



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: 6/19/2025

Project Name: Brown's Island Improvement Plan

Project Address: 500 Tredegar Street, Richmond VA

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

The Brown's Island Improvement Plan was created in 2019 through a collaborative design process led by Venture Richmond, building on the ideas included in the City's 2012 Riverfront Master Plan. The purpose of the plan is to make Brown's Island an even better event and festival venue while also fully realizing its potential as a thriving urban park that engages and appeals to all Richmonders. An over-arching goal of the plan is to increase visitor engagement by creating multiple new unique destinations and experiences on the island while also improving accessibility, visitor comfort, and event logistics. This submittal is for review of the signage and environmental graphics for the island.

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

Name: Ryan Rinn, Capital Projects Planner

Email: ryan.rinn@rva.gov

City Agency: Parks, Recreation and Community Facilities (PRCF)

Phone: (804)646-4347

Main Contact (if different from Applicant):

Company: 3North - Andrea Almond: aalmond@3north.com

Phone: (804) 362-0958

Venture Richmond - Lisa Sims: lsims@venturerichmond.com

(804) 788-6471

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