



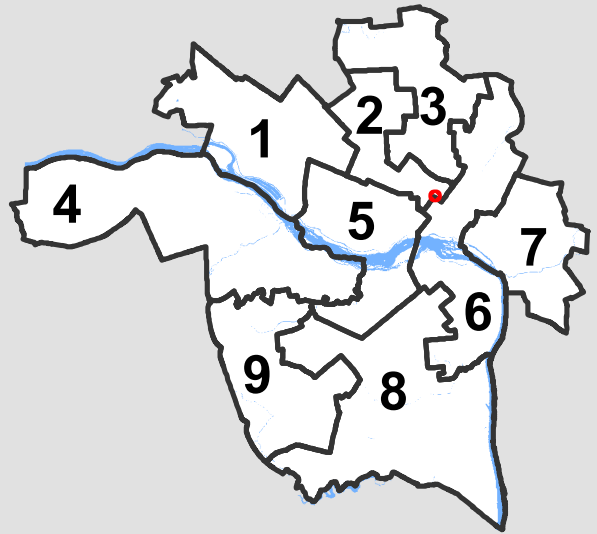
# City of Richmond Department of Planning & Development Review

## Location, Character, and Extent

**LOCATION:** 98 W. Broad St.

**COUNCIL DISTRICT:** 2

**PROPOSAL:** Review of an amendment to the approved plaza and amenities commemorating Maggie L. Walker.



*For questions, please contact Josh Son  
at 646-3741 or [joshua.son@richmondgov.com](mailto:joshua.son@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): Amendment to approved Maggie L. Walker Memorial to remove three (3) benches along Brook Road from final plan.

### Applicant Information

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

Name: Mark A. Olinger

Email: [Mark.Olinger@Richmondgov.com](mailto:Mark.Olinger@Richmondgov.com)

City Agency: Planning & Development Review

Phone: 804-646-6305

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

Main Contact (if different from Applicant): Same

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.**

### 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.



# CITY OF RICHMOND

## INTRACITY CORRESPONDENCE

**TO:** Urban Design Committee

**FROM:** Mark A. Olinger, Director  
Department of Planning & Development Review

**DATE:** April 18, 2017

**SUBJECT:** Amendment to Maggie L. Walker Plaza

A handwritten signature in black ink, appearing to be "MO", with a horizontal line extending to the right and a vertical line extending downwards from the end of the horizontal line.

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Final review by the Urban Design Committee (UDC) for the Maggie L. Walker Plaza was recommended for approval by the UDC and City Planning Commission (CPC) during the summer of 2016. All elements of the final plan as recommended by the UDC/CPC have been incorporated, and work is preceding for a July 15, 2017, dedication (Ms. Walker's birthday).

During final lay-out of three (3) benches which were identified on the final plans as facing the plaza with the backs up against the buildings along Brook Road. There were questions from the property owners about potential maintenance and safety concerns related to placing these three benches against the buildings. A meeting was convened by Councilwoman Gray in mid-March to review the location of the benches and to see what the options might be to address those issues. In attendance were building owner(s)/representatives, DPW staff, PDR, staff, representatives of the Maggie L. Walker Alumni Association, and Mr. Melvin Jones.

Prior to the meeting several options were studied in greater detail:

1. Move the benches farther away from the buildings, but keep on Brook Road.
2. Put the benches near the backless benches to the north of the planting area.
3. Move the benches to the west side of Adams.

The sense at the meeting was that the preferred option would be to move the benches away from the buildings, and if they couldn't be accommodated within the existing plaza design, it would be acceptable to remove them from the plans.

Following discussion with the building owners and after extensive site review, City staff have come to the following conclusions:

1. Keeping the benches where they are on the plans does create potential maintenance and safety issues;

2. Moving the benches elsewhere on the site creates pedestrian flow issues as revised locations would negatively affect effective sidewalk width for walking around, and through, the site.
3. There was significant effort made to create a coherent design intent in the Plaza. Moving the benches into the larger plaza area affected the feel and function of the space.
4. The three (3) benches would accommodate a relatively small number of users at any one time (6-9 at most). The seating areas within the Plaza will hold a significant number of people.
5. The benches are not integral to the design or function of the larger plaza.

Based on the site study, and the minimal effect on the overall character of the plaza, we are requesting that the approved plan for Maggie L. Walker Plaza be amended to permit the removal of the three (3) benches from the plan.

If you have any questions, please contact me directly.

Thank you for your consideration.

**X - REMOVAL OF BENCHES**

