



April 6, 2017

Mr. Mark Olinger, Director
Department of Planning & Development Review
900 East Broad Street, Suite 511
Richmond, VA 23219
Mark.Olinger@richmondgov.com

RE: Applicant's Report for Special Use Permit Application at 3200 West Broad Street

Dear Mr. Olinger,

Please accept this letter as the Applicant's Report for the Special Use Permit (SUP) application for a mixed-use development at 3200 West Broad Street. With this application, the Better Housing Coalition is petitioning the City Council for a six-story mixed-use, mixed-income development that will contain up to 210 dwelling units, 44,000 square feet of commercial uses and approximately 325 structured parking spaces.

Site

The proposed development is located in the Scott's Addition neighborhood on West Broad Street, directly adjacent to the proposed Pulse Bus Rapid Transit system scheduled to be completed this year. The property is comprised of 2.3 acres and encompasses the entire block bound by West Broad Street, MacTavish Avenue, West Marshall Street and Highpoint Avenue. The property is currently improved with a 1960's hotel with 147 rooms and parking structure operated under the Quality Inn franchise. The existing hotel building will be incorporated into the newly constructed development while the existing parking structure will be demolished to make way for a much-improved development fronting on West Marshall Street and the side streets.

Proposal

The development will include both the adaptive reuse of the existing hotel structure for up to 100 dwelling units and commercial uses and the new construction of up to 110 dwelling units, structured parking and commercial uses. The conversion of the existing hotel will include an addition to the ground floor to bring the façade to the sidewalk and additions to the second through six floors to bring portion of the building to the street wall and provide additional light to the proposed units. The unit mix proposed includes one-, two- and three-bedroom units, with several of the units on the top level and all of the units on the ground level being loft style units.

The ground floor of the building fronting on West Broad Street and at the corner of Highpoint and West Marshall Streets is proposed to be used for commercial uses and uses accessory to the residential, including a community room and leasing office. Additionally, the second floor of the building fronting on West Broad Street may be used for commercial uses.

A new 5 story parking deck with approximately 325 structured parking spaces will be constructed between the existing building and the new building with one entrance off McTavish Street and a service entrance off West Marshall Street. This will reduce the number of curb cuts around the site from eight to two. The parking structure will be in the center of the block, lined with active uses and completely screened from the streets. In addition to the on-site structured parking, there are approximately 90 on-street parking spaces found in the block surrounding the development. There will be 50 long-term covered bicycle parking spaces located within the building and 10 short-term bicycle racks available for visitors. Located on block from the property is the Cleveland Station serving the Pulse Bus Rapid Transit system, making this project truly multi-modal.

The project will provide green and amenity space for use by the residents and will include a community rooftop deck constructed on the top floor of the parking deck with landscaped green space and may include a pool. A leasing office and community room for the residents will be located on the ground level.

In addition to being mixed-use, the development will be mixed-income, providing market-rate apartments alongside apartments targeting those families making 60% of the area median income (AMI).

Zoning and Ordinance Conditions

The property is currently located in the B-3 General Commercial and M-1 Light Industrial zoning districts. The M-1 district does not permit the proposed residential use of the property, which is the primary reason a SUP is required.

We request that the maximum number of dwelling units be limited to 210. The actual number of dwelling units developed may be less than 210 but in no case, will it be more. The plans show that the second floor of the existing building West Broad Street may be used for commercial uses, most probably office use, or be converted to residential use with the same floor plan as the floors above. We would like to include this as an option in the SUP ordinance in the event there is not a tenant available to occupy the second floor. Additionally, while it is the intent to have a day nursery use at the corner of West Marshall Street and Highpoint Avenue, we would like the option of converting that space to other commercial uses in the future.

We request that the SUP ordinance authorize uses consistent with the City's B-6 Mixed-Use Business district on the first and second floors of the existing building on West Broad Street and at the corner of West Marshall Street and Highpoint Avenue. We would also request the option to allow for a small-scale brewery in the commercial spaces.

We request that the ordinance require one off-street parking space per dwelling unit, 10 short-term bicycle parking racks and 50 long-term bicycle parking spaces. Given the proximity of the proposal to the Pulse Corridor and the availability of on-street parking spaces, we request that the SUP ordinance

require one parking space per 500 square feet of floor area devoted to non-dwelling uses and that these spaces may be shared with the dwelling uses. Should additional spaces be available in the parking structure, we request that they be able to be leased on a daily or monthly basis. The landscaping of the interior courtyard and pedestrian allée are still being developed along with the site lighting. We request that the ordinance include a condition that the landscaping and lighting plan be approved by the Director of Planning & Development Review prior to the issuance of any building permits for the project.

Master Plan

The City's 2001 Master Plan recommends General Commercial land uses for the property. This designation calls for 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. The Master Plan also designates this portion of Broad Street as an Image Corridor and recommends the promotion of land uses that evoke high-quality and attractive images for the City by making the street the primary element in the urban fabric and requiring new development to reinforce the street with pedestrian related activity. The proposed mixed-use development is pedestrian oriented and will meet these Master Plan recommendations by greatly improve the image of this portion of Broad Street with the new building façade, sidewalk and street tree improvements and the closing of six curb cuts.

The Master Plan does not establish an appropriate residential density for the General Commercial land use designation nor does the existing zoning districts. The proposed density of up to 210 dwelling units equates to a maximum residential density of 91 units per acre, which is less than has been approved for nearby mixed-use developments in the Scott's Addition neighborhood. The draft Pulse Corridor Plan designates this property for Corridor Mixed-Use development, which is supportive of the proposal. The design of the building meets the five principals for development form found in the Plan. This proposal is also supported by the Plan in that it will provide housing opportunity for a mix of income levels.

City Charter Conditions

This development is a unique and catalytic investment opportunity in an increasingly attractive neighborhood flooded by young professionals, new and expanding businesses, and luxury loft apartments. A dynamic mix of breweries, restaurants, offices, and cultural entertainment has grown this former warehouse district into a prime destination within the city and region.

This proposal is at a prime multi-modal transportation nexus, providing direct access to major interstates, public transportation, and city bicycle networks. Along with the growing job openings within the neighborhood, this also gives opportunity to connect with major job centers, from Downtown Richmond, to Willow Lawn, and Short Pump. This project will serve as a major catalyst for Better Housing Coalition's Transit-oriented Mixed-income Communities model, working within and alongside the City of Richmond's Community Wealth Building strategy to expand affordable housing and connect residents with meaningful employment opportunities.

We trust that you will agree with us that this exciting new transit-oriented development meets the City Charter criteria for the granting of SUPs as the project will not (i) be detrimental to the safety, health, morals and general welfare of the community involved; (ii) tend to create congestion in streets, roads, alleys and other public ways and places in the area involved; (iii) create hazards from fire, panic or other dangers; (iv) tend to overcrowding of land and cause an undue concentration of population; (v) adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; or (vi) interfere with adequate light and air.

Thank you for your consideration of this application. Please feel free to contact me at lory@markhamplanning.com or (804) 248-2561 if you have any questions or require additional materials to process the application.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'Lory Markham', written in a cursive style.

Lory Markham

Enclosures

cc: The Honorable Kim Gray
Matthew Ebinger, Secretary to the City Planning Commission