



Application for Urban Design Committee Review

Department of Planning and Development Review

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:

3/24/2025

Project Name: **The Shockoe Project: Masterplan in Shockoe Valley**

Project Address: **1619 E Marshall St, Richmond, VA 23223**

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

The Shockoe Project is a City of Richmond initiative with its epicenter in Shockoe Valley, where hundreds of thousands of human beings were bought and sold. The project includes established projects and proposed projects including: the Richmond Slave Trail, the Reconciliation Statue, Shockoe Institute (under construction), National Slavery Museum, Lumpkin's Slave Jail Pavilion, a Memorial honoring the hundreds of thousands of enslaved Africans traded here, a Memorial honoring the African Burial Ground, Winfree Cottage and the Shockoe Hill African Burying Ground.

This submission requests conceptual approval for The Shockoe Project's Shockoe Valley masterplan. A subsequent application requests conceptual approval for the schematic design of Lumpkin's Slave Jail Pavilion and site work. The other elements of The Shockoe Project (the museum and memorials) will be submitted at a later date as they advance.

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

Name: **Jeannie Welliver**

Email: **jeannie.welliver@rva.gov**

City Agency: **Department of General Services**

Phone: **804-646-7322**

Main Contact (if different from Applicant): **Burt Pinnock**

Company: **Baskervill**

Phone: **804-728-3039**

Email: **bpinnock@baskervill.com**

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.**

Application

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. Applications should be emailed to the Urban Design Committee Secretary, Ray Roakes, at Raymond.roakes@rva.gov.

Background

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.

last revised 01/04/2024



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Submission Requirements

- An electronic copy (PDF) of all application materials, which can be emailed, or delivered by FTP or USB.
- Plan sheets should be electronically scaled to be 11" x 17" if printed.
- All applications must include the attached application form and the support materials listed below, as applicable to the project, based on Review Type.

It is strongly recommended to request the Zoning Administration to review a project's compliance with the City Zoning Code prior to application to the UDC.

Conceptual Review:

- A detailed project narrative which includes the following: project purpose, background, and context, details of community outreach and copies of distributed materials if applicable, project budget and funding sources, description of construction program and estimated construction start date.
- 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. Precedent images if applicable.
- 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: project purpose, background, and context, details of community outreach and copies of distributed materials if applicable, project budget and funding sources, description of construction program, and estimated construction start date.
- 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. Elevations should show directly adjacent development.
- 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.
- 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 Planning Commission meeting, the applicant or a representative should be present, or the application may be deferred to the next regularly scheduled meeting.



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Regular meetings are scheduled on the ~~second~~ Thursday after the first Tuesday 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 2025

UDC Meetings	UDC Submission Deadlines	Anticipated Date of Planning Commission Following the UDC Meeting
January 16, 2025	December 19, 2024	January 21, 2025
February 13, 2025	January 16, 2025	February 18, 2025
March 13, 2025	February 13, 2025	March 18, 2025
April 10, 2025	March 20, 2025	April 15, 2025
May 15, 2025	April 17, 2025	May 20, 2025
June 12, 2025	May 15, 2025	June 17, 2025
July 10, 2025	June 19, 2025	July 15, 2025
August 14, 2025	July 17, 2025	August 19, 2025
September 11, 2025	August 14, 2025	September 16, 2025
October 16, 2025	September 18, 2025	October 21, 2025
November 13, 2025	October 16, 2025	November 18, 2025
December 11, 2025	November 13, 2025	December 16, 2025

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 Urban Design Committee Secretary, Ray Roakes, at (804) 646-6335 and raymond.roakes@rva.gov.