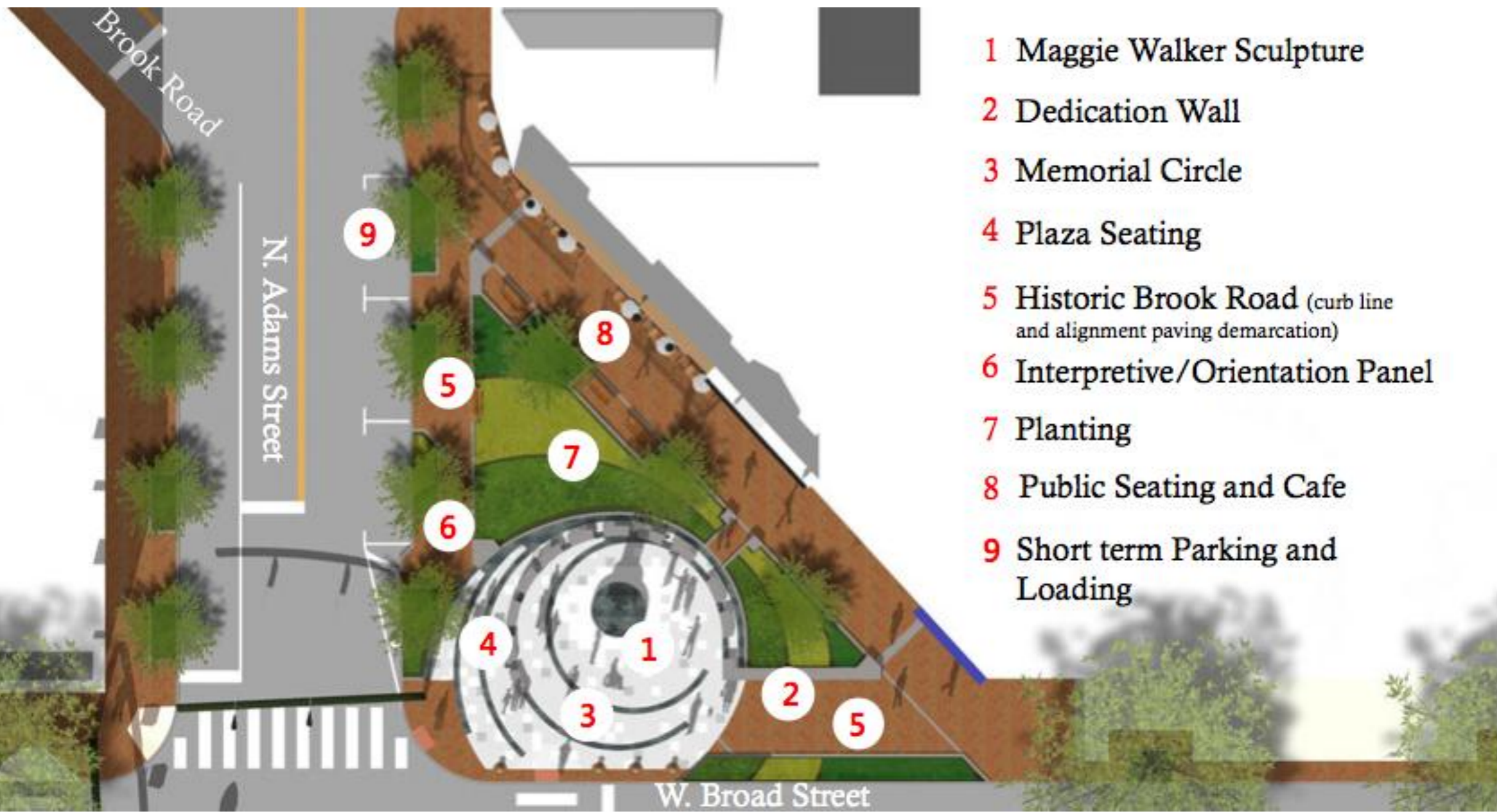




MAGGIE L. WALKER PLAZA - STUDY MODEL

West Broad Street + North Adams Street, Richmond, VA
March 2016



- 1 Maggie Walker Sculpture
- 2 Dedication Wall
- 3 Memorial Circle
- 4 Plaza Seating
- 5 Historic Brook Road (curb line and alignment paving demarcation)
- 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



Our Objective:

The Maggie Walker Plaza can be a space that provides a “both/and” experience – both honoring the rich legacy of Maggie Walker and compelling more people to experience the uniqueness of Jackson Ward and Richmond’s downtown.



February 2016 VHB Plan

March 2016 Study Model

- The space is small, so we propose a reduction (or elimination) of plant material to allow for gathering space for people or flexible activity space, and reduce the maintenance burden on the City to maintain planting beds.



- Accommodate pervious surface requirements using tree wells with grates and consider pedestal pavers in the perimeter areas along Adams and Broad to allow storm water infiltration.
- Re-orient trees and select the right species for the space.



- Create an historic representation of Brook Road with streetscape features — street trees, street lights, potted plants, flush curb, granite cobble paving, etc.



- Maximize views and usable area - eliminate parking on Adams to provide more plaza space and remove parked cars from the sight lines of the plaza and the statue.



- Offset the parking displacement by combining valet stand and loading zone at the corner of the alley. Which opens up more spaces along Adams (in front of Saison Market).



- Furnishing the space with movable furniture (but not remove-able furniture). This will allow daily use of the space and accommodate organized events with minimal set-up and break-down.



With a few slight adjustments and a critical look at prioritizing people and how they will use the space, I believe we can accomplish a “both/and” experience – honoring the rich legacy of Maggie Walker and attracting more people to experience the uniqueness of Richmond’s downtown.

Maggie Walker Memorial

Urban Design Review, April 7, 2016



David Edwards

Festival Flags, Monroe Street, Jackson Ward





Beth Glasser, Jackson Ward Neighbor

Dog-Walking Citizen. Concerned about the effects on the environment, Beth consulted a ranking certified arborist to produce comparative data on the Live Oak and the surrogate Hornbeams planned for the site.

Home Calculate another tree

National Tree Benefit Calculator

— Beta

Overall Benefits **Storm Water** Property Value Energy Air Quality CO2 About the Model

The diagram illustrates the water cycle around a tree. Precipitation falls on the canopy, where some is intercepted and evaporated, while some runs down the stem (stemflow). The ground is divided into impervious and pervious surfaces. On impervious surfaces, runoff occurs. On pervious surfaces, water infiltrates the soil. The tree's roots take up soil moisture, which is then transpired back into the atmosphere. Throughfall is the water that passes through the canopy to the ground. Evapotranspiration is the combined process of evaporation from the soil and transpiration from the tree.

Your 25 inch Live oak will intercept 8,659 gallons of stormwater runoff this year.

Urban stormwater runoff (or "non-point source pollution") washes chemicals (oil, gasoline, salts, etc.) and litter from surfaces such as roadways and parking lots into streams, wetlands, rivers and oceans. The more impervious the surface (e.g., concrete, asphalt, rooftops), the more quickly pollutants are washed into our community waterways. Drinking water, aquatic life and the health of our entire ecosystem can be adversely effected by this process.

Trees act as mini-reservoirs, controlling runoff at the source. Trees reduce runoff by:

- Intercepting and holding rain on leaves, branches and bark
- Increasing infiltration and storage of rainwater through the tree's root system
- Reducing soil erosion by slowing rainfall before it strikes the soil

For more information visit: [The Center for Urban Forest Research](#)

The National Tree Benefit Calculator was conceived and developed by
Casey Trees and Davey Tree Expert Co.

Live Oak intercepts 8,659 gallons of storm water this year.

This measurement is based on a 25 inch diameter.

Home Calculate another tree

National Tree Benefit Calculator

— Beta

Overall Benefits **Storm Water** Property Value Energy Air Quality CO2 About the Model

The diagram illustrates the water cycle around a tree. Precipitation falls on the canopy, where some is intercepted and evaporated, while some runs down the stem (stemflow) or through the canopy (throughfall). On the ground, water can be intercepted by an impervious surface (causing runoff) or a pervious surface (allowing infiltration into the soil). The tree's roots take up soil moisture, which is then transpired back into the atmosphere. The soil also undergoes evapotranspiration. The diagram notes that roots increase runoff storage potential.

Your 2 inch Eastern hophornbeam will intercept 141 gallons of stormwater runoff this year.

Urban stormwater runoff (or "non-point source pollution") washes chemicals (oil, gasoline, salts, etc.) and litter from surfaces such as roadways and parking lots into streams, wetlands, rivers and oceans. The more impervious the surface (e.g., concrete, asphalt, rooftops), the more quickly pollutants are washed into our community waterways. Drinking water, aquatic life and the health of our entire ecosystem can be adversely effected by this process.

Trees act as mini-reservoirs, controlling runoff at the source. Trees reduce runoff by:

- Intercepting and holding rain on leaves, branches and bark
- Increasing infiltration and storage of rainwater through the tree's root system
- Reducing soil erosion by slowing rainfall before it strikes the soil

For more information visit: [The Center for Urban Forest Research](#)

Casey Trees
WASHINGTON DC

The National Tree Benefit Calculator was conceived and developed by
[Casey Trees](#) and [Davey Tree Expert Co.](#)

DAVEY

Hornbeam intercept 114 gallons of storm water this year.

This data is based on a 2-inch tree. Ten hornbeams intercept 13% of the storm water of the Live Oak.

Home Calculate another tree

National Tree Benefit Calculator

Beta

Overall Benefits Storm Water Property Value **Energy** Air Quality CO2 About the Model

Your 25 inch Live oak will conserve 205 Kilowatt hours of electricity for cooling and reduce consumption of oil or natural gas by 7 therm(s).

Trees modify climate and conserve building energy use in three principal ways (see figure at left):

- Shading reduces the amount of heat absorbed and stored by buildings.
- Evapotranspiration converts liquid water to water vapor and cools the air by using solar energy that would otherwise result in heating of the air.
- Tree canopies slow down winds thereby reducing the amount of heat lost from a home, especially where conductivity is high (e.g., glass windows).

Strategically placed trees can increase home energy efficiency. In summer, trees shading east and west walls keep buildings cooler. In winter, allowing the sun to strike the southern side of a building can warm interior spaces. If southern walls are shaded by dense evergreen trees there may be a resultant increase in winter heating costs.

For more information visit: [The Center for Urban Forest Research](#)

Casey Trees
WASHINGTON DC

The National Tree Benefit Calculator was conceived and developed by
Casey Trees and Davey Tree Expert Co.

DAVEY

Live Oak will conserve 205 Kilowatt hours of energy

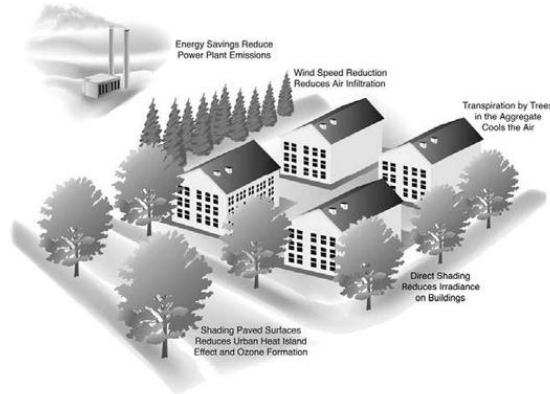
When the Live Oak canopy is lost, energy use will increase demand on the grid and on business along the Triangle.



National Tree Benefit Calculator

Beta

Overall Benefits Storm Water Property Value **Energy** Air Quality CO2 About the Model



Your 2 inch Eastern hophornbeam will conserve **8 Kilowatt hours** of electricity for cooling and reduce consumption of oil or natural gas by 0 therm(s).

Trees modify climate and conserve building energy use in three principal ways (see figure at left):

- Shading reduces the amount of heat absorbed and stored by buildings.
- Evapotranspiration converts liquid water to water vapor and cools the air by using solar energy that would otherwise result in heating of the air.
- Tree canopies slow down winds thereby reducing the amount of heat lost from a home, especially where conductivity is high (e.g., glass windows).

Strategically placed trees can increase home energy efficiency. In summer, trees shading east and west walls keep buildings cooler. In winter, allowing the sun to strike the southern side of a building can warm interior spaces. If southern walls are shaded by dense evergreen trees there may be a resultant increase in winter heating costs.

For more information visit: [The Center for Urban Forest Research](#)



The National Tree Benefit Calculator was conceived and developed by Casey Trees and Davey Tree Expert Co.



Hornbeam will conserve 8 Kilowatt hours of electricity

Ten hornbeams conserve 40% of the energy of the Live Oak.

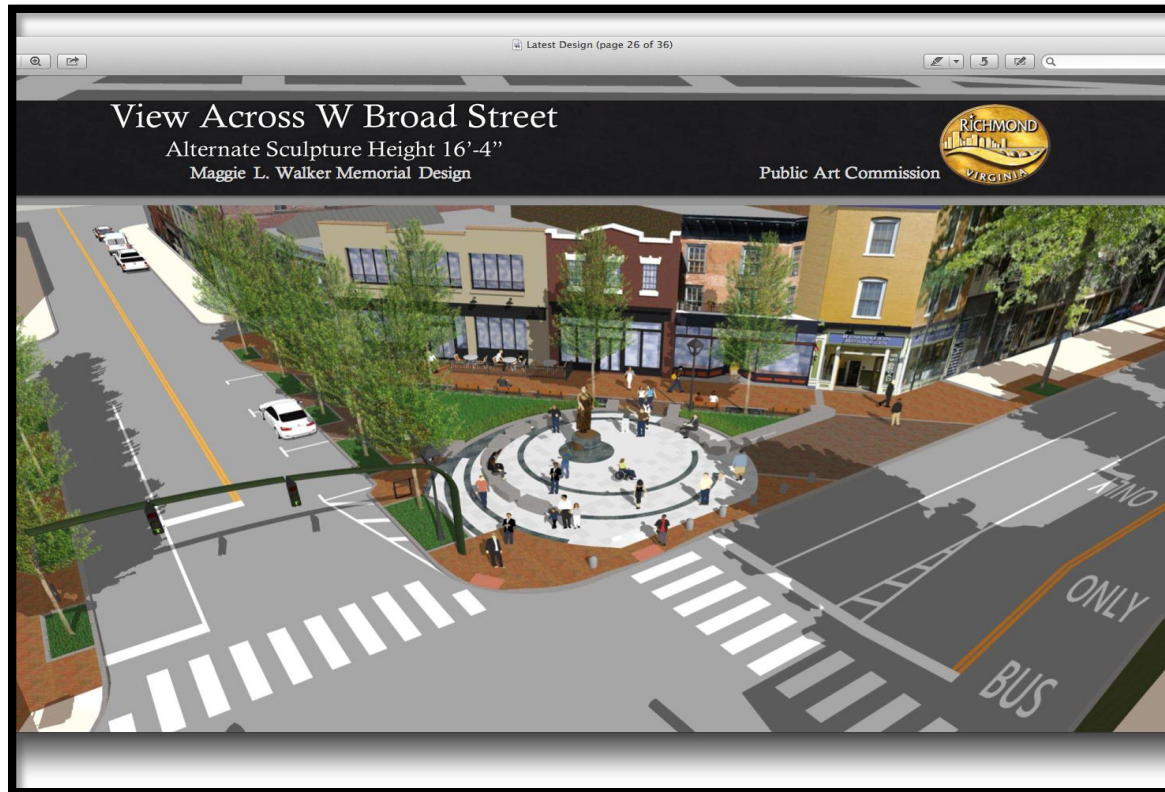
Temperature Variance with canopy, April 1, 2016, 1:30 p.m.

54 degrees, *under the the LIVE OAK*, air temp.
same as temperature reading at RIC airport



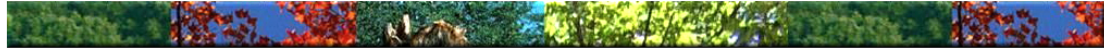
72 degrees, at Rubin Peacock's shop, west-facing façade, 301 Brook Road





Columnar figure of Walker has replaced the tree trunk.

The absence of the canopy creates a *heat island*. Grass and/or grasses cannot last long. It will be trampled or burned in the sun without shade. HEAT & GLARE will be substantial.

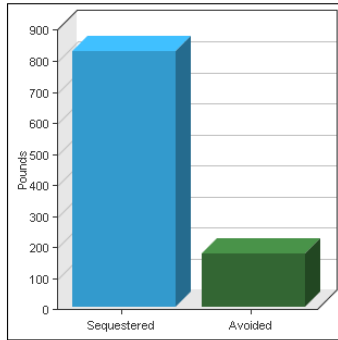


National Tree Benefit Calculator

Beta

Overall Benefits Storm Water Property Value Energy Air Quality **CO2** About the Model

This year your 25 inch Live oak tree will reduce atmospheric carbon by **999 pounds**.



How significant is this number? Most car owners of an "average" car (mid-sized sedan) drive 12,000 miles generating about 11,000 pounds of CO2 every year. A flight from New York to Los Angeles adds 1,400 pounds of CO2 per passenger. Trees can have an impact by reducing atmospheric carbon in two primary ways (see figure at left):

- They sequester ("lock up") CO2 in their roots, trunks, stems and leaves while they grow, and in wood products after they are harvested.
- Trees near buildings can reduce heating and air conditioning demands, thereby reducing emissions associated with power production.

Combating climate change will take a worldwide, multifaceted approach, but by planting a tree in a strategic location, driving fewer miles, or replacing business trips with conference calls, it's easy to see how we can each reduce our individual carbon "footprints."

For more information visit: [The Center for Urban Forest Research](#)



The National Tree Benefit Calculator was conceived and developed by Casey Trees and Davey Tree Expert Co.



The Live Oak will reduce atmospheric carbon by 999 pounds.

Home Calculate another tree

National Tree Benefit Calculator

Beta

Overall Benefits
 Storm Water
 Property Value
 Energy
 Air Quality
 CO2
 About the Model

Category	Value (Pounds)
Sequestered	~19.5
Avoided	25

This year your 2 inch Eastern hophornbeam tree will reduce atmospheric carbon by 25 pounds.

How significant is this number? Most car owners of an "average" car (mid-sized sedan) drive 12,000 miles generating about 11,000 pounds of CO2 every year. A flight from New York to Los Angeles adds 1,400 pounds of CO2 per passenger. Trees can have an impact by reducing atmospheric carbon in two primary ways (see figure at left):

- They sequester ("lock up") CO2 in their roots, trunks, stems and leaves while they grow, and in wood products after they are harvested.
- Trees near buildings can reduce heating and air conditioning demands, thereby reducing emissions associated with power production.

Combating climate change will take a worldwide, multifaceted approach, but by planting a tree in a strategic location, driving fewer miles, or replacing business trips with conference calls, it's easy to see how we can each reduce our individual carbon "footprints."

For more information visit: [The Center for Urban Forest Research](#)

Casey Trees
WASHINGTON DC

The National Tree Benefit Calculator was conceived and developed by
[Casey Trees](#) and [Davey Tree Expert Co.](#)

DAVEY

CO2 reduction

The Hornbeam will reduce carbons by 25 pounds – 22% of the Live Oak

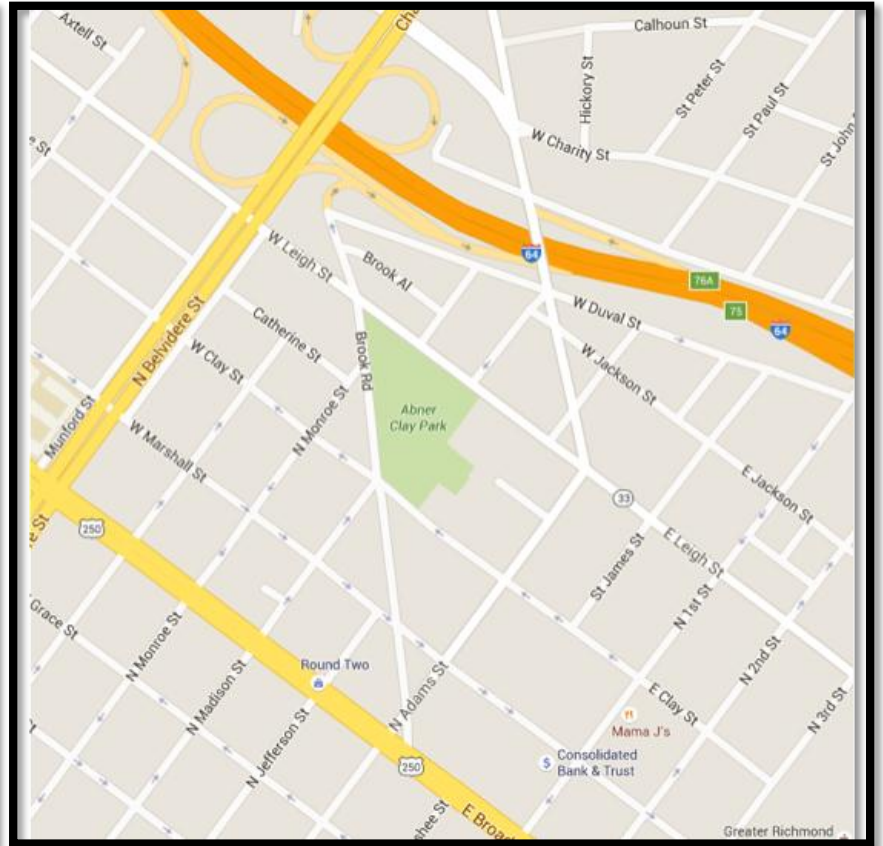
Kevin Korda

Brook & Broad Property Owner

**Historic Buildings, Brook Road
West-Facing Façade**



Historic Triangle: Broad, Brook & Adams



Rubin Peacock

Only Homeowner on Historic Brook Road Triangle

Rubin's Urban Front Yard



View from Rubin's Window



Rubin Peacock

Only Homeowner on Historic Brook Road Triangle

Typical Congestion: Road Closure?



Road Closure?



Rubin Peacock

Only Homeowner on Historic Brook Road Triangle

Jefferson Hotel Cobblestones



Shockoe Bottom Cobblestones



Walter Dotts

Historic Intersection of Brook Road



Process by-passes CAR

HISTORIC RICHMOND
Richmond, Virginia 23219 Fax: 804.788.4244

BOARD OF TRUSTEES
Andrew K. Clark, President
Coleen A. Butler Rodriguez,
First Vice-President
David I. Meyers, Secretary
Harold J. Williams III, Treasurer
Michael J. Bogese, Jr.
Robert E. Comet
Tracy Scott Doherty
Betty M. Fahed
Susan S. Fisher
Todd R. Flowers
Mark A. Herzog
Gregory H. Ray
Carol L. Robbins
William S. Tate
Ben Thompson
Harry A. Turton, Jr.
R. Scott Ukrop
Robert A. Vallejo
Martha A. Warthen
Elise H. Wright, Life Trustee

COUNCIL
MacKay M. Boyer, President

JUNIOR BOARD
Trevor S. Cox, President

BOARD OF ADVISORS
Jonathan Billey
Nancy N. Cheely
Karen S. Emroch
Thomas E. Fahed
John Owen Gwathmey
Douglas J. Hanson
Daniel P. Healy
C. N. Jenkins, Jr.
James W. Klaus
Calder C. Loth
Kenneth D. McArthur, Jr.
Alice Reed McGuire
Robert W. "Robin" Miller, Jr.
Kevin B. Osborne
Burt Pirnick
J. Sargeant Reynolds, Jr.
Kristin P. Richardson
Mary Harding Sadler
Elizabeth Carrington Shuff
Barbara B. Ukrop
Harry J. Warthen, III
Julie W. Weissend
Catherine Whitham
Steven R. Williams

March 14, 2016

Via Email
City Attorney Allen L. Jackson
Office of the City Attorney, City of Richmond
900 E. Broad Street, Suite 300
Richmond, VA 23219

Re: Maggie L. Walker Memorial Design

Dear City Attorney Jackson:

I am writing to thank you for the City's efforts to construct a memorial to Maggie L. Walker. This is an effort which we strongly support and encourage. A sensitive design process is important to Historic Richmond, to our supporters, and to the many residents of the Broad Street Old and Historic District as well as the residents of the many other Old and Historic Districts, who as homeowners and taxpayers believe it is important that their investment be protected. Accordingly, we are writing to note our concern with the possibility that the design process may not involve review by the City's Commission of Architectural Review ("CAR").

CAR Authority to Review
Historic Richmond strongly believes that a CAR review of the Maggie L. Walker Memorial not only will positively contribute to the ongoing design process, but also is required by the City Code. The Maggie L. Walker Memorial will be located within the boundaries of the "Broad Street Old and Historic District." See City Code Section 30-930.5(5). Under Section 30-930.6(a) of the City Code, CAR approval is required for the construction of any building, structure, sign or paving in a City Old and Historic District. (Note that highlighting is added for emphasis.)

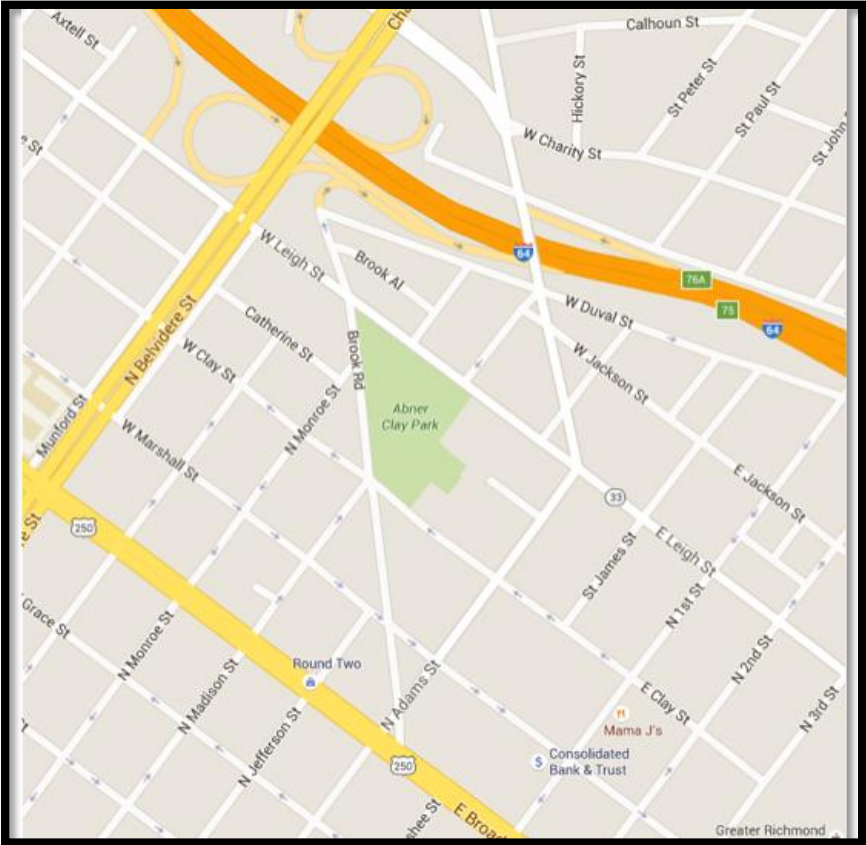
Approval required. No building or structure or any exterior portion thereof, sign or paving shall be constructed, altered, reconstructed, repaired, restored or demolished within any old and historic district unless the building or structure or any exterior portion thereof, sign or paving is approved by the Commission of Architectural Review or, on appeal, by the City Council, as being architecturally compatible with the buildings, structures, sites and general character of the old and historic district. All such approvals shall be evidenced by a certificate of appropriateness. No permit to construct, alter, reconstruct, repair, restore or demolish any building, structure or site shall be issued by the Commissioner of Buildings unless the applicant has first obtained approval of a certificate of appropriateness for such work. Section 30-930.6(a)

Walter Dotts

The Masonic Temple



The Big Picture, *again*



Bridge Allen

Due Process

December 2015
Mayor Signs Petition to Save the Tree

February 2016
Tree Axed in Rush to Judgment

RICHMOND TREE PRESS

Home News Opinion Faith Entertainment Sports Black Experience

Mayor saves tree at planned Walker monument site

Jeremy Lazarus | 12/4/2015, 7:27 p.m.




RICHMOND TREE PRESS

Home News Opinion Faith Entertainment Sports Black Experience

Tree axed

Jeremy Lazarus | 2/19/2016, 6:50 p.m. **Committee votes to remove oak from Walker statue site**



The live oak tree that fills the site of the planned Maggie L. Walker statue and plaza has been the center of debate and controversy. Location: Adams and broad streets in Downtown. Photo by Sandra Sellars

Caryl Burtner

Broad & Brook Triangle
Constricted, Congested Oasis



Abner Clay Park
Expansive Four Acre Green Space



Caryl Burtner

Black History Museum



Ebenezer Baptist Church



Sam Forrest

THE BUDGET

Historic Brook Road ☉ = **ZERO**

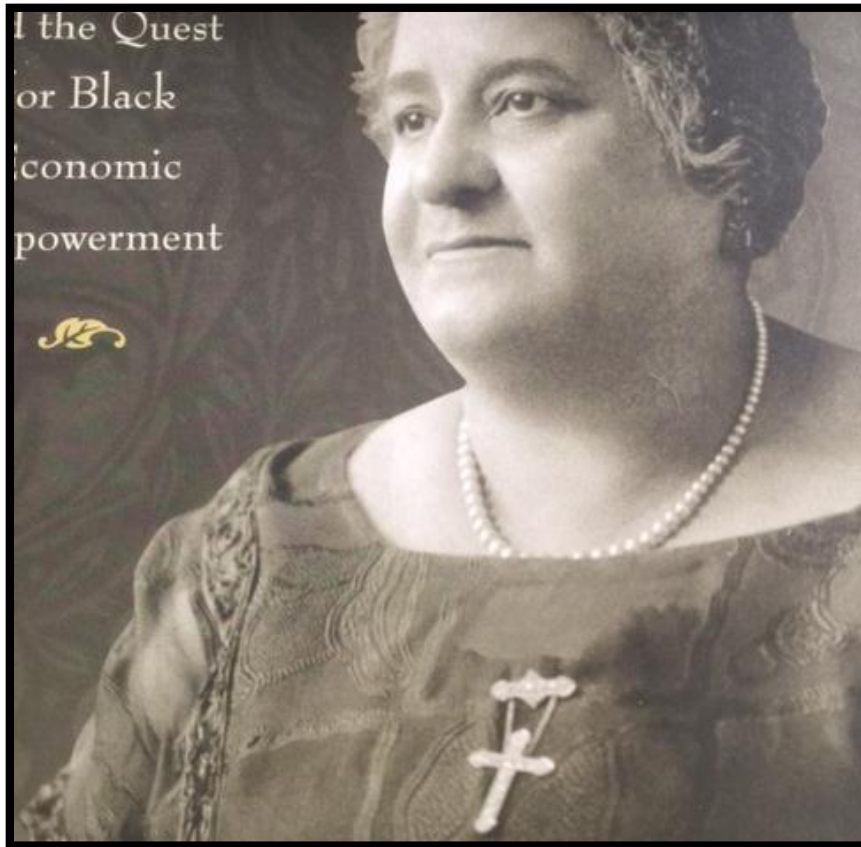
Abner Clay Park \$600,000



Rev. Graham Patterson

Jackson Ward's Baptists Maggie Walker & the Live Oak

Maggie Walker's Cross
Walker was baptized in the James River in 1878



First African Baptist Church , 2000 members
Quercus Callipinus, the Old Testament Live Oak



The interior of the original First African Baptist Church as it appeared in *Hager's Weekly*, 1874. Built in 1802, the building was purchased by the African American members of First Baptist Church in 1841. It was demolished and replaced in 1876. *Author's collection.*

Graham Patterson

Jackson Ward's Culture & the Live Oak

Old Testament

Genesis & Exodus

a place of miracles in the story of the Israelites

Psalms

Prophets

The place a miracles is threatened to be taken away by Yahweh when the Israelites fall into sin – a curse.

First African Baptist Church



Rev. Graham Patterson *Jackson Ward's Culture & the Live Oak*

The First Rendition



Live Oak in Jackson Ward's History

The iconography comports ...

- *Evergreen Cemetery, est. 1891*
- *St. Luke's Penney Savings Bank, 1906*
- *Richmond Chapter, NAACP, letterhead, est. 1917*
- *Southern Aid & Insurance Company*
- *Virginia Federation of Colored Women's Clubs, 1932*
- *Maggie Walker's Eulogy, 1934*
- *Langston Hughes' Freedom Plow, 1943*

but the design is sterile ...

Jennie Dotts

Overlapping Eras, Overlapping Facades
Following the Contours of History Brook Road

The 1812 Turnpike & the British Blockade
Troops Marched and the Mails Moved North



The Society of the War of 1812
Virginia

4804 Cary Street Road
Richmond, VA 23226

April 5, 2016

Dr. Carol Patterson
2505 E. Grace Street
Richmond, VA 23223

Re: Historical Importance of Brook
Road Intersection with Broad Street

Dear Dr. Patterson:

The Society of the War of 1812 in Virginia strongly supports your efforts to preserve the integrity of Brook Road's historic intersection with Broad Street in the City of Richmond, and opposes any efforts to needlessly destroy that historic street grid.

Brook Road is the oldest northern gateway road into the City of Richmond. Any traveler in the 1700's approaching Richmond from the north would have entered Richmond along Brook Road. The Marquis de Lafayette's troops entered Richmond in April 1781 along Brook Road, to defend the City against British attack in one of the opening maneuvers of the Virginia 1781 campaign that eventually lead to a British surrender at Yorktown later in the year.

Richard Young's 1810 map of the City of Richmond shows Brook Road (starting at its intersection with H Street, now Broad Street) as the only road leading out of the City to the north.

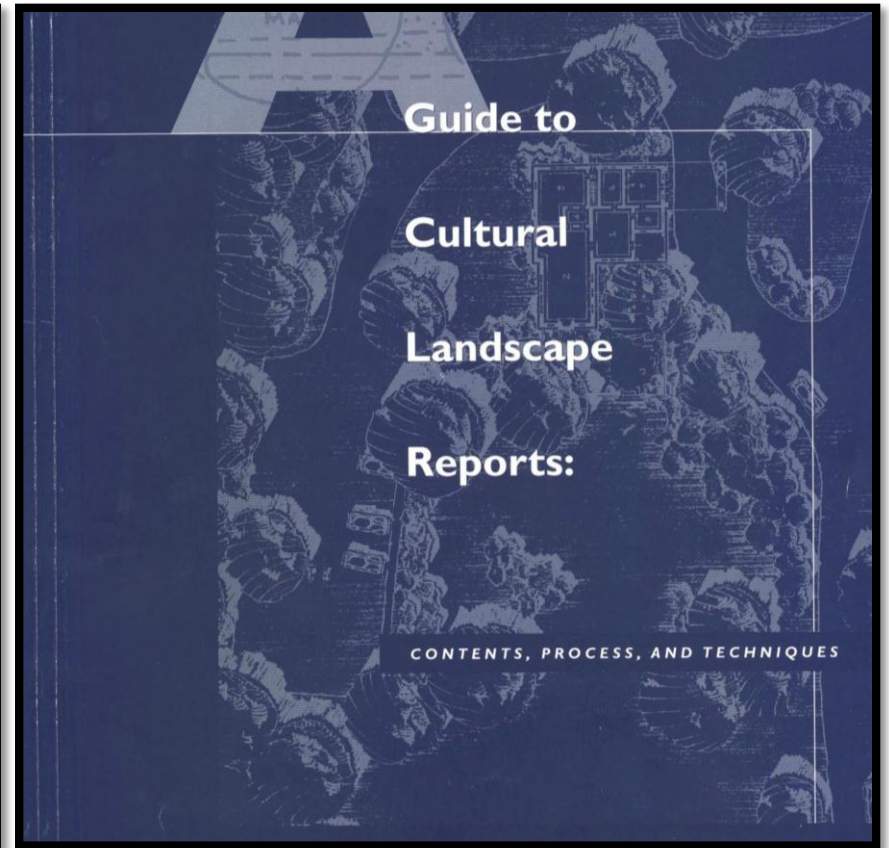
During the War of 1812, Richmond was a critical junction point for troop movements in Virginia. County militia throughout the state were called up to help defend Norfolk, and were also stationed at the defensive camps set up east of Richmond (to guard against an expected British attack to seize Richmond through moving up the James or York Rivers). All of the militia from northern Virginia who came through Richmond during the war, en route to Norfolk or to the defensive camps east of Richmond, would have marched down Brook Road to its intersection with Broad Street.

Jennie Dotts

Old faces have character



The photographic documentary arm of the
Library of Congress and the National Parks ----



Jennie Dotts

Plaza Without a Plan



NHR, DHR

COMMONWEALTH of VIRGINIA

Department of Historic Resources

Molly Joseph Ward
Secretary of Natural Resources

2801 Kensington Avenue, Richmond, Virginia 23221

Julie V. Langan
Director
Tel: (804) 367-2323
Fax: (804) 367-2391
www.dhr.virginia.gov

April 6, 2016

Urban Design Committee
City of Richmond
900 E. Broad Street
Richmond, VA 23219

RE: UDC No. 2016-12: Conceptual Location, Character and Extent review of
Maggie Walker Memorial Plaza

Dear Members of the Urban Design Committee:

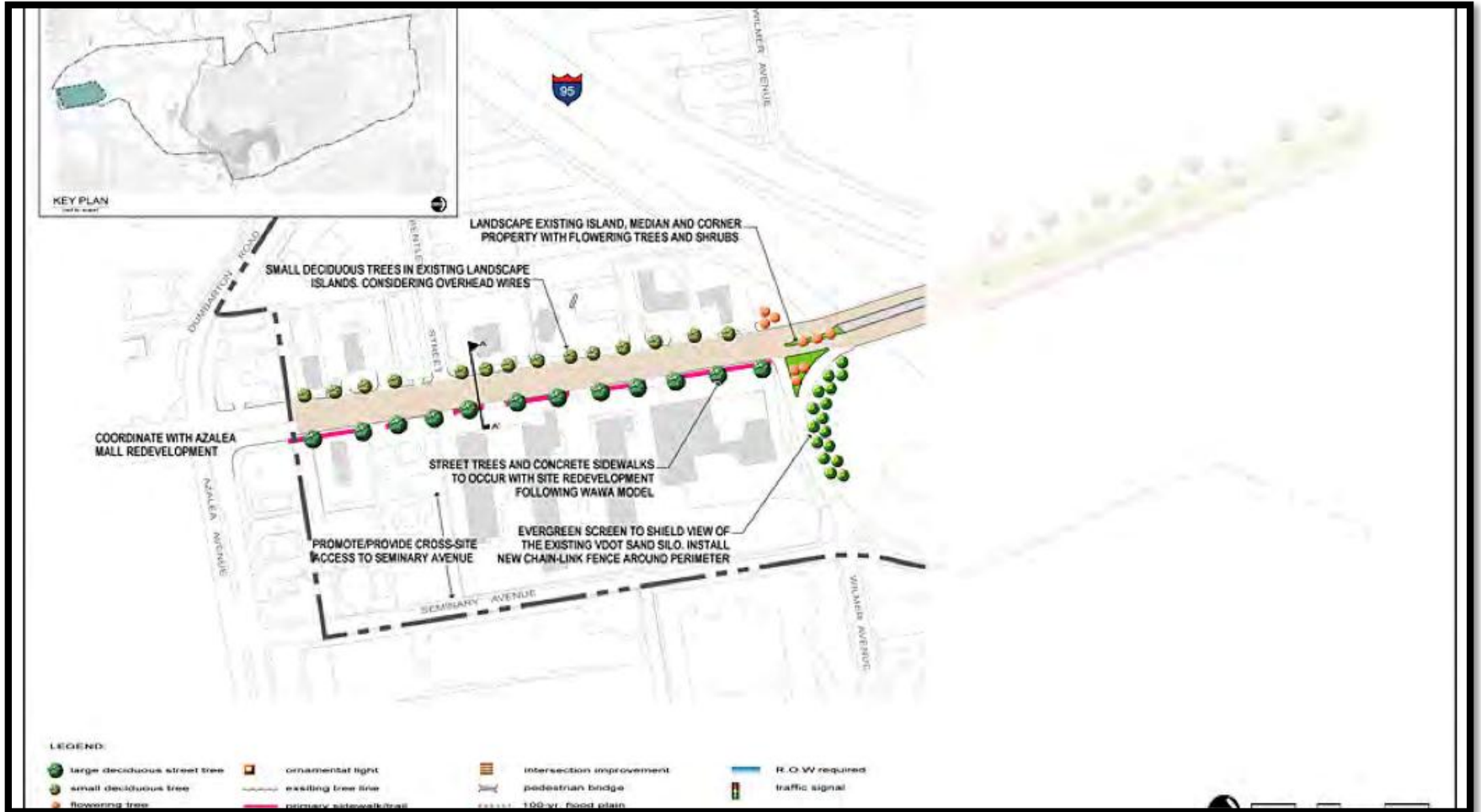
Over the past several months and as recently as today, the Department of Historic Resources has received numerous requests from the public that this agency take a position regarding the various issues related to the proposed Maggie Walker monument. I have declined to weigh in on any issue that falls outside the purview of DHR's authority or is unrelated to the programs we administer.

I am writing to offer the opinion that the proposed location for the monument at the intersection of Brook Road and Broad Street, which would significantly alter the unusual, character-defining historic street pattern, would diminish the physical integrity, particularly the historic setting, of the Broad Street Commercial Historic District which is listed on both the Virginia Landmarks Register and National Register of Historic Places. I believe this to be the case regardless of the fact that that the plaza design may incorporate references to the historic street. I realize that there are many factors that you must weigh in reaching a recommendation, but the project's impact to the integrity of the historic district should be fully considered.

Sincerely,

Julie V. Langan
Director

Carol Patterson THINK BIGGER: A UNIFIED PLAN

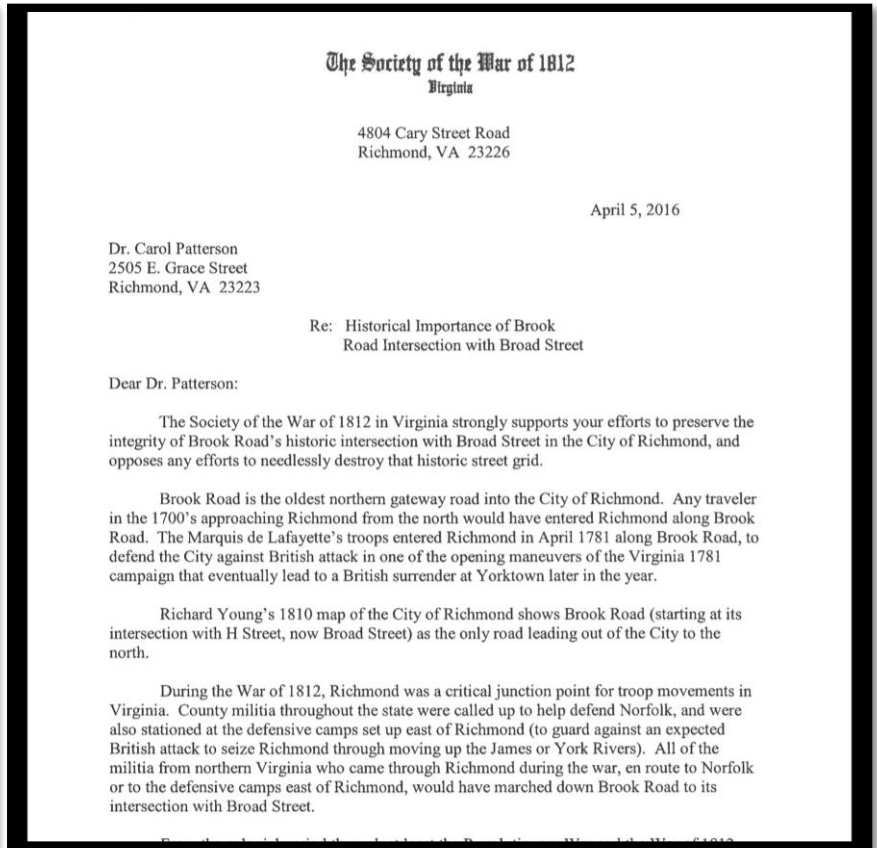


Carol Patterson
Brook Road: Layered in Time
Jefferson's Segment 1793

The Harlem of the South 1880-1930



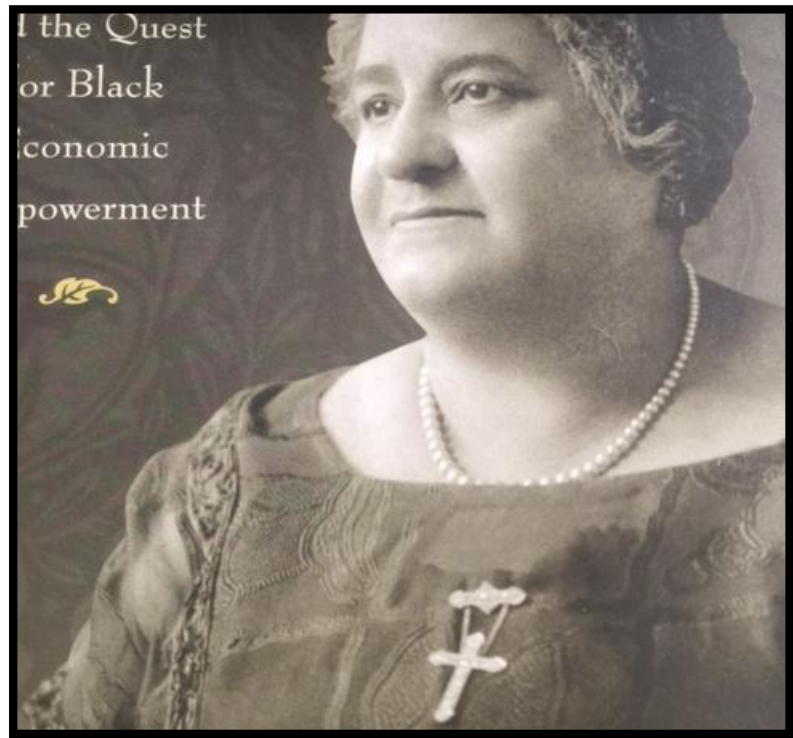
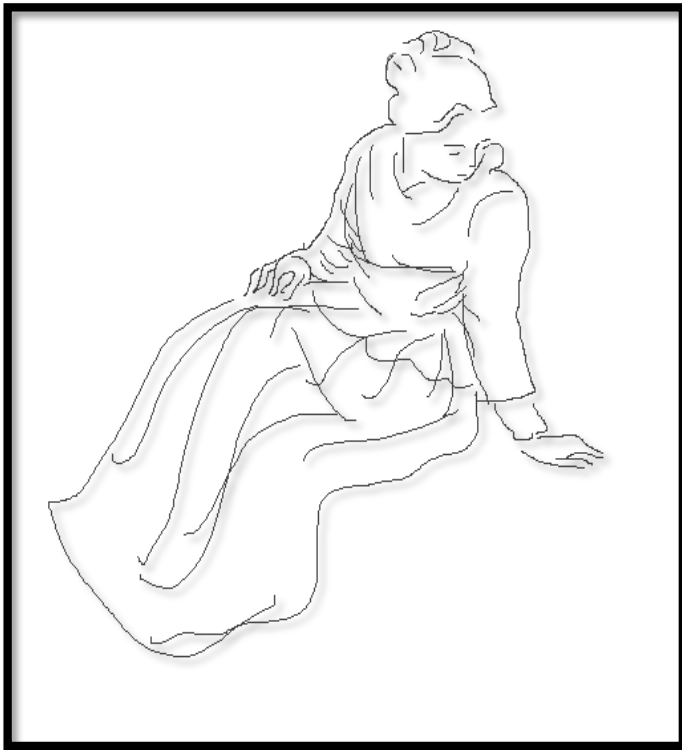
The Society of the War of 1812



Maggie Walker's Iconography

" ... the Emporium and the Bank to us is the sprouting acorn – but to your boys and girls, it will be the tall, spreading giant oak affording shelter and protection for a thousand."

Cross, Live Oak, Acorn & Pennies



Brook Road on down to Abner Clay Park *Waiting for a Second Miracle*

Walker's bank financed 645 mortgages in greater Jackson Ward that were paid off by 1930. During the first wave of the Great Depression, her bank survived when hundreds failed and 645 families had shelter when countless Americans lost everything.

Brook and Adams



The Triangle Building



The West Side of Brook

Endeavor Studio



The Red doesn't get any better.



The Next Intersection

Two Blocks from Abner Clay Park

Engine House No. 5



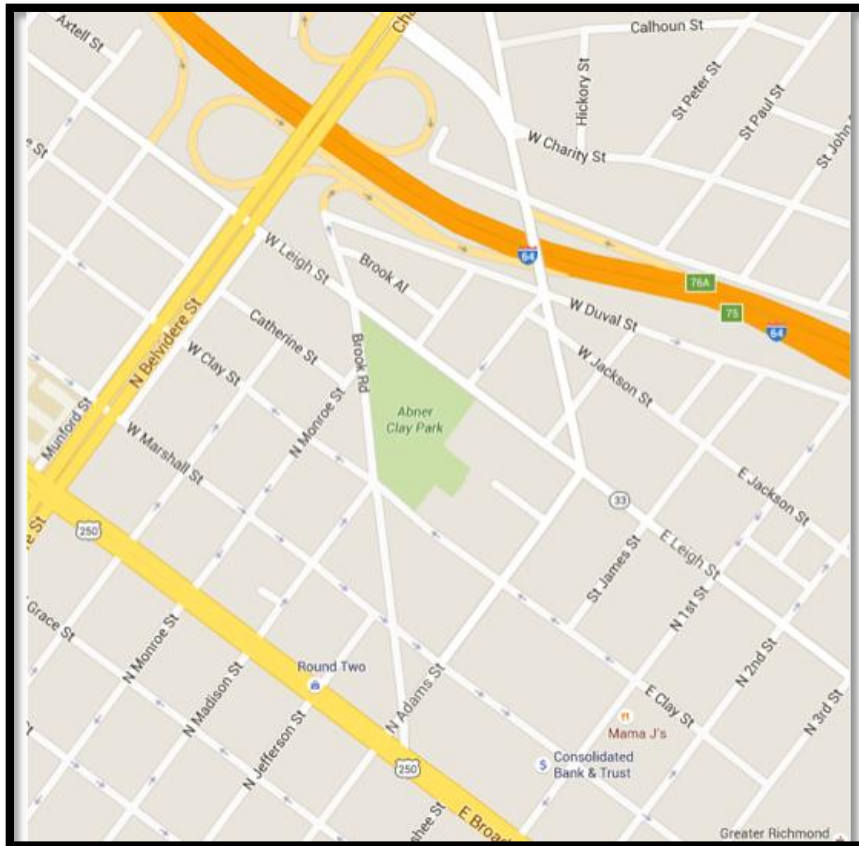
Little Amsterdam ... immigrant flavor



Brook Road Row Houses (east-facing)

approaching Abner Clay Park

Final Approach



Tree Tops of A.C. Park



Brook Road

An ICONOGRAPHY that cuts across time

Jefferson's Segment 1793

The Making of the Harlem of the South 1880-1930

The Society of the War of 1812

