



To: Urban Design Committee
From: Planning and Preservation Division
Date: November 8, 2018
RE: **Conceptual location, character, and extent review of streetscape improvements on the north and south sides of West Broad Street from North Hamilton to North Laurel Streets; UDC 2018-44**

I. APPLICANT

Yongping Wang, Department of Public Works – Capital Projects

II. LOCATION

The streetscape public right-of-way along the north and south sides of West Broad Street from North Hamilton to North Laurel Streets.

Property Owner:

City of Richmond right-of-way

III. PURPOSE

The application is for the final review of streetscape improvements

IV. SUMMARY & RECOMMENDATION

Considering the variety of constraints, Staff finds that the project accomplishes the goal of improving the two mile stretch of West Broad Street. The plan calls for delineating spaces for Amenity, Pedestrian, and Building zones, allotting a six foot minimum clearance for the Pedestrian Zone, which is one foot more than current practice. In terms of paving, the project calls for new, simplified sidewalk finishes (in areas that are unimproved by VCU) which will help unify the aesthetic along the corridor. Lighting will be enhanced through additional acorn light fixtures where none currently exist and the provision of festoon lighting in selected areas. Street trees are planned along the route and will vary depending on the width of the sidewalk and overhead utilities. The addition of including root path structures to promote tree longevity is commendable. Curb extensions, street furnishings, and driveway closures further speak to enhancements that align with the systems-based approach for the city's Vision Zero effort, an initiative to eliminate traffic fatalities for all travel modes.

Therefore, it is Staff's position that the Urban Design Committee recommend that the Planning Commission grant approval with the following conditions:

- That a professional arborist review existing street trees to advise on those that are viable to remain
- That the new pedestrian scale light fixtures are LED with a color temperature of 3000k or less

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

The proposed project spans just over two miles along West Broad Street, with termini located at North Hamilton Street on the west and North Laurel Street on the east. Improvements are planned on both the north and south sides of West Broad Street. As expected with a route of this length, the adjacent land uses vary greatly and include suburban office complexes, drive-through fast food restaurants, car dealerships, office buildings, museums, college campuses and residence halls, multi-family housing, retail shops, etc. Accordingly, there are many zoning designations represented along the corridor, with the adjacent properties zoned B-3 (General Business), B-4 (Central Business), UB-PO4 (Urban Business with a Parking Overlay), M-1 (Light Industrial), and TOD-1 (Transit-Oriented Nodal District).

The BRT moves along this route and this project serves to complement the new multi-modal transit corridor.

b. Scope of Review

The proposed improvements are subject to location, character, and extent review as a “public way” under Section 17.07 of the City Charter.

c. Project Description

A. Project Purpose

The project is intended to leverage committed funding to implement limited streetscape improvements within the project area to enhance the overall character, complement the recently completed Pulse BRT project, and establish a more unified design vocabulary for one of the City’s primary gateway corridors.

B. Project Background and Surrounding Area

The project limits of work, as defined in the Smart Scale funding documents, is from Hamilton St. to Laurel St, north and south sides of West Broad Street. Furthermore, the limits of work are restricted to the area within the public right-of-way, from the back of curb to the right-of-way. In many cases, this includes sidewalk from back of curb to the face of existing buildings. In other cases, the right-of-way abuts open space or parking areas on private property. In addition, there are some unique conditions where the right-of-way limits do not extend to a building face, resulting in areas that are visually and physically extensions of the work area, but outside of the project limits. The project site is impacted by many adjacent development projects in planning or construction. Where possible, this project will reference plans for proposed projects when those plans are available. Key adjacent property owners have been included in planning efforts, including representatives from VCU. Conceptual plans for integrating the residual City-owned green space near Wayne Street and Belmont Avenue are being considered relative to impacts on sidewalk improvements, but design or implementation of green space improvements are not part of the funded scope of work.

C. Project Funding and Budget Sources

This project is being funded by Virginia’s SMART SCALE (§33.2-214.1) program, the method of scoring planned projects included in VTrans that are funded by House Bill 1887. Funds for this project were awarded through SMART SCALE, Round 1 including Construction funds in the amount of \$5,410,000, VDOT Fiscal Year 2020. Funding was adopted by the CTB (Commonwealth Transportation Board) on July 1, 2016 (FY 2017).

D. Construction Program

Layout:

- There are generally four to five typical conditions within the project area, based upon the overall width from back of curb to building face or ROW. Concept development plans are organized around these typical sections.
- Each typical section is divided into three functional zones
 - Amenity Zone (curbside)
 - Pedestrian Zone
 - Building Zone
- The overall goal is to provide a minimum clear pedestrian zone of six feet in width and a five foot minimum building zone for entry ingress/egress and furnishings.
- Café seating: where possible, the goal is to preserve five to six feet of depth for café areas, while maintaining the minimum six foot pedestrian clear zone.
- Clear zones of five feet are desired, where possible, around site furnishings, trees, railings and above ground utility features.
- A typical six foot scored concrete grid pattern is planned for the hardscape.

Paving:

- Sidewalk Pavement Finish: Discussion was had about final finishes and patterns, including use of burlap finish and picture frame troweled edges. Client direction was for simple design detailing, no troweled edges.
- VCU brick/concrete pattern: existing pavement will remain in place. Recommendations to enlarge tree pits to be consistent with the proposed spacing and size within the project limits will be included in the plans, pending additional input from VCU with regard to impact on pedestrian circulation patterns. The final size and location of tree planting areas will be determined in concert with University input.
- Unique conditions exist where building setbacks create areas of existing sidewalk pavement outside of the ROW and thus outside the limits of work. The project scope does not propose improvements outside of the ROW. The City may choose to discuss specific issues with individual property owners to determine if improvements could extend onto their property; however, funding for temporary or permanent right-of-way and/or easement acquisitions was not allocated for this project.

Street Trees:

- Tree Pit Dimensions: Typical 6'x12' tree planting area, with exception that in areas with limited sidewalk width the pits are reduced to five feet (5') to provide a minimum of six feet (6') of pedestrian zone. Low groundcover and shrub plantings in tree pits will be low-maintenance and water-efficient selections. Tree selection will be informed by adjacent parking conditions (i.e. on-street vs no on-street parking conditions). Small trees or columnar varieties are preferred where travel lanes are adjacent to the curb and vehicles tend to compete with and impact growth habits of larger trees. Kimley-Horn will coordinate with City arborist for proper tree selection. Tree Selection: Small trees are proposed at 30 foot spacing under overhead utility lines. Large shade trees are proposed elsewhere at roughly 40 foot

spacing. Kimley-Horn has met with and will continue dialogue with City arborist regarding proper tree section.

- Root Path: A typical detail is provided on the plans for root path structures to promote tree growth and stability.

Curb Extensions:

- Proposed curb chokers and parking-delineation islands have been shown in locations that meet the following criteria:
- Create no change in existing drainage pattern;
- Would provide safer pedestrian crossing;
- Don't cause major impacts to curb ramps recently constructed with BRT project; and,
- Allow for truck movements appropriate to intersection.

Street Furnishings:

- Bike Share: plans maintain existing locations; no new locations are proposed at this time.
- Bike Racks: Bike racks, including Bike Share facilities, may be set on angle to curb to reduce overall depth impact on pedestrian zone.
- Trash Receptacles: M. Olinger suggested coordinating plan locations of trash receptacles within each block for ease of maintenance and alignment with anticipated use patterns.
- Bench Orientation: M. Olinger noted that benches could face the street, away from the street or be pericircular to the street. S. Musarra noted that orientation could be impacted by whether or not there was on-street parking to provide a buffer to the travel lanes. Kimley-Horn to recommend orientation as part of the plans.

Driveway Closures:

- Proposed locations for closure of existing driveways are shown based upon traffic safety, site layout, and adequate site access from other driveway locations. All closures would be tentative pending City review and potential property owner input.

Lighting Program:

- Addition of new acorn light fixtures on existing poles within project limits where there is currently no fixture today.
- Addition of new acorn light fixtures on the pedestrian side of the pole in the VCU area where there is currently no pedestrian fixture today.
- Painting of existing steel poles between Laurel and Boulevard.
- Replacement of existing wood poles with steel poles between Sheppard and Hamilton (for City-owned light poles only. Many poles are owned by Dominion or other utility providers).
- Festoon Lights: City is interested in providing for overhead string lighting in selected areas but the project program does not include design details for this element.

Utilities:

- Overhead utilities will remain.

E. Estimated Construction Start Date

Advertising Date is planned for 2019, completion by end of 2021

F. Site / Landscape Plans (refer to Conceptual Design Plan exhibits)

d. UDC Review History

At their regular September 2018 meeting the Urban Design Committee conducted a final review of streetscape encroachments and improvements for the Sauer Center, located at 2000-2220 West Broad Street (UDC 2018-36) and recommended that the Department of Public Works approve the application.

Staff found that the project did a commendable job of improving this section of streetscape while maintaining a balance of existing and new landscaping while maintaining effective sidewalk width for both movement and programming. The use of hardscape materials to denote commercial entrances, outdoor seating, and streetscape furnishings further illustrated the thoughtful consideration that went into the design to further provide visual interest and overall enhancement of the public realm.

Staff discussed using this project to serve as a model for future streetscape improvements along West Broad Street, with certain modifications such as a simplified hardscape plan and pattern, and retaining trees whenever possible.

e. Master Plan

This project falls within the Near West District of the Master Plan. It mentions expected changes and trends will occur specifically on major transportation and commercial corridors, particularly Broad Street, where there will be more of a focus on retailing and commercial services (page 228).

Regarding W. Broad St. between Belvidere St. and Boulevard, the plan does not mention streetscapes improvements specifically but does state that “Community commercial, institutional, governmental, and office uses are all appropriate and should continue. Vacant buildings on the corridor should be encouraged to develop first floor commercial uses with office and/or residential uses for upper floors. Ideally, Broad Street should be a dense urban development that is oriented to the pedestrian and compatible with adjacent residential development. Therefore, any new development along this section of Broad Street needs to be oriented to the street with no setbacks, and to complement the prevailing urban storefront character. Additional off-street parking should be developed with minimal visual impact on the corridor. Vehicle-oriented land uses and driveways that could impede the flow of pedestrian traffic should be discouraged. Existing auto-related...uses should be gradually phased out along the corridor.” (page 239).

f. Urban Design Guidelines

The Community Character section of the Urban Design Guidelines contains several suggestions on landscaping, noting that “generally, new street trees should be located a minimum of 35’ from each other and three feet from the curb” and that “generally, a street tree should be no closer than 12 feet from a streetlight” (page 21). “Entrances and pedestrian walkways should enhance the streetscape and delineate an edge between pedestrian walkways and the street. Appropriate landscaping should be used to clearly define entrances and pedestrian walkways” (page 20).

In terms of fixture design, the guidelines note that “New light fixtures may be affixed to existing metal or concrete utility poles, for cost effectiveness and to reduce clutter on the sidewalk...Lighting fixtures should be consistent with existing fixtures in the surrounding area.” (page 23). It also states that “Site furnishings should be conveniently located for the pedestrian, but should not obstruct pedestrian circulation. Furnishings should be located where people congregate, such as at bus stops, in front of major attractions, and in parks and plazas. The placement of furnishings should not create visual clutter on the streetscape. Furnishings may be grouped together, where appropriate. However, trash receptacles should be placed in the vicinity of bench groupings, but not directly adjacent, because of wasps and other insects in summer months.” (page 25).

The Guidelines also encourage alternatives to metal tree grates, unless a precedent has been established in the area (page 21). Finally, the Guidelines state that lighting and street fixtures should be consistent with the existing fixtures in the surrounding area and that pedestrian light poles should be placed 40 to 60 feet apart (page 22, 25).

Regarding door swings, the Guidelines state “The Urban Design Committee does not support the encroachment of door swings into the public right-of-way. Recessed entries are encouraged. When a recessed entry is not feasible, the encroachment of the door swing into the public right-of-way should be minimized as much as possible” (page 28).

The Guidelines have this to say about outdoor dining: “Outdoor dining facilities that encroach into the public right-of-way should only be considered when there is adequate sidewalk width to accommodate both the dining facilities and the pedestrian.” Also, “the outdoor dining furnishings should reflect the character of the restaurant while respecting the spirit of the street design” (page 29).

VII. ATTACHMENTS

- a. Vicinity Map**
- b. Application**
- c. Plans**