



DEPARTMENT OF  
**PLANNING AND  
DEVELOPMENT  
REVIEW**

# Shockoe Small Area Plan



August 21, 2023

# Process

2018	February Fall	Rose Fellowship Mayor Stoney Establishes the Shockoe Alliance and calls for a plan
2019	April/July/December	Public Visioning Sessions * 570 Participants * 2,070 Pieces of Data
2020	August	Draft Plan
2021	February/November August	Draft Plan/Shockoe Alliance Public Meetings
2022	December	Hydrology and Hydraulics Study
2023	May	Draft Plan/Shockoe Alliance, Public Comment Period

# Final Comments

- 35** Individuals and Organizations
  - 6** Shockoe Alliance Participants
- 180** Comments
  - 91** Clarification
  - 70** Already part of the plan
  - 19** Out of the scope

# Document Changes

2021

6 Topics

9 Goals

25 Objectives

132 Strategies

2023

5 Topics\*

5 Goals

19 Objectives\*

101 Strategies\*

\* Economic Development and Housing combined

\* Removed objectives and strategies that were city-wide or a components of another plan

Background information moved to appendices

# Study Area



- Building Footprints
- Transportation Surfaces
- Public Open Space
- Study Area Boundary
- Railroads
- Landmarks
- Immersive Exhibitions
- Greenways
- Heritage Campus

# Vision

Shockoe is a vibrant, mixed-use, urban community, internationally recognized as the premiere destination for learning, experiencing, and acknowledging the impact of the domestic slave trade in the United States through interpretive landmarks, sacred spaces for reflection, and immersive exhibitions.



# Plan Components

## Heritage Campus

- Parks
- Greenways
- Immersive Exhibitions
- Landmarks
- The National Slavery Museum

## Economic Development

## Water and Green Infrastructure



Constraints and limitations associated with floodplain, floodway, and major stormwater management infrastructure

# Major Goals

## Promote Heritage, Culture, and Historic Preservation

**Goal 1:** Memorialize and commemorate the heritage and culture of Shockoe and promote the preservation of historic assets.

**Objective 1.1** Develop an intentional, coordinated program for commemoration of history and culture that extends from Shockoe to the rest of Richmond.

**Objective 1.2** Develop the Heritage Campus, including parks, immersive exhibitions, interpretation of the Lumpkin's Jail/Devil's Half Acre site, the African Burial Ground Memorial site, and the National Slavery Museum.

**Objective 1.3** Create policies, guidelines, and programs for the protection, preservation, restoration, and commemoration of buildings and sites that contribute to Shockoe's unique and important role in the history and culture of Richmond and the United States.





# Major Goals

## Grow a Diverse, Equitable, and Inclusive Economy

**Goal 2:** Expand economic development opportunities by developing a comprehensive program that highlights revitalization built around history and culture; entertainment, food and dining; and creative innovation and entrepreneurship.

**Objective 2.1** Implement an economic development strategy for Shockoe for a comprehensive approach to attracting a sustainable mix of commercial uses that includes policies and marketing strategies to attract and support locally- and minority-owned businesses and focuses on culturally relevant and diverse business and entertainment including artists and galleries, dance, music and food venues, neighborhood services, business incubators, and maker-space to promote locally sourced products.

**Objective 2.2** Incentivize new economic development to sustain existing and attract new businesses to Shockoe, with a focus on minority-owned businesses.

**Objective 2.3** Incentivize the development of mixed-use, mixed-income residential growth to encourage private sector investment in vacant lots, surface parking lots, and vacant buildings, and partner with the private sector and non-profits toward improving affordable housing options and inventory, targeting 60% and below the Area Median Income (AMI).



# Major Goals

## Create High-Quality Places

**Goal 3:** Establish a safe, clean, and walkable neighborhood with active street facades, green and shaded open space, mixed uses, and new buildings that compliment existing ones.

**Objective 3.1** Encourage a mix of uses and increase population while being respectful and protective of the existing building pattern and historic character.

**Objective 3.2** Develop and implement a neighborhood safety program.

**Objective 3.3** Commit to a program for cleaning alleys, and collectively address issues to improve trash collection, street and sidewalk cleaning, and graffiti removal.

**Objective 3.4** Strengthen polices and enforcement to address dilapidated and blighted properties that pose a safety hazard.

**Objective 3.5** Utilize high-quality design in the public realm to create great streets and branding to define Shockoe as a unique place within the city through improvements to paving, landscaping, lighting, site furnishings, and signage.



# Major Goals

## Expand Equitable Transportation

**Goal 4:** Enhance walking, biking, and transit infrastructure to provide universal access to all users, prioritizing areas that lack infrastructure.

**Objective 4.1** Improve sidewalks and the streetscape to create a safe, engaging pedestrian experience.

**Objective 4.2** Improve bicycle infrastructure throughout Shockoe including a direct connection from the Virginia Capital Trail to the Cannon Creek Greenway, and the Franklin Street terminus at the Capitol.

**Objective 4.3** Increase the number of intercity travel options connecting Shockoe to other regions and localities.

**Objective 4.4** Strengthen the street network.

**Objective 4.5** Improve connectivity to nearby neighborhoods, downtown, and the James River.

**Objective 4.6** Implement parking strategies that effectively manage supply and demand of parking, as identified in the Desman Parking Study, and improve the physical appearance of surface parking lots.





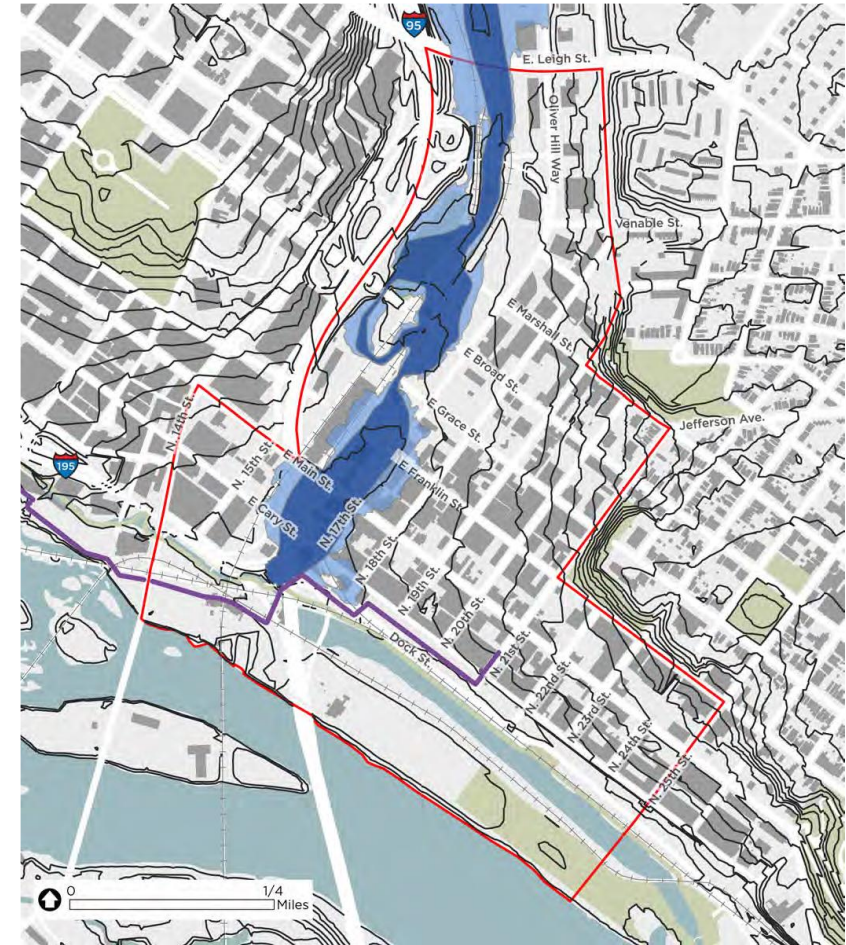
# Major Goals

## Sustain a Thriving Environment

**Goal 5:** Increase the tree canopy to mitigate the heat island effect and create greener spaces and increase pervious surfaces that will assist in the management of stormwater run-off.

**Objective 5.1** Identify ways to mitigate stormwater run-off and minimize the effects of flooding in the area.

**Objective 5.2** Increase the tree canopy and improve existing parks and establish new green space.





# Big Moves

**Develop the Heritage Campus:** Develop the primary components of the Heritage Campus, as a national destination that tells the complex history of Shockoe and the City. These elements include the Lumpkin's Jail/Devil's Half Acre site, the African Burial Ground memorial site, the Interpretive Center in Main Street Station, the National Slavery Museum, greenspace, immersive exhibitions, and a gateway that welcomes pedestrians at street level, making it visually and physically accessible by identifying the campus as a destination of significance within the city.

**Rezone Shockoe:** Draft and adopt more appropriate zoning incorporating form-based elements for Shockoe that achieves the desired future land use, incentivizes new development, and directs growth to appropriate areas while supporting the historical scale and architectural character.

**Expand Economic and Small Business Opportunities:** Create and implement programs and initiatives that promote economic development in under-developed areas as well as attracting and supporting women and minority owned small businesses in Shockoe.

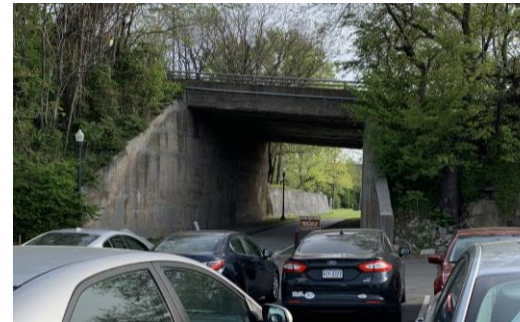
**Maintain a clean and safe Shockoe:** Organize and administer initiatives and policies that dispel the sense of neglect and disinvestment, increase a feeling of well-being and safety, and create an atmosphere in which businesses, residents, and visitors can thrive.

# Priority Projects

**Design the Heritage Campus:** A design team has been selected to lead the design development process for the Heritage Campus. The focus will be on city-owned land, including the African Burial Ground Memorial and the Lumpkin's Jail/Devil's Half Acre. The scope of work will include flood management, commemorative design, landscape architecture, extensive community outreach and engagement, especially among the descendant community. Design strategies will include short-term projects and public art to enhance and improve the appearance and visitor experience while long-range projects are being designed, funded, and built.

**Interpretive Center:** Create a Heritage Campus Interpretive Center located on the first floor of the Main Street Station train shed dedicated to telling the story of the domestic trade in enslaved Africans once centered in Shockoe. The center has received a five-year, \$11 Million grant from the Mellon Foundation.

**National Slavery Museum:** The City will continue to work with the National Slavery Museum Foundation (NSMF) to identify a viable museum site within the campus.





# Priority Projects

**Floodway and Floodplain Analysis:** A Hydrology and Hydraulic study has been completed for city-owned property. Continue to work with engineering consultants to identify buildable areas within the Heritage Campus and develop design guidelines and recommendations for managing and minimizing the impact of flooding events.



**Create Form-based Zoning:** Create a new "form-based" zoning district(s) for Shockoe that facilitates significant development while protecting historic buildings and the architectural character of the area.

