



Land Use, Housing and Transportation Standing Committee

Boards & Commissions Vacancy Report

Tuesday, March 22nd, 2016

<u>Board Name</u>	<u>Criteria for Appointment</u>	<u>Applicant Name</u>
Commission of Architectural Review (9 members) (page 2)	Citizen of the city appointed at large (1 vacancy)	David C. Cooley (page 3) Melissa E. Davis (page 13) Richard Tyler King (page 20) Will Payne (page 26) Charles Spitzer (page 31)
Urban Design Committee (10 members) (page 36)	Member of a recognized local organization in one of the various fields of static arts * (1 vacancy)	Doug Cole (page 37) Dawn Hicks (page 42)

* Applicants must either reside or work in the city.

Commission of Architectural Review

Vacancy Chart

as of
May 9, 2016

Nine (9) members who are citizens of the City. One member shall be appointed from at least three (3) nominees made by the **Better Housing Coalition**, one shall be appointed from at least three (3) nominees made by the Richmond Chapter of the American Institute of Architects, one shall be appointed from at least three (3) nominees made by the Historic Richmond Foundation, one shall be appointed from at least three (3) nominees made by the Richmond Association of Realtors, and five (5) shall be appointed from citizens of the City at-large. **Further, two (2) of the nine (9) members of the commission shall be residents of Old and Historic Districts.** One of the at-large members shall serve a concurrent term on the urban design committee. **No officer or employee of any organization that may nominate candidates for appointment to the commission shall be appointed as a member of the commission.** The Commission shall elect from its membership, a chairman and vice-chairman. **The Director of the Department of Planning and Development Review shall appoint a secretary for the Commission who shall be a qualified employee of that department.**

(Assigned to the Land Use, Housing & Education Standing Committee)

Member	Patron	Expiration Date	Eligible for Reappoint.	Interested in Reappoint.	Qualification
Matthew Elmes	All members of Council	01/28/2016	No	-	Citizen at large

Contact:

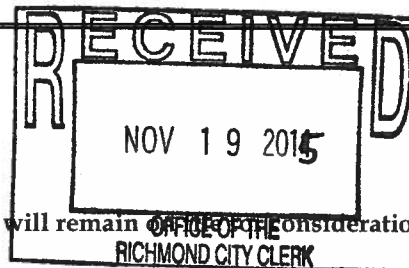
Marianne Pitts, Planner II
Department of Planning & Development Review
646-7550
Marianne.pitts@richmondgov.com



City of Richmond, Virginia City Council

(Please Print or Type)

Name of Authority, Board, Commission or Task Force: Commission of Architectural Review	
Title: Mr. <input checked="" type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: <input type="checkbox"/>	
Last Name: Cooley	First Name: David
Home Street Address: 2910 Libby Terrace	Home Telephone: 804.649.2001
Home City, Zip Code: Richmond, VA 23223	Home Fax: none
Personal E-Mail Address: DCooley@RBVAInc.com	
Employer: Restoration Builders of Virginia, Inc (RBVA)	
Job Title: President / Co-Owner	How Long? Since 1984
Business Street Address: 2926 P Street	Business Telephone: 804.649.2162
Business City, Zip Code: Richmond, VA 23223	Business Fax: none (emails)
Business E-Mail Address: info@RBVAInc.com	
Is your place of employment located in the city of Richmond? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Is your place of employment located in the county? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, which county?	
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? 7 Number of years? 36	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, please provide information on the nature of the contract.	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force: (see attached Resume) I have lived in Church Hill and been restoring houses as a business for 36 years. I have appeared before and worked out historic construction details with CAR, DHR, and NPS for this entire time. I have learned to consult authorities and work with the stated philosophies of the Building Code and multiple other authorities. I bring a Construction Experience to the table of decision-making.	



NOTE: This application is a public document. Completed applications will remain ~~OFFICE OF THE~~ under consideration for six (6) months at which time it must be updated.

Office of the City Clerk, 900 East Broad Street, Suite 200, Richmond, Virginia U.S.A. 23219
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City of Richmond, Virginia

City Council

List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Other community involvement:

Church Hill Association: Zoning Committee Chair, 1999-2002; Treasurer, 2014.

OPTIONAL

Please list additional information you would like considered, or you may attach your resume or other information.

Resume attached.

xxx Check this box if your resume is attached.

How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?

I was first heard of his retirement and the opening from Mr. Matt Elmes, approached by Mr. Bryan Green, and further encouraged to apply by Mr. Joseph F. Yates.

Signature: DAVID C. COOLEY Date: 11/18/15

(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge)

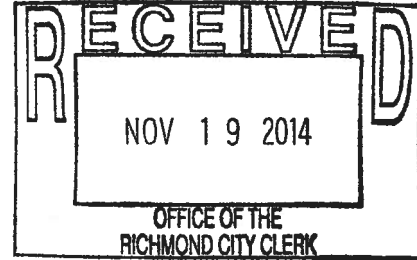
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RBVa

2926 P St.
Richmond, Virginia
23223-7058

r.804.649.2162
www.rbvainc.com



RESUME

PERSONAL

David Crowell Cooley
2910 Libby Terrace
Richmond, VA 23223
Phone 804.649.2162 office
804.641.3919 mobile
E-mail dcooley@rbvainc.com

EDUCATION

College of William and Mary, Bachelor of Science, 1977
Norfolk Christian Schools, grades 1 to 12, 1972

EMPLOYMENT

President, Restoration Builders of VA, Inc. 1984 to present

Owner of personally held full service development and construction firm, specializing in historic restorations, finish carpentry installations, and sensitive additions. In charge of estimates, sales, quality control, project management, and customer relations. Recognized widely for heroic saving of deteriorated significant structures. Contributes to successful management of time and budget sensitive commercial work.

Owner, David Cooley Carpentry 1979 to 1984

Sole proprietor rough and finish carpentry and contracting service concentrating in Church Hill, downtown, and the Fan. Restored first whole house for self.

Lead Carpenter, PHG Development 1978 to 1979

Lead Carpenter and Site Supervisor for custom and speculative home builders in Richmond area. Learned trade and tasted management.

MEMBERSHIPS

- Historic Richmond Foundation
- National Trust for Historic Preservation
- Church Hill Association
 - Chair, Zoning Committee, 1999-2002
 - Treasurer, 2013-2014

- Richmond Symphony Chorus
- Saint Paul Episcopal Church Choir

LICENSURE

Class A Contractors License, State of Virginia, since 1988

RELATED PROJECTS

Hilary Baker House, 2302 E. Grace St., Richmond, VA; 2013-2014

General Contractor: Whole house interior and exterior renovation and restoration of early-19th century home. Managed all aspects of job from start to completion.

Eppington Plantation: Chesterfield County

General Contractor: New metal roof, siding repairs and painting of a late 1700's structure associated with Thomas Jefferson

Sewell House 2001 Monument Ave., Richmond, VA; 2014

General Contractor: Interior home renovation and modification to accommodate disabled access, including an elevator. Managed the project from start to completion while working with the architect to insure historical character of home.

Castlewood Plantation, 10201 Iron Bridge Rd. Chesterfield, VA; 2013-2014

Managing Sub-Contractor: Exterior restoration of 18th century plantation house. Managed all aspects of the job including subcontractors.

- Project received AIA Award of Merit.

405 N. 23rd, Richmond, VA, 2013

Partner, General Contractor: Whole house renovation and restoration of early-19th century home. Managed all aspects of job from start to completion.

St. John's Church, 2401 E. Broad St., Richmond, VA; 2009

General Contractor: Addition of elevator to NE wing of building and conversion of Sunday school house into a visitor's center. Managed all aspects of the job.

Elmira Shelton House, 2407 E. Grace St., Richmond, VA; 2009

General Contractor: Whole house renovation and restoration of early-19th century home. Managed all aspects of job from start to completion.

Monumental Church, 1234 E. Broad St.; 2002 to 2003

General Contractor: structural and masonry repairs of 1814 masonry church honoring a historic tragedy. Very careful coordination with architectural historians, to preserve original workmanship.

Main Street Station, 1200 E. Main St.; 2002 to 2004

Carpentry Subcontractor: Provide and install exact replica millwork; move 5 original door assemblies to historic location inside front façade; make repairs and prepare for finishes. Coordinate with related trades.

Adam Craig House, 1812 E. Grace St., 2001

General Contractor: total restoration of 1780's era residence, tax credit qualified, managed all aspects of job, preserving plaster, relining chimneys, and adding modern kitchen and systems.

- Winner of ACORN's Golden Hammer Award for Excellence

Lockwood Double House, 1809-1811 E. Grace St., 2001

Partner, General Contractor: Total restoration of 1814 residence, tax credit qualified, managed all aspects of job. A true rescue, requiring extensive engineering, site work and City coordination for utilities.

- Nominee, ACORN's Golden Hammer Award for excellence

Executive Mansion, 123 Governor Street, 1999

Finish Carpentry Subcontractor: Total restoration of governor's home on a very tight schedule, delivered on time. We showed thorough knowledge of plans and coordination with other trades.

The Federal Courthouse, 1100 E. Main St., 1992 to 1996

General Contractor and Subcontractor: 4 different jobs in this antebellum structure: complete installation of multiple member mahogany wainscot and trim in 2 courtrooms and 3 judge chambers; provide and install casework and trim to Circuit Clerk's office. Careful coordination in a tightly controlled site keeping judges happy while performing the highest level work.

LeClaire Ryan Office upfit, 1309-1311 E. Cary Street, 1991

General Contractor: prepare first office space for emerging firm, with careful coordination in tight downtown work space. Tax credit work in Shockoe Slip.

Uptown Historic District, 1200-1300 W. Main St., 1987 to 1990

General Contractor: Renovation of 5 different storefronts for Ed Eck, creating a new historic district, and qualifying for credits.

Linden Row Inn, First & Franklin St., 1989

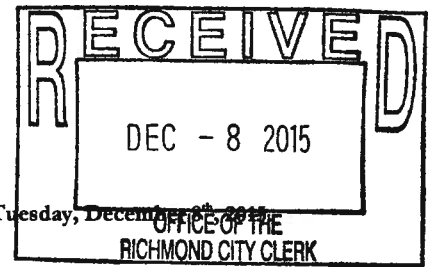
Carpentry Subcontractor: total restoration of windows, doors, and interior staircases for tax credit project.

Ferguson-Gathright (The Ruins), 210-214 N. 29th Street, 1989

Developer, General Contractor: first speculative rescue effort of three contributing residences in danger of demolition, tax credit qualified.

- Winner of HRF Preservation Citation, 1990

Commission of Architectural Review Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8, 2015.

NAME: David C. Cooley

1. What motivated you to apply for appointment to Richmond's Commission of Architectural Review, and what do you hope to accomplish by your participation?

- A. I have long appreciated the watchdog role of CAR and the time contributed by its members.
- B. I have been fortunate in the business of restoring structures and view my involvement as an expression of thanks to the City and its citizens.
- C. I was urged by my spouse and three other CAR members to apply.
- D. With my industry experience, I can facilitate understanding of the structural, aesthetic, business and historic considerations of our work.

2. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

Notice to neighbors nearby to a proposed project, by the USPS, has long occurred as the medium of public awareness. To improve public meetings, my recommendations would be to 1) increase marketing for the meetings while 2) limit individual input within the meeting to 5 minutes (for the mercy of other participants). Mailings to prospective buyers would be difficult, but informing purchasers of record is critical: "This is what you are getting (have gotten) into!" Modern communication may be more effective for much outreach and soliciting feedback: local newsletters, RTD, CHPN, "constant contact" type mass emails.

3. What architectural design challenges or issues do you see facing the city of Richmond in the next decade?

As the city fills the call for change, upfit, even demo and rebuild will arise. The demands of the in-fill industry will require careful scrutiny of design and materials. The crowding of neighborhoods raises parking and access issues. Balancing the two (or more) sides will continue to be a challenge. Many people just do NOT CARE about historic cohesiveness in a community. The role of policing, and inviting the eyes, ears, and input of sympathetic neighbors, will be ever important.

Communicating the rich history of a restored district is important for developing support for our work. I've talked with my son who works in new media about some ideas for this. He cites some tools that we could use to create digital walking tours that would give a fun and accessible window into the fruits our restoration efforts. I've had success marketing my company's restoration jobs using new media platforms like Facebook and blogs and it has helped build popular support for our work considerably.

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804/646-4089 (O) 804/646-7736 (F) alexander.rawles@richmondgov.com
www.richmondgov.com/cityclerk

Commission of Architectural Review Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

NAME: David C. Cooley

4. What are the three most important issues you will have to address as a member of Richmond's Commission of Architectural Review, and how would you address them?

1. Facing the ire of a neighbor or friend on a CAR outcome. I can listen politely.
2. Balancing my perception of the Guidelines with a well-argued counterpoint. I will vote my understanding and conscience.
3. We must move into the future, balancing the unique aspects of our historic fabric and neighborhoods with the demands of modern living, transportation, materials, and methods. Wood has been genetically changed since the era of most historic structures construction. Trees grow faster and produce softer materials which move and shake off paint. What can we adapt and adopt, and where must we stick to strict guidelines? I can be a voice of reason and experience to the discussions needed to find this balance.

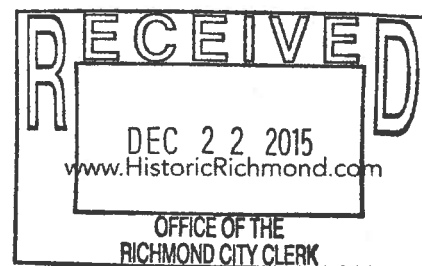
5. The review of design matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

I have been making subjective decisions based on objective criteria for 35 plus years. I am untrained formally in design. I am highly experienced in the production of compatible design by the process of evaluate, cut and fit. I have the experience of many years of building repairs, and building to the drawings of design professionals. This has resulted in an intuitive grasp of the design, materials, and methods used in the building eras we will evaluate. I have developed an eye through my hands on experience.



4 East Main Street, Suite 1C
Richmond, Virginia 23219

Tel: 804.643.7407
Fax: 804.788.4244



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Lorna Wyckoff

December 22, 2015

Via Electronic Mail: Alexander.rawles@richmondgov.com

Members of Richmond City Council's
Land Use, Housing and Transportation Standing Committee
c/o Alexander B. Rawles
Boards and Commissions Administrator
Office of the City Clerk
City of Richmond
900 East Broad Street, Suite 200
Richmond, Virginia 23219

Re: David Cooley: Candidate for appointment to Commission of Architectural Review

Ladies and Gentlemen:

I am writing to you today to provide a reference in support of the candidacy of David Cooley for appointment as a citizen-at-large to the City of Richmond Commission of Architectural Review (CAR).¹

Historic Richmond is pleased to have had a longstanding relationship working with CAR to protect the historic, architectural, cultural and artistic heritage of the City of Richmond. In this regard, Historic Richmond has encouraged and contributed to efforts to create the City's Old & Historic Districts and the development of appropriate *Design Review Guidelines*.

I understand that Matthew Elmes' term is expiring on CAR and will provide an opportunity for the appointment of a new commissioner. Mr. Elmes experience as a restoration contractor has been invaluable and brings a sense of practicality that can only be produced by professional building experience on site. I cannot think of anyone more appropriate to fill his shoes than Mr. Cooley.

Mr. Cooley is the President of Restorations Builders of Virginia, a firm with extensive experience rehabilitating historic buildings too numerous to count, many of which are located within the City's Old & Historic Districts, such as the Hilary Baker House at 2302 E. Grace St., 2200 E. Marshall St., 405 N. 23rd St., and 2120 M. St.. His practical skills as a builder, his familiarity with working with CAR's *Guidelines*, his sensitivity to preservation issues, and his

¹ Please note that this reference does not constitute a nomination of Historic Richmond under Code Section 114-930.3(b), as the seat of Historic Richmond's appointment to CAR is currently filled.

Building on history

30 years' experience working in the City's Old & Historic Districts make Mr. Cooley well suited to serve on CAR.

I hope that you will take this experience under consideration as you evaluate the candidacy of Mr. Cooley. Historic Richmond thanks you for the care and attention you devote to matters impacting Richmond and we appreciate your efforts to make Richmond a better place.

Please do not hesitate to contact me at 804-643-7407 or ccrump@historichrichmond.com with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cyane B. Crump', with a stylized flourish at the end.

Cyane B. Crump
Executive Director

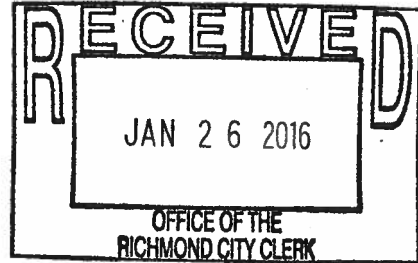
cc: Andrew K. Clark, Esq.

Commonwealth

ARCHITECTS

26 January 26, 2016

Mr. Alexander B. Rawles
Boards and Commissions Administrator
Office of the City Clerk
City of Richmond
900 East Broad Street, Suite 200
Richmond, Virginia 23219



Re: David Cooley application for appointment to the Commission of Architectural Review

Dear Alexander,

I am writing to strongly support the application for appointment to the Commission of Architectural Review (CAR) made by David Cooley. I believe that David's training, experience, and personal integrity would make him an ideal member of the CAR.

David has significant and varied experience as contractor with a special expertise in the rehabilitation and restoration of historic buildings. I know from my professional experience with David that he has had a long-standing and highly-respected interest in the treatment of historic buildings. This is not a passing interest, or a merely personal one: David built his firm, Restoration Builders of Virginia (RBVa), on Church Hill, where he also lives. Historic preservation is at the heart of his professional practice, and through his long personal residency on Church Hill, an important part of his family life as well. I have had the opportunity to work professionally with David, and I can speak from first-hand experience to his depth of knowledge, his patience, and his unflagging integrity.

Significantly, David both lives and works in Church Hill, and has had a long-standing commitment (both personal and professional) to do what he can to make Richmond a better place for all of its citizens. By virtue of his professional experience through RBVa, and his personal commitment to Church Hill, the combination of his professional and personal experiences would make an immediate and significant contribution to the CAR. David's presence would provide us with two skill sets on which we would draw heavily: his professional experience as a contractor would help us address the many questions of constructability that arise at every meeting, and through his residency on Church Hill, would give us much-needed representation from Richmond's East End, the area from which a majority of applications to each CAR meeting come.

As a member and current chair of the CAR, I cannot think of another individual that I would more gladly welcome as a colleague to the CAR. I strongly support David Cooley's application for appointment to the Commission of Architectural Review.

Sincerely,

Bryan Clark Green, Ph.D., LEED AP BD+C
Director of Historic Preservation



City of Richmond, Virginia
City Council

Page 1 of 3

Authorities, Boards, Commissions and Task Forces Application

(Name of Authority, Board, Commission or Task Force)

COMMISSION OF ARCHITECTURAL REVIEW

Title:

Name: *Melissa E Davis*

Home Address: *002328 W GRACE ST RICHMOND VA 23220*

Home Telephone: *3014662053* Home Fax:

Personal E-Mail Address: *melissa_davis78@hotmail.com*

Employer:

Job Title: How Long?

Business Address: *VA*

Business Telephone: Ext: Business Fax:

Business E-Mail Address:

Is Your Place of Employment Located in the city of Richmond No

Is your Place of Employment Located in the County? Yes If Yes, Which County? *Henrico*

Are You A City Resident? Yes If Yes, Which City Council District? *2* Number of Years? *1*

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? No

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

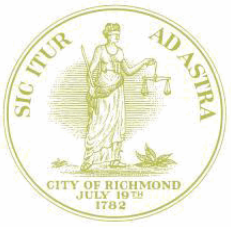
MBA, Marketing & Strategy (R.H. Smith School of Business, University of Maryland)
BA, Sociology (University of Virginia)
Lancashire Place Home Owners Association (Finance Chair, Louisville KY)
Current Home Ownership in the Historic Grace Street District

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

While I have only lived in Richmond, VA for a short time and have not served on any boards, commissions, or task forces in this state; I was appointed to the Montgomery County (Maryland) Alcohol Beverage Advisory Board and served 2012-2015

Other Community Involvement:

Toastmasters
American Marketing Association, Richmond



Authorities, Boards, Commissions and Task Forces Application

(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.

SUMMARY

Marketing professional with deep knowledge of the food and beverage industry, particularly adult beverage. Has held roles with increasing levels of responsibility in brand management, trade marketing, consumer insights, bar/restaurant operations, and account management. Strong communicator, strategic mindset, coupled with proven analytical abilities.

BRAND MANAGEMENT

- Crafted national brand plans for Fetzer, Bonterra, and Five Rivers Wines. Managed the P&L, demand planning, and strategic partnerships for these brands.
- Launched the White and Red Table Wine line extensions for Bonterra Wines. Assisted with materials selection, label design, pricing, distribution, sales materials, and product launch plans
- Developed the Brand Ambassador role for Gator Ron's Zesty Sauces & Mixes (in-store demo team) as well as content calendars for social media management.
- Led the New Card Design project team. Drove the concepting, design, and testing of a new Chase Student Card. Coordinated with external agency partners to bring the final credit card design to market.
- Created a comprehensive Performance & Mix analysis, using on-property sales data that exposed profit optimization opportunities. Outlined a plan for category & SKU rationalization, pricing excellence, and beverage cost containment that could save Courtyard by Marriott nearly a quarter of a million dollars.
- Developed beverage menus (including wine lists and cocktail menus) for dozens of airport restaurant brands under the HMSHost flag. Responsible for selection of menu shells, paper quality, and typography; as well as optimizing menu content and layout in support of individual brand tone of voice (TOV).
- Led a margin enhancement & purchasing excellence project to optimize beverage cost at the national and local levels. Was able to reduce (corporate) beverage cost by 2% in the first month after implementation.

TRADE MARKETING

- Executed a trade focused educational training platform designed to increase distributor education and awareness of Bonterra while stimulating sales. Delivered fifteen successful trainings across the U.S.
- Developed the over-arching Marriott International beverage promotions framework, process, and SPARK platform that has informed the creation of a dozen promotions across the Marriott Hotels, Gaylord Hotels, JW Marriott, Renaissance, and Ritz-Carlton brands. Responsible for concept development, sponsorship negotiations, agency/creative services management, incentive development, setting KPI's, and overall project management. These promotions have driven nearly \$1M in beverage revenue over the course of two years and have delivered millions of social media impressions for the organization.
- Created selling decks, sell sheets, and programming in support of the field sales organization. Worked with Regional Marketing Managers and National/Regional Account Managers to enhance sales and revenue opportunities.

CONSUMER & CUSTOMER INSIGHTS

- Utilized Global Tracking Study data to create comprehensive UK, South Africa, and U.S. deep dives to inform brand strategy within each market. Analysis included development of market specific KPI's, competitive drinker profiles, drink strategy recommendations, and first time trial analysis.
- Managed multiple print and TV copy tests in the U.S. and U.K. from developmental stage through insight development and report out. Delivered insights that allowed the global brand team and outside advertising agency to make necessary improvements to ads before launch.
- Developed a Sources of Growth model to guide marketing strategy and determine where short and long term



City of Richmond, Virginia
City Council

Page 3 of 3

Authorities, Boards, Commissions and Task Forces Application

growth would come from in the to

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www.richmondgov.com/cityclerk

MELISSA E. DAVIS, MBA, CSS

Beverage Marketing Professional



Email
Melissa_Davis78@hotmail.com



LinkedIn
www.linkedin.com/in/melissadavis78/



Mobile
301.466.2053

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TRADE MARKETING

- Executed a trade focused educational training platform designed to increase distributor education and awareness of Bonterra while stimulating sales. Delivered fifteen successful trainings across the U.S.
- Developed the over-arching Marriott International beverage promotions framework, process, and SPARK platform that has informed the creation of a dozen promotions across the Marriott Hotels, Gaylord Hotels, JW Marriott, Renaissance, and Ritz-Carlton brands. Responsible for concept development, sponsorship negotiations, agency/creative services management, incentive development, setting KPI's, and overall project management. These promotions have driven nearly \$1M in beverage revenue over the course of two years and have delivered millions of social media impressions for the organization.
- Created selling decks, sell sheets, and programming in support of the field sales organization. Worked with Regional Marketing Managers and National/Regional Account Managers to enhance sales and revenue opportunities.

CONSUMER & CUSTOMER INSIGHTS

- Utilized Global Tracking Study data to create comprehensive UK, South Africa, and U.S. deep dives to inform brand strategy within each market. Analysis included development of market specific KPI's, competitive drinker profiles, drink strategy recommendations, and first time trial analysis.
- Managed multiple print and TV copy tests in the U.S. and U.K. from developmental stage through insight development and report out. Delivered insights that allowed the global brand team and outside advertising agency to make necessary improvements to ads before launch.
- Developed a Sources of Growth model to guide marketing strategy and determine where short and long term growth would come from in the top five global markets for Southern Comfort.
- Managed an international research study, including oversight of research vendors in Europe and South America, for a major food and beverage company. Led the findings presentation to the U.S. and International client teams.
- Developed and managed internal online research capabilities to aid in new product development and to gain a deeper understanding of target consumers.
- Designed, implemented and monitored multiple promotions evaluation research studies in the U.S., Spain and Italy.

PEOPLE

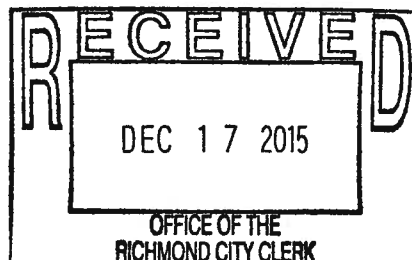
- Managed fifteen field interviewers for a research study on how the activities and experiences of older people affect their health. Was responsible for training, quality control, incentive pay, weekly route scheduling, and field updates/monitoring.
- Created, launched, and led Brown-Forman's Young Professionals Employee Resource Group. Connected, engaged and encouraged the growth and development of over 100 members.

WORK EXPERIENCE

IMI Agency, Bethesda, MD / Richmond, VA
Director, Account Management for Marriott International
Director, Beverage Category Management for Marriott International

Gator Ron's Zesty Sauces & Mixes, Bethesda, MD
Marketing Consultant

HMSHost, Bethesda, MD
Director of Adult Beverage



2015
2012 - 2015
2014
2011 - 2012

Brown-Forman Corporation , Louisville, KY Customer Marketing Manager, On-Premise Associate Brand Manager, Foundation Wine Brands Assistant Consumer Insights Manager, Southern Comfort	2006 – 2011
--	-------------

JPMorgan Chase , Wilmington, DE Summer Associate (Summer Internship)	2005
--	------

KRC Research , Washington, DC Senior Research Analyst	2002 – 2004
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RTI International , Rockville, MD Survey Specialist	2000 – 2002
---	-------------

EDUCATION

Robert H. Smith School of Business , College Park, MD Master's in Business Administration, Marketing and Strategy concentrations	2006
--	------

University of Virginia , Charlottesville, VA B.A. in Sociology and African-American Studies	2000
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PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA), Member
- United States Bartending Guild (USBG), Member

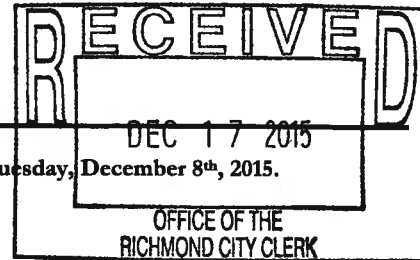
CERTIFICATIONS & TRAINING

- Society of Wine Educators, Certified Specialist of Spirits (CSS)
- Fundamentals of Moderating, RIVA Training Institute
- Practical Marketing Research, The Burke Institute
- Questions for Standardized Measurement in Surveys, Joint Program in Survey Methodology

COMMUNITY INVOLVEMENT

- | | |
|---|----------------|
| • Smith Alumni Chapter Board, Marketing & Branding Taskforce, Member | 2012 – present |
| • Montgomery County Adult Beverages Advisory Board (ABAB), Member | 2012 – 2015 |
| • MMRF Race for Research, Team Captain | 2013 |
| • Women Leading Women, Event Committee, Member | 2013 |
| • Friends of the Louisville Free Public Library, Board of Directors, Membership Chair | 2010 – 2011 |
| • Lancashire Place Board of Directors, Treasurer | 2009 – 2011 |
| • YMCA of Greater Louisville, Downtown Branch | 2008 – 2010 |
| • Board of Directors, Member | |
| • Membership and Marketing Committee, Member | |
| • Giving Campaign, Team Captain | |

Commission of Architectural Review Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

NAME: Melissa Davis

1. What motivated you to apply for appointment to Richmond's Commission of Architectural Review, and what do you hope to accomplish by your participation?

My reasons for applying are truly three-fold. First and foremost, my husband and I recently relocated to Richmond from Washington, DC and have purchased a home in the West Grace Street Historic District. I appreciate the beauty of an older home and am interested in sustaining a balance between old and new in our new city. Second, being involved in Boards at the city and county level is something that I have an interest in. As a past board member of the Friends of the Louisville Free Public Library (Louisville, KY) and the Montgomery County Adult Beverages Advisory Board (Rockville, MD), I've found that service of this kind is vital to understanding the ins and outs of a city and a great way to become involved and give back. Finally, I'm very impressed by the 'arts' community here in Richmond. I've found myself visiting the VMFA and Branch Museum; am quite excited about the upcoming Contemporary Art Museum; and, have recently connected with the Modern Richmond Tour. Basically, I've discovered an unknown fondness for design, art, and architecture.

What I desire to accomplish through participation in this Commission is becoming involved in the Richmond community and lending a different perspective to the process as an African-American female (under the age of 40) who owns a home in a historic district.

2. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

Community involvement is vital to the planning and design review process. We have to be sure that the voices of our neighbors, business owners, and fellow taxpayers are heard as they are those greatest affected by any decision made by the Commission – and, their involvement ensures the process is fair and equitable. If better public participation is truly desired, it can be achieved through the spirit of transparency, collaboration, willingness to listen, impartialness, and a healthy dose of marketing, especially if the desire is to attract young professionals to the process.

3. What architectural design challenges or issues do you see facing the city of Richmond in the next decade?

- Building a city that can accommodate our aging population will be vital. Our downtown area is not particularly walkable and public transportation options are minimal. Plus, most homes in the historic district are multi-level which creates its own set of challenges for older adults. If someone wants to 'age in place' (and not move to a retirement community) will they be able to do it in our city?
- General influx of residents will become an issue, especially when these residents are looking for what I might call are 'modern conveniences'. For example, trying to blend old and new – like building a new grocery store and having a historic building next door and/or making sure a new condo dwelling doesn't look out of place among a block of older single family homes.

Commission of Architectural Review Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

NAME: Melissa Davis

4. **What are the three most important issues you will have to address as a member of Richmond's Commission of Architectural Review, and how would you address them?**
- Having new homeowners and/or business owners within these historic districts understand the importance and relevance of the Commission (and all of the rules which can seem quite restrictive) while ensuring they understand the process. This will take engagement with the neighborhood associations, ongoing distribution of marketing materials (leaflets, etc.), and active engagement on the part of the Commission out in the community. This may also take some educational seminars – as a new homeowner I can say I almost bought a home in a different location within the Fan to avoid restrictions from being in a historic zone.
 - Increasing ongoing public participation in the process (meetings, public comment, etc.). While I'm not completely sure of how to address this at present, I do wonder if the Commission could make a concerted effort to invite citizens into meetings, become more active online (minutes are not yet posted for 2015), etc.
 - Creating a sense of fairness and impartiality. Again, not sure how to address this at present.
5. **The review of design matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?**

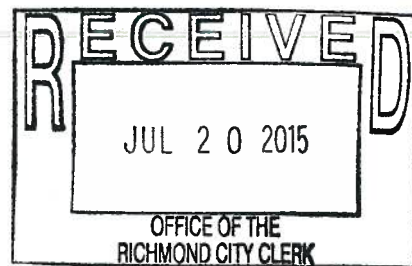
I'm very comfortable making 'shades of gray' decisions. As a marketer by training, I've always believed that marketing is a blend of both art and science – with decision making being a mix of data inputs (akin to the laws and regulations) and intuition (akin to the subjective design criteria). Just like creating an advertisement – there are rules to adhere to but a lot of the process is based on a gut feeling and how all of the pieces ultimately come together.



City of Richmond, Virginia
City Council
Authorities, Boards, Commissions and Task Forces Application

(Please Print or Type)

Name of Authority, Board, Commission or Task Force:	
Commission of Architectural Review	
Title: Mr.	
Last Name: King	First Name: Richard "Tyler"
Home Street Address: 513 N Adams St.	Home Telephone: 276-608-0074
Home City, Zip Code: Richmond, VA 23220	Home Fax:
Personal E-Mail Address: rtylerk@gmail.com	
Employer: Storefront for Community Design	
Job Title: Program Director	How Long? October 2013 (Program Director since January 2014)
Business Street Address: 205 E Broad St.	Business Telephone: 804-322-9556
Business City, Zip Code: Richmond, VA 23219	Business Fax:
Business E-Mail Address: tyler@storefrontrichmond.org	
Is your place of employment located in the city of Richmond? Yes	
Is your place of employment located in the county? Yes	
Are you a city resident? Yes If yes, which City Council district? 2nd Number of years? 1	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes	
If yes, please provide information on the nature of the contract. Storefront for Community Design holds a contract with the City of Richmond to administer its programs, which facilitate access to planning & design resources through engagement, design assistance, and education.	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force:	
<u>Education</u> Virginia Commonwealth University B.S. Urban & Regional Studies, 2013 Bauhaus Universität - Weimar Study Abroad, Institute for European Urbanism (2013)	
<u>Work</u> Storefront for Community Design Program Director (January 2014 – present) William King Museum Guest Curator of Architectural Exhibits (2013 – 2014) Inform: Architecture + Design in the mid-Atlantic Contributor of Content, Graphics, Photography	



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City of Richmond, Virginia
City Council

Authorities, Boards, Commissions and Task Forces Application

List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

Entity: DesignVA (Junior Board of Branch Museum of Architecture & Design)

Date(s) Served: June 2015

Office(s) Held: President Elect

Entity:

Date(s) Served:

Office(s) Held:

Entity:

Date(s) Served:

Office(s) Held:

Other community involvement:

2015

- Organized the National Association for Community Design Conference, Neighbors, in downtown Richmond, which brought 100 designers from around the country to downtown Richmond.

2013

- In partnership with Planning & Development Review, I organized the Broad Street Block Blitz to introduce the Arts & Cultural District to the Façade Improvement Program. This weekend brought 70 volunteers together to make minor improvements to façades along the 300 block of East Broad Street.

2012

- Received funding from VCUarts to establish an inventory of vacant historic structures on East Broad and East Grace Streets. This inventory resulted in a book that created a narrative for 40 structures (sample attached), as well as an exhibit.

2011

- As a volunteer at Storefront for Community Design, I worked to change the guidelines to accommodate murals on non-contributing buildings in City Old & Historic Districts.

OPTIONAL

Please list additional information you would like considered, or you may attach your resume or other information.

Related VCU Courses (4.0 average)

- Historic Preservation & Architectural History (with Dr. Charles Brownell)
- Directed Research, User-defined changes to classical orders in the Fan District (with Dr. Charles Brownell)
 - Presented as a Paper at the VCU Symposium on Architectural History (2011)
- The Classical Language of Design (with Peter Hodson)
- Directed Research, User-defined changes on Noland & Baskerville's Myers-Anderson House (with Dr. Charles Brownell)
- Historic Preservation Planning (with Kimberly Chen)

☒ Check this box if your resume is attached.

How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?

Kathleen Onufer, City of Richmond

Signature:

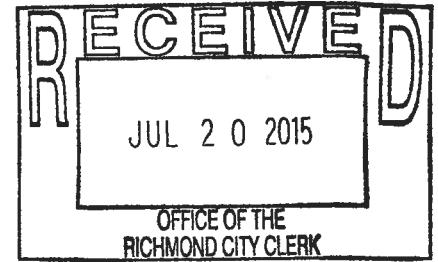
Date:

07.22.15

(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge)

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EDUCATION

Virginia Commonwealth University 2013
Richmond, Virginia
B.S. Urban & Regional Studies

Bauhaus - Universität Weimar 2013
Study Abroad, Institute for European Urbanism, Faculty of Architecture
Weimar, Germany

WORK

Storefront for Community Design 2014—Present
Program Director
Richmond, Virginia

William King Museum 2013—2014
Guest Curator of Architectural Exhibits
Abingdon, Virginia

Inform: Architecture + Design in the mid-Atlantic 2010—2012
Contributor of Content, Graphics; Photography
Richmond, Virginia

Virginia Center for Architecture 2009—2011
Marketing Intern
Richmond, Virginia

Virginia Society, AIA 2009—2011
Editorial Intern
Richmond, Virginia

RESEARCH & CONFERENCES

Association for Community Design Conference, Emergence 2014
Speaker
Detroit, Michigan

VCU School of the Arts 2011—2012
Dean's Undergraduate Research Grant
Richmond, Virginia

Virginia Museum of Fine Arts, Paul Mellon Department of European Art 2011
Curatorial Assistant
Richmond, Virginia

VCU Symposium on Architectural History 2011
Presenter
Richmond, Virginia

International Conference on the Constructed Environment 2011
Presenter
Chicago, Illinois

COMMUNITY

Storefront for Community Design Middle of Broad (mOb) Studio therehere.org
Volunteer Project Mentor Project Manager
Richmond, Virginia Richmond, Virginia Richmond, Virginia

Tyler King
Richmond, Virginia
rtylerk@gmail.com
276 608 0074

REFERENCES

Leila Cartier
Curator
William King Museum
Lcartier@wkmuseum.org
276 628 5005 x112

William Richards
Director of External Publications
American Institute of Architects
williamrichards@aia.org
202 412 5435

Steffan DeRudder
Chair
Faculty of Architecture, Bauhaus - Universität Weimar
steffen.de-rudder@uni-weimar.de
+49 03643 582604

SELECTED PUBLICATIONS

"Siting Sound"
Connection: The Journal of the Young Architects Forum
Volume 12, Issue 2, 2014

"NTHNG MSSNG: A New Then for the Future Now of Richmond's Downtown"
Self-Published
2014

"A Bore is More: Biennale Picks New Public Sites from Postmodern Pulp."
Inform: Architecture + Design in the Mid-Atlantic
Issue 1, 2013

EXHIBITS

"There/Here: Architectural Research in Urban & Rural Virginia"
William King Museum
Abingdon, Virginia

Bauhaus - Universität Weimar, Semester Summary
"The Light, The Sign, The Body, The Barrier."
Project for Unseen City
Weimar, Germany

SOFTWARE PROFICIENCY

Adobe Bridge
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
ArcGIS
Google SketchUp Pro
HTML 5

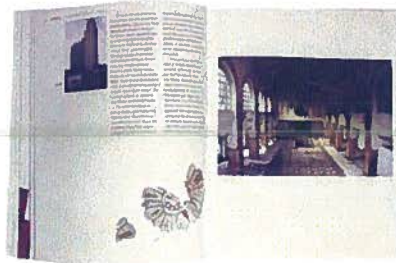
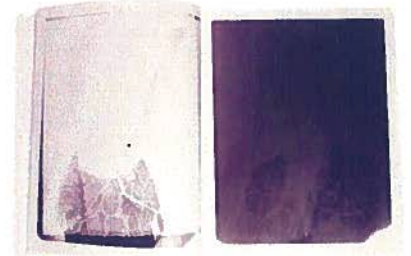
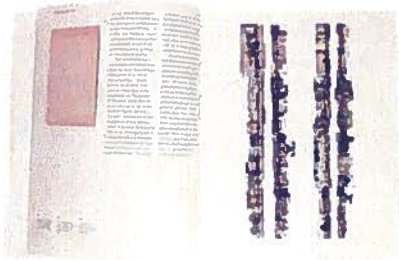
NTHNG MSSNG CATALOG

If through images or through lore, the act of recollection steadies the pulse of Richmond, Virginia's dormant downtown. While its buildings serve as evidence of a commercial past, they simultaneously become products within the market of urban redevelopment. Somewhere in-between the economic task of cities to identify latent potential, and the creative process of imagining their past, research methods often neglect the current state of vacant buildings, estranging them from the present.

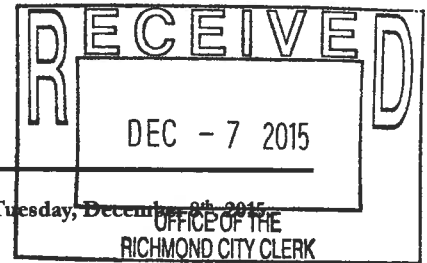
Begun in 2011 with a grant from the Dean of Virginia Commonwealth University's School of the Arts, this project explored the life of forty buildings, the imaginative processes of envisioning their relationship to the past and future, and the sublime experience of exploring their present state. Collectively, these vacant buildings took on the role of curated works within the confines of their ten-block scope along Richmond's iconic commercial thoroughfares, East Broad Street and East Grace Street, and were documented with a custom architectural survey, the results of which are now published online at therehere.org.

In addition to collecting this data, extensive exploration revealed that long-vacant buildings will eagerly share their story. Taking cues from found text inscribed on artifacts and signage, the buildings themselves seemed to offer themes of "missing," "repairing," and "returning" as an autobiographical account of their redevelopment, as well as the contested process of gentrification they currently undergo.

As preservation practices and state administered documentation methods rely too heavily on economic prosperity as criteria for historic significance, NTHNG MSSNG sheds light on a neighborhood that—while it is not assuming its intended commercial role—has alternatively functioned as a place to house a city's imagination. The project's catalog featured in this exhibition, NTHNG MSSNG, was written with a fifty-year perspective in mind. What is available to you when you research a neighborhood's history? What would you like to see? To answer these questions, NTHNG MSSNG provides a new "then" for the future "now" of Richmond's downtown.



Commission of Architectural Review Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

NAME: R. Tyler King

1. **What motivated you to apply for appointment to Richmond's Commission of Architectural Review, and what do you hope to accomplish by your participation?**

I submitted my application for appointment at the suggestion of former Commission of Architectural Review members Mary Harding Sadler and Jennifer Wimmer. Through my current work as the Program Director at Storefront for Community Design, I administer programs that promote accessible design services in Richmond neighborhoods. My motivation to serve on CAR is a combination of an effort to uphold the goals of the City Old & Historic District guidelines, solidify the relationship between CAR applicants and Storefront's city-funded design assistance program, and to work with staff and commissioners to develop educational outreach strategies.

2. **How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?**

Educational outreach is the most proactive tool for engaging the public in the design review process. I bring experience in facilitating access to planning & design resources at a variety of table sizes. Residents and developers alike could benefit from Storefront's network of professional volunteers, many of whom have substantial experience in offering conceptual advice for working within City Old & Historic Districts. Through our pro bono conceptual design assistance services and design education programming, serving on CAR would allow Storefront to serve more fully as the on-the-ground resource center for residents who are navigating the guidelines. With more targeted education and outreach about *why* City Old & Historic Districts are in place, and with more education about methods for working within them, the guidelines can be viewed a community asset rather than a set of restrictions.

3. **What architectural design challenges or issues do you see facing the city of Richmond in the next decade?**

While the impetus for the establishment of City Old & Historic Districts stems, in part, from an effort to retain historic fabric, more recent discourse aligns preservation with sustainability goals. In too many cases, it is difficult to discern new construction in Richmond neighborhoods (COHD's or not) from exurban developments like West Broad Village. This preservation mentality privileges aesthetics over material integrity, and ends up diluting the character of Richmond neighborhoods. At the same time, Richmond is faced with recognizing the importance of preserving new types of heritage (particularly of the Modern Movement), and adapting to their unique sets of needs. While I realize these concerns fall somewhat outside of the Commission's purview today, they drive my perspective on preservation.

4. **What are the three most important issues you will have to address as a member of Richmond's Commission of Architectural Review, and how would you address them?**

- a. By being proactive about educational outreach in COHD's — for residents and developers, alike — the commission can expect fewer surprises from applicants. Through partnerships with local organizations that also aim to preserve the integrity of Richmond neighborhoods

Commission of Architectural Review Questionnaire

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NAME: R. Tyler King

(such as Storefront, Valentine, and Historic Richmond), CAR can approach education about COHD's from a variety of perspectives, while meeting people where they are. Topics for outreach would address frequent challenges of CAR and PDR staff. Neighborhood tours of COHD's led by commissioners and residents, workshops on infill and rehabilitation design, and consultations on paint colors are just a few examples of how outreach could take shape. Social media tools are also unexplored outlets that could radically improve outreach for CAR.

- b. While commissioners will readily admit that some aspects of the guidelines could be updated (paint color's relationship to an architectural style, for example), my ultimate responsibility as a commissioner is to draw my recommendations from the guidelines and the expertise of staff. At the same time, the commission should work with staff to recognize trends in the shortcomings of the guidelines, and work towards reshaping them.
 - c. Follow larger development trends in the city of Richmond to understand where attention should be focused. For example, as the CAR annual report reveals, the Union Hill City Old & Historic District is experiencing a high rate of development, with a high concentration of empty lots. In addition to goals for improving education and outreach, I would work with CAR to interpret development trends, and develop proactive measures to address potential hot button issues.
5. **The review of design matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?**

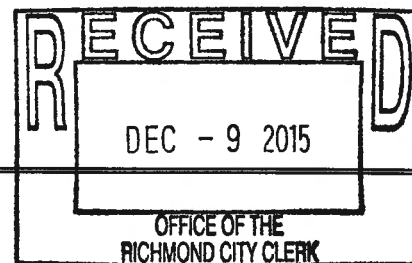
Through my experience at Storefront for Community Design, I have worked collaboratively through the conceptual phases of a variety of design projects. The results of these projects are never meant to be the ultimate plan, but rather, advice on a possible path forward based on the criteria for grant applications, budgetary constraints, code compliance, and even the COHD guidelines themselves. To that end, I would bring two years of experience in working within "shades of gray," and am prepared to base my decisions on the criteria set forth in the COHD Handbook and Design Review Guidelines.



City of Richmond, Virginia
City Council
Authorities, Boards, Commissions and Task Forces Application

(Please Print or Type)

Name of Authority, Board, Commission or Task Force:	
CAR	
Title: Mr. <input checked="" type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: _____	
Last Name: Payne	First Name: Will
Home Street Address: 603 1/2 N 23rd St.	Home Telephone: (719) 239-0796
Home City, Zip Code: Richmond 23223	Home Fax: N/A
Personal E-Mail Address: willgpayne@gmail.com	
Employer: Odell	
Job Title: Architect	How Long? 2.5 years
Business Street Address: 2700 E Cary Street	Business Telephone: (804) 287-8251
Business City, Zip Code: 23223	Business Fax: (804) 417-2279
Business E-Mail Address: paynew@odell.com	
Is your place of employment located in the city of Richmond? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Is your place of employment located in the county? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, which county? _____	
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? 7 Number of years? 4.5	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, please provide information on the nature of the contract. 	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force: See Resume	



NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.

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City of Richmond, Virginia
City Council
Authorities, Boards, Commissions and Task Forces Application

List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Other community involvement:

Union Hill Civic Association
Jefferson Avenue Corridor

OPTIONAL

Please list additional information you would like considered, or you may attach your resume or other information.

See Resume

I can provide additional information regarding specific projects I have worked on upon request.

☒ **Check this box if your resume is attached.**

How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?

From various members in the community.

Signature: Will Payne **Date:** 12/09/2015

(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge)

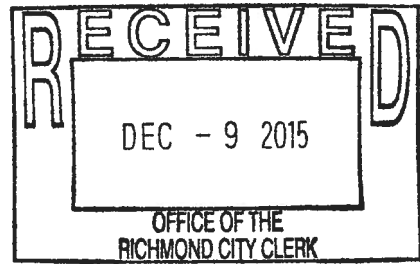
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**Will Payne, AIA
Architect**

603 1/2 N 23rd Street
Richmond, VA 23223

willgpayne@gmail.com
719.239.0796



Professional Experience

Odell

Richmond, VA
May 2013 - Present

Architect
Project Designer

Baskervill

Richmond, VA
August 2011 - May 2013

Project Designer

Stettler Design

Seattle, WA
January 2010 - May 2011

Project Designer

University of Washington

Seattle, WA

Storefront Studio
June 2008 - September 2009

Project Designer & Planner

Studio Tschlin
October 2007 - May 2008

Graphic Designer

Larry Gilland and Associates

Colorado Springs, CO
January 2005 - August 2007

Project Designer

EMI

Colorado Springs, CO
June 2004 - January 2005

Project Designer

Accreditations

Licensed Architect

Virginia 2015

Education

University of Washington

Winter 2009

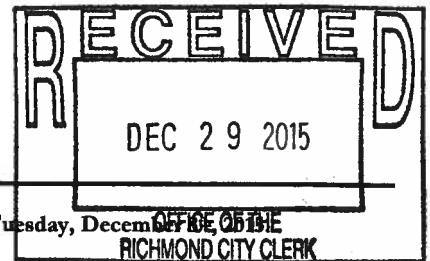
Master of Architecture

University of Idaho

Spring 2004

B.S. Architecture

Commission of Architectural Review Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 29, 2015.

NAME: Will Payne

1. What motivated you to apply for appointment to Richmond's Commission of Architectural Review, and what do you hope to accomplish by your participation?

I live in Union Hill and I have seen a lot of projects built in the last two years. I'm very supportive of the development but as an architect I think that I can provide insight with the Commission to help ensure that drawings submitted are truly representative of what will be built. I want to see my neighborhood grow to its fullest potential and I have the experience to make sure that what is presented is buildable and appropriate. At the end of the day I just want to see better buildings in my city.

2. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

The public should provide objective input regarding projects that impact the city around them. It is the role of the public to help define how the public realm should function. This often relates directly to the private buildings we construct. I think better public participation does not necessarily mean more public participation. The commission should educate the participating public about the "public" ramifications for the projects they speak out about and in turn we will get better more articulate public participation.

3. What architectural design challenges or issues do you see facing the city of Richmond in the next decade?

The biggest architectural issue facing cities (including Richmond) is big money and big developers pushing for big (or low quality) projects that may not have the site, neighborhood or the city's best interest in mind. Historic neighborhoods are often a conglomeration of many, many small projects over time. The qualities associated with these many small projects over time are difficult to maintain and/or replicate in a developer centric building industry that requires huge projects or low quality small projects in order to "pencil" and come to fruition. This is an issue of quality. Constructing buildings that are appropriate for their site and are worth keeping is one of the greatest architectural challenges of our time.

4. What are the three most important issues you will have to address as a member of Richmond's Commission of Architectural Review, and how would you address them?

Constructability: I've designed a lot of houses and I live in a historic neighborhood. I understand both how buildings go together, and how a drawing communicates what is or is not going to be built. I've seen many drawings that say one thing which will clearly result in something else nobody can predict. I have the experience to help ensure that the drawings we approve for construction represent what the city is going to get.

Quality: This relates directly to constructability. Buildings should have lasting value both economically and physically. I understand what a quality product looks like on paper as a drawing. This might be the most important insight a commissioner could have. I would argue that it's easy to make a drawing look good. However, it's not easy to make a drawing that is achievable in physical

Commission of Architectural Review Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

NAME: Will Payne

form. A drawing that sets a contractor up to build something with clarity is the first step toward a quality project.

Long term Viability: I live in a historic neighborhood and alongside issues of constructability and quality I think the long term viability of a particular project is critical for the city to grow in a healthy way. Achieving projects that are built to last is an ongoing struggle. However, as a commissioner I would use my architectural and construction experience - alongside my first hand knowledge of living in Union Hill - to help ensure that projects brought before us fit into a long term plan that works for the city as a whole.

5. The review of design matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

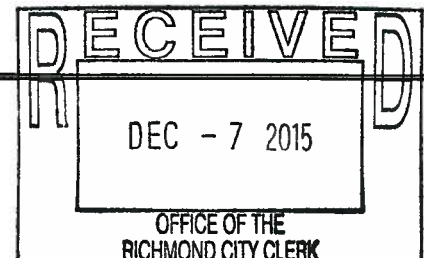
I've studied architecture for about 16 years. Most of my training and experience involves navigating very grey areas that mix subjective elements (client wishes, proportions, color, light...) with strict objective guidelines (zoning, codes, etc...). This is the world I live in on a daily basis and I'm very comfortable here.



City of Richmond, Virginia

(Please Print or Type)

Name of Authority, Board, Commission or Task Force: COMMISSION OF ARCHITECTURAL REVIEW	
Title: Mr. <input checked="" type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: <input type="checkbox"/>	
Last Name: SPITZER	First Name: CHARLES "CHIP"
Home Street Address: 4201 WYTHE AVE	Home Telephone: 358-3909
Home City, Zip Code: RICHMOND, VA 23221	Home Fax: N/A
Personal E-Mail Address: SPITZERCONSULTING@GMAIL.COM	
Employer: RETIRED/CONSULTANT	
Job Title:	How Long?
Business Street Address:	Business Telephone:
Business City, Zip Code:	Business Fax:
Business E-Mail Address:	
Is your place of employment located in the city of Richmond? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Is your place of employment located in the county? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, which county?	
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? 1ST Number of years? 30	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, please provide information on the nature of the contract.	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force: 30 YEARS OPERATING A RESIDENTIAL CONTRACTING BUSINESS	



NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.

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www.richmondgov.com/cityclerk



City of Richmond, Virginia

List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable. N/A

Entity: _____

Date(s) Served: _____ Office(s) Held: _____

Entity: _____

Date(s) Served: _____ Office(s) Held: _____

Entity: _____

Date(s) Served: _____ Office(s) Held: _____

Other community involvement:

MEMBER OF FAN DISTRICT ADVISORY BOARD (1992 +/-)
STUDYING OLD? HISTORIC DESIGNATION
ENDOWMENT BOARD MEMBER FOR CHILDSAVERS
VOLUNTEER AT FEEDMORE

OPTIONAL

Please list additional information you would like considered, or you may attach your resume or other information.

☐ Check this box if your resume is attached.

How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?

REFERRED BY SANDY BOND

Signature: _____

Date: 12.4.15

(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge)

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Commission of Architectural Review Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

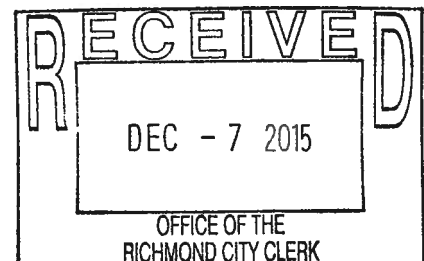
NAME: CHARLES SPITZER

1. What motivated you to apply for appointment to Richmond's Commission of Architectural Review, and what do you hope to accomplish by your participation?

(SEE ATTACHED)

2. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

3. What architectural design challenges or issues do you see facing the city of Richmond in the next decade?



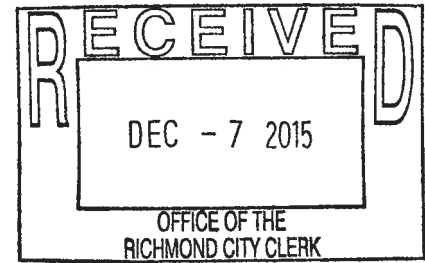
Commission of Architectural Review Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than noon on Tuesday, December 8th, 2015.

NAME: _____

4. What are the three most important issues you will have to address as a member of Richmond's Commission of Architectural Review, and how would you address them?
5. The review of design matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

Commission of Architectural Review
Questionnaire response
Charles Spitzer



- 1) The Fan, Church Hill, and the love of old houses are a large part of the reason I chose Richmond as my home. I've lived in the city for all but three of the last 40 some years, 30 of them in the Fan district. It's been an exciting period to be in Richmond and with the dynamic growth and influx of new residents we're experiencing now it promises to continue. I always look for opportunities to be, even in some small part, involved in that growth. Serving on the Commission of Architectural Review would be such an opportunity. As a building contractor for the last 30 years, building primarily renovation projects throughout Richmond, I think that I could provide a background in construction and a practical knowledge that would complement the knowledge of the other commission members.
- 2) Public input in the decisions that the commission makes is crucial. By design and mandate the commission has to represent the public's interest and communication with, and for, them is a vital part of the process. Encouraging the public to participate in commission meetings and reaching out for opinions insures better cooperation and a smoother process.
- 3) While renovations and restorations of properties in Richmond will continue to be important projects for commission consideration, reviewing the adaptive reuse of older structures and a host of new, large, mixed-use projects will likely represent the biggest challenges.
- 4) Richmond is experiencing dynamic growth, perhaps greater than at anytime in the recent past. Dealing with the shear volume of new projects that come before the commission has to be a sizeable task. And, managing that volume while giving each project the focused attention it deserves only compounds the challenge. That volume issue does not discount the tension that often appears between homeowner and commission or developer and the public interests. So each project has to be considered carefully while being sensitive to time constraints. I would hope that my knowledge of building techniques and materials would help with the review process.
- 5) Making subjective decisions based on an objective set of criteria is a comfortable process for me, one that I've dealt with routinely during my years running a construction business. In addition, I was often needed to help balance the relationships in a project, designer and homeowner for instance, while working within sometimes tight budget constraints.

Urban Design Committee

Vacancy Chart

as of
May 9, 2016

The Committee shall consist of ten (10) members who either reside in the City or have their primary place of business in the City. Members shall be appointed by City Council. One (1) of the members of the Committee shall be a registered architect; one (1) shall be a member of a recognized local organization in one of the various fields of static arts; one (1) shall be a member of the faculty of the arts division of a local college or university; one (1) shall be a registered professional engineer; one (1) shall be a business executive or professional; one (1) shall be a registered landscape architect or a person having demonstrated talent in landscape design; one (1) shall be a member of the City Planning Commission; one (1) shall be a member of the Commission of Architectural Review; and two (2) shall be citizens of the City appointed at-large.

(Assigned to the Land Use, Housing & Education Standing Committee)

Member	Patron	Expiration Date	Eligible for Reappoint.	Interested in Reappoint.	Qualification
Doug Cole	All members of Council	03/11/2016	No	-	City Planning Commission representative
Vaughan Garland	All members of Council	10/28/2015	No	Resigned	Representative of a recognized local organization in one of the various fields of static arts

Contact:

Jeff Eastman, Planner II
Department of Planning & Development Review
646-6348



City of Richmond, Virginia
City Council

Page 1 of 2

Authorities, Boards, Commissions and Task Forces Application

(Name of Authority, Board, Commission or Task Force)

URBAN DESIGN COMMITTEE

Title:

Name:

Home Address:

Home Telephone: Home Fax:

Personal E-Mail Address:

Employer:

Job Title: How Long?

Business Address:

Business Telephone: Ext: Business Fax:

Business E-Mail Address:

Is Your Place of Employment Located in the city of Richmond

Is your Place of Employment Located in the County? If Yes, Which County?

Are You A City Resident? If Yes, Which City Council District? Number of Years?

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment?

If yes, please provide information on the nature of the contract.

Construction Administration contract for Phase 1 construction of Ann Hardy Park (expires in April, 2016)

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

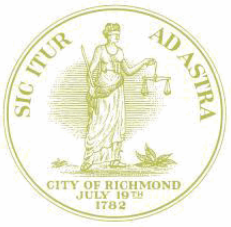
*BLA from Virginia Tech in 1985
Numerous awards from ASLA, AIA, and ULI for projects*

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

*City Planning Commission (Sept 2009 - March 2016)
Urban Design Committee (Nov 2013 - March 2016) as a representative of the Planning Commission*

Other Community Involvement:

*Visiting Lecturer for Urban Design classes at VCU, Visiting Lecturer for Landscape Architecture at Virginia Tech
Panel Judge for VCU's 'Plan - Off'
Member of ASLA, ULI*



City of Richmond, Virginia
City Council

Page 2 of 2

Authorities, Boards, Commissions and Task Forces Application

(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.

Resume to be emailed separately

How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?

Referred by Jeff Eastman, City Planner

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DOUG COLE

principal

Doug is a strong proponent of regional planning, in-fill projects, the public realm, as well as an activist for smart growth. He strives to continue to utilize his experience to mentor the absolute best talent in the profession, and to apply vision, innovation, and creativity to ensure success for every project. Doug uses the experience gained from private practice to serve the community on the City of Richmond Planning Commission.

SELECTED PROJECT EXPERIENCE

Libbie Mill - Henrico County

In the midst of continued construction, the beginning phases of Libbie Mill are taking shape. In addition to the master planning and site planning, Cite Design has provided all of the hardscape and landscape plans for the streetscapes, retail stores/offices, and public spaces, including the lake.

West Broad Village Park

Cite Design was commissioned to provide an alternate to the original design (by others) to reflect a more realistic budget while providing for the needs of the residents, the merchants and the visitors to West Broad Village.

Broad Hill Centre

Cite Design was initially commissioned to redesign the master plan of Broad Hill Centre. Since then, Cite Design has provided landscape architectural services for the project including a signage package and planting plans for all streetscape and public spaces.

Woodlake - Chesterfield County

Cite Design provided landscape architectural services for the complete make-over for the entrance feature to the community as well individual neighborhoods including signage and landscaping. The project was awarded the 'Best Neighborhood Entrance' by Richmond Magazine.

www.cite-design.com

EDUCATION

1985

Bachelor of Landscape Architecture
Virginia Tech

ASSOCIATIONS

City of Richmond Planning Commission
City of Richmond Urban Design Comm.
American Society of Landscape Architects
American Planning Association
National Trust for Historic Preservation
VCU Urban and Regional Planning - Panel
Contributor & Guest Lecturer

Registered Landscape Architect in
Virginia
South Carolina
Maryland

PROFESSIONAL EXPERIENCE

2006 Co-Founded Cite Design
Principal
Richmond, VA

1994-2006 DesignWorks
Partner
Charleston, SC

1990-1994 JSD Landscape Architects
Principal
Charleston, SC

1985-1989 Sasaki Associates
Designer
Watertown, MA

CONTACT

310 N Adams Street
Richmond, Virginia 23220
804.340.2848 P
804.340.2656 F
dcote@cote-design.com

AWARDS

2010
VA APA - Outstanding Private Sector Award
Brandermill Master Plan, Midlothian, VA

2009
ASLA - Community Service Award
National Park Service/ American Society of
Landscape Architects

2008
ASLA Tri-state Chapter Merit Award
The Ponds, Summerville, SC

2007
SCASLA - Merit Award
The Sanctuary Hotel, Kiawah, SC

2004
SCASLA - Merit Award
Rushland Bird Habitat, Wildlife & Aquatic
Master Plan

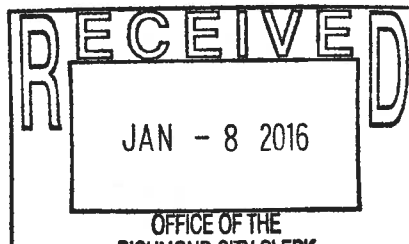
2003
SCASLA - Merit Award
Beresford Hall, SC

2002
Golf Club at Briars Creek,
Tri-State ASLA Honor Award

2002
Holocaust Memorial,
Tri-State ASLA Merit Award,
Boston Society of Architects Honor Award

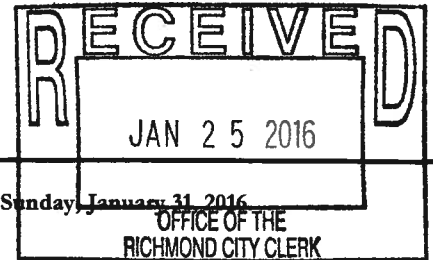
2001
The Sundial,
SCASLA Honor Award

1999
Patriots Point Environmental Master Plan,
Southeastern ASLA Honor Award



citedesign

Urban Design Committee Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than Sunday, January 31, 2016.

NAME: **Doug Cole**

1. What motivated you to apply for appointment to Richmond's Urban Design Committee, and what do you hope to accomplish by your participation?

I am motivated because I love the city and believe the experience I have as a designer will benefit the city both short term and long term. Having been on the Urban Design Committee previously, I hope to continue offering an honest and fair review of each and every project that comes before the UDC. I understand the importance City Council (and the public) places on the members of the UDC and the implications for making our city a better place to live. I also understand the Planning Commission relies heavily on the UDC which helps the Planning Commission meetings run more effectively and efficiently.

2. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

The public deserves a say-so in any project that comes before the UDC, the Planning Commission and City Council. Before reaching the UDC, some projects, but not all, should have public design workshops, design charrettes and community meetings. I've conducted design workshops for years and understand the importance of public interaction...especially when a consultant is not from the area. Who knows a neighborhood better than the people who live there? Nevertheless, there's a reason we have 'public comment' during our meetings. As a member of the UDC and Planning Commission I never tell anyone beforehand how I will vote until my vote is actually cast. Why? Numerous times I have heard something from Staff, the public or another committee member that I hadn't thought of before and it changed the way I thought about the project....hence the reason for public comment and discussion among members.

There are at least four ways to have better participation from the public.

- 1) Conduct more community meetings (see paragraph above).
- 2) Perhaps projects could be advertised more or advertised better. Unfortunately, public notice or signage isn't required of projects going to UDC so many people (especially neighbors) aren't even aware a project is underway until notice goes out to the Planning Commission. As a side note, if notice is sent to neighbors when a project is going to UDC, it would probably reduce the number of people who come to Planning Commission thus making their meeting more efficient and effective.
- 3) There is a perception that going to a public hearing (UDC, Planning Commission, City Council) is a waste of time because decisions have already been made. While I think the reality of that is false, it's still a perception.
- 4) Timing: Many people complain about the time of the day with UDC and Planning Commission meets and that they aren't able to attend meetings. Are evening meetings better?

Urban Design Committee Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than Sunday, January 31, 2016.

NAME: Doug Cole _____

3. What are the three most important issues you will have to address as a member of Richmond's Urban Design Committee, and how would you address them?

Three important issues for me or any UDC member include (in no particular order):

1. Remaining Impartial: There are times when a friend, a neighbor, a client, or even an 'enemy' or professional competitor has a project under review. Regardless of any feeling or personal biases, the project must be reviewed impartially and fairly.
 2. Consistency: Few things are more frustrating for an applicant to be told one thing in one meeting and then to come back to the UDC and be told something different.
 3. I was going to say being subjective, but since that's the next question.....
 4. Attendance: Perhaps attendance isn't an 'issue' but if someone can't commit to attending the meetings then they shouldn't submit an application. I can say with general confidence that for the past six years of being on the Planning Commission and two years on the UDC that no one has a better attendance record that I do.
- 4. The review of design elements tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?**

The simple answer is that I'm quite comfortable making subjective decisions based on an objective set of criteria. Some design decisions are simply bad...I've seen it more than a few times. And bad design without review (such as UDC) results in a bad project that gets built and we have to live with it for a long time.

Some design decisions are more 'subjective' as the question states. Typically those can be brought to the attention of the applicant who can offer their design philosophy or design process to help the UDC understand the parameters that went into the design. If that doesn't satisfy the UDC then those design decisions can be validated (or rejected) by asking simple questions such as 'did you consider moving the door to align with a focal point' or "did consider using native plants?" etc.

The beauty of a ten member committee is that the majority will make a decision and when there is a majority, it's less subjective to one person's preferences. And fortunately the Committee is made up of various professions with varying backgrounds.



City of Richmond, Virginia
City Council

Page 1 of 3

Authorities, Boards, Commissions and Task Forces Application

(Name of Authority, Board, Commission or Task Force)

URBAN DESIGN COMMITTEE

Title: *Ms.*

Name: *Dawn Hicks*

Home Address: *000802 OVERBROOK ROAD RICHMOND VA 23222*

Home Telephone: *8046909897*

Home Fax:

Personal E-Mail Address: *dawnfhicks@gmail.com*

Employer: *County of Henrico-General Services*

Job Title: *Capital Projects Intern*

How Long?

Business Address: *004301 E PARHAM ROAD HENRICO VA 23228*

Business Telephone: *8045015981*

Ext:

Business Fax:

Business E-Mail Address *hic042@henrico.us*

Is Your Place of Employment Located in the city of Richmond ☐ No

Is your Place of Employment Located in the County? ☒ Yes If Yes, Which County? *Henrico*

Are You A City Resident? ☒ Yes If Yes, Which City Council District? *3* Number of Years?

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? ☐ No

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

- Ambitious hard working, professional graduate in a challenging discipline.
- Able to handle multiple duties and deadlines through team work and self motivation.
- Has intense analytic, conceptual, and organization skills to explore and create new forms of architecture.
- Successful in thought and design process and passionate about acquiring knowledge through interaction and research.

Education:

Bachelor of Science-Architectural Engineering

Master of Architecture

5 Week Study Abroad Program - China

Harvard Career Discovery Summer Program-Urban Design

Architecture Intern

Proficient In:

Computer Aided Design - Revit, SketchUp, Vectorworks, AutoCAD

Adobe Suite - Photoshop, Illustrator, Indesign

Other - QuickBooks, Microsoft Office

Awards:

AIA Alpha Rho Chi Bronze Medal (leadership, service, merit)



Authorities, Boards, Commissions and Task Forces Application

Excellence in Critical Exploration Award
Phi Alpha Epsilon (Architectural Engineer Honor Society)
Alpha Lambda Delta (Freshman National Honor Society)
puter Aided Design - Revit, SketchUp, Vectorworks, AutoCAD
Adobe Suite - Photoshop, Illustrator, Indesign
Other - QuickBooks, Microsoft Office

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

NA

Other Community Involvement:

Sixth Mount Zion Baptist Church
-I.O.U. Richmond
-National Night Out
-Technology Assistant
-Financial Secretary

American Institute of Architecture, Associate

National Organization Minority Architects
-Co-founder of UNC-Charlotte Chapter
-President 2009-2010

Delta Sigma Theta Sorority Inc.

(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.

December 2014-Present
Capital Projects Intern
Department of General Services
County of Henrico, Richmond, VA
-Develop schematic designs
-Review construction documents
-Review submittals, budgets, and project schedules
-Attend project planning/progress meetings
-Assist Capital Projects Managers as needed

July - October 2014
Temporary Office Manager
Evolve Architecture, Richmond, VA
-Budgeting/Contract Bid Award comparisons



Authorities, Boards, Commissions and Task Forces Application

-
- Prepare construction billing and invoicing
 - Marketing Assistant-create and print marketing materials, RFP's, Scope of Services reports, and client presentations
 - Payroll-process time sheets
 - Accounts Receivable/Payable-manage and apply payments, manage invoices,bills and financial reports
 - Facilities management

2014 - Present

Technology Assistant

Sixth Mount Zion Baptist Church Richmond, VA

- Manage, maintain, document, and implement church technologies
- Backup and maintain digital resources
- Performs special assignments and assists as needed in other areas of the department

2011 - Present

Freelance Drafter/Graphic Artist

- Develop design schematics
- Develop 3D drawings and presentations
- Establish client's vision for product/design.
- Create design solutions
- Develop concepts, graphics and layouts for product illustrations, company logos, and internet website

2011 - 2013

A/P Accountant

St. Joseph's Villa, Richmond, VA

- Managed invoices and bills for the agency
- Day to day problem solving and resolution of billing and payment errors
- Performed monthly reconciliations, Month-end closing process for accounting department
- Generated and distributed monthly reports
- Performed training for new employees and agency leadership
- Prepared 1099's, audit schedules and reconcile annual reports.

Interest:

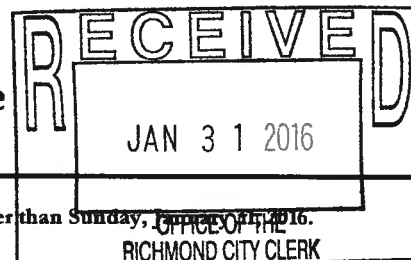
Urban Design, Community Development, Architecture, Hip-Hop Inspired Architecture, and developing Sustainable Communities.

How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?

Ms. Michelle Mosby

NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.

Urban Design Committee Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than Sunday, January 31, 2016.

NAME: Dawn F. Hicks

1. What motivated you to apply for appointment to Richmond's Urban Design Committee, and what do you hope to accomplish by your participation?

Recently I was selected for and successfully completed a summer program at Harvard University, where my course curriculum was concentrated in Urban Design and Planning. Although this was the push for me to get more involved in Richmond's city planning, having a Bachelor's degree in Engineering and a Master's degree in Architecture gives me the knowledge to do so. I have studied and understand the spatial practices of architecture and land use as it pertains to urban planning. I also value the historical relevance of cities that produce urban spaces in its context. Along with understanding the socioeconomics of design, I desire to apply each of these practices in order to help build better communities.

My motivation for applying to Richmond's Urban Design Committee comes from years of thesis research on the patterns of gentrification that continuously displaces lower-income families and small businesses. Historically in order to reduce crime rates and effects of deteriorating spaces, the focus goes to restoration of property values, which ultimately forces out current residents. As an aspiring architect, I feel it is my civic responsibility to help residents and business and property owners articulate and achieve a vision for how they want their community to look and function presently and in the future. My passion lies in enhancing urban environments with influences of social, economic, and cultural forces to help shape the built environment and developing inclusive communities.

My hopes are that I am able to lend my knowledge of architecture and planning to Richmond's Urban Design Committee in order for the city to achieve the goals of its master plan. I seek to help establish goals and priorities that will regulate land use, guide revitalization and preservation, and help institute policies and regulations to govern decision-making. My goal is to aid in the rise of new businesses, housing developments, and contribute to the progression of the city. I wish to accomplish this by helping to develop renewal strategies of urban neighborhoods that reflect and consciously include those who already reside there. I look forward to lending my expertise in order to offer foresight to help meet the planning and developmental needs of Richmond.

Urban Design Committee Questionnaire

Please return your completed questionnaire to the Office of the City Clerk no later than Sunday, January 31, 2016.

NAME: Dawn F. Hicks

2. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

The planning and design review process can be used to significantly improve the quality of development, the nature of pedestrian settings and the character of a neighborhood. Collaborative processes will allow the Urban Design Committee the ability to articulate how communities should look and function in the future. But in order to plan, design, and build for residents their opinions and concerns have to be heard. Having a review process could ultimately encourage public interest in design issues through small discussions, design presentations, and even mock design sessions. The planning and design review process should include opportunities for public comment and involvement. These sessions will give city residents opportunities to ask questions, express approval or concerns about any changes occurring in their areas.

A lot of times the public will participate in a design review processes only if the matter concerns their space, at that moment and at that time. Residents sometimes hesitate to get involved if they cannot see the bigger picture of how issues affect the growth of the city. The planning and design review process should be as transparent as possible in order for residents and the public to feel included in some of the decision-making processes. Those appointed to this position have an obligation to help citizens understand the design review standards and guidelines and how they fit into the larger vision. If residents feel included, they may be more inclined to participate more in reaching the goals of the city. Better public participation can be achieved by ensuring a fair and open process following the required procedures for public notice and decision-making.

Urban Design Committee Questionnaire

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3. What are the three most important issues you will have to address as a member of Richmond's Urban Design Committee, and how would you address them?

Focusing on issues to improve the economic, political, and social well being of this city's residents are important in urban design. Examining correct zoning will provide a useful framework for the gentrification process, giving shape, and character to groups of buildings, whole neighborhoods, and the city. Since the city is almost completely developed with well established land use patterns, zoning will be an important factor in development. I will address correct zoning in order help balance multifamily housing versus single family housing versus commercial uses in the city's revitalization plan. In the end this will give way to mixed-use communities and developments that ultimately help provide pedestrian connections.

Ways of addressing this would be expanding transportation systems that connect residents across the area. Rapid Transit and TOD's are helping grow major cities across the country and are important factors in the success of Richmond's urban neighborhoods. Richmond has been making strides pertaining to economic development, but having large areas of deteriorating housing conditions and no real areas of Transit Oriented Developments have negative impacts on the city for residents and visitors alike.

I would address these concerns by helping create more diverse communities through encompassing ideas of urban design, understanding land use and supporting growing transportation systems. Growing transit systems also gives residents access to healthy living and more sense of community by connecting them to their surroundings. Addressing and making great strides in rapid transit, mixed use communities and understanding zoning will continue to drive job production, create business growth, a finally bring together the ideas of Richmond's master plan in its entirety.

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4. The review of design elements tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

One of the possible planning challenges facing the city in the next decade will be continuing to preserve Richmond's unique and historic character while competing with the an older infrastructure and utility system. Developing in areas with established sewage systems, storm drains, power systems, etc. will pose challenges for future developments. Updating or repairing such issues could put a financial strain on the goal of the city's master plan and limited the growth for business opportunities, recreation, public facilities and other uses. With limited land for new development, addressing Richmond's areas with deteriorating and existing conditions will become even more challenging.

Another planning challenge may be meeting the transportation needs necessary to keep up with the growing patterns of new development and redevelopment. It is essential to Richmond's economic growth for residents and visitors to have convenient access to places like Richmond's Riverfront, Shockoe Bottom, or Downtown Richmond in general. How residents and visitors can easily have access to things such as parking, multiple activities within a one-mile walking radius, or public transportation will determine how often they utilize or travel to these places. Without things like rapid transit or transit-oriented developments, the issue of a declining population can never be resolved. Developing an effective regional public transportation system will be challenging but is imperative to the success of the city's growth and maintaining its progress.