

2301-2323 East Main Street
2325 East Main Street
2329 East Main Street

Tax Parcel No. E000-0302/001
Tax Parcel No. E000-0302/004
Tax Parcel No. E000-0302/006

§ 2. This ordinance shall be in force and effect upon adoption.



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

O & R REQUEST

MAY 07 2014

Chief Administration Office
City of Richmond

O&R REQUEST

DATE: May 5, 2014
TO: The Honorable Members of City Council
THROUGH: Dwight C. Jones, Mayor (Patron: Mayor, by Request)
THROUGH: Byron C. Marshall, Chief Administrative Officer
THROUGH: Peter H. Chapman, Deputy Chief Administrative Officer for Economic Development and Planning
FROM: Mark A. Olinger, Director, Department of Planning and Development Review
SUBJECT: Rezoning for 2301, 2323, 2325, 2327 2329, and 2331 East Main Street from the M-1 Light Industrial District to the B-5 Central Business District.
ORD. OR RES. No. _____

EDITION:

RECEIVED
MAY 2 2014

OFFICE OF CITY ATTORNEY

Handwritten signatures and initials, including 'BEW' and 'M'.

PURPOSE: To rezone the properties known as 2301, 2323, 2325, 2327 2329, and 2331 East Main Street from the M-1 Light Industrial District to the B-5 Central Business District.

REASON: In the M-1 zoning district, no building shall be erected for a dwelling use or converted to dwelling uses. The applicant is proposing to convert the existing building to approximately 70 dwelling units with possible commercial uses on the first floor of one of the buildings.

RECOMMENDATION: In accordance with the requirements of the City Charter and the Zoning Ordinance, the City Planning Commission will review this request and make a recommendation to City Council. This item will be scheduled for consideration by the Commission at its July 7, 2014 meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

BACKGROUND: The subject property, occupying approximately .732 acre, is located on the block bounded by East Main Street to the north, South 24th Street to the east, and South 23rd Street to the west. Two existing 3-story structures joined by a courtyard occupy the property along with a parking area along South 24th Street. The property was historically used for cigarette and cigar manufacturing and recent attempts were made to use the property for office and commercial uses.

The applicant proposes to convert the buildings to 70 dwelling units with a mix of studios and 1 and 2-bedroom units. The lower level of the building at the corner of East Main Street and South 23rd Street may be used for restaurant or office uses. Under B-5 zoning, 70 dwelling units would require 18 parking spaces if the dwelling units are located in a building with other principal permitted uses.

TMP-248

The Richmond Downtown Plan as an Urban Center Area, which "is characterized by higher density, mixed-use development, typically arranged on a fine-grained street network, with wide sidewalks, regular tree planting, and minimal setbacks" (p. 3.25).

FISCAL IMPACT: The Department Planning and Development Review does not anticipate any impact to the City's budget for this or future fiscal years.

COST TO CITY: Staff time for processing the request; preparation of draft ordinance; and publishing, mailing and posting of public notices.

REVENUE TO CITY: \$1,200 application fee

DESIRED EFFECTIVE DATE: Upon adoption.

REQUESTED INTRODUCTION DATE: June 9, 2014

CITY COUNCIL PUBLIC HEARING DATE: July 14, 2014

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL AGENCIES: City Planning Commission, July 7, 2014

AFFECTED AGENCIES: Office of Chief Administrative Officer
Law Department (for review of draft ordinance)
City Assessor (for preparation of mailing labels for public notice)

RELATIONSHIP TO EXISTING ORDINANCES: None.

ATTACHMENTS: Application Form, Applicant's Letter, Draft Ordinance, Survey, Plans

STAFF: Willy Thompson, Senior Planner
Land Use Administration (Room 511)
646-5734

DCD O&R No.14-15

Rezoning Request

Applicant's Report

Lorillard Building, LLC
2323 East Main Street

2323 East Main, one of Richmond's most unique historic building projects, is located in the heart of Richmond's Tobacco Row District. Originally built as cigarette and cigar manufacturing buildings for the Whitlock Branch of P. Lorillard Tobacco Company just after the turn of the century, 2323 East Main is made up of 2 multi-story buildings joined by a courtyard.

The largest building to the east is a 3-story brick over heavy timber structure with approximately 9,500 square foot floor-plates. The eastern side of the building faces an adjoining parking lot at the corner of 25th and Main Streets, and allows the ability, with DHR and NPS approval, to add windows along the side of the building at each floor. The west building has 3 floors above grade with approximately 7,400 square foot floor-plates, and approximately 5,400 square feet in a lower level. The lower level has light on 2 sides, with windows under sidewalk grates on one side and a large light well on the courtyard side. Both buildings are entered from Main Street up a few stairs to the 2nd level, with the 1st floor revealed in full height as the slope falls away from Main Street down to Cary Street.

The total square footage of the buildings is about 56,000 square feet. The 4 parcels that make up the property, along with the accessory parking lot one block away, are zoned M-1.

The previous owner of the buildings, Forest City, bought the property in 2001 with the plan to lease the space as office or commercial. While Forest City searched for tenants to undertake a full restoration of the building, they leased the space as-is to the seller of the building, the M&B Hat Company. Unsuccessful in their efforts to secure commercial tenants, Forest City marketed the building in 2009. Our company, Lorillard Building, LLC, purchased the property, along with the 1 acre vacant lot at 2501 East Main, in 2011. Our plan was to locate creative office tenants as the economy recovered to do a full historic rehab. After 2 full years of marketing without success, we request a rezoning of the property to B-5 so that we can put this beautiful property back into productive use.

After talking with Staff, we believe the B-5 zoning gives us the best flexibility for future development of the 2501 East Main Street property to fit in with the comparable zoning of adjacent properties in the neighborhood.

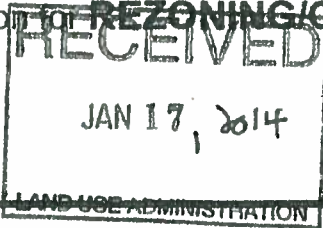
We intend to undertake a historic adaptive reuse of the buildings into apartments. We do not have architectural plans for the apartments, but contemplate creating 70 apartments with a mix of studio, 1 bedroom, and 2 bedroom units. The apartments will all have operable windows for light and air, luxury finishes, and will rent as market rate apartments. The lowest level of the west building (2301 East Main) may not lay out well for apartments, and may be better suited for restaurant or office use.

The buildings currently are in remarkably good structural shape as they were occupied until very recently and well-maintained. The streetscape, including sidewalks and tree wells around the buildings, on Main, 23rd, and 24th, is complete. We intend to use the existing interior stairs for circulation, and maintain the 2 catwalk bridges that connect the buildings across the courtyard at the rear of the 2nd and 3rd floors. The courtyard will be enhanced with landscaping and hardscaping and may hold common amenities such as a clubhouse/leasing office and pool, as well as 3 pick-up/drop-off and ADA parking spaces off of the rear private alley that is shared with Forest City as the property owner of the buildings behind ours. The courtyard will have bike racks for tenants' use.

We have access to 28 parking spaces in the lot at 24th and Main (next to the east building at 2323 East Main), and for marketing purposes, we will likely improve the vacant 1-acre lot at 2501 through 2517 East Main for surface parking until that lot is developed into apartments, office, or hotel.



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/>

Project Name/Location

Project Name: 2323 East Main Street Date: _____
Property Address: 2301-2329 and 2501-2517 East Main Tax Map #: E-302001
Fee: \$1,300 Total area of affected site in acres: 1.836 E-302004
(See page 3 for fee schedule, please make check payable to the "City of Richmond") E-302006
E-382001

Zoning

Current Zoning: M-1

Proposed Zoning/Conditional Zoning

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

Existing Use: vacant bldg and land

Is this property subject to any previous land use cases? _____

Yes No

If Yes, please list the Ordinance Number: _____

Applicant/Contact Person: C. Samuel McDonald

Company: Property Results, LLC

Mailing Address: 201 Hull Street, Suite A

City: Richmond State: VA Zip Code: 23224

Telephone: (804) 233-8330 Fax: (804) 233-8340

Email: sam@proprresults.com

Property Owner: Lorillard Building, LLC

If Business Entity, name and title of authorized signee: Charles S. Macfarlane, managing member

Mailing Address: 2700 E. Cary St., Suite B

City: Richmond State: VA Zip Code: 23223

Telephone: (804) 233-9700 Fax: ()

Email: macfarlanepartners@comcast.net

Property Owner Signature: Charles S. Macfarlane

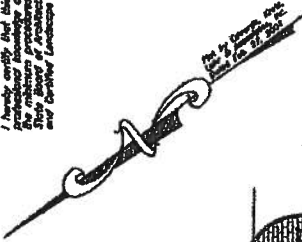
(The names, addresses, telephone numbers and signatures of all owners of the property are required. Please attach additional sheets as needed. If a legal representative signs for a property owner, please attach an executed power of attorney. **Faxed or photocopied signatures will not be accepted.**)

Notes:
 1. The subject property appears not to be located within the limits of the 1950 Year Flood Plain Boundary as defined by the Federal Insurance Administration, Government Order No. 157129-0001-4, effective date 06/29/59 (7/1/59).

2. This survey plat represents a current and accurate field layout survey of the premises shown herein. It is not intended to be used for any other purpose.

3. This survey was prepared by Shadrach & Associates, LLC, dated July 28, 2011 (Commitment No. 207300212).

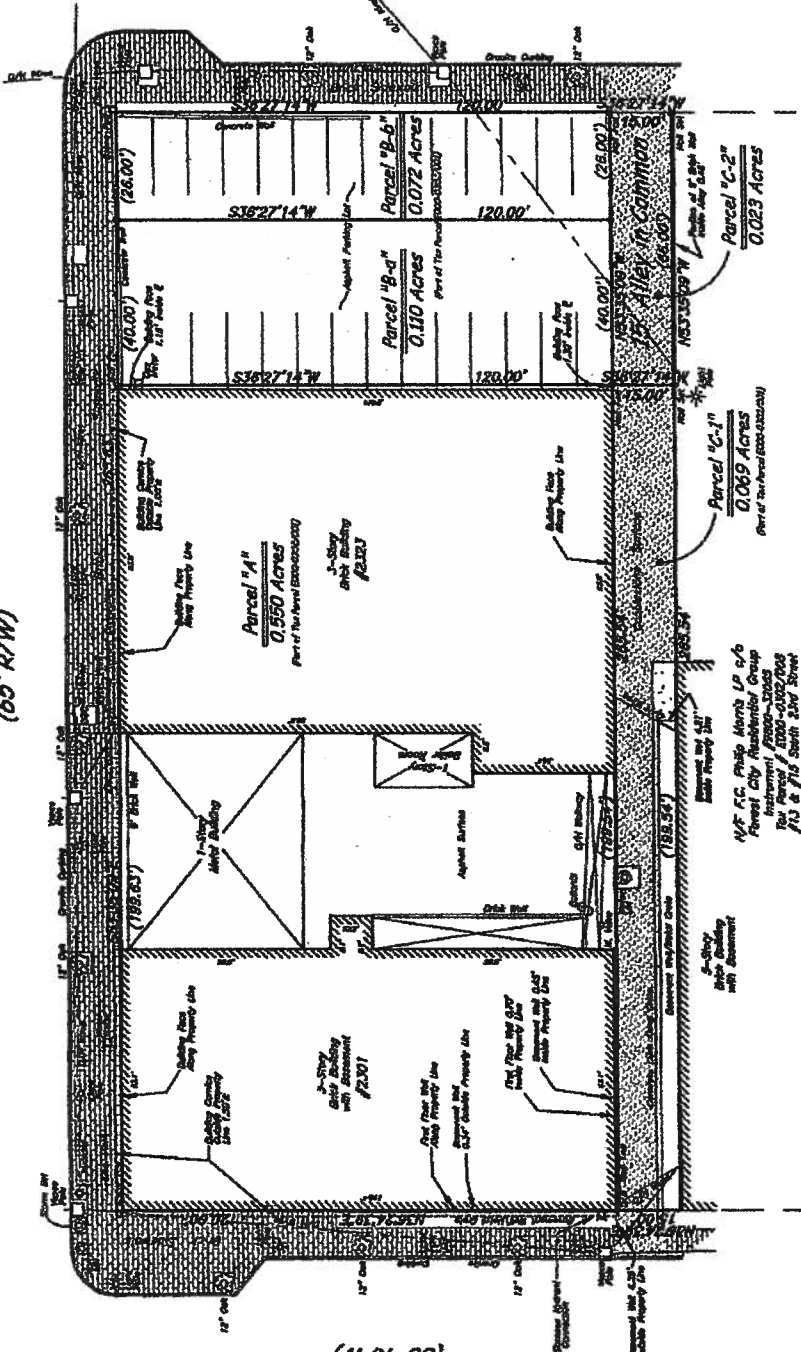
I hereby certify that this boundary survey is the best of my knowledge and belief, and I am a duly qualified and licensed Professional Surveyor and Engineer, License No. 22714, State of Virginia.



South 24th Street
 (65' R/W)

East Main Street
 (65' R/W)

South 23rd Street
 (65' R/W)



Legal Reference:
 Forest City Residential Group Inc.

Parcel A
 p/o Instrument #2001-12607
 p/o Tax Parcel # E000-0302/001
 #2301 East Main Street
 #2323 East Main Street

Parcel B-a
 p/o Instrument #2001-12607
 Tax Parcel # E000-0302/004
 #2325-#2327 East Main Street

Parcel B-b
 p/o Instrument #2001-12607
 Tax Parcel # E000-0302/006
 #2329-#2331 East Main Street

Parcel C-1
 p/o Instrument #2001-12607
 p/o Tax Parcel # E000-0302/001
 #11 S. 23rd Street

SURVEY PLAT SHOWING
 EXISTING IMPROVEMENTS TO
 #2301-#2331 EAST MAIN STREET
 CITY OF RICHMOND, VIRGINIA
 DATE: JUNE 3, 2011



Shadrach & Associates LLC
 LAND SURVEYING
 1300 Westmoreland Blvd., Suite 1000, Richmond, Virginia 23220
 Phone: (804) 781-8000 or the Operator-8001

Shockoe Bottom Neighborhood Association
1548-B E. Main St
Richmond, VA 23219

November 6, 2013

Mr. Mark Olinger
Director
Department of Planning and Development Review
City of Richmond
900 East Broad Street, Room 511
Richmond, Virginia 23219

Dear Mr. Olinger:

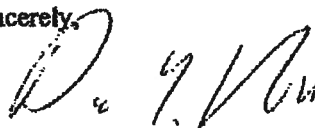
The Shockoe Bottom Neighborhood Association fully supports the planned rezoning of Lorillard Building, LLC's properties at 2301-2329 and 2501-2517 East Main Street in Shockoe Bottom from M-1 to B-5.

The buildings and land have been vacant and severely under-utilized for too long. We understand that previous owners had attempted, but failed, to find commercial tenants for over a decade before the principals of Lorillard Building, LLC, Charles Macfarlane and Sam McDonald, purchased the properties. Rezoning the properties will allow immediate development of the buildings into apartments with flexibility to include retail and office. The conversion of this long vacant building into productive use helps complete this stretch of the vibrant neighborhood we are building, and the zoning fits with the immediate surrounding properties.

These developers have responsibly rehabbed and own projects in Shockoe Bottom including the Adam Craig House, Crump Double House, Enders Warehouse apartments, and the Power Plant building that houses ODELL Architects.

Please contact me if you have any questions.

Sincerely,



David Napier
President
Shockoe Bottom Neighborhood Association

The Shockoe Partnership, Inc.
1553 East Main Street
Richmond, Virginia 23219

11/05/2013

Mr. Rodney M. Poole
Chairman
Planning Commission
City of Richmond
900 East Broad Street
Richmond, VA 23219

Dear Chairman Poole,

The Shockoe Partnership Board of Directors, the successor organization to Historic Shockoe Partners (representing property owners in Shockoe Slip and Shockoe Bottom), strongly endorses Lorillard Building, LLC's request to rezone 2301-2331 E. Main Street and 2501-2517 E. Main Street from M-1 Industrial to B-5 Business zoning.

Our organization supports the owner's effort to place this historic property into productive use by allowing mixed use zoning flexibility for office, commercial and residential uses. We also appreciate and agree with these properties' change of zoning which is consistent with the Downtown Master Plan for this area and neighborhood of Downtown. The members of Lorillard Building, LLC, Charles Macfarlane and Sam McDonald, are well known to this organization and they have developed quality projects in the Shockoe Neighborhood through the years. (By way of disclosure, Charles Macfarlane is a member of The Shockoe Partnership and sits on the Executive Committee.)

Please let me know if you have any questions.

Sincerely,



Carmina Drummond
President
The Shockoe Partnership

The Shockoe Partnership Board of Directors:

Carmina Drummond, President, Brian White, Vice President, David White, Treasurer,
Jack Berry, Christine Chmura, PhD, Christy Coleman, Tim Davey, F. Davis Drumheller, Katie S. Gilstrap,
Leslie L. Hanson, AIA, Mary Jane Hogue, Chris Johnson, Tommy Ladd, AIA, Thomas Lepperf, Charles Macfarlane,
James J. McCarthy, Jr., Mark R. Marhige, Thomas W. Papa, Sarah Paxton, Burt Pinnock, AIA, Rob Shinn,
Will Scribner, Richard Stutts, Ted Ukrop, Amy de Venoge, James Walkins