



June 18, 2018

Mr. Mark Olinger, Director
Department of Planning & Development Review
900 East Broad Street, Suite 511
Richmond, VA 23219
Mark.Olinger@richmondgov.com

RE: Applicant's Report for Special Use Permit Application at 310 W Brookland Park Blvd

Dear Mr. Olinger,

Please accept this letter as the Applicant's Report for the Special Use Permit (SUP) application for the property at 310 W Brookland Park Boulevard. With this application, 310 W Brookland Park Blvd LLC is petitioning the City Council for a Special Use Permit to authorize a brewery with outdoor dining in the UB-PE7 (Urban Business with Parking Exempt Overlay) District.

Site

The property is located in the North Planning District at the northwest corner of W Brookland Park Blvd and Fendall Ave. The property has a land area of 8,550 square feet and is zoned in the UB-PE7 (Urban Business with Parking Exempt Overlay) District. This property is currently improved with a non-conforming self-service car wash facility with four bays constructed in 1950. This facility is in deteriorated condition. The property is also located in the Brookland Park Blvd commercial area which contains a variety of businesses including numerous restaurants and food shops.

Zoning and SUP Ordinance Conditions

The property is located in the UB-PE7 (Urban Business with Parking Exempt Overlay) District. The UB district permits commercial uses to promote a densely developed pedestrian-oriented urban shopping character. Permitted uses include restaurants, tearooms, cafes, delicatessens, ice cream parlors and similar food and beverage service establishments, including entertainment in conjunction with the use. Outdoor dining is also permitted provided that the area is situated 100 feet or more from an R District property.

Proposal

We proposed to develop a brewery concept that is specifically scaled for the Brookland Park Blvd commercial area. The planned brewery would be contained in a newly constructed building with approximately 6,500 square feet of floor area. The brewery would operate with less than 3,000 barrels of annual production and limited off-site distribution. Operating hours are proposed to end by 11pm Sunday-Thursday, and midnight on Friday-Saturday. There is an outdoor dining area proposed at the corner of the alley and Brookland Park Boulevard to offer pedestrian friendly activity and additional “eyes on the street”. Off-street parking spaces are also proposed in addition to the numerous on-street parking spaces available along Brookland Park Blvd. Although, there are no plans to have food service with the brewery use, we would like to include the possibility of food service within the space in the future as restaurants are already a permitted use in the underlying UB district.

Additionally, the UB district was created specifically to promote pedestrian-oriented commercial uses that are appropriate to a neighborhood scale. The proposed building would replace the existing car wash facility which currently disrupts the continuous storefronts of the commercial area. Moreover, the proposed building would be situated adjacent to the street with minimal setback, and its open interior design with large storefront windows would significantly contribute to the streetscape of this section of Brookland Park Blvd.

In terms of impact to the neighborhood and land use intensity, the small-scale production and on-site only sales make this proposal essentially equivalent to a restaurant use which is permitted in the UB District. Similar developments have proven to be appropriate and beneficial to other urban, neighborhood-scale commercial areas throughout the City.

Master Plan

The City’s Master Plan recommends Community Commercial land uses for the property. Primary uses included office, retail, personal service and other commercial and service uses, intended to provide the shopping and service needs of residents of a number of nearby neighborhoods or a section of the City. This category includes a broader range of uses of greater scale and intensity, but are also compatible with nearby residential areas (page 134). Recommended zoning includes UB in which restaurants are a permitted use. As previously mentioned, the scope of the proposed development makes this brewery similar to a restaurant use in terms of impact to the neighborhood.

City Charter Conditions

This is a unique opportunity to bring new neighborhood services to the Brookland Park Blvd commercial area and improve a deteriorated, automobile-oriented use with one that promotes a more pedestrian friendly and vibrant streetscape. We trust that you will agree with us that this proposed SUP meets the City Charter criteria for the granting of SUPs as the project will not (i) be 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 overcrowding of land and cause 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.

Thank you for your consideration of this application. Please feel free to contact me at lory@markhamplanning.com or (804) 248-2561 if you have any questions or require additional materials to process the application.

Very Truly Yours,

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

Lory Markham

Enclosures

cc: The Honorable Chris A. Hilbert
Matthew Ebinger, Secretary to the City Planning Commission