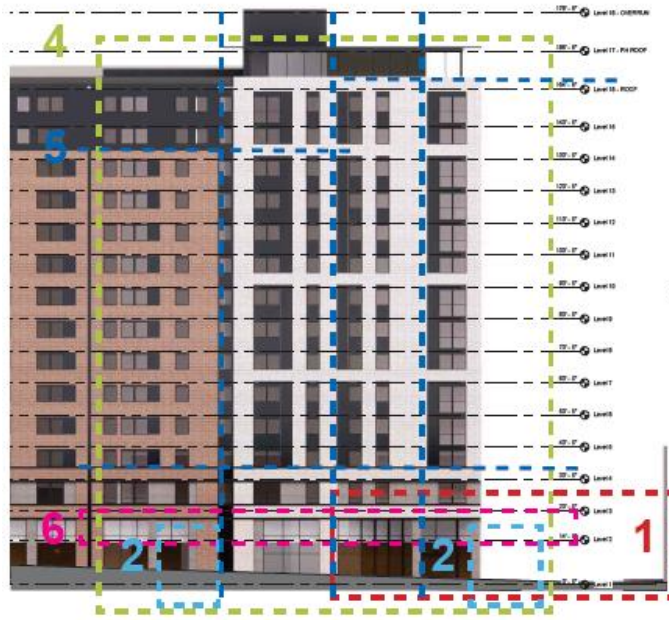
SCALE: 1" = 20'-0"

Final SUP Plans

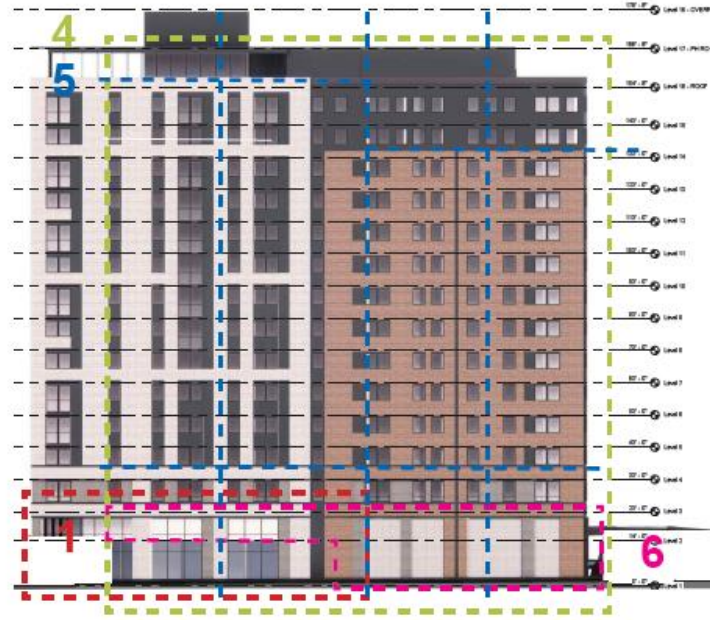
Final Renderings



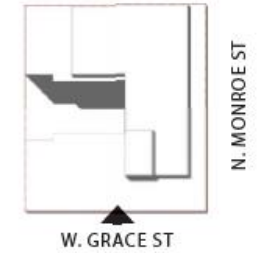
Emphasis of POD Overlay District Form Elements



MAIN ELEVATIONS
(WEST GRACE ST. AND
NORTH MONROE ST.)



6 FORM ELEMENTS



SCALE: 1" = 20'-0"

- 1) HOLD THE CORNER
- 2) ENTRANCES FACE STREETS
- 4) TRANSPARENCY
- 5) FACADE ARTICULATION
- 6) SCREENED PARKING / SERVICES

NOTE: RELIEF REQUESTED FOR FORM ELEMENT #3 "APPROPRIATE SETBACKS AND SETBACKS"



SECONDARY ELEVATIONS
(PUBLIC ALLEY AND
ADJACENT PROPERTY)





178'-0" Level 18 - OVERRUN
 168'-0" Level 17 - PVI ROOF
 154'-0" Level 16 - ROOF
 142'-0" Level 15
 132'-0" Level 14
 122'-0" Level 13
 112'-0" Level 12
 102'-0" Level 11
 92'-0" Level 10
 82'-0" Level 9
 72'-0" Level 8
 62'-0" Level 7
 52'-0" Level 6
 42'-0" Level 5
 32'-0" Level 4
 22'-0" Level 3
 14'-0" Level 2
 0'-0" Level 1

- Metal panels
- Red/brown brick
- Metal accent
- White brick
- Granite accent



178'-0" Level 18 - OVERRUN
 168'-0" Level 17 - PVI ROOF
 154'-0" Level 16 - ROOF
 142'-0" Level 15
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 32'-0" Level 4
 22'-0" Level 3
 14'-0" Level 2

- Metal accent
- Precast panel (color to match white brick)
- Red/brown brick



○ Precast panel (textured, color to match red/brown brick)

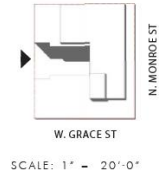
○ Precast panels (textured, color to match white brick)



East Façade – To Include Windows



elevation - EAST
(ALTERNATE)



“The eastern façade of the building, to the extent permitted by the Virginia Statewide Building Code, **shall include windows** substantially as shown on sheet A16 of the Plans or, in the alternative, substantially as shown on sheet A15 of the Plans.”

- Ordinance 2021-016 Sec. 3(j)

Additional Design Commitments

WEST GRACE ST. ELEVATION



CURRENT CONCEPT



AREAS OF MODIFICATIONS



MODIFIED CONCEPT

GOAL:

- ENHANCE FACADE ARTICULATION

PROPOSED STRATEGIES:

- INCREASE THE SIZE OF THE UPPER LEVEL OPENINGS TO FURTHER MORE DIFFERENTIATE THEM FROM THE LOWER ONES
- INCREASE THE DEPTH OF THE CENTRAL VERTICAL RECESSED ELEMENT AND THE SIZE OF ITS OPENINGS TO ACHIEVE A MORE TRIDIMENSIONAL ARTICULATION OF THE FACADE AND A STRONGER DISTINCTION BETWEEN THE DIFFERENT MATERIALITIES.
- ACCENTUATE THE DEPTH OF THE SAME ELEMENT AT THE UPPER TWO LEVELS TO CLEARLY SEPARATE THE TOPS OF THE TWO MAIN PRIMARY ELEMENTS OF THE FACADE

WEST GRACE ST. ELEVATION



CURRENT CONCEPT



MODIFIED CONCEPT

321 WEST GRACE ST.

RICHMOND, VA

CONCEPT STUDY - ADDENDA 03

A3

02/15/2021



NORTH MONROE ST. ELEVATION



CURRENT CONCEPT



AREAS OF MODIFICATIONS



MODIFIED CONCEPT

GOAL:

- ENHANCE FACADE ARTICULATION

PROPOSED STRATEGIES:

- INCREASE THE SIZE OF THE UPPER LEVEL OPENINGS TO FURTHER MORE DIFFERENTIATE THEM FROM THE LOWER ONES
- INCREASE THE DEPTH OF THE CENTRAL VERTICAL RECESSED ELEMENT AND THE SIZE OF ITS OPENINGS TO ACHIEVE A MORE TRIDIMENSIONAL ARTICULATION OF THE FACADE AND A STRONGER DISTINCTION BETWEEN THE DIFFERENT MATERIALITIES.
- ACCENTUATE THE DEPTH OF THE SAME ELEMENT AT THE UPPER TWO LEVELS TO CLEARLY SEPARATE THE TOPS OF THE TWO MAIN PRIMARY ELEMENTS OF THE FACADE
- DIFFERENTIATE THE FINISH OF THE METAL PANELS OF THE UPPER TWO LEVELS FROM THOSE OF THE PENTHOUSE TO FACILITATE THE PERCEPTION OF THE DIFFERENT VOLUMES OF THE COMPOSITION

NORTH MONROE ST. ELEVATION



CURRENT CONCEPT



MODIFIED CONCEPT

321 WEST GRACE ST.

RICHMOND, VA

CONCEPT STUDY - ADDENDA 03

A5

02/15/2021



Not By-Right?
Why Approve?

Why Approve?



1. Council authorizes approval of SUP when Charter conditions are met:
 - Not detrimental to safety, health, morals and general welfare of community
 - Will not create congestion in streets, roads, alleys and public ways
 - Will not cause overcrowding of land or undue concentration of population
 - Will not adversely affect public services
 - Will not interfere with adequate light and air
2. General conformance of project with City's land use policies
3. Design incorporates 5 of 6 Form Elements of POD Overlay
4. Unique features of site ("hold the corner") and adjacent tall structures justify a minor deviation from a rigid application of setback/stepback requirement, without setting adverse precedent for future projects
5. Superior architectural materials ensure long-term quality
6. Good faith negotiations with the Director, *i.e.* agent with authority to review/approve design of projects within POD Overlay District (with six form elements)
7. Good faith negotiations with various neighborhood stakeholders

Thank you



Also available for Questions:

Tyler Perlmutter
CEO, Pinecrest

Please note: This presentation contains general, condensed summaries of actual legal matters, statutes and opinions for information purposes. It is not meant to be and should not be construed as legal advice. Individuals with particular needs on specific issues should retain the services of competent counsel.