

INTRODUCED: October 12, 2020

AN ORDINANCE No. 2020- 226

To amend Ord. No. 2013-156-154, adopted Sept. 9, 2013, as previously amended by Ord. No. 2013-208-197, adopted Oct. 28, 2013, which authorized the special use of the property known as 2501 Monument Avenue for the purpose of a museum for architecture and design and a lodging unit and imposed as a condition on the special use of such property a 150-person attendance limit for all reception events, to permit a dwelling unit and retail space and to impose as a condition on the special use of such property a 300-person attendance limit for all reception events instead of a 150-person attendance limit for all reception events.

\_\_\_\_\_  
Patron – Mayor Stoney (By Request)

\_\_\_\_\_  
Approved as to form and legality  
by the City Attorney  
\_\_\_\_\_

PUBLIC HEARING: NOV 9 2020 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

I. That Ordinance No. 2013-156-154, adopted September 9, 2013, as previously amended by Ordinance No. 2013-208-197, adopted October 28, 2013, be and is hereby amended and reordained as follows:

§ 1. The property known as 2501 Monument Avenue, located at the southwest corner of the intersection of Davis Avenue and Monument Avenue, containing in aggregate approximately 38,000 square feet and identified as Tax Parcel No. W000-1128/007 in the [~~2013~~] 2020 records of the City Assessor, being more particularly shown on the plat entitled “Plat of Survey Showing

AYES: \_\_\_\_\_ NOES: \_\_\_\_\_ ABSTAIN: \_\_\_\_\_

ADOPTED: \_\_\_\_\_ REJECTED: \_\_\_\_\_ STRICKEN: \_\_\_\_\_

Improvements Situated at 2501 Monument Ave.,” prepared by Timmons Group, and dated March 18, 2002, a copy of which is attached to and made a part of ~~[this ordinance]~~ Ordinance No. 2013-156-154, adopted September 9, 2013, is hereby permitted to be used primarily for the purpose of a museum for architecture and design and a lodging unit, as well as a dwelling unit for an artist-in-residence, and retail space as further described herein, and substantially as shown on the site plans, floor plans and elevations entitled “Virginia Center for Architecture, 2501 Monument Avenue, Richmond, Virginia 23223”, consisting of sheets CS1.01, A1.01 and A4.01, prepared by the Virginia Foundation for Architecture, dated March 30, 2001, with sheets CS1.01 and A1.01 revised through June 19, 2013, and sheet A4.01 revised through May 4, 2001, copies of which are attached ~~[hereto]~~ to and made a part of ~~[this ordinance]~~ Ordinance No. 2013-156-154, adopted September 9, 2013.

§ 2. The adoption of this ordinance shall constitute the granting of a special use permit for the property, which shall be transferable from the owner of the property to the successor or successors in fee simple title of the owner, whether acquired by operation of law, deed or otherwise, and which shall run with the land[-]

~~[§ 3. The Commissioner of Buildings is hereby authorized to issue to the owner of the property a building permit in accordance with the plans referred to above for any of the aforementioned purposes],~~ subject to the following terms and conditions:

(a) The owner of the property shall be bound by, shall observe and shall comply with all other laws, ordinances, rules and regulations adopted pursuant thereto, applicable to the property, except as otherwise provided in this ordinance.

(b) The first floor and the yard area to the rear of the building shall be permitted to be used as a museum for architecture and design and accessory retail sales. The mission of the

museum is “to develop an understanding of architecture and design and their influence on our lives, our communities and our world.” The mezzanine level shall be permitted to be used as a lodging unit, as well as a dwelling unit for an artist-in-residence, configured and arranged substantially as depicted on the ~~[attached]~~ plans attached to and made a part of Ordinance No. 2013-156-154, adopted September 9, 2013. The use of the remainder of the building shall be subject to normal zoning regulations, including any nonconforming rights that are applicable. Occupancy of the lodging unit shall be restricted to a Virginia Foundation for Architecture employee or guest where no rent is accepted from or required of such guest.

(c) The hours of operation for the museum shall be as follows:

(1) 8:30 a.m. to ~~[5:00]~~ 10:00 p.m. Monday through ~~[Wednesday]~~ Thursday  
~~[and Friday through Saturday]~~.

(2) 8:30 a.m. to ~~[10:00]~~ 11:00 p.m. on ~~[Thursday]~~ Friday and Saturday.

(3) 1:00 p.m. to ~~[5:00]~~ 7:00 p.m. on Sunday.

(d) That the museum shall be allowed to host events. The permitted events shall be limited to certain activities and are subject to certain regulations as follows:

(1) Museum Accessory events shall be events that are tied directly to the museum’s mission and may include both Museum events and Museum Outreach events. These events involve activities that are outside the routine and ordinary activities that comprise the experience of museum patrons as they tour museum exhibitions and the museum property.

a. Museum events include exhibition openings, exhibition-related receptions, lectures and other activities that directly support the museum’s mission.

b. Museum Outreach events are activities hosted by the museum for the purpose of educating public or private groups about the mission of the museum, raising funds in support of the museum's mission or for recognizing individuals or groups for their contributions in support of the museum's mission.

(2) ~~[Reception events are events that may be unrelated to the museum's mission and may involve a short term lease of the museum space to a third party for a commercial reception that may include weddings or wedding related functions or for a civic or community event]~~ Special events, including, but not limited to, corporate or commercial events, weddings, and receptions, unrelated to the museum mission are permitted, provided the property owner shall covenant in writing to the Monument Avenue Preservation Society, Incorporated, or its successor association, that the property owner will provide the Monument Avenue Preservation Society, Incorporated, with a special event management plan, all changes to the special event management plan, and a notice period providing the Monument Avenue Preservation Society, Incorporated, or its successor, an opportunity to raise any objections to such changes before such changes take effect. The property owner shall provide a copy of the written covenant and the special event management plan provided to the Monument Avenue Preservation Society, Incorporated, and all amendments to such plan to the Director of Planning and Development Review and the Zoning Administrator.

(3) ~~[Notification of all events shall be provided through either a publicly accessible website maintained by the property owner or through Facebook, Twitter or some other equivalent form of social media. The event notice shall include a description of the event including both the type of event and the purpose of the event and indicate the~~

~~date, time, duration, and attendance limit. The data contained in the event notice shall remain accessible for a two-year period.~~

~~(4) — The property owner or representatives of the property owner shall attend and supervise all events.~~

~~(5) — For the purpose of this ordinance, “normal business hours” refer to the hours of 8:30 a.m. to 5:00 p.m. Monday through Friday. Events held outside of normal business hours shall conclude no later than 10:00 p.m. Monday through Thursday, 11:00 p.m. on Friday and Saturday and 7:00 p.m. on Sunday.~~

~~(6) — The City of Richmond Zoning Administrator shall approve certain events by the issuance of a certificate of zoning compliance (CZC).~~

~~a. — In addition to certifying that the conditions of this ordinance are satisfied, the applicant shall provide in the application for a certificate of zoning compliance all of the following:~~

~~1. — A description of the event including the type of event, the purpose of the event, the size of the event, and the hours of the event.~~

~~2. — Verification that the parking area at 2551 Monument Avenue is available.~~

~~3. — A copy of the contract for each reception event.~~

~~4. — A copy of the Virginia Alcoholic Beverage Control (ABC) license issued specifically for each event at which alcohol is to be served.~~

~~(i) — For reception events the ABC license shall be issued in the name of the lessee of the event.~~

~~(ii) For Museum Accessory events the ABC license shall be issued in the name of a representative of the property owner.~~

~~5. When the off premise parking area is required, the lease agreements or contracts shall be provided.~~

~~b. No more than fifty two (52) certificates of zoning compliance per calendar year shall be issued for the property.~~

~~1. No more than twelve (12) of these events shall be receptions.~~

~~(i) Outdoor games shall not be permitted during the reception events.~~

~~(ii) A minimum of four (4) reception events shall conclude by 8:30 p.m. No more than eight (8) reception events shall conclude later than 8:30 p.m.~~

~~(iii) All reception events shall have an attendance limit of one hundred fifty (150) persons.~~

~~2. No more than forty (40) certificates of zoning compliance shall be issued for Museum Accessory events provided that the parking area located at 2551 Monument Avenue is available.~~

~~(i) Twelve (12) of these events shall have an attendance limit of one hundred fifty (150) persons. The remaining twenty eight (28) of these events shall have an attendance limit of seventy five (75) persons.~~

~~(ii) — There shall be no more than one (1) of these events per week except for the one (1) week in the year designated as Architecture Week.~~

~~(iii) — There shall be no more than one of these events per month that begin between the hours of 5:00 p.m. and 7:00 p.m. on weekdays.~~

~~3. — No more than twenty six (26) CZC's shall be issued for events per calendar year when the parking area located at 2551 Monument Avenue is not available and satellite parking may be used when required as described in paragraph 3(f).~~

~~(i) — Twelve (12) of these events shall have an attendance limit of one hundred fifty (150) persons. The remaining fourteen (14) of these events shall have an attendance limit of seventy five (75) persons.~~

~~(ii) — No more than eight (8) of these events shall be receptions.~~

~~(7) — Certain Museum Accessory events shall not require a CZC. All other events shall require a CZC. Those events not requiring a CZC include:~~

~~a. — Museum Accessory events held on Easter.~~

~~b. — Museum Accessory events held during normal business hours with an attendance limit of fifty (50) persons. These events are not permitted if the parking area located at 2551 Monument Avenue is not available.~~

~~(8) — No amplified music, public address or loudspeaker system shall be operated outside of the building. Whenever there is amplified music within the building or whenever a public address or loudspeaker system is operated within the building, the doors and windows shall be maintained in a closed position.~~

~~(9) — Food and or beverage serving stations shall not permitted outside the building unless contained within a tent.~~

~~(10) — No more than four (4) events per year, occurring outside of normal business hours, shall be held outside of the building. No more than two (2) of these events shall include the use of a tent. No more than one hundred fifty (150) persons shall be permitted outside of the building.~~

~~(11) Temporary lighting attached to the rear of the building shall not be permitted. Temporary lighting located in the terrace and garden areas shall not be placed higher than [ten (10)] 12 feet above ground level.~~

~~(e) [The parking area located at 2551 Monument Avenue shall be provided for all events when this parking area is available and not in use for events at First Baptist Church. All guests and event staff shall use the parking area at 2551 Monument Avenue when it is available. When the property owner is notified that the parking area located at 2551 Monument Avenue is not available for a planned event, the property owner shall notify the City Zoning Administrator.~~

~~(f) — For all events occurring when the parking area located at 2551 Monument Avenue is not available and either the event is held after normal business hours or the event is held during normal business hours and the planned attendance exceeds fifty (50) persons, parking shall be provided in an off premise parking area located within a 2,500 foot radius of the property. The~~



~~number of spaces required to be provided shall be based on a ratio of one parking space per 1.3 persons planned to be in attendance.~~

~~(1) — A shuttle service, valet parking service or some similar transportation arrangement shall be provided for the off-premise parking area free of charge and in accordance with the requirements of the Department of Public Works.~~

~~(2) — Temporary signage identifying the availability of the off-premise parking area and the transportation service shall be displayed at the property and at the off-premise parking area.~~

~~(3) — The off-premise parking area shall conform to the requirements for a parking area established under the zoning regulations. The off-premise parking area shall be provided in a zoning district that permits parking for the permitted uses of the property. The off-premise parking area shall not be provided within residential zoning districts or by using on-street parking.~~

~~(4) — Valet parking service using the parking area located at 2551 Monument Avenue as the valet lot shall not be permitted.~~

~~(5) — All guests and event staff shall use the satellite parking area when it is provided.~~

~~(g) — For all events held after normal business hours where the planned attendance exceeds fifty (50) persons, temporary signage “Resident Parking Only Please” and containing the logo of the property owner shall be placed along the streets bordering the property. These streets include the north and south side of the 2500 block of Park Avenue, the east and west side of the 600 block of North Davis Avenue, and the south side of the 2500 block of Monument Avenue. Placement of the signs shall be similar to the placement of City’s street cleaning signs.~~

~~(h)~~ For all events held when the parking area located at 2551 Monument Avenue is available and either the event is held after normal business hours or the event is held during normal business hours and the planned attendance exceeds fifty (50) persons, temporary directional signage identifying the parking area as the event parking area shall be placed around the perimeter of the property in the most effective possible manner.

~~(i)~~ For all events held either after normal business hours or during normal business hours where the planned attendance exceeds fifty (50) persons, the property owner shall employ a parking verification system requiring that any guest or event staff that drives a car to the event provide proof that the car such person drove was parked in the appropriate parking area before such person is admitted to the event.

~~(j)~~ Facilities for the collection of refuse shall be provided in accordance with the requirements of the Director of Public Works. Such facilities shall be located, enclosed or screened so as not to be visible from adjacent properties and public streets and shall be substantially as depicted on the ~~[attached]~~ plans attached to Ordinance No. 2013-156-154, adopted September 9, 2013. The operator of the facility shall arrange to have all refuse generated by the special events removed from the premises immediately following the event.

~~(k)~~ ~~(f)~~ Storm or surface water shall not be allowed to accumulate on the land. The owner, at its sole cost and expense, shall provide and maintain at all times adequate facilities for drainage of storm or surface water from the property so as not to adversely affect or damage adjacent property or public streets and the use thereof.

~~(l)~~ ~~(g)~~ Identification of the premises shall be limited to two ~~(2)~~ signs attached flat against the face of the masonry wall surrounding the property not to exceed six ~~(6)~~ square feet of sign area each, substantially as depicted on the ~~[attached]~~ plans attached to Ordinance No. 2013-156-154,

adopted September 9, 2013, and one [~~(1)~~] freestanding or projecting sign to not exceed [~~fifty (50)~~] 50 square feet in area. The signs and their placement shall be subject to approval by the Commission of Architectural Review. Such signs shall not be illuminated by internal or external means.

(h) All reception events shall have an attendance limit of no more than 300 persons.

~~[(m)]~~ (i) In all other respects, the use of the property shall be in accordance with the applicable underlying zoning district regulations, including those contained in the Old and Historic District regulations.

~~[\S 4]~~ \S 3. The privileges granted by this ordinance may under certain circumstances be revoked. Upon noting that a condition of a special use permit has been violated, the Zoning Administrator shall issue a written notice of violation to the property owner. The notice shall inform the property owner (i) which condition or conditions have been violated, (ii) the nature of the violation, and (iii) that the City Planning Commission shall hold a public hearing at which it shall review the violation and the special use permit pursuant to the provisions of sections [~~114-1050.7~~] 30-1050.7 through [~~114-1050.11~~] 30-1050.11 of the Code of the City of Richmond [~~(2004)~~] (2015), as amended, if (a) the property owner does not abate the violation within [~~thirty (30)~~] 30 days of the issuance of the notice or (b) three [~~(3)~~] notices of violation are issued to the property owner within any [~~twelve (12)~~] 12 month period. No action taken pursuant to the provisions of this section shall in any way limit the City's right to pursue any other remedy at law or in equity against the property owner. Failure to comply with the terms and conditions of this ordinance shall constitute a violation of section [~~114-1080~~] 30-1080 of the Code of the City of Richmond [~~(2004)~~] (2015), as amended, or any other applicable laws or regulations.

~~§ 5~~ § 4. When the privileges granted by this ordinance terminate and the special use permit becomes null and void or when use of the ~~[premises]~~ property is abandoned for a period of ~~[twenty four (24)]~~ 24 consecutive months, whether as a result of the property owner relinquishing this special use permit in a writing addressed to the Director of Planning and Development Review or otherwise, use of the property shall be governed thereafter by the zoning regulations prescribed for the district in which the property is then situated.

~~§ 6~~ § 5. That Ordinance No. 2001-308-305, adopted October 22, 2001, be and is hereby repealed.

~~§ 7~~ § 6. This ordinance shall be in force and effect upon adoption.

II. This amendatory ordinance shall be in force and effect upon adoption.

# City of Richmond

2020-144  
900 East Broad Street  
2nd Floor of City Hall  
Richmond, VA 23219  
www.richmondgov.com

## Item Request File Number: PRE.2020.219

### O & R Request

**DATE:** September 14, 2020

**EDITION:** 1

**TO:** The Honorable Members of City Council

**THROUGH:** Levar M. Stoney, Mayor (Patron: Mayor, by Request)   
(This in no way reflects a recommendation on behalf of the Mayor.)

**THROUGH:** Lenora G. Reid, Acting Chief Administrative Officer 



**THROUGH:** Sharon L. Ebert, Deputy Chief Administrative Officer for Economic Development and Planning

**FROM:** Mark A. Olinger, Director, Department of Planning and Development Review



**RE:** To amend and reordain Ord. No. 2013-208-197 adopted September 23, 2013, which authorized the special use of the property known as 2501 Monument Avenue for the purpose of a museum for architecture and design and a lodging unit, as well as for an office use, a dwelling unit, and retail space, to impose as a condition on the special use of such property a 300-person attendance limit for all reception events, upon certain terms and conditions.

**ORD. OR RES. No.** \_\_\_

**PURPOSE:** To amend and reordain Ord. No. 2013-208-197 adopted September 23, 2013, which authorized the special use of the property known as 2501 Monument Avenue for the purpose of a museum for architecture and design and a lodging unit, as well as for an office use, a dwelling unit, and retail space, to impose as a condition on the special use of such property a 300-person attendance limit for all reception events, upon certain terms and conditions.

**REASON:** The application wishes to amend and reordain a previously approved ordinance to allow for a dwelling unit for an artist-in-residence, accessory retail and event space, as well as changes in the hours of operation and number of events per year. An amendment to the Special Use Permit is therefore required.

**RECOMMENDATION:** In accordance with the requirements of the City Charter and the Zoning Ordinance, the City Planning Commission will review this request and make a recommendation to City Council. This item will be scheduled for consideration by the Commission at its November 2, 2020 meeting.

**BACKGROUND:** The subject property consists of a 38,060 SF, or .87 acre unimproved parcel of land, and is a part of the Museum District neighborhood in the Near West Planning District.

The City of Richmond's current Master Plan designates the subject property for Single Family Medium Density. Primary uses are single-family and two-family dwellings, both detached and attached, at densities of 8 to 20 units per acre. Includes residential support uses such as schools, places of worship, neighborhood parks and recreation facilities, and limited public and semi-public uses. Typical zoning classifications that may accommodate this land use category: R-5A, R-6 and R-7. (City of Richmond, Master Plan, p. 133)

The current zoning for this property is R-6 Residential (Single Family Attached) as are much of the adjacent and nearby properties.

**FISCAL IMPACT / COST:** The Department of Planning and Development Review does not anticipate any impact to the City's budget for this or future fiscal years.

**FISCAL IMPLICATIONS:** Staff time for processing the request, preparation of draft ordinance, and publishing, mailing and posting of public notices.

**BUDGET AMENDMENT NECESSARY:** No

**REVENUE TO CITY:** \$1,800 application fee

**DESIRED EFFECTIVE DATE:** Upon adoption

**REQUESTED INTRODUCTION DATE:** October 12, 2020

**CITY COUNCIL PUBLIC HEARING DATE:** November 9, 2020

**REQUESTED AGENDA:** Consent

**RECOMMENDED COUNCIL COMMITTEE:** None

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** City Planning Commission, November 2, 2020.

**AFFECTED AGENCIES:** Office of Chief Administrative Officer  
Law Department (for review of draft ordinance)  
City Assessor (for preparation of mailing labels for public notice)

**RELATIONSHIP TO EXISTING ORD. OR RES.:** Ordinance No. 2013-208-197

**REQUIRED CHANGES TO WORK PROGRAM(S):** None

**ATTACHMENTS:** Draft Ordinance, Application Form, Applicant's Report, Survey, Map

**STAFF:** Jonathan Brown, Senior Planner  
Land Use Administration (Room 511) 646-5734



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.richmondva.gov>

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 2501 Monument Avenue Date 03/02/2020  
 Tax Map # V0001128007 Fee \$1,800.00  
 Total area of affected site in acres 0.874

(See page 6 for fee schedule. Please make check payable to the "City of Richmond")

**Zoning**

Current Zoning R 6 with SUP  
 Existing Use Museum, office and event space

**Proposed Use**

(Please include a detailed description of the proposed use in the required applicant's report.)  
Museum, office and event space  
 Existing Use Museum, office and event space

Is this property subject to any previous land use cases?

Yes  No   
 If Yes, please list the Ordinance Number 2013-208-197

**Applicant/Contact Person:** Jennifer D. Mullen

Company Roth Jackson Gibbons Condon PLC  
 Mailing Address 11 S. 12th Street, Suite 500  
 City: Richmond State VA Zip Code 23219  
 Telephone (804) 977-3374 Fax ( )  
 Email jmullen@rothjackson.com

**Property Owner:** Branch House Associates LLC

If Business Entity name and title of authorized signer Penelope C Fletcher, President

(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 2501 Monument Avenue  
 City Richmond State VA Zip Code 23220  
 Telephone (804) 655-6101 Fax ( )  
 Email pfletcher@branchmuseum.org

Property Owner Signature: Penelope C Fletcher

The names, addresses, telephone numbers, and signatures of all owners of the property are required. Please attach all original 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, checklists, and a check for the application fee (see Filing Procedures for special use permits).

## The Branch

Museum of Architecture and Design

Mr. Matthew Ebinger, AICP  
Senior Planner, City of Richmond  
900 E. Broad Street, Suite 511  
Richmond, VA 23219

Dear Matthew:

This letter shall serve as the Applicant's Report for the accompany application for an amendment to the existing special use authorized pursuant to Ordinance 2013-208-197 ("Existing SUP") for the property located at 2501 Monument Avenue (the "Property") to re-authorize the use of the Property as office, a museum for architecture and design, a dwelling unit for an artist-in-residence, event space and accessory retail use all upon certain terms and conditions.

The applicant requests the Existing Ordinance be amended and restated as set forth in the attached proposed ordinance, together with the proposed special event management plan. The applicant has operated the Property under the Existing SUP, which includes a variety of restrictions it desires to amend. The applicant no longer requires use of the mezzanine level as a lodging unit for an employee of the property owner; provided, however, it proposes to amend the Existing SUP to permit the use of the lodging unit for an artist-in-residence in connection with the use of the property. The museum hours of operation are proposed for amendment as follows: (1) 8:30 a.m. to 10:00 p.m. Monday thru Thursday, (2) 8:30 a.m. thru 11:00 p.m. Friday and Saturday, and (3) 1:00 p.m. thru 7:00 p.m. Sunday, which shall also be the "normal business hours" under the terms of the ordinance. During the normal business hours, the applicant may host special events for up to 300 attendees as identified in the Existing SUP, as well as community outreach events for the benefit of local and regional organizations, clubs, non-profits and hospitals. The applicant proposes to amend the Existing SUP to delete Section 3(d) (5) - (10), (e), (f), (h) and (i) and replace it with the requirement to enter into and maintain a special event management plan regarding provisions for special events. Section 3(d) (11) shall be amended to increase the height to twelve (12) feet above ground level for all temporary lighting.

The Branch Museum of Architecture and Design has been a steward of the historic structure located at 2501 Monument Avenue since 2005. The building, known as the Branch House, was designed in 1916 by Architect John Russell Pope as an urban residence in the Tudor/Jacobean Revival style. The Branch House was completed in 1919 and is the only residence of the Tudor/Jacobean Revival style in which the original interiors have survived intact and is one of the earliest examples of this style of architecture in Virginia. The Branch House contains approximately 27,000 square feet on 11 levels with a 6' foot brick wall surrounding the property. The applicant recently created an access way between the property and the parking lot located at 2551 Monument Avenue, which is property owned by the Trustees of the First Baptist



Church. First Baptist Church permits the owner to use the parking lot outside of church services or events. The museum activities and special events allow the applicant to continue to maintain the historic building and allow the public access to its exhibits. As the Branch House turns 100 this year, the amendments to the Existing SUP are necessary to support the preservation of the building and compatible with the mission of The Branch Museum of Architecture and Design to develop an understanding of architecture and design and their influence on our lives, our communities and our world.

The proposed revisions meet the requirements set forth in the City Charter that the use will not (i) be detrimental to the safety, health, morals and general welfare of the community involved; (ii) tend to create congestion in the streets, roads, alleys and other public ways and places in the area involved; (iii) create hazards from fire, panic or other dangers; (iv) tend to cause overcrowding of land and an undue concentration of population; (v) adversely affect or interfere with public or private schools, parks, playgrounds, water supplies, sewage disposal, transportation or other public requirements, conveniences and improvements; or (vi) interfere with adequate light and air.

Sincerely,

A handwritten signature in black ink that reads "Penelope C. Fletcher". The signature is written in a cursive style with a long horizontal line extending to the right.

Penelope C. Fletcher  
Executive Director



**Mailing Address:**  
P. O. Box 6749  
Richmond, VA 23230

Date: 6 July, 2020

To: Matthew Ebinger, City of Richmond Department of Planning and Development Review

From: Bill Gallasch, President, Monument Avenue Preservation Society

Copy: The Honorable Kimberly Gray, Richmond City Council  
Craig Bieber

The Monument Avenue Preservation Society (MAPS) is writing in support of the proposed changes to the Supplemental Use Permit issued to the Virginia Foundation for Architecture, d/b/a The Branch Museum of Architecture and Design (The Branch). We support that amendment which is now being considered by your department. As you know, MAPS has signed a Memorandum of Understanding with The Branch which covers the details of the proposed changes. We do want, however, to reiterate our support of the proposal.

In the years since an SUP was first issued for The Branch, we have maintained a close relationship with The Branch, which has consistently been a good neighbor to all of us on Monument Avenue. In 2018, The Branch, acting with the permission of First Baptist Church, exemplified their commitment to their Monument Avenue neighbors by creating a new gate in their western wall for ease of handling parking and access to The Branch.

In addition, MAPS recognizes that the ongoing pandemic and resulting business shutdown have had a significant impact on The Branch. The current proposed changes will allow them to implement an enhanced and more flexible business model that can create additional revenues for The Branch without adding to neighborhood concerns.

The Board of MAPS urges you to give this proposal favorable consideration.

Yours Sincerely,

Monument Avenue Preservation Society

A handwritten signature in black ink that reads "Bill".

William F. Gallasch  
President



City of Richmond
Department of Planning & Development Review
DEVELOPMENT PROPOSAL RESPONSE FORM

Development Proposal / Address: 2501 Monument Avenue

Special Use Permit - Parcel No. W0001128007 - File No. 070971-2020

Association Name: Fan District Association

Please Check Appropriate Boxes:

The Association's (check one) Membership or Board met on May 4, 2020
and voted to Oppose Support Take no position on this proposal.

This Association does not intend to consider this issue because:

Was a representative for the proposal present? YES NO

Other comments:

Martha A. Warthen
Print Name

Chair, Zoning Committee
Title

Signature

5/6/2020
Date

Please send to:

Matthew Ebinger, AICP - Principal Planner

Mail: Matthew Ebinger, AICP - Principal Planner
City of Richmond
Land Use Administration Division
900 East Broad Street, Room 511
Richmond, VA 23219
Email: Matthew.Ebinger@richmondgov.com
Fax: (804) 646-5789



City of Richmond
Department of Planning & Development Review

DEVELOPMENT PROPOSAL RESPONSE FORM

Development Proposal / Address: 2501 Monument Avenue

Special Use Permit - Parcel No. W0001128007 - File No. 070971-2020

Association Name: Robinson Street Association

Please Check Appropriate Boxes:

The Association's (check one) Membership or Board met on email vote 4/14/20 and voted to Oppose Support Take no position on this proposal.

This Association does not intend to consider this issue because:

Was a representative for the proposal present? YES NO

Other comments:

Alice Tousignant
Print Name

President
Title

Signature

April 28, 2020
Date

Please send to:

Matthew Ebinger, AICP - Principal Planner
Mall: Matthew Ebinger, AICP - Principal Planner
City of Richmond
Land Use Administration Division
900 East Broad Street, Room 511
Richmond, VA 23219
Email: Matthew.Ebinger@richmondgov.com
Fax: (804) 646-5789

## Special Event Management Plan

This Special Event Management Plan ("Plan") by The Virginia Foundation for Architecture, Incorporated, a Virginia corporation (the "Foundation") and the Monument Avenue Preservation Society, Incorporated (the "Association").

### RECITALS

Whereas, the Foundation is the owner of the properties located at 2501 Monument Avenue in the City of Richmond, Virginia (the "Property").

Whereas, the Foundation agrees to limit the use of the Property in connection with Ordinance No. 2013-156-154, adopted September 9, 2013, as amended by Ordinance No. 2013-208-197, adopted October 28, 2013, and Ordinance No. 2020-\_\_\_\_\_, adopted \_\_\_\_\_, 2020 by City Council of the City of Richmond, Virginia (the "Ordinance") authorizing the special use of the Property for the purpose of a museum for architecture and design, artist-in-residence, retail and accessory uses (collectively, "Use") and special events, specifically reception events, weddings, meetings or other gatherings at the Property ("Events", which together with the Use is hereinafter referred to collectively as the "Use"), as more particularly described in the Ordinance;

Whereas, the Foundation agrees to further limit the Use of the Property as more particularly described in this Agreement.

### AGREEMENT

NOW, THEREFORE, for good and valid consideration, the receipt of which is acknowledged by the parties, the parties agree as follows:

1. Recitals. The recitals are incorporated herein and made part of this Agreement.
2. Additional Restrictions.
  - a. Events:
    - i. No Event shall involve more than 300 attendees.
    - ii. No more than 5 Events per year shall involve between 200-300 attendees.
    - iii. No more than 50 Events per year shall involve between 150-200 attendees.
    - iv. No more than 50 Events per year shall involve between 75-149 attendees.
    - v. There shall be no limitation on the number of Events per year involving fewer than 75 attendees.
    - vi. No Event shall extend beyond 10:30 p.m. No personnel associated with the Event shall work on the Property beyond 11:30 p.m.

- vii. No more than 2 Events per week shall involve more than 75 attendees except during the month designed as Design Month by the owner (typically April) and the period between Thanksgiving and New Years Day, during which two periods there shall be no limitation on the number of Events per week.
- viii. No amplified music shall be operated outside of the building.

b. Parking.

- i. As long as the owner of the property located at 2551 Monument Avenue permits the owner to use the parking area, it shall be used for all Events and employee parking.
- ii. In the event the parking area located at 2551 Monument Avenue is not available, the owner shall use best efforts to secure a satellite parking area within a 2,500 foot radius of the property for Events exceeding 75 attendees based on a ratio of 1 parking space per 4 attendees for use with a shuttle service, valet parking service or similar transportation arrangement. All guests and event staff shall use the satellite parking area when it is provided.
- iii. For all Events held after normal business hours as defined in the Ordinance where the planned attendance exceeds seventy-five (75) people, temporary directional signage identifying the applicable parking area as the Event parking shall be placed around the perimeter of the property in the most effective possible manner.

3. Designated Representative. The Association shall provide notice to the Foundation of the designated representative of the Association (the "Designated Representative"). The Foundation shall provide the Designated Representative contact information for an Event staff person, including at least a cellular telephone number, for purposes of compliance with the provisions of the Ordinance for that accessory use of the Property for an Event having more than 75 attendees beginning or continuing after 8 p.m.

4. Meeting. The Foundation will meet annually with the Designated Representative, or at the request of the Designated Representative, will invite the entire Association. At such meeting, the Foundation will provide a report as to the Use of the Property, including the number and size of Events since the previous meeting.

5. Amendment. The Foundation may not amend or assign this Agreement without the consent of the Association, which consent shall be in its sole discretion; provided, the Association shall discuss the proposed amendment or assignment in good faith. The Foundation shall provide the Association notice of the proposed amendment or assignment. In the event the Association does not respond to the Foundation within sixty (60) days of such notice, the Association shall be deemed to approve the proposed amendment or assignment.

6. Notices. All notices under this Agreement shall be personally delivered, sent via facsimile or via electronic mail, sent via a nationally recognized overnight courier service (such as Federal Express, UPS or DHL) or sent by certified United States mail (return receipt requested). Notices sent via personal delivery, overnight courier service, electronic mail and facsimile will be effective upon receipt, and notices sent by mail will be effective three (3) Business Days after being deposited with the United States Post Office, postage prepaid. A courtesy copy of any notice given by facsimile or electronic mail also shall be mailed to the party receiving the notice. The addresses to be used in connection with such correspondence and notices are the following, or such other address as a party shall from time to time direct in writing by notice given pursuant to this paragraph, but any such notice of a new address shall not be effective until actually received by the other party:


If to the Foundation:           The Virginia Foundation for Architecture, Incorporated,  
Attn: Executive Director  
2501 Monument Avenue  
Richmond, Virginia 23220

If to the Association:           Monument Avenue Preservation Society, Incorporated  
Attn: William Gallasch  
2336 Monument Avenue  
Richmond, VA 23220


7. Miscellaneous. This Agreement shall be construed, performed and enforced in accordance with the laws of the Commonwealth of Virginia and shall not be amended or modified and no waiver of any provision hereof shall be effective unless set forth in a written instrument executed with the same formality as this Agreement.

Witness the following signatures:

The Virginia Foundation for Architecture,  
Incorporated, a Virginia corporation

By:   
Name: Penelope C. Fletcher  
Title: Executive Director

Monument Avenue Preservation Society,  
Incorporated

By:   
Name: WILLIAM F. GALLASCH  
Title: President