



Application for **REZONING/CONDITIONAL REZONING**

RECEIVED
JAN 17, 2014
LAND USE ADMINISTRATION

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/>

Project Name/Location

Project Name: 2323 East Main Street Date: _____

Property Address: 2301-2329 and 2501-2517 East Main Tax Map #: E-302001
E-302004

Fee: \$1,300 Total area of affected site in acres: 1.836 E-302006
(See page 3 for fee schedule, please make check payable to the "City of Richmond") E-302001

Zoning

Current Zoning: M-1

Existing Use: vacant bldg and land

Is this property subject to any previous land use cases? _____
 Yes No

If Yes, please list the Ordinance Number: _____

Proposed Zoning/Conditional Zoning

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

Applicant/Contact Person: C. Samuel McDonald

Company: Property Results, LLC

Mailing Address: 261 Hull Street, Suite A

City: Richmond State: VA Zip Code: 23224

Telephone: (804) 233-8330 Fax: (804) 233-8340

Email: sam@propresults.com

Property Owner: Lorillard Building, LLC

If Business Entity, name and title of authorized signee: Charles S. Macfarlane, managing member

Mailing Address: 2700 E. Cary St., Suite B

City: Richmond State: VA Zip Code: 23223

Telephone: (804) 233-9700 Fax: ()

Email: macfarlanepartners@comcast.net

Property Owner Signature: Charles S. Macfarlane

(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.**)

Rezoning Request

Applicant's Report

Lorillard Building, LLC
2323 East Main Street

2323 East Main, one of Richmond's most unique historic building projects, is located in the heart of Richmond's Tobacco Row District. Originally built as cigarette and cigar manufacturing buildings for the Whitlock Branch of P. Lorillard Tobacco Company just after the turn of the century, 2323 East Main is made up of 2 multi-story buildings joined by a courtyard.

The largest building to the east is a 3-story brick over heavy timber structure with approximately 9,500 square foot floor-plates. The eastern side of the building faces an adjoining parking lot at the corner of 25th and Main Streets, and allows the ability, with DHR and NPS approval, to add windows along the side of the building at each floor. The west building has 3 floors above grade with approximately 7,400 square foot floor-plates, and approximately 5,400 square feet in a lower level. The lower level has light on 2 sides, with windows under sidewalk grates on one side and a large light well on the courtyard side. Both buildings are entered from Main Street up a few stairs to the 2nd level, with the 1st floor revealed in full height as the slope falls away from Main Street down to Cary Street.

The total square footage of the buildings is about 56,000 square feet. The 4 parcels that make up the property, along with the accessory parking lot one block away, are zoned M-1.

The previous owner of the buildings, Forest City, bought the property in 2001 with the plan to lease the space as office or commercial. While Forest City searched for tenants to undertake a full restoration of the building, they leased the space as-is to the seller of the building, the M&B Hat Company. Unsuccessful in their efforts to secure commercial tenants, Forest City marketed the building in 2009. Our company, Lorillard Building, LLC, purchased the property, along with the 1 acre vacant lot at 2501 East Main, in 2011. Our plan was to locate creative office tenants as the economy recovered to do a full historic rehab. After 2 full years of marketing without success, we request a rezoning of the property to B-5 so that we can put this beautiful property back into productive use.

After talking with Staff, we believe the B-5 zoning gives us the best flexibility for future development of the 2501 East Main Street property to fit in with the comparable zoning of adjacent properties in the neighborhood.

We intend to undertake a historic adaptive reuse of the buildings into apartments. We do not have architectural plans for the apartments, but contemplate creating 70 apartments with a mix of studio, 1 bedroom, and 2 bedroom units. The apartments will all have operable windows for light and air, luxury finishes, and will rent as market rate apartments. The lowest level of the west building (2301 East Main) may not lay out well for apartments, and may be better suited for restaurant or office use.

The buildings currently are in remarkably good structural shape as they were occupied until very recently and well-maintained. The streetscape, including sidewalks and tree wells around the buildings, on Main, 23rd, and 24th, is complete. We intend to use the existing interior stairs for circulation, and maintain the 2 catwalk bridges that connect the buildings across the courtyard at the rear of the 2nd and 3rd floors. The courtyard will be enhanced with landscaping and hardscaping and may hold common amenities such as a clubhouse/leasing office and pool, as well as 3 pick-up/drop-off and ADA parking spaces off of the rear private alley that is shared with Forest City as the property owner of the buildings behind ours. The courtyard will have bike racks for tenants' use.

We have access to 28 parking spaces in the lot at 24th and Main (next to the east building at 2323 East Main), and for marketing purposes, we will likely improve the vacant 1-acre lot at 2501 through 2517 East Main for surface parking until that lot is developed into apartments, office, or hotel.