



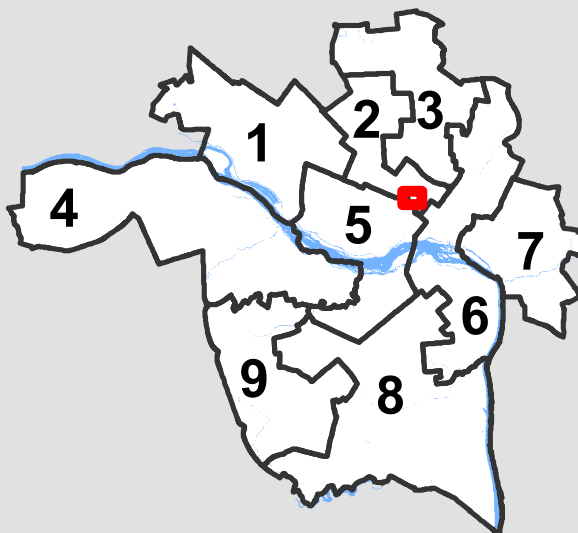
City of Richmond Department of Planning & Development Review

Location, Character, and Extent

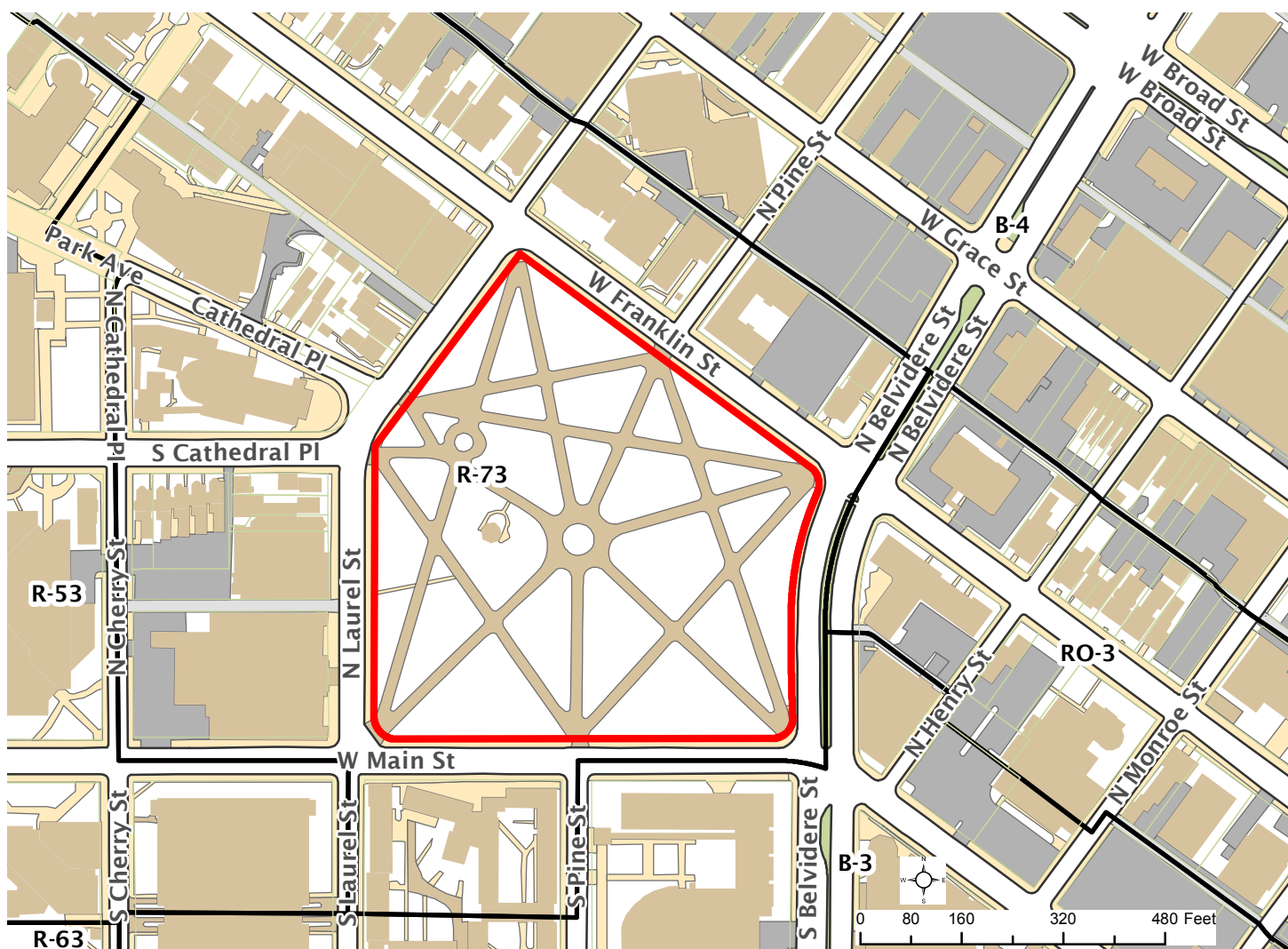
LOCATION: 719 W. Franklin St.

COUNCIL DISTRICT: 2

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



For questions, please contact Josh Son
at 646-3741 or 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 conceptual 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. VCU Administration, Altria Theater Management, Sports Backers, and the neighborhood groups (FDA, Prestwoud, CACIL, MAPS, and OHNA.)

Applicant Information

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

Name: DONALD R. SUMMERS Email: donald.summers@richmondgov.com

City Agency: SPECIAL CAPITAL PROJECTS - DPW Phone: 804-646-6614

Address: ROOM 602, 900 E. BROAD ST. RICHMOND, VA 23229

Main Contact (if different from Applicant): KATIE HARRIGAN

Company: 3 NORTH Phone: 804-232-8900

Email: KHARRIGAN@3NORTH.NET

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 compile 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

Once the UDC recommends approval for 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
December 8, 2016	November 12, 2015*	January 3, 2017
January 5, 2017	December 8, 2016**	January 17, 2017 ¹
February 9, 2017	January 19, 2017	February 21, 2017 ²
March 9, 2017	February 16, 2017	March 20, 2017
April 6, 2017	March 16, 2017	April 17, 2017
May 4, 2017	April 13, 2017	May 15, 2017
June 8, 2017	May 18, 2017	June 19, 2017
July 6, 2017	June 15, 2017	July 17, 2017
August 10, 2017	July 20, 2017	August 21, 2017 ³
September 7, 2017	August 17, 2017	September 18, 2017
October 5, 2017	September 14, 2017	October 16, 2017
November 9, 2017	October 19, 2017	November 20, 2017
December 7, 2017	November 9, 2017*	December 18, 2017 ⁴

¹ Monday, January 16th is a City of Richmond Holiday

² Monday, February 20th is a City of Richmond Holiday

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

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

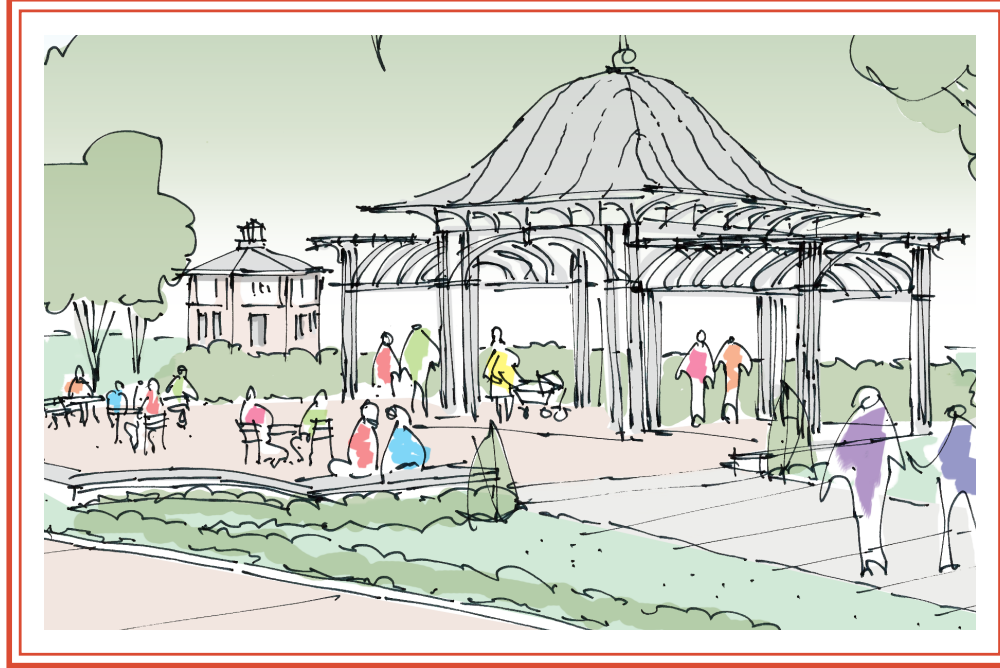
* Moved forward to account for Veteran's Day/Thanksgiving Holiday Schedule **

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 5th 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.



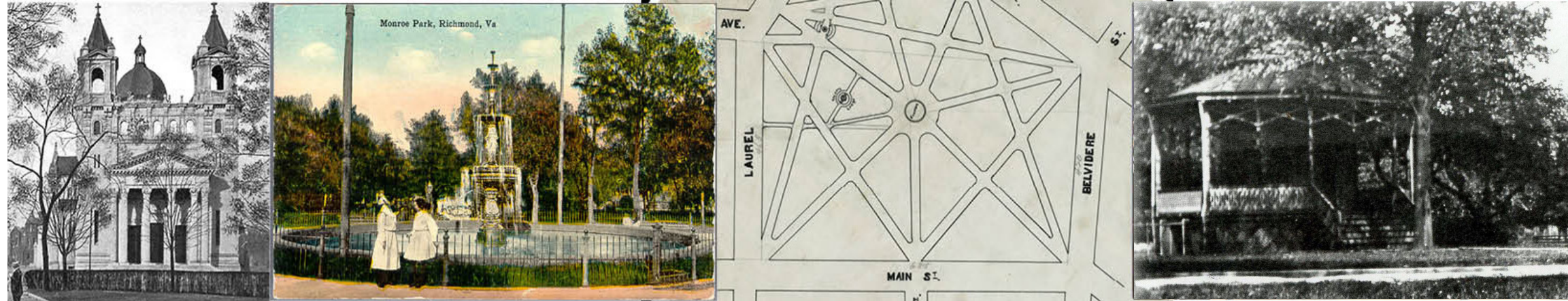
MONROE PARK
LAUREL STREET EVENT VENUE
CONCEPTUAL UDC REVIEW PACKAGE
RICHMOND, VIRGINIA



APRIL 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 conceptual 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 both the Theater and the original Monroe Park Checker's House (seen in top right photograph). 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 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, in kind, with larger caliper than required by City standard.



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.

Construction is set to commence soon within Monroe Park for the previously approved 2009 improvements. There will be cost savings if this separate Laurel Street Event Venue project is rolled into that construction timeline, as construction mobilization will only need to occur a single time. Our hope is that this timeline may allow us to have construction of the two projects overlap.

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

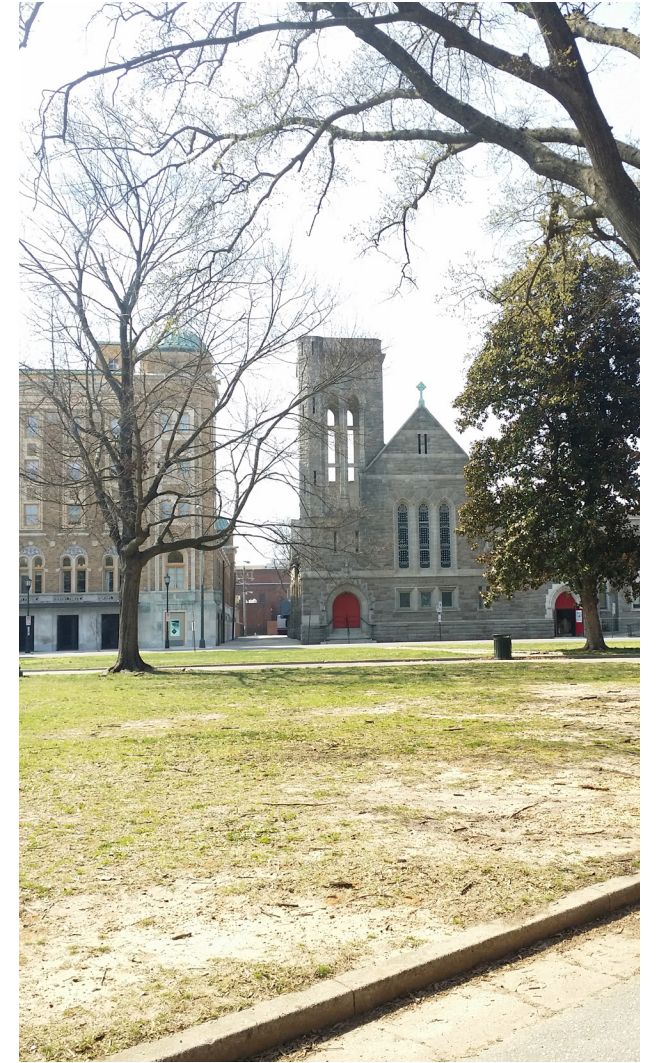
The construction of this project will hopefully be rolled into the upcoming renovation of Monroe Park's timeline. The intention is for construction to be completed in Spring 2018.



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

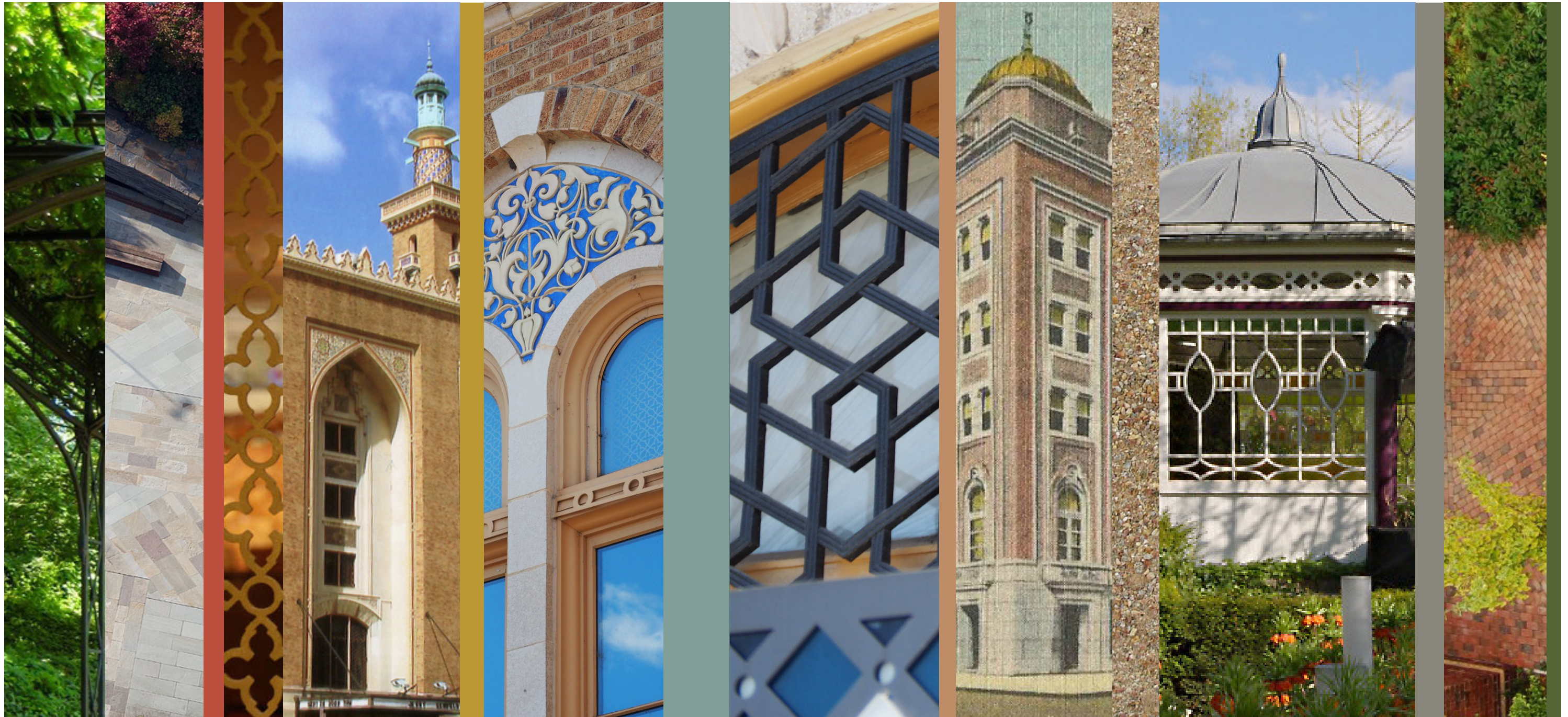




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EXISTING CONDITIONS
APRIL 2017

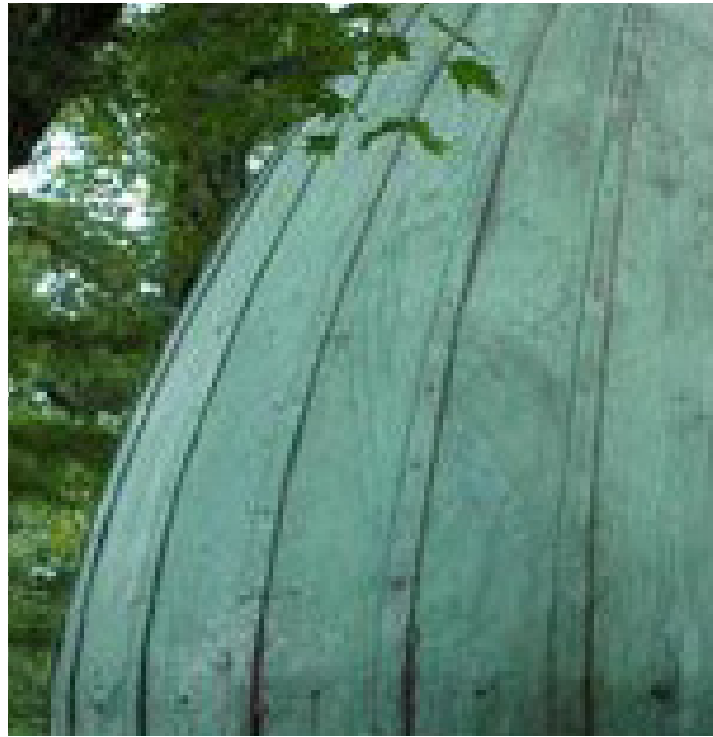
MONROE PARK
CONSERVANCY



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PRECEDENT IMAGERY
APRIL 2017

MONROE PARK
CONSERVANCY



COPPER ROOF



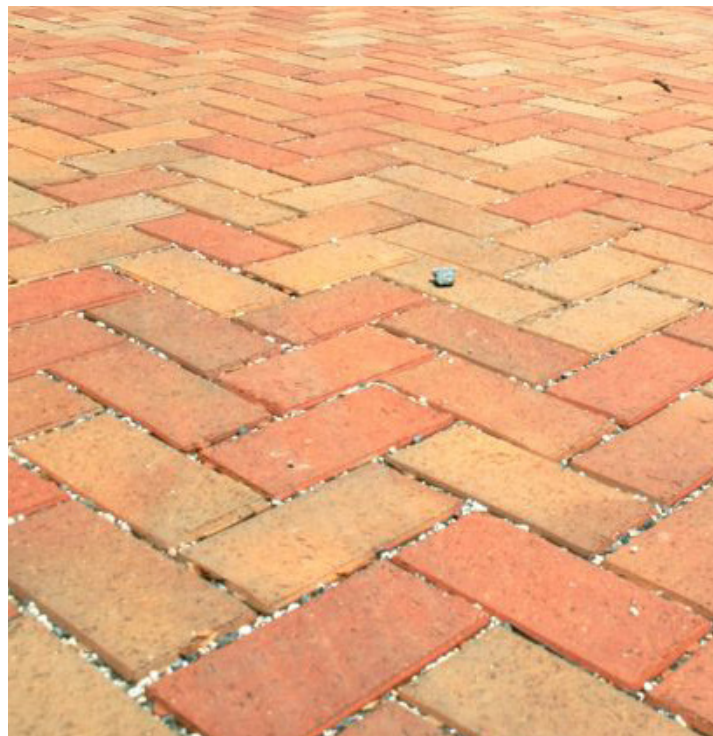
GRANITE WALL CAP



BRICK SEAT WALL



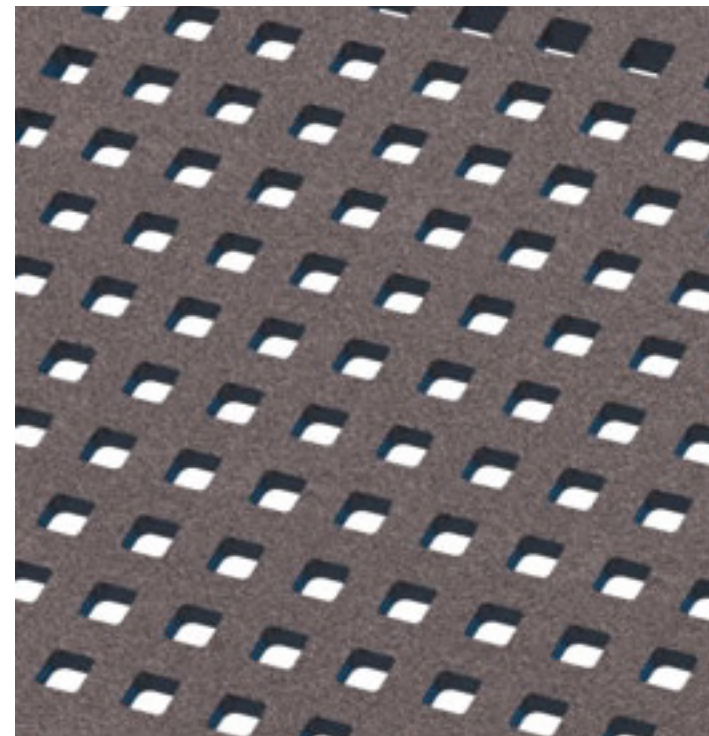
CLIMBING VINES



PERMEABLE BRICK PAVING



GRANITE CURBING AND BANDING



CAST IRON TRENCH DRAIN



GRANITE RISERS

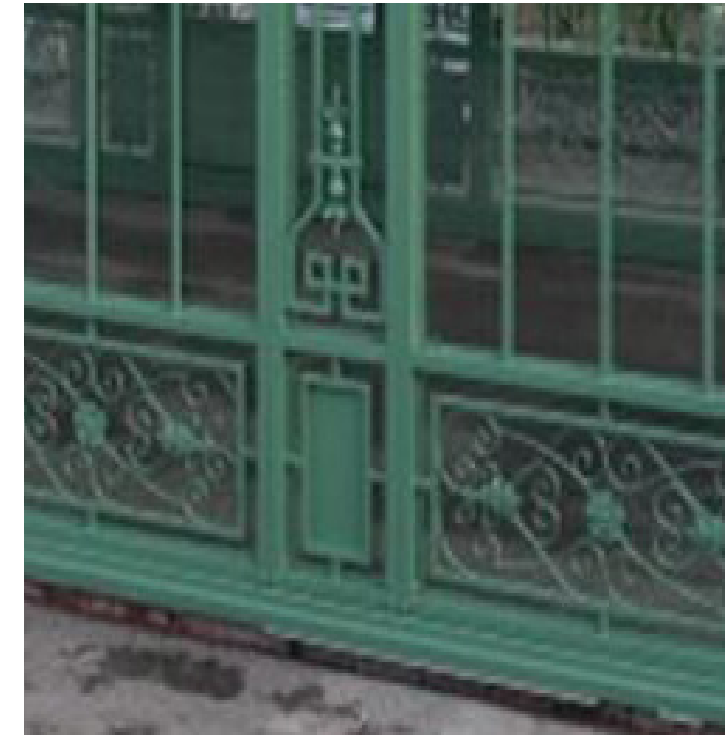




FINIAL



CONNECTIVITY



PANELS



CLUSTERED COLUMNS

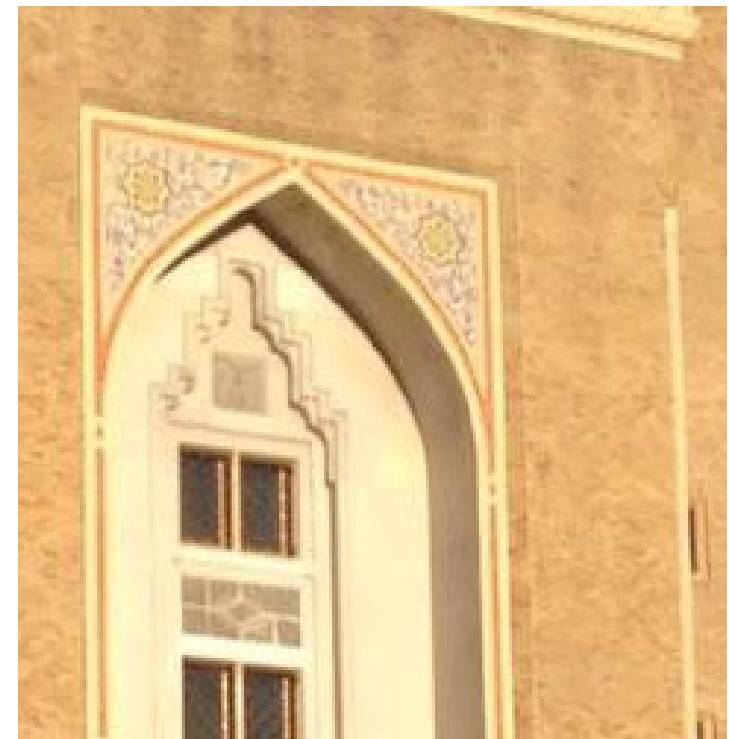
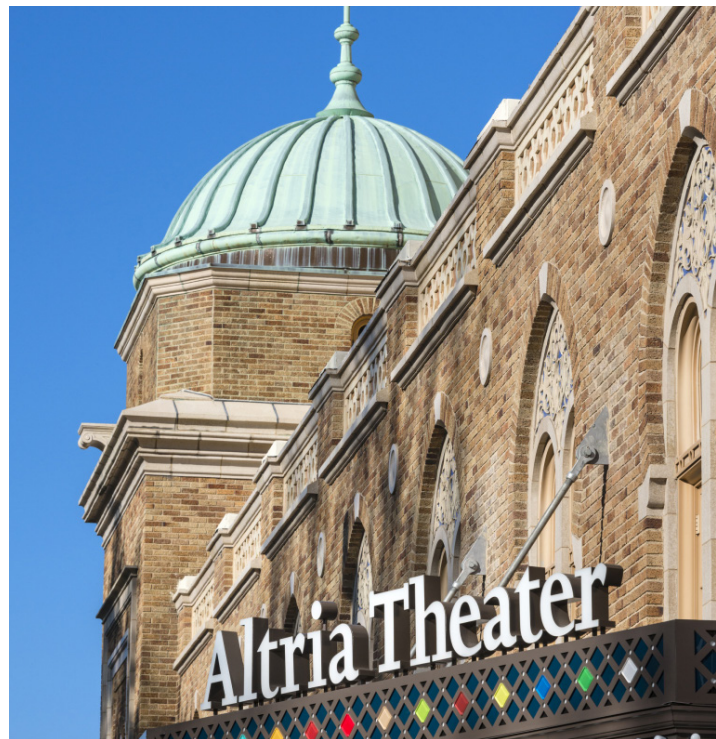


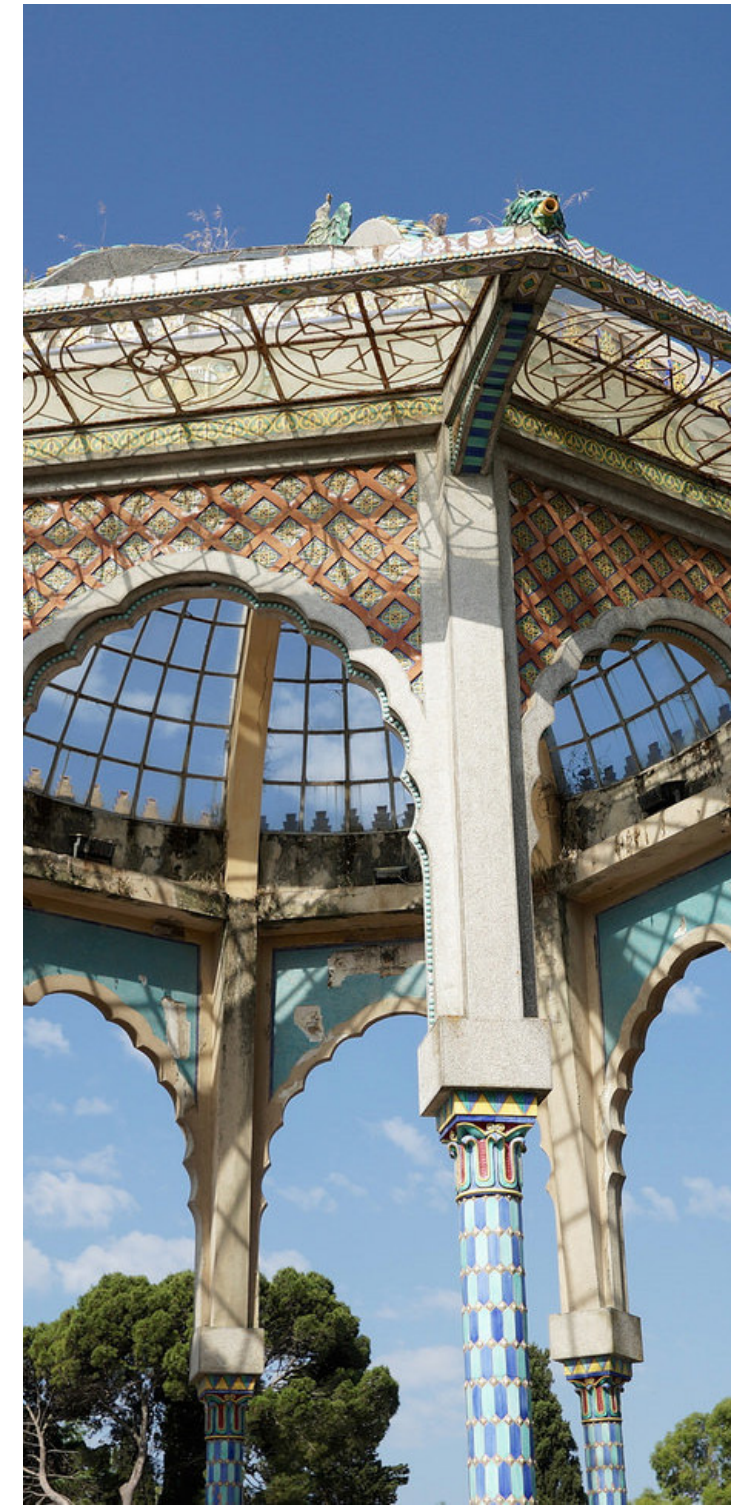
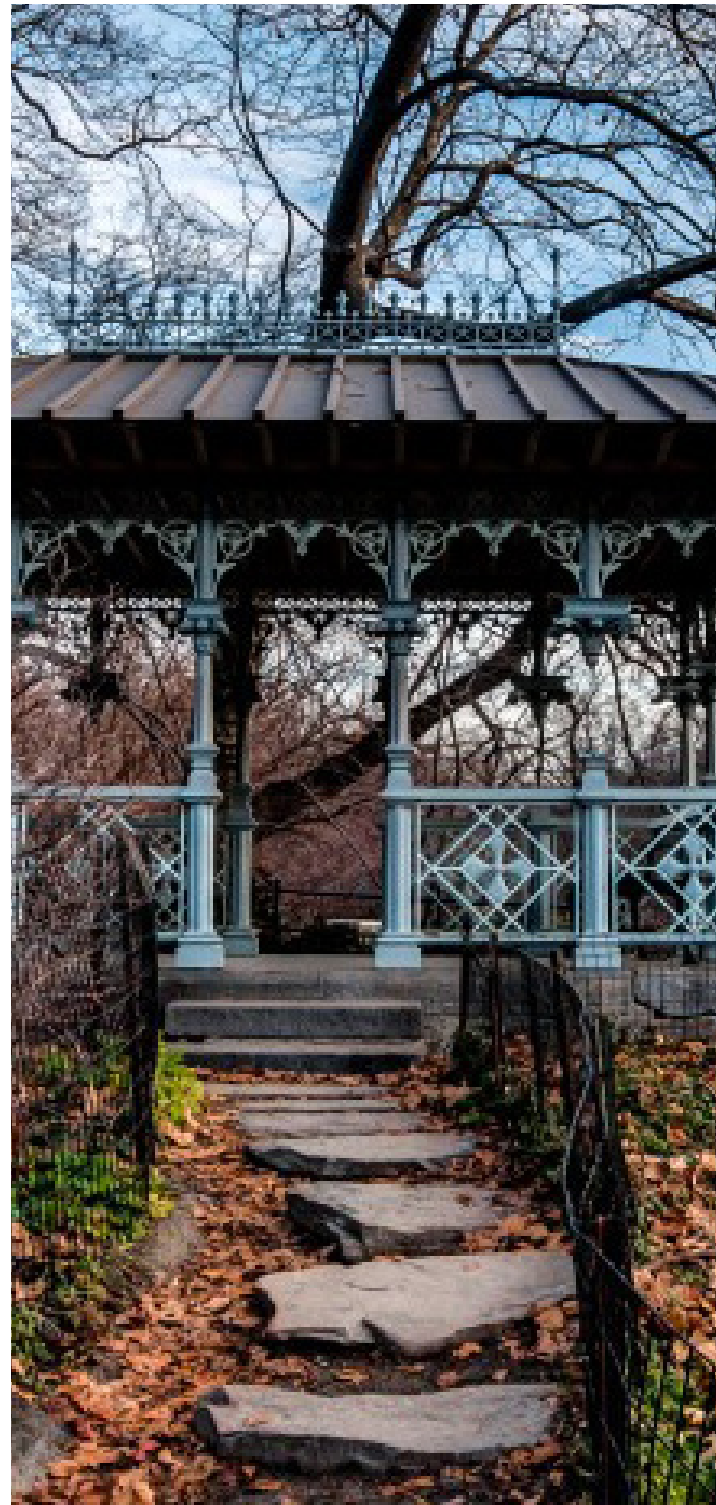
LATTICEWORK

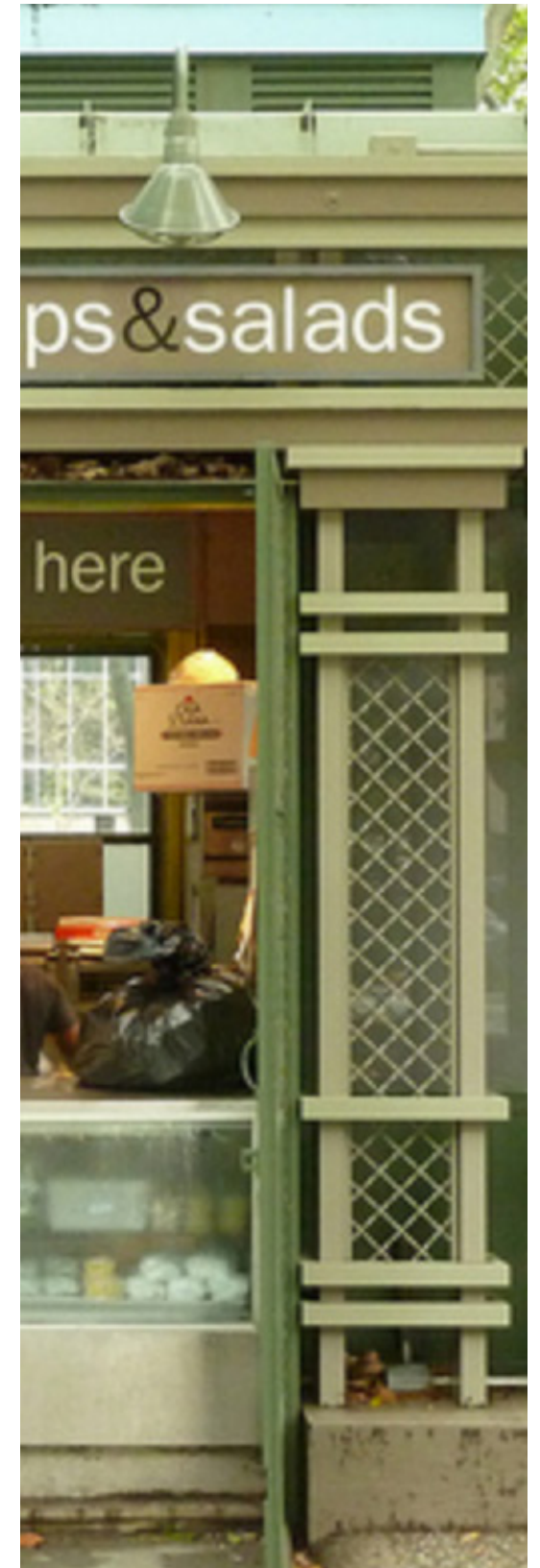
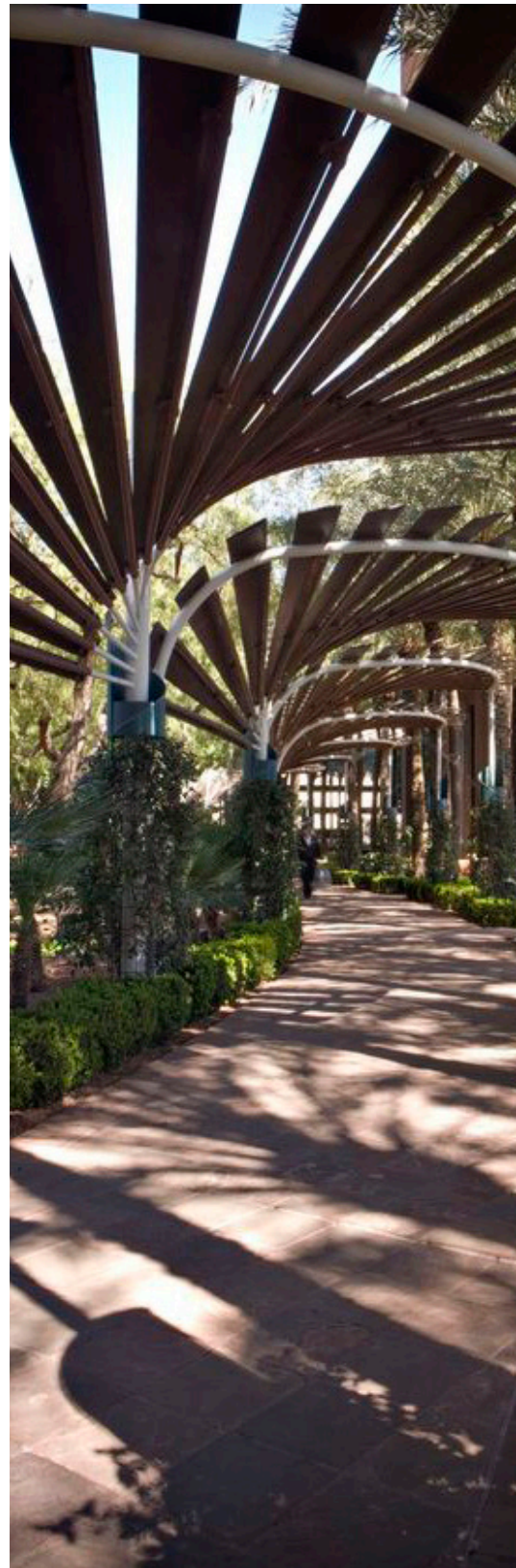


CUTOUT PLATES









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MODERN PRECEDENT
APRIL 2017

MONROE PARK
CONSERVANCY

02/13/2017 TREE EXHIBIT

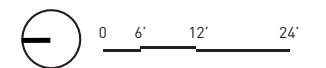
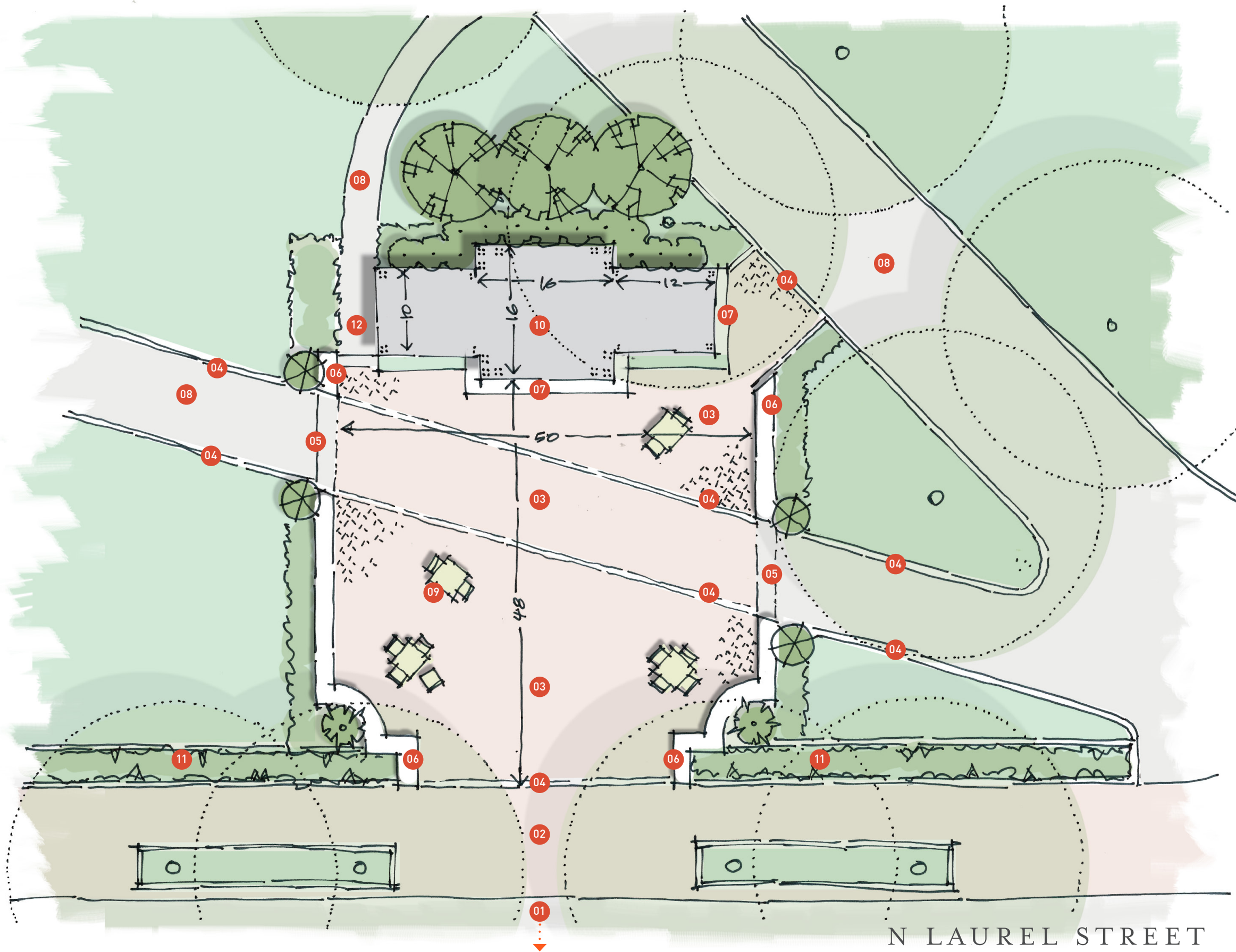
- EXISTING TREES TO REMAIN ON MONROE PARK SITE (58 TOTAL TREES)
- PROPOSED NEW TREES FOR MONROE PARK SITE AND SURROUNDING STREETScape (72 TREES INTERNAL TO THE PARK, 59 STREET TREES, 131 TREES TOTAL)
- ADDITIONAL TREE REMOVALS PROPOSED TO ACCOMMODATE TENT SPACE ALONG LAUREL ST. (2 TREE TOTAL)
- PROPOSED 5" CALIPER TREE PLANTINGS TO OFFSET ADDITIONAL TREE REMOVALS (2 TREE TOTAL)



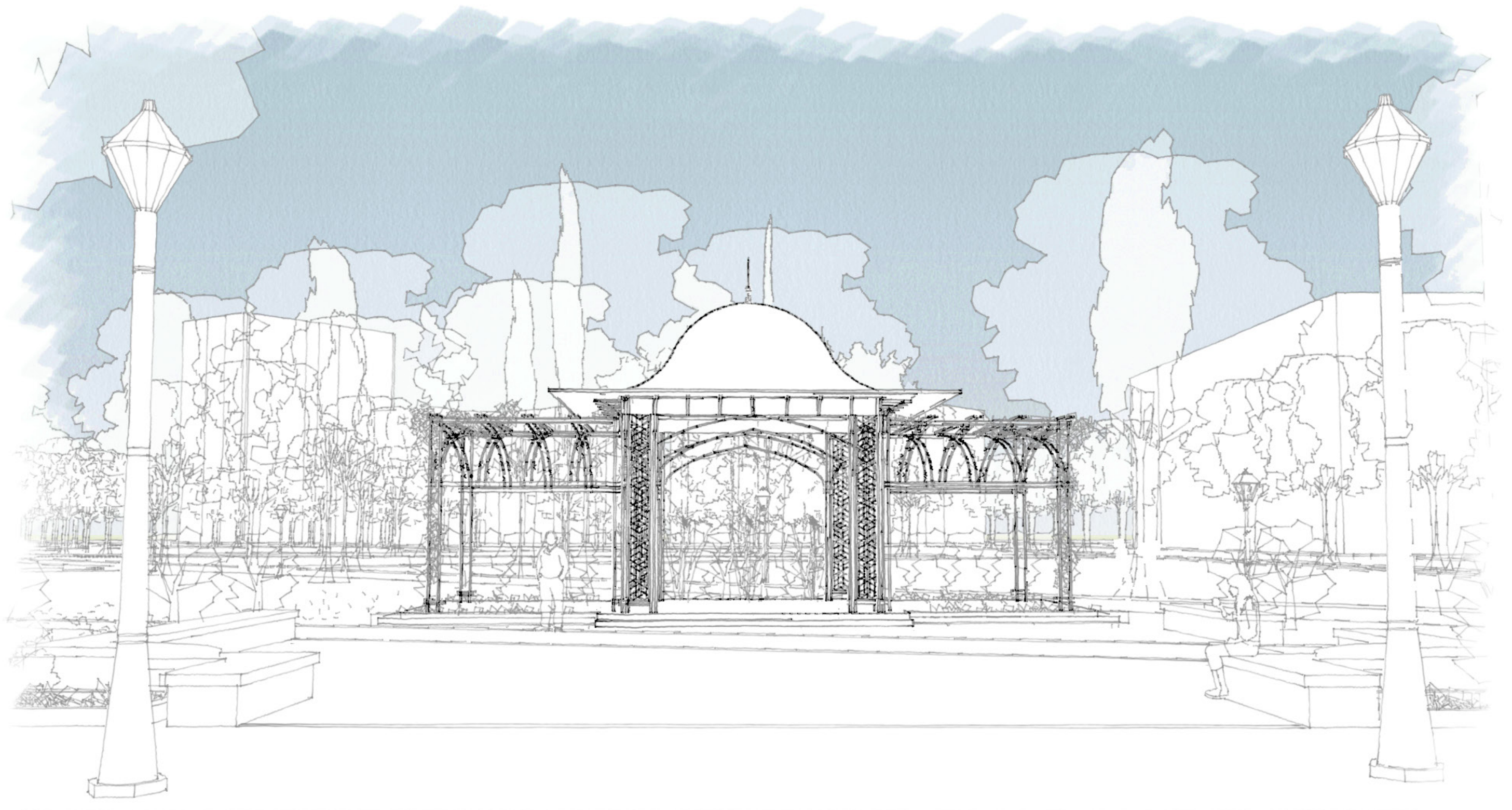
PLAN SKETCH

NOTES

- 01 To Altria Theater
- 02 Brick Sidewalk (City Standard)
- 03 Pervious Brick Paver Plaza
- 04 Concrete Band
- 05 Granite Band
- 06 Brick Seatwalls with Granite Caps
- 07 Granite Steps (2 Risers @ 4")
- 08 Granite Fines Pathways
- 09 Moveable Furniture
- 10 Pavilion
- 11 Bioretention Planter
- 12 ADA Access to Raised Pavilion



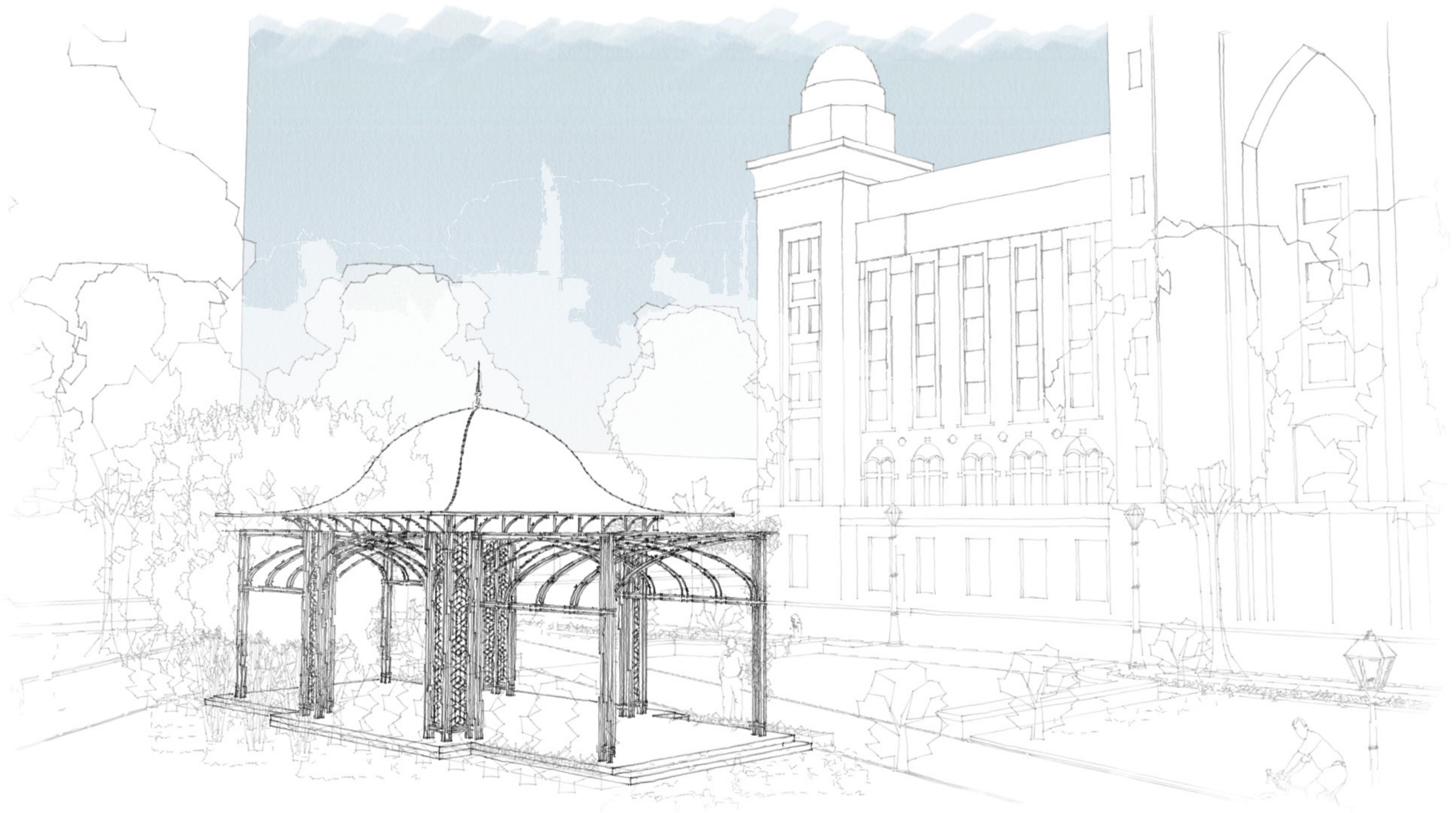




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SKETCH VIEW LOOKING EAST
APRIL 2017

MONROE PARK
CONSERVANCY



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SKETCH VIEW LOOKING EAST
APRIL 2017

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SKETCH VIEW LOOKING EAST
APRIL 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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