



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: 3600 W. Broad Street

Date: 3-3-2023

Parcel I.D. #: N0001782001

Fee: \$2400.00 MF over 10 units

Total area of affected site in acres: 15,000 s.f. = 0.344 acre

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

Zoning

Current Zoning: TOD-1

Richmond 300 Land Use Designation: Destination Mixed-Use

Proposed Use

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

Convert commercial area on the west half of the first floor that has been unable to lease to residential.

Existing Use: Vacant commercial space

Is this property subject to any previous land use cases?

Yes

No



If Yes, please list the Ordinance Number: 2017-151

Applicant/Contact Person: Susan S. Smith

Company: Hirschler

Mailing Address: P. O. Box 500

City: Richmond

State: VA

Zip Code: 23218

Telephone: (804) 771-9526

Fax: ()

Email: ssmith@hirschlerlaw.com

Property Owner: PMC Seaboard LLC, c/o PMC Property Group, Inc.

If Business Entity, name and title of authorized signer: Jeffrey P. Geiger and Susan S. Smith

(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: P. O. Box 500

City: Richmond

State: VA

Zip Code: 23218

Telephone: (804) 771-9526

Fax: ()

Email: jgeiger@hirschlerlaw.com and ssmith@hirschlerlaw.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.**

NOTE: Please attach the required plans, checklist, and a check for the application fee (see Filing Procedures for special use permits)

Limited Special Use Permit Applicant's Report

3600 Centre

3600 W. Broad Street

Tax Map Parcel ID: N0001782001

INTRODUCTION

PMC Seaboard LLC ("Applicant") owns 3600 W. Broad Street, Richmond, Virginia 23230 (the "Property"). The Property is commonly known as the 3600 Centre and is located at the northeast corner of the intersection of W. Broad Street and the Downtown Expressway (I-195).

The Applicant redeveloped the 3600 Centre into a mixed-use building with commercial along the first floor frontage on W. Broad Street (the "First Floor Commercial Area") and residential uses above. Parking is provided behind the building accessed from an alley off of Roseneath Road ("Rear Parking"), along with a parking area at the Property's frontage at the intersection of W. Broad Street and Roseneath Road ("Crunch Parking").

The City of Richmond (the "City") rezoned the Property to TOD-1 in 2017 (Ordinance 2017-151).

COMMERCIAL SUCCESS FOR HALF

The zoning for the Property required commercial uses along the building's frontage on W. Broad Street. The First Floor Commercial Area has met with mixed success.

The First Floor Commercial Area is divided into two parts, the West Side and the East Side, by an internal through corridor (lobby area) located in the middle of the First Floor Commercial Area.

The East Side realized commercial success quickly and continues to do so today. The East Side is leased to Crunch Fitness and an insurance office. Crunch Fitness was attracted to this side of the building because of the visibility to an entrance to Scott's Addition at Roseneath Road and W. Broad Street. Before Crunch would agree to lease the space, Crunch required the Applicant to commit all commercial signage to Crunch so Crunch would have the visibility it needed at this prominent location.

The West Side always struggled. The reason is detailed in the attached letter from Mark Douglas with Thalhimer, the commercial broker for the Property. The West Side struggles because the West Side commercial spaces lack exposure and lack access and parking. These commercial spaces offer very little street exposure and cannot be seen from the adjacent Downtown Expressway. The closest parking to these spaces is 518 feet to the front corner and up to 933 linear feet to the back of the parking lot. This is just too far for a client to walk in for shopping or a quick purchase, and no one wants to get wet in the rain. There is also no pedestrian traffic to support tenants and no prospects for future foot traffic because the Property is tucked against the Downtown Expressway in an out-of-the way corner of Scott's Addition.

Mark Douglas concludes his letter with an assessment that the West Side's ability to attract tenants is very low and he expects they will remain dark.

SPECIAL USE PERMIT REQUEST

In compliance with the administrative policy of the Department of Community Development, the Applicant respectfully submits this report in connection with the Special Use Permit Application for a *limited* Special Use Permit to add the dwelling unit use for only the West Side of the First Floor Commercial Area. This dwelling unit use would be permitted within the West Side without restriction or condition related to the presence of other uses in the building. No plan of development would be required since this is a request to add the dwelling unit use within an existing building and there is no expansion of the building or change to the building footprint required for the addition of this dwelling unit use. *This is not a request to add the multiple-family dwelling use for the East Side of the First Floor Commercial Area.*

Adding this use as a permitted use for the West Side would provide the West Side with a viable use and eliminate dark space along W. Broad Street. The Applicant believes the addition of this residential use for the West Side could yield approximately 15 additional dwelling units for a building that has the lowest residential rents in Scott's Addition. When we met with the Greater Scott's Addition Association, the Applicant learned that many restaurant employees live in 3600 Centre.

EXISTING PROPERTY AND SURROUNDING AREA

The Property is improved with a mixed-use building as explained previously. The multi-family project known as the Preserve Scott's Addition is located to the north. Commercial uses are located across Roseneath Road to the east. Commercial uses are also located across W. Broad Street to the south. The Downtown Expressway (I-195) is located to the west.

THE RICHMOND 300 PLAN

Facilitating useable space along W. Broad Street, instead of dark, empty spaces furthers the goal of Richmond 300 in creating engaging and active street fronts for buildings located along W. Broad Street. Creating useable space along W. Broad Street will also add more residential units for employees within Scott's Addition and more consumers to support the businesses in the area.

SUITABILITY OF SPECIAL USE PERMIT and FINDINGS OF FACT

The following are factors listed in Section 30-1050.1 of the City's zoning ordinance to be considered with the review of Special Use Permit applications:

The proposed Special Use Permit will:

1. *NOT be detrimental to the safety, health, morals, and general welfare of the community.*

This request prevents unleaseable commercial space from remaining dark and detracting from the City's efforts to create engaging streetscapes. Such unleaseable, dark spaces do not further the City's efforts to promote safety, health, morals and the general welfare of the community. Approving this request would add additional housing options for employees within Scott's Addition to support the businesses and the City's tax base.

2. *NOT tend to create congestion in the streets, roads, alleys, and other public ways and places in the area involved.*

Adding an additional permitted use to existing space will not impact congestion in the streets, roads, alleys and other public ways and places in the area. The existing roads and alleys are sufficient to serve the existing space. The number of vehicle trips may decrease as residents choose to walk to work or take the Pulse, instead of attracting vehicular trips to the building.

3. *NOT create hazards from fire, panic or other dangers.*

Adding an additional permitted use to existing space will not create hazards from fire, panic or other dangers. The building was renovated in compliance with applicable building and fire safety codes. Any further renovations will be done in the same manner and inspected by the City.

4. *NEITHER lead to the overcrowding of land nor cause an undue concentration of population.*

Adding an additional permitted use to existing space will not lead to the overcrowding of land, nor cause an undue concentration of population. The existing space will not be expanded so no overcrowding of land will result. Any additional persons using the existing space for the new permitted use would be minimal and have no impact on the concentration of population in this area of the City designed for concentration of population.

5. *NOT adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements.*

Adding an additional permitted use to existing space will not adversely affect or interfere with public or private schools because of the limited size of the existing space and the lack of child friendly amenities that usually attract households with school age children. Similarly, adding the additional use will not adversely impact parks and playgrounds.

The existing building is served by existing water supplies, sewage disposal and transportation infrastructure. The limited size of the existing space for which this additional use is sought will not create an adverse impact or interfere with these public utilities and infrastructure.

6. *NOT interfere with adequate light and air.*

Adding an additional permitted use to existing space will not have such an impact because the space will not be expanded.

December 28, 2022

Daniel K. Rothschild
PMC Property Group, Inc.
150 SE 3rd Avenue, Suite 405
Miami, FL 33131

Danny,

Here are my thoughts on the leasing prospects for the Broad Street storefront/retail spaces on the first floor of the 3600 Centre. Two spaces remain vacant despite efforts to attract and incentivize tenants to the spaces. One space is 1,625 rsf and the other is 4,855 rsf--neither are sub-dividable. Tenants are not attracted to this location because the commercial spaces on the west side of the building lack exposure and access/parking. The east side of the first floor commercial succeeded in attracting Crunch Fitness because of the exposure to W. Broad and Roseneath (the gateway into Scott's Addition). Crunch also required all the exterior commercial signage before committing to the location—as they needed this amount of signage to attract customers to the location.

Target tenants include:

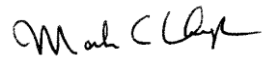
Retailers: Retailers today continue to want to be at two heavily traveled cross streets to catch traffic count/line of sight exposure from two directions. These suites offer very little street exposure and cannot be seen from the adjacent Downtown Expressway. The great news is you have parking--but (think about this as if you are a consumer and it's pouring rain/snow), the closest parking to the front of the building is 518 feet to the front corner and up to 933 linear feet to the back of the parking lot. This is just too far for a client to walk in for a quick shop/purchase. There is also no pedestrian traffic to support tenants. Because we are tucked against the Downtown Expressway in an out-of-the way corner of Scott's Addition, there are no prospects for foot traffic growth. Instead, retailers need those big "neon" glow in the dark signs that pull shoppers into their space, and we just can't offer this here.

Office: Though leased space is higher in Richmond, only 48% of these suites are occupied as compared to pre-pandemic levels. CoStar reports that there is over 3MM sf of office space available for sublease in the Richmond market. This means our office market is super weak!

We originally listed this building with you in 2013. Our leasing file is 225 pages deep with tours, reports and pertinent conversations. During this time, I've sent over 100 mass emails of availability to brokers and end users. We've had dozens of tours. Our handicap always seems to fall on lack of exposure, access to the space from the back parking lots (too far to walk) and lack of ceiling height. Unfortunately, the probability of these spaces attracting a tenant is very low and I expect they will remain dark.

You have my commitment to keep pushing hard to find tenants but wanted to give you my opinion "from the streets".

Sincerely,

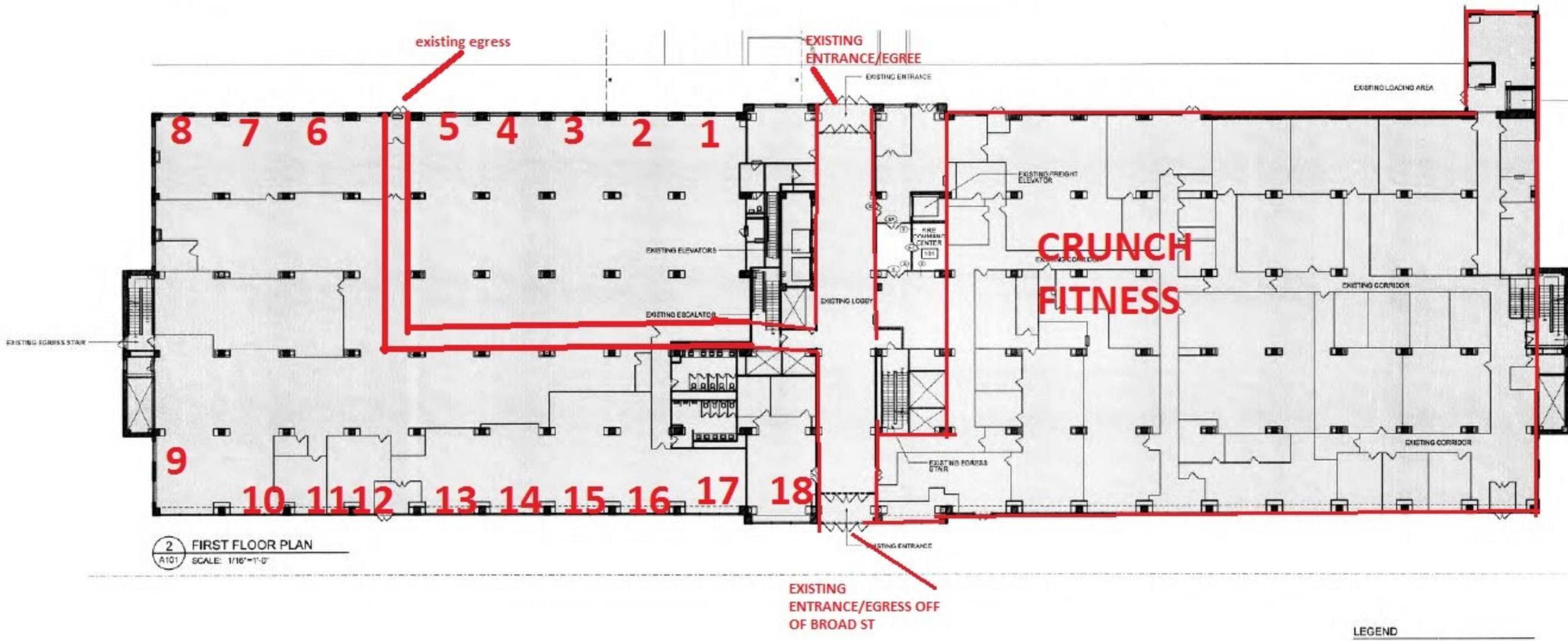
A handwritten signature in black ink, appearing to read "Mark Douglas". The signature is fluid and cursive, with the first name "Mark" and last name "Douglas" clearly distinguishable.

Mark Douglas, CCIM, MCR.h, SIOR, SLCR
Senior Vice President

15796791.1 038303.00012

SUP-126154-2023
Illustrative Plan
5/25/23
PMC Seaboard, LLC

A maximum of 18 dwelling units will be constructed within the space. The units will have access to a central corridor. The central corridor will provide access to the first floor central entrance area and to an existing rear entry door, as generally illustrated below. Each dwelling unit shall have a window.



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NOTES:

- 1.) USE: MULTI-FAMILY RESIDENTIAL, COMMERCIAL
- 2.) ZONING: TOD-1 TRANSIT ORIENTED NODAL DISTRICT
- 3.) SETBACKS: FRONT=NONE, READ=NONE, SIDE=NONE
- 4.) ADDRESS: 3600 W. BROAD ST.
- 5.) TAX MAP REFERENCE NUMBER: N0001782001T
- 6.) WATER: PUBLIC - CITY OF RICHMOND
- 7.) SEWER: PUBLIC - CITY OF RICHMOND
- 8.) DRAINAGE: CURB & GUTTER
- 9.) PUBLIC UTILITIES: UNDERGROUND
- 10.) OWNER: PMC/SEABOARD, LLC
1608 WALNUT ST., SUITE 1400
PENNSYLVANIA, PA 19103
- 11.) DEVELOPER: NONE
- 12.) TOTAL AREA: 5.954 ACRES OR 259,344 SQ. FT.
AREA IN ROADS: 0 ACRES OR 0 SQ. FT.
AREA IN OPEN SPACE: 0 ACRES OR 0 SQ. FT.
AREA IN LOTS: 5.954 ACRES OR 259,344 SQ. FT.
- 13.) NUMBER OF LOTS: 3
AVERAGE LOT SIZE: 1.985 ACRES OR 86,448 SQ. FT.
MINIMUM LOT SIZE: 1.278 ACRES OR 55,652 SQ. FT.
MAXIMUM LOT SIZE: 3.052 ACRES OR 132,962 SQ. FT.
- 14.) THIS PROPERTY LIES WITHIN THE ZONE "X" FLOOD HAZARD AREA, AREA DETERMINED TO BE OUTSIDE OF THE 0.2% ANNUAL CHANCE FLOOD PLAIN AS SHOWN ON THE FLOOD INSURANCE RATE MAP COMMUNITY PANEL #5101290028D, DATED APRIL 2, 2009.
- 15.) NO WETLANDS WERE OBSERVED WHILE CONDUCTING THE FIELD SURVEY.
- 16.) THE PROPERTY EMBRACED WITHIN THE LIMITS OF THIS SUBDIVISION ARE NOT LOCATED IN THE CHESAPEAKE BAY PRESERVATION AREAS DESIGNATED BY THE CITY OF RICHMOND, VIRGINIA PURSUANT TO CHAPTER 14 OF THE CITY CODE OF 2015.
- 17.) THE PROPERTY EMBRACED WITHIN THE LIMITS OF THIS SUBDIVISION WAS BASED ON A FIELD RUN SURVEY PERFORMED BY TIMMONS GROUP ON THE WEEKS OF FEBRUARY 7 & 21, 2022.
- 18.) HORIZONTAL DATUM: NAD 83 VIRGINIA STATE PLANE, SOUTH ZONE, US FOOT
- 19.) ALL EXISTING STRUCTURES SHOWN HEREON ARE TO BE RETAINED.

SOURCE OF TITLE:

THE PROPERTY EMBRACED WITHIN THE LIMITS OF THIS SUBDIVISION IS THAT PROPERTY CONVEYED TO PMC/SEABOARD, LLC BY INSTRUMENT DATED SEPTEMBER , 2011, RECORDED SEPTEMBER 11, 2011 AS INSTRUMENT #110016371 IN THE CLERK'S OFFICE IN THE CIRCUIT COURT OF RICHMOND, VIRGINIA.



TIMMONS GROUP
LUKE M. TURNER, LS 3304
LICENSED SURVEYOR

AREA TABLE:

LOT 1	-	1.624 AC. OR 70,730 SQ. FT.
LOT 2	-	3.052 AC. OR 132,962 SQ. FT.
LOT 3	-	1.278 AC. OR 55,652 SQ. FT.
TOTAL	-	5.954 AC. OR 259,344 SQ. FT.

SUBDIVISION CERTIFICATE:

THE SUBDIVISION OF LAND SHOWN HEREON, DESIGNATED "3600 W. BROAD STREET SUBDIVISION" SUBDIVISION IS WITH THE FREE CONSENT AND IN ACCORDANCE WITH THE DESIRES OF THE UNDERSIGNED OWNERS. THERE ARE NO DEEDS OF TRUST OR MORTGAGES ON THIS PROPERTY. ALL STREETS, ALLEYS AND EASEMENTS ARE OF THE WIDTH AND EXTENT SHOWN HEREON AND ARE DEDICATED TO THE CITY OF RICHMOND, VIRGINIA FREE AND UNRESTRICTED BY ANY PREVIOUS AGREEMENTS OR EASEMENTS, EXCEPT AS NOTED ON THIS PLAT AT THE TIME OF RECORDATION. ALL EASEMENTS ARE FOR SURFACE AND UNDERGROUND DRAINAGE AND FOR UNDERGROUND UTILITIES, UNLESS NOTED OTHERWISE. ALL UNRESTRICTED EASEMENTS ARE SUBJECT TO THE RIGHT OF THE CITY OF RICHMOND, VIRGINIA TO ESTABLISH ALLEYS ON SAID EASEMENTS AT A FUTURE TIME WITHOUT COST OF THE PROPERTY INVOLVED. THE DEDICATION OF EASEMENTS TO THE CITY INCLUDES THE RIGHT TO MAKE REASONABLE USE OF THE ADJOINING LAND FOR CONSTRUCTION AND MAINTENANCE OF PUBLIC FACILITIES WITHIN THE BOUNDARIES OF THE EASEMENTS SHOWN HEREON. ALL DEDICATIONS OF LAND ARE SUBJECT TO THE RIGHT OF THE CITY OF RICHMOND, VIRGINIA TO ESTABLISH STREETS, ALLEYS, OR EASEMENTS ON SUCH PROPERTY AT A FUTURE TIME WITHOUT COST OF THE PROPERTY INVOLVED.

IN WITNESS WHEREOF, THE OWNERS AND TRUSTEES HAVE AFFIXED THEIR SIGNATURE AND SEAL AS OF THIS _____ DAY OF _____, 2022.

PMC/SEABOARD, LLC

BY: _____

NAME: _____

TITLE: _____

COMMONWEALTH OF VIRGINIA:

_____ OF _____

I, _____ A NOTARY PUBLIC IN AND FOR
(PRINT NAME)

_____ OF _____

DO HEREBY CERTIFY THAT:

(PRINT NAME)

WHOSE NAME IS SIGNED TO THE OWNERS CONSENT AND DEDICATION
ACKNOWLEDGED THE SAME BEFORE ME IN MY _____ AND
COMMONWEALTH AFORESAID.


GIVEN UNDER MY HAND AND SEAL THIS _____ DAY OF _____, 2022.

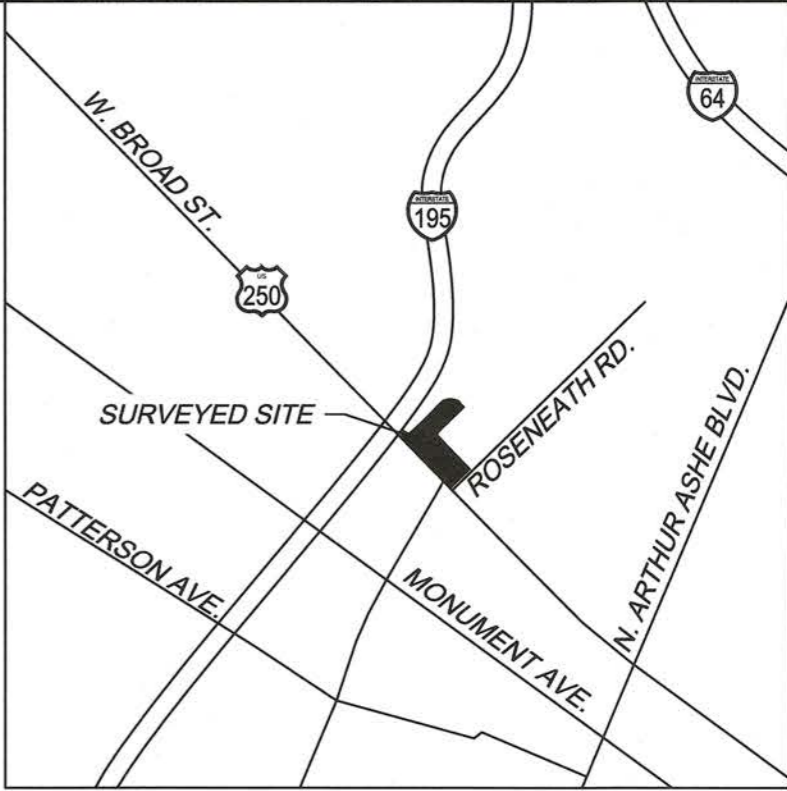
NOTARY PUBLIC

MY COMMISSION EXPIRES

SURVEYORS CERTIFICATE:

TO THE BEST OF MY KNOWLEDGE AND BELIEF ALL OF THE REQUIREMENTS AS SET FOURTH IN THE ORDINANCE FOR APPROVING PLATS OF SUBDIVISION IN THE CITY OF RICHMOND, VIRGINIA HAVE BEEN COMPLIED WITH. ALL MONUMENTS HAVE BEEN PREVIOUSLY SET OR WILL BE SET WITHIN ONE YEAR OF RECORDATION OF THIS PLAT.


LUKE M. TURNER, LS (LIC. NO. 3304) _____ DATE



VICINITY MAP
SCALE: 1" = 2000'



3600 W. BROAD STREET
SUBDIVISION

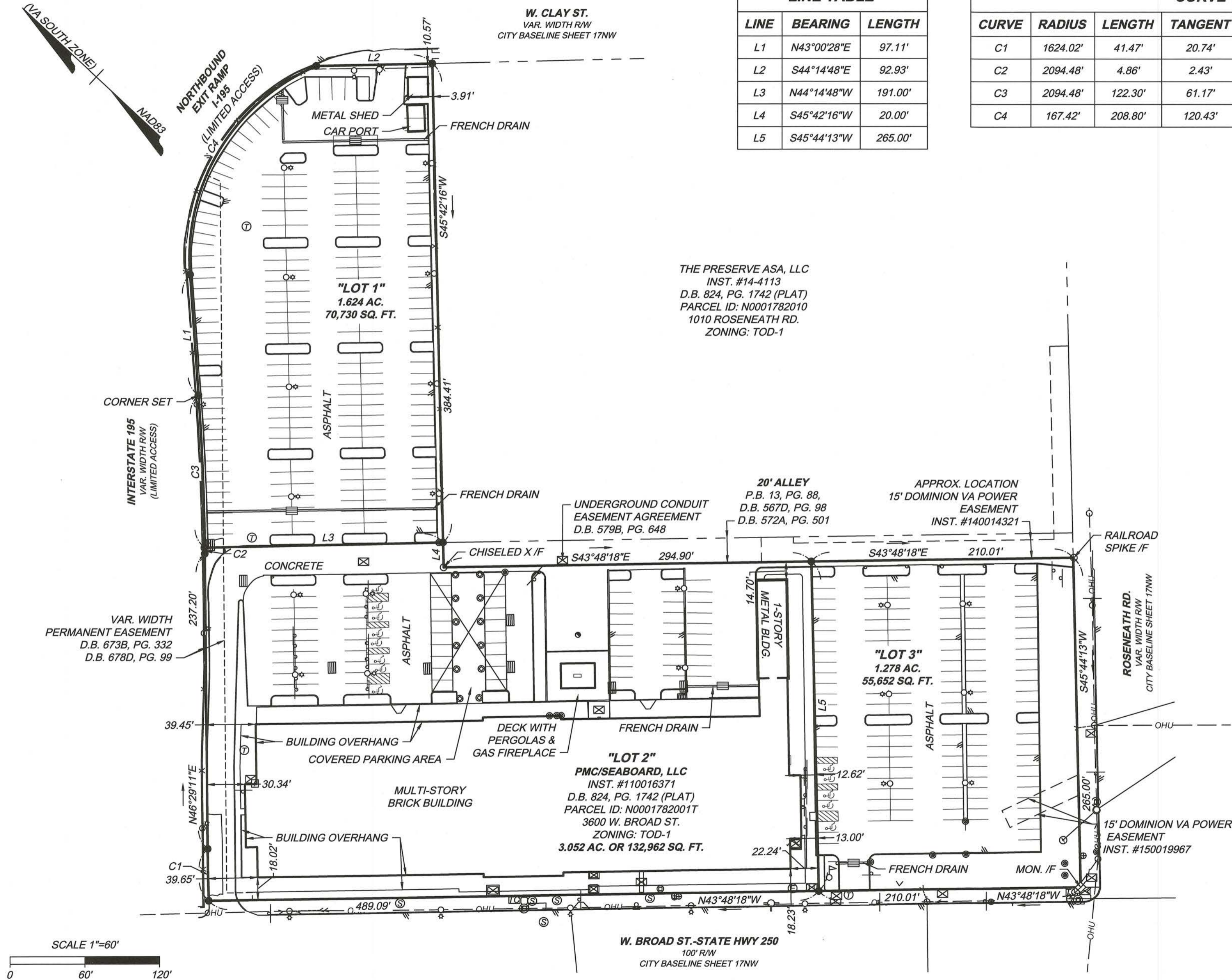
CITY OF RICHMOND, VIRGINIA	
Date: FEB. 20, 2022	Scale: N/A
Sheet 1 of 2	J.N.: 51039
Drawn by: ZV	Checked by: L.M.T.
Revised:	

THIS DRAWING PREPARED AT THE
CORPORATE OFFICE
1001 Boulders Parkway, Suite 300 | Richmond, VA 23225
TEL 804.200.6500 FAX 804.560.1016 www.timmons.com

YOUR VISION ACHIEVED THROUGH OURS.

TIMMONS GROUP

\\timmons.com\lgs\9001901151039-3600 WEST BROAD\DWG\51039V-XPSUB\PLAT.dwg | Plotted on 3/7/2022 8:03 AM | by Zachary Viney



LINE TABLE		
LINE	BEARING	LENGTH
L1	N43°00'28"E	97.11'
L2	S44°14'48"E	92.93'
L3	N44°14'48"W	191.00'
L4	S45°42'16"W	20.00'
L5	S45°44'13"W	265.00'

CURVE TABLE						
CURVE	RADIUS	LENGTH	TANGENT	DELTA	CHORD BEARING	CHORD
C1	1624.02'	41.47'	20.74'	1°27'47"	N45°45'18"E	41.47'
C2	2094.48'	4.86'	2.43'	0°07'58"	N46°25'13"E	4.86'
C3	2094.48'	122.30'	61.17'	3°20'44"	N44°40'51"E	122.28'
C4	167.42'	208.80'	120.43'	71°27'28"	N78°07'22"E	195.53'

LEGEND:

- FOUND STONE
- FOUND CHISELED X
- SET PROPERTY CORNER
- WATER METER
- WATER MANHOLE
- WATER VALVE
- FIRE HYDRANT
- SIAMESE HYDRANT
- STORM GRATE
- DRAINAGE MANHOLE
- SANITARY MANHOLE
- LIGHT POLE
- POWER POLE
- ELEC. BOX/TRANSFORMER
- UTILITY VAULT
- ELECTRIC MANHOLE
- ELECTRIC METER
- TELECOM. MANHOLE
- GAS VALVE
- SIGN
- TRAFFIC SIGNAL POLE
- TRAFFIC SIGNAL BOX
- FLAG POLE
- MAILBOX
- BOLLARD
- CLEANOUT
- HANDICAP PARKING SPACE



3600 W. BROAD STREET
SUBDIVISION

CITY OF RICHMOND, VIRGINIA	
Date: FEB. 20, 2022	Scale: 1"=60'
Sheet 2 of 2	J.N.: 51039
Drawn by: ZV	Checked by: L.M.T.
Revised:	

THIS DRAWING PREPARED AT THE
CORPORATE OFFICE
1001 Boulders Parkway, Suite 300 | Richmond, VA 23225
TEL 804.200.6500 FAX 804.560.1016 www.timmons.com

YOUR VISION ACHIEVED THROUGH OURS.

TIMMONS GROUP



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

Special Use Permit

LOCATION: 3600 West Broad Street

APPLICANT: PMC Seaboard, LLC

COUNCIL DISTRICT: 2

PROPOSAL: To authorize the special use of the property known as 3600 West Broad Street for the purpose of a mixed-use building, upon certain terms and conditions.

*For questions, please contact Matthew Ebinger
at 804-646-5789 or matthew.ebinger@rva.gov*

