

RE: 3600 Grove Development Proposal, Short Version, March 2023

With over 40 years of experience in urban design and architectural practice, and as an educator, the proposal shown is not at all appropriate in size and scale relative to the adjacent neighborhoods and structures.

Housing is an appropriate use, but the urban typology shown is too intense and dense for the existing neighboring context. There are many examples of housing typologies in the surrounding areas that would be much more appropriate.

The zoning for the parcel states that structures can be 2-6 stories, but that maximum height is NOT required, and is NOT appropriate to the adjacent properties.

The typology of the proposed design is placelessly and sitelessly generic, and in no way addresses the character and qualities of the neighborhood, and will forever and irrevocably change the area from the low-scale development that has grown from the City's center along Grove Avenue to a dense, alien, urban streetscape appropriate in other parts of the City, such as Manchester or Scott's Addition, but NOT The Museum District.

J. Scott Finn

Director of Design, Town of Mt Laurel

Gresham Professor Emeritus

Auburn University School of Architecture, Planning and Landscape Architecture

3428 Grove Avenue, Richmond Virginia 23221

ADDENDUM:

17 April 2023

After reviewing the proposed changes that the developer has made to the project at 3600 Grove, the massing is still too large, but the setbacks

*at the upper levels do help to ameliorate some of the bulk of the building as experienced from the street level.
It is unfortunate that the set-back at the 5th floor could not also be continued on Grove Avenue.
It is important that there not be a roof on the Sky Lounge that would make the corner appear any larger than 4 stories; it is difficult to confirm this from the perspective renderings and the plan.
It is critical that there is **NO SIGNAGE "OPTIMA"** that commercializes the structure and is not in keeping with the residential characteristics of the adjacent buildings.*

As a resident who already avoids that intersection during the morning and evening commuting times, I would be remiss in not stating my concern for the additional traffic that this project will generate at the intersection, as well as the subsequent pressures to develop adjacent properties in the future.

Thank you for your careful considerations and deliberations.

Respectfully submitted,

J. Scott Finn

Homeowner

3428 Grove Avenue, Richmond Virginia 23221