



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: 2515 E Main St, Richmond VA 23223 Date: 6/21/2017  
 Tax Map #: E0000389001 Fee: \$2,400  
 Total area of affected site in acres: 1.017 ac

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

**Zoning**

Current Zoning: B-5

Existing Use: Parking Lot

**Proposed Use**

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

Mult-family Apartments  
 Existing Use: Parking Lot

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@propresults.com

**Property Owner:** Lorillard Building, LLC

If Business Entity, name and title of authorized signee: C. Samuel McDonald, Managing Member

(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: 201 Hull Street, Suite A  
 City: Richmond State: VA Zip Code: 23224  
 Telephone: ( 804 ) 233-8330 Fax: ( 804 ) 233-8340  
 Email: sam@propresults.com

**Property Owner Signature:** Lorillard Building, LLC by Main 2323, LLC managing member  
by [Signature] managing member

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)

## **Applicant's Report** **Main 2525**

### **Project Description**

Main 2525 will be a new construction project at 2501 E. Main on Tobacco Row in Shockoe Bottom. The land area for this building is currently a parking lot which encompasses a half block of land bounded by E. Main to the north, 25<sup>th</sup> Street to the west, 26<sup>th</sup> Street to the east, and at the south borders one of the Cameron Kinney apartment buildings owned by Forest City. This project is located fronting on the Pulse BRT line with a stop at 24<sup>th</sup> Street, ½ block away and right next to the Virginia Capital Trail. This location is perfect for prospective residents who do not choose to rely on a car for their main transportation needs.

Main 2525 will be six stories above E Main Street with commercial space along the E Main frontage, the building main lobby at the corner of E Main and 25<sup>th</sup> Street, and five stories of studio, 1 bedroom, and 2 bedroom apartments above. The 6<sup>th</sup> floor will be set back from the street on all sides so that it is not visible to pedestrians, which makes the building appear as five stories from the street. There will be a total of 216 apartments and 241 parking spaces in three levels of parking. The proposed parking arrangement and layout is explained below. We plan approximately 8,000 sq ft of commercial along E Main that can be taken as one space or divided as necessary.

The building exterior will be contemporary with more than just a nod to the existing large factory buildings immediately surrounding it and along Tobacco Row. Those Tobacco Row buildings frequently run entire blocks, have heights of 6 stories (and 7 at Upper Lofts, 1900 East Cary), a mix of uniform patterned oversized and standard window openings, and main building colors of red brick or grids of white/light concrete. Main 2525 will use large windows in a uniform pattern, light color accent repeating frames at the east and west ends, and a red floating frame at the façade with red accents. The primary view corner at 25<sup>th</sup> and E. Main, where the main lobby entrance is located, will be a glass corner that ties the front and side facades together.

This building will be a market-rate multi-family project with common amenities for resident and guest enjoyment. There will be a bike parking and maintenance room to encourage biking and the use of the “Cap to Cap” Trail, which is only ½ block away from the project. We will have a large courtyard at the 3<sup>rd</sup> floor podium level facing south with an outdoor pool and fitness room, and a rooftop lounge and deck with a fantastic south view toward the river and west toward the City skyline.

The apartment units will all have granite countertops, hardwood or polished concrete floors, tile baths (or polished concrete), and the majority will have a balcony or terrace so that each resident can choose to have their own outdoor space or a unit with more indoor space. Residents without terraces and balconies may use one of the common outdoor areas mentioned above. All apartments will have operable windows and generous natural window light.

## Appropriateness

The property is zoned B-5. It is currently used as a parking lot for excess parking at the Applicant's project located at 2323 E. Main. That parking is not required by zoning, since it is also zoned B-5, but instead is offered to 2323 E. Main residents as off-site, secured parking. The applicant could build up to five stories on this location under current zoning, but requires a Special Use Permit to build six stories. The added floor is necessary to support the parking structure that is needed for this project and to continue to have available parking for marketing purposes at the project at 2323 E. Main.

This height fits the neighboring buildings along Tobacco Row, several of which are six stories. Since the top floor is set back, it gives a sidewalk appearance as a five story building. The height does not block any views from Church Hill or any additional views from Shockoe Bottom or Tobacco Row. The SUP submittal includes perspectives that show the building in scale on the site from different viewpoints surrounding the project. Multifamily and commercial use is appropriate here. The property is surrounded and adjacent on the east, west, and south sides by historic multifamily and mixed use. There is vacant land and a tire store to the north, and Millie's restaurant is across the side street at 25<sup>th</sup> and E Main.

The unit mix and sizes of apartments fit with the neighborhood, the current and foreseeable market, and adjacent buildings. We will have 216 units total, broken out as shown below:

Type	Count	%
2 Bdrm/2 Bath	48	22%
1 Bedroom	126	59%
Studio	<u>42</u>	19%
	<b>216</b>	

Based on the descriptions above, the applicant can clearly state that the proposed use will not:

- a. Be detrimental to the safety, health, morals and general welfare of the Shockoe Bottom and Tobacco Row community;
- b. Tend to create congestion in streets, roads, alleys, and other public ways and places in the area involved;
- c. Create hazards from fire, panic or other dangers;
- d. Tend to cause overcrowding of land and an undue concentration of population;
- e. Adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements, or
- f. Interfere with adequate light and air.

## Parking Plan

The current zoning for this project, B-5, allows one parking space for every four apartments. We believe we need more for our marketing purposes, but for the reasons below, not at the ratio of one parking space per apartment. Approximately 80% of the units are 1 bedroom or studios

which means they are more likely than not to have one occupant. The residents of this project will likely rely heavily on the new Pulse BRT line right outside the front door. The main lobby for this building is at 25<sup>th</sup> and E Main; the BRT stop is located on the adjacent block at Main between 24<sup>th</sup> and 25<sup>th</sup>. We also encourage bike use with a large storage and bike maintenance room for our residents to securely keep bikes stored and easily accessible for daily use. There is also on street parking that residents can share with other neighbors. We have seen more residents across our properties that choose not to own a car, and this site is a perfect location for such an alternative transportation option.

For these reasons, we propose providing 184 parking spaces for the 216 units, which is an 85% ratio (instead of the 25% ratio allowed under B-5). The other 57 spaces (out of 241 total) will be available for the 2323 E Main residents, or optionally available for Main 2525 residents if not reserved by the 2323 E Main residents. Commercial parking will be a daytime/night time share of the 184 spaces.

The actual parking spaces will be on three levels of the building and all will be hidden from street view by commercial/residential spaces. Along Main, commercial space will front the parking spaces at the 3<sup>rd</sup> level. Because 25<sup>th</sup> and 26<sup>th</sup> Streets fall severely toward Cary from Main, the lower 2 levels of parking will be below Main Street grade. The entrance and exit for parking is on 25<sup>th</sup> Street (which is wider than 26<sup>th</sup>). The 25<sup>th</sup> and 26<sup>th</sup> Street elevations will have residential units facing the street with parking behind. This arrangement improves the pedestrian experience and building interface at street level on these side streets and along Main.

## **Project Support**

The City planning system shows this project is in the Shockoe Valley and Tobacco Row historic district and the Shockoe Partnership Civic Association. The applicant has requested letters of support from the Shockoe Partnership and from the Shockoe Bottom Merchants Association. We have also requested a meeting with our Councilwoman, Cynthia Newbille, to review the scope of the project.