



To: Urban Design Committee
From: Planning and Preservation Division
Date: January 10, 2019
RE: **Outdoor dining encroachments, 1548 E. Main Street; UDC 2019-06**

I. APPLICANT

Susan Ould

II. LOCATION

1548 E. Main Street, 17th Street Market

Property Owner:

City of Richmond right-of-way

III. PURPOSE

The application is for an outdoor dining encroachment located within the 17th Street Farmer's Market Plaza

IV. SUMMARY & RECOMMENDATION

This application is a request for an outdoor dining encroachment associated with businesses located at 1548 E. Main Street, within the 17th Street Market place. Although this is a proposed encroachment, any seating, tables, or barriers will be unfastened to the pavement and removable.

Staff finds that the applicant's design meets the requirements of the Urban Design Guidelines, and further supplements the vibrancy of the new market space. Blending into the overall aesthetic of the renovated 17th Street Farmers market, the final design is both utilitarian and attractive.

Therefore Staff recommends that the Urban Design Committee recommend that the Director of Public Works grant final approval of the design.

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

The dining encroachment is bound by East Main Street on the south, an accessible alley to the north, 17th Street market on the east, and an historic brick building that houses catering and restaurant businesses. The area is primarily zoned M-1 (Light Industrial), but portions of the rights-of-way are also zoned B-5 (Central Business). This specific project is located closer to the intersection of East Main Street and North 17th Street.

The project area is located in the Shockoe Valley and Tobacco Row National Register Historic District.

b. Scope of Review

The encroachment process is administered through the Department of Public Works, which has requested that the Urban Design Committee (UDC) provide design advice on certain types of encroachments. The UDC does not have the authority to approve encroachments, but rather provides advice to the Department of Public Works.

c. UDC Review History

Staff could not find any relevant record of this property in past reviews however as part of the 17th Street Market renovation in 2014, the UDC and Planning Commission reviewed a conceptual plan for the 17th St Farmers Market redesign and approved it with a series of conditions, the most relevant in this case being:

- That the applicant considers having the City provide vendor tents and outdoor dining furniture and enclosures, or that a set of design standards is established for such amenities specific to this space.

d. Project Description

This project seeks to create an outdoor dining space within a 15'-0" encroachment adjacent to the YMCA building on the 17th Street Market. Fencing, furniture, and awnings will comply with the 17th Street Outdoor Dining Standards. Fencing will be surface-supported on bases, furniture will be movable within the fencing boundary and awnings will be fixed to the building exterior.

e. Master Plan

The 2017 Pulse Corridor Plan recommends this area, as part of the Main Street Station Area Vision, to consist of Nodal Mixed-Uses near Main Street Station to allow for intense development with active ground-floor uses near the multi-modal heart of the Richmond Region; Corridor Mixed-Uses along E. Broad and E. Main Streets to encourage the redevelopment of surface parking lots and underutilized buildings into higher-density buildings that focus on creating walkable environments with active ground floors, appropriate streetscape, and minimal driveway entrances; and Neighborhood Mixed-Uses in the surrounding area to help maintain the existing residential and mixed-uses found in the area, mainly in the form of repurposed warehouses, and to allow for appropriate infill development (page 104).

The subject property is located in the Shockoe Focus Area, as defined by the 2008 Downtown Master Plan, and is placed in the Urban Center character area. One of the recommendations for this area is to “remove the clutter of overhead utility lines and equipment from the visible public right-of-way to enhance the streetscape” (page 4.58). The Plan also contains extensive language on the Farmer’s Market itself and surrounding uses:

“This plaza could be used for overflow market uses, or for outdoor dining and community gatherings. The placement of a linear plaza in front of the Farmers’ Market will increase its visibility from Main Street and will improve accessibility for shoppers” (page 4.61).

The City’s Department of Economic and Community Development undertook an economic revitalization strategy for Shockoe in 2011 which contained the following statements regarding the Farmer’s market:

"The current farmers market is widely considered to be more of a detriment than an asset to the neighborhood, but the potential to re-position it into a more diverse, year-round public market has been studied and could follow the success of other urban public markets in becoming a popular destination" (page 20).

"A new public market... would be a combination of spaces that includes a permanent structure housing a year round public market of food, crafts and other items; outdoor or open areas serving as expansion area for seasonal markets (farmers market, holiday market), programmed activities and events; and space for any administrative or small business development activities associated with the market. If executed effectively, it can: 1) be a flexible, dynamic gathering space, implemented for relatively low cost; 2) help anchor a "food destination" identity for the area which can be supported by restaurants and bars; 3) recognize and serve as a legacy to the long history of market operations in the area; 4) incorporate a small or micro business development component; and 5) act as an amenity for local residents as well as a regional draw" (page 27).

f. Urban Design Guidelines

The Guidelines have this to say about outdoor dining "Outdoor dining facilities that encroach into the public right-of-way should only be considered when there is adequate sidewalk width to accommodate both the dining facilities and the pedestrian." Also, "the outdoor dining furnishings should reflect the character of the restaurant while respecting the spirit of the street design" (page 29).

VII. ATTACHMENTS

- a. Vicinity Map**
- b. Application**
- c. Plans**