

DATE: July 2<sup>nd</sup>, 2018

Item 7

FROM: The Westhampton Planning and Advisory Committee, a joint committee of the Westhampton Citizens Association and Westhampton Merchants Association

RE: SUP for a change of use of 5901 Patterson Avenue

**Project description:** Taylor Williams and Andrew Basham are proposing a change of use for the building at 5901 Patterson Avenue. The current SUP, originally granted in the 1980s, is for medical use, limiting occupancy to one physician. The proposed use is for a salon, named the Hive, tailored for independent stylists to rent fractional space. The proposal includes 12 salon rooms. The first location of Hive exists in Scott's Addition. The existing structure on the 5901 Patterson Avenue parcel would remain and significantly enhanced for the new concept.

The developers respectfully approached the committee for comment on their project. The project and SUP includes the recommendations of the committee:

- Limited the Special Use to include only barber shops & beauty salons or reversion to office space
- Enhanced landscaping to include mature vegetation fitting the local residential neighborhood to the south and west of the parcel such as Oak, Poplar, or Maple trees and full year foliated plants for residential borders of the parcel.
- Maximize parking without disrupting traffic flow turning in and out of the parcel.
- Maintain wooden fencing along residential borders
- Follow city requirements for lighting to limit significant outward lighting into the residential and broader community
- Maintain high quality exterior property finishes as described in the proposal and presented to our committee.

The committee does not provide strict letters of "oppose" and "not opposed", however the committee, representing multiple interests of the community, has received the project as an enhancement to the current use and structure if the described comments above are included and upheld.

Sincerely,

The Westhampton Planning and Advisory Committee

Any questions for the Westhampton Planning and Advisory Committee can be directed to Barrett Clark at [Barretteclark@gmail.com](mailto:Barretteclark@gmail.com) or 804-241-4734.

## **Ebinger, Matthew J. - PDR**

---

**From:** lory.markham@gmail.com  
**Sent:** Friday, June 29, 2018 4:52 PM  
**To:** Ebinger, Matthew J. - PDR  
**Subject:** FW: Westhampton Planning and Advisory Committee  
**Attachments:** image001.jpg

I think you got the wrong email chain. Can you add this to the Legistar instead?

---

Lory Markham  
Markham Planning  
2314 West Main Street  
Richmond, VA 23220  
(804) 248-2561

---

**From:** lory.markham@gmail.com <lory.markham@gmail.com>  
**Sent:** Saturday, June 16, 2018 8:23 AM  
**To:** 'Barrett Clark' <bclark@ivyventures.com>  
**Cc:** 'Andrew Basham' <andrew@spy-rock.com>; 'Taylor Williams' <taylor@spy-rock.com>; 'Andrew Flint' <aflint@methodwoodworking.com>; 'Jake Bloom' <jake@spy-rock.com>  
**Subject:** RE: Westhampton Planning and Advisory Committee

Hi Barrett,

Thank you for your comments and consideration of this project. The SUP ordinance was introduced at City Council last week and is set to be heard by the Planning Commission on July 2 and City Council on July 23. You can review the ordinance and associated documents [here](#). The Planning Department is continuing to recommend we remove some of the parking spaces at the corner of the site. We agree with your statement that at least 12 spaces should be provided and have maintained that on the plans. We would love to be able to present a letter of support (or at least no opposition) from your group at the hearings. Please let me know if you need anything else from us to be in a position to provide such a letter.

Many Thanks,  
Lory

---

Lory Markham  
Markham Planning  
2314 West Main Street  
Richmond, VA 23220  
(804) 248-2561

---

**From:** Barrett Clark <bclark@ivyventures.com>  
**Sent:** Sunday, May 20, 2018 7:44 PM  
**To:** lory.markham@gmail.com  
**Cc:** 'Andrew Basham' <andrew@spy-rock.com>; 'Taylor Williams' <taylor@spy-rock.com>; 'Andrew Flint' <aflint@methodwoodworking.com>; 'Jake Bloom' <jake@spy-rock.com>  
**Subject:** RE: Westhampton Planning and Advisory Committee

Apologies for the delayed response. It was in the junk folder and then took some time to get initial feedback from the committee.

Your comments are very helpful. Regarding a few specific items, mirroring your numbering below:

- 4) the expanded use to include office space makes sense. The committee is more concerned about massage parlors and such.
- 8) the committee wants to avoid signage like the Pizza Hut sign, etc. Minimizing the size through surrounding landscaping is helpful and appreciated.
- Exterior: the pictures sent are very helpful. We look forward to the improved site and building.

What is your hopeful timeline for submission?

Barrett Clark  
804.241.4734 (M) | 804.864.6431 (O)

---

**From:** [lory.markham@gmail.com](mailto:lory.markham@gmail.com) <[lory.markham@gmail.com](mailto:lory.markham@gmail.com)>  
**Sent:** Tuesday, April 24, 2018 10:59 AM  
**To:** Barrett Clark <[bclark@ivyventures.com](mailto:bclark@ivyventures.com)>  
**Cc:** 'Andrew Basham' <[andrew@spy-rock.com](mailto:andrew@spy-rock.com)>; 'Taylor Williams' <[taylor@spy-rock.com](mailto:taylor@spy-rock.com)>; 'Andrew Flint' <[aflint@methodwoodworking.com](mailto:aflint@methodwoodworking.com)>; 'Jake Bloom' <[jake@spy-rock.com](mailto:jake@spy-rock.com)>  
**Subject:** RE: Westhampton Planning and Advisory Committee

Hi Barrett,

I apologize for the delay in getting back to you on this. We just resubmitted the attached plans back to the City with the hopes that we will have hearings in front of the Planning Commission and City Council in June. We really appreciate the neighborhood's input on the plans and have tried to address your concerns where we can. I have outlined below how the plans have been amended based on the comments we received from you and the City.

1. Enhance the landscaping to include mature vegetation fitting the local residential neighborhood to the south and west of the parcel. Consider trees such as Oak, Poplar, or Maple opposed to Crape Myrtles. **We have eliminated the Crape Myrtles and are proposing 4 white oaks, one of which will be 6" caliper at the time of installation.**
2. Consider evergreen or full year foliated plants for borders of the lot. **The proposed shrub row screening the parking area will be evergreen.**
3. Develop an improved traffic and parking pattern in the existing proposal. Current angled parking could possibly require vehicles to back up into parking lot traffic at the entrances. Maintain at least 12 parking spots in the redesign. **We have maintained 12 parking spaces and have worked with the City's traffic engineer to design a parking area that can provide this number of spaces and function optimally given the existing site constraints. The Planning staff had asked us to eliminate 2 or 3 spaces at the corner and we pushed back on this request so that we could maintain the 12 parking spaces.**
4. Limit 'Personal Services' to include barber shops & beauty salons **We would like to keep the existing authorization for office use in addition to including personal service uses so the property is not so constrained in the future.**
5. Develop new sidewalk along Maple and Patterson, maintain street parking on Maple for additional parking. **The street parking on Maple Avenue will be maintained between the driveway and Patterson Avenue. The sidewalk will also be maintained in this location.**
6. Install high quality wood fencing on the shared parcel lines, 5 to 6 feet. **The existing fencing along the rear property line will be maintain and new fencing will be installed between the property and the residential property to the west. This fencing will be shorter (3.5') within the front yard along Patterson Avenue.**
7. Require lighting to be off the building, facing inward toward the building and low to the ground to prevent significant outward lighting into the residential and broader community **The ordinance will require all lighting**

designed and installed so as to concentrate illumination within the bounds of the Property and to prevent glare on adjoining properties and streets.

8. Eliminate street signage. We are proposing one building mounted sign and two freestanding signs; one at the corner and one at the entrance from Patterson. Adequate sign is important to the success of the proposed business. These signs will be limited in height (4') and square footage (16 SF each) by the ordinance.
9. Ensure HVAC and large support equipment (on roof or parcel) is not easily visible to street traffic and pedestrians. There is a condition in the ordinance that requires all mechanical equipment to be screened from adjacent right-of-way.
10. Provide response to property drainage. There is a condition in the ordinance requiring the proposal to comply with all stormwater and drainage requirements. These details will be more fully developed as the proposal moves through permitting if approved by City Council.
11. Provide additional detail in exterior property finishes. The exterior finishes are noted on the plans. I have also attached some pictures of examples of the exterior materials and the existing Hive location to show the look that we are going for.

Please let me know if you have any concerns about our responses and the SUP going forward. We would love to get a letter of support (or at least non-opposition) from the group if that is something you would be willing to provide.

Thanks for all your help,  
Lory



---

Lory Markham  
Markham Planning  
2314 West Main Street

Richmond, VA 23220  
(804) 248-2561

---

**From:** Barrett Clark <[bclark@ivyventures.com](mailto:bclark@ivyventures.com)>  
**Sent:** Sunday, March 18, 2018 1:11 PM  
**To:** Lory Markham <[lory.markham@gmail.com](mailto:lory.markham@gmail.com)>  
**Cc:** Andrew Basham <[andrew@spy-rock.com](mailto:andrew@spy-rock.com)>; Taylor Williams <[taylor@spy-rock.com](mailto:taylor@spy-rock.com)>; Andrew Flint <[aflint@methodwoodworking.com](mailto:aflint@methodwoodworking.com)>  
**Subject:** RE: Westhampton Planning and Advisory Committee

Great. Thanks much.

Barrett Clark  
804.241.4734 (M) | 804.864.6431 (O)

**From:** Lory Markham <[lory.markham@gmail.com](mailto:lory.markham@gmail.com)>  
**Sent:** Saturday, March 17, 2018 10:11 AM  
**To:** Barrett Clark <[bclark@ivyventures.com](mailto:bclark@ivyventures.com)>  
**Cc:** Andrew Basham <[andrew@spy-rock.com](mailto:andrew@spy-rock.com)>; Taylor Williams <[taylor@spy-rock.com](mailto:taylor@spy-rock.com)>; Andrew Flint <[aflint@methodwoodworking.com](mailto:aflint@methodwoodworking.com)>  
**Subject:** RE: Westhampton Planning and Advisory Committee

Thanks Barrett. We are waiting on comments from the City and hope to incorporate any changes they request along with the changes for your group at the same time. We hope to have something back to you in the next week or two. We really appreciate your help with this.

Thanks!  
Lory

Lory Markham  
(804)248-2561

On Mar 16, 2018 5:40 PM, "Barrett Clark" <[bclark@ivyventures.com](mailto:bclark@ivyventures.com)> wrote:

Lory, I hope you're well. Any update or responses on these items? To make sure we're clear, the project is a real plus. Most of these are comments and questions. Not demands.

Barrett Clark  
[804.241.4734](tel:804.241.4734) (M) | [804.864.6431](tel:804.864.6431) (O)

---

**From:** [lory.markham@gmail.com](mailto:lory.markham@gmail.com) <[lory.markham@gmail.com](mailto:lory.markham@gmail.com)>  
**Sent:** Thursday, March 08, 2018 6:50 AM  
**To:** Barrett Clark <[bclark@ivyventures.com](mailto:bclark@ivyventures.com)>  
**Cc:** 'Leigh Johnson' <[leighdjohnson@comcast.net](mailto:leighdjohnson@comcast.net)>; 'Jeannie Welliver' <[jeannie.welliver@gmail.com](mailto:jeannie.welliver@gmail.com)>  
**Subject:** RE: Westhampton Planning and Advisory Committee

Barrett,

Thank you very much for pulling together these thoughtful comments. I think we will be able to adequately address all of them. I will circle back with the development group and get back to you soon.

Thanks,  
Lory

---

Lory Markham

Markham Planning

2314 West Main Street

Richmond, VA 23220

(804) 248-2561

---

**From:** Barrett Clark <[bclark@ivyventures.com](mailto:bclark@ivyventures.com)>

**Sent:** Wednesday, March 7, 2018 8:18 PM

**To:** Lory Markham <[lory.markham@gmail.com](mailto:lory.markham@gmail.com)>

**Cc:** Leigh Johnson <[leighjohnson@comcast.net](mailto:leighjohnson@comcast.net)>; Jeannie Welliver <[jeannie.welliver@gmail.com](mailto:jeannie.welliver@gmail.com)>

**Subject:** Westhampton Planning and Advisory Committee

Lory –

Apologies for the delay. You may have already discussed with Leigh, but wanted to make sure you had our collective comments (attached). We'd love to have a little more clarity on a couple things – we can follow up by phone, email, or another committee meeting if you want. We want to be as helpful as possible. Thank you for discussing with us.

Best,

Barrett Clark | *Partner and Director of Strategy & Analytics*

**IVY VENTURES, LLC**

7231 Forest Avenue, Suite 306 | Richmond, VA 23226

804.241.4734 (M) | 804.864.6431 (O)

*The information transmitted in this e-mail is intended only for the person or entity to which it is addressed and may contain confidential and/or proprietary information, including information protected by federal law. Any review, use, disclosure, and/or dissemination by persons or entities other than the intended recipient is strictly prohibited. If you received this e-mail message in error, please reply to the sender, destroy any printed materials and remove any electronic copies from any electronic devices or media.*