



**City of Richmond
Department of Planning
and Development Review**

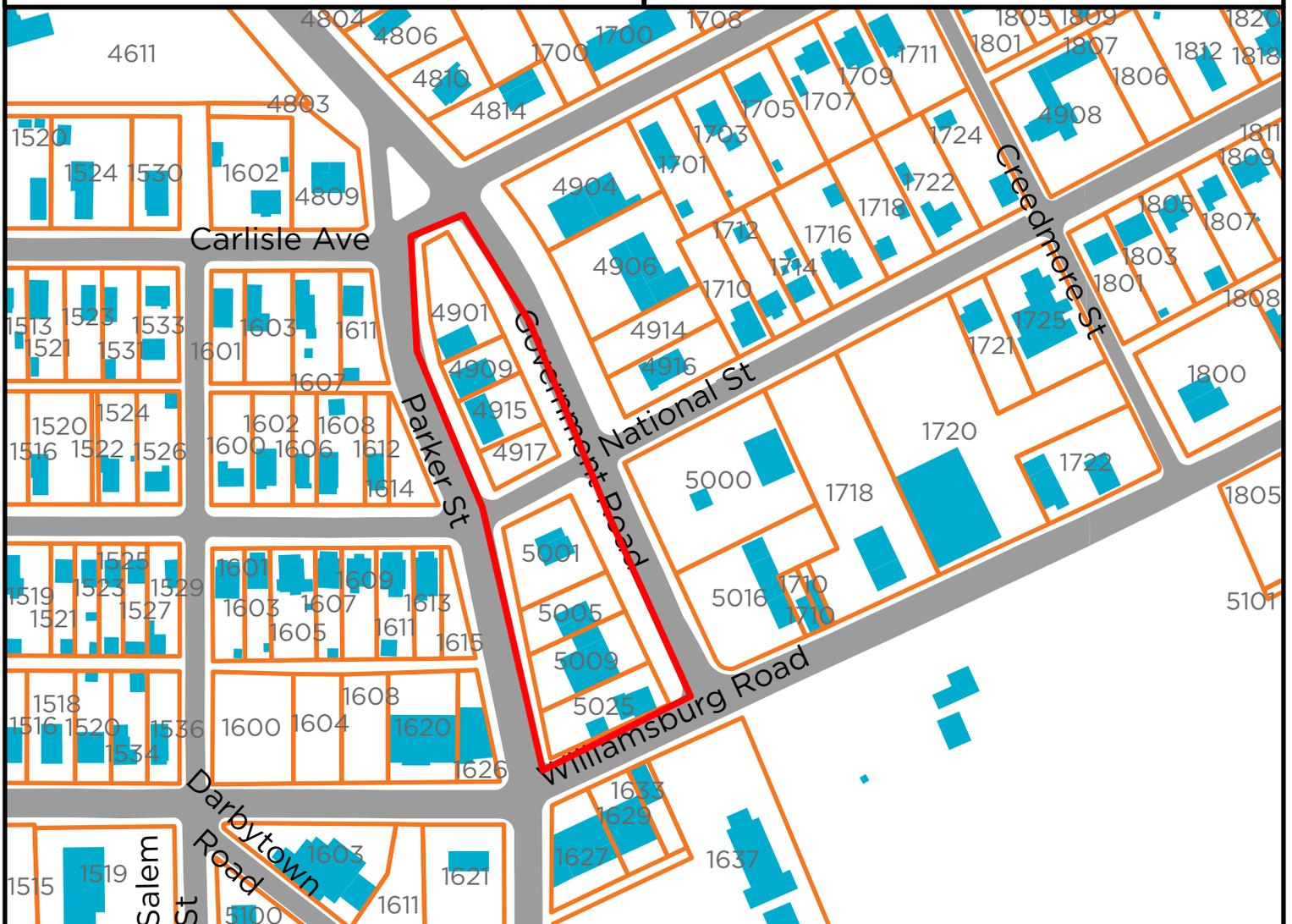
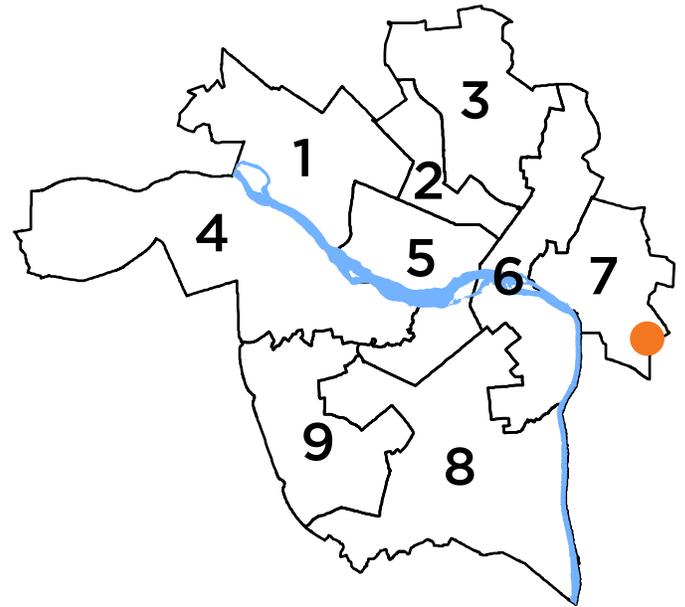
**Urban Design Committee
Location, Character, and Extent**

Address: 4900 & 5000 Blocks of
Government Road

Council District: 7

Description: Conceptual location,
character, and extent review of
streetscape and green
infrastructure improvements along
Government Road.

For questions, please contact Ray Roakes
at (804)-646-5467 or raymond.roakes@rva.gov





Application for Urban Design Committee Review

Department of Planning and Development Review

Planning & Preservation Division

900 E. Broad Street, Room 510

Richmond, Virginia 23219 | (804) 646-6335

<https://www.rva.gov/planning-development-review/urban-design-committee>



Application Type (select one)

Location, Character, & Extent

Section 17.05

Other:

Encroachment

Design Overlay District

Review Type (select one)

Conceptual

Final

Project Information

Submission Date: June 16, 2022

Project Name: Greening Greater Fulton

Project Address: 4900 & 5000 blocks of Government Road

Brief Project Description (this is not a replacement for the required detailed narrative):

Installation of green street infrastructure including tree lawns and rain gardens within the north right-of-way of Government Road. Other features will include permeable pavement, sidewalks, and stormwater art.

Applicant Information (a City representative must be the applicant, with an exception for encroachments)

Name: Bill Boston

Email: William.Boston2@rva.gov

City Agency: Department of Public Utilities - Stormwater

Phone: (804) 646-8161

Main Contact (if different from Applicant): Charlene Harper, PE, PLA

Company: HG Design Studio

Phone: (804) 740-7500 ext. 412

Email: charper@lhg.net

Submittal Deadlines

All applications and support materials must be filed no later than 21 days prior to the scheduled meeting of the Urban Design Committee (UDC). Please see the schedule on page 3 as actual deadlines are adjusted due to City holidays. **Late or incomplete submissions will be deferred to the next meeting.**

Filing

Applications can be mailed or delivered to the attention of "Urban Design Committee" at the address listed at the top of this page. **It is important that the applicant discuss the proposal with appropriate City agencies, Zoning Administration staff, and area civic associations and residents prior to filing the application with the UDC.**

Submittal Deadlines

The UDC is an 11 member committee created by City Council in 1968 whose purpose is to advise the City Planning Commission (CPC) on the design of projects on City property or right-of-way. The UDC provides advice of an aesthetic nature in connection with the performance of the duties of the Commission under Sections 17.05, 17.06, and 17.07 of the City Charter. The UDC also advises the Department of Public Works in regards to private encroachments in the public right-of-way.

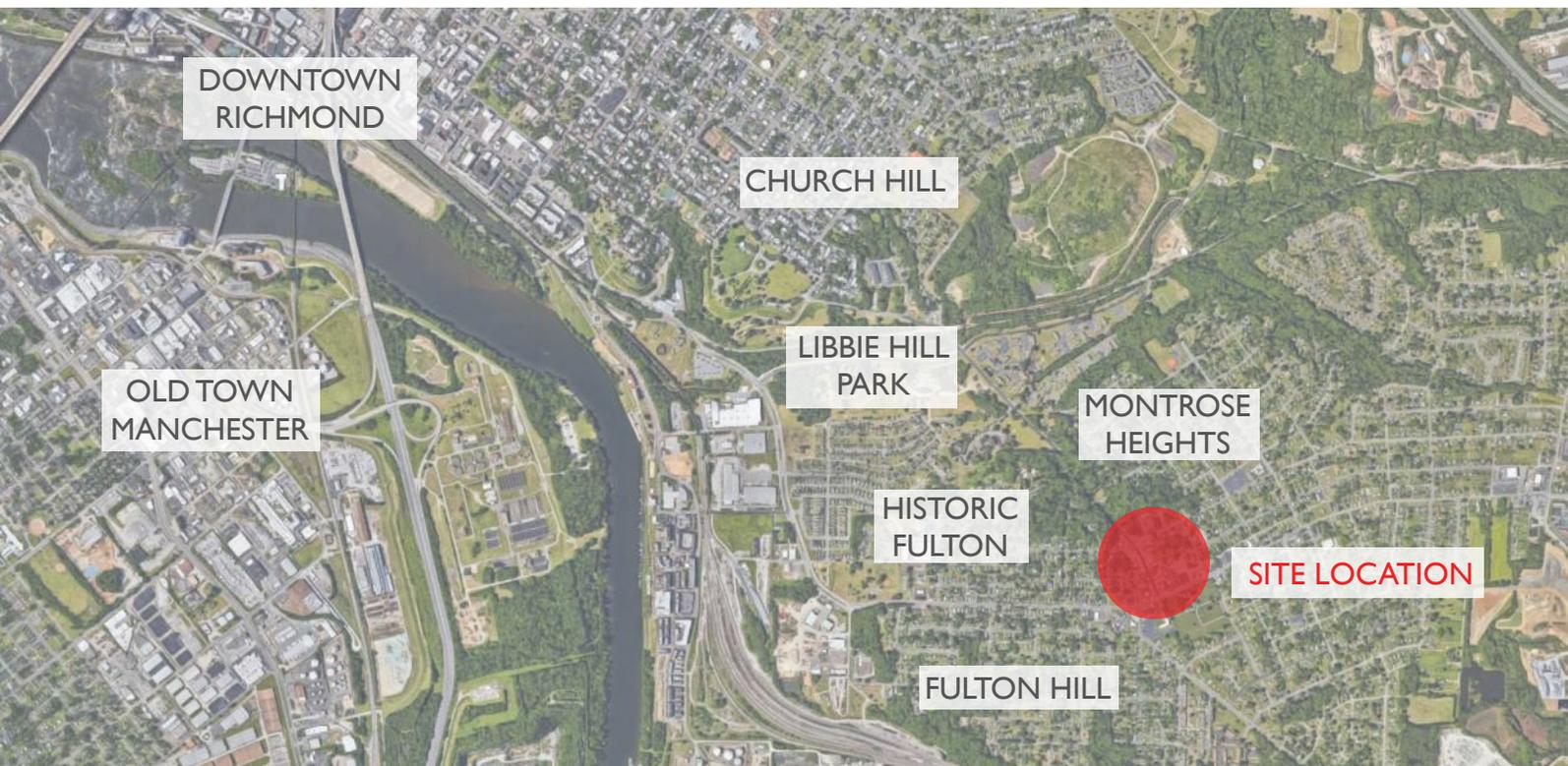


GREENING GREATER FULTON

JUNE 2022

PREPARED BY:





SITE LOCATION

PROJECT BACKGROUND

The Fulton Hill community is located within the priority watershed of Gillies Creek according to the RVA Clean Water Plan, produced by the City of Richmond's Department of Public Utilities, and is a historically underserved, low income population. The community lacks access to adequate green spaces that are safe, beautiful, and supportive of a healthy, vibrant culture. In the past, Fulton and Fulton Hill were segregated neighborhoods. Black residents from nearby Fulton were either barred from entering Fulton Hill, or conditionally permitted to enter for work purposes. Given this history, it is important to create spaces that are open and welcoming to all.

Innovate Fulton approached the Alliance for the Chesapeake Bay (Alliance) with their concept plan for a green street on Government Road and invited the Alliance to participate. As discussions between the Alliance and Innovate Fulton organically grew into bigger ideas, the Greening Greater Fulton project was born. A project team was thoughtfully assembled based on past experience and passion for this project. HG Design Studio was brought in to provide stormwater engineering, permitting, and landscape architecture expertise and Matt Lively and Tim Harper (Lively Harper), two Richmond artists, were added to design community artwork. GroundWork RVA joined the group to add their experience constructing green infrastructure and support workforce development to Fulton Hill youth. They will help create the opportunity for neighborhood members to be directly involved in the improvement of their community space.



SITE VICINITY

PROJECT PURPOSE

Greening Greater Fulton’s goal is to create a green street that directly reflects the community’s vision. Through community engagement and best design practices, the project will reduce impervious surface and install rain gardens, native plants, and trees throughout the Fulton Business corridor on Government Road.

The commercial corridor’s built environment consists of a number of low-rise structures coupled with significant swaths of asphalt and concrete. Crumbling sidewalks, wide setbacks, overflowing drains, and lack of walkability have all contributed to the economic decline of the business district. The installation of urban stormwater green infrastructure practices will filter and treat polluted stormwater runoff, improving water quality in Gillies Creek as nitrogen, phosphorus, and sediment is removed. Installation of best management practices such as street trees, permeable pavers, and rain gardens will reduce stormwater volume and urban heat island impacts while also improving Fulton’s climate resiliency.

Greening Greater Fulton will also meet the vision and associated goals outlined in the City’s Richmond 300 Master Plan: “Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.”

Goals:

1. Improve air quality within the city and the region, and reduce greenhouse gas emissions within the city by 80% by 2050.
2. Improve local water quality and manage the built environment to enhance runoff and protect natural assets such as the James River while reducing stormwater volumes.
3. Positively adapt to the effects of a changing climate and ensure that all residents have equitable access to nature and a healthy community.”

WORKFORCE DEVELOPMENT

Innovate Fulton and GroundWork RVA have joined forces to create a green jobs initiative known as Launch Fulton Green Jobs Initiative (Launch). Launch will engage young residents from the community in a comprehensive job training program that allows them to participate in the green infrastructure project process at each stage from planning to maintenance. Innovate Fulton will manage the community outreach program to recruit participants into Launch. Through media contacts, door-to-door visits, and engagement with state and local workforce development professionals, Innovate Fulton will ensure a full complement of young people seeking training. They will also bring to bear all of its entrepreneurship development programming. Groundwork RVA has built a skillset in its Green Workforce that allows them to both employ and continue to expand training for Black and Brown youth in urban greening and environmental spaces. The history of Greater Fulton is one of disinvestment and lack of equity. Launch will play an active role in bringing resources and opportunity to mitigate some of the impacts left by that history.



CITY COLLABORATION

The Alliance for the Chesapeake Bay has been close partners with the City of Richmond's Department of Public Utilities for the past decade. We have worked together on numerous projects that have helped green various parcels and effectively manage stormwater. Many projects have been on school properties, while others are on streets or parks. Working closely with Grace LeRose, Bill Boston, and Jenn Clarke from DPU, we developed a green infrastructure master plan and ranking tool that uses numerous data sets to help prioritize the best areas to install green infrastructure projects when developing or redeveloping a site. All of this work is being done with the Clean Water Plan as our guide, and therefore takes place in three priority watersheds: Goode's Creek, Shockoe Creek, and Gillies Creek. The Alliance is also closely partnered with Parks, Recreation, and Community Facilities on improvements that need to be made there and have been working with Ryan Rinn and Chris Frelke. The Alliance attends and presents at all RVAH2O stakeholder meetings and reaches out to the city on a regular and frequent basis anytime we are approached by community members seeking out improvements to their community. Additionally, the Alliance hosts quarterly meetings of the East End Green Infrastructure Collaborative, which is how we came to work together on this Greening Greater Fulton project. This project is a shining example of how we can respond to the needs of the community through thoughtful, intentional partnership, outreach, and engagement to design something truly reflective of Greater Fulton's rich and tragic history while honoring the people living there now with an inviting, beautiful park-like business corridor that will also improve air and water quality and overall quality of life for everyone residing there.

COMMUNITY OUTREACH

Led by Innovate Fulton, extensive community outreach has been done and will continue throughout the project duration.

Along with surveys and focus groups, all community feedback was analyzed and brought to the forefront three primary areas of concern:

1. Green infrastructure improvements are needed given that stormwater runoff impedes walkability
2. A pressing need for more trees, public art, and new stores
3. Community members perceive the crumbling infrastructure as a roadblock to business attraction

Over 2,500 door hangers were distributed by Groundwork RVA in February 2021 to the homes and apartment complexes in the neighborhood. These door hangers asked a series of questions regarding improvements to Government Road through greening and beautification projects.

Additional feedback received included the following:

- “Permeable pavement needs to look like something meant for driving, not too fancy.” - 5023 Government Road;
- “Want to keep drivers from cutting through the lot to skip the light” - 4901 Government Road;
- “Need space for 5 cars and 2 employees” - 4915/17 Government Road.



CONSTRUCTION PROGRAM

Permitting	HG Design Studio will coordinate with local jurisdictions to design and permit the project.	HG Design Studio	May 2022 - October 2023
Installation of Stormwater BMPs	GroundWork RVA will install rain gardens, permeable pavers, street trees and native plants.	Groundwork RVA	October 2022 - November 2023
Construction of art installation and stormwater sculpture	Lively Harper will install a public art sculpture and work with HG to ensure an artist approach to the green infrastructure elements there by creating an educational park-like destination in the midst of the redeveloping Fulton Business District.	Lively Harper	January 2023 - November 2023
Stormwater BMP maintenance	GroundWork RVA's CBLP trained staff will conduct rain garden maintenance for a minimum of two years following the project installation. Richmond DPU will maintain permeable pavement.	Groundwork RVA and Richmond DPU	December 2023 – ongoing
Art installation maintenance	Lively Harper will work with Innovate Fulton to ensure the art installation properly maintained and remain components are an attractive centerpiece of the Fulton Business District.	Lively Harper and Innovate Fulton	December 2023 – ongoing

BUDGET

Funder		
BMP Implementation		
National Fish & Wildlife Foundation	\$350,000	
Richmond Dept. of Public Utilities	\$50,000	Permeable pavement installation & maintenance
Total	\$400,000	
Community Engagement		
National Fish & Wildlife Foundation	\$33,400	
Altria	\$2,500	
Total	\$35,900	
Sculpture Installation		
Luck Foundation	\$60,000	
Altria	\$30,000	
Total	\$90,000	
Total	\$525,900	

ART & COMMUNITY SPACE

Connecting the rain gardens, permeable pavement, and other BMPs planned along Government Road will be a public art installation that will reflect the community's history through a celebration of its rich culture. Taking the feedback from Innovate Fulton's community engagement efforts, Lively Harper will create a public art installation that will reflect the community's needs and desires and again serve as both a piece of art and a showcase for stormwater education. Design concepts will be presented to the community at the Fulton Green Fest, recently rescheduled to June 25th due to rain.





DEPRESSED GREEN SPACE



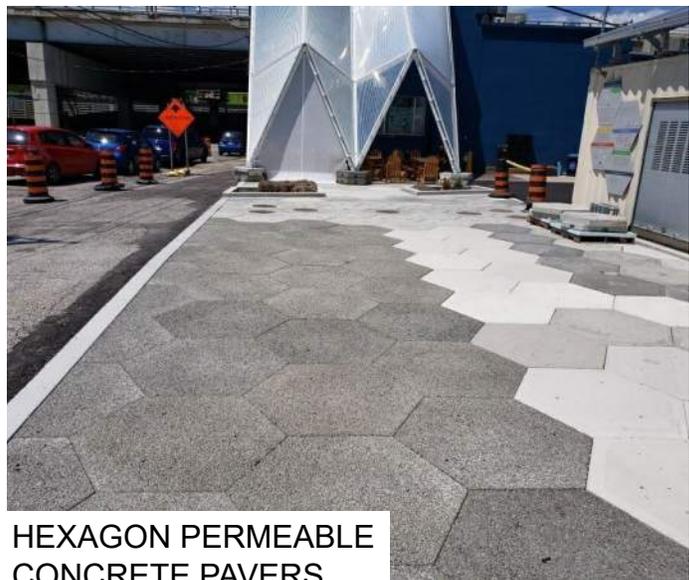
TREE LAWN AT JUNCTION



TREE LAWN

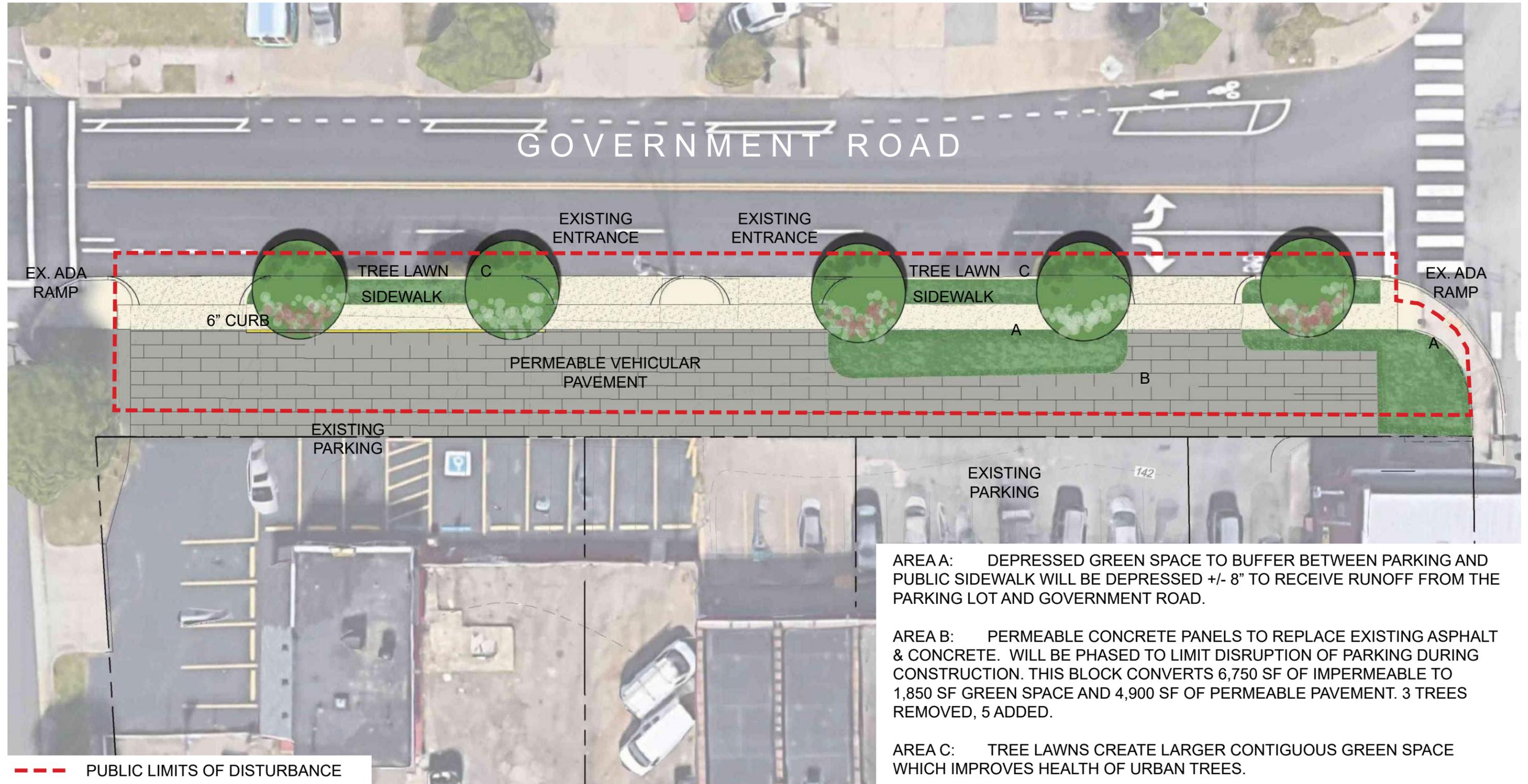


PAVER INSTALLATION



HEXAGON PERMEABLE
CONCRETE PAVERS

5000 GOVERNMENT ROAD:
Site Materials





IRONWOOD



REDBUD



DOGWOOD



YELLOWWOOD



SWAMP AZALEA



YUCCA



SWAMP MILKWEED



SPICE BUSH



PENNSYLVANIA
SEDE



WINTERBERRY



RATTLESNAKE
MASTER



BLUE FLAG IRIS



DWARF CLETHRA



LITTLE HENRY ITEA



LIATRIS

5000 GOVERNMENT ROAD:
Landscape





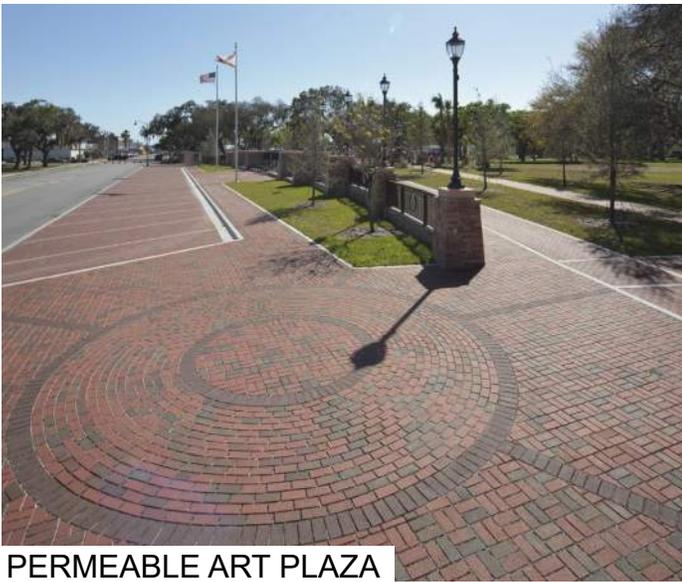
PLAZA AND PLANTINGS



URBAN STORMWATER SOLUTION



URBAN STORMWATER SOLUTION



PERMEABLE ART PLAZA



TREE LAWN STRIP



IRONWOOD



REDBUD



DOGWOOD



YELLOWWOOD



SWAMP AZALEA



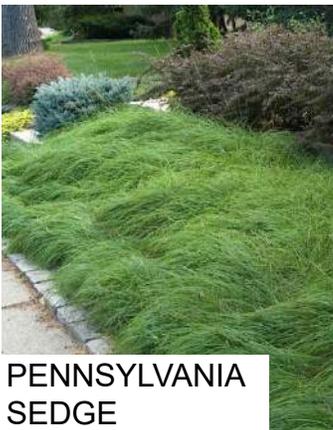
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PREPARED BY:

