



City of Richmond Department of Planning & Development Review

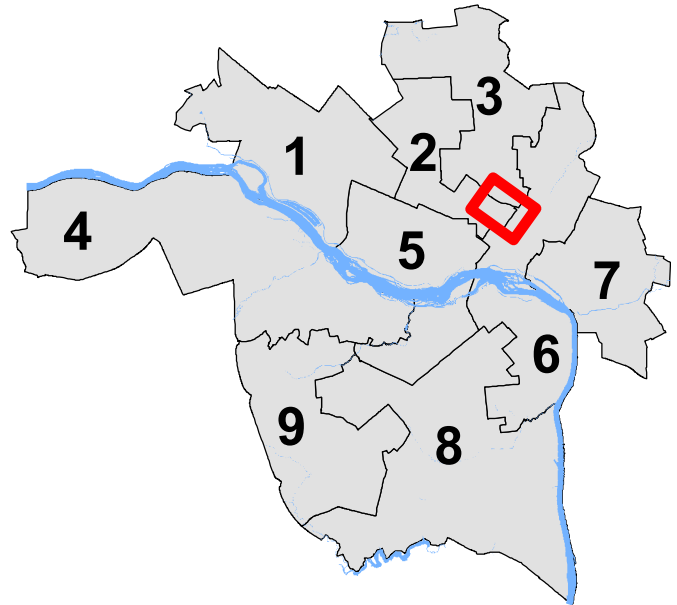
17.05 Review

LOCATION: Various locations in the Jackson Ward

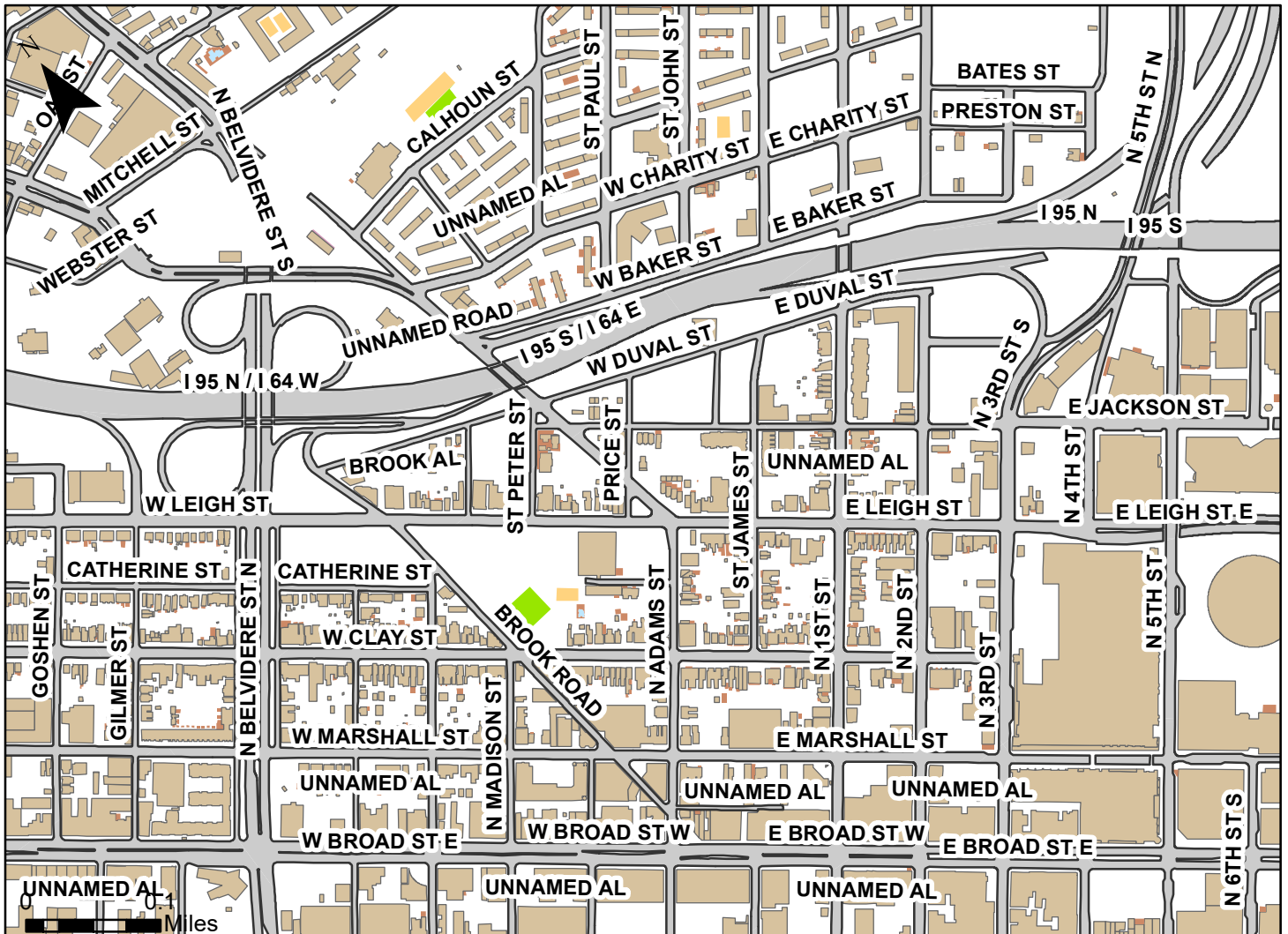
Neighborhood

COUNCIL DISTRICT: 2, 3, 6

PROPOSAL: Conceptual review of 14 pole wraps throughout the Jackson Ward neighborhood associated with the JXN Project



For questions, please contact Alex Dandridge at 646-6569 or alex.dandridge@richmondgov.com





Application for Urban Design Committee
Pole Banner and Pole Wrap | Conceptual Review
The JXN Project

Project Purpose

The JXN Project endeavors to celebrate the 150th anniversary of Jackson Ward by properly contextualizing the origin story of the nation's first historically registered Black urban neighborhood. The project is designed to excavate, elevate, and educate on the hidden histories of Jackson Ward as the "Birthplace of Black Entrepreneurship", an often under-told and overlooked story when discussing the origins of Black excellence and enterprise in the national narrative. Through the research that undergirds this project, we are working to honestly and accurately capture the pivotal role of Richmond, Virginia – in particular Jackson Ward – in the evolution of the Black American experience. This project will be accomplished through initiatives that will support a year-long sesquicentennial celebration – launching in April 2021.

Project Background

The origins of the name "Jackson Ward" is a long-standing debate that can be traced to as early as 1902, but is generally attributed to one of the following – Colonel Giles B. Jackson, James Jackson of the Beer Garden, President Andrew Jackson, or Confederate General Thomas "Stonewall" Jackson. While the first is most deserving of the honor, circumstantial evidence would suggest that it may have been named after the last. Also, on the day after the establishment of Jackson Ward, the residents of the neighboring Manchester, which had not yet been annexed as a part of the City of Richmond, proposed to redistrict a 5th and 6th boundary respectively called Lee Ward and Jackson Ward – stating that the new wards would "exist for the purpose of thorough organization to prevent Manchester from falling into the hands of the enemy at the ensuing spring elections" [Richmond Times Dispatch | April 20, 1871]. Additionally, neighboring Richmond County established the Township of Stonewall in response to the 1870 Underwood Constitution, which required that each county in the state divide into no less than three districts as part of its reconstruction. In addition to the naming of the ward, the streets that surround Jackson Ward are named after equally as problematic people, such as Benjamin Watkins Leigh, Isaac Judah, and John Prentis.

While the origins of the name may have been a debate for the last 150 years, *The JXN Project* endeavors to ensure that it's not in dispute for the next 150 years because although Giles B. Jackson wouldn't gain prominence until after the establishment of sixth ward, no other "Jackson" is more deserving. Despite being born enslaved and illiterate as a child, Giles B.

Jackson would go on to become the first Black attorney certified to practice law before the Virginia Supreme Court in 1887, as well as curate the first national museum dedicated to Black history with the Negro Exhibit at the Jamestown Ter-Centennial Exposition in 1907 and publish one of the first anthologies on Black American history titled “The Industrial History of the Negro Race in the United States” in 1908. The same sentiments are shared for other Black Richmonders, both past and present, who embody the spirit of Jackson Ward – such as Abraham Skipwith, Alfred “A.D.” Price, Bill “Bojangles” Robinson, Charles Gilpin, John Jasper, John Mitchell Jr, Lillie Estes, Lorna Pinckney, Lucy Goode Brooks, Maggie L. Walker, Neverett Eggleston, Oliver Hill, Rosa Dixon Bowser, and W. W. Browne.

Project Budget

Amount: \$15,000 [Graphic Design, Etchings, Vinyl Banner Fabrication, Installation]

Funding Sources: Sponsorships and Grants [Historic Justice Initiative]

Construction Program

The pole banners will be fabricated and installed by Keith Fabry, which maintains the necessary permits with the City of Richmond as it relates street and/or sidewalk closures to accommodate installation which should be completed within 1-2 business days. The pole banners will be printed on an 18-ounce two-sided vinyl banner with reinforced pole pockets from top and bottom. Each pole banner has 6 wind slits. The vinyl material and all finishing methods, including wind slits, are requirements of the City of Richmond. The bracket system used to install the pole banners are designed to mount to the street posts and withstand the elements. The base is made of rust-free cast aluminum. The arms are made of 3/4" thick fiberglass that will flex in strong winds, which will reduce the wind load on the banners.

The banners be installed on poles with existing hardware on both the left and right sides of Broad Street — spanning from Adams Street to 6th Street. The pole banners will be affixed to the posts for the corresponding designee for each honorary street sign – which will be leveraged to activate the QR technology as part of the official JXN Ward Walking Tour. The honorary street designees will include – Abraham Skipwith, Alfred “A.D.” Price, Bill “Bojangles” Robinson, Charles Gilpin, John Jasper, John Mitchell Jr, Lillie Estes, Lorna Pinckney, Lucy Goode Brooks, Maggie L. Walker, Neverett Eggleston, Oliver Hill, Rosa Dixon Bowser, and W. W. Browne. The pole banners and wraps will be designed by Meredith Carrington, Director of Design for The JXN Project – and the etchings of each designee will be freelanced by artist Barry O’Keefe. All construction on the pole banners and wraps will begin on or around October 1, 2021 and be completed by October 2, 2021.



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

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



Application Type (select one)

Location, Character, & Extent
Section 17.05
Other:

Encroachment
Design Overlay District

Review Type (select one)

Conceptual
Final

Project Information

Submission Date: _____

Project Name: _____

Project Address: _____

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

Applicant Information (a City representative must be the applicant, with an exception for encroachments)

Name: _____ Email: _____

City Agency: _____ Phone: _____

Main Contact (if different from Applicant): _____

Company: _____ Phone: _____

Email: _____

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.**

Submittal Deadlines

The UDC is an 11 member committee created by City Council in 1968 whose purpose is to advise the City Planning Commission (CPC) 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.



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

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



Submission Requirements

- An electronic copy (PDF preferred) of all application materials, which can be emailed, or delivered by FTP or USB.
- Three (3) copies of the application cover sheet and all support materials (see below).
- 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.
- All applications must include the attached cover sheet and the following support materials, as applicable to the project, based on Review Type:

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.

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 compiles 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.
- At the UDC meeting, the applicant or a representative should be present 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 responsibility for the item be present at the meeting (if the applicant and the representative are not the same).
- Once the UDC recommends action on the application, it is automatically placed on the agenda for the next City Planning Commission (CPC) meeting. Exceptions to this are encroachment applications, recommendations for which are forwarded to the Department of Public Works.
- At the CPC meeting, the applicant or a representative should be present, or the application may be deferred to the next regularly scheduled meeting.



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



Regular meetings are scheduled on the Thursday after the first Monday of 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 2021

UDC Meetings	UDC Submission Deadlines	Anticipated Date of Planning Commission Following the UDC Meeting
December 10, 2020	November 12, 2020	December 21, 2020
January 7, 2021	December 17, 2020	January 19, 2021 ¹
February 4, 2021	January 14, 2021	February 16, 2021 ²
March 4, 2021	February 11, 2021	March 15, 2021
April 8, 2021	March 11, 2021	April 19, 2021
May 6, 2021	April 15, 2021	May 17, 2021
June 10, 2021	May 13, 2021	June 21, 2021
July 8, 2021	June 17, 2021	July 19, 2021
August 5, 2021	July 15, 2021	August 16, 2021 ³
September 9, 2021	August 12, 2021	September 20, 2021
October 7, 2021	September 16, 2021	October 18, 2021
November 4, 2021	October 14, 2021	November 15, 2021
December 9, 2021	November 10, 2021 ⁴	December 20, 2021 ⁵

¹ Monday January 18, 2021 is a City of Richmond Holiday

² Monday February 15, 2021 is a City of Richmond Holiday

³ This meeting is subject to cancellation. If so, Planning Commission hearing would be Tuesday September 7, 2021.

⁴ Thursday November 11, 2021 is a City of Richmond Holiday.

⁵ This meeting of the Planning Commission is subject to cancellation.

The Richmond Urban Design Committee is an 11 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 Urban Design Committee reviews projects for appropriateness in "location, character, and extent" and for consistency with the City's Master Plan and forwards recommendations to the City Planning Commission. The Urban Design Committee also advises the Department of Public Works in regards to private encroachments in the public right-of-way.

For more information, please contact the Planning and Preservation Division staff at (804) 646-6335 or Alex Dandridge at (804) 646-6569 or at alex.dandridge@richmondgov.com.



Application for Urban Design Committee
Pole Banner and Pole Wrap | Conceptual Review
The JXN Project

Project Purpose

The JXN Project endeavors to celebrate the 150th anniversary of Jackson Ward by properly contextualizing the origin story of the nation's first historically registered Black urban neighborhood. The project is designed to excavate, elevate, and educate on the hidden histories of Jackson Ward as the "Birthplace of Black Entrepreneurship", an often under-told and overlooked story when discussing the origins of Black excellence and enterprise in the national narrative. Through the research that undergirds this project, we are working to honestly and accurately capture the pivotal role of Richmond, Virginia – in particular Jackson Ward – in the evolution of the Black American experience. This project will be accomplished through initiatives that will support a year-long sesquicentennial celebration – launching in April 2021.

Project Background

The origins of the name "Jackson Ward" is a long-standing debate that can be traced to as early as 1902, but is generally attributed to one of the following – Colonel Giles B. Jackson, James Jackson of the Beer Garden, President Andrew Jackson, or Confederate General Thomas "Stonewall" Jackson. While the first is most deserving of the honor, circumstantial evidence would suggest that it may have been named after the last. Also, on the day after the establishment of Jackson Ward, the residents of the neighboring Manchester, which had not yet been annexed as a part of the City of Richmond, proposed to redistrict a 5th and 6th boundary respectively called Lee Ward and Jackson Ward – stating that the new wards would "exist for the purpose of thorough organization to prevent Manchester from falling into the hands of the enemy at the ensuing spring elections" [Richmond Times Dispatch | April 20, 1871]. Additionally, neighboring Richmond County established the Township of Stonewall in response to the 1870 Underwood Constitution, which required that each county in the state divide into no less than three districts as part of its reconstruction. In addition to the naming of the ward, the streets that surround Jackson Ward are named after equally as problematic people, such as Benjamin Watkins Leigh, Isaac Judah, and John Prentis.

While the origins of the name may have been a debate for the last 150 years, *The JXN Project* endeavors to ensure that it's not in dispute for the next 150 years because although Giles B. Jackson wouldn't gain prominence until after the establishment of sixth ward, no other "Jackson" is more deserving. Despite being born enslaved and illiterate as a child, Giles B.

Jackson would go on to become the first Black attorney certified to practice law before the Virginia Supreme Court in 1887, as well as curate the first national museum dedicated to Black history with the Negro Exhibit at the Jamestown Ter-Centennial Exposition in 1907 and publish one of the first anthologies on Black American history titled “The Industrial History of the Negro Race in the United States” in 1908. The same sentiments are shared for other Black Richmonders, both past and present, who embody the spirit of Jackson Ward – such as Abraham Skipwith, Alfred “A.D.” Price, Bill “Bojangles” Robinson, Charles Gilpin, John Jasper, John Mitchell Jr, Lillie Estes, Lorna Pinckney, Lucy Goode Brooks, Maggie L. Walker, Neverett Eggleston, Oliver Hill, Rosa Dixon Bowser, and W. W. Browne.

Project Budget

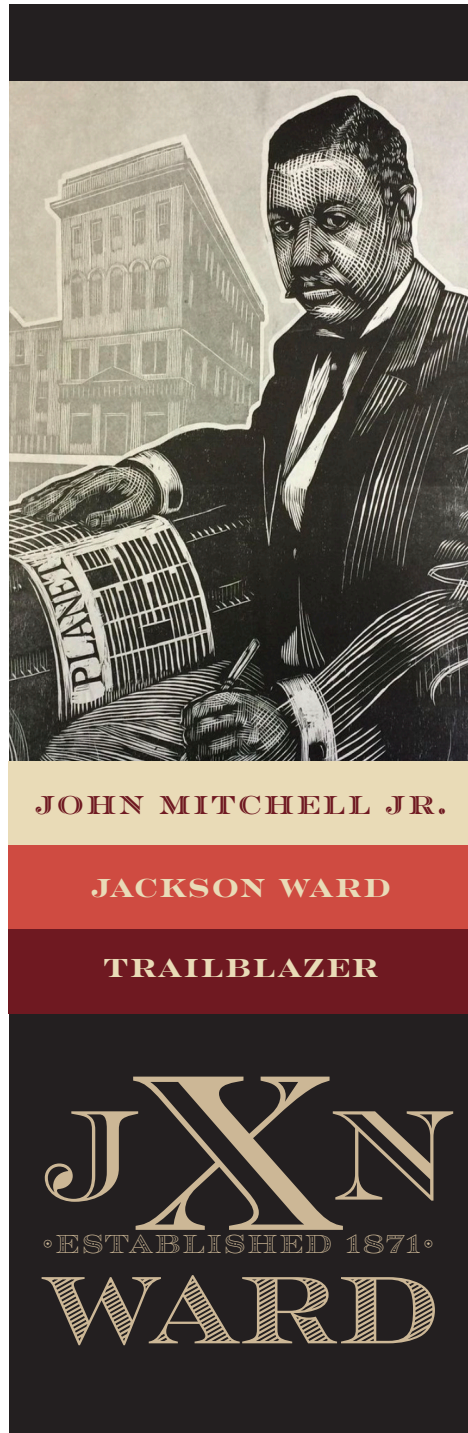
Amount: \$15,000 [Graphic Design, Etchings, Vinyl Banner Fabrication, Installation]

Funding Sources: Sponsorships and Grants [Historic Justice Initiative]

Construction Program

The pole banners will be fabricated and installed by Keith Fabry, which maintains the necessary permits with the City of Richmond as it relates street and/or sidewalk closures to accommodate installation which should be completed within 1-2 business days. The pole banners will be printed on an 18-ounce two-sided vinyl banner with reinforced pole pockets from top and bottom. Each pole banner has 6 wind slits. The vinyl material and all finishing methods, including wind slits, are requirements of the City of Richmond. The bracket system used to install the pole banners are designed to mount to the street posts and withstand the elements. The base is made of rust-free cast aluminum. The arms are made of 3/4" thick fiberglass that will flex in strong winds, which will reduce the wind load on the banners.

The banners be installed on poles with existing hardware on both the left and right sides of Broad Street — spanning from Adams Street to 6th Street. The pole banners will be affixed to the posts for the corresponding designee for each honorary street sign – which will be leveraged to activate the QR technology as part of the official JXN Ward Walking Tour. The honorary street designees will include – Abraham Skipwith, Alfred “A.D.” Price, Bill “Bojangles” Robinson, Charles Gilpin, John Jasper, John Mitchell Jr, Lillie Estes, Lorna Pinckney, Lucy Goode Brooks, Maggie L. Walker, Neverett Eggleston, Oliver Hill, Rosa Dixon Bowser, and W. W. Browne. The pole banners and wraps will be designed by Meredith Carrington, Director of Design for The JXN Project – and the etchings of each designee will be freelanced by artist Barry O’Keefe. All construction on the pole banners and wraps will begin on or around October 1, 2021 and be completed by October 2, 2021.



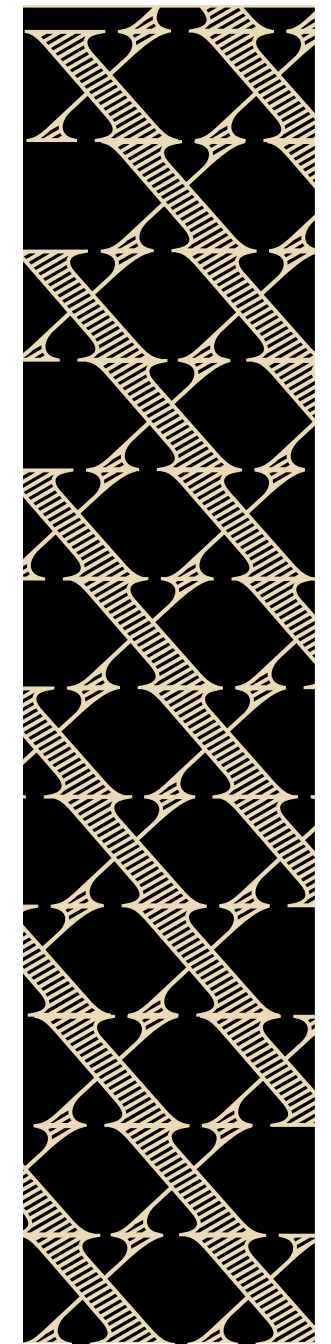
Banner Design Mock-up
 31x96"



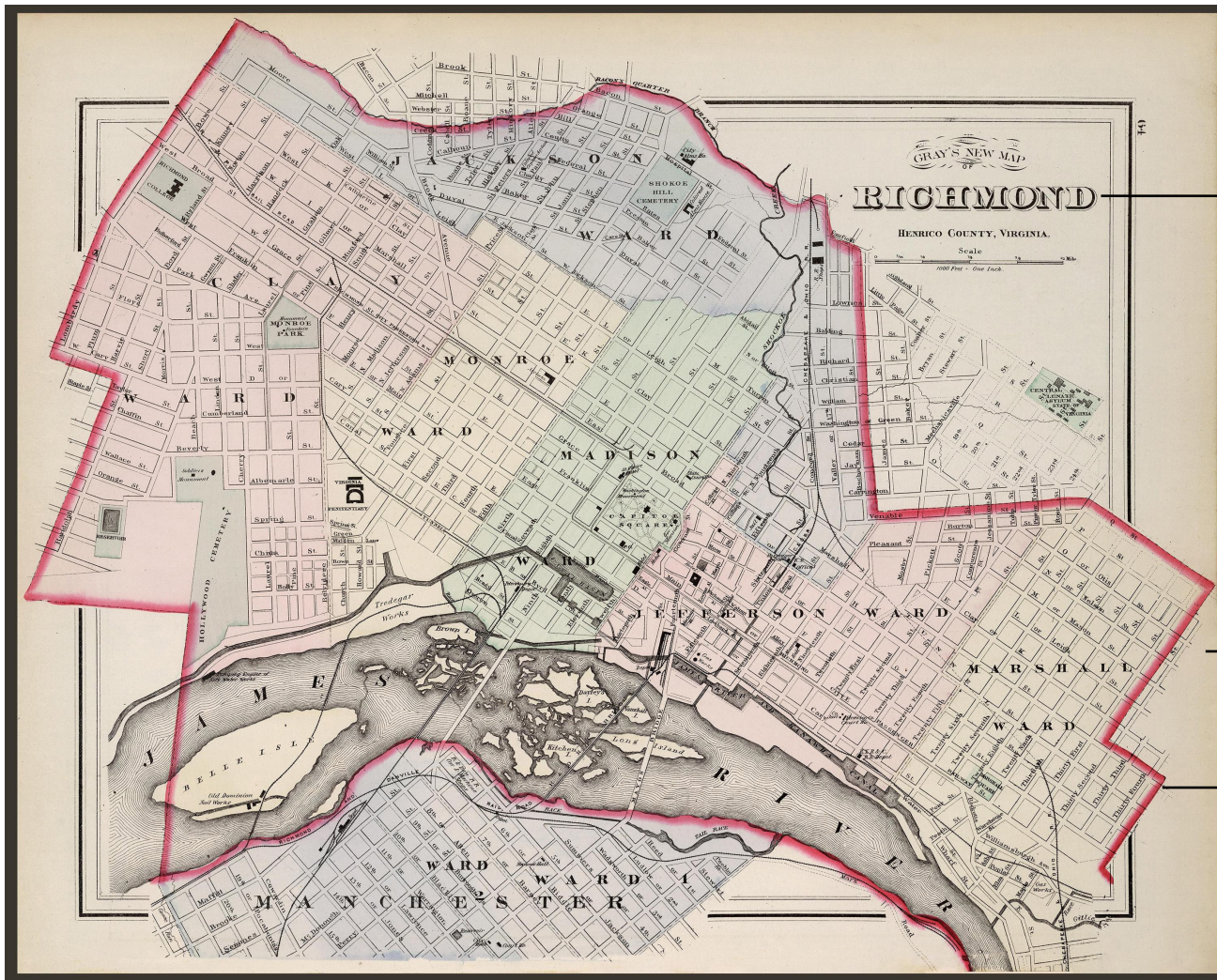
The proposed banner design would feature the JXN WARD, EST. 1871 logo treatment, paired with a commissioned portrait of influential Jackson Ward residents. As seen above, the historical photography of John Mitchell, Jr. was transformed by local artisan Barry O'Keefe.



The proposed pole wrap is a combination of the JXN Project colors and the iconic X used to create conversations about the origins of the name Jackson. The typeface used is inspired by fonts popular in the 1870's when the neighborhood was established. The hatch mark accents draw parallels to the etched portraits used on the banners and online.



The pole wrap could be achieved by vinyl decal or 2 color stencil



FONT: ROSELLA

JACKSON WARD

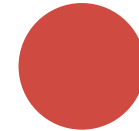
JACKSON WARD

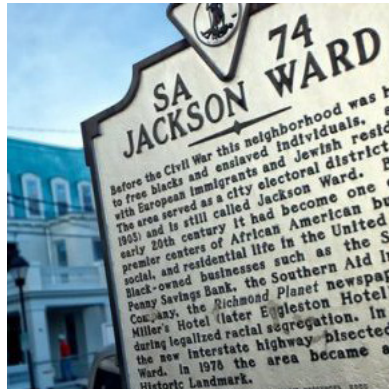
JACKSON WARD

JACKSON WARD

JACKSON WARD

JACKSON WARD





FONT: ROSELLA

JACKSON WARD

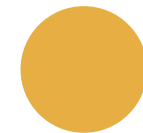
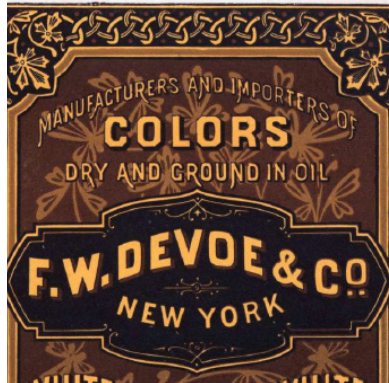
JACKSON WARD

JACKSON WARD

JACKSON WARD

JACKSON WARD

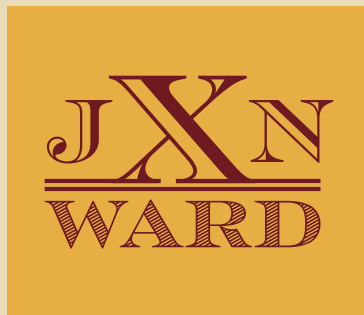
JACKSON WARD

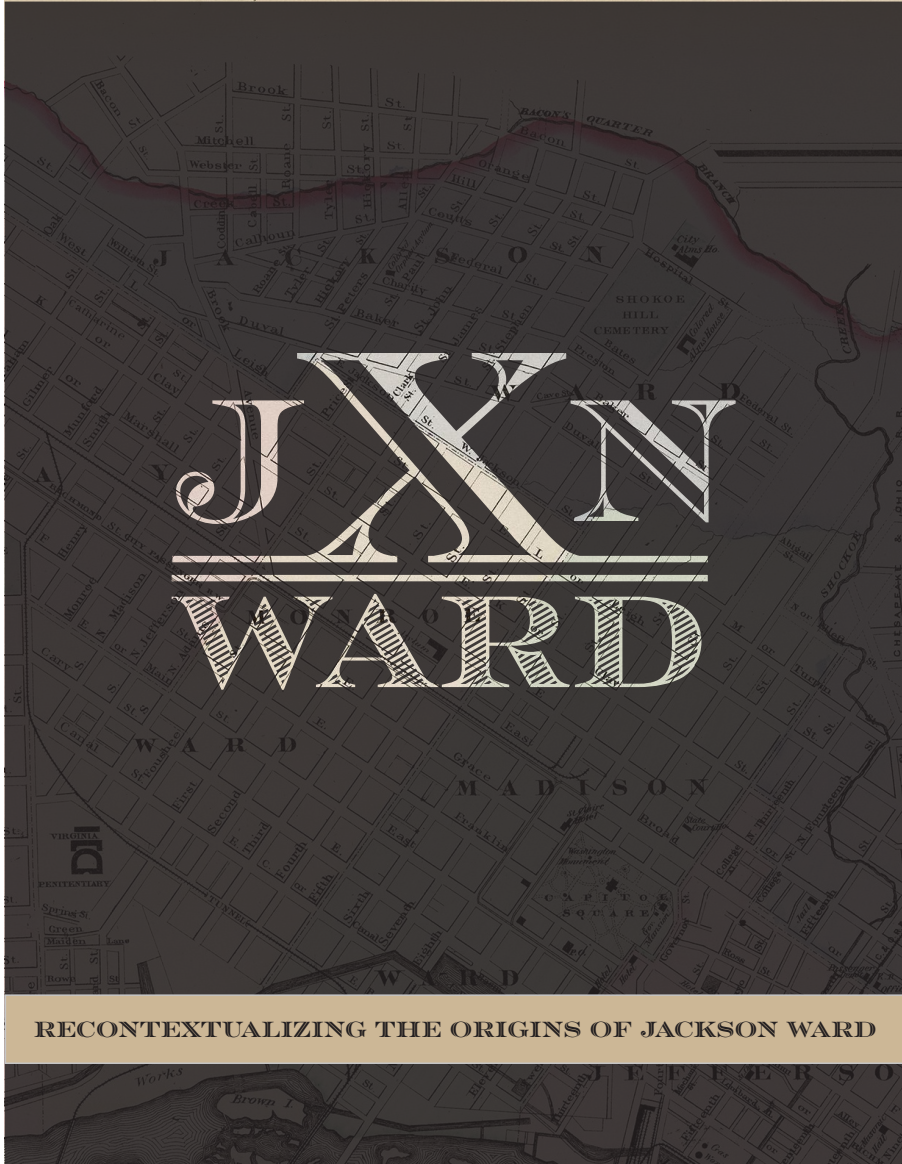


JXN
WARD

JXN
1871 • 150TH ANNIVERSARY • 2021
WARD

JXN
ESTABLISHED 1871
WARD







MAGGIE L. WALKER

JACKSON WARD

TRAILBLAZER

JXN
ESTABLISHED 1871
WARD

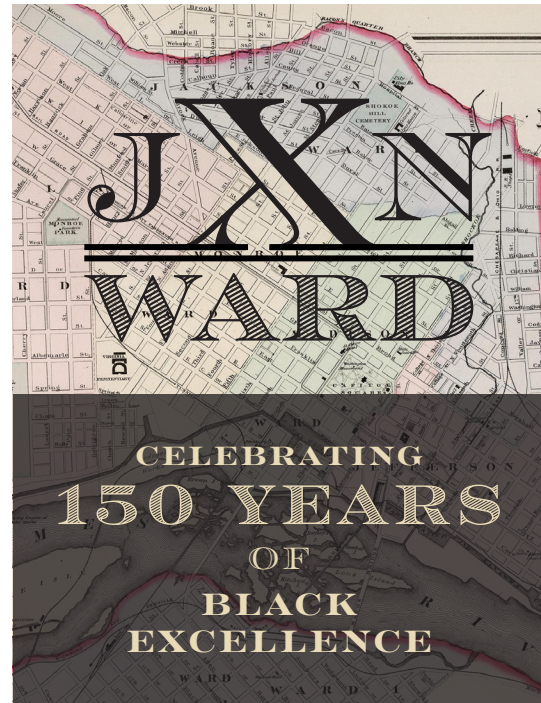


JOHN MITCHELL JR.

JACKSON WARD

TRAILBLAZER

JXN
ESTABLISHED 1871
WARD



Pole Wrap Locations

- **Abraham Skipwith Alley** -- Leigh Street and St. Peter Street
- **A.D. Price Avenue** -- 3rd Street and Leigh Street
- **Bill "Bojangles" Robinson Boulevard** -- Leigh Street and Chamberlayne Avenue
- **Charles Gilpin Crossing** -- Charity Street and St James Street
- **Giles B. Jackson Junction** -- 2nd Street and Clay Street
- **John Mitchell Manor** -- 3rd Street and Clay Street
- **Lillie Estes Lane** -- 1st Street and Charity Street
- **Lorna Pinckney Place** -- 2nd Street and Marshall Street
- **Lucy Goode Brooks Square** -- Charity Street and St John Street
- **Oliver Hill Drive** -- 3rd Street and Marshall Street
- **Maggie Walker Way** -- Broad Street from 3rd Street to Adams Street
- **Neverett Eggleston Plaza** -- 2nd Street and Leigh Street
- **Rosa Dixon Bowser Square** -- E Clay Street and W Clay Street
- **W.W. Browne Terrace** -- Jackson Street and Chamberlayne Avenue [*Jackson Street and Price Street*]