



Application for Urban Design Committee Review

Department of Planning and Development Review

900 E. Broad Street, Room 510

Richmond, Virginia 23219 | (804) 646-6335

<https://www.rva.gov/planning-development-review/urban-design-committee>



Application Type (select one)

- ☒ Location, Character, & Extent
☐ Encroachment
☐ Other:

Review Type (select one)

- ☐ Conceptual
☒ Final

Project Information

Submission Date: 07/16/2026

Project Name: Hey Road Improvements

Project Address: Hey Road, from Hull Street Road to Walmsley Blvd

Site Plan Reference Number (If Applicable):

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

The Hey Road Improvements Project will provide wider travel lanes, curb and gutter, sidewalk, and a closed drainage system along Hey Road from Hull Street Road to Walmsley Boulevard. The existing roadway has approximately 10-ft lanes, minimal shoulders, and steep drop-offs to adjacent roadside ditches. The proposed improvements will improve safety for vehicles, bicycles, and pedestrians by providing 11-ft travel lanes and 5-ft+ wide sidewalks in both directions.

Applicant Information (a City representative must be the applicant, where applicable)

Name: Winston Phillips

Email: winston.phillips@rva.gov

City Agency: Public Works

Phone: 804-646-5994

Main Contact (if different from Applicant): Jonathan Oliver

Company: Kimley-Horn & Associates, Inc.

Phone: 804-672-4723

Email: jonathan.oliver@kimley-horn.com

NOTE: FINAL reviews will be required to apply to the City's Site Plan process first.

Applications for FINAL review must first apply to the City's Site Plan process and receive the first round of reviews from City agencies prior to going to the UDC. [Click Here](#) for information on the Site Plan process. UDC review will be held within the Site Plan process and will not require an additional application.

CONCEPT Review

The need for a CONCEPT application will be determined by the Urban Design Committee Secretary, Ray Roakes, at Raymond.roakes@rva.gov. Please email applications for CONCEPT directly to the Secretary.

Submittal Deadlines

Late or incomplete submissions will be deferred to the next meeting.

Applications are typically due by the third Thursday of the month, including Site Plan applications.

Background

The UDC is an 11-member committee created by City Council in 1968 whose primary purpose is to advise the City Planning Commission (CPC) on the design of projects on City property or right-of-way in connection with the performance of the duties of the Commission under Sections 17.05 and 17.07 of the City Charter. The UDC also advises the Department of Public Works in regard to private encroachments in the public right-of-way.



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Land Use Administration

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NOTE: All applications for FINAL reviews will be required to apply to the City's Site Plan process first.

Applications for FINAL review must first apply to the City's Site Plan process and receive the first round of reviews from City agencies prior to going to the UDC. [Click Here](#) for information on the Site Plan process.

The UDC review will be held within the Site Plan process and will not require an additional application.

UDC Submission Requirements

- An electronic copy (PDF) of all application materials.
- Plan sheets should be electronically scaled to be 11" x 17" if printed.

Conceptual Review:

- A detailed project narrative which includes the following: project purpose and relation to the Master Plan (if applicable), project background and history, site context and general design goals, list of completed and planned community outreach, general details or goals on how LEED or other certifications will be achieved (if applicable).
- Generalized site layout plan indicating proposed site characteristics such as: phasing, general building locations and parking areas, onsite and adjacent pedestrian+bicycle+transit routes, recreation and open areas, and major sustainability features.
- Architectural elevations for primary façades of major structures.
- Landscaping plan which shows the general location and character of plant materials and notes any existing tree to be removed.
- A visual detail of fixtures that are integral to the design, such as play equipment and lighting. Precedent images may be provided instead of specific details.

Final Review (along with any requirements of the Site Plan process)

- Project narrative which includes the following: project purpose and relation to master plan, project background and history, major design details and updates since CONCEPT review, details of community outreach and copies of distributed materials if applicable, general project budget and funding sources, brief description of construction program and estimated construction start date, maintenance plans once project is completed, major items required by the City's sustainability guidelines (where applicable), major items for achieving LEED or other certifications (where applicable).
- Engineered site plan to include: phasing, finalized building footprints and site design, fully designed parking areas, finalized circulation and transportation connections, fully detailed recreation and open areas, finalized sustainability details.
- Floor plans and elevations of all buildings and facades. Elevations should show directly adjacent buildings. Renderings should be provided for major projects.
- 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.
- Lighting Plans: to include wall-mounted, site, and parking lot lighting.
- Specification sheets or precedent images for each site furnishing such as benches, trash containers, and special paving materials.
- Precedent images or information sheet of all proposed exterior building materials, including but not limited to brick, mortar, shingles, siding, glass, paint, and stain colors.



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Regular meetings are scheduled each month at **10:00 a.m. in the 5th floor conference room of City Hall, 900 E. Broad Street**. Special meetings are scheduled as needed.

Meeting Schedule 2025

UDC Meetings	Submission Deadlines
January 15, 2026	December 18, 2025
February 12, 2026	January 15, 2026
March 12, 2026	February 19, 2026
April 16, 2026	March 19, 2026
May 14, 2026	April 16, 2026
June 11, 2026	May 21, 2026
July 16, 2026	June 18, 2026
August 13, 2026	July 16, 2026
September 10, 2026	August 20, 2026
October 15, 2026	September 17, 2026
November 12, 2026	October 15, 2026
December 10, 2026	November 19, 2026

Review and Process

- Once an application is received, it is reviewed by Staff, who may provide comments to the Applicant and compiles a report to the UDC.
- At the UDC meeting, the applicant or a representative should be present or the application may be deferred to the next regularly scheduled meeting.
- Once the UDC recommends action on the application, it is automatically placed on the agenda for the next City Planning Commission (CPC) meeting, where applicable.
- At the Planning Commission meeting, the applicant or a representative should be present, or the application may be deferred to the next regularly scheduled meeting.

For more information, please contact the Urban Design Committee Secretary, Ray Roakes, at (804) 646-6335 and raymond.roakes@rva.gov.