

INTRODUCED: September 14, 2015

AN ORDINANCE No. 2015-179-194

To rezone the property known as 2816 West Broad Street from the B-3 General Business District to the B-7 Mixed-Use Business District.

Patron – Mayor Jones (By Request)

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: OCT 12 2015 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That, as shown on the plat entitled “Plat Showing Improvements on No. 2816 and 2818 West Broad Street, in the City of Richmond, Virginia,” prepared by McKnight & Associates, P.C., and dated October 28, 2014, a copy of which is attached to, incorporated into, and made a part of this ordinance, the property known as 2816 West Broad Street, with Tax Parcel No. N000-1586/026 as shown in the 2015 records of the City Assessor, is excluded from the B-3 General Business District and shall no longer be subject to the provisions of sections 114-438.1 through 114-438.5 of the Code of the City of Richmond (2004), as amended, and that the same is included in the B-7 Mixed-Use Business District and shall be subject to the

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: OCT 12 2015 REJECTED: _____ STRICKEN: _____

provisions of sections 114-446.1 through 114-446.8 and all other applicable provisions of Chapter 114 of the Code of the City of Richmond (2004), as amended.

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



City of Richmond

Intracity Correspondence

Ordinance: a2015 - 980

900 East Broad Street
2nd Floor of City Hall
Richmond, VA 23219
www.Richmondgov.com

RECEIVED

AUG 20 2015

File Number: a2015 - 980

OFFICE OF CITY ATTORNEY

To rezone the property known as 2816 West Broad Street from the B-3 General Business District to the B-7 Mixed-Use Business District.

O & R Request

O & R REQUEST

DATE: August 14, 2015

EDITION: 1

AUG 17 2015

TO: The Honorable Members of City Council

THROUGH: Dwight C. Jones, Mayor (Patron: Mayor, by Request)
(This in no way reflects a recommendation on behalf of the Mayor)

4-3979
Chief Administration Office
City of Richmond

THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer

THROUGH: Peter L. Downey, Interim Deputy Chief Administrative Officer for Economic Development and Planning

FROM: Mark A. Olinger, Director, Department of Planning and Development Review

SUBJECT: To rezone the property known as 2816 West Broad Street from the B-3 General Business District to the B-7 Mixed-Use Business District.

ORD. OR RES. No.

PURPOSE: To rezone the property known as 2816 West Broad Street from the B-3 General Business District to the B-7 Mixed-Use Business District.

REASON: The subject property is zoned B-3 General Business District, which does not permit the proposed brewery use. A rezoning to B-7 is required to permit the proposed use.

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 October 5, 2015 meeting. A letter outlining the Commission's recommendation will be forwarded to City Council following that meeting.

BACKGROUND: The subject property is located on the block bounded by West Broad Street to the south, North Sheppard Street to the west, West Marshall Street to the north, and North Boulevard to the east. The property is improved with the Hofheimer Building, a 14,400 square foot, two-story commercial building, that most recently housed Adam's Camera Shop on the ground floor and Mariana's School of Dance on the 2nd floor. It was built in 1928 for the Hofheimer Rug Cleaning Company. The property is zoned B-3 General Business District and has 48 grandfathered parking spaces.

Approximately 3,000 square feet of the building on the ground floor has been leased for restaurant use. The proposed rezoning would allow for a craft brewery to occupy the balance of the ground floor and part of the rooftop for a rooftop patio. The applicant intends to use the second floor for banquets, special events, and art exhibitions.

The Master Plan recommends General Commercial uses for the subject property. "General commercial uses include a broad range of office, retail, general commercial, wholesale and service uses, typically located along major transportation corridors and serving large portions of the City, the region or the traveling public" (page 135).

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: September 14, 2015

CITY COUNCIL PUBLIC HEARING DATE: October 12, 2015

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: None

CONSIDERATION BY OTHER GOVERNMENTAL AGENCIES: City Planning Commission, October 5, 2015

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

RELATIONSHIP TO EXISTING ORDINANCES: None.

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

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

PDR O&R No. 15-24



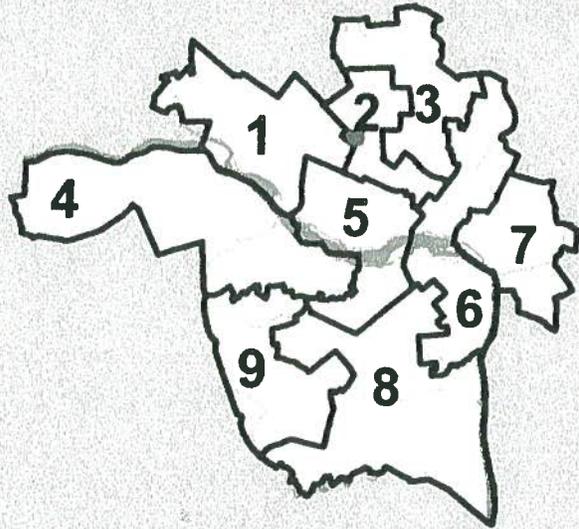
**City of Richmond
Department of Planning
& Development Review**

Special Use Permit

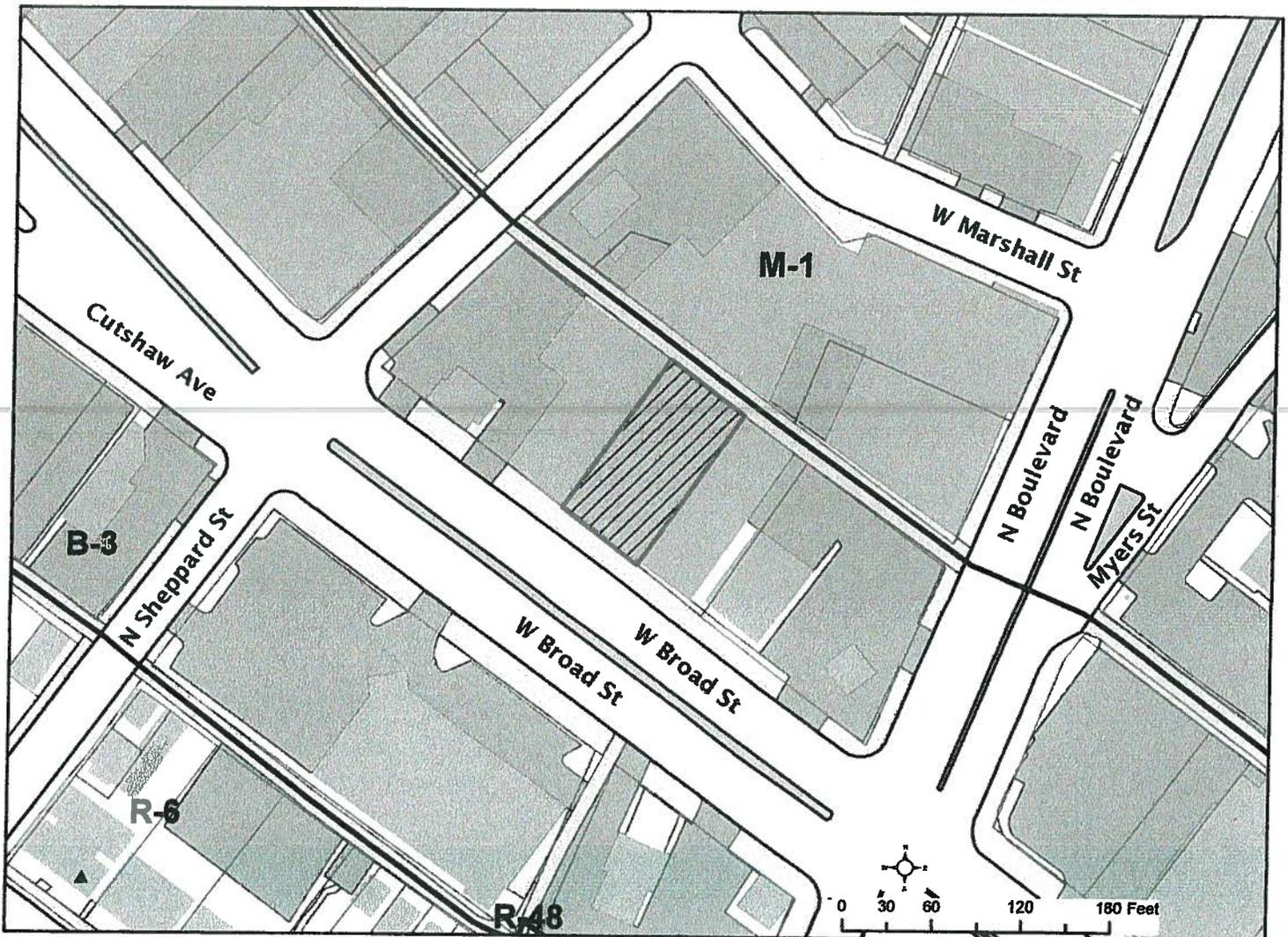
LOCATION: 2816 West Broad Street

COUNCIL DISTRICT: 2

PROPOSAL: To rezone the property known as 2816 West Broad Street from the B-3 General Business District to the B-7 Mixed-Use Business District.



For questions, please contact Lory Markham at 646-6309 or Lory.Markham@richmondgov.com





Application for **REZONING/CONDITIONAL REZONING**

Department of Planning and Development Review
Land Use Administration Division
900 E. Broad Street, Room 611
Richmond, Virginia 23219
(804) 648-6304
<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

Proposed Zoning/Conditional Zoning

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

Existing Use: Retail and Personal Servi

Is this property subject to any previous land use cases? Rezoned to B-7 to allow for Brewery Use

Yes No

If Yes, please list the Ordinance Number:

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

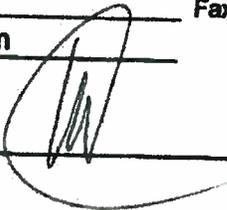
If Business Entity, name and title of authorized signee: Carter Snipes

Mailing Address: 3412 Cutshaw Avenue

City: Richmond State: VA Zip Code: 23230

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

Email: carter@snipesproperties.com

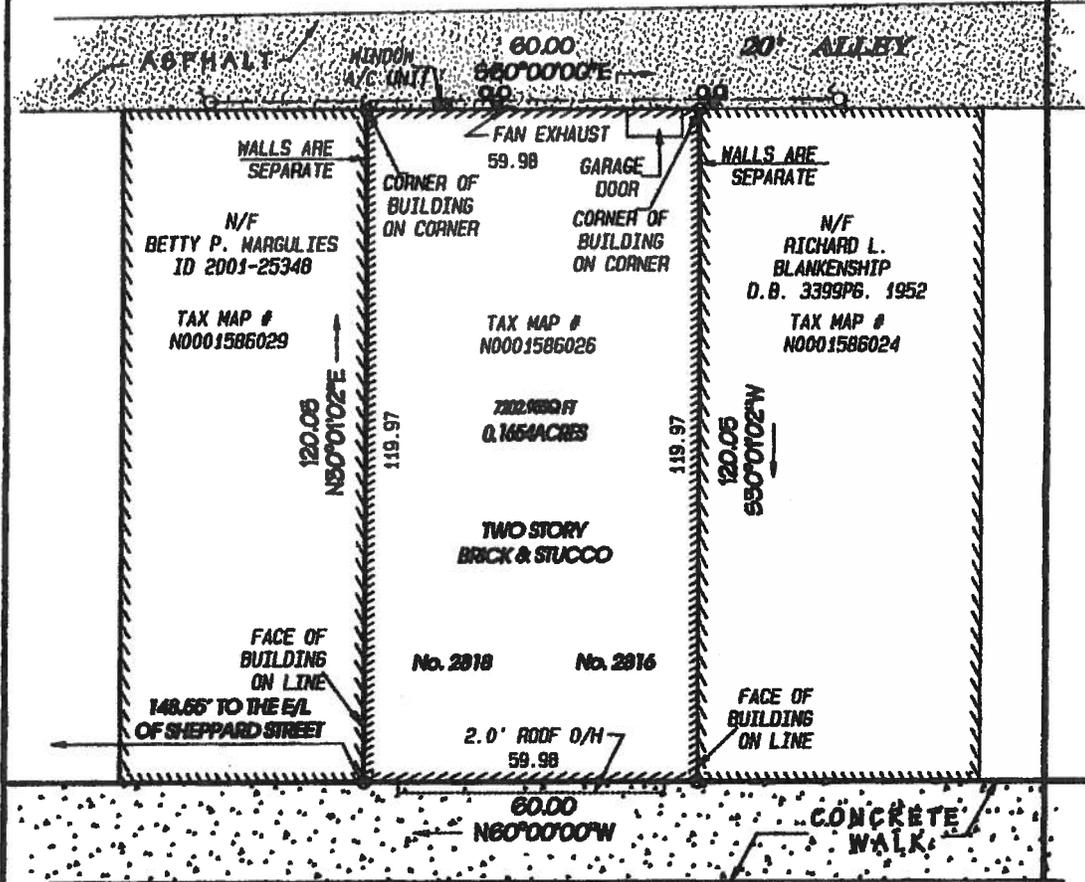
Property Owner Signature: _____


(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: BDR LLC. ID 2001-22252

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

CITY OF RICHMOND
 BASELINE STREET 1 IN



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" = 20'

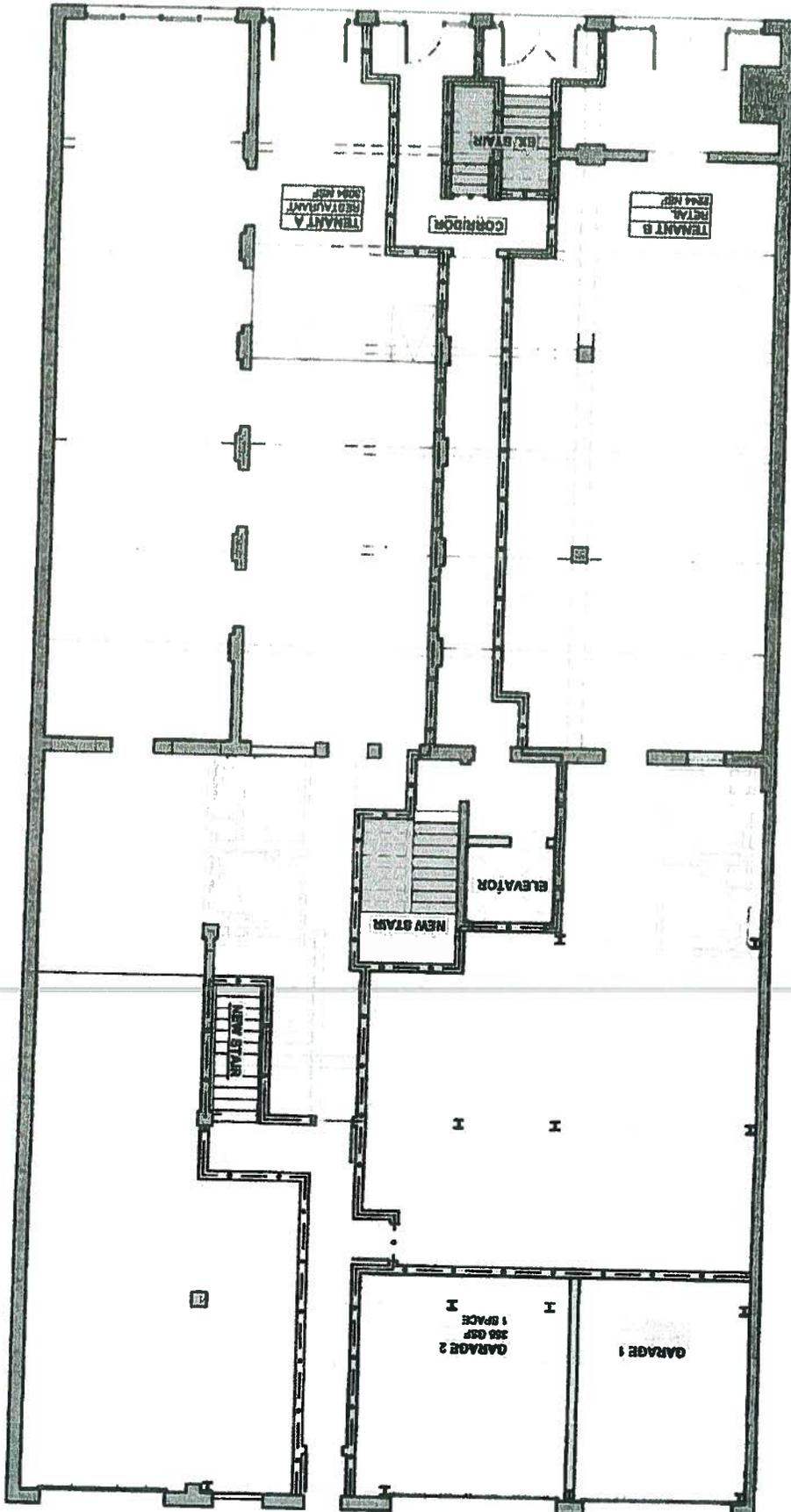


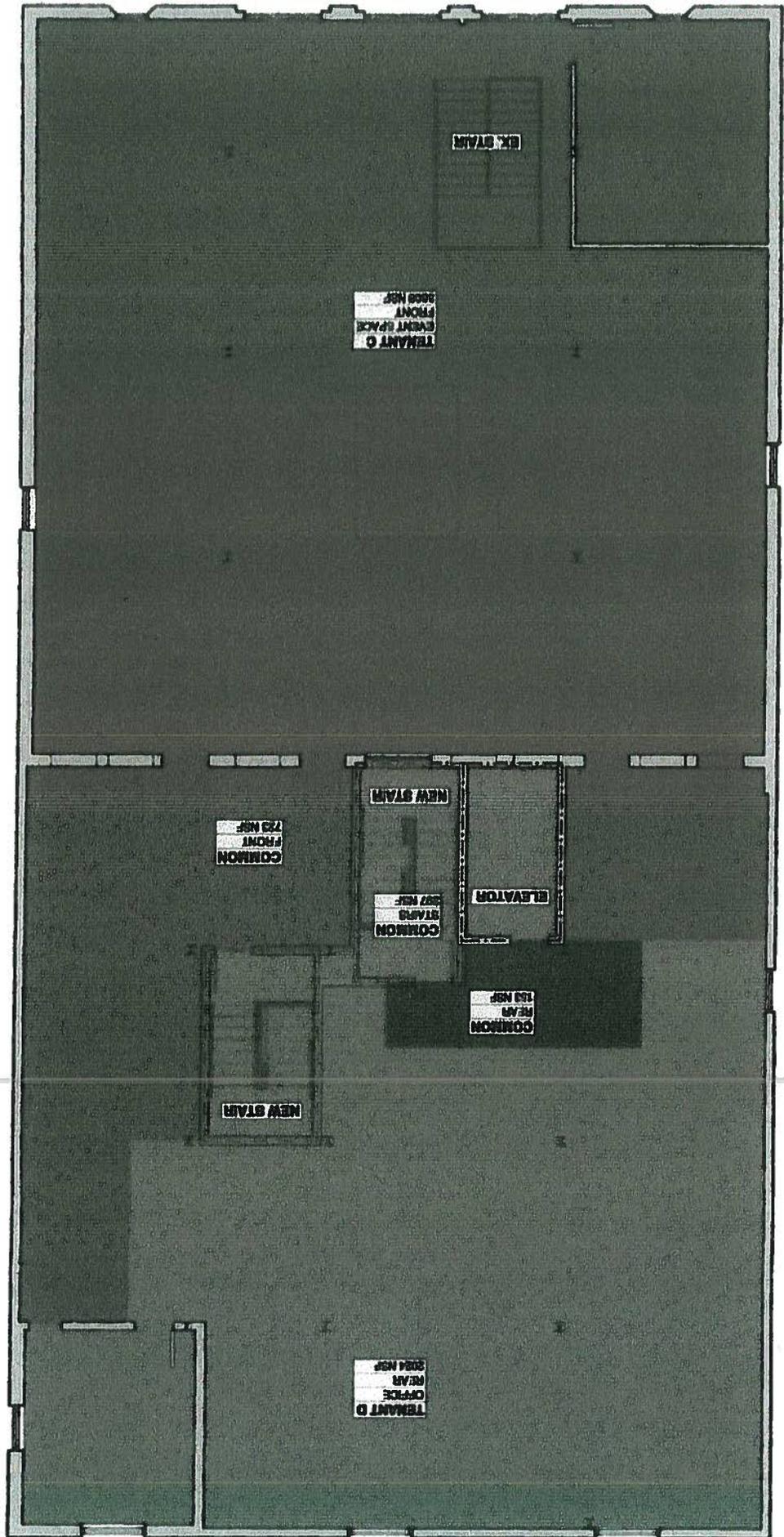
McKNIGHT & ASSOCIATES, P.C.
 LAND SURVEYORS PLANNERS

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

JOB NUMBER: 88081018

01 FIRST/GROUND FLOOR PLAN
A101
1/8" = 1'-0"
0 10 20 30 40





NEW STAIR

TENANT O
FRONT EVENT SPACE
3000 NSF

COMMON FRONT
700 NSF

NEW STAIR

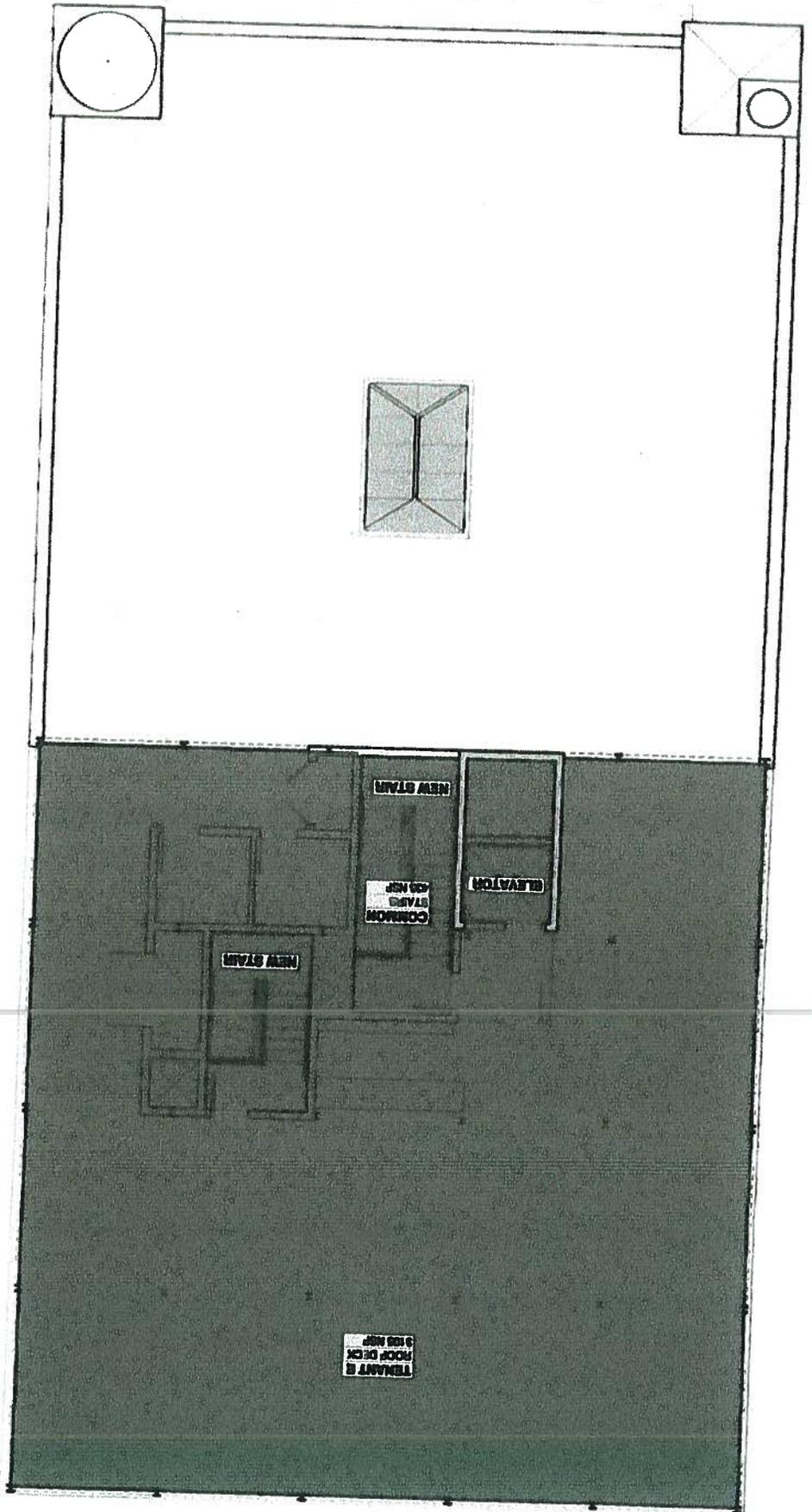
COMMON STAIRS
200 NSF

ELEVATOR

COMMON REAR
100 NSF

NEW STAIR

TENANT D
OFFICE
REAR
300 NSF



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 Marlana's School of Dance on the 2nd 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.

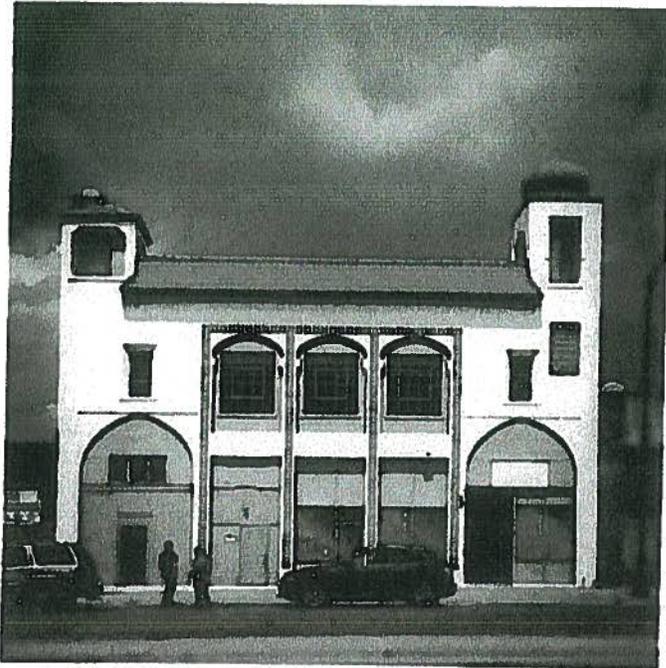
Effect on light and air:

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.

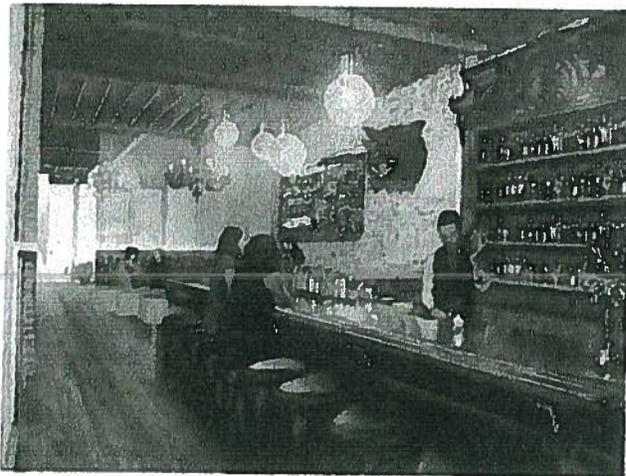
SUMMARY

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**



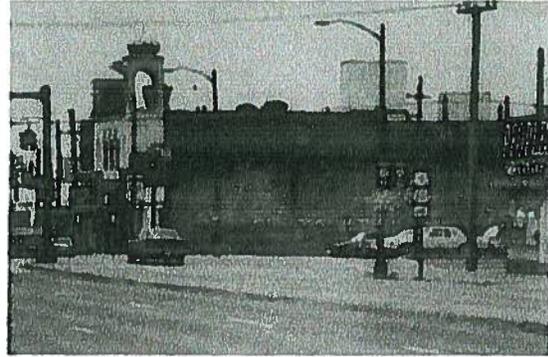
Exterior Photo courtesy of RVA News' Instagram of the Day.



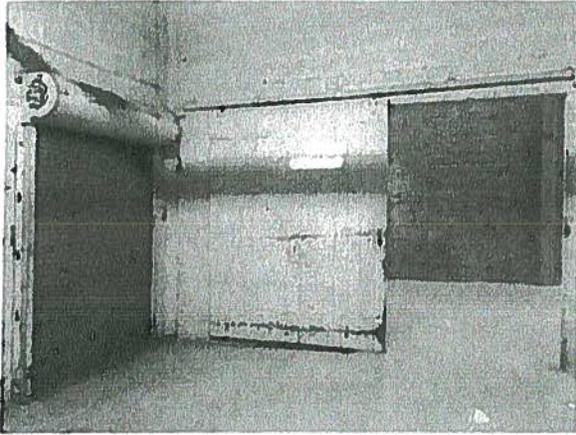
Artistic renderings showing facade and interior of new Peter Chang Restaurant.



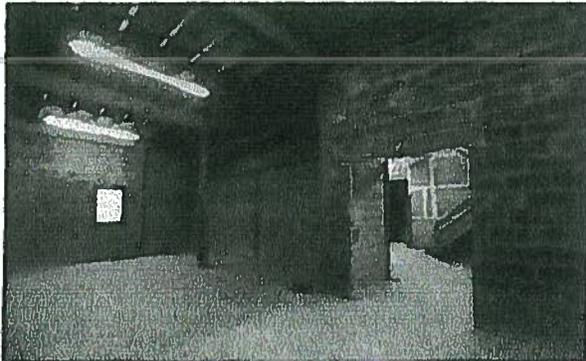
**QUALITY RUG CLEANING
WALL TO WALL CARPET
EXPERTLY CLEANED**

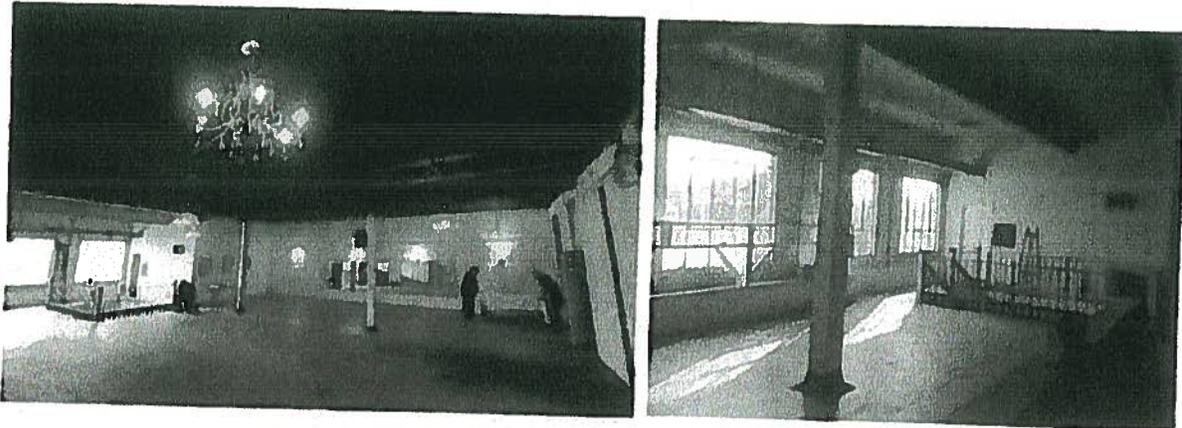


Postcard from the 1930's and photo from 1970's.



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.

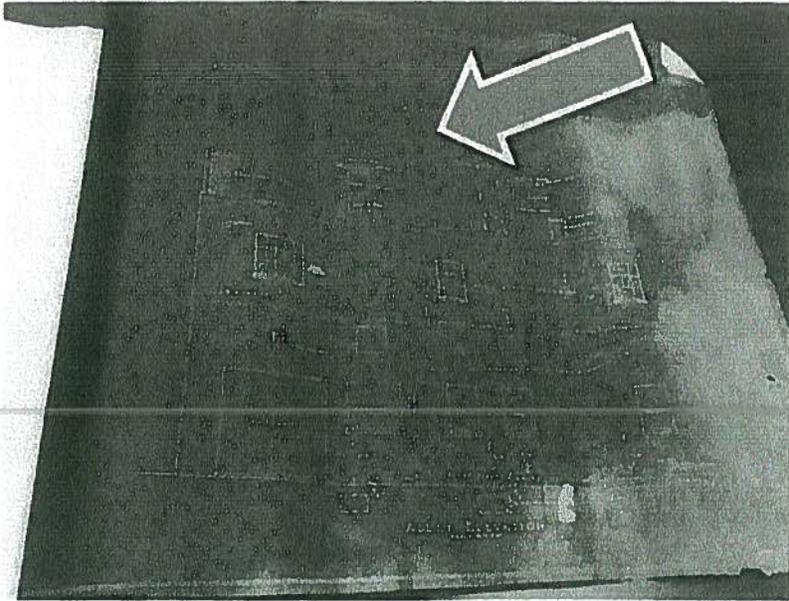
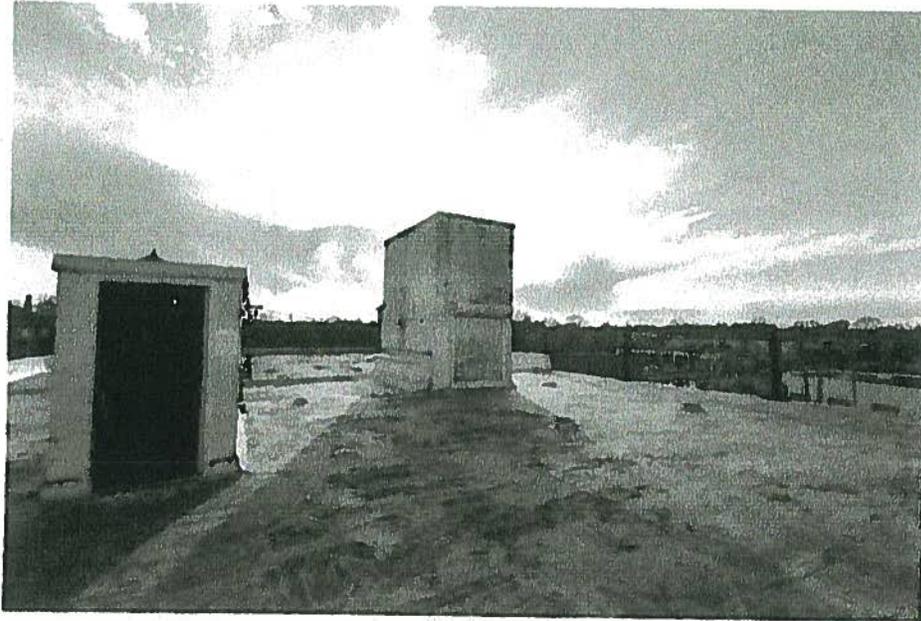
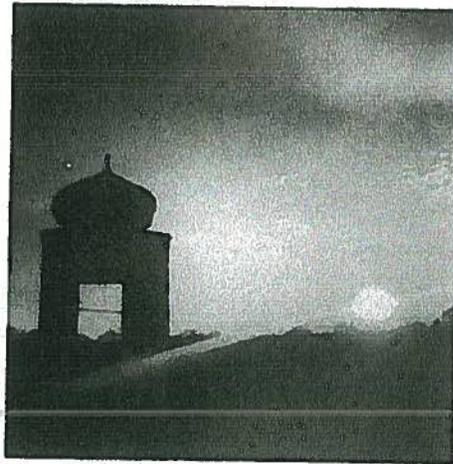
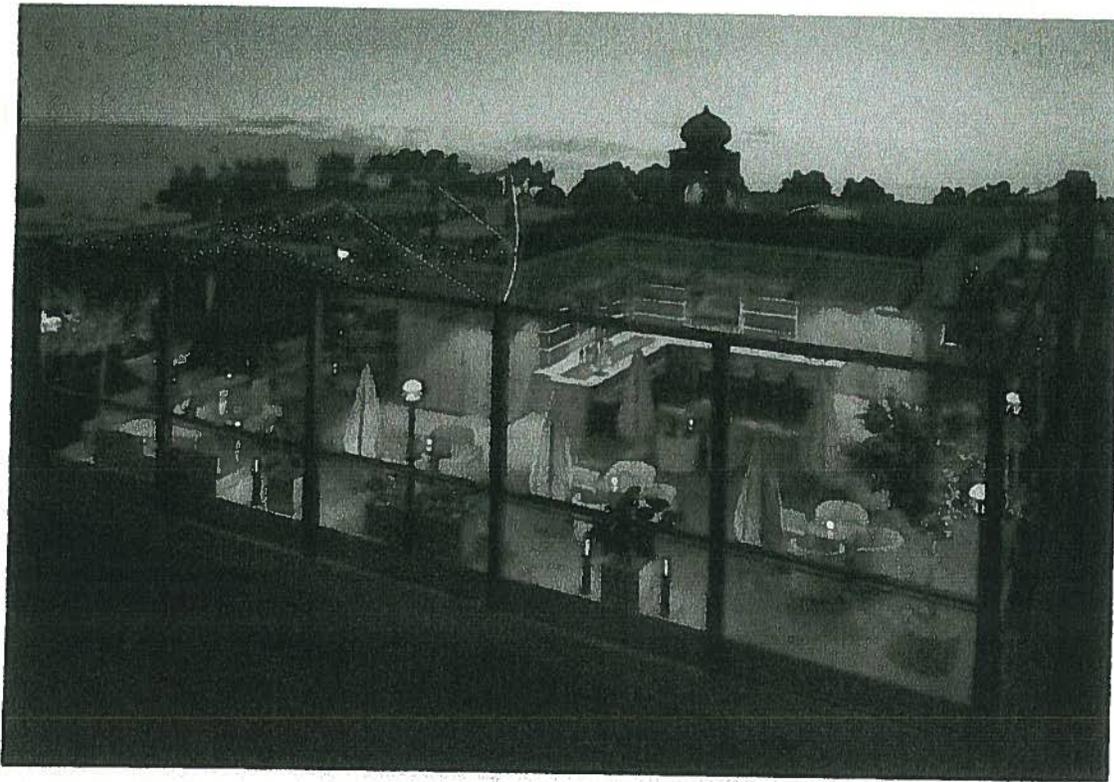


Photo of blueprints found in building showing the roof enclosure and elevator.

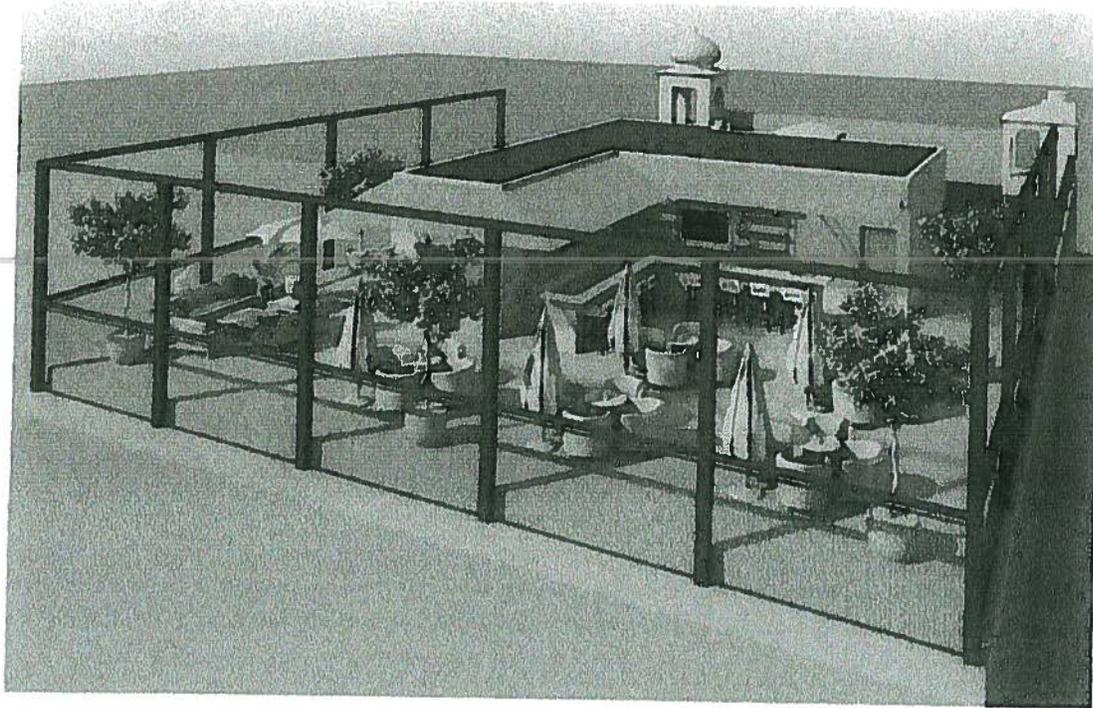


Photos showing existing roof area and view at sunset.

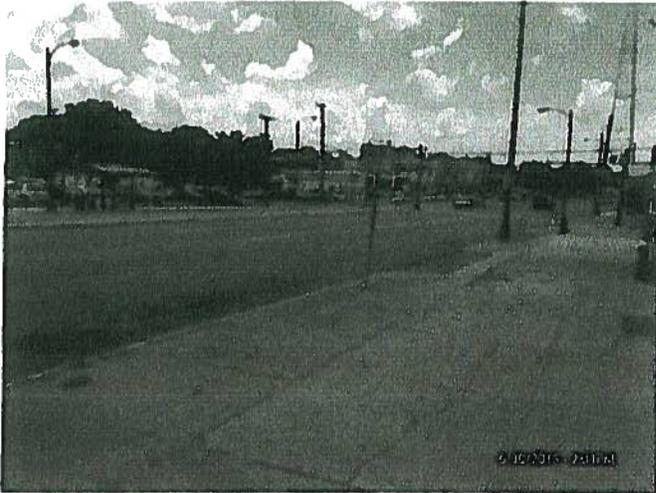




Artistic renderings showing proposed rooftop dining patio with rebuilt enclosure.



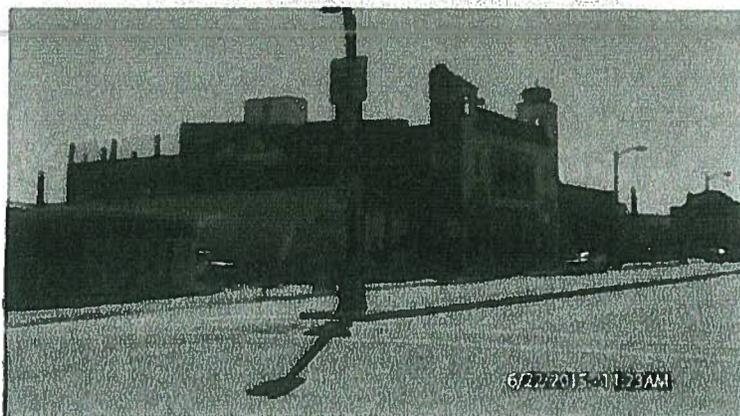
Roof Patio would have 2 stairs for fire egress and elevator for ADA access.



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



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



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

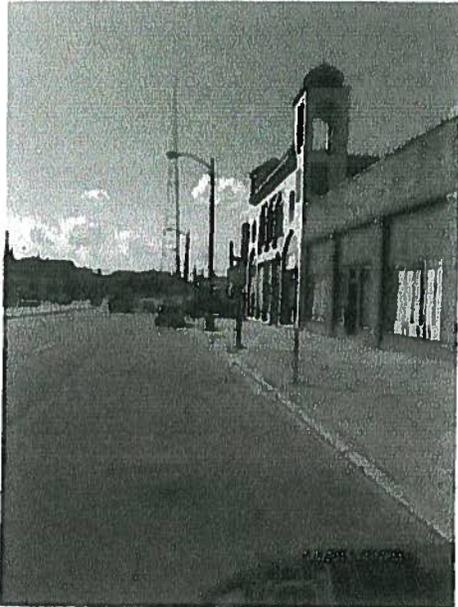


**In Front of Building Facing South East
at 2:52 PM on Monday, June 8th,
2015.**

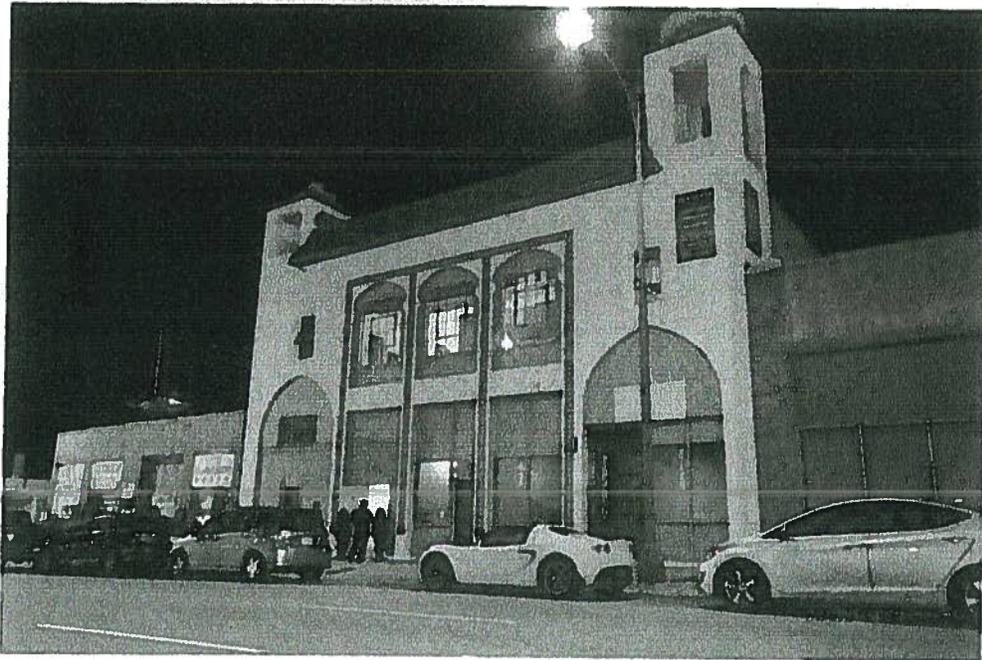


**Across Street of Building Facing North
at 11:52 on Friday, May 22nd, 2015.**

*** 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**