



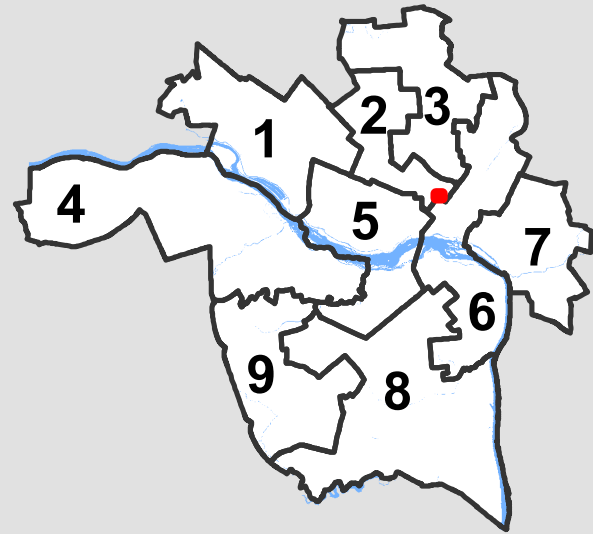
City of Richmond Department of Planning & Development Review

Location, Character, and Extent

LOCATION: 98 W Broad St

COUNCIL DISTRICT: 2

PROPOSAL: To create a public space and plaza surrounding a memorial to Maggie L. Walker



For questions, please contact Kathleen Onufer
at 646-5207 or Kathleen.Onufer@richmondgov.com





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

<http://www.richmondgov.com/CommitteeUrbanDesign>

Application Type

- Addition/Alteration to Existing Structure
 New Construction
 Streetscape
 Site Amenity

- Encroachment
 Master Plan
 Sign
 Other

Review Type

- Conceptual
 Final

Project Name: Maggie L. Walker Memorial

Project Address: 98 West Broad Street, Richmond, VA 23220

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

The purpose of the project is to construct a plaza at the intersection of West Broad Street, North Adams Street and Brook Road as a memorial that will honor Maggie L. Walker and will become an urban pocket park that will support the surrounding neighborhood and City of Richmond.

Applicant Information

(on all applications other than encroachments, a City agency representative must be the applicant)

Name: Mark Olinger Email: Mark.Olinger@Richmondgov.com

City Agency: Planning and Development Review Phone: 804.646.6305

Address: 900 East Broad Street, Room 511, Richmond, VA 23219

Main Contact (if different from Applicant): John Carty

Company: VHB Phone: 804.343.7100

Email: JPCarty@VHB.com

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.**

UDC Background

The UDC is a ten member committee created by City Council in 1968 whose purpose is to advise the City Planning Commission 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.



To: Urban Design Committee Review
Department of Planning and
Development Review, Planning and
Preservation Division
Richmond, VA

Date: March 17, 2016

Memorandum

Project #: 33965.08

Re: Detailed Project Narrative
Richmond Plaza Honoring Maggie Walker

Purpose of the Project is to design a plaza at the intersection of West Broad Street, North Adams Street and Brook Road as a memorial that will honor Maggie L. Walker and will become an urban pocket park that will support the surrounding neighborhood and city of Richmond with a program that includes:

- Primary focus is to be the sculpture plaza with seating
- Expands hardscape for outdoor public and private dining venues
- Continues to accommodate loading, deliveries and valet parking in support of the existing and future businesses that face the plaza
- Offers a flexible space for small events, school field trips, starting point for tours of the Jackson Ward neighborhood.

Project Background: The Maggie Walker Commemoration has been in the planning process for several years led by the Public Art Commission and the Site Selection Team with the facilitation of several public outreach campaigns. The plaza design was initiated in late 2015 with VHB joining the team. The following design parameters were provided:

- The location of the plaza had been determined by the block defined by West Broad Street, North Adams Street and one block of Brook Road from Broad Street to Adams Street was to be closed.
- The sculptor had been selected, Antonio Tobias Mendez (Toby). The concept for the memorial was to revolve around a central sculpture of Maggie Walker on a pedestal, which could include inscriptions about her life, achievements, quotes and time line.

Project Context:

- **Location:** This project is located in the urban core of Richmond and acts as a gateway to the Jackson Ward neighborhood from the heavily traveled Broad Street. This location is within blocks of the Maggie Walker residence, now a National Park, and the location of the Emporium that Mrs. Walker developed. This location was selected, after much deliberation, as the optimum place to create a memorial to honor Maggie Walker.
- **Transportation and Circulation:** Broad Street will provide multi-modal access with cars and a new Pulse transit station just opposite this site in the median that will encourage higher pedestrian activity through this block. As such, one of the project directives was to add a walk along Adams Street on this block and to widen the current walk along the Brook Road buildings. While bikes are an anticipated mode of transportation, direction was provided that bike parking will be accommodated just outside the plaza. It is anticipated that a future kiosk or other visual mapping of the area will be included for wayfinding from this plaza to other features in the neighborhood. Accommodation for this future kiosk will be provided. Four parking spaces can

be striped along Adams Street that will be programmed for loading, deliveries, school bus drop-off, and valet parking. The turning movements around this intersection have been mapped and striping and stop bars will be adjusted to help accommodate vehicular movement. The pedestrian crossing across Broad will be upgraded by the Pulse project at W. Broad and Adams Street.

- **Urban Fabric:** The plaza is defined by the triangular shape formed by the buildings fronting on the streets of Broad, Adams and Brook. Much of the shade that is cast in this plaza area is due to the existing buildings that enclose this space. The current businesses internal to this block include a dining venue that could be expanded with outdoor dining within a 6' wide fenced area along the buildings. This location will be within walking distance of several businesses within the surrounding blocks and the addition of public outdoor seating will create a flexible space that would encourage the bag lunch crowd to spend their lunch hour in the park.
- **History:** Brook Road is one of the few diagonal roads that bisect the city. As such, the history of this road will be an important element to be featured in the design. The existing granite curb lines of the street will remain on each side of the memorial plaza. The brick pavers in what was previously defined as the street will be a darker color than the standard red tone bricks used in the streetscape along Broad Street. The brick pavers will be turned in a pattern that will be parallel to the old Brook Road. Granite end caps on each end of the block will be inscribed with "Historic Brook Road" and a featured element in the top of one or both end caps can include a relief map of the city at a given point in history when Brook Road defined a route of travel leaving the city. The use of brick pavers along the Broad Street streetscape will be continued with the exception of the intersection of Brook Road where the darker pavers will come forward to the street edge to give the visual cue about this historical street. Brick paving will replace the concrete of the existing walk along Brook Road and will also be featured on the new walk along Adams Street
- **Utility infrastructure and Design Constraints:** there are several underground utility lines- sewer, gas, water, electric and communication lines that thread through this space. There are existing traffic signal poles that are to remain. The roadway and pedestrian lighting within and adjacent to this space will be evaluated to determine optimum placement of new poles. Stormwater runoff from the site will be managed in the combined sewer system. The design maintains the existing amount of pervious area such that the project does not need to construct stormwater retention.

Memorial Design: The memorial plaza will encircle the sculpture of Maggie Walker as she stands in formal dress as a bronze sculpture in a 9-10' height on a green granite pedestal that will be roughly 40" high and a 5' diameter. Surrounding the sculpture will be a green granite apron and radiating bands of darker granite flush with the pavement. There will be solid granite benches that will encircle the back and sides of the sculpture leaving the front of the sculpture open for a walk-up approach and enabling the viewer to back away for the best views to see the bas relief featured on the pedestal and inscriptions on the apron and radiating bands of granite. Each granite bench will be four feet long and two feet deep and may include inscriptions on the front or the top that will relay the various roles that Maggie Walker undertook in her lifetime. The dedication wall parallel to Broad Street will have Maggie Walker's name and may feature a quote from her or about her. This granite wall will signify the pedestrian entrance into the plaza and, like entering her home, will announce the arrival to this special place. With the change in materials

from the surrounding brick pavers to the granite paving, walls and benches, this plaza, like this woman being memorialized, will be elegant. Care will be taken in the detailing to include cuts or skateboard deterrents that will help preserve this investment. Special lighting is being considered that will cast light down on the sculpture and may encircle the plaza with low mounted LED lighting along an inset at the base of the benches.

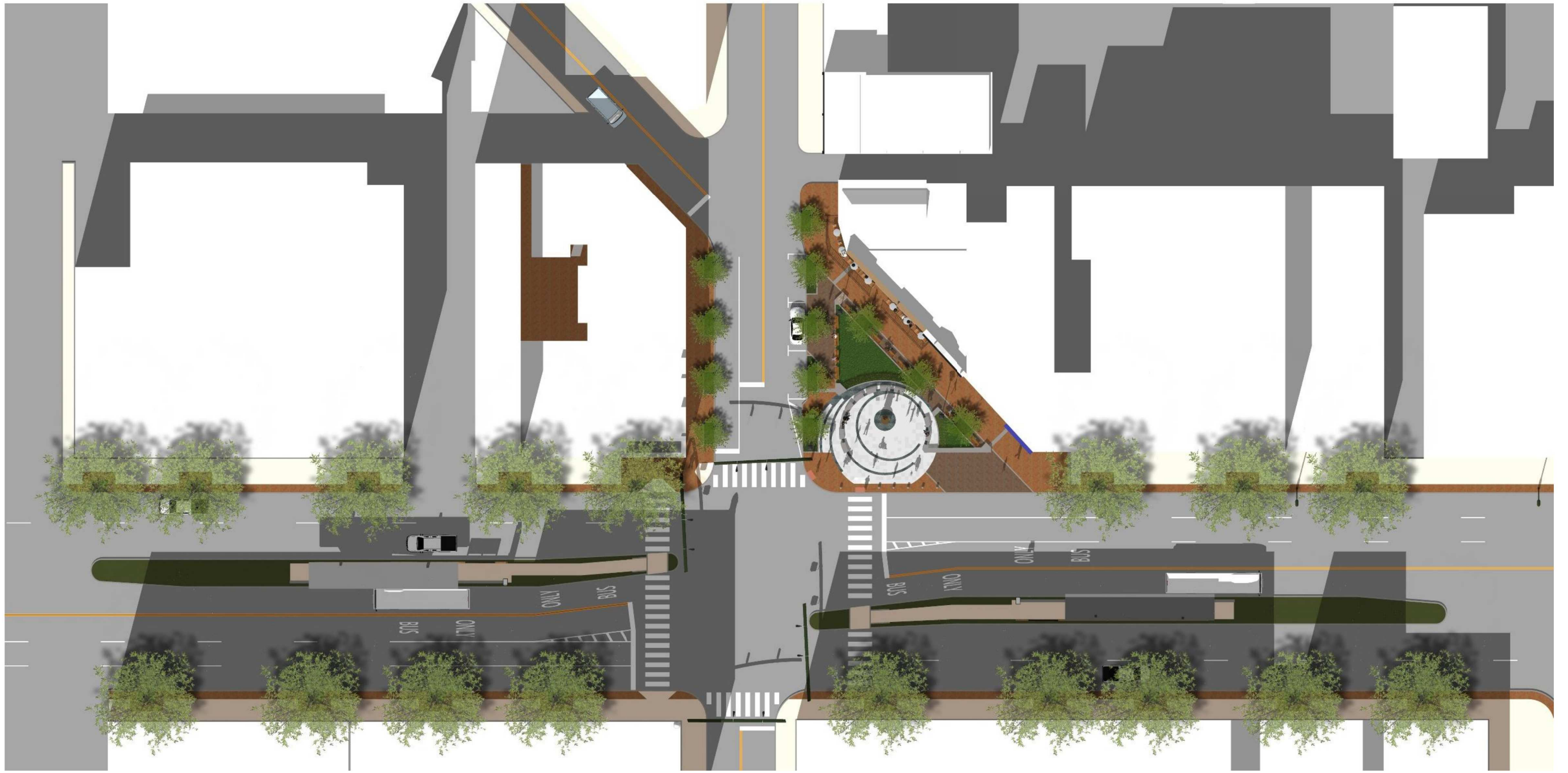
Existing Trees to be Removed: There is an existing live oak tree that was planted in the 1980's that is centered in the existing triangle formed by the three streets. The tree has a low and broad evergreen canopy. The city arborist provided direction about the limits of disturbance and pruning that could take place if the tree were to be saved. The concept removes the tree to allow for the development of the sculpture plaza with Maggie Walker standing on a pedestal in a central location. In addition, there are crape myrtle trees in small tree pits in the walk along Brook Road and the opposite side of Adams Street that are multi-stem. The four crape myrtles along Brook Road are beginning to obscure business entrances and will be removed. The crape myrtles on Adams Street may be removed in a future phase.

Conceptual Landscape Plan: The conceptual planting plan includes upright columnar trees along both sides of Adams Street and along the fronts of building currently facing Brook Road. The trees will provide some light filtered shade while still maintaining open views to the proposed sculpture. The trees will soften the building lines and define the plaza as a pedestrian space. The concept tree is *Ulmus parvifolia* 'Everclear' selected for upright columnar habit with height of 40' and canopy diameter of 15', small leaves, minimal litter drop, tolerance of urban conditions, ability to prune it up for improved views of the sculpture and the businesses. There is currently just over 1000 SF of pervious area in this intersection. To meet storm water requirements, the redesigned plaza will maintain this minimum required amount of green space. The planting beds providing the backdrop to the memorial plaza and sculpture will be designed according to the level of maintenance selected by the city. The plant height in these beds will be maintained in the range of 6-36" based on plant selection. Due to the small size of the beds, the selection would be limited to one or potentially two plants that would be massed for greatest impact and yet will not detract from the memorial plaza.

- The low level maintenance option is to plant native grasses such as *Pennisetum* 'Hameln Dwarf' that will provide a soft backdrop with subtle movement seasonal interest and a maintainable height of 30".
- The mid-level maintenance option could include low shrubs or ground cover with a possible inter-planting with bulbs and daylilies. Plants options could include one of the following: *Sedum* 'Vera Jameson', 'Sieboldii', and 'Autumn Joy'; *Rhus* 'Gro Low'; *Itea* 'Little Henry', *Ilex* 'Soft Touch' or *Cephalotaxus harringtonia* 'Prostrata'.

Estimated Construction Start Date

The intent is that the plaza will be completed by December 2016. In order to meet the completion date, construction would begin in August.

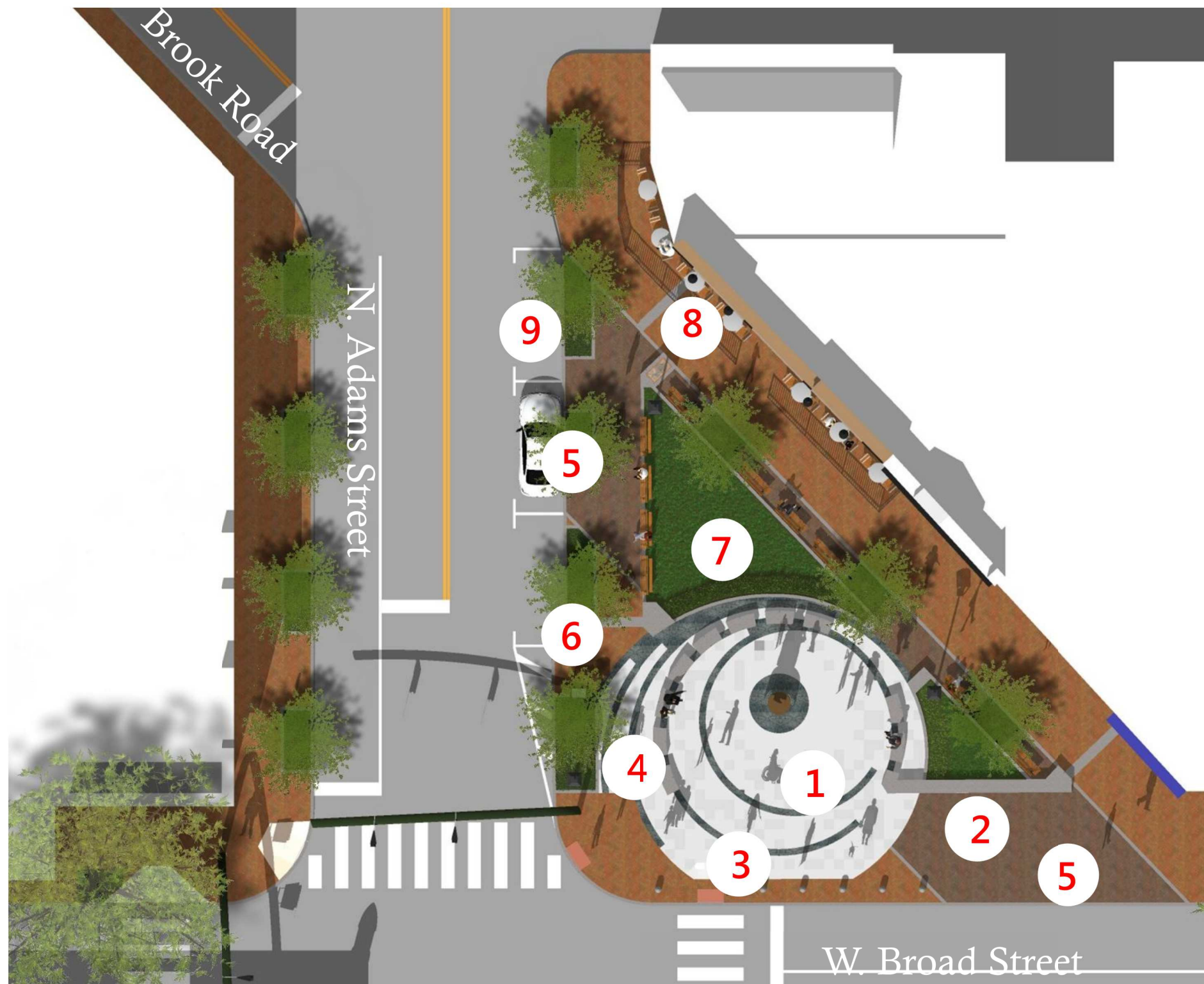


Proposed Site Plan

Maggie L. Walker Memorial Design

Public Art Commission





- 1 Maggie Walker Sculpture
- 2 Dedication Wall
- 3 Memorial Circle
- 4 Plaza Seating
- 5 Historic Brook Road (demarcation of road by paver color, orientation, and flush granite curb lines remaining)
- 6 Interpretive/Orientation Panel
- 7 Planting
- 8 Public Seating and Cafe
- 9 Short term Parking and Loading

Proposed Site Plan

Maggie L. Walker Memorial Design

Public Art Commission





View From Above W Broad Street

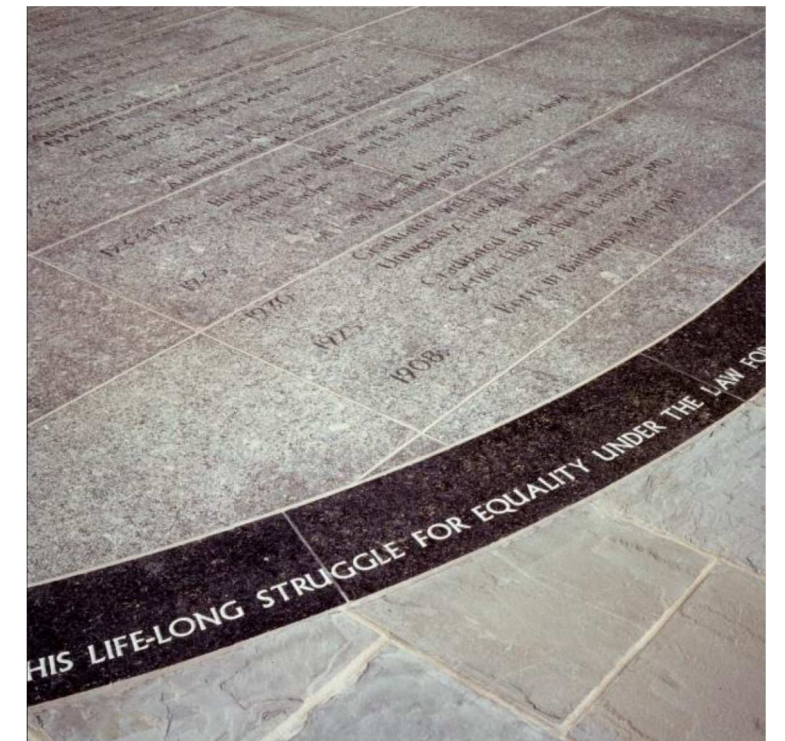
Maggie L. Walker Memorial Design

Public Art Commission





Apron surrounding pedestal and innermost concentric band in the paving will include narrative carved inscriptions.



The height of the bronze figure rendered at nine feet. The pedestal height is forty inches.

Sculpture Plaza

Maggie L. Walker Memorial Design

Public Art Commission





The pedestal and surrounding benches will be green granite. The monument will include inscriptions on the pedestal, the paving and the benches.



The pedestal may include four bronze bas reliefs, that celebrate the life of Maggie Walker.

Sculpture Plaza

Maggie L. Walker Memorial Design

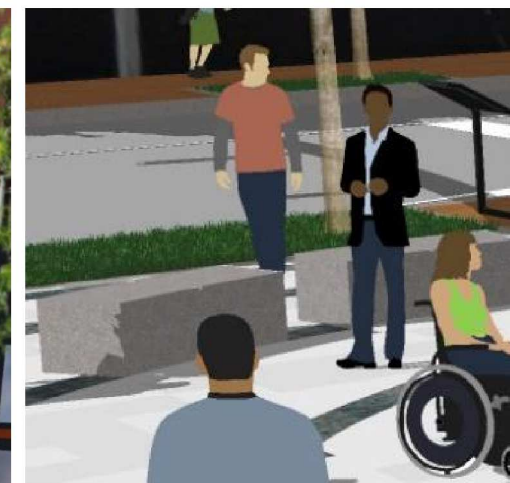
Public Art Commission





12'-4" O.A. Ht.

40"



Plaza Seating



Monument



Paving Bands



Dedication Wall

Sculpture Plaza

Sculpture Inscription Opportunities

Maggie L. Walker Memorial Design

Public Art Commission





Sculpture Plaza

Maggie L. Walker Memorial Design

Public Art Commission





Sculpture: Overall Height 12'-4"



Sculpture: Alternate Height 16'-4"

Sculpture Plaza

Maggie L. Walker Memorial Design



Public Art Commission



View from W Broad Street

Maggie L. Walker Memorial Design

Public Art Commission





View from N Adams Street

Maggie L. Walker Memorial Design

Public Art Commission





Inscription in Wall
 Map Inlay in Top of Wall
 Paver Color
 Flush Granite Curbs

Café and Seating

Recognition of Historic Brook Road/ Overall Sculpture Height 12'-4"

Maggie L. Walker Memorial Design

Public Art Commission





View From Above N Adams and W Broad Street

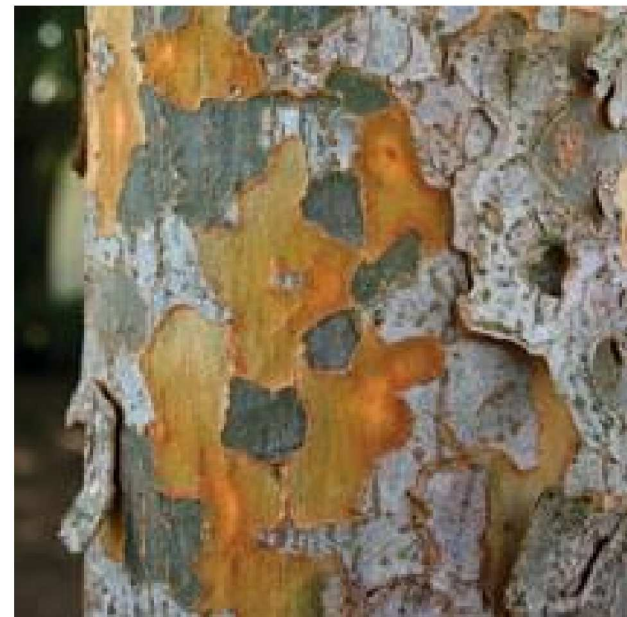
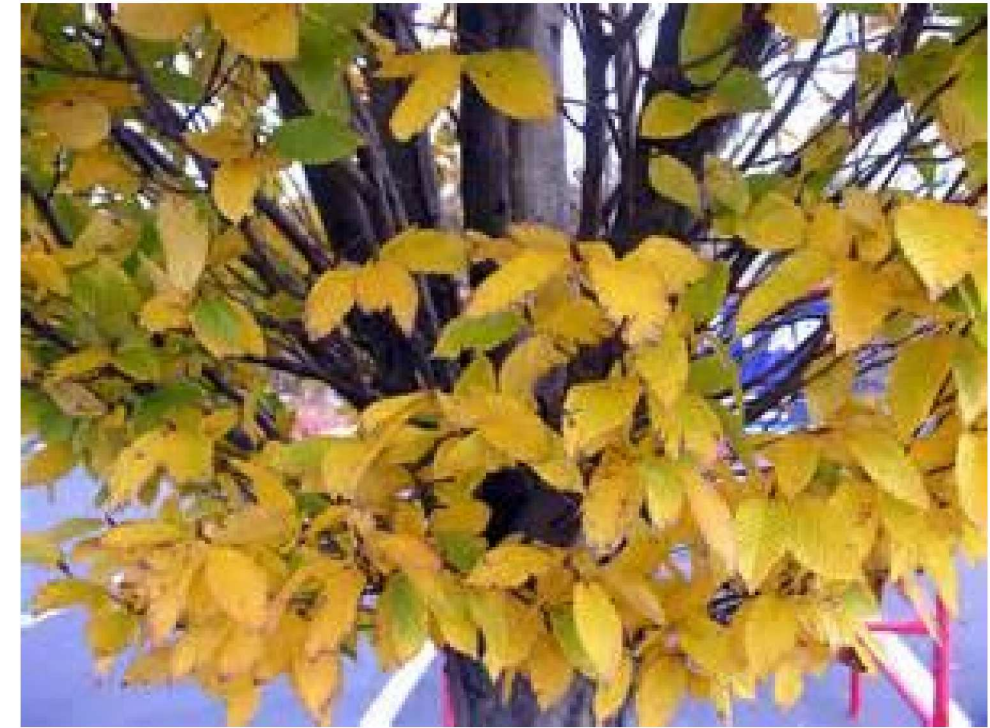
Maggie L. Walker Memorial Design

Public Art Commission





Shape: columnar to narrow vase
Foliage: dark green, glossy, small leaves
Fall color: yellow
Bark: exfoliating
Height: 40', Spread: 15'



Concept Planting: Trees

Ulmus parvifolia 'Everclear', Everclear Lacebark Elm

Maggie L. Walker Memorial Design

Public Art Commission





Concept Planting: Low Level Maintenance

Native Grasses in Massing
Maggie L. Walker Memorial Design

Public Art Commission





Concept Planting: Low Level Maintenance

Native Grasses: Pennisetum 'Hameln Dwarf' - 18-30" high

Maggie L. Walker Memorial Design

Public Art Commission





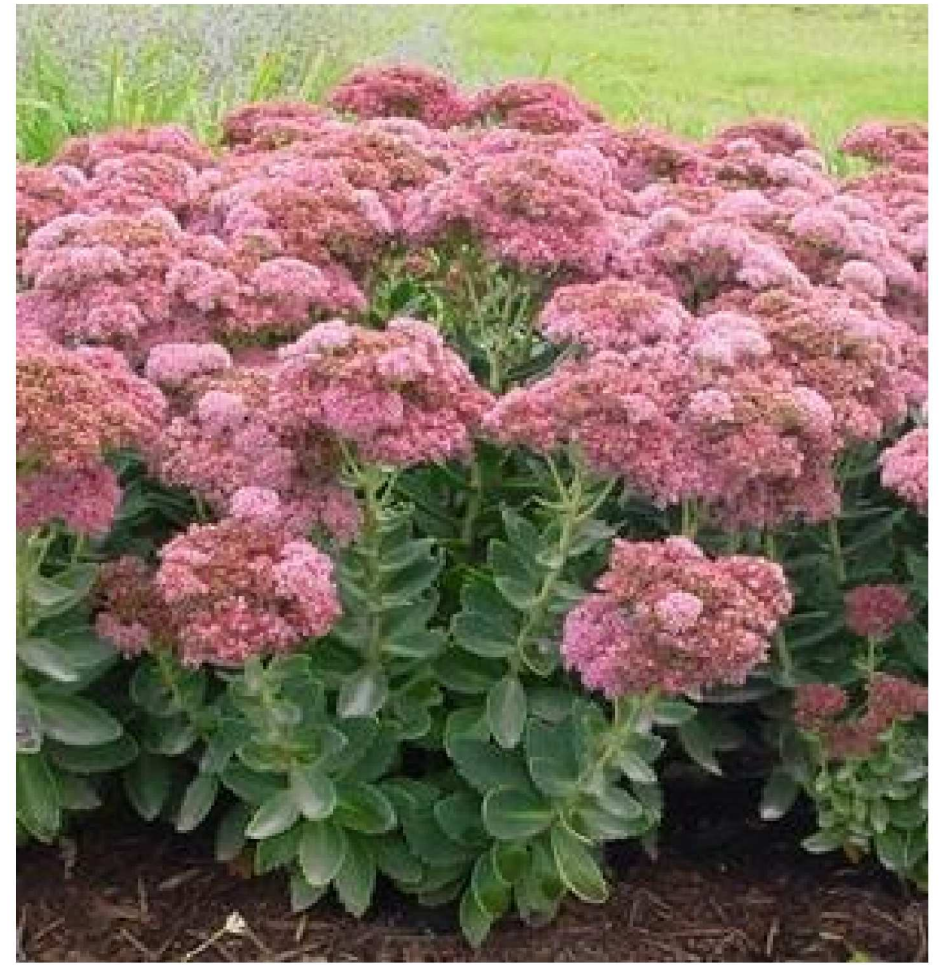
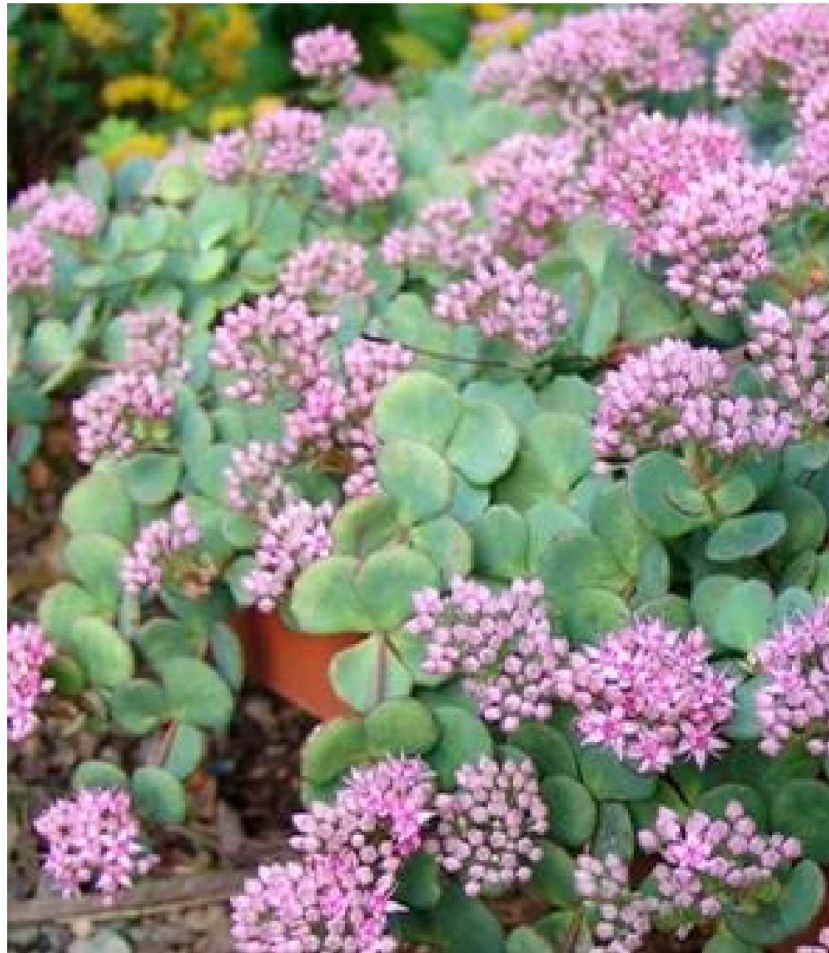
Concept Planting: Mid Level Maintenance

Ground Cover/ Low Shrub Massing

Maggie L. Walker Memorial Design



Public Art Commission



Concept Planting: Mid Level Maintenance

Groundcover: Sedum 'Vera Jameson', Sieboldii, Autumn Joy- 6-24" high

Maggie L. Walker Memorial Design

Public Art Commission





Shape: dense
low-growing
Foliage: dark
green, glossy,
small leaves



Fall Foliage: orange-red
Fruit: showy
Bloom: April-May

Concept Planting: Mid Level Maintenance

Groundcover/ Low Shrub: Rhus 'Gro-Low' - 12-24" high

Maggie L. Walker Memorial Design

Public Art Commission





Shape: low mounding
Foliage: deciduous,
green, glossy, leaves



Fall Foliage: fiery red-orange color
Flowers: showy, fragrant, June-July

Concept Planting: Mid Level Maintenance

Groundcover/ Low Shrub: Itea 'Little Henry'- 18-24" high

Maggie L. Walker Memorial Design

Public Art Commission





Japanese Plum Yew
Foliage: evergreen, flat-needled,
lime-dark green.
Fruit: blue-green to cinnamon-red
to purple-brown.



Soft Touch Holly
Foliage: evergreen, glossy leaves
Fruit: black



Concept Planting: Mid Level Maintenance

Groundcover/ Evergreen Shrub: Ilex c. 'Soft Touch' / Cephalotaxus harringtonia 'Prostrata'- 24-36" high

Maggie L. Walker Memorial Design

Public Art Commission





Concept Planting: Mid Level of Maintenance

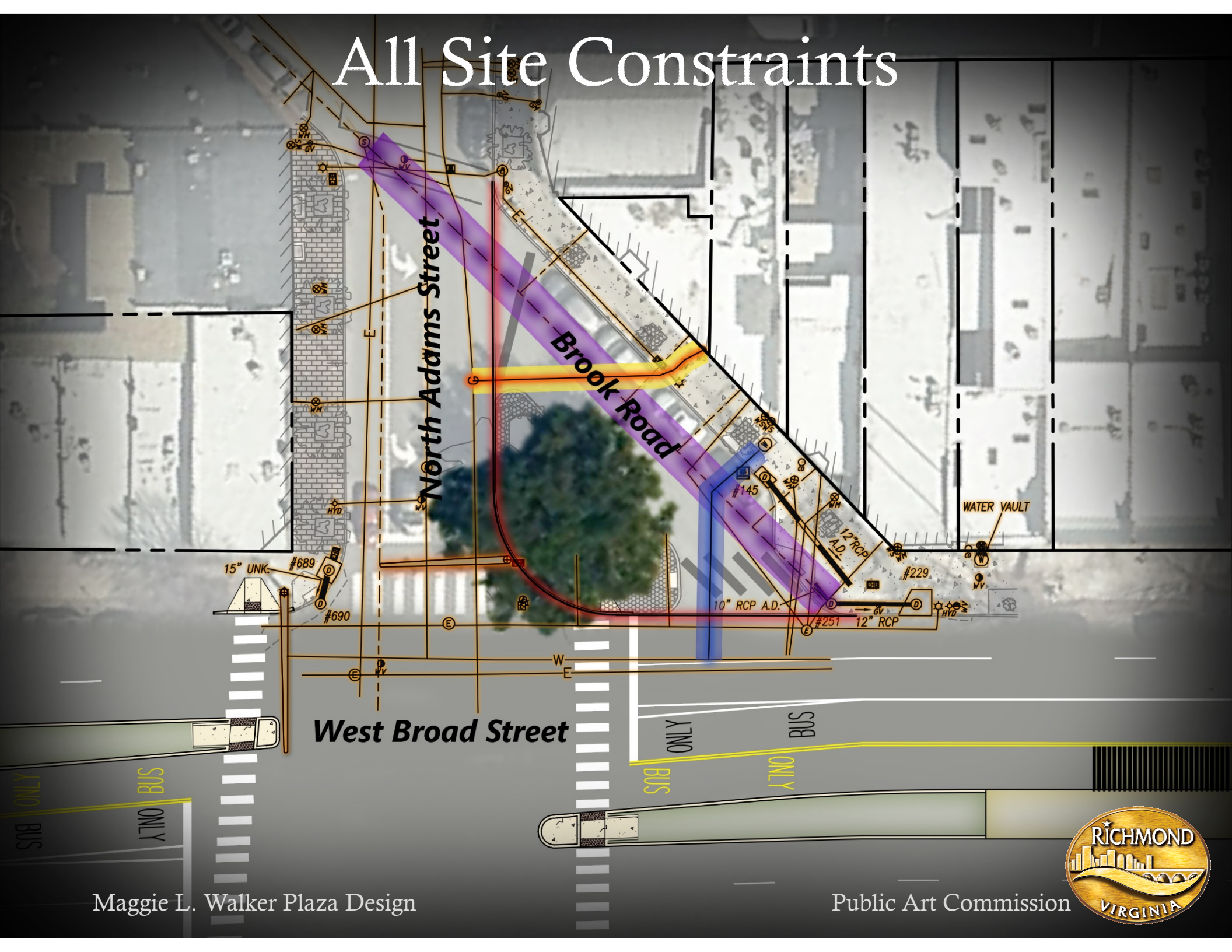
Bulbs and Daylilies in Combination with Grasses/ Low Shrubs

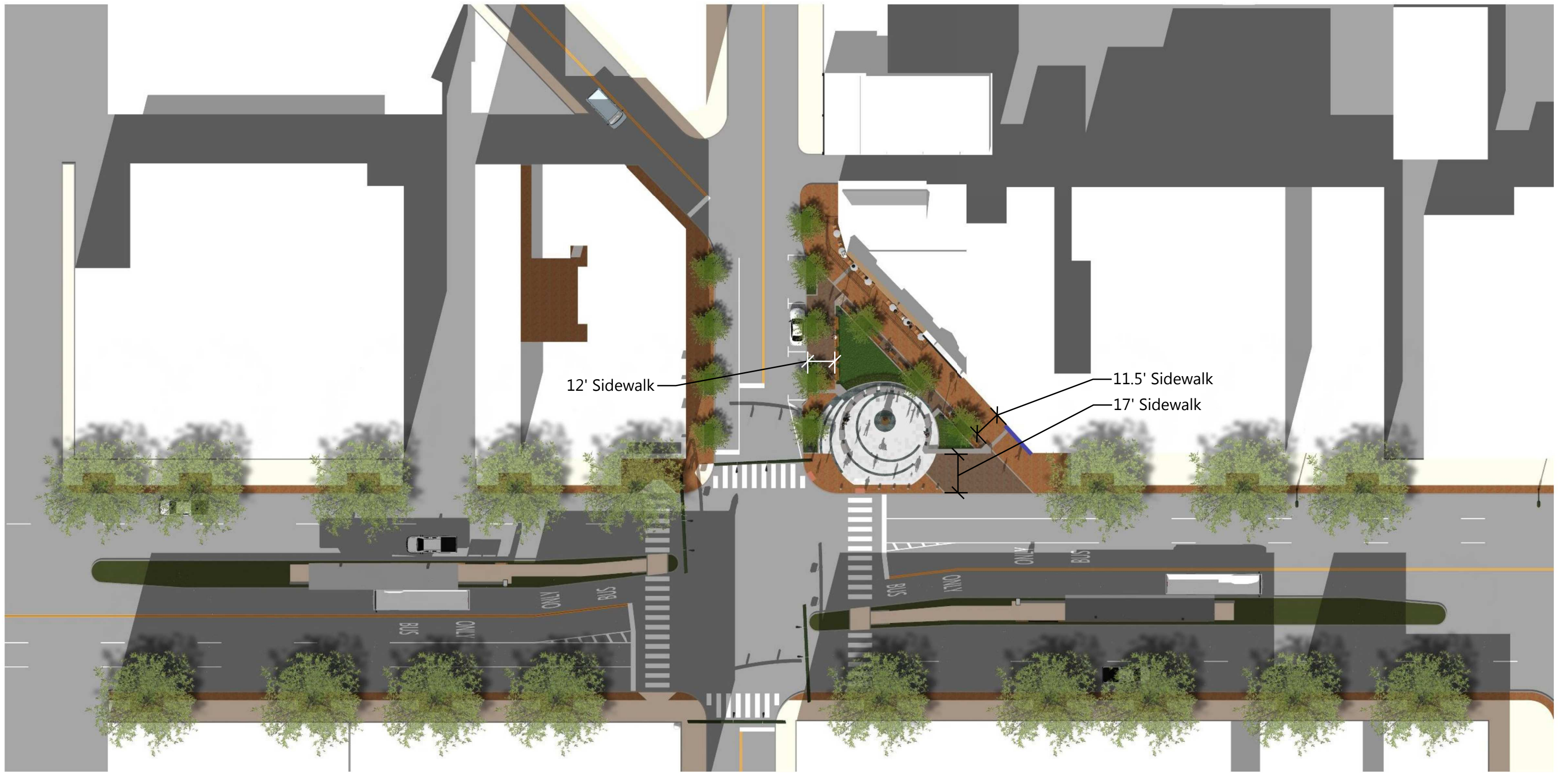
Maggie L. Walker Memorial Design

Public Art Commission



All Site Constraints





Proposed Site Plan

Maggie L. Walker Memorial Design

Public Art Commission

