

**June 18, 2025**

**Urban Design Committee – Project Narrative**

**Holly Street Playground Conceptual Review Application**

Project Purpose: The City of Richmond Department of Parks, Recreation and Community Facilities (PRCF) seeks to make upgrades and improvements to the Holly Street Playground in Oregon Hill located at 819 Holly Street, Richmond VA 23219 in Richmond's 5<sup>th</sup> Voter District.

Background and Community Outreach: Holly Street Playground is 1.126 acre park nested into the southeast corner of the Oregon Hill Neighborhood. While generally maintained and well-loved by neighborhood residents, the park needs upgrades. Funding was provided through council allocation in the approximate amount of \$400K to make community-approved upgrades. From June 2024 through June of 2025 a plethora of community engagement activities, surveys, charettes, feedback sessions and meetings were held to discuss the priorities of park users. Details of these meetings are included in the attached packet along with pictures, survey results, timelines, and the progress of renderings to the conceptual master plan. On June 17<sup>th</sup>, 2025 – the Friends of Oregon Hill Parks (a 40+ member committee that works under the Oregon Hill Neighborhood Association) voted unanimously to support the attached conceptual plans for Holly Street Playground.

Next Steps: Once the conceptual plan is approved by UDC, PRCF intends to take the following steps:

- Review initial prioritization of amenity upgrades (Page 22 in attached packet) and work with our maintenance and operations team to address the things we can in-house.
- Look through our on call on cooperative city approved contract options for the purchase of play equipment to price options.
- Attain relevant quotes for masonry work, court resurfacing, and plants
- Meet again with the Friends of Oregon Hill Parks to update on our progress, timelines, and planned next steps. Work to implement portions of plan with them that can be done with volunteers (e.g. plantings)