



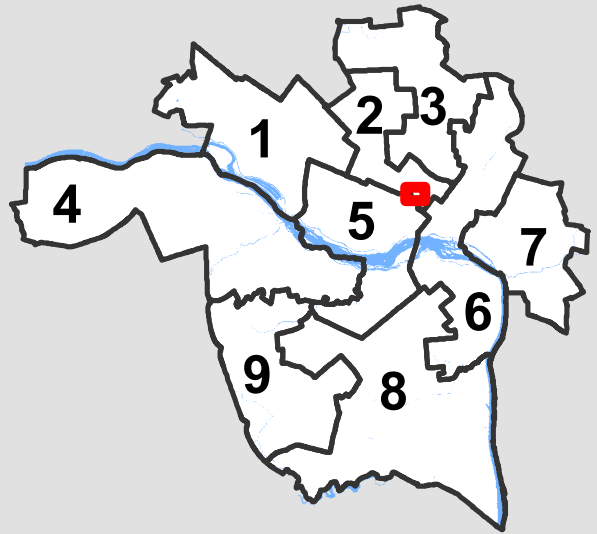
# City of Richmond Department of Planning & Development Review

## Location, Character, and Extent

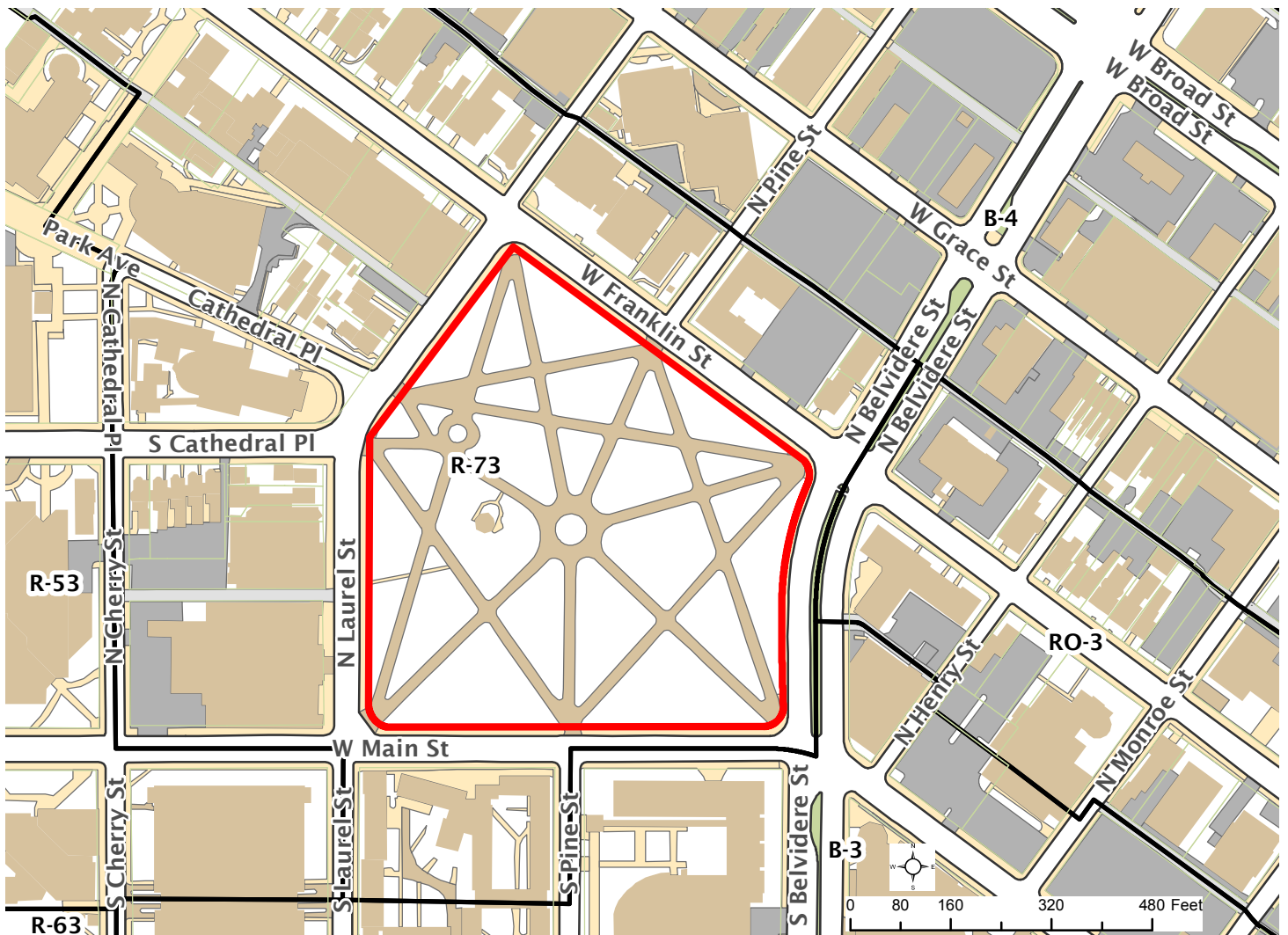
**LOCATION:** 719 W. Franklin St.

**COUNCIL DISTRICT:** 2

**PROPOSAL:** The application is for the final location, character, and extent review of the Laurel Street Event venue in Monroe Park near the corners of Main and Laurel Streets.



*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: Laurel Street Event Venue

Project Address: 719 W. Franklin Street

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

This final design addresses programs that currently take place in Monroe Park with an effort to look at the future of the park's green space. This project provides a dedicated space for events within Monroe Park at the corners of Main and Laurel Streets. The proposed open air structure and accompanying plaza is designed to accommodate a variety of events and public gatherings.

### Applicant Information

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

Name: Don Summers Email: donald.summers@richmondgov.com

City Agency: DPW - Special Capital Projects Phone: 646-6614

Address: 900 E. Broad St. Room 602

Main Contact (if different from Applicant): Katie Harrigan

Company: 3north Phone: 232-8900

Email: kharrigan@3north.com

### 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.



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### Submission Requirements

- 10 copies of the application cover sheet and all support materials (see below), unless the application is for an encroachment, in which case only 6 copies are required. Plan sheets should be 11" x 17", folded to 8 1/2" x 11". If it is not possible to scale plans to these dimensions, please provide one set of larger, scaled plans.
- An electronic copy (PDF preferred) of all application materials, which can be burned to disc, emailed, or delivered by FTP.

All applications must include the attached cover sheet and the following support materials, as applicable to the project:

#### For Conceptual Review

- A detailed project narrative which includes the following: purpose of the project, project background, project budget and funding sources, description of construction program and estimated construction start date (description should also provide information on the surrounding area to provide context).
- A site plan for the project indicating site characteristics which include: building footprints, parking areas, pedestrian routes, recreation areas, open areas and areas of future expansion.
- A set of floor plans and elevations, as detailed as possible.
- A landscaping plan which shows the general location and character of plant materials and notes any existing tree to be removed.

#### For Final Review

- A detailed project narrative which includes the following: purpose of the project, project background, project budget and funding sources, description of construction program and estimated construction start date (description should also provide information on the surrounding area to provide context).
- A site plan for the project indicating site characteristics which include: building footprints, parking areas, pedestrian routes, recreation areas, open areas and areas of future expansion.
- A set of floor plans and elevations, as detailed as possible.
- A landscaping plan that includes a complete plant schedule, the precise location of all plant materials, and a landscape maintenance analysis. The plant schedule must show number, size and type of each planting proposed. If existing trees are to be removed, their size, type and location must be noted on the landscape plan.
- The location of all lighting units should be noted on a site plan, including wall-mounted, site and parking lot lighting. Other site details, such as benches, trash containers and special paving materials, should also be located. Include specification sheets for each item.
- Samples of all proposed exterior building materials, including but not limited to brick, mortar, shingles, siding, glass, paint and stain colors. When an actual sample cannot be provided, a product information sheet that shows the item or a photo of an existing item may be substituted.

### Review and Processing

Once an application is received, it is reviewed by staff, who compiles a report that is sent to the UDC. A copy of the report and the meeting agenda will be sent to the applicant prior to the meeting. The applicant or a representative should be present at the UDC meeting or the application may be deferred to the next regularly scheduled meeting. It is also strongly suggested that a representative of the City Agency which will have final responsibility for the item be present at the meeting (if the applicant and the representative are not the same). Once the UDC recommends action on the application, it is automatically placed on the agenda for the next City Planning Commission (CPC) meeting. An exception to this is encroachment applications, recommendations for which are forwarded to the Department of Public Works. The applicant or a representative must be present at the CPC meeting or the application may be deferred to the next regularly scheduled meeting.

# CITY OF RICHMOND URBAN DESIGN COMMITTEE (UDC)

## MEETING SCHEDULE 2017

UDC Meetings	UDC Submission Deadlines	Anticipated Date of Planning Commission Following the UDC Meeting
<b>December 8, 2016</b>	November 12, 2015*	January 3, 2017
<b>January 5, 2017</b>	December 8, 2016**	January 17, 2017 <sup>1</sup>
<b>February 9, 2017</b>	January 19, 2017	February 21, 2017 <sup>2</sup>
<b>March 9, 2017</b>	February 16, 2017	March 20, 2017
<b>April 6, 2017</b>	March 16, 2017	April 17, 2017
<b>May 4, 2017</b>	April 13, 2017	May 15, 2017
<b>June 8, 2017</b>	May 18, 2017	June 19, 2017
<b>July 6, 2017</b>	June 15, 2017	July 17, 2017
<b>August 10, 2017</b>	July 20, 2017	August 21, 2017 <sup>3</sup>
<b>September 7, 2017</b>	August 17, 2017	September 18, 2017
<b>October 5, 2017</b>	September 14, 2017	October 16, 2017
<b>November 9, 2017</b>	October 19, 2017	November 20, 2017
<b>December 7, 2017</b>	November 9, 2017*	December 18, 2017 <sup>4</sup>

<sup>1</sup> Monday, January 16<sup>th</sup> is a City of Richmond Holiday

<sup>2</sup> Monday, February 20<sup>th</sup> is a City of Richmond Holiday

<sup>3</sup> This August CPC Meeting may be canceled. If so, Planning Commission hearing would be Tuesday, September 5<sup>th</sup>.

<sup>4</sup> This December CPC Meeting may be canceled. If so, Planning Commission hearing would be Tuesday, January 2, 2018.

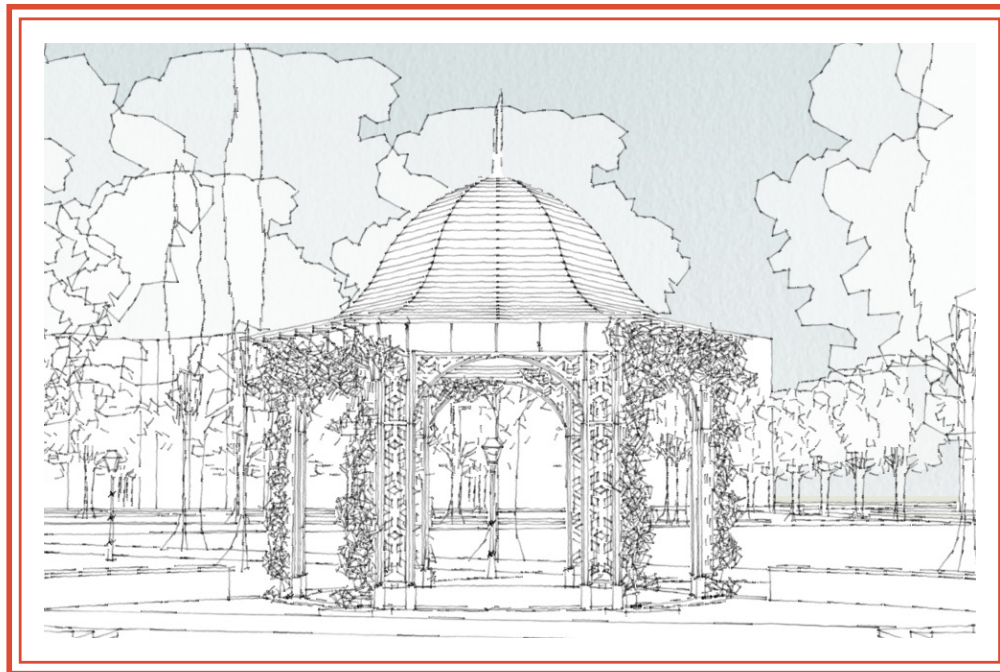
\* Moved forward to account for Veteran's Day/Thanksgiving Holiday Schedule

\*\* Moved forward to account for Winter Holiday Schedule

The Richmond Urban Design Committee (UDC) is a ten member advisory committee created by City Council in 1968. Its purpose is to advise the City Planning Commission on the design of City projects. The UDC reviews projects for appropriateness in "location, character and extent" and for consistency with the City's Master Plan and forwards recommendations to the Planning Commission. The UDC also advises the Department of Public Works in regards to private encroachments in the public right-of-way.

Regular meetings are scheduled for the Thursday after the first Monday of each month at 10:00 a.m. in the 5<sup>th</sup> floor conference room of City Hall. Special meetings are scheduled as needed.

**For additional information, please contact the Planning and Preservation Division staff at (804) 646-3741 or [Joshua.Son@richmondgov.com](mailto:Joshua.Son@richmondgov.com)**



MONROE PARK

LAUREL STREET EVENT VENUE

FINAL UDC REVIEW PACKAGE

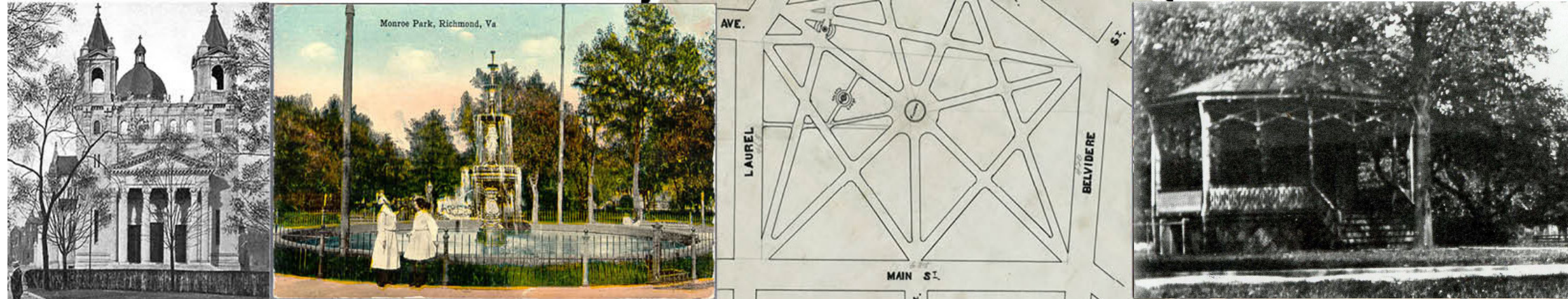
RICHMOND, VIRGINIA



JUNE 2017

## Mission Statement

Monroe Park Conservancy exists to administer the restoration, enhancement and operation of Richmond's Monroe Park – an historic landmark with cultural, environmental, and recreational significance to the City of Richmond, Virginia Commonwealth University, area residents and business.



## Purpose

This final design addresses programs that currently use Monroe Park with an effort to look at the future of the park's green space. This project provides a dedicated space for events within Monroe Park at the corners of Main and Laurel Streets. The proposed open air structure and accompanying plaza is designed to accommodate a variety of events and public gatherings. VCU Administration, Altria Theater Management, Sports Backers, and the neighborhood groups (FDA, Prestwoud, CACIL, MAPS, and OHNA.) This development 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. An open structure will anchor the project site and build a connection to the Altria Theater, building upon the architectural language of the Theater, the original Monroe Park Checker's House (seen in top right photograph), and Victorian metal work. This pavilion will provide covered space that can also be used for rental space and organized events. Materials used will compliment the palette to be used in the Monroe Park renovation project.

The pavilion, as well as the associated permeable paver plaza, will activate this zone of the park at the intersection of Laurel Street and West Main Street. In the original Rhodeside and Harwell Park Master Plan, 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 lawn fronts Laurel Street, allowing easy access and visibility for events occurring here. This space is sized to handle a range of events, that will provide a revenue stream for the Conservancy that can be used for park programming, maintenance, and improvements. This development will concentrate event space in the most appropriate area of the park, allowing park functions and rentals/events at the Pavilion to occur simultaneously.

Located on the street with the lowest volume of traffic surrounding Monroe Park, this site will minimize the potential for pedestrian/vehicular issues. Its adjacency to Altria Theater allows for crossover events as well as visual and physical connections. Due to its edge location and proximity to existing utilities, construction costs will be lower. 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 (a 20" magnolia and a 14" maple) will be required. These trees will be replaced in alternate locations within the park at an inch-per-inch ratio.



## Background

Monroe Park is one of Richmond's most culturally and environmentally significant open spaces. Once the state fairground and a military encampment, the registered historic park now provides passage and respite to an ever increasing student body at Virginia Commonwealth University (VCU) as well as residents of the surrounding Carver, Oregon Hill, and Fan neighborhoods.

Forming the western edge of the City's downtown grid, Monroe Park is bound by Belvidere Street to the east, Main Street to the south, and Laurel and Franklin Streets to the west and north, respectively. VCU's addition of the Business and Engineering Schools; construction of the Institute for Contemporary Art (ICA) and the newly renovated Altria Theater has significantly altered the context, use, and demographic make-up of the Park. Such a shift offers unprecedented opportunity for area stakeholders to transform the Park into a vibrant, urban oasis. Embracing this opportunity, City officials have unanimously granted a 30-year lease to the Monroe Park Conservancy, an active 501 (c) (3) and project advocate.

Richmond's Department of Community Development and Department of Parks, Recreation, and Community Facilities, in conjunction with the Monroe Park Advisory Committee and consultant, Rhodeside and Harwell, led a 2006-2008 Master Planning and community outreach effort. Such research and community input led the team to identify particular programmatic objectives for the project, material palettes, and a historic period of significance (1904) to which the Park is to be restored.

Since February 2009, the Park Council has worked closely with City Staff, 3north Architects and 3north's consultant team (Draper Aden, WaterStreet Studio, Dunlap & Partners and Domingo Gonzalez Associates) to carry the Master Plan forward and create detailed construction documents. The restoration has been endorsed by City leaders and approved by Richmond's Planning Commission and Urban Design Committee.

In building upon the parks Master Plan, the Conservancy wishes to have a space that is conducive to hosting events and setting up event tents. Monroe Park in the past has hosted a range of events in multiple locations throughout the park, though not having a specific site designed to handle these events has led to disorganized and less than ideal conditions. To manage the park for multiple uses and to create an organized, designed, safe, and thoughtful space for events and gatherings, this project is necessary.

## Update from Conceptual UDC Review

Based on the design feedback received from the UDC and the City Planning Commission at Conceptual review we've made several changes to the pavilion and plaza. We feel that the resulting final design is better integrated into the existing geometries of the park and surrounding buildings.

The following changes were made (and are included in this design submittal):

- the paved plaza layout is now a circle versus a square which is more compatible with the existing geometries of the park and conducive to flexibility of use
- the metal pavilion has taken on a hexagonal shape and the side pergolas have been deleted to create a more open structure that feels welcoming at all angles of approach
- the landscaping has been minimized to open up views throughout the space

Overall, the materials palette is the same as what was seen at the Conceptual review. Physical samples of pavers, brick, and granite selections will be brought to the UDC meeting for review.

A planting plan is included to show where each replacement tree is to be located. Many of the trees are designated for the Belvidere side of the park where there is less tree cover to provide buffering from traffic noise.

The proposed tenting areas are the same as previously reviewed.

Lighting will be provided by surrounding street lights (along pathways) and by wall lights in the proposed seatwall. The pavilion will have integrated lighting within its domed ceiling.

## Budget/Funding Sources

The project is estimated to cost \$400,000. This funding will come through donations made to the Monroe Park Conservancy.

## Construction Program & Dates

The construction of this project will be rolled into the current renovation of Monroe Park's timeline for cost savings and to lessen impact on the surrounding neighborhood. The intention is for construction to be completed in Spring 2018.

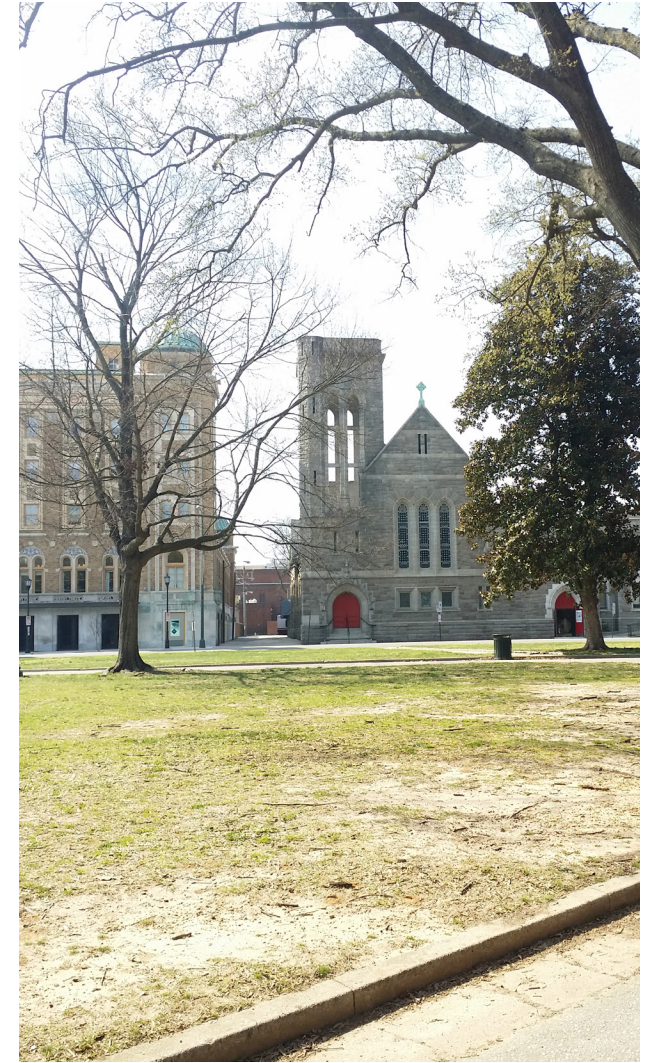


**LEGEND**

- 1 Existing Fountain
- 2 James River Rill
- 3 Petanque and Quois Courts
- 4 Amphitheatre / Great Lawn
- 5 Wickham Statue Plaza
- 6 Checkers House Sunken Terrace
- 7 Retail Kiosks
- 8 White Oak Allee
- 9 Willow Oak Allee
- 10 Tulip Poplar Allee
- 11 American Linden Allee
- 12 Sugar Maple Allee
- 13 Main Street Entrance
- 14 Main and Belvidere Entrance
- 15 Franklin and Belvidere Entrance
- 16 Franklin Street Entrance
- 17 Laurel and Franklin Entrance
- 18 Laurel Street Entrance
- 19 Main and Laurel Entrance



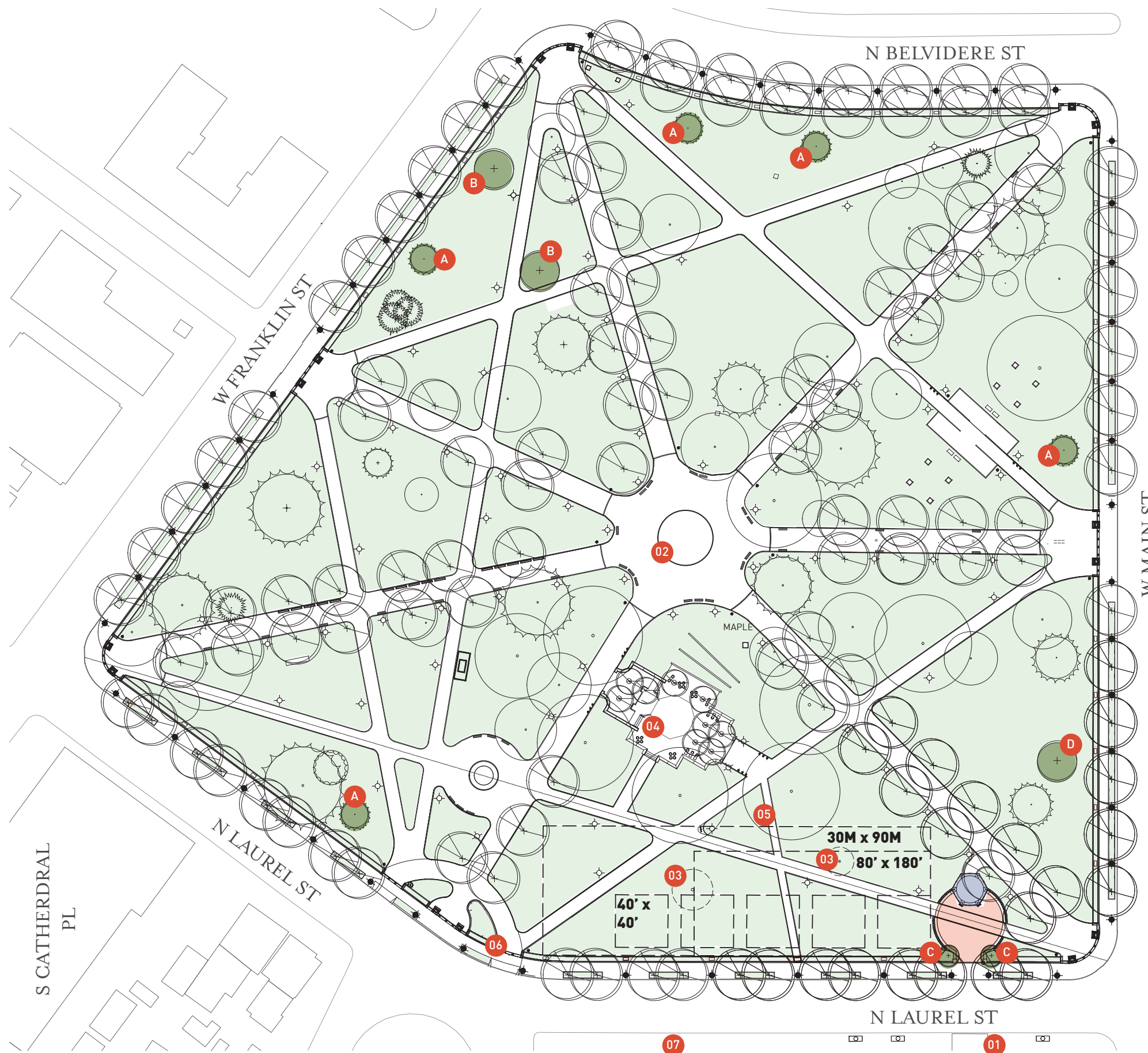




3NORTH

EXISTING CONDITIONS  
JUNE 2017

MONROE PARK  
CONSERVANCY



**LEGEND**

- Lawn
- Pavilion
- Plaza
- Max. Event Layout

**NOTES**

- 01** Altria Theater Marquee
- 02** Central Fountain
- 03** Existing Trees To Be Removed  
20" Magnolia  
14" Maple
- 04** Checkers House
- 05** Existing Path
- 06** Emergency Vehicle Access
- 07** Grace and Holy Trinity Episcopal Church

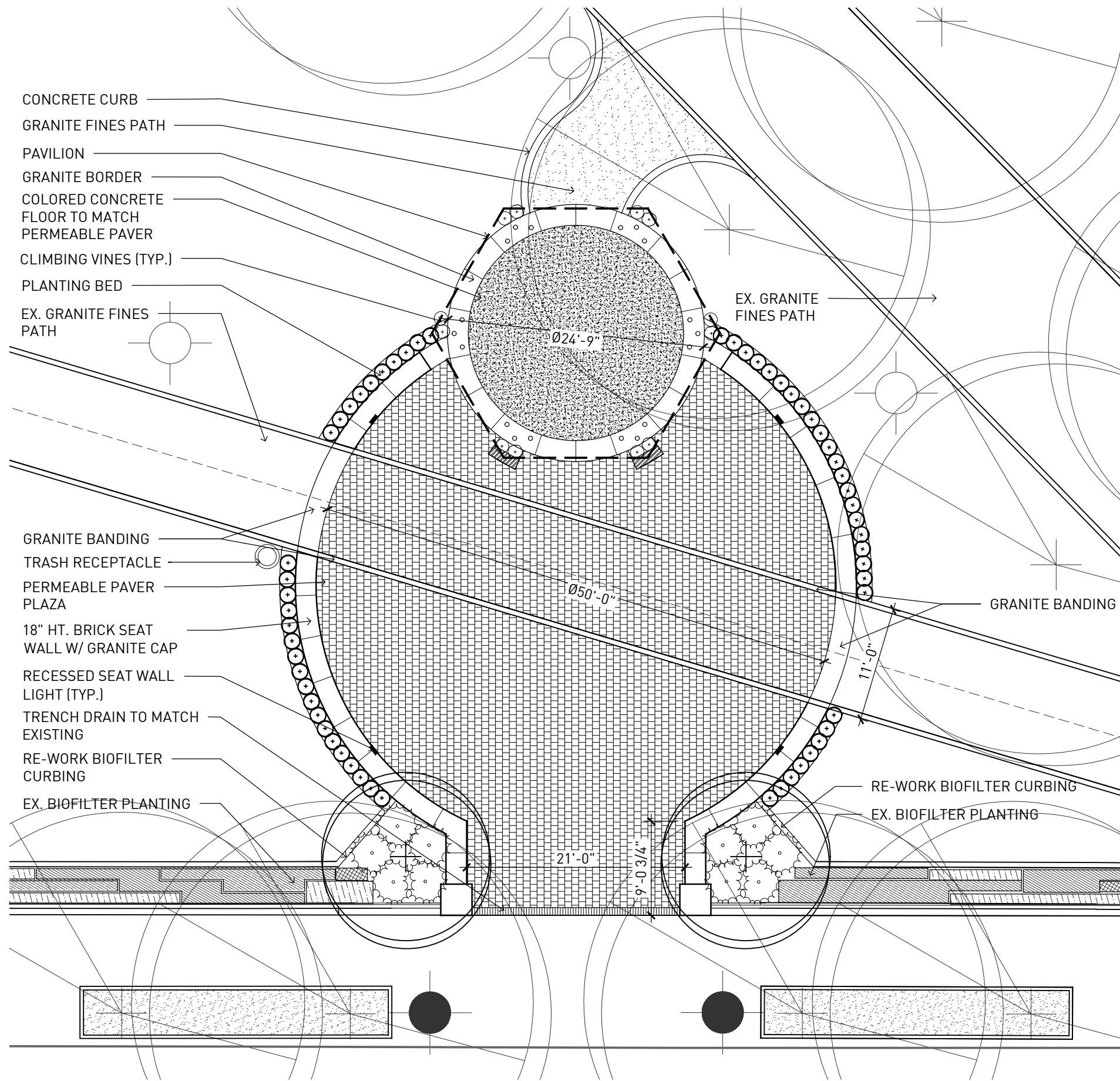
Replacement Trees:

- A** (5) 4" Cal. Southern Magnolia
- B** (2) 4" Cal. Ginkgo
- C** (2) 2" Cal. Serviceberry
- D** (1) 2" Cal. Red Maple

**TENT CAPACITY\***

<b>30M x 90M</b>	3,000 Guests
<b>80' x 180'</b>	1,200 Guests
<b>40' x 60' (PLAZA)</b>	240 Guests
<b>40' x 40'</b>	160 Guests





PLANT LIST

SYM	QTY	BOTANICAL NAME	COMMON NAME
<b>TREES</b>			
	2	<i>Amelanchier x grandiflora</i> 2" CAL	Serviceberry
<b>SHRUBS</b>			
	6	<i>Raphiolepis indica</i> 'Snow White' 3 GAL	Indian Hawthorn
<b>GROUNDCOVER, PERENNIALS, &amp; VINES</b>			
	58	<i>Nepeta fassenii</i> 'Walker's Low' 1 GAL	Catmint
	6	<i>Rosa</i> 'New Dawn' 1 GAL	Climbing Rose
	6	<i>Clematis</i> 'Etoile Violette' 1 GAL	Clematis
	6	<i>Liriope muscari</i> 'Big Blue' 1 GAL	Lilyturf



3 LED positions available for a choice of cutoff

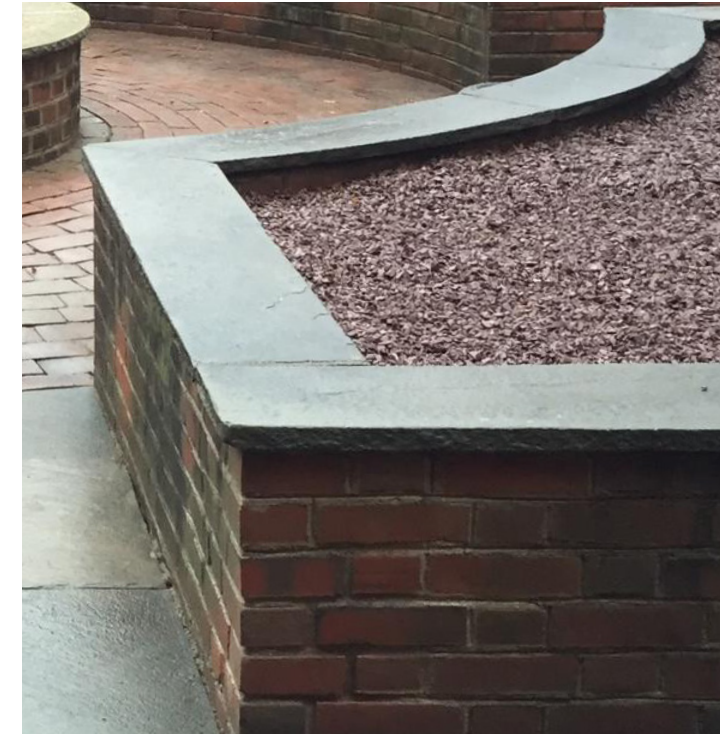
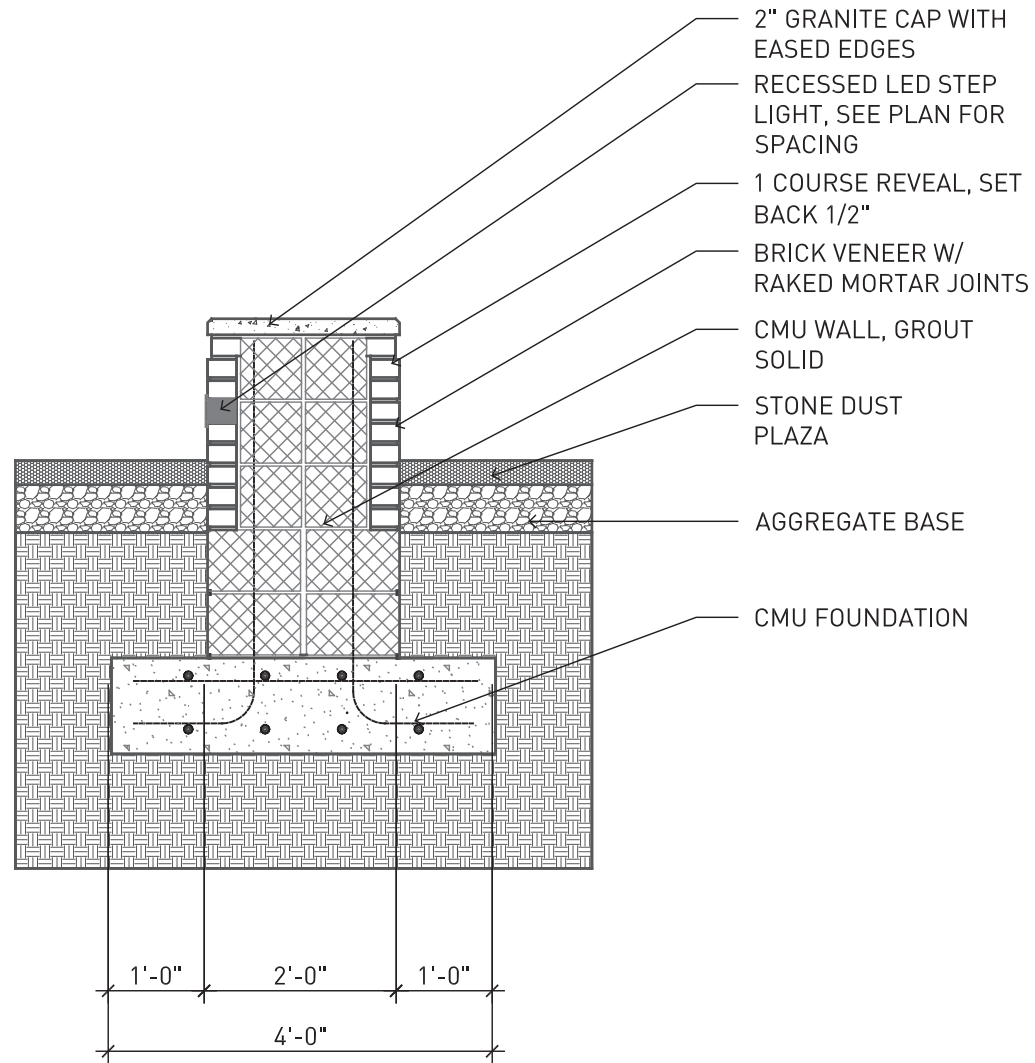


**FACEPLATE**  
 H: 4" (102mm)  
 W: 11" (279mm)

**HOUSING**  
 H: 3-5/8" (92mm)  
 W: 9-13/16" (249mm)  
 D: 3-1/2" (89mm)

Optional junction box will add dimension to height/depth.

**RECESSED SEAT WALL LIGHT  
 COLE LIGHTING L609**



GRANITE WALL CAP



BRICK SEAT WALL



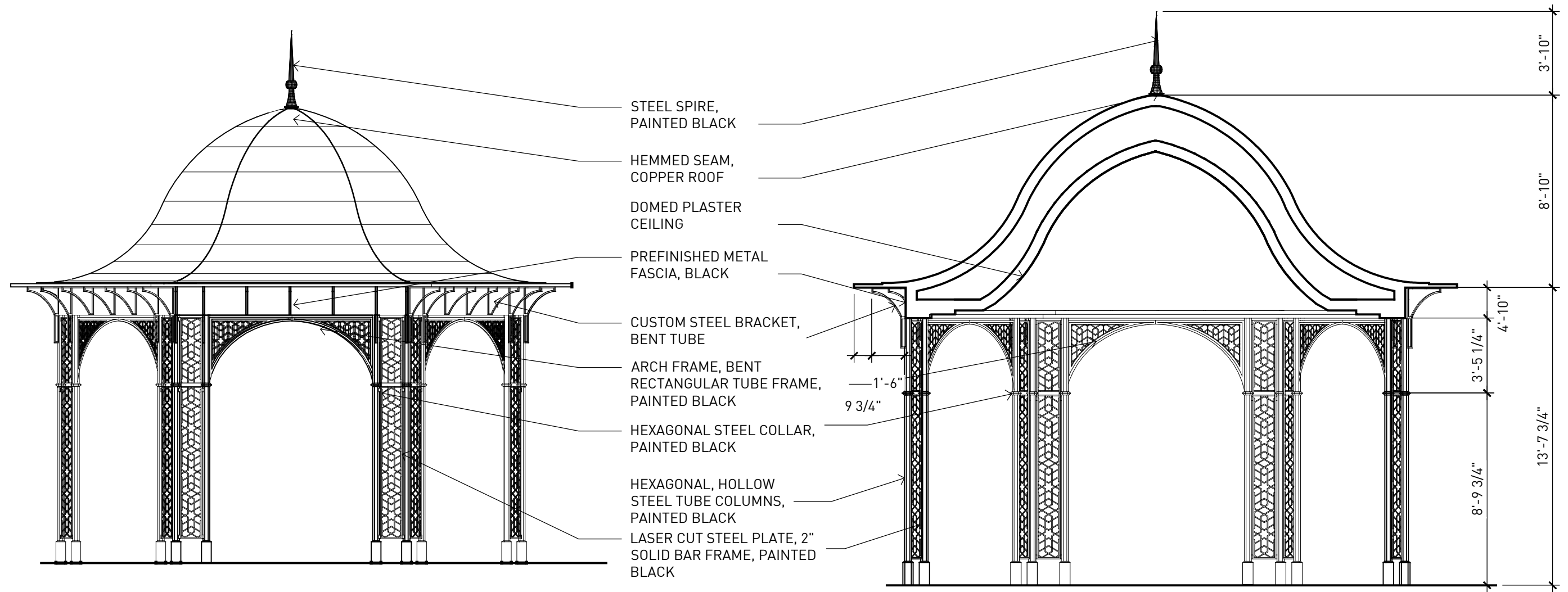
PERMEABLE PAVING



GRANITE CURBING AND BANDING

**1 BRICK SEAT WALL**  
 SCALE 1/2" = 1'-0"





**ELEVATION**

1

3/16" = 1'-0"

**SECTION**

1

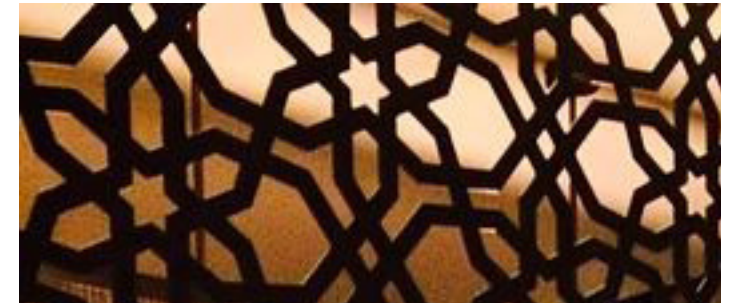
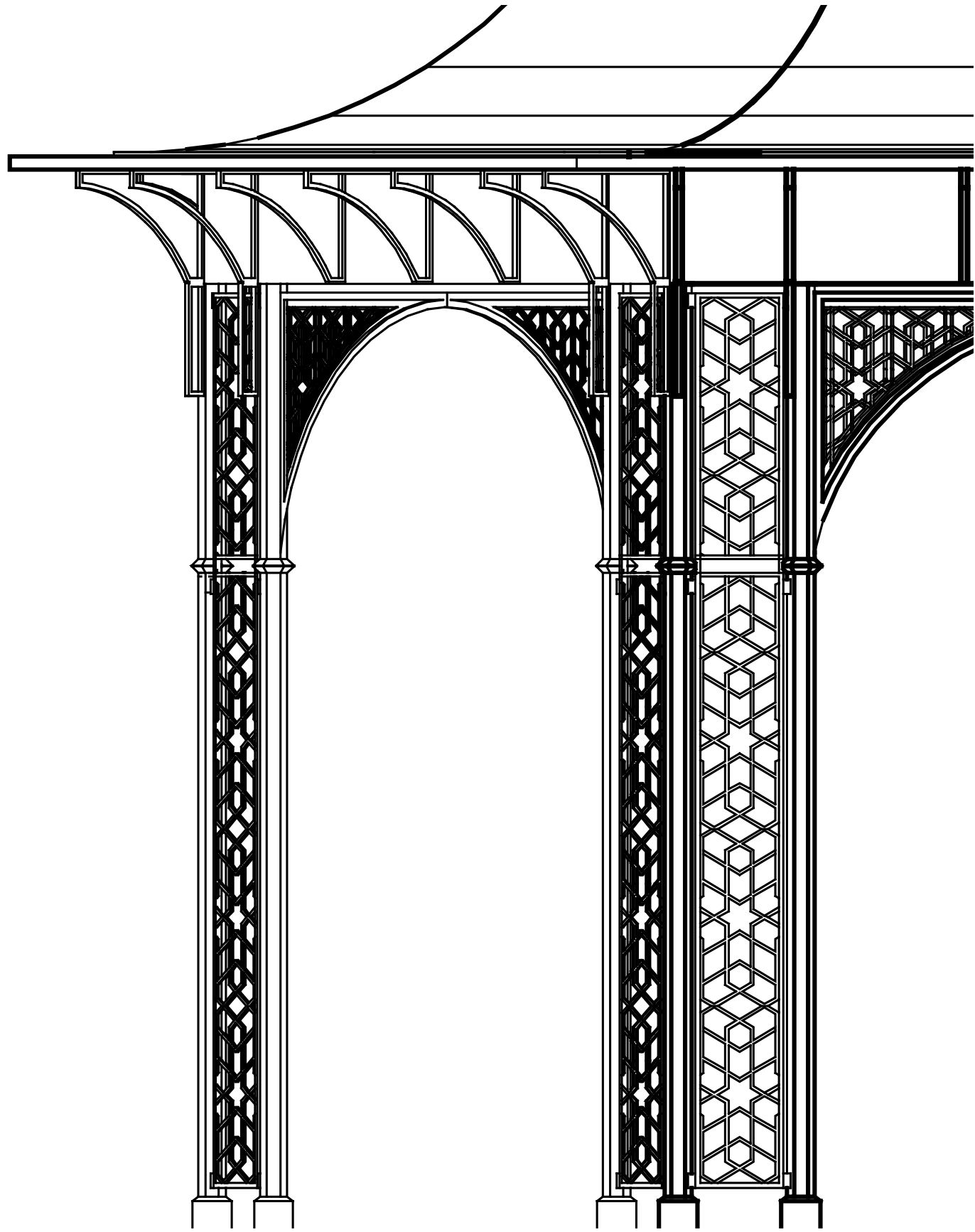
3/16" = 1'-0"



3NORTH

PAVILION SECTION & ELEVATION  
JUNE 2017

**MONROE PARK**  
CONSERVANCY



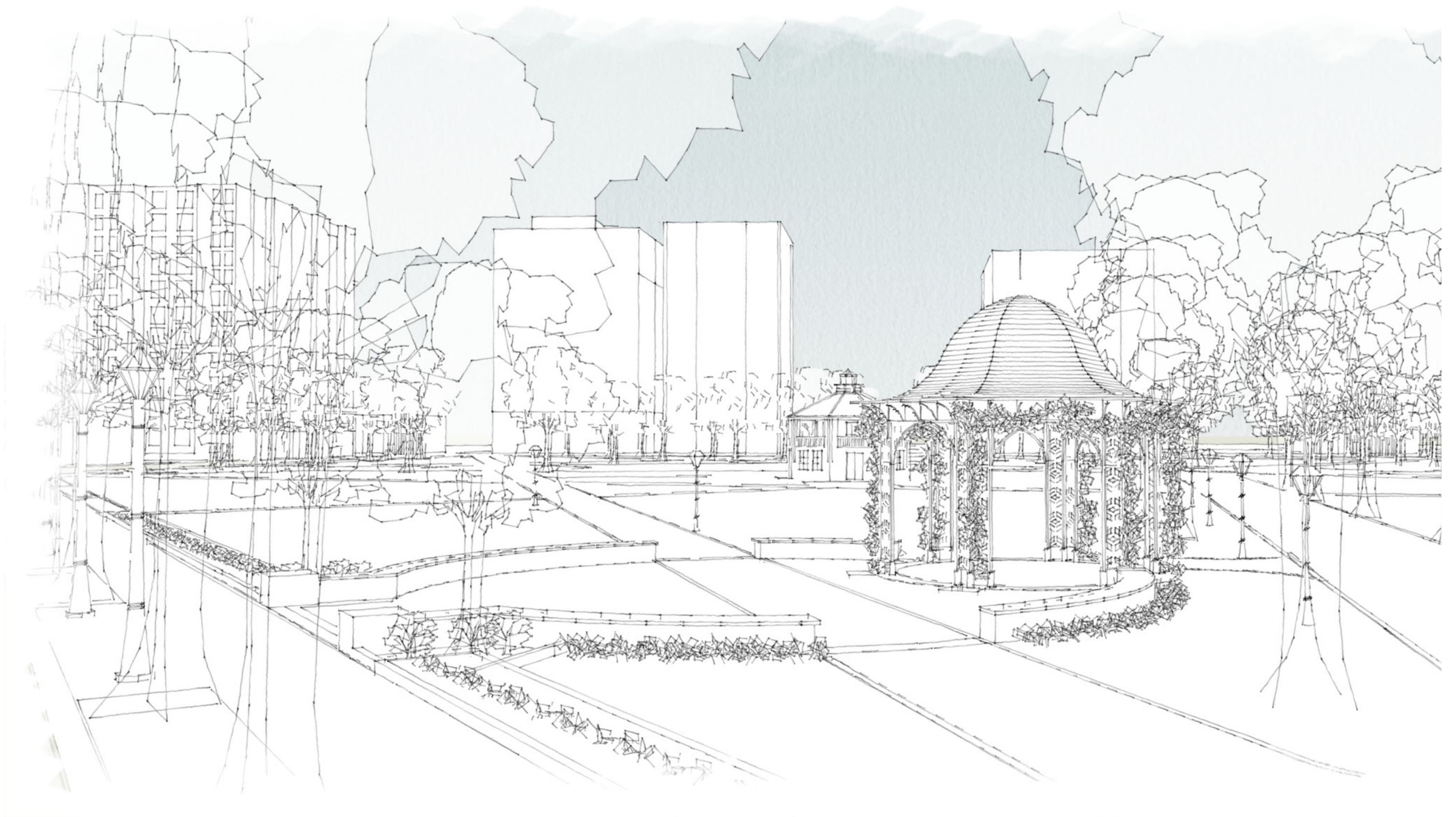


3NORTH

SKETCH VIEW FROM ALTRIA THEATER  
JUNE 2017

**MONROE PARK**  
CONSERVANCY





3NORTH

SKETCH VIEW FROM LAUREL & MAIN INTERSECTION  
JUNE 2017

**MONROE PARK**  
CONSERVANCY



3NORTH

SKETCH VIEW FROM CHECKERS HOUSE  
JUNE 2017

**MONROE PARK**  
CONSERVANCY

This Design Study, undertaken by 3north, PLLC in 2017, was prepared exclusively for the Monroe Park Conservancy.  
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