



Mailing Address:
P.O. Box 6749
Richmond, VA 23230

Date: 6 July, 2020

To: Matthew Ebinger, City of Richmond Department of Planning and Development Review

From: Bill Gallasch, President, Monument Avenue Preservation Society

Copy: The Honorable Kimberly Gray, Richmond City Council
Craig Bieber

The Monument Avenue Preservation Society (MAPS) is writing in support of the proposed changes to the Supplemental Use Permit issued to the Virginia Foundation for Architecture, d/b/a The Branch Museum of Architecture and Design (The Branch). We support that amendment which is now being considered by your department. As you know, MAPS has signed a Memorandum of Understanding with The Branch which covers the details of the proposed changes. We do want, however, to reiterate our support of the proposal.

In the years since an SUP was first issued for The Branch, we have maintained a close relationship with The Branch, which has consistently been a good neighbor to all of us on Monument Avenue. In 2018, The Branch, acting with the permission of First Baptist Church, exemplified their commitment to their Monument Avenue neighbors by creating a new gate in their western wall for ease of handling parking and access to The Branch.

In addition, MAPS recognizes that the ongoing pandemic and resulting business shutdown have had a significant impact on The Branch. The current proposed changes will allow them to implement an enhanced and more flexible business model that can create additional revenues for The Branch without adding to neighborhood concerns.

The Board of MAPS urges you to give this proposal favorable consideration.

Yours Sincerely,

Monument Avenue Preservation Society

A handwritten signature in black ink that reads "Bill".

William F. Gallasch
President