



Application for Urban Design Committee Review

Department of Planning and Development Review

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: **6/18/2025**

Project Name: **Holly Street Playground Conceptual Master Plan**

Project Address: **819 Holly Street, Richmond VA 23219**

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

Conceptual master plan for the Holly Street Playground in Oregon Hill. This plan includes upgrades to existing amenities, the re-orientation of some structures, and the addition of some new pieces of equipment, native plantings, and community-requested features.

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

Name: **Ryan Rinn**

Email: **ryan.rinn@rva.gov**

City Agency: **Parks, Recreation, and Community Facilities**

Phone: **(804)646-4347**

Main Contact (if different from Applicant):

Company:

Phone:

Email:

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.**

Application

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. Applications should be emailed to the Urban Design Committee Secretary, Ray Roakes, at Raymond.roakes@rva.gov.

Background

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.

last revised 01/04/2024



Project for:



DEPARTMENT OF
**PARKS, RECREATION
AND COMMUNITY
FACILITIES**

Project by:



Table of Contents

1	Goals and Objectives.....	03
2	Existing Conditions.....	05
3	Community Engagement Overview	08
4	Conceptual Master Plan	20
5	Site Character	23

1 Goals and Objectives

Goals and Objectives

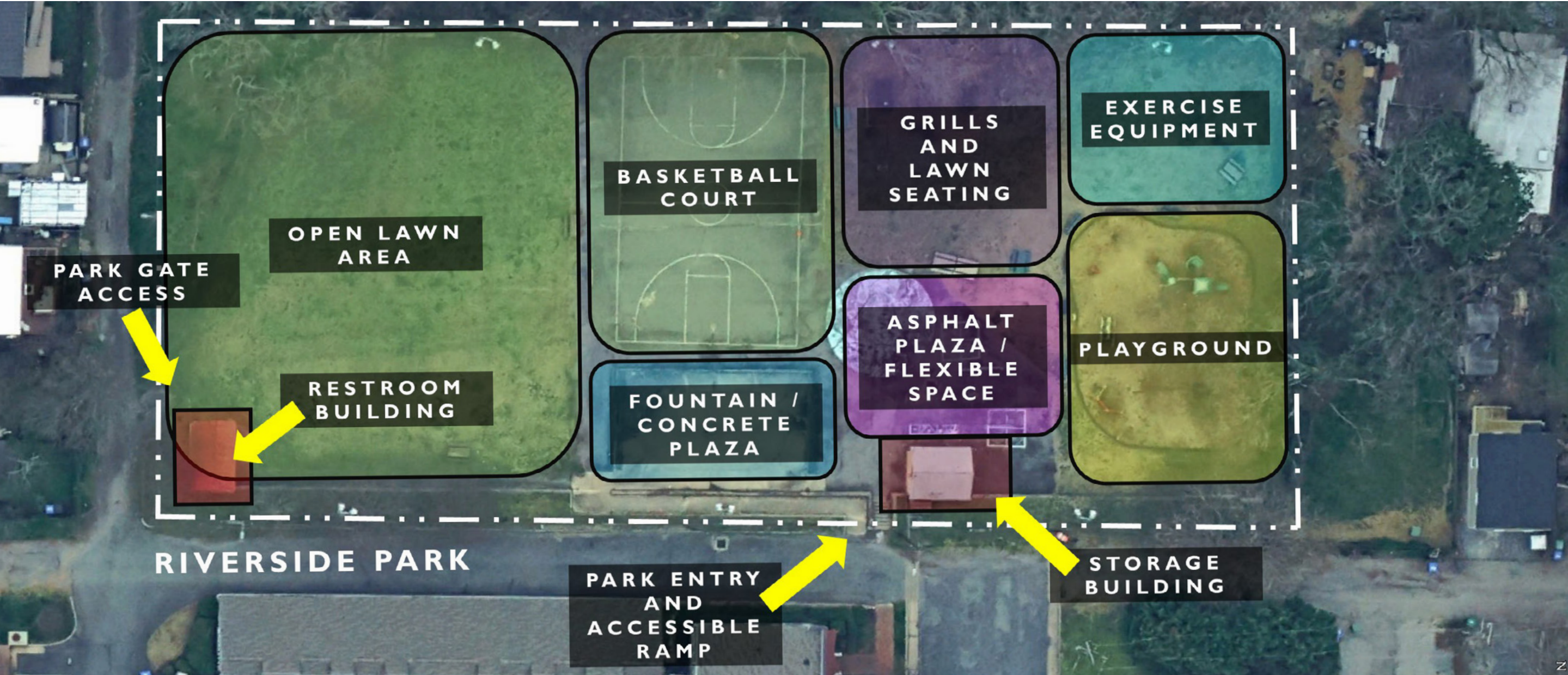
- 1 | Provide additional engagement opportunities for community members.
- 2 | Create a community-driven shared vision for Holly Street Park that can be used for planning and funding future construction projects.
- 3 | Develop a final conceptual master plan document that can be reviewed by City of Richmond's Urban Design Committee (UDC) and Planning Commission.



2 Existing Conditions

- Existing Park Amenities
- Site Photos

Existing Park Amenities



Site Photos

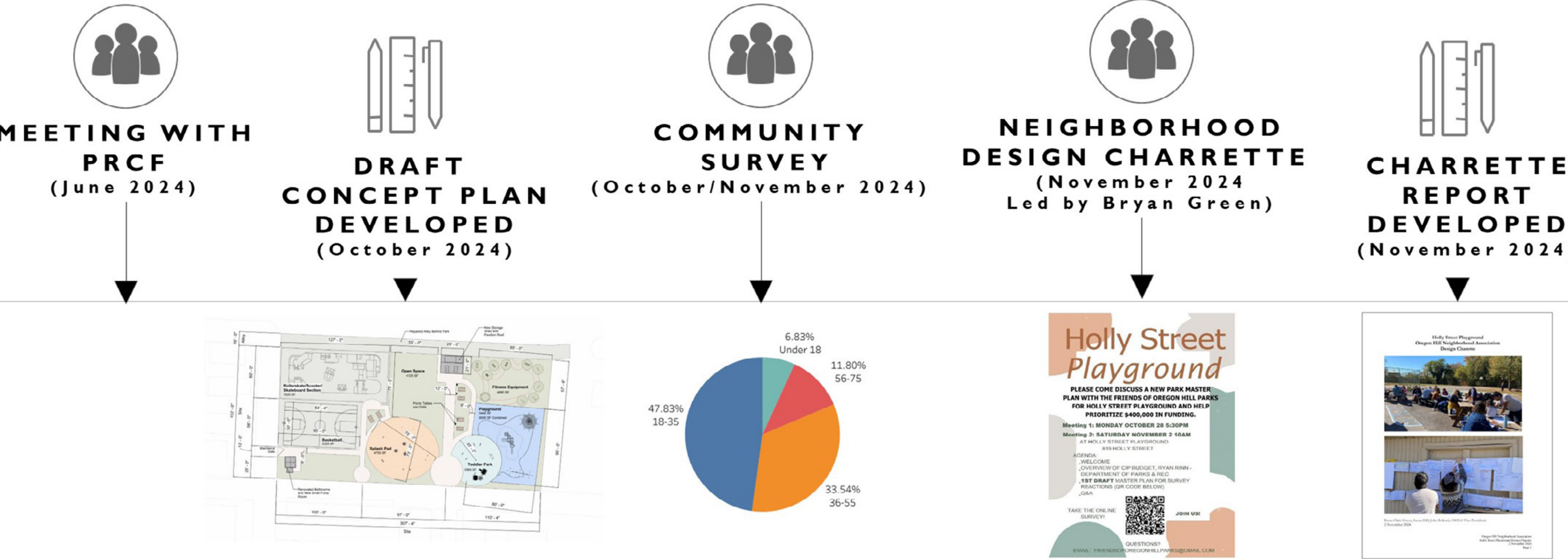


3 Community Engagement Overview

- 2024 Engagement & Feedback
- 2025 Engagement & Feedback



Previous Engagement Timeline

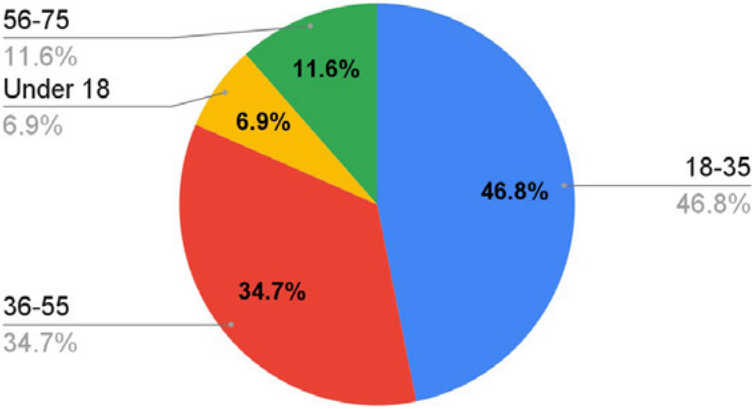


Engagement Feedback | Community Survey

SURVEY DEMOGRAPHICS

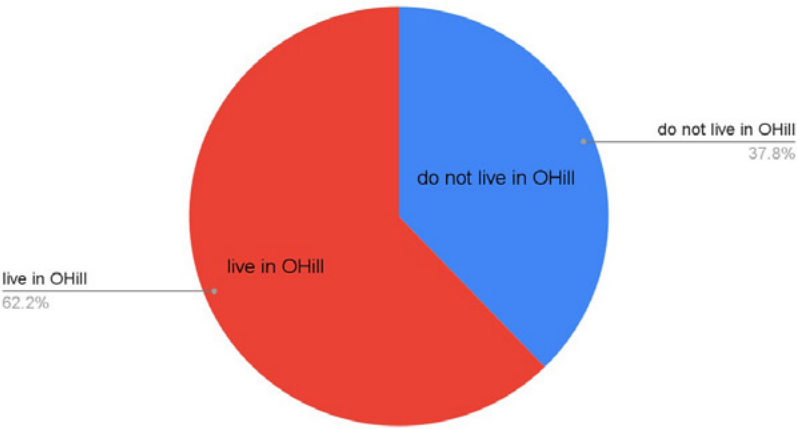
HOLLY STREET PARK

Count of Age



- 162 Total Unique Entries (Round 1 : 78, Round 2 : 98) (12 Responded to Both)

Residents Count

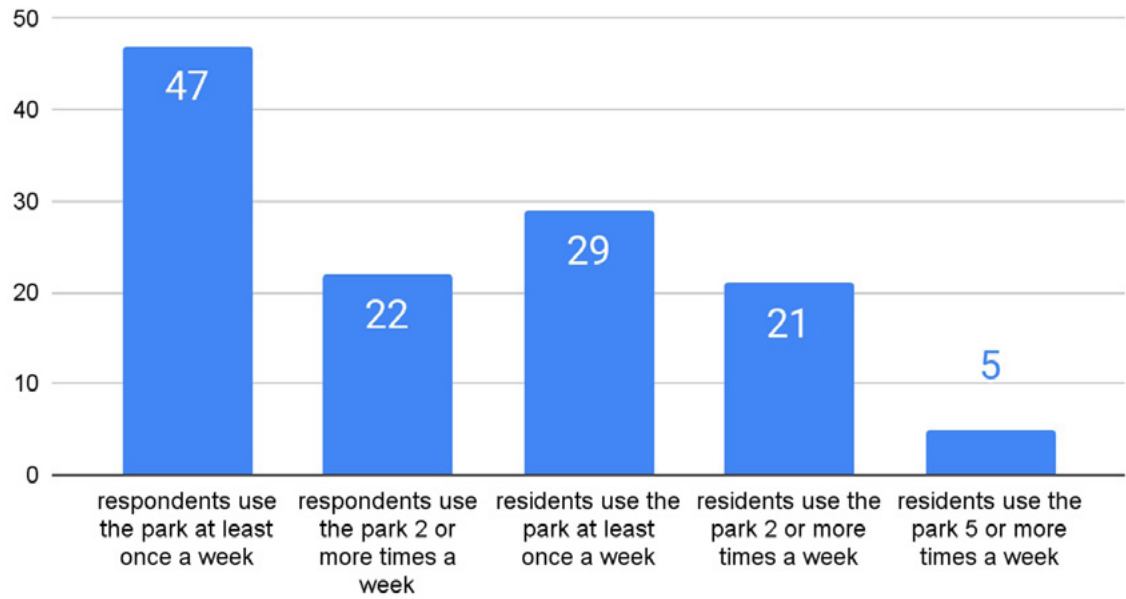


- 61 (of Round 2) live in Oregon hill, 49 are homeowners

RESIDENT AND RESPONDER USAGE

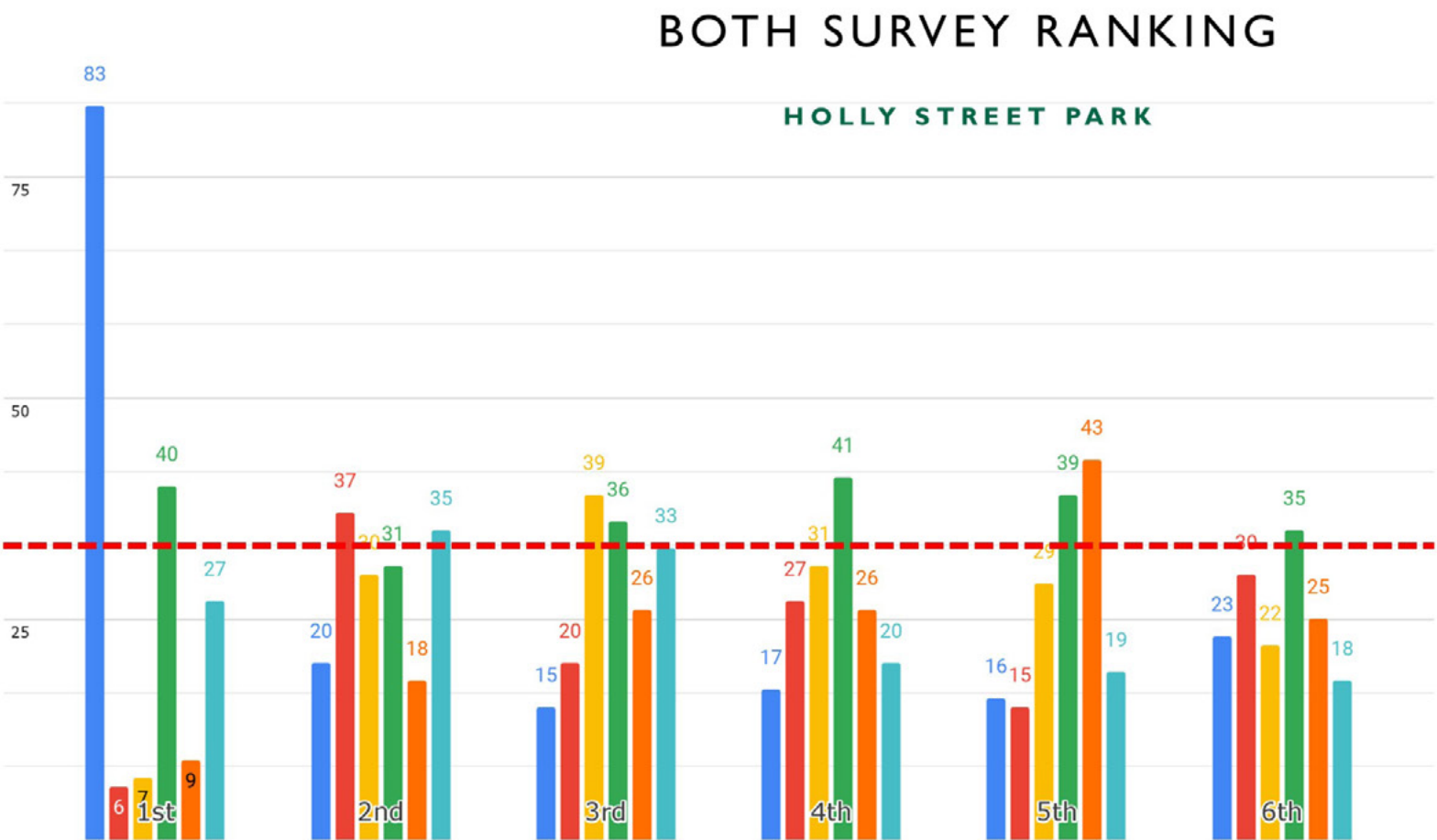
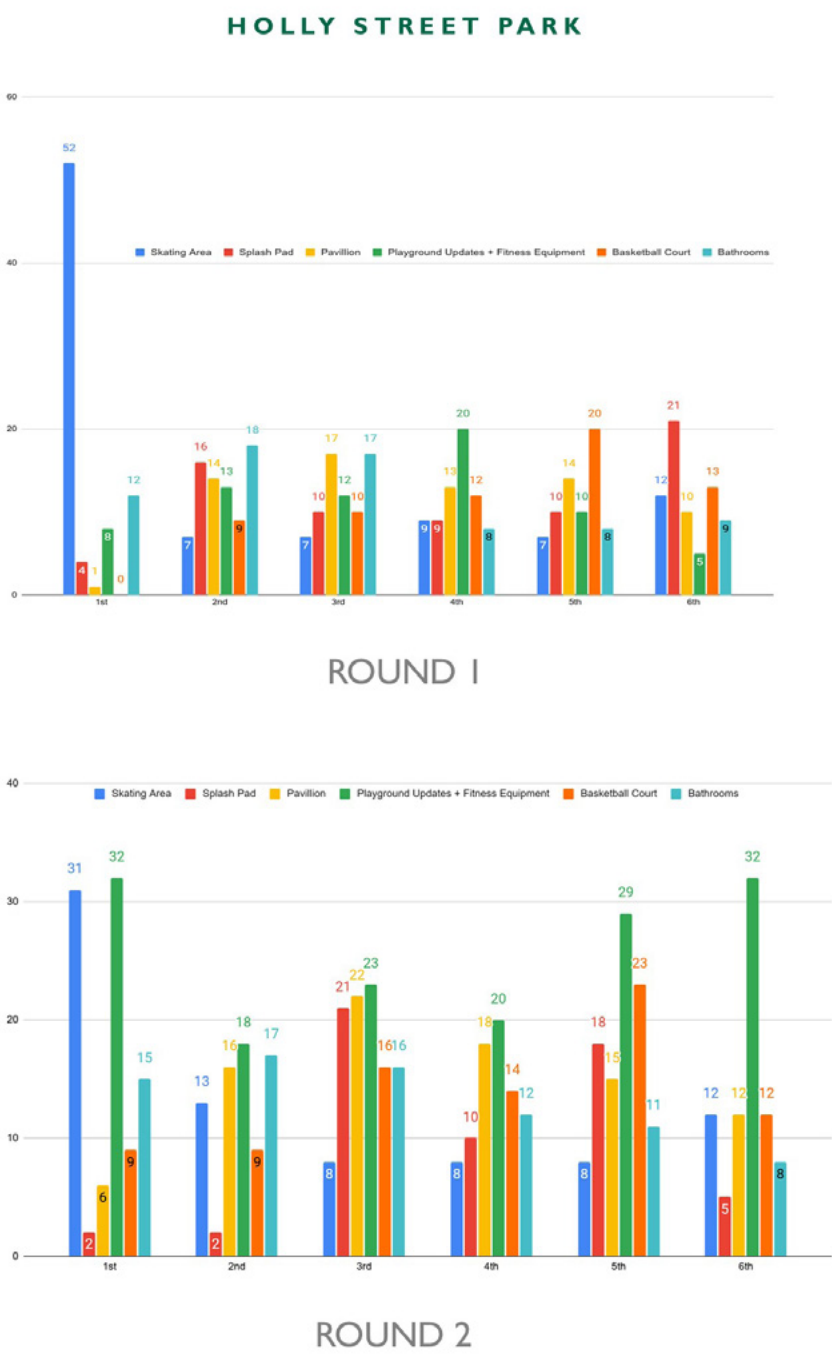
HOLLY STREET PARK

Resident and Responder Use



Engagement Feedback | Community Survey

SINGLE SURVEY RANKINGS



- Skating Area
- Playground Updates + Fitness Equipment
- Splash Pad
- Bathrooms
- Pavillion
- Basketball Court

Engagement Feedback | Design Charrette

QUALITIES TO KEEP

HOLLY STREET PARK

- Basketball
- Playground
- Skateboarding
- Cookout (Grills)
- Rollerblading
- Celebrations
- Evening / Night Usage
 - Lunchtime
- Easter Egg Hunt
- Community Meetings
- Shed Storage for OHNA
 - Gym Class
- Exercise Equipment
 - Biking
 - Scooter
 - Socializing
- Late Afternoon Shade
 - Lights
- Paved Space
- Full Transparent Fence
- Bathrooms Unlocked
- Splash Pad (Needs Timer)
 - Green Space
 - Water Feature
 - Basketball
- Defined Footprint
 - Ramp
 - Swing Set
 - Shed

EXISTING BUT NEEDS IMPROVEMENT

HOLLY STREET PARK

- Water Fountains / Drinking Fountains
- Shade (Sun Sails or Solar Shade)
- Water Feature / Splash Pad
- Improve Greenspace / Gardens
- Basketball Courts
 - Paved Area
- Improved Entrance
 - Shed Location
- Playground Equipment (including climbing structure, monkey bars, older kid play, more natural looking)
- Beautification
- Splashpad gets Basketball Court wet
- Permeable Surfaces
- Water Capturing / Recirculation / Diversion to Plants

ACTIVITIES AND QUALITIES TO ADD

HOLLY STREET PARK

- Skate Area
- Children Skate Area
 - 2nd Picnic Area
 - Shade
- Pollinator Garden
- Secondary Usage for Water Feature Space
- Age Diverse Climbing
- Bicycle Maintenance Station
- Better use of Pavement
- Better Lighting via both Timers and Dark Sky Compliance
- Track Around Perimeter
- Permeable Paving (around sprinkler)
- Trees / Greenery
- Shrubs on Fence Line
- Ivy Prevention on Fence
- Adult Fitness Equipment
 - Clear Access to Resources like Shed, Water, Tools
- Better Area around Splashpad

Engagement Feedback | Design Charrette

PARK DESIGNS

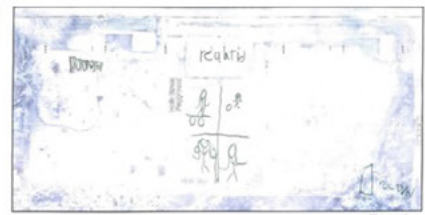
HOLLY STREET PARK



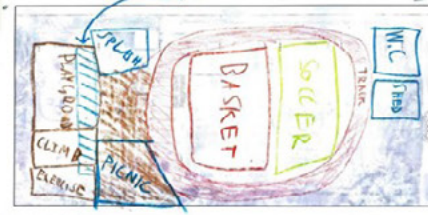
Appendix 1.1 Participant Park Design (Seth G.)



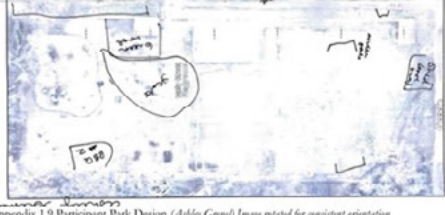
Appendix 1.3 Participant Park Design (Kathleen)



Appendix 1.5 Participant Park Design (Ellie G.)



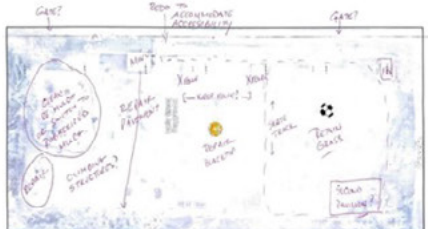
Appendix 1.7 Participant Park Design (Monie) Image rotated for consistent orientation.



Appendix 1.9 Participant Park Design (Ashley G.) Image rotated for consistent orientation.



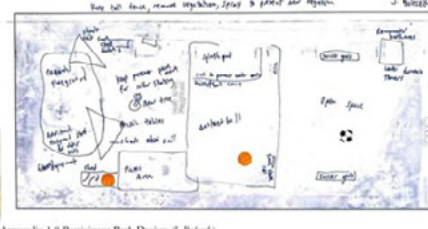
Appendix 1.2 Participant Park Design (Pat L.)



Appendix 1.4 Participant Park Design (Jenna G.)



Appendix 1.6 Participant Park Design (Betsy M.)



Appendix 1.8 Participant Park Design (J. Boback)



Appendix 1.10 Participant Park Design (Charlie P.)



Appendix 1.12 Participant Park Design (Cathy M.) Image rotated for consistency.



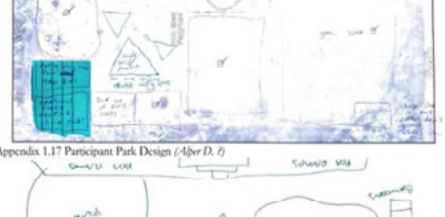
Appendix 1.13 Participant Park Design (Heery Flinders) Image rotated for consistency.



Appendix 1.15 Participant Park Design (Gardner C.)



Appendix 1.17 Participant Park Design (Ally D.)



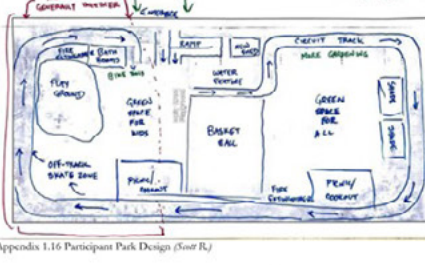
Appendix 1.19 Participant Park Design (Dane)



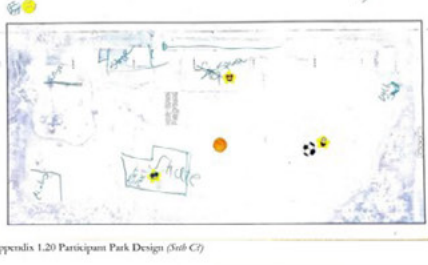
Appendix 1.11 Participant Park Design (Seth G.) Image rotated for consistency.



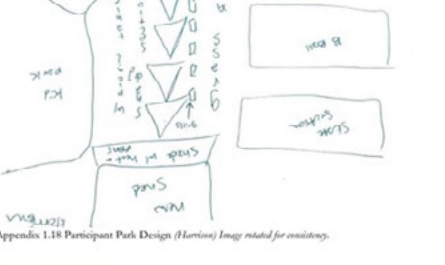
Appendix 1.14 Participant Park Design (Pat L.) Image rotated for consistency.



Appendix 1.16 Participant Park Design (Scott R.)

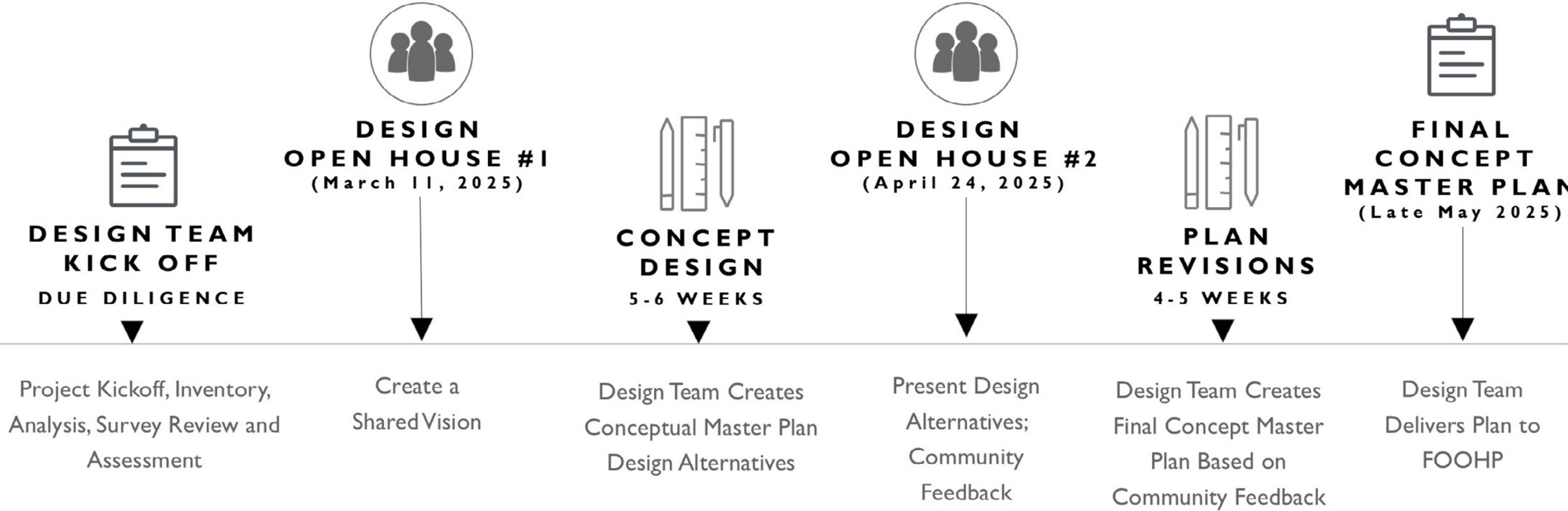


Appendix 1.20 Participant Park Design (Seth G.)



Appendix 1.18 Participant Park Design (Harrison) Image rotated for consistency.

Current Engagement Timeline



Engagement Feedback | Open House #1 Visioning

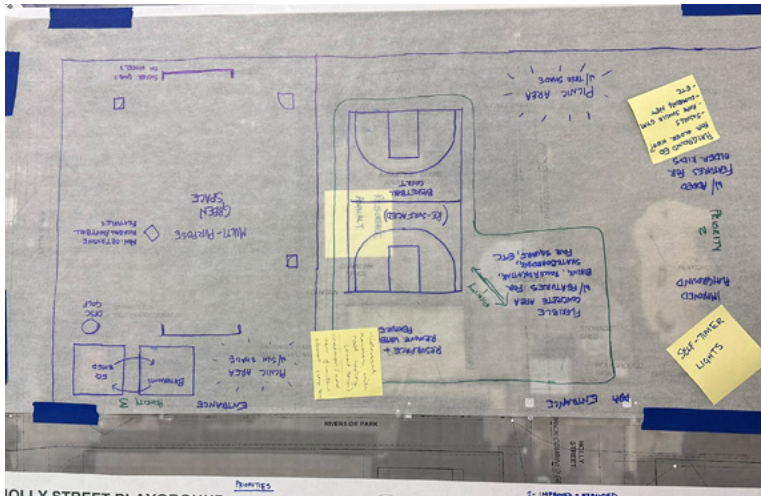
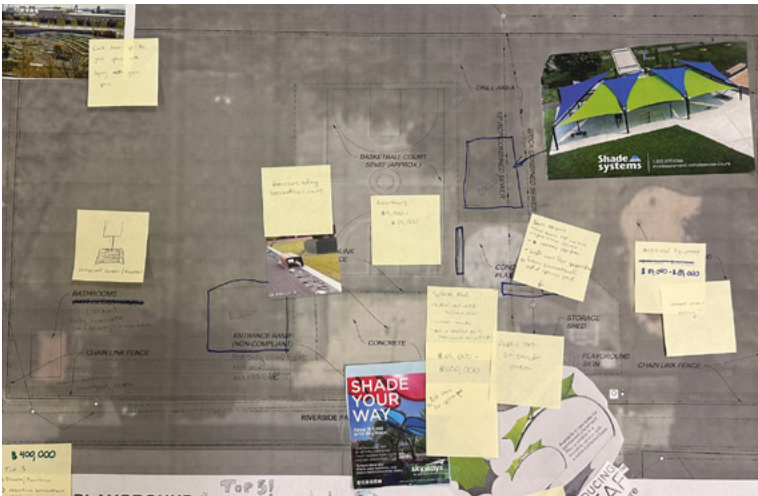
7 Shared Visions Developed

Top Priorities

- Playground enhancements (multi-generational)
- Resurfacing basketball court (expand concrete area)
- Shade (trees and overhead structures)

Additional Notes:

- Update bathrooms and relocated shed
- Walking path / perimeter trail
- Maintain and enhance open space
- Site furnishings
- Splash pad and push button options
- Update grills and picnic area



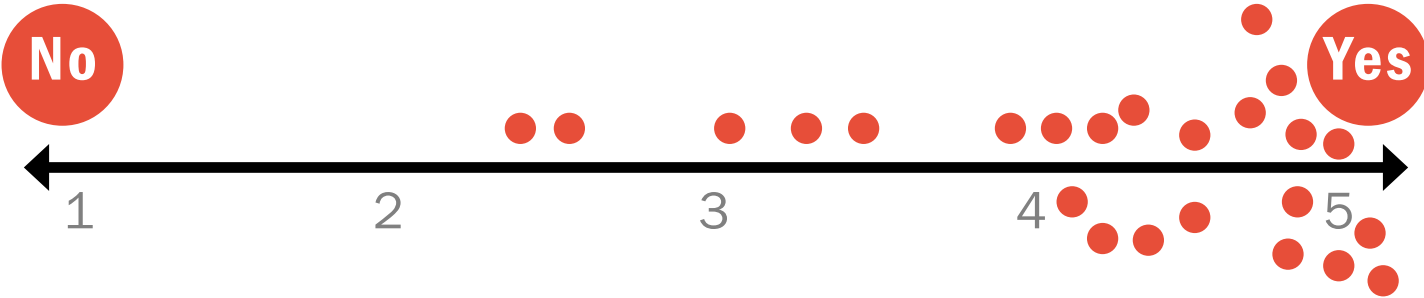
Engagement Feedback | Open House #2

Plan Alternatives Feedback

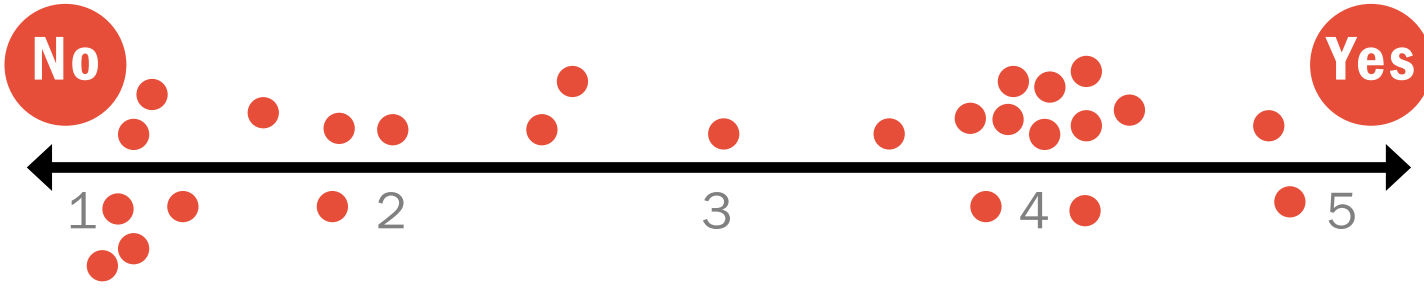
Concept Plan Alternation Option 1



Concept Plan Alternation Option 2



Does Concept Plan Option 1 align with your vision for Holly Street Park?
Place a dot on the line above to let us know.



Does Concept Plan Option 2 align with your vision for Holly Street Park?
Place a dot on the line above to let us know.

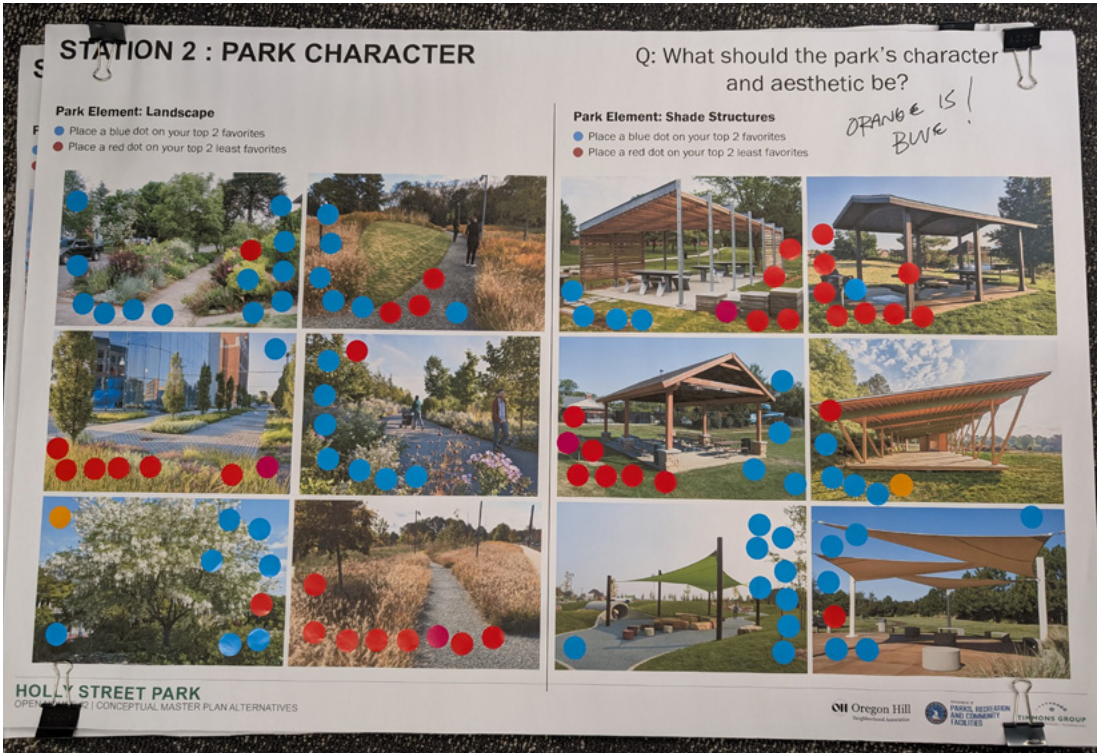
Engagement Feedback | Open House #2

Plan Alternatives Feedback



How would you prioritize park elements for funding and implementation?

- Splash Pad: **15 votes**
- Replace Existing Playground with New Play Equipment (2-12 yrs): **13 votes**
- Update Bathrooms and Relocate Storage Shed: **13 votes**
- Shade Structure: **12 votes**
- Basketball Court Resurfacing and Team Benches: **8 votes**
- Pedestrian Loop and Skateboard Nooks: **7 votes**
- Maintain Existing Playground (2-5 yrs) and install New Play Equipment (5-12 yrs): **6 votes**
- Update Grills and Picnic Tables: **4 votes**
- Pedestrian Plaza and Site Furnishings: **1 vote**



Engagement Feedback | Open House #2

Plan Alternatives Feedback

- No walking loop - concerned about how to engineer & rework space
- The splash pad is a historic feature and should be retained
- The playground how becomes a place for the community to gather – Green Space, Shade, and Splash pad
- Smaller splash zone so it doesn't get too slippery at playground (add boulder type play)
- Paint splash pad concrete, build picnic tables with toe board... etc.
- Crush run trail would be nice. Could have rain gardens in the depressed areas
- Sails instead of pavilions, lots of sails
- Water fountains please!
- Historical marker
- No Gravel Path
- Suggest not adding new impervious surfaces
- Splash pad can be simple; Just a place for the kids to cool off.
- If the current fountain is a safety issue, we should remove it.
- Shade over play equipment. The slides get too hot in summer.
- Benches!
- Would like resilient materials used that don't require a lot of maintenance and look good.
- No skateboard features
- Workout Equipment?
- Holly Leaf shaped sun shaded!
- More trees less shade structure
- Combine splash pad and playground?
- Idea of small shade features
- Keep splash pad and add turn on valve for sprinkler; until then there is funding to improve



4 Conceptual Master Plan

- Conceptual Master Plan
- Phasing Plan

Conceptual Master Plan

- 1 Stair Access and Ramp
- 2 Pedestrian Plaza
 - Concrete Paving
 - Painted Games
 - Site Furnishings
 - Skateboard Nooks
- 3 Shade Sails
- 4 Charcoal Grills and Seating
- 5 Playground Area
 - Multi-generational Play
 - Swing Set
 - Poured-in-Place Play Surfacing
- 6 Resurfaced Basketball Court
 - Team Bench
 - 10' Fence (adjacent to splash pad only)
- 7 Splash Pad
 - Existing Concrete Fountain
 - Ground Spray
 - Colored Concrete
- 8 Open Lawn Area
- 9 Bathrooms
- 10 Storage Shed
- 11 Maintenance Gate & Access
- 12 Shade Trees
- 13 Existing Vegetation
- 14 Gaga Ball



Park Priorities

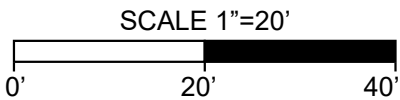
The following priorities are recommended based on community feedback. Final construction phasing will be determined by the City of Richmond Parks, Recreation, and Community Facilities (PRCF) based on project costs and available funding.

Construction Prioritization

1. Install an electric hookup and push button at the existing concrete water feature.
2. Inspect the existing playground for safety and create a plan to maintain, improve, or replace equipment to serve people of all ages.
3. PRCF will assess the condition and usability of the existing restroom facility and develop a plan to improve access or upgrade the facility as needed.
4. Enhance landscape and shade trees.
5. Relocate/Replace storage shed.
6. Resurface basketball court and install team benches.
7. Update entrance stairs and ramp; install pedestrian plaza and shade sails.
8. Update grills and site furnishings; enhance splash pad area.



Note: Maintain existing landscaped areas and implement enhanced landscaping and tree planting throughout all project phases. Additionally, evaluate perimeter fencing, access points, and possible expansion on the west side of the site.



5 Site Character

- Park Amenities
- Landscape

Park Amenities



SUN SHADES

SHADE STRUCTURES



SUN SHADES



CONCRETE PLAZA WITH TABLES

PEDESTRIAN PLAZA



PAINTED GAMES



FLEXIBLE FURNITURE AND NATIVE LANDSCAPE AREAS



PLAYGROUND EQUIPMENT

PLAYGROUND



SWING SET



GAGA BALL

Park Amenities



GROUND SPRAY AND EXISTING STRUCTURE

SPLASH PAD



RESURFACED COURT AND TEAM BENCH

BASKETBALL COURT



CHARCOAL GRILLS

GRILL AREA

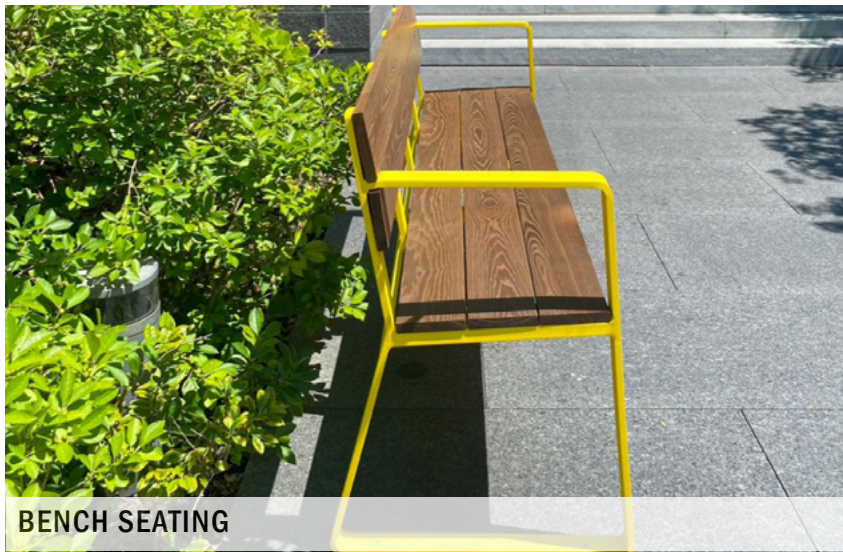


SEATING NOOK

PLAZA NOOKS



SKATEBOARD NOOK AND SKILL OBJECTS



BENCH SEATING

SITE FURNISHINGS



WATER FOUNTAIN



TRASH RECEPTACLES



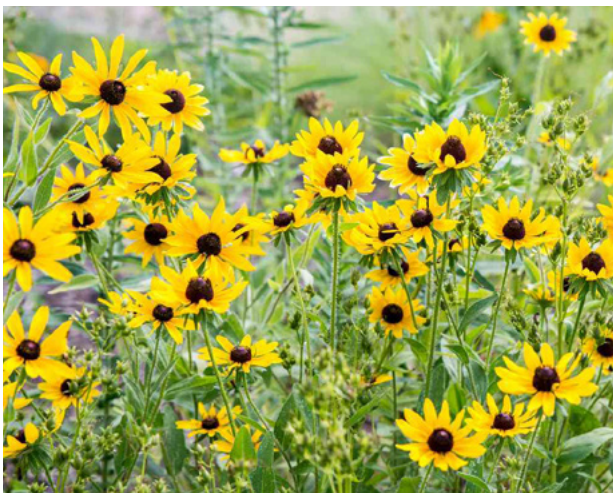
PICNIC TABLES

Landscape



PERENNIAL GARDEN

NATIVE LANDSCAPE



BLACK EYED SUSAN



ASTER



LITTLE BLUESTEM



SERVICEBERRY

SHADE AND ORNAMENTAL TREES



BLACKGUM



WILLOW OAK