

Applicant's Report

Subject Property:

Street Address: 616 N 25th St Richmond, VA 23223-6538

Alternate Street Addresses: 2415 Jefferson Ave

Tax Map Reference No/Parcel ID: E0000335009

To:

City of Richmond Department of Planning and Development Review

900 East Broad Street

Richmond, Virginia 23219

Submitted By:

Kristy I Santelli

616 N 25th Street

Richmond VA, 23223

I. Introduction

The applicant proposes the conversion of the structure (hereinafter referred to as the "garage") on 2415 Jefferson Ave from a 550+/- sq. ft. garage into a small retail store. The design will be in harmony with the surrounding area, consistent with the city master plan and in accordance with The Richmond Commission of Architectural Review requirements. Furthermore, the store will support objectives of the city in the Jefferson Ave corridor to "be a vibrant street with thriving businesses." This retail shop will keep normal retail hours and operate no later than 8pm. We would like to be treated the same as the properties that are adjacent to our property, which currently have UB-PE zoning. We are requesting to wave parking requirements for the entire property. The owner of the property will also be owner of the store business, creating a work space in Churchill.

II. Site

The subject property, 616 N 25th St/2415 Jefferson Ave, Richmond, Virginia is a "through" lot and consists of a 2 story house facing 25th Street and a 550 square foot "garage" facing Jefferson Ave. The garage is situated between Sub Rosa Bakery and the Family Resource Center and faces a currently empty lot. It is currently zoned R-63 - Residential (Multi-family Urban). The zoning for the adjacent and surrounding properties is UB-PE.

III. Proposed Use

The applicant proposes to develop the garage facing Jefferson Ave into a small retail store. The garage will be updated to be consistent with other retail locations in the area, it would also keep the hours no earlier than 6am and no later than 8pm. The store will have between 2-6 employees.

The retail store in the developed garage will be occupied by Dear Neighbor which is a small gift/retail shop that will cater to the neighborhoods need for small retail items like stationary, small home goods and accessories. This store will be a positive influence to the surrounding homes, business and community. The proposed project is very much the essence of urban renewal and has the spirit of the surrounding area at its heart.

IV. Design

The design of the building and site seeks to update and improve the overall quality of construction while also honoring the existing design elements and remaining constant with CAR recommendations. The applicant's proposal extends the building height from 11'11" to 12'12" to accommodate updated lighting and HVAC. The main entrance door will stay in place where it exists and the garage door will be converted to a window. The addition of two windows will match the look of the building and create balance and harmony within the space. Furthermore, the design is being created by a Churchill resident who is streamlining the renovation to the surrounding neighborhood. This small store will not overcrowd the land or surrounding population, or interfere with adequate light and air. The proposed garage updates will meet or exceed all building code requirements and will not be a fire hazard to neighboring properties.

IV. Appropriateness

The store for all intents and purposes will be a "gift store". This will support the goals of the local area revitalization plan by supporting the walkable and growing business corridor of Jefferson Ave. The store will be a place where neighbors can go to buy gifts or small items for their selves and their home. Items such as, but not limited to: candles, ceramics, bags, jewelry, leather goods, and accessories. Items will be from national vendors as well as local Richmond vendors alike.

V. Community Outreach

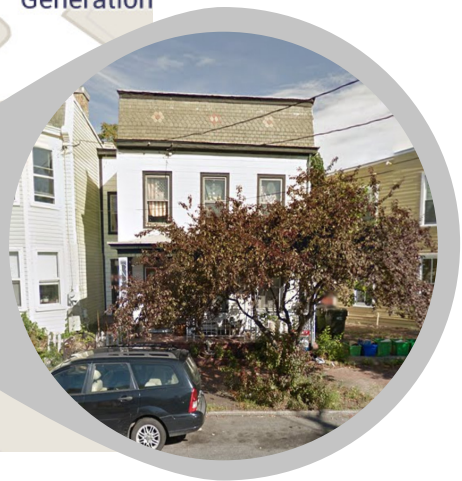
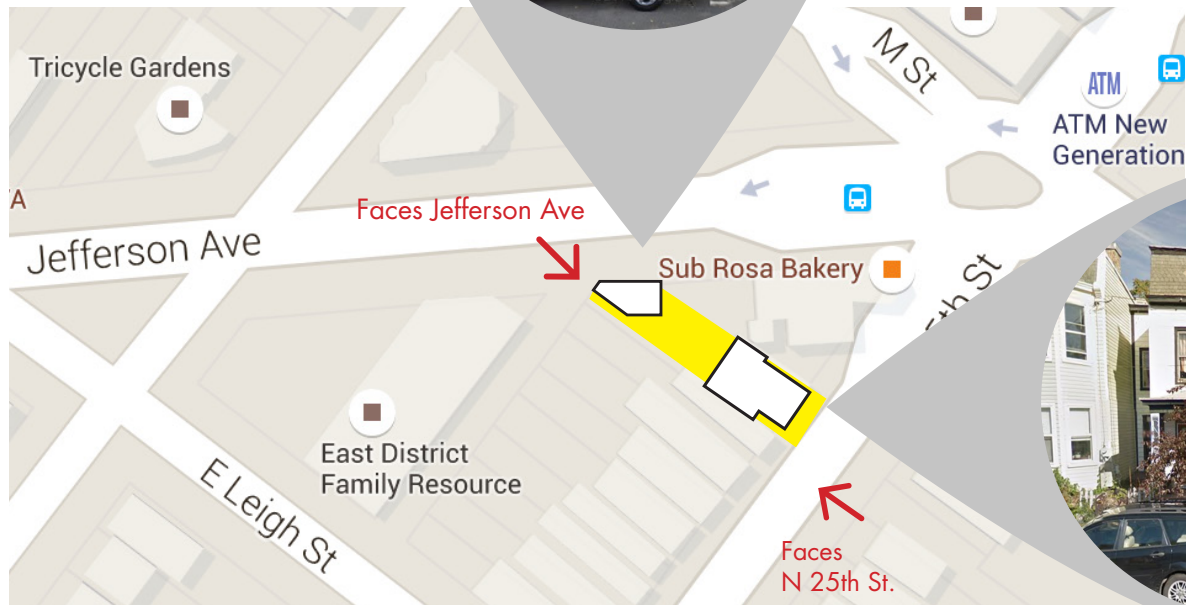
The applicant has reached out to area neighbors, businesses and community associations to discuss the project (such as Sub Rosa and Union Market). The reaction has been beyond supportive and positive with our neighbors and local businesses owners exclaiming "we need a gift store up here!" Upon submission of the SUP, the applicant will secure letters and signatures in support of the project. We have no doubt that support will be overwhelmingly positive.

Garage (550sq ft.)
2415 Jefferson Ave
Facing Jefferson Ave.

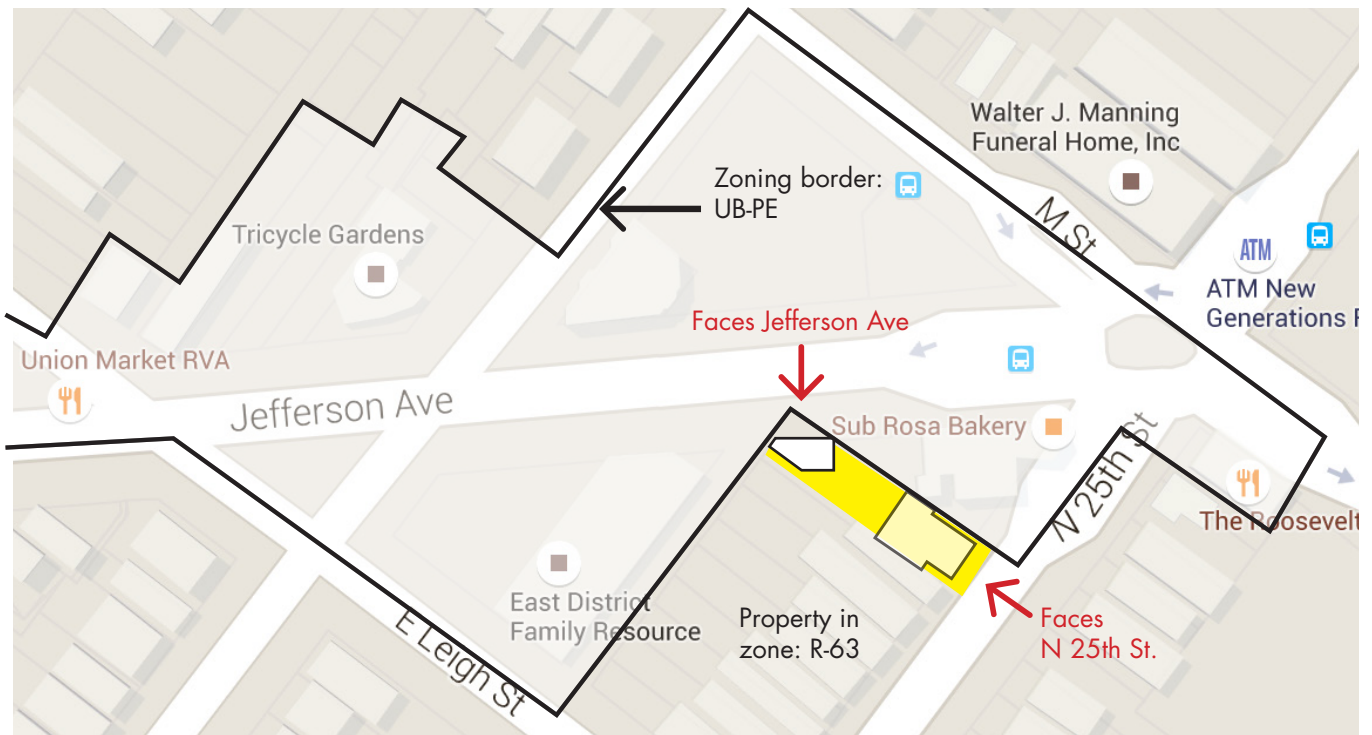
Behind Subrosa
Located at the end of
“through” lot



House
616 N 25th St
Richmond 23223



Zoning Map



Proposed building upgrade
of 2415 Jefferson Ave

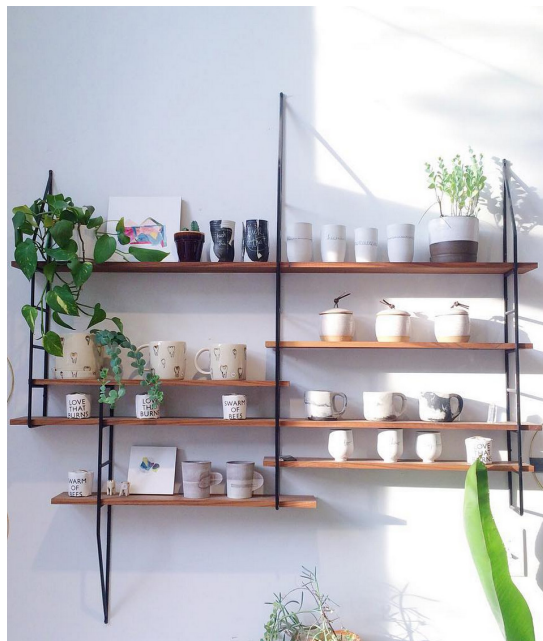


Before



After

Interior References*



For reference only, not actual interior

Example Merchandise*



For reference only, not actual merchandise