



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: 501 North Allen Avenue Date: December 17, 2021
 Tax Map #: W000-0735/001 & 002 Fee: \$2,400.00
 Total area of affected site in acres: 0.45 acres

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

Zoning

Current Zoning: R-6

Existing Use: Adult care multi-family

Proposed Use

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

hotel and ground floor commercial as described in attached report and plans.

Existing Use: Adult care multi-family

Is this property subject to any previous land use cases?

Yes

No

If Yes, please list the Ordinance Number: 98-115-182

Applicant/Contact Person: Mark J. Kronenthal

Company: Roth Jackson Gibbons Condlin, PLC

Mailing Address: 1510 Summit Avenue, Suite 102

City: Richmond State: Virginia Zip Code: 23230

Telephone: (804) 441-8603 Fax: (804) 441-8438

Email: mkronenthal@rothjackson.com

Property Owner: H M Fan LLC

If Business Entity, name and title of authorized signee: Mark J. Kronenthal, as attorney

(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: 153 LaFayette Street, 5th Floor

City: New York State: NY Zip Code: 10013

Telephone: (443) 278-4075 Fax: ()

Email: mkronenthal@rothjackson.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)

December 17, 2021
Revised June 16, 2022

BY ELECTRONIC DELIVERY

Mr. Matthew Ebinger
City of Richmond DPDR
Land Use Administration Division, Room 511
City Hall, 900 East Broad Street
Richmond, Virginia 23219

Mark J. Kronenthal
Richmond Office
(804) 441-8603 (direct)
mkronenthal@rothjackson.com

Re: Special Use Permit: 501 North Allen Avenue (W000-0735/001)

Dear Mr. Ebinger:

This letter shall serve as the Applicant's Report accompanying the application for a Special Use Permit application (the "SUP") for the property known as 501 North Allen Avenue (the "Property"). The SUP would authorize the use of the Property for hotel use with ground floor commercial (restaurant and bar) use, as shown on the enclosed conceptual site plan (the "Plan").

The applicant, HM FAN LLC (the "Applicant") is a related entity to AD-100 nationally-recognized design and boutique hotel operator Ash NYC ("Ash"). Ash operates a portfolio of independently branded, thoughtfully designed hotels across the country including The Dean Hotel, Providence; The Siren Hotel, Detroit; Hotel Peter & Paul, New Orleans, and Hotel Ulysses, Baltimore. The company specializes in the preservation of sensitive historic buildings and seeks to create hotels that become gathering spaces for locals and visitors alike.

The request in this SUP is narrowly limited to the change of use from the current adult care multifamily to hotel and restaurant. The Applicant proposes that the existing building on the Property (the "Building") undergo a high-quality historic renovation, preserving the Building in substantially the same physical configuration. Specifically, the Applicant expects to:

- (i) Renovate the interior finishes of the existing 54 adult care residential units into 75 hotel rooms. The additional rooms are achieved by utilizing existing lounge and auxiliary service rooms. The average guest room size is X square feet.
- (ii) Enhance the interior ground floor space for use as an all-day restaurant/cafe, evening cocktail bar, lobby, amenity, and hotel back-of-house use. The Applicant will operate the food & beverage establishments on site.
- (iii) Restore the exterior of the building in a like-with-like manner as required to maintain the envelope's integrity.

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- (iv) Replace exterior awnings, install architectural exterior lighting to highlight the historic features of the Property, and add signage as shown in the Plans.

The Property is listed on the National Registry of Historic Places as a contributing structure to the Monument Avenue Historic District. It is also part of the West Grace Street City Old and Historic District. The Applicant intends to promptly submit a Part 1 and Part 2 Applications to the Virginia Department of Historic Resources and the National Park Service. The Applicant will submit an application to the Commission of Architectural for new or replaced exterior Building features concurrent with NPS review. The Applicant has further conducted extensive outreach with the community and historic associations with jurisdiction over this Property including the Fan District Association, Historic West Grace Street Association, the Monument Avenue Preservation Society (“MAPS”) and the Orchard House School. In addition to informal, one on one conversations and correspondence with neighbors and community leaders, we conducted the below more formal engagements:

- a. August 2020 – Initial Conversation with Fan District Association leadership and MAPs
- b. September 2020 – Presented at MAPs monthly board meeting;
- c. July 12, 2021 – Virtual meeting with leaders of MAPs, Fan District Association, West Grade Street and Orchard House School;
- d. July 19, 2021 – Virtual presentation to West Grace Street Association and distribution of a project fact sheet at the neighbors’ request;
- e. July 27, 2021 – Hosted open house at the Shenandoah Building to tour neighborhood leaders through the Property and meet in person; and
- f. We will continue to maintain regular contact with our neighbors, community leaders, and elected representative.

By way of background, the Property is subject to a previous SUP (Ordinance No. 98-115-182) (the “Original SUP”) that permitted the adult care residence use. The proposed use would closely match the previous number of units of the previous use, but at a lower occupancy due to the nature of hotel use. Properties immediately surrounding the Property to the northwest, north and east are also zoned R-48 and occupied by a mix of single-family, two-family, and multifamily dwellings, together with educational and office uses. Properties to the south and southwest are zoned R-6, occupied by a mix of congregational, multifamily, two-family, and single-family uses. The area one block to the north is a mix of B-6 and TOD-1 zoning occupied by a variety of retail, restaurant, multifamily, office, and manufacturing uses. The Building is a former apartment building built in 1906 that has been used as multifamily senior adult care housing at the current density since at least 1998.

The Richmond 300 (the “Master Plan”) generally recommends “Neighborhood Mixed Use” for the subject and surrounding properties and there is additional specific text guidance contained elsewhere in the Master Plan that is supportive of the request. Neighborhood Mixed use is described as “[e]xisting or new highly walkable urban neighborhoods that are predominantly residential with a small, but critical, percentage of parcels providing retail, office, personal service, and institutional uses.” The restaurant and boutique hotel uses enhance walkability by adding an attractive, well lit, and active community destination as well as eyes on the street. The restaurant will be open throughout the day, creating a steady level of activity and providing a “living room” of sorts to the community.

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The existence of the Building since 1906 as a multifamily building demonstrates a long history of diverse use and density in this “small but critical” parcel. The policy of the City has long been that structures deemed appropriate for rehabilitation should be revitalized in order to maintain as much of the area’s stock of architecturally significant buildings as possible and improve the neighborhood. The Building, a historic former apartment building named “The Shenandoah,” exhibits good neighborhood architectural character and was last preserved and revitalized in 1998 as adult care apartments under prior master plan building preservation principles. The preservation (and renovation) of the Building as a hotel and restaurant as proposed in the SUP would indeed continue this goal. Further, Objective 12.3 of the Master Plan is to “encourage the development of hotel rooms in Nodes.” The Property is adjacent to the Broad/Hermitage Node.

In addition to the preservation and activation of the Property, the Applicant will create approximately 80 FTE positions through its hotel and food & beverage operations. These opportunities will provide quality, career-track jobs with benefits and the opportunity to participate in advanced hospitality training.

STANDARD OF REVIEW

The request addresses the following factors indicted in Section 17.11 of the Charter and Section 30-1050.1 of the Zoning Ordinance relative to the approval of special use permits by City Council. The proposed SUP will not:

- ***Be detrimental to the safety, health, morals and general welfare of the community involved.***

The proposed SUP will not impact the safety, health, morals and general welfare of the surrounding community. The proposed SUP is consistent with the recommendations of the Master Plan related to the Property. It would contribute to the general welfare of the community by, among other things, providing an opportunity to renovate the existing historic Building in a manner consistent with the quality of renovations in the surrounding community.

- ***Tend to create congestion in streets, roads, alleys and other public ways and places in the area involved.***

The proposed SUP will not result in significant traffic impacts in the area involved, again, owing to its consistency with the Master Plan and its design principals. The special character of the Property as boutique hotel reduces demand for parking, especially in comparison to permanent multifamily residential use. The Property has 24 onsite parking spaces. On average, just 35% of hotel guests drive to the Applicant’s portfolio properties. Therefore at 100% occupancy, the Property effectively parks its guests onsite. Further, the Property will provide valet services which will park offsite up to ¼ quarter mile away. There are ample surface parking lots across Broad Street that could accommodate the hotel’s valet service and increase utilization of those existing lots. It is of course, in the Applicant’s best interest to provide a seamless parking experience for its guests. This goal is synergistic with the community’s interests. Specifically, the Applicant will provide a minimum of 50 offsite parking spaces. In the Applicant’s portfolio of properties, an average of 35% of guests arrive by car. If you apply a more conservative assumption in the Richmond market of 50%, 37 parking spaces are needed at maximum

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occupancy. Together with the 24 available onsite parking spaces, 50 offsite spaces provide parking for 100% of guests or all driving guests and 37 spaces for food & beverage customers, many of whom we anticipate will walk, public transit, or rideshare to the Property.

- ***Create hazards from fire, panic or other dangers.***

The Building will be renovated in a manner consistent with the requirements of the building code and in accordance with the requirements of Fire and Emergency Services. The City's codes applicable to this development are designed to eliminate such hazards. Existing fire hydrants are located within the safe, appropriate distance established by the Fire Department for the Property.

- ***Tend to overcrowding of land and cause an undue concentration of population.***

The proposed SUP will not modify the existing structure's footprint. It will not over crowd the land or create an undue concentration population. The development is consistent with the pattern of development in the surrounding area and is consistent with the Master Plan.

- ***Adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements.***

The proposed SUP would not adversely affect the above referenced City services. The Applicant has met with leaders of the Orchard House School across the street to discuss collaborations and ways the proposed Hotel could be value additive to the school's success.

- ***Interfere with adequate light and air.***

The proposed SUP will not interfere with adequate light and air; the height and configuration of the Building will not materially change from existing conditions.

In summary, the Applicant enthusiastically seeks approval of the SUP. The revitalization of the Building, made possible through the SUP, would guaranty a high quality use in the Building for the benefit of the community at large. The Project would contribute to the vibrancy of the block through the provision and preservation of an appropriate urban form that is consistent with the historic development pattern of the surrounding neighborhood.

Thank you for your time and consideration of this request, please let me know if you have any questions.

Sincerely,



Mark J. Kronenthal

Enclosures

cc: The Honorable Katherine Jordan

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