



To: Urban Design Committee
From: Planning and Preservation Division
Date: April 6, 2017
RE: **Conceptual Location, Character and Extent review of the Laurel St. Event Venue, 719 W. Franklin St.; UDC 2017-12**

I. APPLICANT

Don Summers, Department of Public Works

II. LOCATION

719 W. Franklin St.

Property Owner:

City of Richmond Department of Parks, Recreation and Community Facilities

III. PURPOSE

The application is for the conceptual location, character, and extent review of a new event venue within Monroe Park at the corners of Main and Laurel Streets.

IV. SUMMARY & RECOMMENDATION

This conceptual plan for the event venue is part of a larger restoration effort called out in the Master Plan for Monroe Park, a plan that was adopted by the Planning Commission in 2008 with subsequent design and construction plans approved in 2009 and later updated in 2017. After years of research and community input, the Monroe Park Advisory Committee and team identified 1904 as the historic period of significance to which the Park is to be restored.

The pavilion, as well as the associated permeable paver plaza, and adjacent lawn area will serve as the designated event venue. The combination and proximity of the pavilion, the plaza and the lawn on the south west corner of the park is conducive to functions, events and allows for low-impact maintenance. The addition of moveable furniture and seat-walls will provide more seating options for park patrons while developing a hardscape with enhanced ADA accessibility allows the space to be more inclusive. Furthermore, paving with pervious brick pavers and bio-retention planters ensure the site will have a low-impact on storm water drainage. Additionally, the event space will allow for programming that will provide a revenue stream for the Conservancy that can be used for future maintenance and improvements of the park.

Therefore, Staff recommends that the Urban Design Committee approve the conceptual design with the following considerations:

- That the final plans include detailed architectural plans and renderings for each structure, indicating dimensions, building materials and finishes.
- That the final plans include a landscaping plan and schedule showing plant species, quantity, location and size at the time of installation.
- That the landscaping plan seeks to utilize native, non-invasive species where possible.

- That the final plans include a lighting plan, showing make, model and finish for any light pole and fixture, as well as fixture light source and color temperature.
- That the applicant examine alternatives to the removal and/or movement of the magnolia and maple if they are part of the historic species list as mentioned in the Monroe Park Master Plan of 2008.
- That the applicant remove the proposed decorative paver crosswalk. It is not supported by the city traffic engineering department as it is problematic from a pedestrian safety and parking perspective.

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

The proposed project is located on Laurel Street, opposite from the Altria Theater, within Monroe Park which is bordered by Belvidere Street to the east, Main Street on the south, Laurel Street to the west, and Franklin Street on the north. The public urban park property is surrounded by a number of high-density zoning districts, including multi-family residential, institutional, and religious buildings.

The National Register nomination form notes that Monroe Park is an irregularly shaped, five sided public park located in central Richmond, between downtown and the Fan. Its design consists of a geometric network of radial walks which focus on adjacent streets and on a central fountain. The design of the park and most of the features in it date from the 1870s; the modern plantings of small trees and shrubs tend to obscure the original axial planning of the park. The Monroe Park Master Plan contains a list of historic species that, at the time, existed in the park. A series of late 19th-century houses interspersed with monumental churches and public buildings, as well as several high rise apartments and VCU residence halls face the western, northern, and southern sides of the park. These buildings range in height from two to eighteen floors, and include examples of the Gothic, Moorish, Italian Renaissance, Second Empire, Jacobean Revival, and Georgian Revival styles. The park is bounded on the east by Belvidere Street, a six-lane, principal arterial street.

In addition to the fountain, the park is embellished with two major statues and two smaller monuments, as well as the Checkers House, an octagonal pavilion which holds public toilets. Only one statue and the fountain are related to the plan of the park.

b. Scope of Review

The project is subject to location, character, and extent review as a “public building or structure” under Section 17.07 of the City Charter.

c. UDC Review History

This project is part of the larger Monroe Park Master Plan. The Urban Design Committee and Planning Commission reviewed the Monroe Park Master Plan conceptually in October 2007, and then approved a final version of the plan in February 2008. In 2009, the Urban Design Committee and the Planning

Commission approved final construction plans for the renovation of Monroe Park without conditions.

The 2009 plans sought to establish an event space on the eastern side of the park near Belvidere St. which consisted of a concrete stage as well as flagpoles.

The 2017 plans approved by the Planning Commission saw the removal of the concrete stage and flagpoles from the eastern side of the park near Belvidere St. “for a more flexible event arrangement in a location more centralized to pedestrian activity.”

d. Project Description

This project provides a dedicated space for events within Monroe Park at the corners of Main and Laurel Streets. This conceptual design addresses programs that currently use Monroe Park with an effort to look toward the future of the park’s green space. Programming this event space within the park allows for a sustainable model for the continued maintenance of the park for decades to come.

The siting of this project will concentrate event space in the most appropriate area of the park, allowing park functions and rentals/events at the event venue to occur simultaneously.

The pavilion, an open, painted-steel structure, will anchor the project site and build a connection to the Altria Theater, building upon the architectural language of both the Theater and the original Monroe Park Checker’s House. This pavilion will provide covered space that can also be used for rental space and organized events. Materials used will complement the palette to be used in the Monroe Park renovation project.

The pavilion, as well as the associated permeable paver plaza, will activate this area of the park at the intersection of Laurel Street and West Main Street. In the Rhodeside and Harwell Park Master Plan (adopted as the Master Plan in February of 2008), this site was activated through the introduction of a carousel. As that has been phased out of the plan, this pavilion will act to create an active and engaging intersection that incorporates sustainable practices and ADA accessibility.

Adjacent to the pavilion, a large open lawn can be used to accommodate a range of activities. This space will handle a range of events that will provide a revenue stream for the Conservancy that can be used for park programming, maintenance, and improvements. Located on the street with the lowest volume of traffic surrounding Monroe Park, this site will minimize the potential for pedestrian/vehicular issues. This edge location also ensures that no damage will be done to the large trees found within the park, though the removal of two trees will be required. These trees will be replaced in alternate locations within the park, in kind, with larger caliper than required by City standard.

e. Master Plan

Following the adoption of the 2008 Monroe Park Master Plan and the 2009 design of the park, the 2009 Downtown Plan contained recommendations for the

surrounding neighborhoods and areas, as well as specific language about Monroe Park that “promote Monroe Park as the center of a campus and a community. With the growth of the Monroe Park Campus that surrounds the park on four sides, Monroe Park is becoming more important to the University as its primary green space, and as such has been endorsed as a central feature within the campus by the VCU 2020 Master Plan. The City and the Monroe Park Advisory Council have developed the 2008 Monroe Park Master Plan that will guide future enhanced use of the park as a cultural and passive recreational center for the campus and the neighborhood. This park plan has been reflected in the illustrations in the Downtown Plan. Respect for the park’s historic integrity and increased maintenance and security are key to the park’s success.”

The 2009 Downtown Plan further suggests the park receive “...a facelift with rehabilitated public facilities, new shade trees, improved lighting, and wireless Internet access.”

f. Urban Design Guidelines

The Environment section of the Urban Design Guidelines state that “parks should respond to the environment in which they are located and should be designed in accordance with their intended use.” It continues stating that “impacts to the natural landscape should be assessed and should generally be minimized when constructing man-made elements. A preference should be given toward materials and construction techniques which improve energy efficiency and water/soil quality. Lighting and landscaping should allow for surveillance and policing activities, but should be designed primarily to accommodate the intended use of the park” (page 9). The Guidelines express support for low-impact development, the goal of which is to “mimic a site's predevelopment hydrology by using design techniques that infiltrate, filter, store, evaporate, and detain runoff close to its source” (page 11).

The Public Facilities section of the Urban Design Guidelines contains relevant suggestions on site programming such as “connectivity from the site to adjacent areas should be considered.” In regards to plazas, the section states “the design of...plazas should avoid large changes in grade from the street. Plazas should provide a pleasant transitional environment for pedestrians from the street to the building(s) it serves. Public plazas should use landscaping, public art, and historic preservation to create inviting spaces. Adequate seating, lighting and trash receptacles should also be provided in the design of plazas” (page 14).

The Community Character section of the Urban Design Guidelines notes “The color of brick and concrete pavers should coordinate with building architecture and adjacent streetscape pavements” (page 20). The section notes that “site furnishings should be conveniently located for the pedestrian, but should not obstruct pedestrian circulation. Furnishings should be located where people congregate, such as at bus stops, in front of major attractions, and in parks and plazas. The placement of furnishings should not create visual clutter on the streetscape. Furnishings may be grouped together, where appropriate. However, trash receptacles should be placed in the vicinity of bench groupings, but not directly adjacent, because of wasps and other insects in summer months.” (page 25).

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