



# 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/>

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MAR 19 2015

LAND USE ADMINISTRATION

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

Project Name: Studio Row Date: \_\_\_\_\_

Property Address: 4907 Goddin Court Tax Map #: E000-1792/041

Fee: \$2,400 Total area of affected site in acres: 1.136  
(See page 3 for fee schedule, please make check payable to the "City of Richmond")

### Zoning

Current Zoning: R-5

### Proposed Use

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

Existing Use: vacant

Is this property subject to any previous land use cases? Multifamily apartments

If Yes,  please list the Ordinance Number:  
\_\_\_\_\_  
\_\_\_\_\_

Applicant/Contact Person: Margaret Freund

Company: Fulton Hill Properties

Mailing Address: 1000 Carlisle Avenue

City: Richmond State: VA Zip Code: 23231

Telephone: (804) 226-9555 Fax: (804) 226-9554

Email: mfreund@fultonhillproperties.com

Property Owner: Margaret Freund

If Business Entity, name and title of authorized signee: \_\_\_\_\_

(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: 1000 Carlisle Street

City: Richmond State: VA Zip Code: 23231

Telephone: (804) 226-9555 Fax: ( )

Email: \_\_\_\_\_

Property Owner Signature: [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)

9781



# Fulton Hill PROPERTIES

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LAND USE ADMINISTRATION

## Special Use Permit Application

### **Studio Row**

3/5/15

REVISED 3/10/15

## Applicant's Report

Studio Row will consist of approximately 200 units of multifamily housing targeted to working residents. Parking will be provided at a ratio of 1:1 below the structures, and the project will include a variety of Transportation Demand Management strategies to encourage bicycling, walking and transit. Studio Row will be within walking and biking distance to the GRTC Bus Rapid Transit route and two GRTC regular bus routes, the Virginia Capital Trail, and the proposed Gillies Creek Greenway. It will also provide creative live-work opportunities, onsite amenities and will offer open space for both residents and the surrounding community.

Studio Row will be the first market-rate multifamily development in the Greater Fulton community. The project will offer housing options not currently available in the community: non-subsidized apartments for rent for people of all ages who wish to live in the burgeoning Greater Fulton community but who do not wish or who are not able to purchase or rent, repair and maintain a single family house.

Studio Row responds to several recent initiatives in the Greater Fulton Community, including the Greater Fulton's Future Initiative, the location of Stone Brewery and World Bistro & Gardens in the community, the future nearby Bus Rapid Transit line, the completion of the Virginia Capital Trail and the proximity to the James River. Studio Row is supported by the community and community organizations, including the Greater Fulton Hill Civic Association Executive Committee, the Neighborhood Resource Center, Greater Fulton's Future, Youth With A Mission (YWAM) and the Historic Fulton Foundation.

### **Greater Fulton's Future Initiative**

The Greater Fulton community initiated a ground-up planning and visioning initiative in 2010 under the leadership of Local Initiatives Support Corporation (LISC). The Greater Fulton's Future Initiative resulted in priorities and goals established by members of the community in six specific areas: Economic Development, Housing, Legacy, Parks and Recreation and Services (including Education and Infrastructure). The overriding conclusion of the Greater Fulton's Future Initiative is that in order to attract businesses and services that the community wants and needs—such as grocery stores, sidewalks, crosswalks, cafes, restaurants, senior housing and a school—the community needs more people to provide more density and more buying power in the community.

Another conclusion of the Greater Fulton Initiative is that the community does not wish additional subsidized rental housing to be located in Greater Fulton. Greater Fulton



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already has a disproportionate amount of public, subsidized private and low-quality rental housing owned by absentee owners. The community believes that additional subsidized housing, with the exception of senior housing, would be detrimental to the cohesion of the neighborhood.

Studio Row is the first residential project that responds to the priorities and goals established by the Greater Fulton's Future Initiative. The project will bring more people—and therefore more density and more buying power—to the entire community. It is the first step towards the community receiving the investment in services and retail that it needs and wants. The project will also serve community members—including seniors—who wish to remain in the community but who no longer wish to own or no longer can maintain a single family house.

### **Stone Brewery and World Bistro & Gardens**

The selection of the site of Stone Brewing Company's east coast brewery and World Bistro and Gardens in Greater Fulton is a game changer for this neighborhood. Greater Fulton has suddenly become a very desirable place in which to invest, live and work. Studio Row will address an upcoming need for market-rate workforce housing in response to the demand that the Stone Brewing Company's project will bring. Indeed, Studio Row is the first revenue-creating development project resulting from Stone Brewing Company's location to the Greater Fulton community. Not only will Studio Row house people who work at the brewery within walking and biking distance to their jobs, it will attract people who want to live—and live-work—in Greater Fulton because of its proximity to future jobs that will come to the community as a result of Stone's presence.

Currently, the only housing options in the community are:

- subsidized apartments (both public and private), which have income restrictions and are often considered undesirable,
- single family rentals, which require tenant commitment to lawncare and maintenance and are often in substandard condition and owned by absentee landlords, and
- single family houses for purchase, which requires the ability and desire to own and maintain a house and yard.

Studio Row fills the housing gap in the community by providing market rate workforce rental housing that is well designed, well-managed, and does not require a substantial financial commitment. Greater Fulton is quickly becoming a desirable destination to live and work, and Studio Row responds to that market and will significantly contribute to the tax base of the community and the City of Richmond.

### **GRTC Bus Rapid Transit, Virginia Capital Trail and the James River**

The location of Studio Row is desirable for both current residents and newcomers attracted by Stone Brewing Company, the nearby James River, the Virginia Capital Trail, downtown Richmond and Virginia Commonwealth University. The project will be located



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within walking distance of the new GRTC Bus Rapid Transit (BRT) line between Rocketts Landing/Stone Brewery and Willow Lawn through downtown Richmond on Broad Street. The developer and the community have already started conversations with Stone Brewing Company and staff of the City's Planning and Economic Development departments and the Trails-Pedestrian-Bicycle Coordinator to ensure that pedestrian and bicycle connections are established between the neighborhood and the James River and Virginia Capital Trail. The proposed Gillies Creek Greenway, currently in the concept stage of development, is already piquing the interest of people both within and outside of the Greater Fulton community.

### **Neighborhood Context**

Studio Row will be located in a residential neighborhood adjacent to the Robert Fulton School, which has been redeveloped into creative offices and working artists' studios. The site is within walking distance to the Powhatan Recreation Center, several recreational playing fields, the future Fulton Memorial Park, the Neighborhood Resource Center and new residential development of solar houses on Williamsburg Avenue. It is also within walking distance of Stone Brewery, which is currently under construction, the James River and the Virginia Capital Trail. Studio Row will provide a housing option priced midpoint between the subsidized apartments that is currently available and the market-rate for-sale solar houses that are being developed on Williamsburg Avenue and will balance the housing options in the community.

The neighborhood adjacent to Studio Row consists of older single family houses in Fulton Hill as well as newer single family houses in the valley that is known as historic Fulton. Historic Fulton was a mixed use, cohesive neighborhood with a variety of housing types, churches, schools and businesses that was razed during the 1970s urban renewal process. The residential character and use of Studio Row is compatible with the surrounding residential community and will physically connect historic Fulton and Fulton Hill by re-opening historic cobblestone Carlisle Avenue between the two once-segregated neighborhoods.

Studio Row will provide a walkable and bikeable residential community and will provide the opportunity for limited retail to serve the residents of the development and the surrounding community, such as a café or a gallery. The community has been trying to attract a café to Greater Fulton for many years, and Studio Row presents an excellent opportunity to realize that long-standing community wish. Greater Fulton's active community civic association and neighborhood organizations will welcome Studio Row's residents to the community. There are numerous opportunities for Studio Row residents to become involved in the civic life of Greater Fulton should they choose to do so.

Specific features of Studio Row will ensure that the development will be compatible with the surrounding area and will be an appropriate use of the site. In addition to the



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features described above, Studio Row will provide numerous amenities to its residents, including a swimming pool and clubhouse, and open space that will include gardens and potentially an orchard. Residents of the surrounding community will also benefit from a proposed café or gallery space, and more “eyes on the street” to deter crime—a significant and ongoing concern of the neighborhood. Fulton Hill Properties will continue to support community organizations with fundraisers held in the Robert Fulton School. Several important city-wide non-profit organizations got their start at Fulton Hill Studios, including Art180 and the Blue Sky Fund.

The final phase of the project will focus on renovating the historic Robert Fulton School to accommodate additional creative office space and artists’ studios.

Specifically, Studio Row will:

- NOT be detrimental to the safety, health, morals and general welfare of the community involved. In fact, Studio Row will improve the safety, health, morals and general welfare of the community by reducing crime such as drug dealing, prostitution, and truancy that has been a problem in the community for years.
- NOT tend to create congestion in the streets, roads, alleys and other public ways and places in the area involved. Carlisle Avenue will be re-opened between Union Street and Gilliam Street, allowing access between Admiral Gravelly Boulevard and Union Street. In addition, the Transportation Demand Management strategies, combined with the proximity to the Virginia Capital Trail, future bike routes, two GRTC bus routes within two blocks, and the Bus Rapid Transit route within one-half mile, will reduce vehicle trips that would otherwise be generated by the project. Subsurface parking at a better than 1:1 ratio will ensure that parking impacts are minimized on neighboring streets.
- NOT create hazards from fire, panic or other dangers.
- NOT tend to cause overcrowding of and undue concentration of population.
- NOT adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirement, conveniences and improvements.
- NOT interfere with adequate light and air.

The Applicant believes that the above conditions will be met by the features of the plan and the compatible character of the proposed use and surrounding community.