

# AveryHall

## Special Use Permit 301 W. 6<sup>th</sup> Street

Richmond City Planning Commission | June 5, 2023

**WILLIAMS MULLEN**

# Proposed Special Use

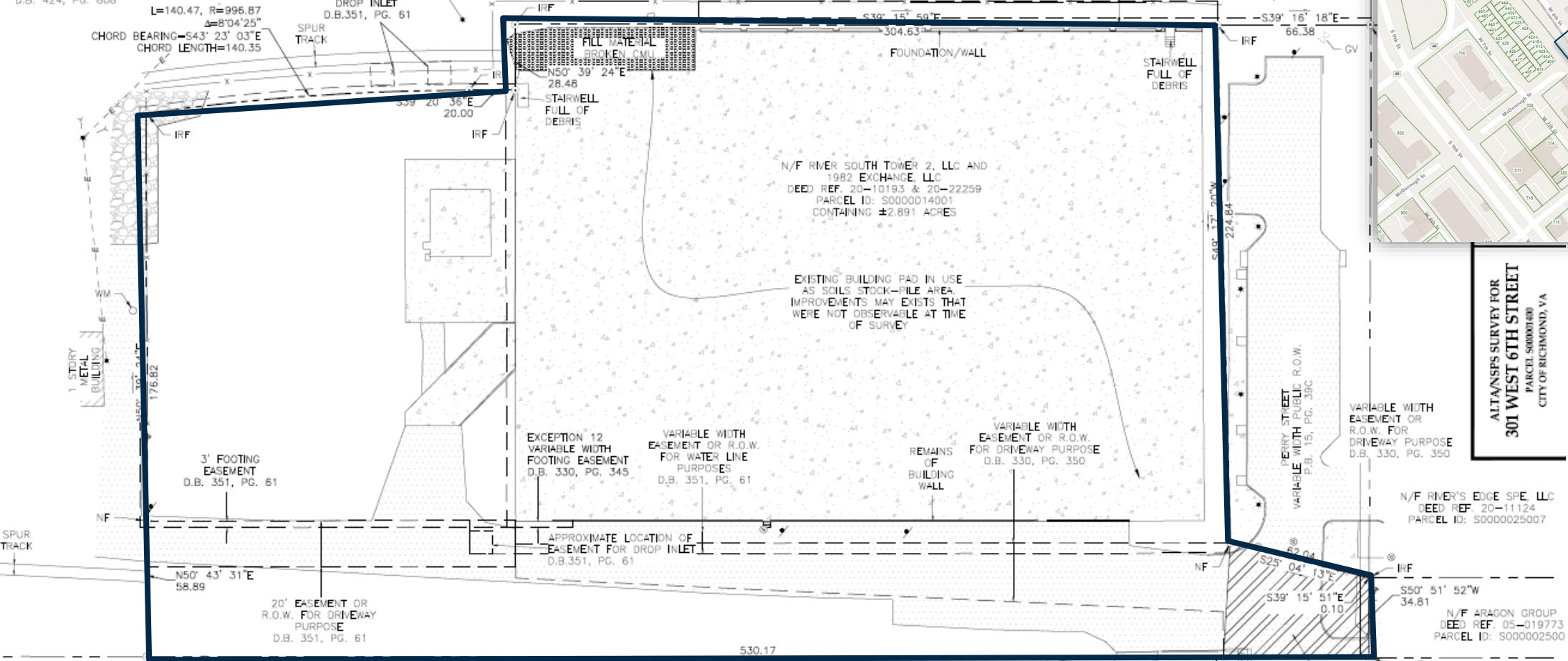
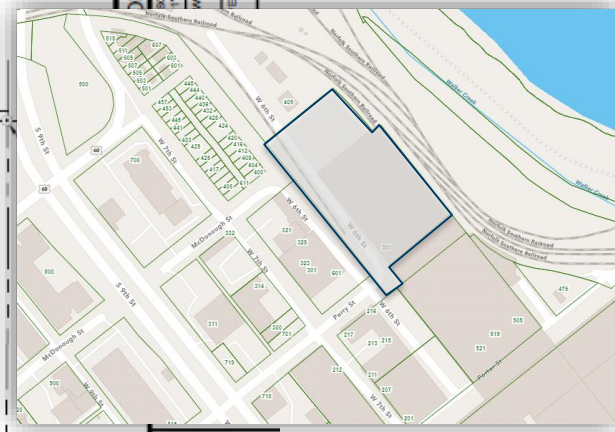
- > Up to 553 multifamily dwelling units
- > Potential for commercial uses
- > Structured parking (553 spaces)
- > Two Phases:
  - Initial Phase: Parking podium with 17-story tower
  - Second Phase: 17-story tower
- > Amenities:
  - Rooftop deck
  - Ground level greenspace
  - Market-leading residential amenity package



# Current Conditions

NORFOLK SOUTHERN  
RAILWAY COMPANY  
PORTION OF PARCEL ID:  
S0000023001  
D.B. 424, PG. 808

EXCEPTION #20  
PERMANENT EASEMENT  
INST. #20-22260

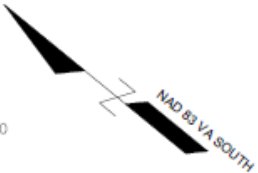
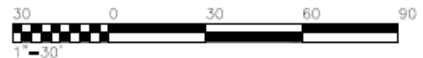


ALTANAPS SURVEY FOR  
301 WEST 6TH STREET  
PARCEL S00000400  
CITY OF RICHMOND, VA

N/F RIVER'S EDGE SPE, LLC  
DEED REF. 20-11124  
PARCEL ID: S0000025007

N/F ARAGON GROUP  
DEED REF. 05-019773  
PARCEL ID: S000002500

N/F LEGEND BREWING COMPANY  
321 W. 7TH STREET  
PARCEL ID: S0000015001  
ZONING DISTRICT (B-7)  
ID 2011-20976



# Development via RF-2 vs. SUP



	RF-2 District Regulations	Special Use Permit
Massing: Ground Level to 4 <sup>th</sup> Story	50' break required for every <b>300'</b> of building dimension along lot line	<b>364'</b> parking podium for initial 4 stories
Massing: 5 <sup>th</sup> Story and Above	100' break required for every <b>300'</b> of building dimension along lot line	<b>89'</b> between towers above 4 stories
Maximum Height	Up to 13 stories	Up to 18 stories
Yard Setback	<b>20'</b> side/rear yard setback	<b>2'</b> setback along NS rail yard <b>54'</b> setback along NS parking lot
Useable Open Space	10% of floor area	8.7% of floor area
Parking	None required	1-to-1 unit to parking space requirement
Public Amenities	No requirement	Publicly accessible greenspace with dog relief facilities Public access to Manchester Green

# Justification for SUP

# City Charter Considerations

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- > Not detrimental to the safety, health, morals and general welfare of the community involved;
- > Does not tend to create congestion in streets, roads, alleys and other public ways and places in areas involved;
- > Does not create hazards from fire, panic or other dangers;
- > Does not tend to cause overcrowding of land and an undue concentration of population;
- > Does not adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; and
- > Does not interfere with adequate light and air.

# Conformance with Richmond 300 Master Plan



**Development Style:** Higher-density, transit-oriented development encouraged on vacant or underutilized sites. New development should be urban in form, may be of larger scale than existing context, and, where relevant, should pay special attention to the historic character of the existing context. Development should enhance the public realm and create a sense of place. Many buildings are vertically mixed-use. Developments continue or introduce a gridded street pattern to increase connectivity.

## Destination Mixed-Use

Key gateways featuring prominent destinations, such as retail, sports venues, and large employers, as well as housing and open space. Located at the convergence of several modes of transportation, including Pulse BRT or other planned transit improvements.

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**Ground Floor:** Ground floor uses engage with, and enliven, the street. Monolithic walls are

discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged. Active commercial ground floor uses are required on street-oriented commercial frontages.

**Mobility:** Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. Driveway entrances are required to be off alleys whenever possible; new driveways are prohibited on priority and principal street frontages. Surface parking is prohibited as a principal use; when surface parking is provided as an accessory use, it should be located to the rear of buildings and screened. Parking requirements are reduced to allow more market-based parking strategies, including shared parking.

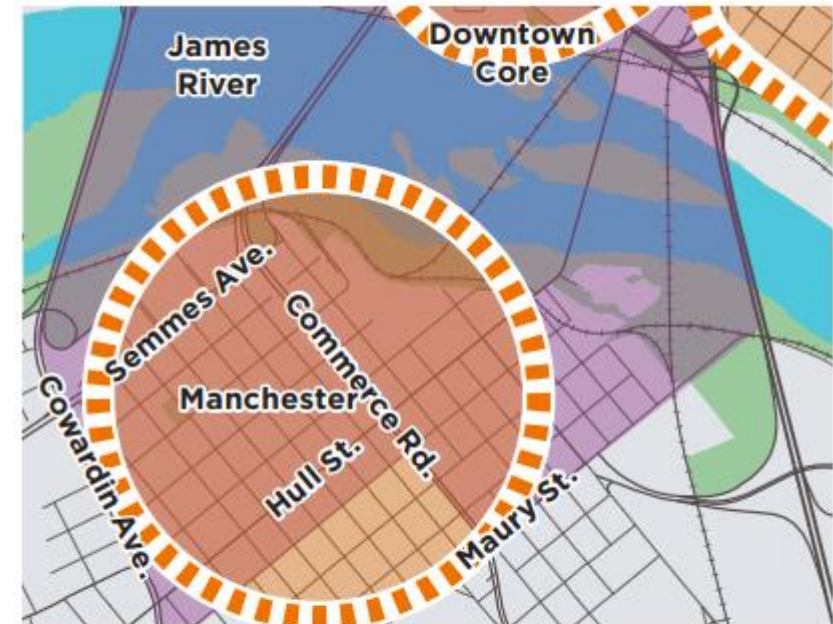
**Intensity:** Buildings typically a minimum height of five stories.

**Primary Uses:** Retail/office/personal service, multi-family residential, cultural, and open space.

**Secondary Uses:** Institutional and government.



Destination mixed-use areas include a mix of commercial and residential buildings with features that encourage walking and buildings that are generally at least five stories tall.



**Manchester — Regional/National Node**  
Once a separate locality, Manchester merged with Richmond in 1910.

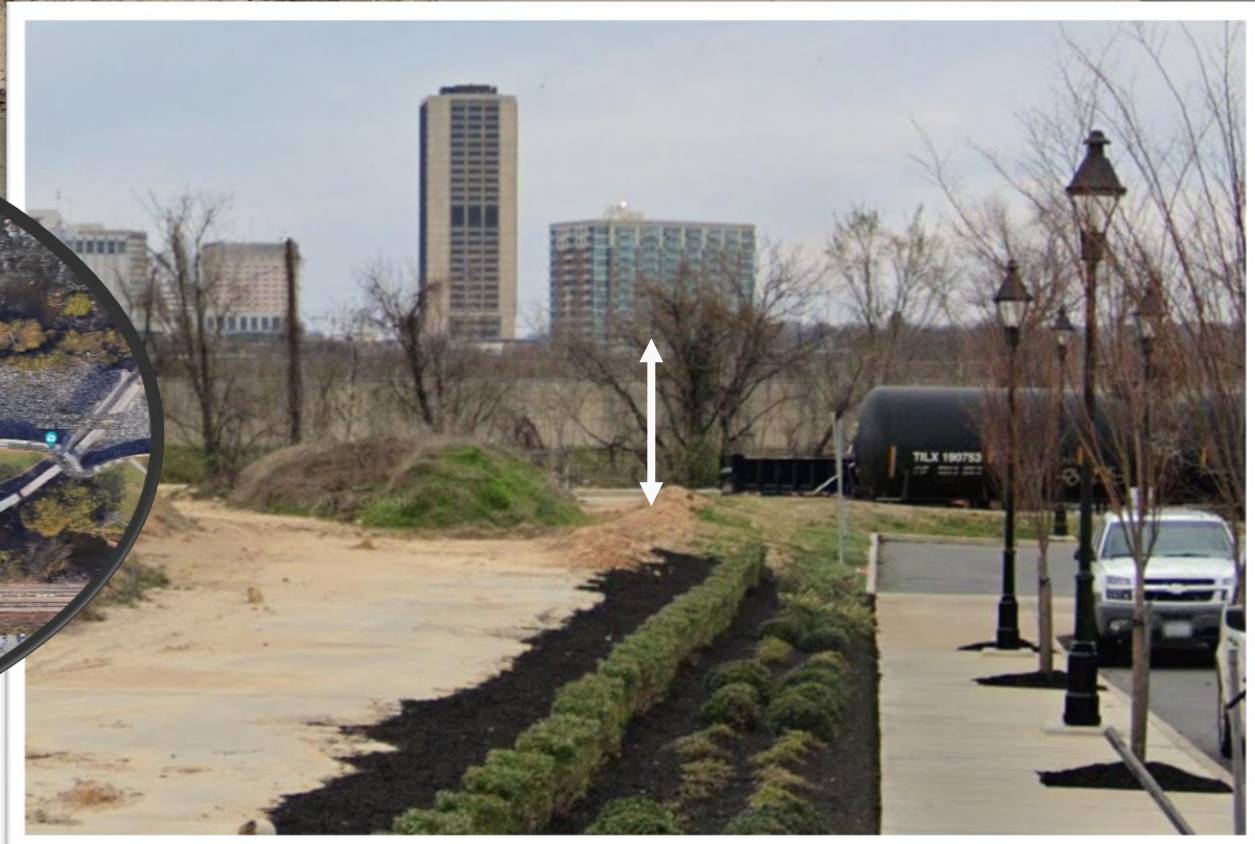
# Conformance with Richmond Riverfront Plan

“The Plan anticipates incremental redevelopment of under-utilized parcels and languishing former industrial sites. ... The fundamental emphasis of redevelopment along the Riverfront is to intensify pedestrian activity at street level ***through infill development with sufficient density to be an attractor and destination of activity. Greater density reinforces urban character, provides for an increase in pedestrian activity, resulting a safer and more vibrant city.***”





# RF-2 | Intent of District





Demonstrated Commitment to  
Exceptional Design











# Key Design Characteristics

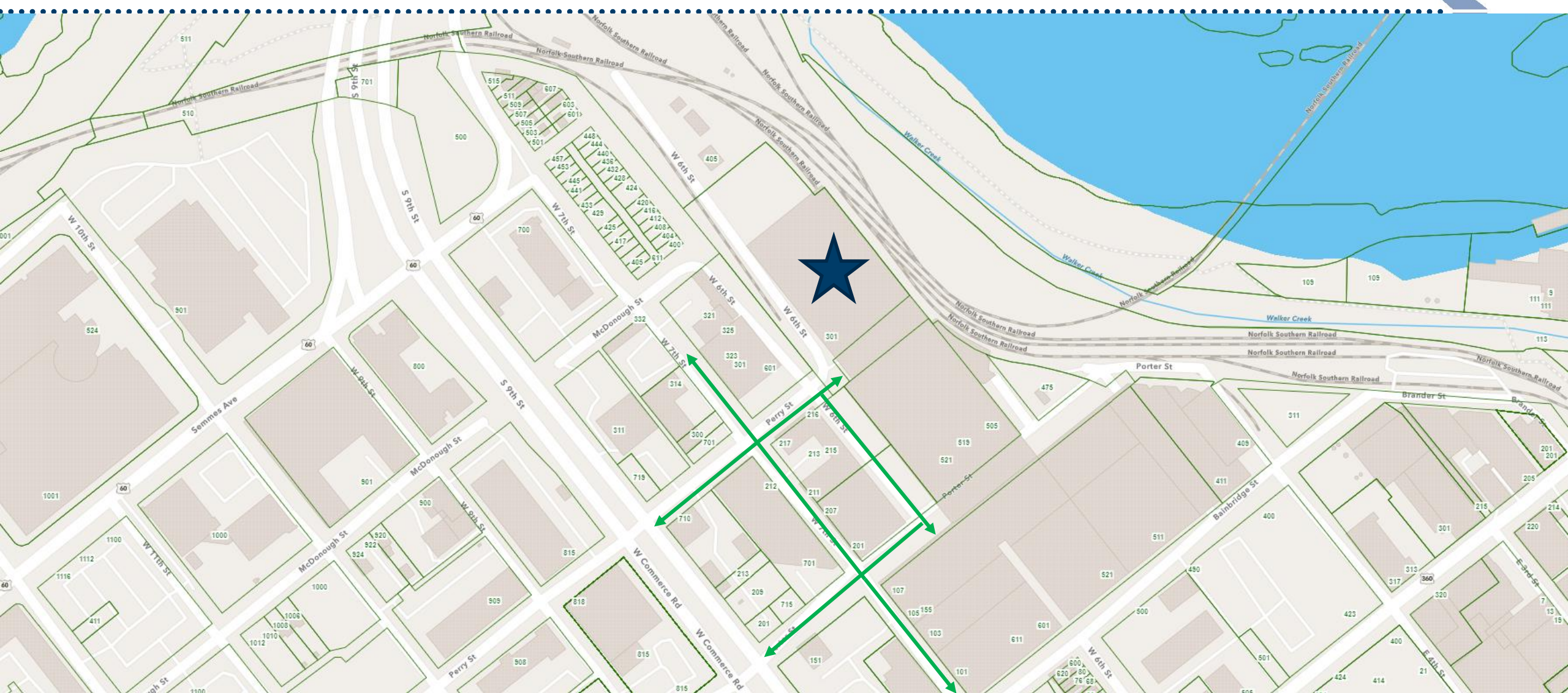
- > Grand arches on the corner of Perry and W. 6<sup>th</sup> St.
- > Oversize windows to maximize glass on the facade and bring natural light into the units
- > Double height architectural facade expression
- > Refined architectural concrete facade





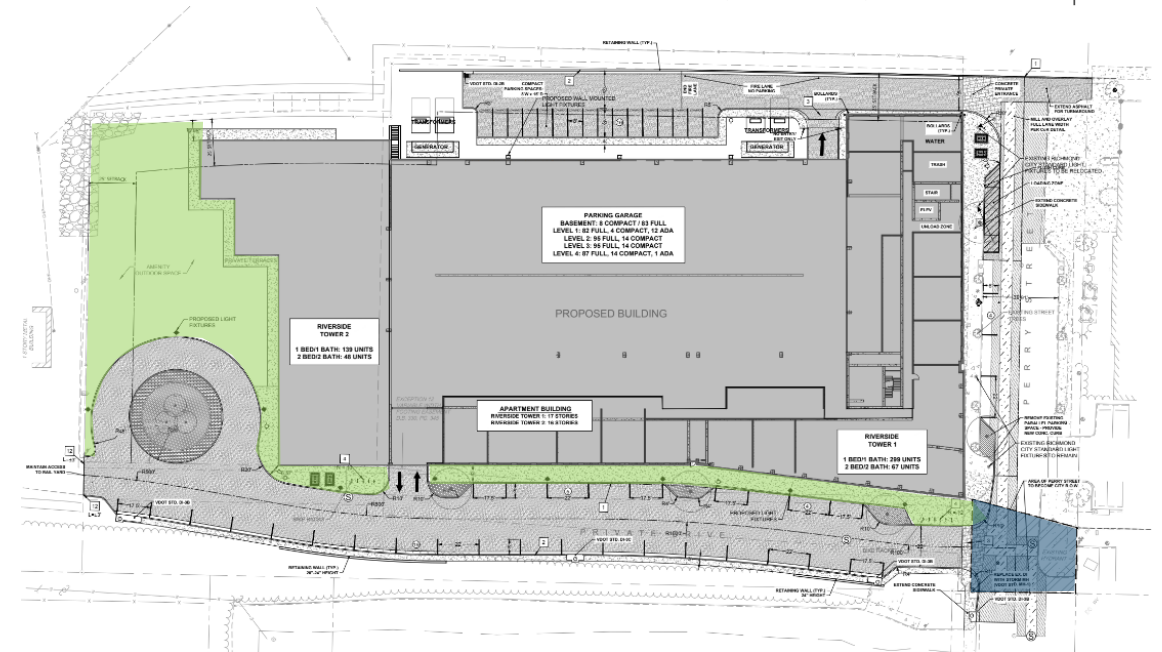
# Community Impact Analysis

# Access To Public Rights of Way



# New Public Amenities

- > Access to Manchester Green
- > Public greenspace
- > Dog relief facilities
- > Improved streetscape
- > Dedication of public ROW (Perry St.)

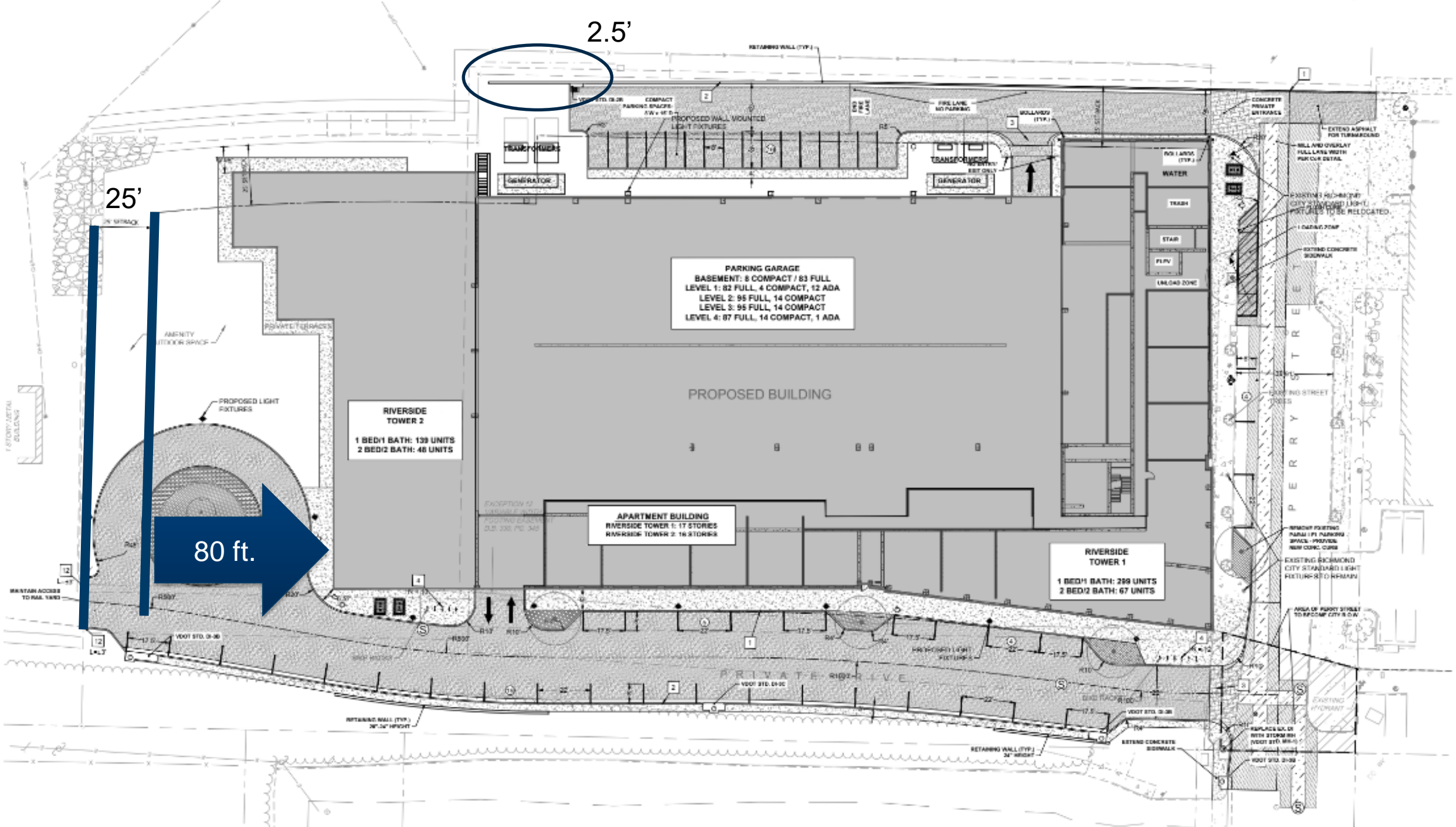


# Community Engagement

# Chronology of Community Engagement



Date	Event
May 31, 2022	Initial Discussion with CW Robertson & Avery Hall Team
July 12, 2022	Conceptual Presentation to Manchester Alliance Board of Directors
	Conceptual Presentation to Manchester Alliance Membership
July 26, 2022	CW Robertson led a round-table discussion among Avery Hall Team, Manchester Alliance Board of Directors Leadership, and Legend Brewing Co. to identify issues for resolution
September 8, 2022	Presentation of revised design to Manchester Alliance Board of Directors
	Presentation of revised design to Manchester Alliance Membership
October 11, 2022	Manchester Alliance Board of Directors issues letter to Avery Hall Team with list of 5 specific requests for commitments, as a condition of support of SUP application
October 24, 2022	Avery Hall submits SUP Application to obtain comments from reviewing City Departments



2.5'

25'

80 ft.

**PARKING GARAGE**  
BASEMENT: 8 COMPACT / 83 FULL  
LEVEL 1: 82 FULL, 4 COMPACT, 12 ADA  
LEVEL 2: 95 FULL, 14 COMPACT  
LEVEL 3: 95 FULL, 14 COMPACT  
LEVEL 4: 87 FULL, 14 COMPACT, 1 ADA

**RIVERSIDE TOWER 2**  
1 BED/1 BATH: 139 UNITS  
2 BED/2 BATH: 46 UNITS

**APARTMENT BUILDING**  
RIVERSIDE TOWER 1: 17 STORIES  
RIVERSIDE TOWER 2: 16 STORIES

**RIVERSIDE TOWER 1**  
1 BED/1 BATH: 289 UNITS  
2 BED/2 BATH: 67 UNITS

# Chronology of Community Engagement



Date	Event
November 2022 to April 2023	City staff reviews application, submits comment letters, Applicant refiles revised application materials in response. This cycle continues as Applicant resolves issues.
May 8, 2023	Ordinance is introduced by City Council, indicating staff is supportive of Application
May 14, 2023	Avery Hall Team submits correspondence to Manchester Alliance Board of Directors agreeing to 4 of 5 requests contained in the Oct. 11, 2022 comment letter.
May 18, 2023	Avery Hall Team meets with Manchester Alliance Board of Directors and agrees to modifications
	Manchester Alliance Board of Directors votes to support SUP, conditioned upon commitments agreed to by Avery Hall
May 25, 2023	Applicant requests revisions to SUP Ordinance to reflect commitments to Manchester Alliance
April-May 2023	Applicant representatives meet with Hull Street Merchants Association and every business located on Hull Street, resulting in letters of support for the project

# Commitments to Manchester Alliance

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- ✔ Quality Design
- ✔ Public Access within Private Drive to Future Manchester Green
- ✔ Dog Relief Facilities in Greenspace Area
- ✔ Public Access to Greenspace Area and Dog Facilities
- ✔ \$1,000,000 Contribution to Support Affordable Housing





# AveryHall

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**WILLIAMS MULLEN**

# Reserve Visuals

DIAGRAM FROM THE PRESENTATION FROM AVERY HALL TO COUNCILWOMAN AND MANCHESTER ALLIANCE ON SEPTEMBER 9, 2022



DIAGRAM FROM THE PRESENTATION FROM AVERY HALL TO COUNCILWOMAN AND MANCHESTER ALLIANCE ON SEPTEMBER 9, 2022

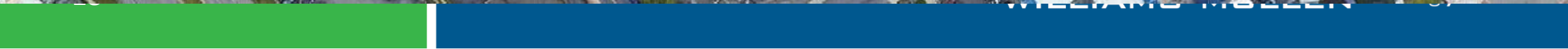


Massing of building has been shifted by 81ft East and 20ft North. Freeing view to Downtown

REQUESTED IN SUP FOR BUILDING TO BE ABLE TO EXTENT ALL THE WAY TO PROPERTY LINE ALONG RAIL YARD. THIS ALLOWS FOR THE BUILDING TO BE SHIFTED FORWARD WHICH IS BETTER FOR VIEWS.

Legends Deck

Legends Brewery



# Alternative Viewshed Study

