

**Subject: 1515 Chamberlayne Ave CIC Letter of Support**

On behalf of the CIC, we are pleased to offer our full support for the proposed development at 1515 Chamberlain in the City of Richmond, VA.

Developments like this help ensure that Chamberlain continues to grow as a competitive and thriving hub for business and industry. The mixed-use nature of this project will contribute to a more vibrant and sustainable urban fabric, supporting not only residents but also the businesses and institutions that form the backbone of Richmond's economy.

To assess community support, the CIC conducted a survey of its members regarding this development. Survey responses indicated that more than half of the participating members expressed support for the 1515 Chamberlain project.

Therefore, the CIC affirms its formal support for the 1515 Chamberlain development and recognizes that Richmond is at a pivotal moment in addressing housing affordability and workforce stability.

Sincerely,

The Chamberlayne Industrial Center Association

Brian Robertson  
Chief Executive Officer  
Marion Marketing Global

P.O. Box 1972  
Mechanicsville, VA  
23116

To Whom It May Concern,

On behalf of Marion Marketing Global, I write to express my sincere and enthusiastic support for the proposed development of “The Chamberlayne”, an eight-story, mixed-use apartment building planned for Chamberlayne Avenue in Richmond, Virginia.

The Chamberlayne proposal, which has been updated to now include 150 new residential units along with approximately 5,500 square feet of ground-floor commercial space, represents a forward-looking advancement in both urban housing and local activation of this Northside corridor

This project will boost walkability, community vitality, retail storefronts and of course needed housing as Richmond’s population continues to grow. These amenities will bring convenience and vibrancy to surrounding residents.

Richmond’s Northside is currently undergoing a larger transformation, with the city encouraging higher-density, mixed-use infill developments. This plan aligns perfectly with those policy goals.

As a local business deeply invested in Richmond’s growth and prosperity, Marion Marketing Global is proud to lend its full and unwavering support to “The Chamberlayne”. It balances density and design with community benefit.

If the planning authorities or neighborhood stakeholders require any further information, support, or collaborative partnership from Marion Marketing Global, I stand ready to assist.

Thank you for considering this letter in support of “The Chamberlayne”. We look forward to seeing this excellent project move forward.

Warm regards,

Brian Robertson  
Chief Executive Officer  
Marion Marketing Global  
marionmarketingglobal@gmail.com



March 3rd 2026

Richmond City Council  
900 East Broad Street  
Richmond, Virginia 23219

President Newbille & Members of Council,

On behalf of RVA YIMBY, we encourage the Council to adopt Ordinance No. 2026-043, which would amend the previously granted Special Use Permit to allow additional housing units in a forthcoming redevelopment project at 1515 Chamberlayne Avenue.

The proposal aligns directly with the **VUU–Chamberlayne Neighborhood Plan** (2019), which identifies the site within the ‘Lower Chamberlayne’ sub-area and calls for redevelopment where *“large blocks with vacant or low-density commercial uses should be redeveloped into higher-density mixed-use buildings.”* (p. 35).

This vision was reinforced through **Richmond 300** (2020), which designates the area Industrial Mixed-Use—a transitional category intended for *“formerly traditional industrial areas”* where conditions support *“medium- to high-density development of roughly three to eight stories”* near growing neighborhoods and employment centers.

Allowing additional homes on this site moves the city closer to these adopted neighborhood visions.

Importantly, as this project is reported to include income-restricted as well as market-rate units, even the latter will assist with improving accessibility across the housing market. An established body of research finds that new housing supply reduces pressure on existing

housing and slows rent growth in surrounding neighborhoods. For example:

- A 2023–2024 series of studies by economist Evan Mast demonstrates that residents of new market-rate buildings typically move from older units, triggering a chain of moves that frees up housing across multiple price tiers. (Mast et al., 2023)
- A 2025 study on housing “moving chains” finds that residents of newly built market-rate apartments typically relocate from older homes, setting off a sequence of moves that frees up housing across multiple price levels, including more affordable units. (Kluser et al., 2025)
- A 2025 housing economics paper finds that new market-rate developments tend to draw higher-income renters away from existing buildings, increasing vacancies in older units and easing rent pressure in surrounding neighborhoods. (Fang et al., 2025)

In short, building more homes helps stabilize prices and creates more options for residents across the income spectrum.

As Richmond prepares for citywide zoning reform through the Code Refresh process, projects like this demonstrate how allowing more homes can help the city gradually close its housing gap and align new housing with transportation corridors.

For these reasons, RVA YIMBY respectfully urges Council to support Ordinance 2026-043 and allow this site to contribute even more homes for Richmonders.

**Your neighbors,**

Joseph Carlisle & Will Wilson

City of Richmond Co-Leads

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[Evan Mast \(2023\) – The Effect of New Market-Rate Housing Construction on the Low-Income Housing Market, Journal of Urban Economics.](#)

[Kluser \(2025\) - Country-wide effects of new housing supply: Evidence from moving chains](#)

[Fang, Limin and Kim, Emi, and Tyndall, Justin, The Downmarket Impact of New Multifamily Housing: Evidence from a Honolulu Condo Tower \(November 21, 2025\).](#)