



Application for **REZONING/CONDITIONAL REZONING**

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  
JUL 06 2015  
LAND USE ADMINISTRATION

**Project Name/Location**

Project Name: 2816 W. Broad Street Date: 06/01/2015

Property Address: 2816 W. Broad Street Tax Map #: N0001586026

Fee: \$1200 Total area of affected site in acres: 0.165  
(See page 3 for fee schedule, please make check payable to the "City of Richmond")

**Zoning**

Current Zoning: B-3

Existing Use: Retail and Personal Servi

Is this property subject to any previous land use cases?  
 Yes  No

If Yes, please list the Ordinance Number:  
\_\_\_\_\_  
\_\_\_\_\_

**Proposed Zoning/Conditional Zoning**

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

Rezone to B-7 to allow for Brewery Use

**Applicant/Contact Person:** Carter Snipes

Company: 2816 W Broad Street LLC c/o Snipes Properties

Mailing Address: 2914 Floyd Avenue

City: Richmond State: VA Zip Code: 23221

Telephone: ( 804 ) 869-4404 Fax: ( 804 ) 381-4449

Email: carter@snipesproperties.com

**Property Owner:** 2816 W Broad St LLC

If Business Entity, name and title of authorized signee: Carter Snipes

Mailing Address: 3412 Cutshaw Avenue

City: Richmond State: VA Zip Code: 23230

Telephone: ( 804 ) 869-4404 Fax: ( 804 ) 381-4449

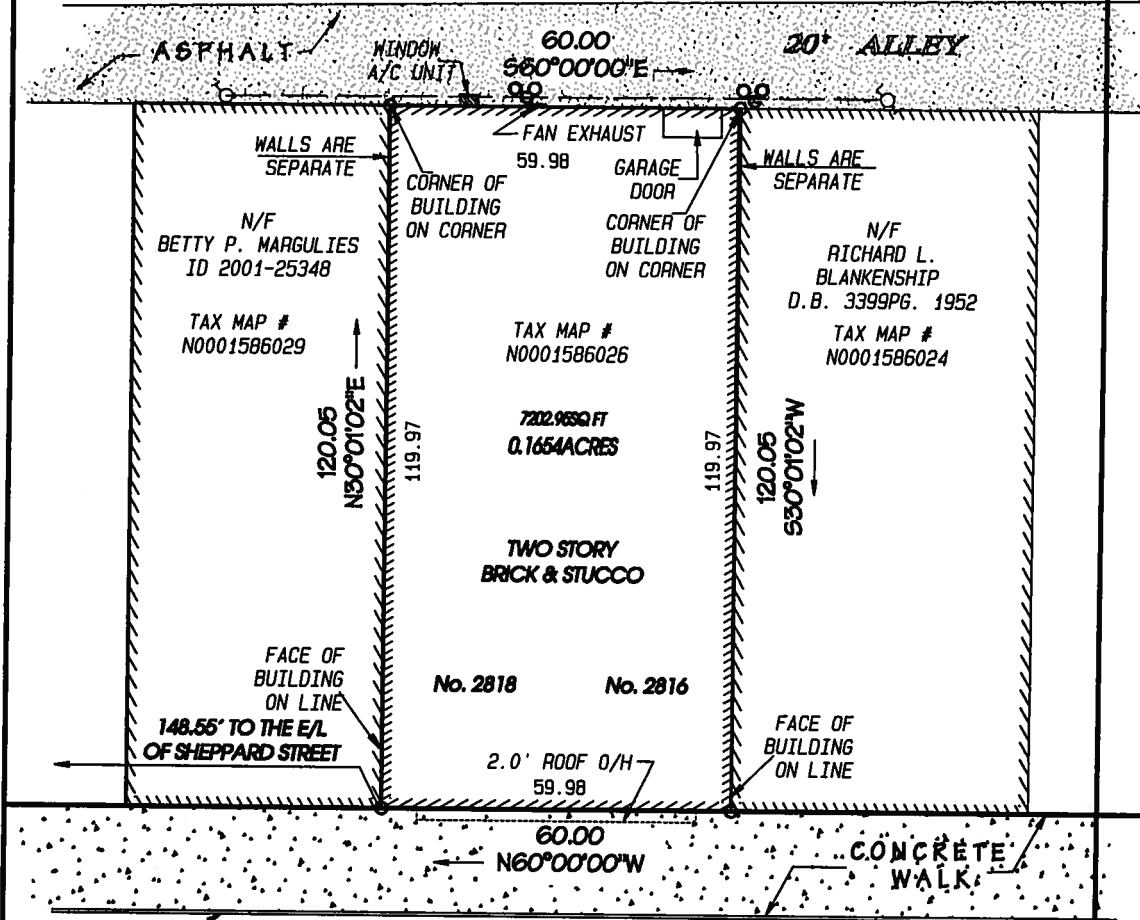
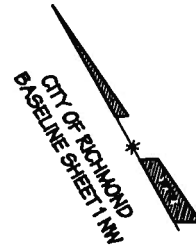
Email: carter@snipesproperties.com

**Property Owner Signature:** \_\_\_\_\_  


(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.**)

NOTES: THIS PROPERTY IS LOCATED IN F.E.M.A. FLOOD ZONE "X".  
 CURRENT OWNER: SDR LLC. ID 2001-22232

- ⊕ = GAS METER
- ⊕ = UTILITY POLE
- = BOLLARD
- = NAIL SET



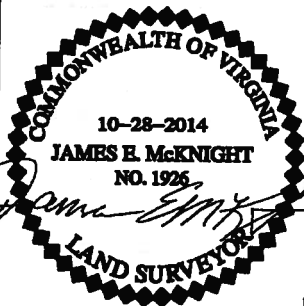
**W. BROAD STREET**

115' +/- R/W

**PLAT SHOWING IMPROVEMENTS ON No. 2816 & 2818  
 WEST BROAD STREET, IN THE CITY OF  
 RICHMOND, VIRGINIA.**

THIS IS TO CERTIFY THAT ON OCTOBER 28, 2014 I MADE AN ACCURATE FIELD SURVEY OF THE PREMISES SHOWN HEREON; THAT THERE ARE NO ENCROACHMENTS BY IMPROVEMENTS EITHER FROM ADJOINING PREMISES OR FROM SUBJECT PREMISES UPON ADJOINING PREMISES, OTHER THAN AS SHOWN HEREON. THIS SURVEY IS BEING FURNISHED WITHOUT BENEFIT OF A TITLE REPORT. PREMISES SHOWN HEREON IS SUBJECT TO EASEMENTS OF RECORD OR OTHERWISE TO THE BEST OF MY KNOWLEDGE AND BELIEF. THIS PLAT COMPLIES WITH THE MINIMUM STANDARDS ESTABLISHED BY THE VIRGINIA STATE BOARD OF ARCHITECTS, PROFESSIONAL ENGINEERS, AND LAND SURVEYORS.

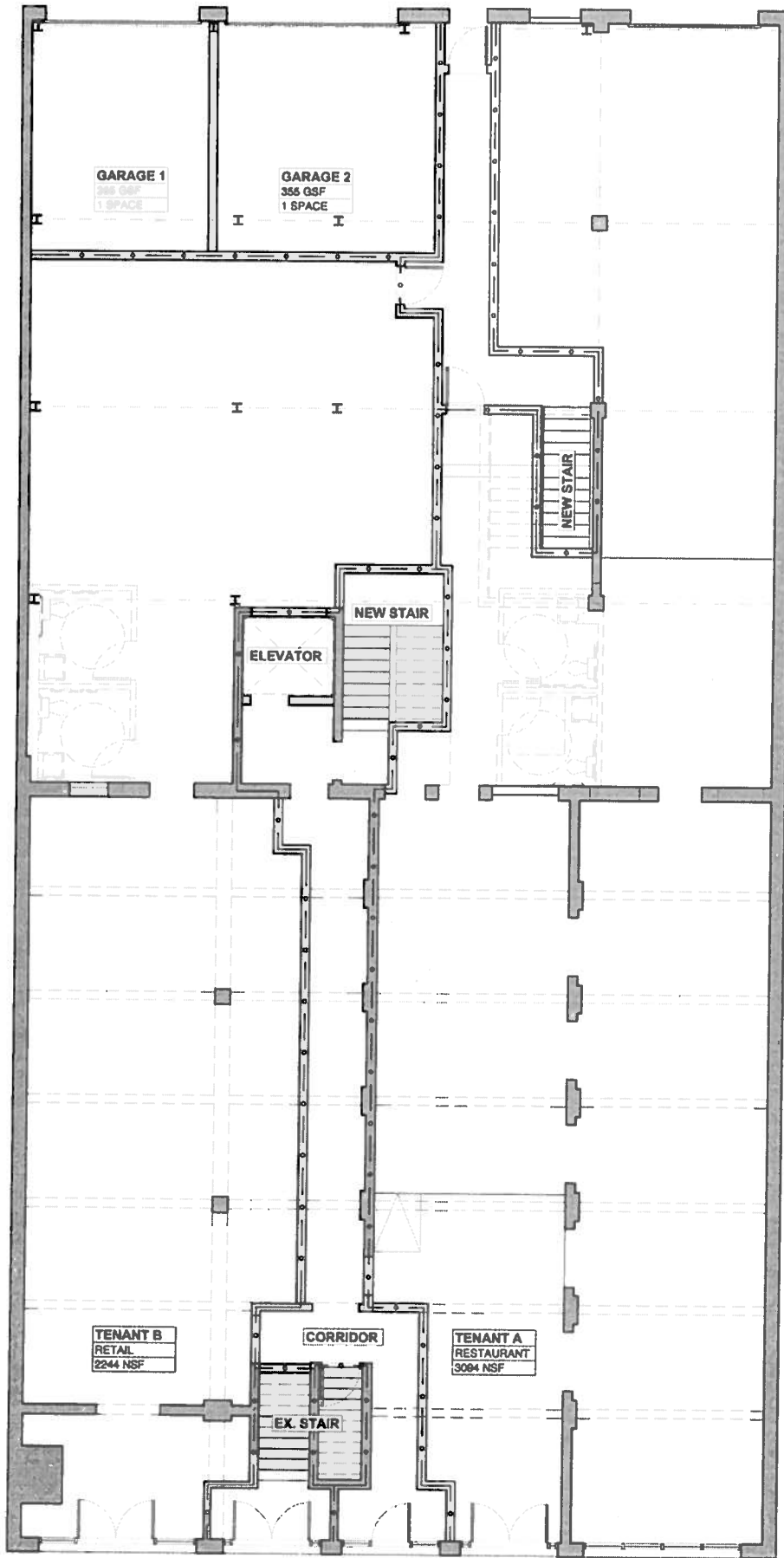
SCALE: 1" = 25'



**McKNIGHT & ASSOCIATES, P.C.**  
 LAND SURVEYORS PLANNERS

201 TWIN RIDGE LANE  
 RICHMOND, VIRGINIA 23235  
 TELEPHONE (804) 320-2646

JOB NUMBER: 88051016

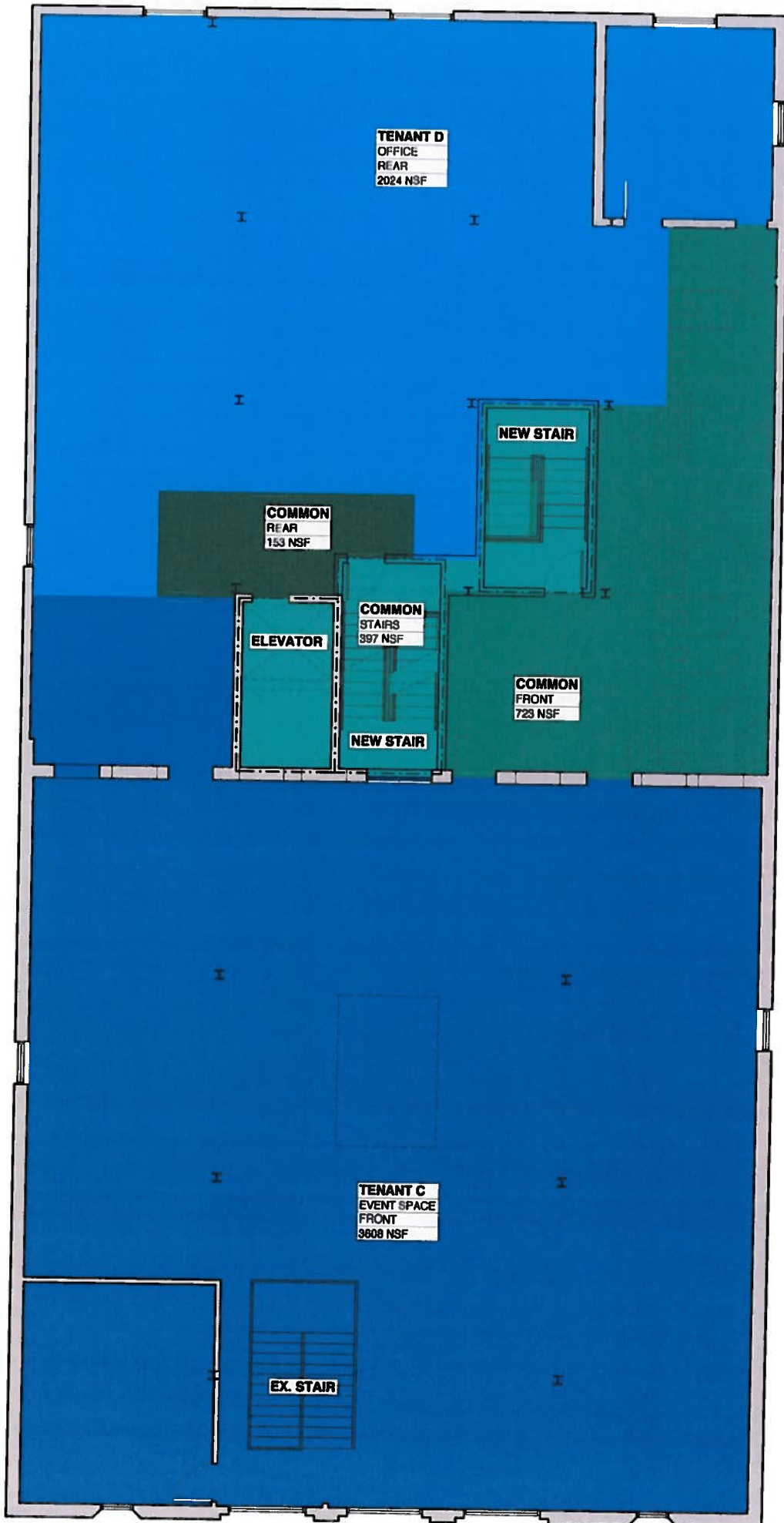


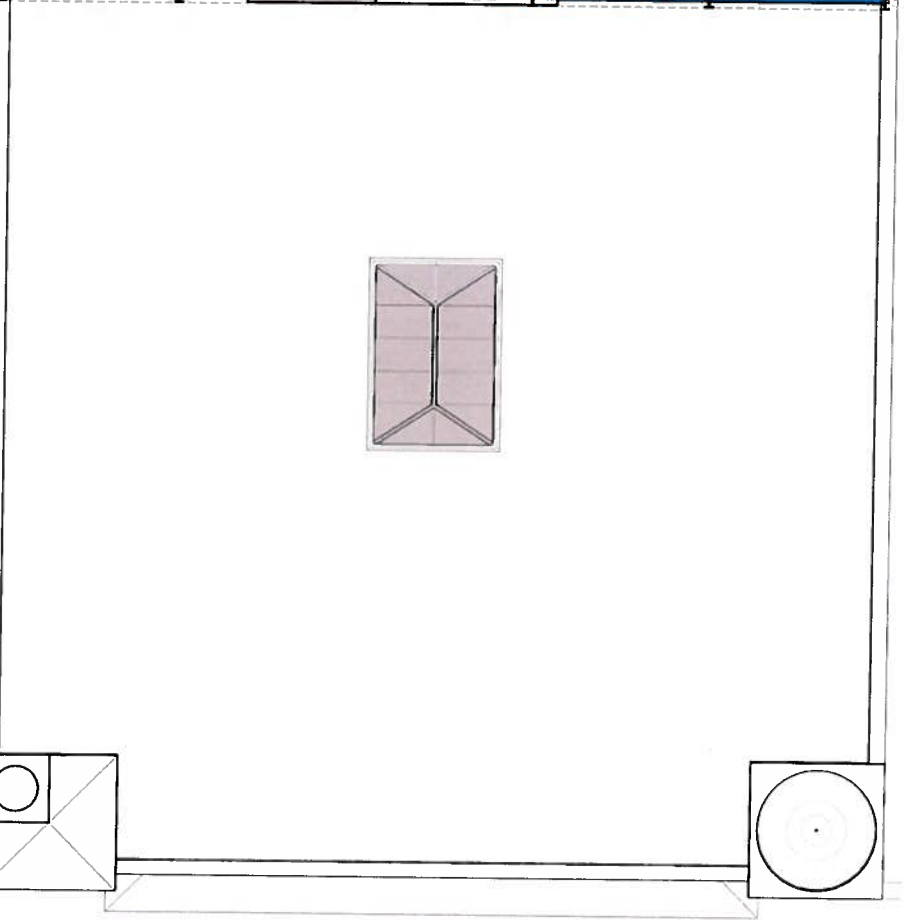
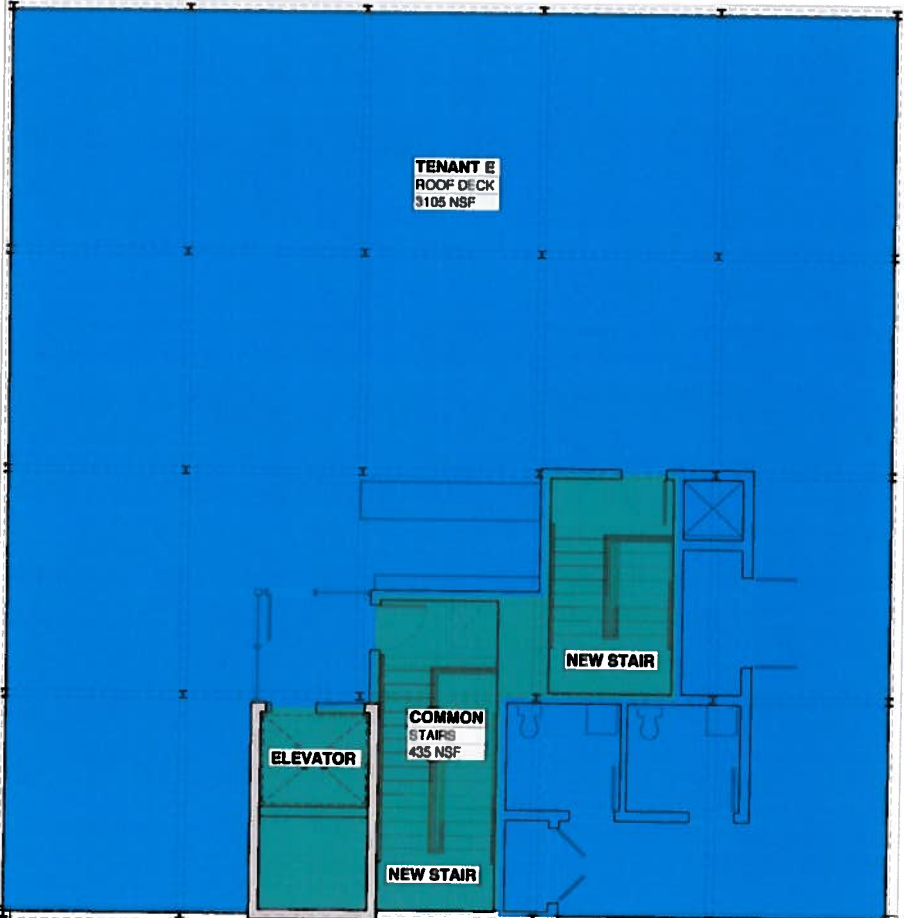
**01 FIRST/GROUND FLOOR PLAN**

A101

1/8" = 1'-0"

0 8 16 24 FT





**03 ROOF PLAN**

A101  
1/8" = 1'-0" 0 8 16 24 FT

# Rezoning – Applicant Report

**Property:** 2816 W. Broad Street, Richmond, VA 23230 | The Hofheimer Building

**Neighborhood:** Scott's Addition Historic District

**Property Description:** The Hofheimer Building is a 14,400 Square Foot, 2-story commercial property that most recently housed Adam's Camera Shop on the ground floor and Mariana's School of Dance on the 2<sup>nd</sup> floor. It was built in 1928 for the Hofheimer Rug Cleaning Company. The property features actual leftover mosaic tile from The Mosque Theater construction in 1927 according to the previous owner. The building is most recognizable by an onion dome minaret on its eastern facade. The Department of Historic Resources cites the building as one of Richmond's only examples of "Exotic Revival" architecture. In 1937, the Hofheimer Company built an addition to the property that extended the building to the rear property line and included an elevator and rooftop enclosure for the purpose of hanging rugs to air dry.

**Current Zoning and Use:** The property is currently zoned B-3 and has a status of 48 grandfathered parking spaces according to a Letter of Zoning Compliance dated July 2014. The property has no on-site parking spaces because of the addition in 1937.

**Proposed New Use:** Snipes Properties seeks to rezone the property to B-7. We have signed a lease with award-winning restaurateur Peter Chang for approximately 3000 SF of the ground floor and we have a Letter of Intent from a craft brewery to occupy the balance of the ground floor retail space and 3000 SF of the rooftop for a rooftop dining patio. Our plan also includes a banquet space on the second floor to be used for weddings, special events and art exhibitions. The B-7 zoning classification allows for the brewery use as well as restaurant and banquet space uses. Our proposed plans would comply with the parking requirements under the B-7 zoning classification. Our plan includes a total renovation of approximately 6000 Square Feet of leasable space on the ground floor, 5600 square feet of leasable space on the second floor and 3100 Square Feet of outdoor rooftop dining patio space for a total of 14,700 Square Feet of leasable space. Our plans include bringing the entire building up to current building code requirements including sprinklers and full ADA accessibility on all floors including the rooftop patio.

**Ground Floor Use:** The ground floor features storefront space that fronts along Broad Street and features historic mosaic tiles and a near eastern influenced facade. The back half of the building is open warehouse space featuring 28 foot high ceilings and a garage loading bay. Our proposed use would be consistent with the historical use of the property and would allow for restaurant and tasting room along the frontage complementing the pedestrian nature of Broad Street as well as a brewery production area and commercial kitchen in the rear.

**Second Floor:** The second floor was originally a carpet and rug showroom, but has been used for ballroom dancing instruction since the 1970's and 1980's. The space is open with high ceilings and large

windows with southern exposure. It represents a rare and unique asset to the neighborhood as a community gathering space for banquets and special events.

**Rooftop:** The rooftop was originally used in the commercial operations of the Hofheimer Rug Company, which used the rooftop for air drying rugs. The roof features a freight elevator and stairwell. We propose to add an additional stairwell, railings and replace the historical "pergola" structure that was present prior to 1980 (see attached photos). Additionally, we will build 2 bathrooms as well as a countertop and a deck for a dining patio. The roof offers sweeping views at sunset including fireworks from The Diamond.

**Overview:** The applicants conducted a series of community open houses and "charrettes" with over 400 neighbors, business owners and residents in attendance over a period of 3 months from Feb - May 2015 to allow public input of our proposed plans. We also presented our plans to the Scott's Addition Boulevard Association in May. The overwhelming consensus was that this property has a highest and best use as a dining and entertainment venue and not more apartments. Approval of this project would attract more pedestrian use from nearby apartments, complement the future BRT system, bring additional tax revenue and create a unique and one-of-a-kind destination attraction for the Scott's Addition neighborhood and the City of Richmond.

**General Welfare:**

This project would enhance the general welfare of the neighborhood by:

- 1.) Creating a one-of-a-kind destination venue
- 2.) Encouraging pedestrian traffic on a blighted corridor
- 3.) Complimenting a future BRT system
- 4.) Bringing additional tax revenue to the City

By creating a place for dining, banquets and art expositions this project will serve and enhance the neighborhoods of Scott's Addition and the Museum District as well as Northside and The Fan. The proposed uses would generally operate after 4pm and on weekends and would encourage residents to walk from neighboring residential developments. This would have a positive effect on economic activity, cleanliness and crime. There are no residential housing units within a 600 foot radius of the property and the majority of businesses near the building operate Monday-Friday from 9am -5pm.

**Traffic and Congestion:**

The applicants photographed the on-street parking (with time stamped photos) of the property on 6 different days and times and have included those results in the attached addendum. There are over 100 on-street parking spaces within a one block radius of the property. All of them are 2 hour parking from 8am-5pm with no restriction after 5pm or on weekends. Since the proposed use would primarily be for

dining and special events most of activity will be concentrated after 4pm and on weekends. The applicants have entered into a business arrangement to lease and use a 70 space parking lot behind the building at 2919 W. Marshall Street from N. Chasen & Sons Paintin. This arrangement will allow employees a safe dedicated place to park and offer customers to option of valet parking. No businesses in the building will be open after 2am.

**Fire Hazards:**

The applicants plan to bring the entire building up to current building code standards with the addition of new electrical, plumbing, mechanical systems, sprinklers, additional stairwells, and an elevator for ADA accessibility to all areas of the building. The applicants intend to use the highest quality commercial materials and workmanship. The building will have 5 ingress/ egress points with lighted exit signs, 2 garage loading bays in the rear alley, 3 stairs-wells and an elevator.

**Overcrowding/ Concentration:**

The proposed plan would include leasable square footage of 14,700 SF and 1,700 Square Feet of Hallways, Stairwells and other Ingress/Egress corridors. The plan will include large open spaces with wide corridors and multiple entrances and exits. The proposed layout will evenly disperse patrons in different parts of the building and not overly concentrate them in one area.

**Effect on public services:**

We foresee no adverse effect on schools, parks or other public serves. We anticipate normal commercial use on water and sewer services for an operation of this kind and plan to upgrade all building systems to meet current utility requirements. We anticipate this project will compliment transportation services and will become a destination for riders on the BRT due to its close proximity to the proposed Cleveland Street stop.

**Effect on light and air:**

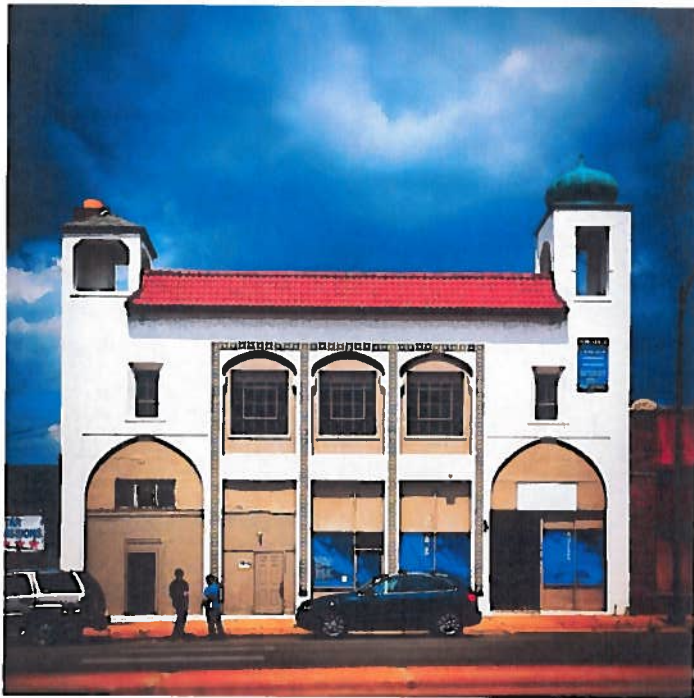
We will use proper ventilation in all commercial operations and foresee no adverse effect on air quality. We do intend to build a pergola-type structure as part of the roof patio which will feature a low voltage warm light system that would be consistent with an outdoor dining experience. We believe this will enhance the experience of patrons and create a welcoming site for visitors on Broad Street.

**SUMMARY**

In conclusion the applicants feel the proposed use of the structure is more consistent with the commercial nature of the Broad Street corridor than apartments. The proposed uses will create several unique destinations for the neighborhood and encourage pedestrian traffic on the corridor. This beautiful building is literally a one-of-a-kind landmark and bringing it to its full potential by creating a destination for dining and entertainment will benefit the entire City. The applicants ask for your support in bringing this vision to fruition.



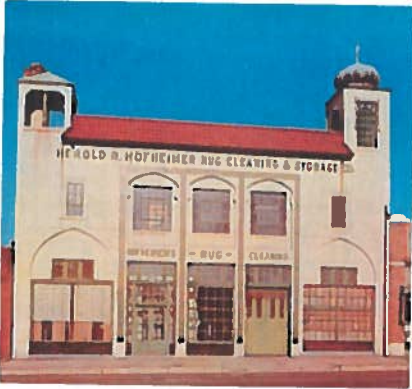
## The Historic Hofheimer Building: **Project Photos**



Exterior Photo courtesy of RVA News' Instagram of the Day.



Artistic renderings showing facade and interior of new Peter Chang Restaurant.



**QUALITY RUG CLEANING  
WALL TO WALL CARPET  
EXPERTLY CLEANED**



Postcard from the 1930's and photo from 1970's.



Photos showing existing elevator and warehouse area for proposed brewery or restaurant.





Photos showing second floor space for proposed Banquet Facility/ Art Gallery.  
(housed a dance instruction studio in the 70's & 80's)



Concept photos.





Photo circa 1950 shows a metal enclosure on roof for hanging rugs to dry.

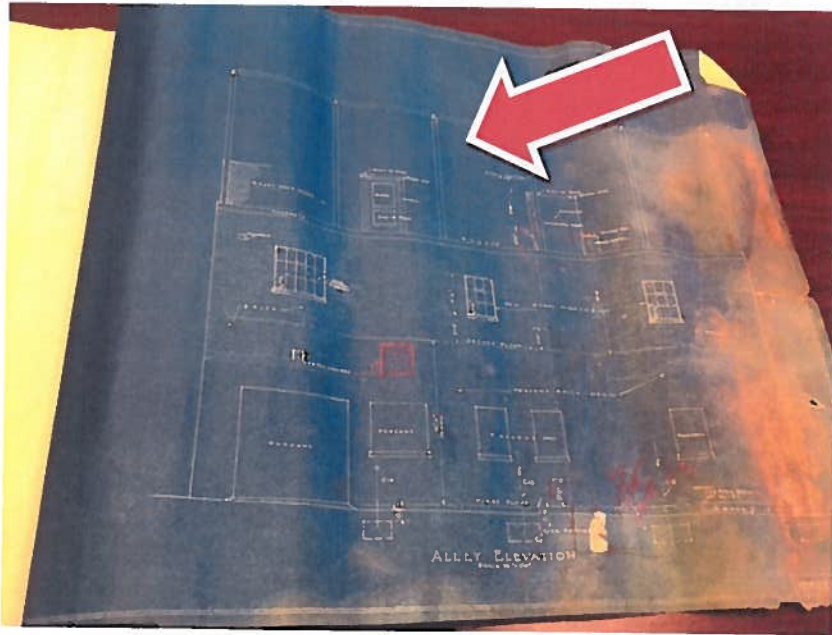


Photo of blueprints found in building showing the roof enclosure and elevator.

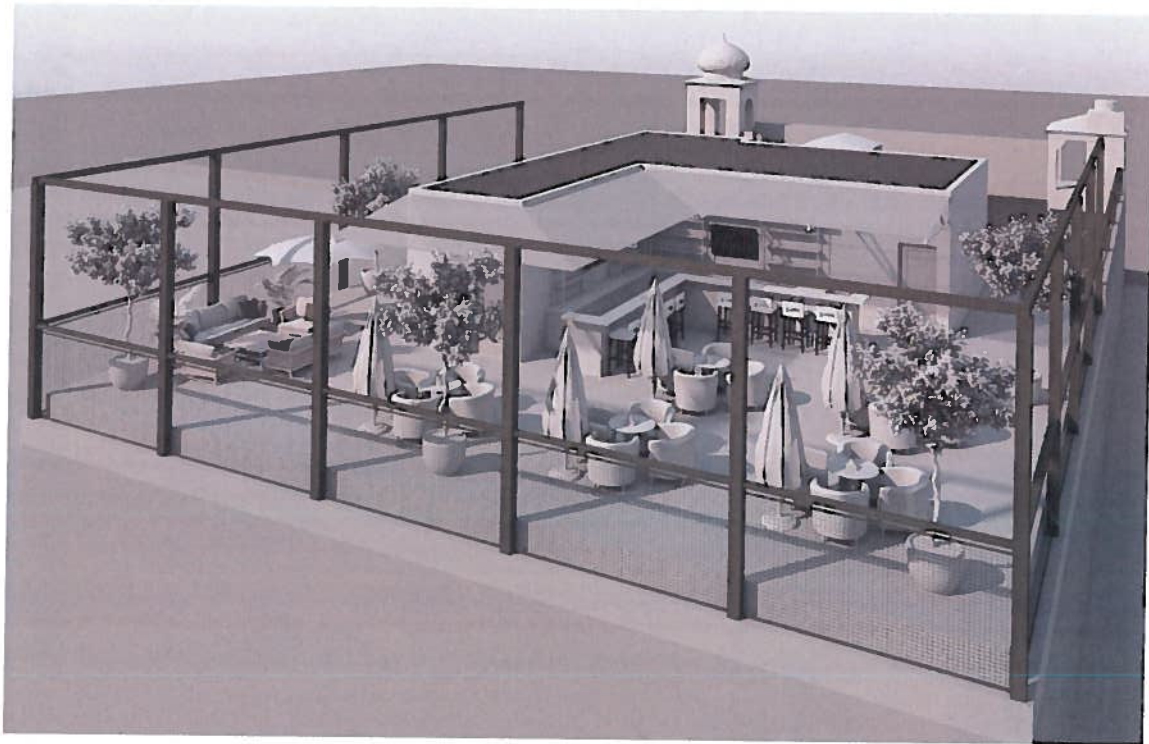


Photos showing existing roof area and view at sunset.





Artistic renderings showing proposed rooftop dining patio with rebuilt enclosure.



Roof Patio would have 2 stairs for fire egress and elevator for ADA access.



**In Front of Building Facing South West  
at 2:03 PM on Tuesday, June 30<sup>th</sup>,  
2015.**



**In Front of Building Facing South East  
at 2:04 PM on Tuesday, June 30<sup>th</sup>,  
2015.**



**Across the Street from Building Facing  
North East at 11:23 AM on Monday,  
June 22<sup>nd</sup>, 2015.**



In Front of Building Facing South East at 2:52 PM on Monday, June 8<sup>th</sup>, 2015.

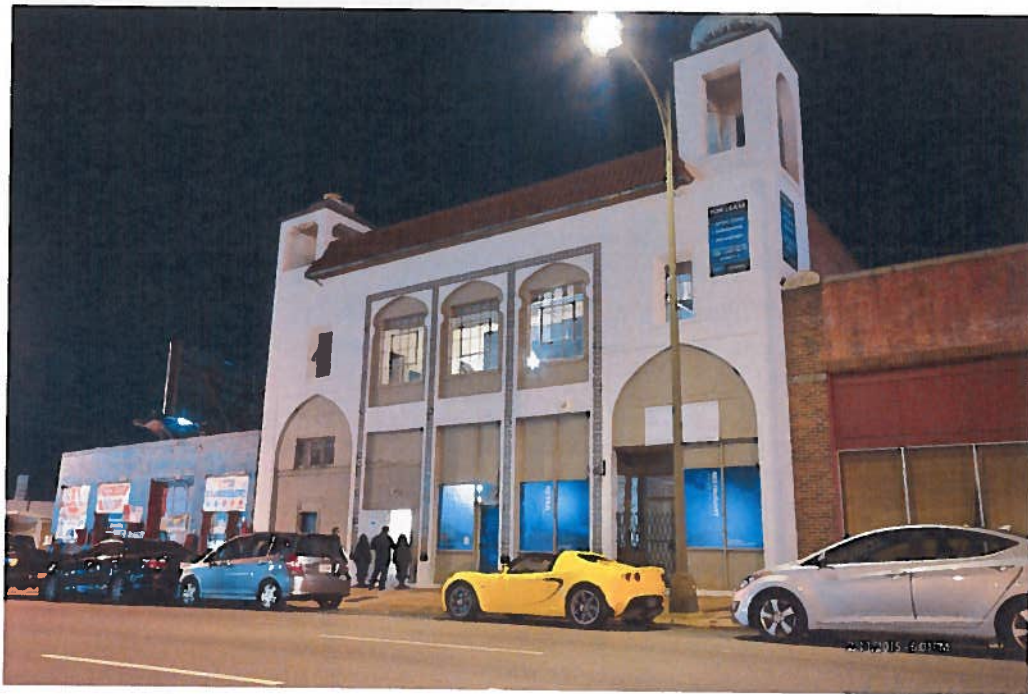


Across Street of Building Facing North at 11:52 on Friday, May 22nd, 2015.  
\* Instagram Photo of the Day – RVA News.





In Front of Building Facing West at  
4:47 PM on Tuesday, May 5th, 2015.



Across the Street from Building  
Facing North at 6:01 PM on Wed,  
Feb 11th, 2015.

\*Charrette/Open House Event