



CITY OF RICHMOND

Department of Planning & Development Review ***Staff Report***

PCR. No. 2014-005: To allow for the administrative approval of the final location of the repurposed 17th Street Farmer's Market shelters, which are going to be installed by the Enrichmond Foundation at various locations in the City to benefit public schools, parks or other cultural or recreational aspects of life.

To: City Planning Commission
From: Planning and Development Review
Date: May 19, 2014

PETITIONER

John Sydnor; Enrichmond Foundation

LOCATION

Various school and park facilities around the City

PURPOSE

To allow for the administrative approval of the final location of the repurposed 17th Street Farmer's Market shelters, which are going to be installed by the Enrichmond Foundation at various locations in the City to benefit public schools, parks or other cultural or recreational aspects of life in the City.

SUMMARY & RECOMMENDATION

The City intends to redesign the 17th Street Farmer's Market to allow for a more flexible, open-air plaza, to include the planned dismantlement of the shelters, walkways, and support structures. Ordinance No. 2014-72-52, adopted by City Council on April 28, 2014, donated the Farmer's Market shelters to the Enrichmond Foundation to benefit public schools, parks or other cultural or recreational aspects of life in the City. The foundation wishes to have the final physical location of the shelters approved administratively by a group to include the Secretaries to the Urban Design Committee and Planning Commission, a representative from the Enrichmond Foundation and designees from the City Department on whose land the shelters will be located. Enrichmond Foundation will select the sites (for example, a school), but this review group would determine the final physical location of the shelter on the site.

The proposed arrangement is similar to how the City handles the approval process for the Greater Richmond Transit Company's bus shelters, whereby the design of the shelter was approved by the Planning Commission and then the final locations are approved administratively by a review body. Staff notes that the market shelters were reviewed for location, character and extent by the Urban Design Committee and approved by the Planning Commission in 1985. Through this proposal, the shelters will not be physically altered but the location will change. Staff recommends that the Planning Commission grant approval.

FINDINGS OF FACT

Site Description

The 17th Street Farmer's Market, located in the block bounded by E. Main Street on the south, Oliver Hill Way on the east, E. Franklin Street on the north and N. 17th Street on the west, is currently being studied for renovation. The market area is zoned M-1 (Light industrial) and is improved with a series of shelters and open spaces. The shelters were installed in 1989 after undergoing location, character and extent review by the Urban Design Committee and approval by the Planning Commission in 1985. There are three sizes of shelter: 50' x 10', 40' x 10' and 30' x 10'. They all feature a green metal roof atop thick wooden beams that are mounted on circular concrete pillars. The largest size shelter has a smaller second roof atop the base roof.

Project Description

The City intends to redesign the 17th Street Farmer's Market to allow for a more flexible, open-air plaza, to include the planned dismantlement of the shelters, walkways, and support structures. With the market's redevelopment (and demolition) scheduled to begin in late 2014/early 2015, Enrichmond Foundation has offered to coordinate the repurposing the existing shelters. Enrichmond is the acting foundation for the City's Department of Parks, Recreation and Community Facilities and is the current manager of the Farmer's Market. Ordinance No. 2014-72-52, adopted by City Council on April 28, 2014, donated the Farmer's Market shelters to the Enrichmond Foundation to benefit public schools, parks or other cultural or recreational aspects of life in the City.

The foundation proposes to dismantle, store, and repurpose the shelters in several parks, public schools, community gardens and other useful locations within the City of Richmond limits. The shelters will begin to be dismantled after the end of the market season in November 2014, and the first of the shelters will be installed in spring 2015. Three locations have already been selected to receive the shelters: at the trailhead to the James River Park System at W. 7th Street and Semmes Avenue, at George Wythe high school adjacent to their community garden, and a temporary installation to host the remaining market vendors during the reconstruction. The foundation intends to hold a contest that would award the remaining shelters to selected applicants.

The foundation wishes to have the final location of the shelters approved administratively by a group to include the Secretaries to the Urban Design Committee and Planning Commission, a representative from the Enrichmond Foundation and designees from the City Department on whose land the shelters will be located.

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