

Markham, Lory P. - PDR

From: Christopher Johnson [cjohnson@themonumentcompanies.com]
Sent: Monday, July 25, 2016 1:41 PM
To: Olinger, Mark A. - PDR; Markham, Lory P. - PDR
Subject: Nexus Condominiums - 2016-192 - Support from The Shockoe Partnership
Attachments: image001.jpg

Mark and Lory – I hope you are well. I am writing to express The Shockoe Partnership’s support of the Nexus condominium project at 2723 E. Cary Street. We are very much in support of economic development in Shockoe Slip and Shockoe Bottom (Collectively “Shockoe”), and are particularly excited about having a project that would include home ownership – something that is sorely lacking in Shockoe.

Furthermore, the eastern terminus of Cary Street deserves an impressive building, and we think this building delivers in that regard.

Thank you as always.

Chris Johnson – President, The Shockoe Partnership

Chris Johnson

Principal

The Monument Companies

1425 E. Cary Street

Richmond, VA 23219

Phone: 804-303-7347

Mobile: 804-938-2491

Fax: 804-303-7348

Email: cjohnson@themonumentcompanies.com



<http://themonumentcompanies.com>

<http://legendpropertygroup.com>



City of Richmond
Department of Planning & Development Review
DEVELOPMENT PROPOSAL RESPONSE FORM

Development Proposal / Address:

Special Use Permit – 2723 East Cary Street

Association Name: Church Hill Association of RVA

Please Check Appropriate Boxes:

The Association's (check one) Membership or Board met on _____
and voted to Oppose Support Take no position on this proposal.

This Association does not intend to consider this issue because: _____

Was a representative for the proposal present? YES NO

Other comments: See resolution e-mailed by David Johannes, which accurately states the position taken in support of this proposed project.

William J. Dinkin
Print Name

President, Church Hill Assoc of RVA
Title

[Signature]
Signature

7/6/16
Date

Please send to:

Lory Markham - Principal Planner

Mail:
City of Richmond
Land Use Administration Division
900 East Broad Street, Room 511
Richmond, VA 23219
Email: Lory.Markham@richmondgov.com
Fax: (804) 646-6309

Motion Regarding 2723 East Cary Street

Developers David Johannas and Jerry Peters are proposing to construct a multistory residential condominium on property located at 2723 East Cary Street. This parcel is currently zoned M-2 industrial and the project developers are seeking the support of the Church Hill Association for a Special Use Permit from Richmond City Council to allow a residential development. The developers' more specific description of the proposed development is attached to this Resolution and incorporated by reference.

The Church Hill Association encourages thoughtful development and design that respects the surrounding neighborhood in height, mass and use. The Association also strongly advocates preserving existing views from and towards Libby Hill and adhering to the design principles set forth in the Downtown and Riverfront Plans.

The developers have presented their proposal on a number of occasions to the Board, Zoning Committee and General Membership of the Church Hill Association and the merits and detractions of the proposed project have been fully debated. It is now proposed:

1. That the Church Hill Association support the project, conditioned on the Special Use Permit application materially conforming to the details provided in the attached request; and
2. That the applicants continue to consult with the Church Hill Association and historic preservation organizations on the materials and design, to ensure that all four faces of the building respect Tobacco Row and the views to and from Tobacco Row, Libby Hill Park, and Church Hill; and
3. That the Church Hill Association reserves the right to contest any materials and design that detrimentally impact the Church Hill neighborhood and Libby Hill Park.

Request for Qualified Support

Real Estate Development

Special Use Permit

2723 E. Cary Street

September 5, 2015

Background:

2723 E. Cary, LLC is a special purpose company formed by David Johannas, Jerry Peters and others to acquire and develop the property located on the SW corner of E. Cary and Pear Streets in Richmond's Tobacco Row neighborhood. The land is currently unimproved and is zoned M2. It is our intent to develop a multistory residential condominium which is not permitted by current zoning. In order to proceed with our plans we will seek a Special Use Permit (SUP) from the city.

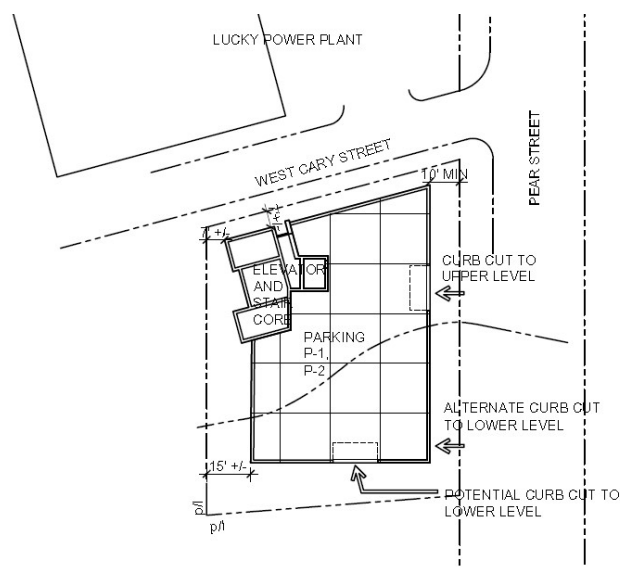
We recognize that any significant addition to the city's landscape must involve input from a variety of stakeholders. Accordingly we are meeting with local neighbors, with community groups and with neighborhood associations to review our plans.

The Church Hill Association (CHA) is one of the most important constituents affected by this proposed development. Accordingly, we have already made presentations to the full membership, to the Board and to the Zoning Committee on three different occasions. Feedback from those meetings has been very helpful and has informed many of our design decisions.

The purpose of this paper is to request the support of the CHA committees and a recommendation for approval to the full CHA membership. Further, we request another opportunity to present our revised plans to the full membership and to call for a vote of qualified support. The remainder of this document describes the project and our request in some detail.

General Description:

The proposed development is a small footprint, mid rise condominium building to be built on property bordered by E. Cary, Pear Streets and the RR tracks along Dock Street.

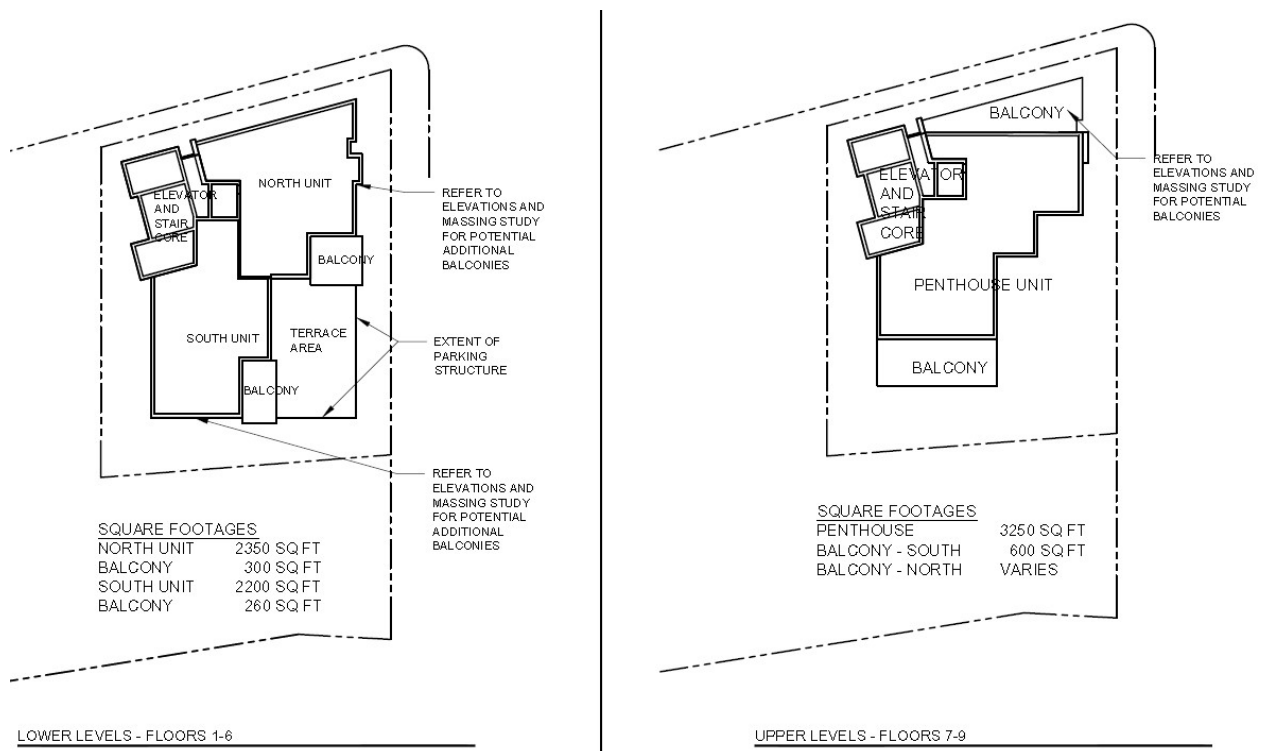


It will be comprised of 9 stories of residential floors over 2 stories of partially underground parking. The Cary Street elevation will be 9 stories plus roof access (125.8 feet) above the street and the Dock street elevation will be 11 stories above grade. Off street parking will be provided for all owners and for visitors.

Intended Occupancy:

The first six floors of the building will be bifurcated - each floor housing two residential units with an average size of 2,275 square feet each. The top three floors will be reserved for full-floor “penthouse” units of approximately 3,250 square feet. All units will have large balconies.

With this scheme, the total number of units will be 15.



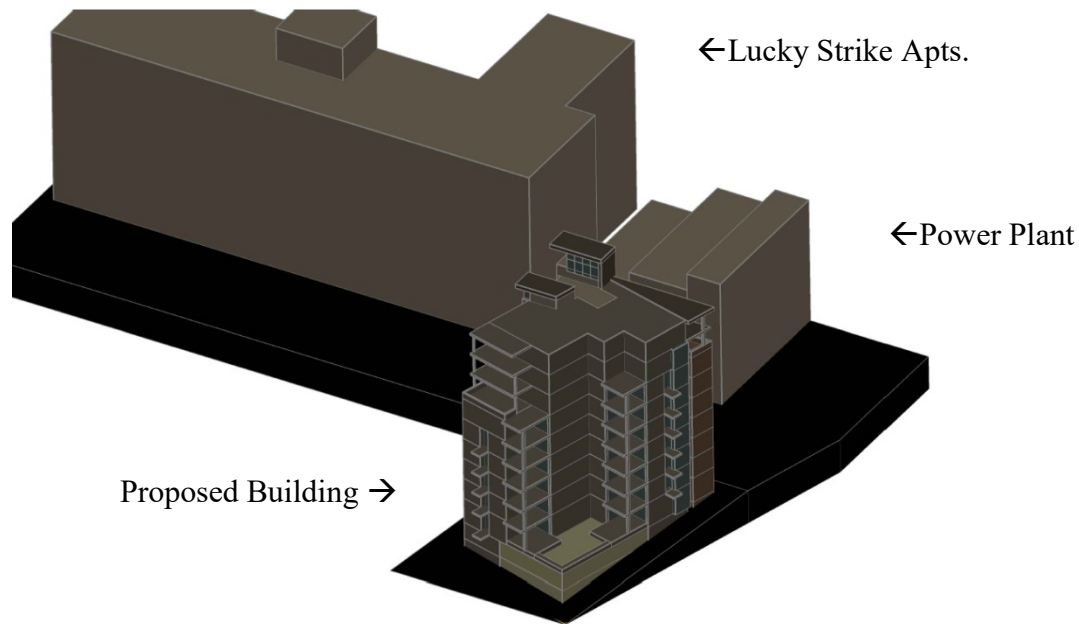
The units are intended to be owner-occupied at the highest level of the Richmond’s residential housing market. The quality of the design, the construction and the amenities will justify our planned pricing which ranges from \$750,000 to over \$1.3 million. As our market research proceeds, we reserve the right to alter the floor plans but in any case the units will remain large, the number of units will be limited and the number of residential floors will not exceed 9.

Neighborhood Context:

The proposed project will be a visible and distinctive addition to the city’s streetscape and its skyline. The need to respect the view-shed of the entire community is a responsibility we take seriously. The project will be a modern structure. It will incorporate an aesthetic design

appropriate for the 21st century. At the same time it will pay homage to the vernacular of its 18th and 19th century surroundings.

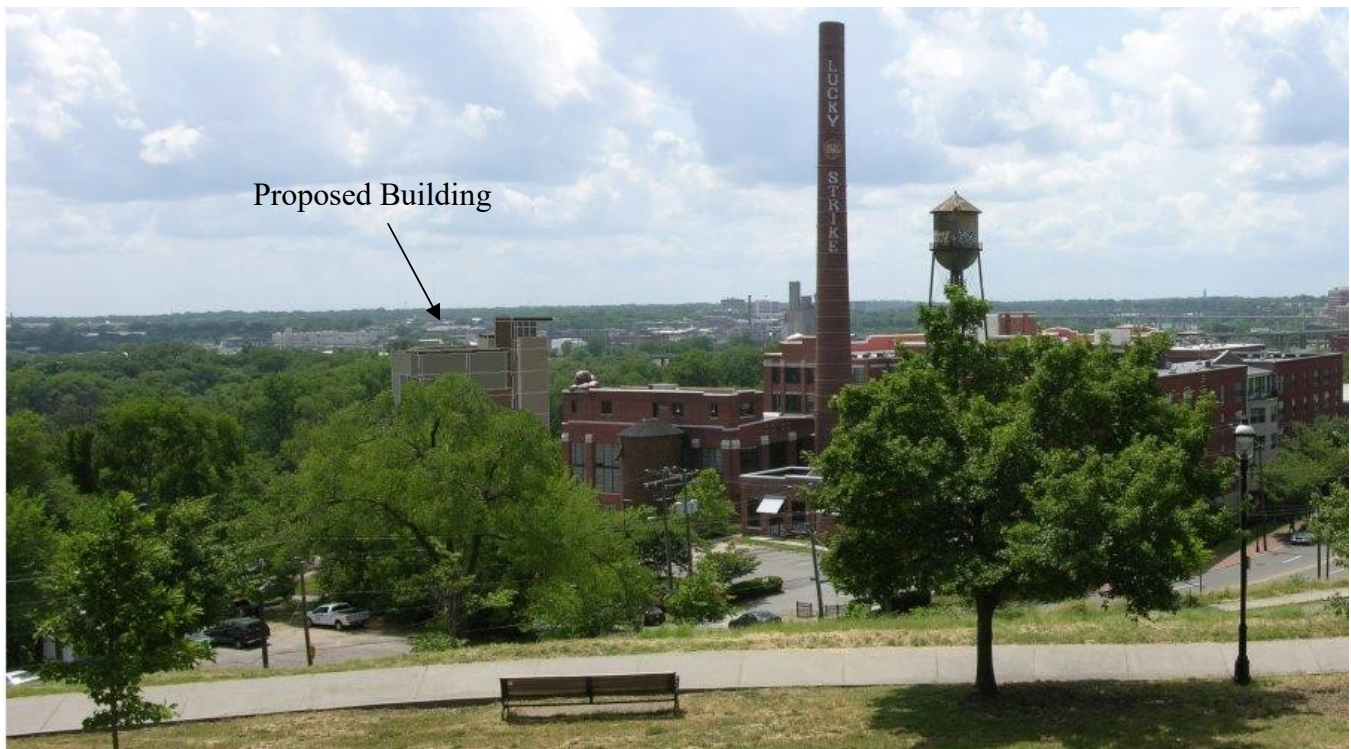
The building has been designed with full cognizance and adherence to the Downtown Master Plan. The building size and scale is consistent with the surrounding Tobacco Row structures. With a base footprint of about 7,600 square feet it is among the smallest on E. Cary Street. (For example, the Lucky Strike Power Plant is 8,740 square feet plus silo and chimney.) The height is approximately the same as the Lucky Strike Apartment building across the street and it is lower than the other architectural features such as the water tower and smokestack.



The siting of the building is reflective of the other buildings immediately across East Cary Street. The Cary Street façade is designed to respond to the form of the Tobacco Row District. The height, width, proportion and massing are responsive to district structures.

The building will front on E. Cary Street with a lower level façade consistent with the other buildings on the street. On the other three sides it will provide setbacks to allow visual and walking access past the building to the park and the river. The east side of the building, in particular, will provide space for a walkway and landscaping intended to facilitate pedestrian traffic to and from Libby Hill, Shiplock Park, the river and the Capital Bike Trail.

The building will be visible from many angles throughout the surrounding area. Its size and scale, as previously mentioned, is consistent with the surrounding area. It will complement the urban landscape – both aesthetically and functionality. It will be minimally disruptive to most views from most vantages.

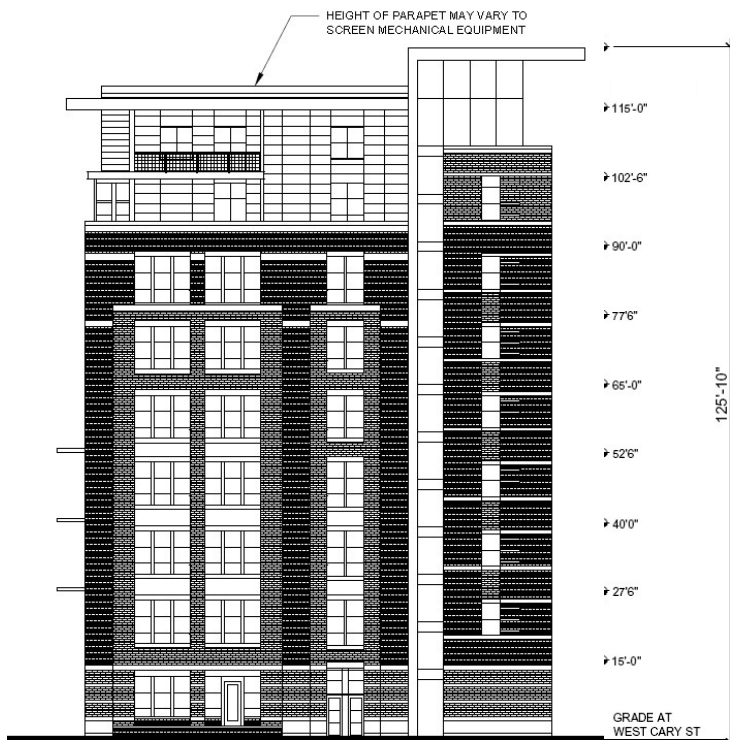


Facade Design:

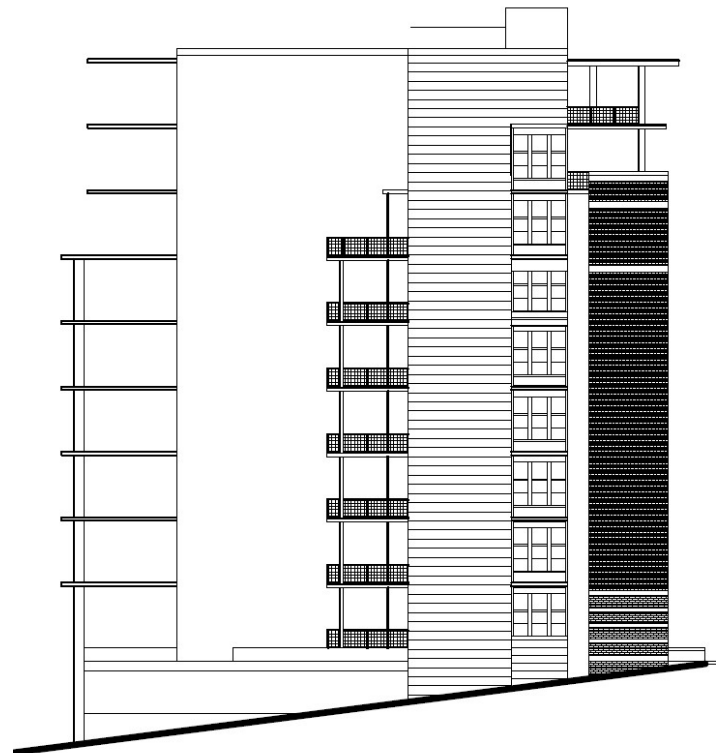
Another important aspect of the project is the exterior design. All four sides of the building will present a distinct image to various vistas. We believe that the elevations of the building must respect the surroundings while bringing a modern sensibility to the project.

We are committed to a design on the Cary Street façade that will reflect the dominant architecture represented, for example, by the Lucky Strike Power Plant and other warehouse structures in the immediate vicinity. We intend to maintain the continuity of the Tobacco Row aesthetic all the way to the end of Cary Street and wrap that same design around the corner to Pear Street. As we proceed down Pear Street and around on the southern/Dock Street side, we intend to merge a modern design with a respect for the industrial motif represented by the historic and current factory and railroad uses. The west elevation is also important since it will be a dominant streetscape feature for eastbound traffic at least until more land is developed to the west.

We have nearly finalized the design of the facades facing Libby Hill as seen below. The other elevations are in process but will be done in a manner equally respectful of the neighborhoods.



FRONT ELEVATION - WEST CARY STREET



SIDE ELEVATION - PEAR STREET

Timeline:

We are in the “due diligence” phase of the project now. We have completed the preliminary design and are soliciting community input and advice. Assuming we can obtain support of the neighbors, we intend to submit a formal SUP application to the city.

CHA support is critical to our efforts and we will ask for that support at your September membership meeting. Assuming we receive support, the SUP will be submitted and we will proceed with engineering, financing and marketing efforts. The SUP evaluation will require between 4 to 6 months for completion. Accordingly, assuming all feedback and research is positive; construction would begin in the spring of 2016.

CHA Support:

As mentioned, we need CHA endorsement of this project. We realize that there are details that have yet to be developed and that those details may have an effect upon the ultimate CHA approval. Development of the details and the formal submittal of the SUP application is a time consuming and costly exercise. We need to have reasonable assurance that the investment will be fruitful and CHA support is critical to that determination.

Accordingly, we ask for CHA approval of the conceptual plans as presented. Of course such approval will be subject to review of the SUP application and all of its detail. For our part, we make a commitment to adhere to the design concepts as presented and to develop the remaining plans in a consistent manner. We have no intention of expanding or contracting our basic plan.

We commit to keeping an open dialogue with the CHA as the final plans are developed and to take CHA opinion into account at all stages of the development.

We ask that if we submit final plans that are substantially similar in design and detail to the information presented herein that we will have the approval of your association.

Respectfully submitted:

David Johannas

Jerry Peters