



Staff Report
City of Richmond, Virginia
Planning Commission



UDC 2024-21	REVISED FINAL Location, Character, and Extent Review Meeting Date: 06/18/2024
Applicant/Petitioner	Michael Webb – Urban Forester, Department of Public Works
Project Description	UDC 2024-21 Final Location, Character, and Extent review of landscape lighting along medians on East Broad Street, between 4th Street and 7th Street. REVISED
Project Location	
Address: East Broad Street, between 4th Street and 7th Street	
Property Owner: City of Richmond Right-of-Way	
High-Level Details: <p>The project includes a new specialized landscape lighting along East Broad Street to establish an entrance to the Broad Street business and convention center corridor. The lighting includes two fixtures, decorative light columns and ground based uplighting.</p> <p>The UDC heard this application at the previous meeting. The Applicant has provided the required additional information.</p>	
UDC Recommendation	Approval
Staff Contact	Ray Roakes, Planner, raymond.roakes@rva.gov
Public Outreach/ Previous Reviews	NA
Recommended Conditions for FINAL	NA

Findings of Fact

Site Description	The site is located in the Right-of-Way median for East Broad Street, between 4th Street and 7th Street.
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Scope of Review

The project is subject to location, character, and extent review under section 17.05 and 17.07 of the Richmond City Charter.

Project Description

The purpose of the project is to provide gateway improvement as drivers approach the East Broad Street business and convention center corridor, funded by ARPA funded Gateway Beautification Project.

The Broad Street medians are currently mulched without vegetation and have landscape planters. The desire is to landscape the vacant medians between 4th and 7th Street and install lighting to complement the new landscape along Broad Street.

The UDC heard the application at its previous meeting in May 2024. The UDC determined that not enough information was provided to be considered a complete application. The UDC requested specific locations for the proposed light columns, specifics on the light columns such as height, and renderings.

The Applicant has provided the requested information.

Four light columns are proposed on each large median. One light column is proposed on the small median inbetween. The columns will be about **12ft tall**. 12ft is roughly the accepted height for items in the ROW to be easily seen by vehicles. The columns lighting will change color in tandem with ground lighting and is not intended to blink or change colors quickly to avoid distraction to drivers.



	<p>_____</p> <p>Staff recommends approval. The proposal enhances an important corridor within the City, adding interest and quality visual improvements to add in economic development in the area.</p> <p>_____</p> <p>UDC recommends approval.</p> <p>The UDC discussed landscaping, landscaping irrigation, and had concerns over the quality of the design. One UDC member expressed concern over the design being bland and not specific to Richmond.</p> <p>A majority of the Committee voted to recommend approval.</p>
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Urban Design Guidelines and Master Plan

	Text	Staff Analysis
Master Plan	NA	
Urban Design Guidelines	NA	