

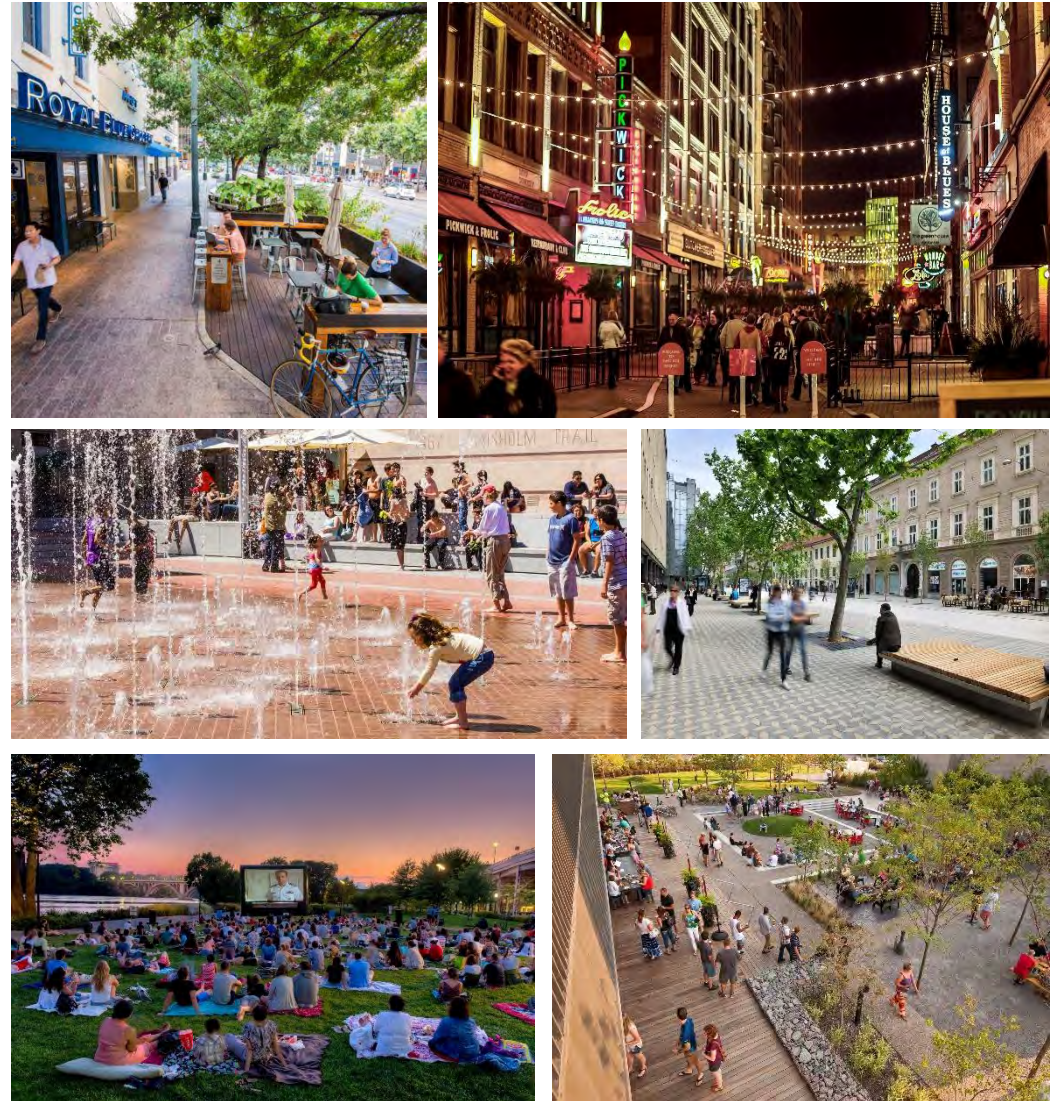
# City Center Plan (DRAFT)



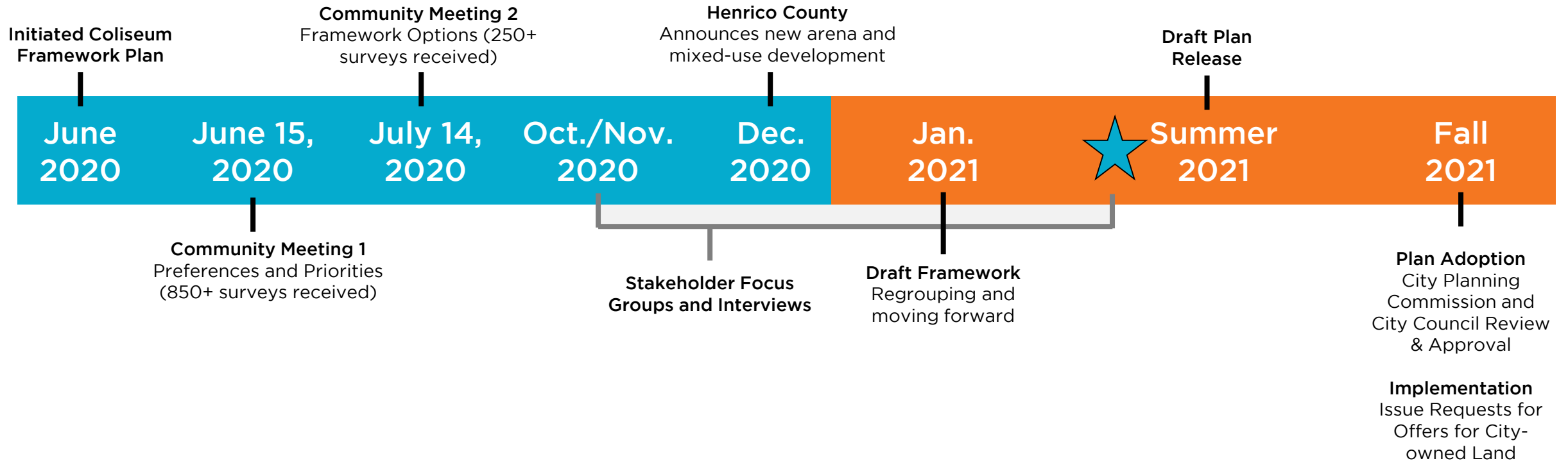
*June 7, 2021*

# Purpose

- Strategy for redeveloping vacant and under-utilized parcels in Downtown Richmond
- Drives activity outside of typical Downtown business hours
- Provides regional entertainment attractions
- Adds to Downtown tax base
- Leverages adjacencies by connecting Convention Center, VCU Health, and VA Bio+Tech Park
- Builds strong connections with adjacent neighborhoods including Jackson Ward, Monroe Ward, Gilpin, and Shockoe



# Process



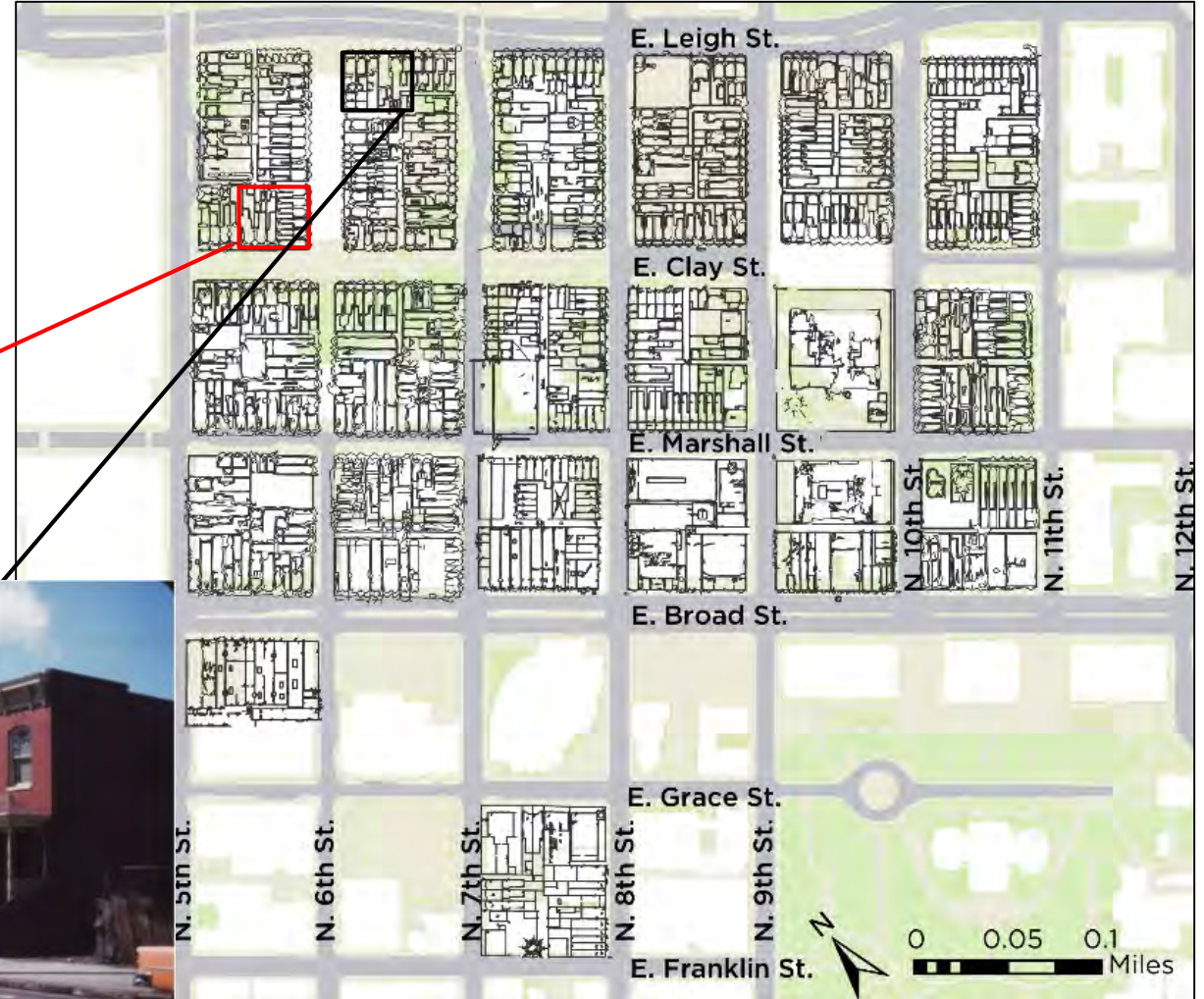
# Existing Conditions



# History

- Critical commercial corridor
- Heart of streetcar network
- Entertainment hub - “Theater Row”
- Cornerstone of Downtown retail
- Post-1950s: displacement of residents; conversions to big buildings and parking

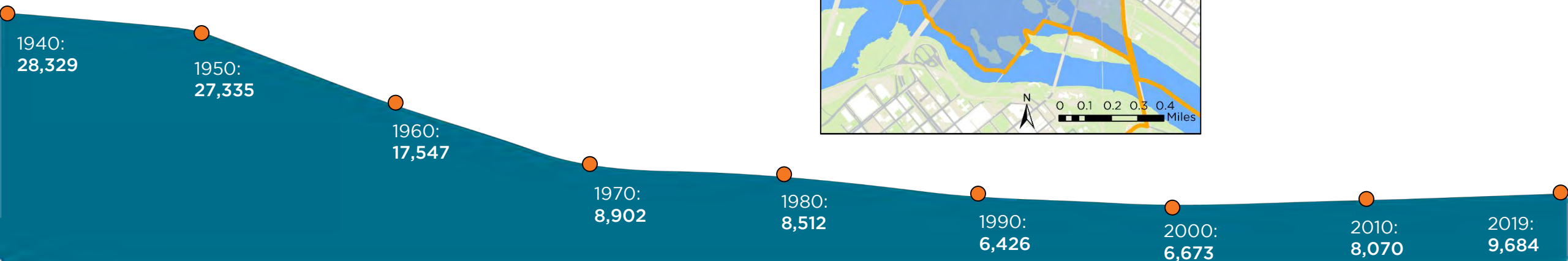
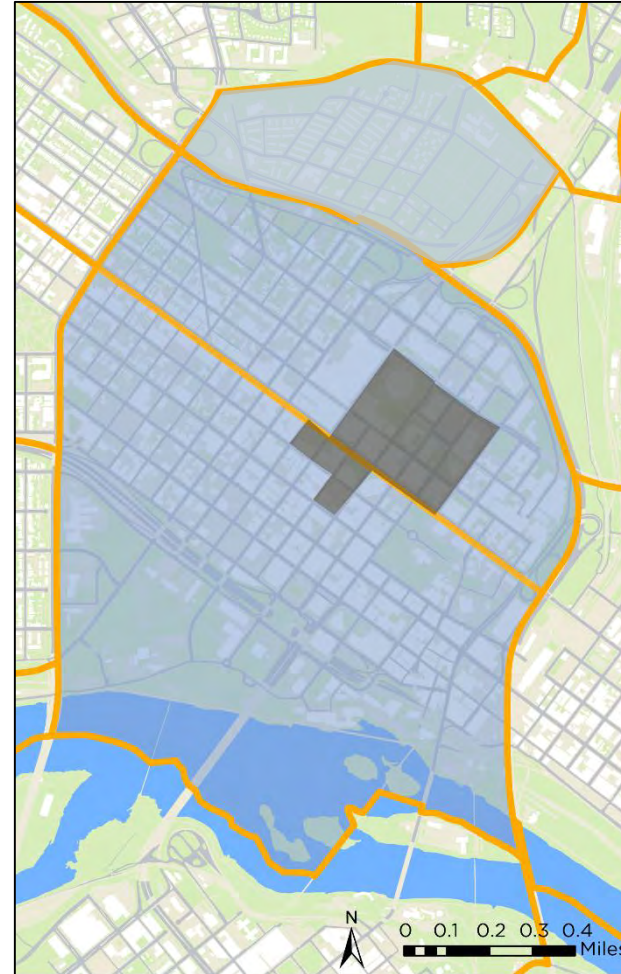
## 1924 Urban Form



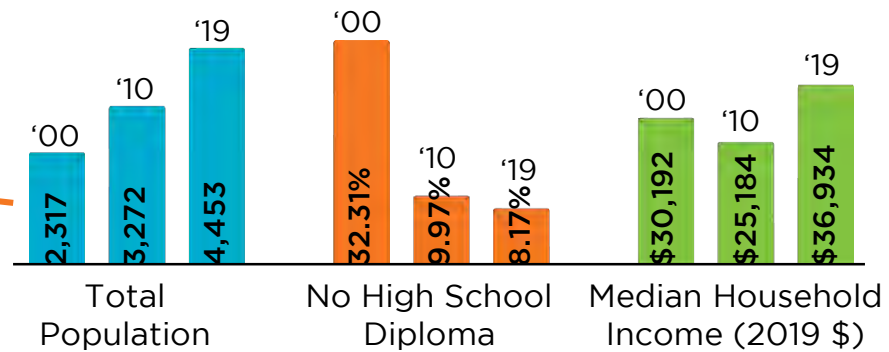
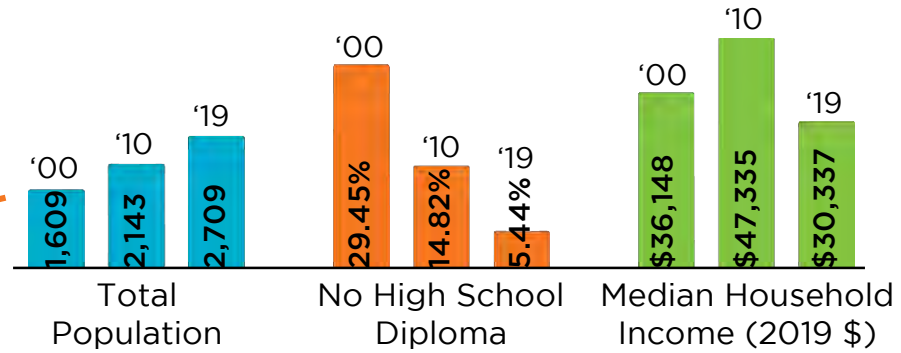
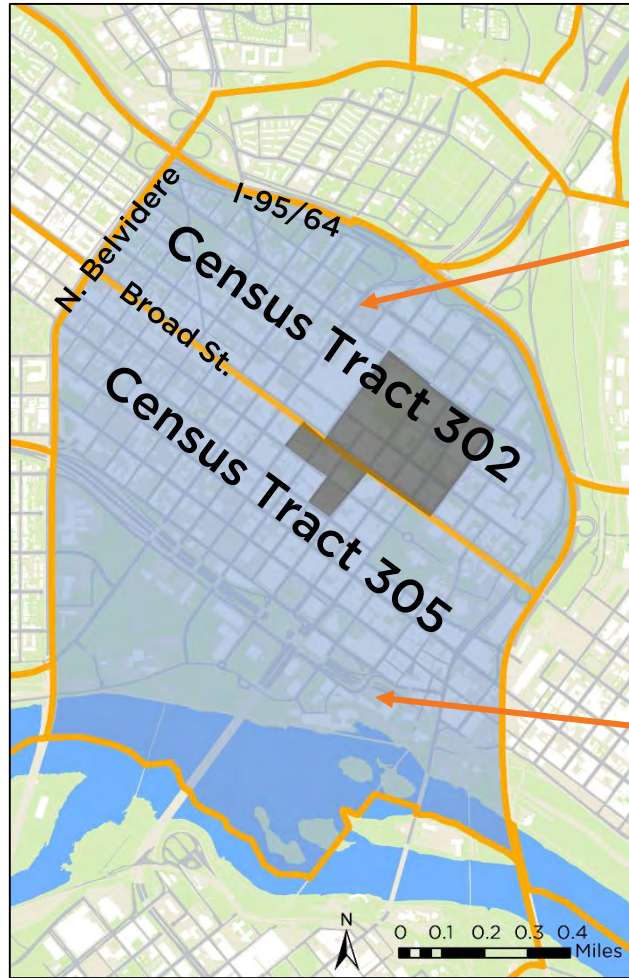
Source: Sanborn Maps 1924-1925, Valentine Museum Photo Archives

# Downtown Population

- 28,329 people lived in Downtown (Jackson Ward, Gilpin, Monroe Ward)
- Need approx. 19,000 more people living Downtown
- 9,500 units

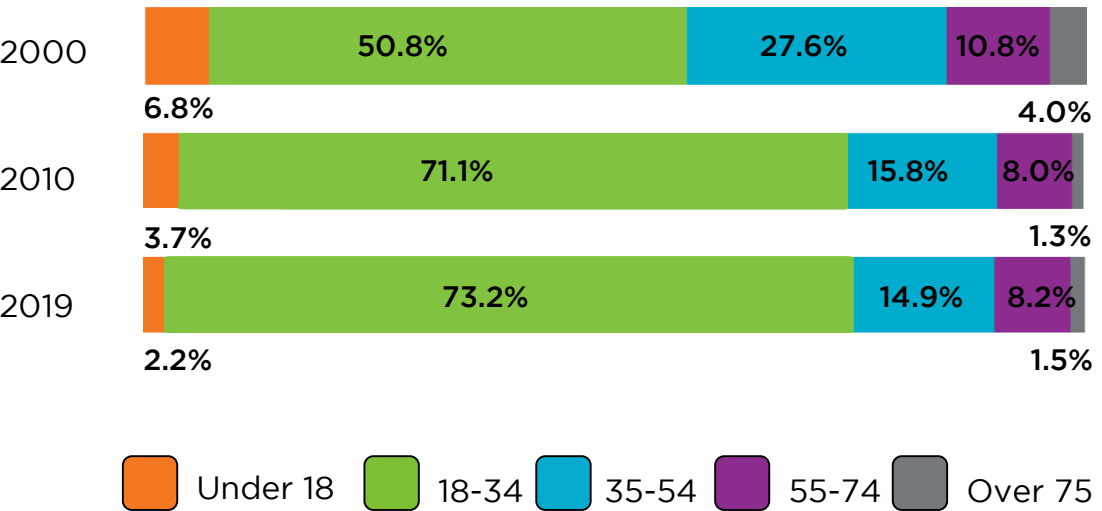


# Demographic Profile - Downtown

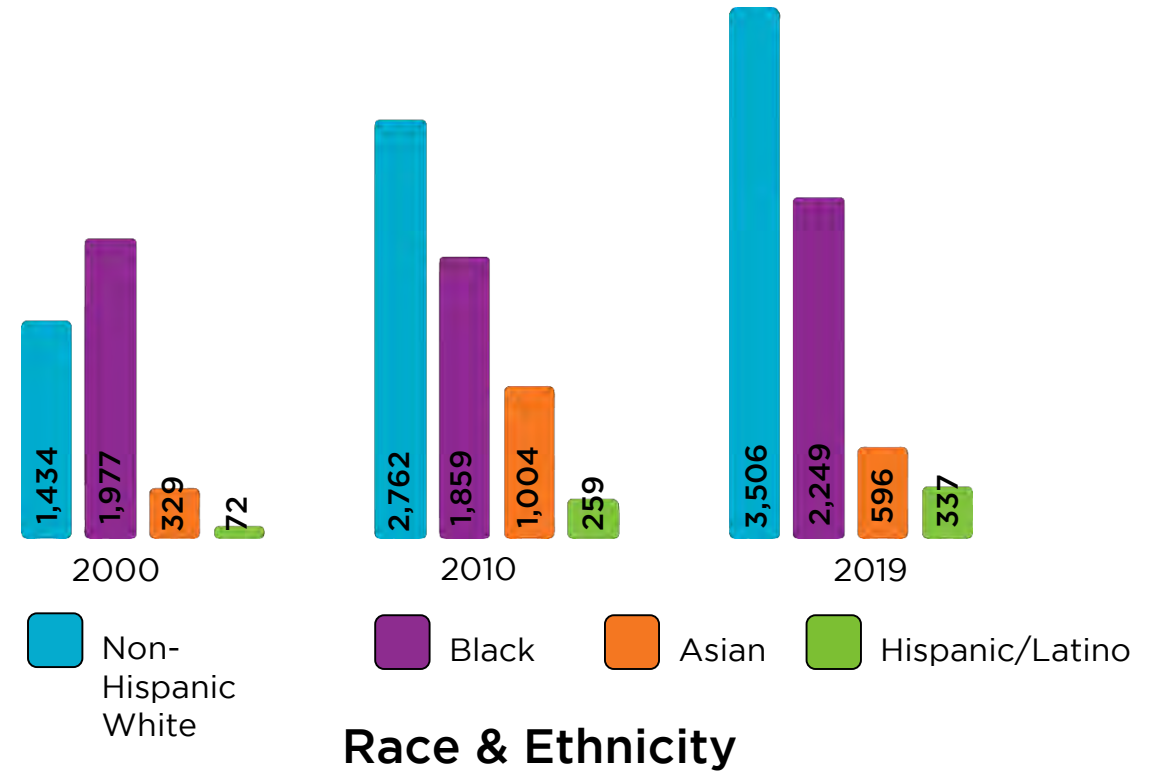


Source: American Community Survey 5-Year Estimates (2014-2019), Census 2000, 2010

# Demographic Profile - Downtown



**Age Profile**



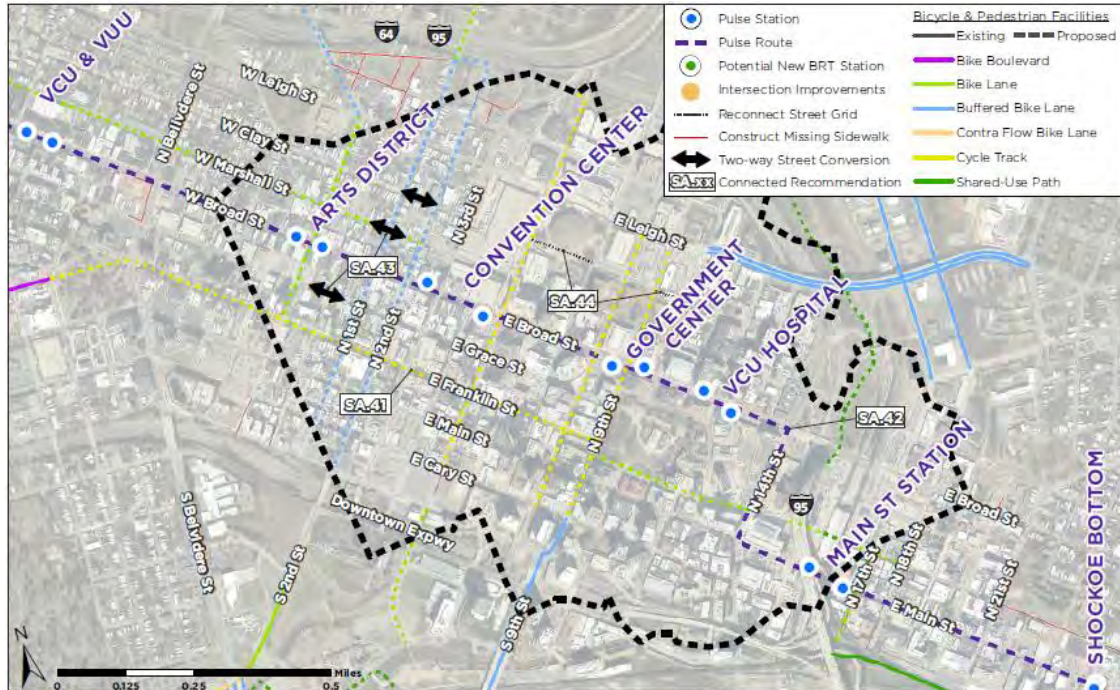
**Race & Ethnicity**

Source: American Community Survey 5-Year Estimates (2014-2019), Census 2000, 2010



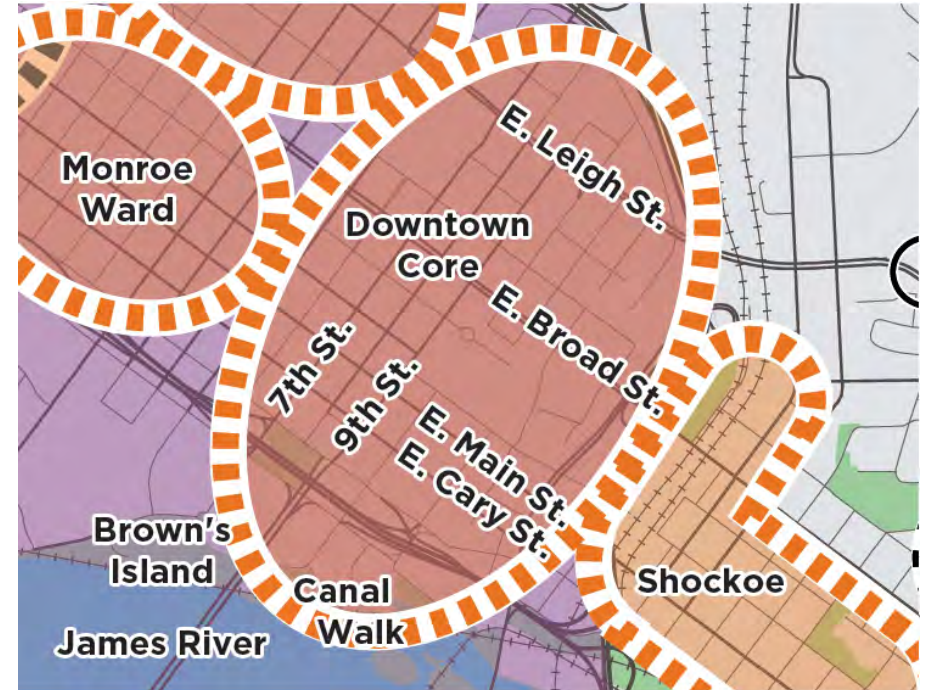
# Existing Plans

## Pulse Corridor Plan (2017)



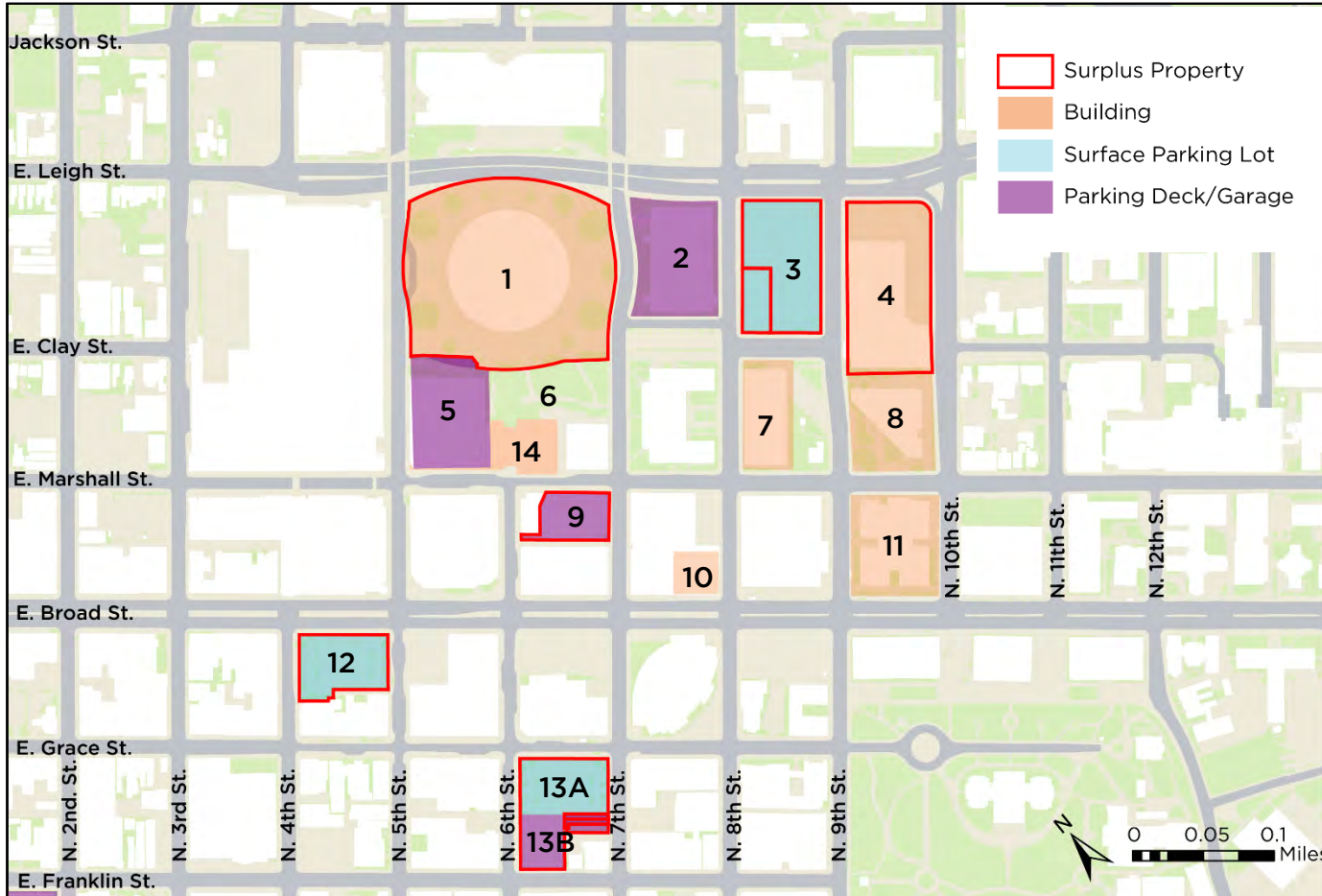
Downtown Station Area

## Richmond 300: A Guide for Growth (2020)



"Downtown Core" Node

# Existing Conditions: City- and RRHA-Owned Parcels



Parcel	Current Use	Condition Rating
1	Coliseum	Poor
2	Coliseum Parking Deck	Good
3	9 <sup>th</sup> /Clay Surface Parking Lot	Fair
4	Public Safety Building	Critical
5	5 <sup>th</sup> /Marshall Parking Garage	Good
6	Coliseum Public Open Space	Poor
7	John Marshall Courts Bldg.	Poor
8	Social Services Building	Poor
9	6 <sup>th</sup> /Marshall Parking Garage	Critical
10	Theater Row Building	Poor
11	City Hall	Poor
12	4 <sup>th</sup> /Broad Surface Lot	Good
13A	6 <sup>th</sup> /Grace Surface Lot	Good
13B	6 <sup>th</sup> /Franklin Parking Garage	Critical
14	Blues Armory	Poor

# Existing Conditions: City-Owned Buildings

*\*Facilities Condition Index = ratio of current year required renewal cost to current building replacement value*

## City Hall (900 E. Broad)



<b>Year Built or Renovated</b>	1972
<b>Facility Condition Index*</b>	0.24 – (Poor)
<b>Building Replacement Value</b>	\$207.3M
<b>Immediate Maintenance Cost</b>	\$50.5M
<b>Current Assessed Value</b>	\$52.7M

## John Marshall Courts (400 N. 9<sup>th</sup>)



<b>Year Built or Renovated</b>	1976
<b>Facility Condition Index*</b>	0.25 – (Poor)
<b>Building Replacement Value</b>	\$74.2M
<b>Immediate Maintenance Cost</b>	\$18.7M
<b>Current Assessed Value</b>	\$11.3M

# Existing Conditions: City-Owned Buildings

*\*Facilities Condition Index = ratio of current year required renewal cost to current building replacement value*

## Theater Row Building (730 E. Broad)



<b>Year Built or Renovated</b>	1992
<b>Facility Condition Index*</b>	0.17 - (Poor)
<b>Building Replacement Value</b>	\$66.3M
<b>Immediate Maintenance Cost</b>	\$11.2M
<b>Current Assessed Value</b>	\$26.4M

## Social Services Building (900 E. Marshall)



<b>Year Built or Renovated</b>	1985
<b>Facility Condition Index*</b>	0.27 - (Poor)
<b>Building Replacement Value</b>	\$39.1M
<b>Immediate Maintenance Cost</b>	\$4.5M
<b>Current Assessed Value</b>	\$13.5M

# Plan



# Vision & Guiding Principles

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## Vision:

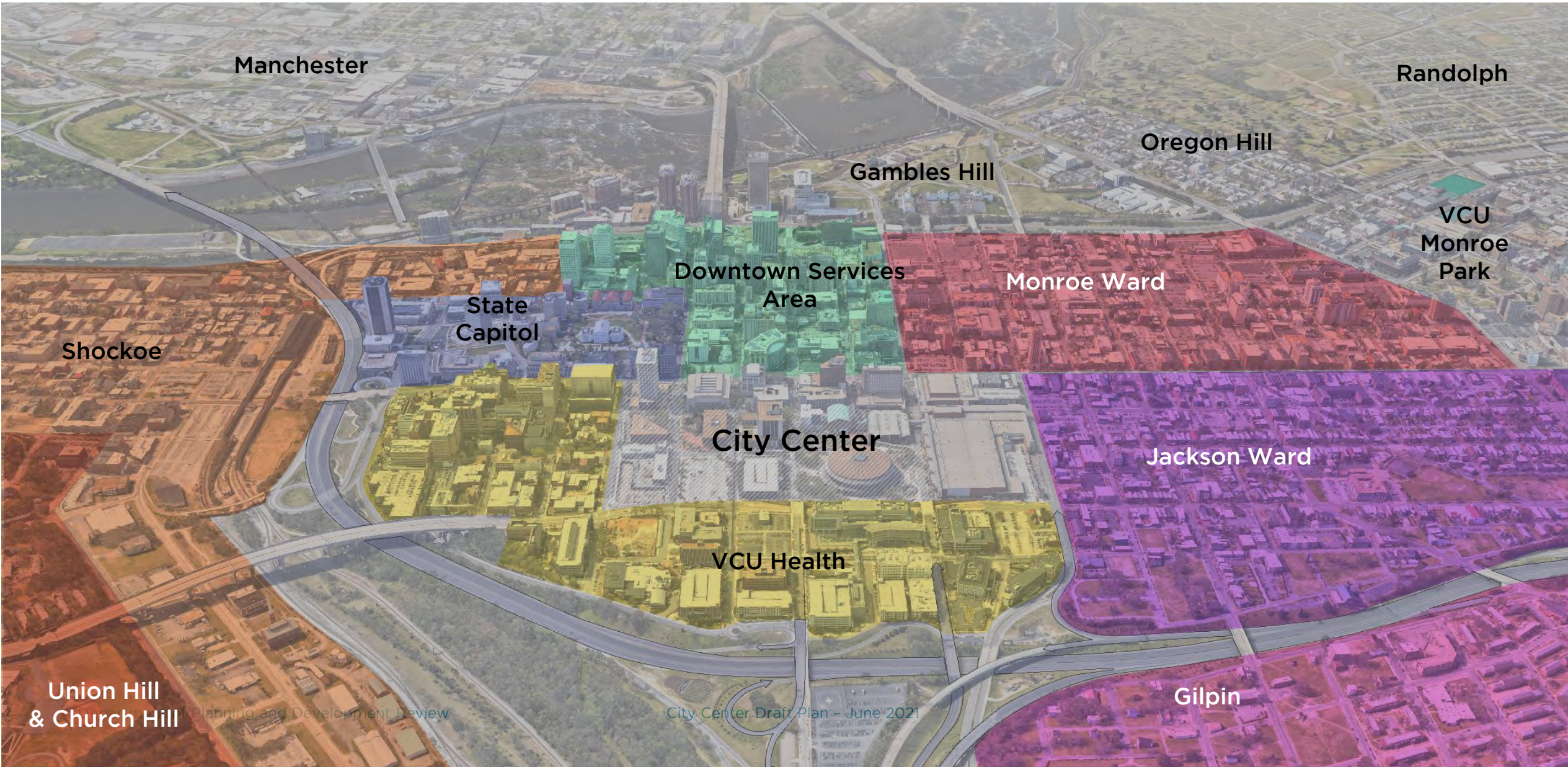
“City Center is a dynamic place that attracts residents, employees, students, and tourists...”

- Grand parks and open spaces
- Mixed-income community
- Hotels and Entertainment
- Innovation District

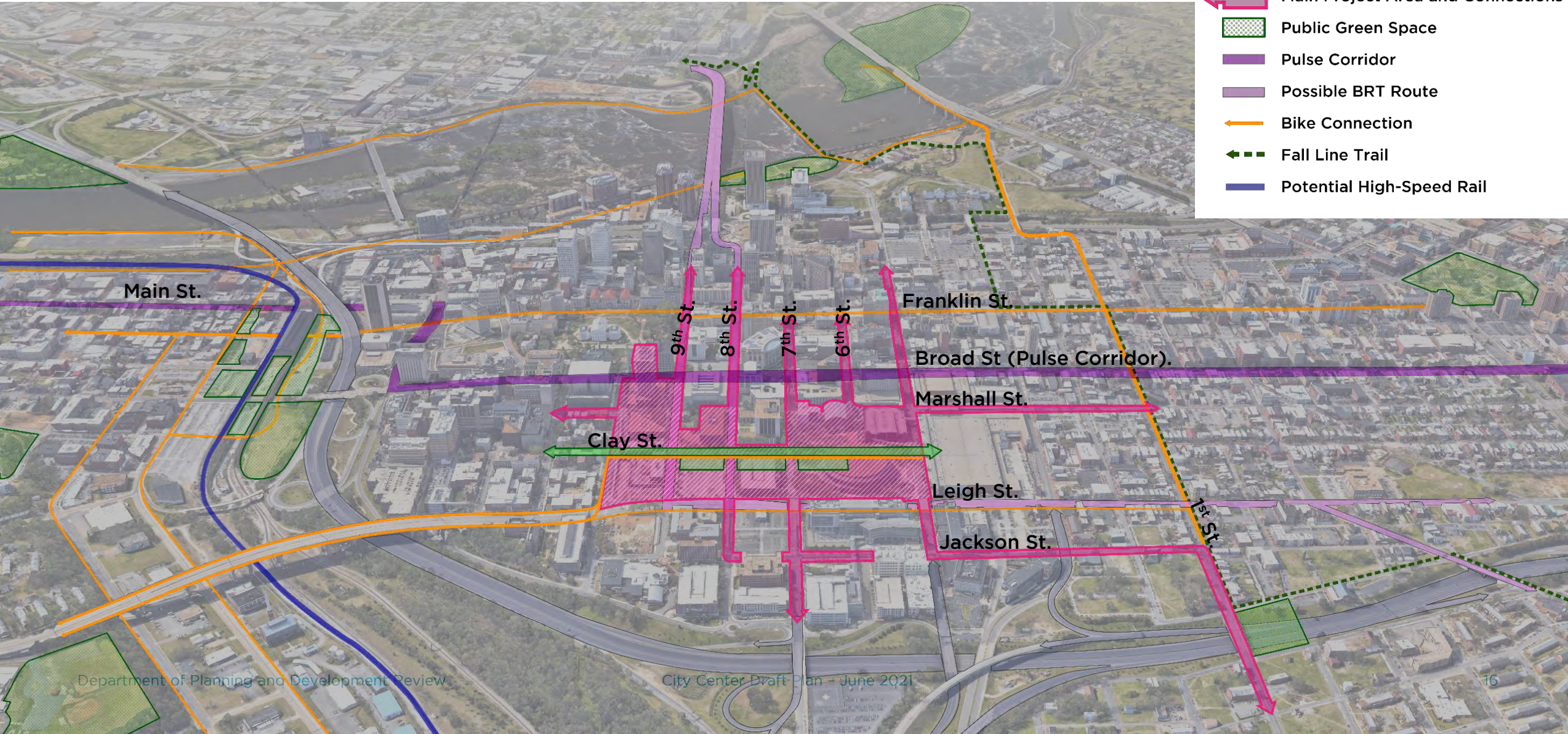
## Guiding Principles:

- Making City Center a **High-Quality Place**
- Connecting with Safe & **Equitable Transportation**
- **Diversifying City Center’s Economy**
- Creating **Inclusive Housing Options**
- Stimulating a **Thriving Environment**

# Adjoining Neighborhoods

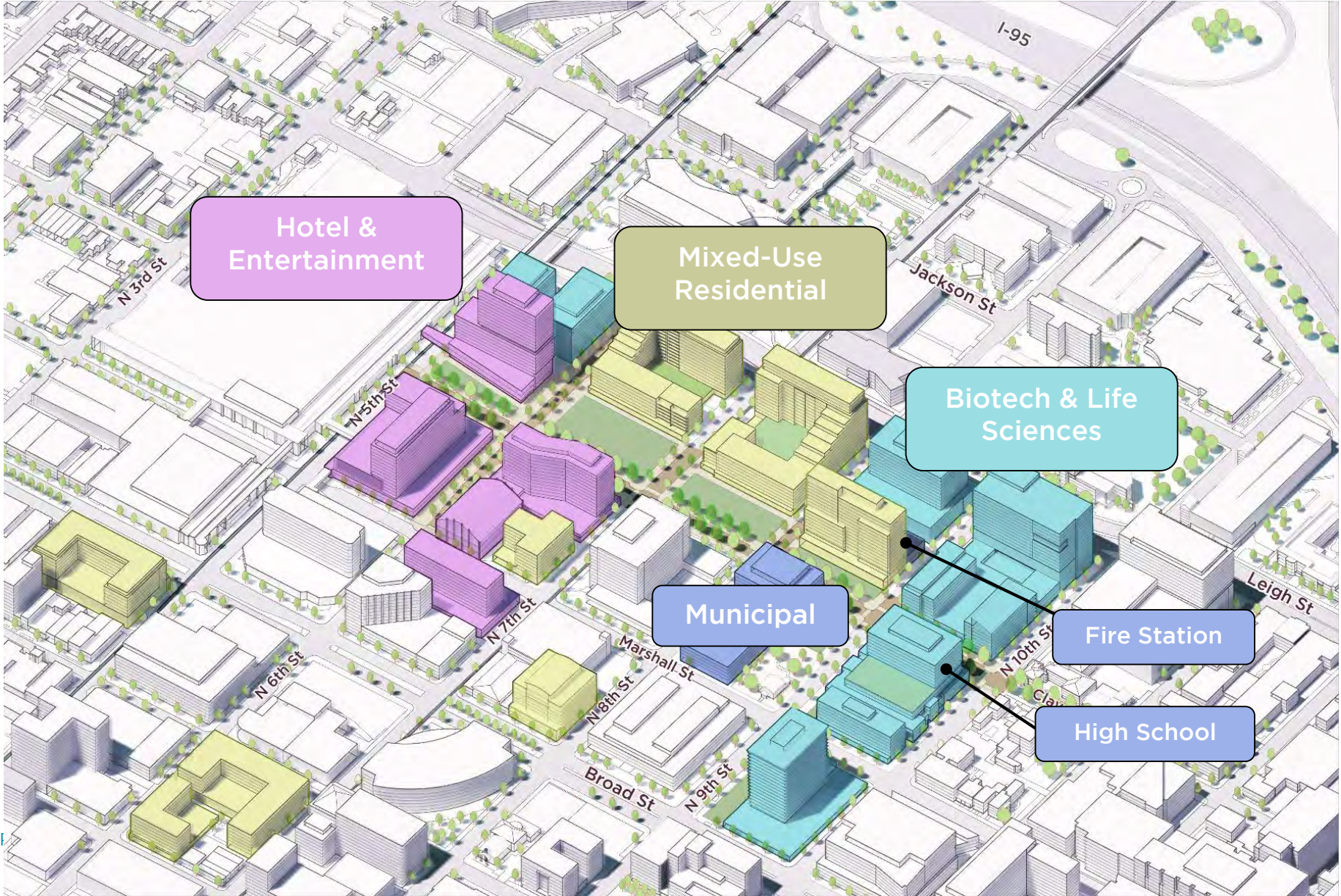


# Connections





# City Center Overview - Clusters

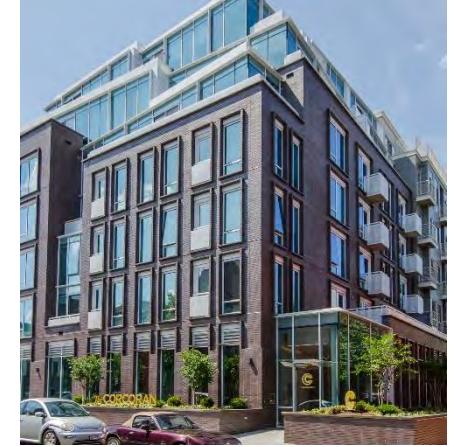


# City Center Overview - Clusters - Building Precedents

## Hotel & Entertainment



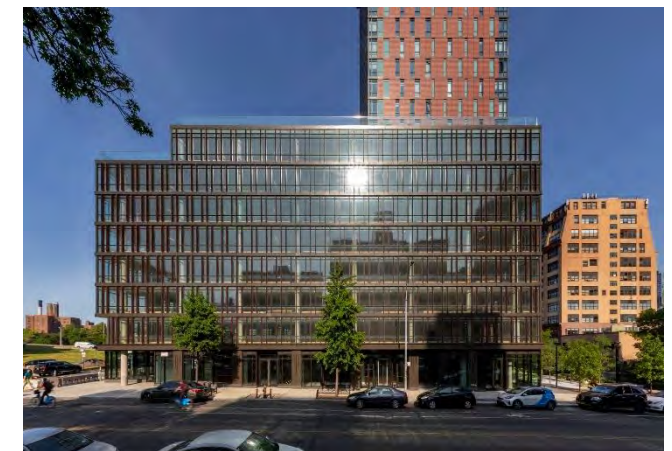
## Residential



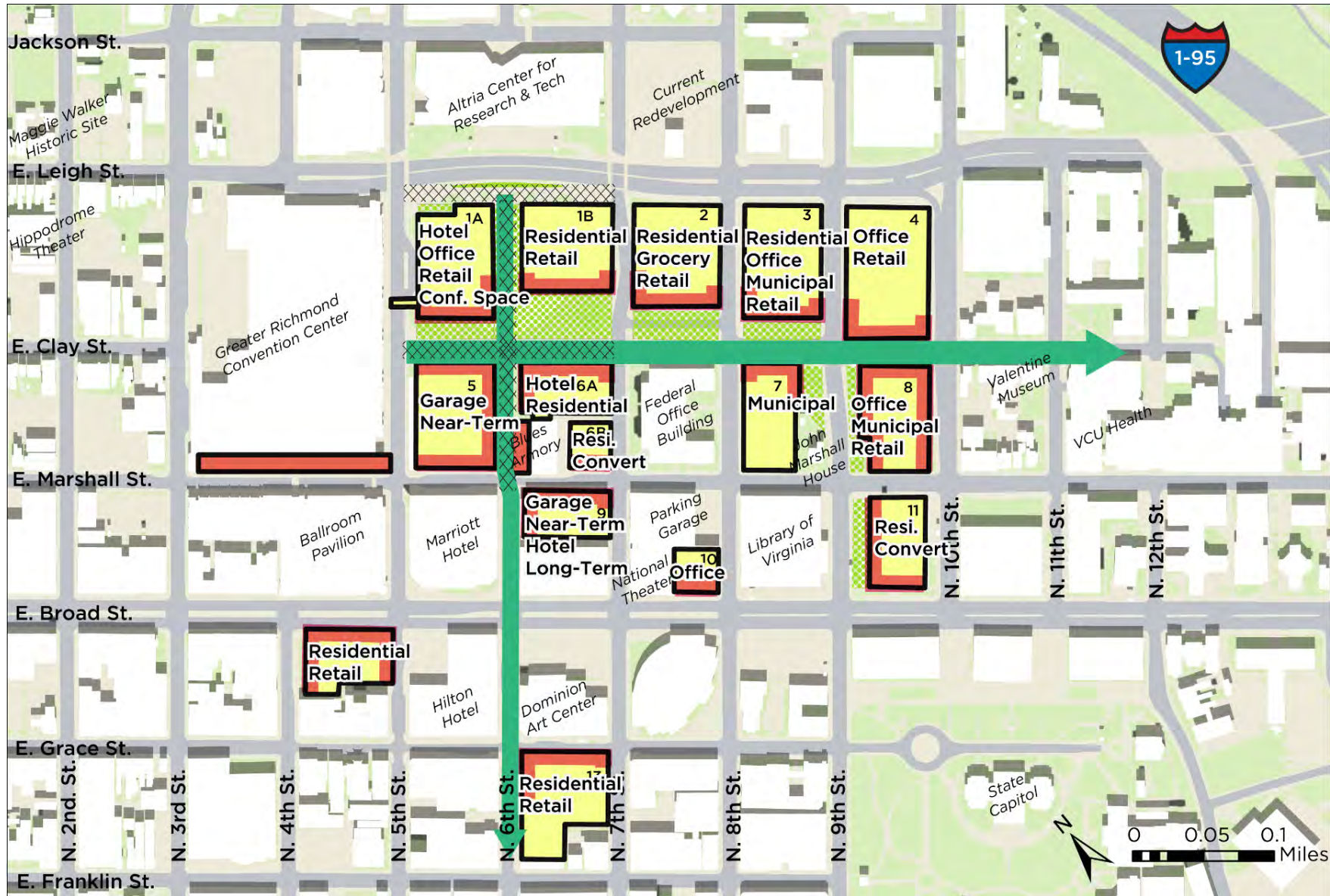
## Municipal



## Life Sciences & Office



# City Center Overview

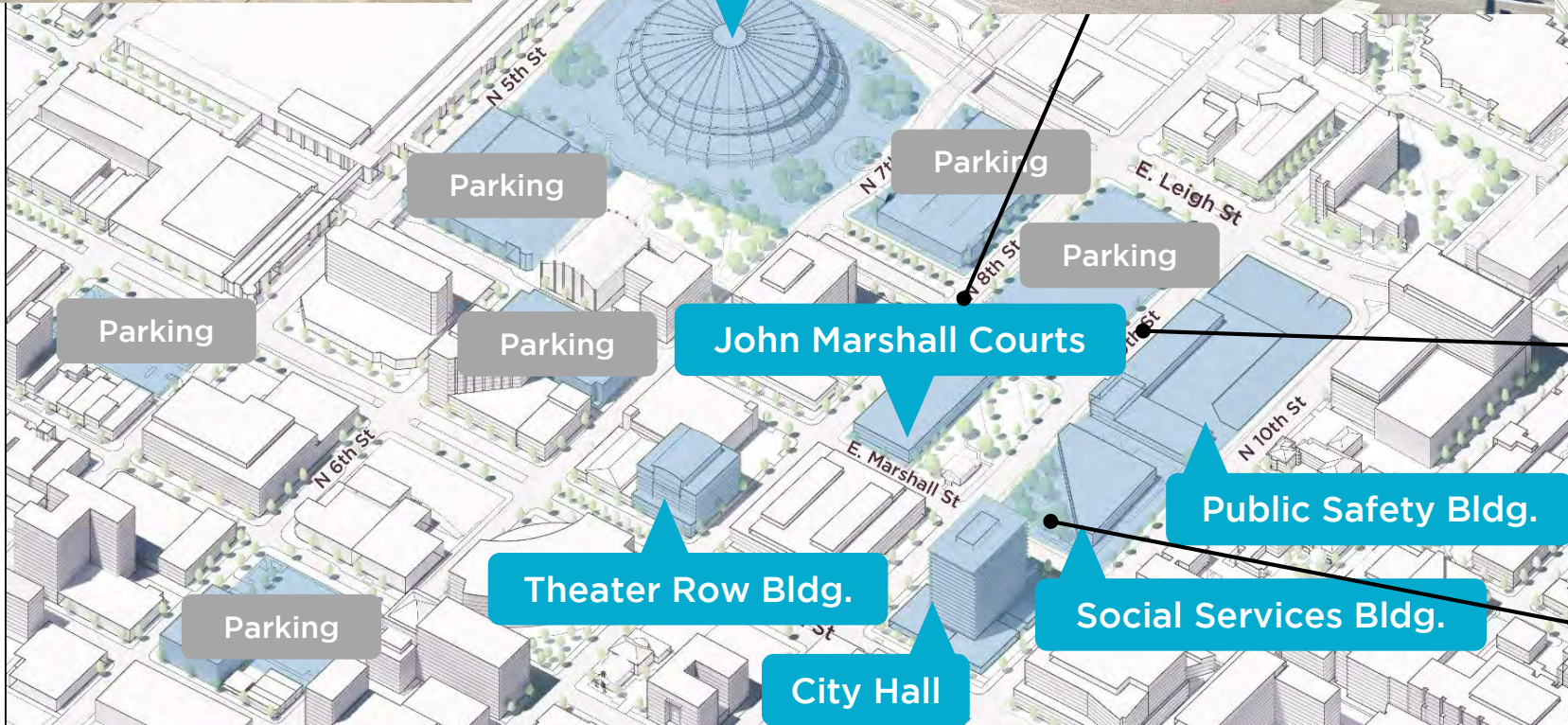


- New Development
- Activated Groundfloor
- Reconnected Streets
- Festival Streetscape

# High-Quality Places: City-Owned Assets



City-Owned Property



# High-Quality Places: Open Space



-  New Development
-  Activated Groundfloor
-  Proposed Park/Plaza
-  Festival Streetscape

# Multi-use Main Public Space

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**Everyday**



**Outdoor Movie Night**



# Multi-use Main Public Space



**Ice Rink**



**Art Festival**



# Multi-use Main Public Space

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**Outdoor Performance / Concert**



**Yoga / Exercise Class**





# High-Quality Places: Urban Design

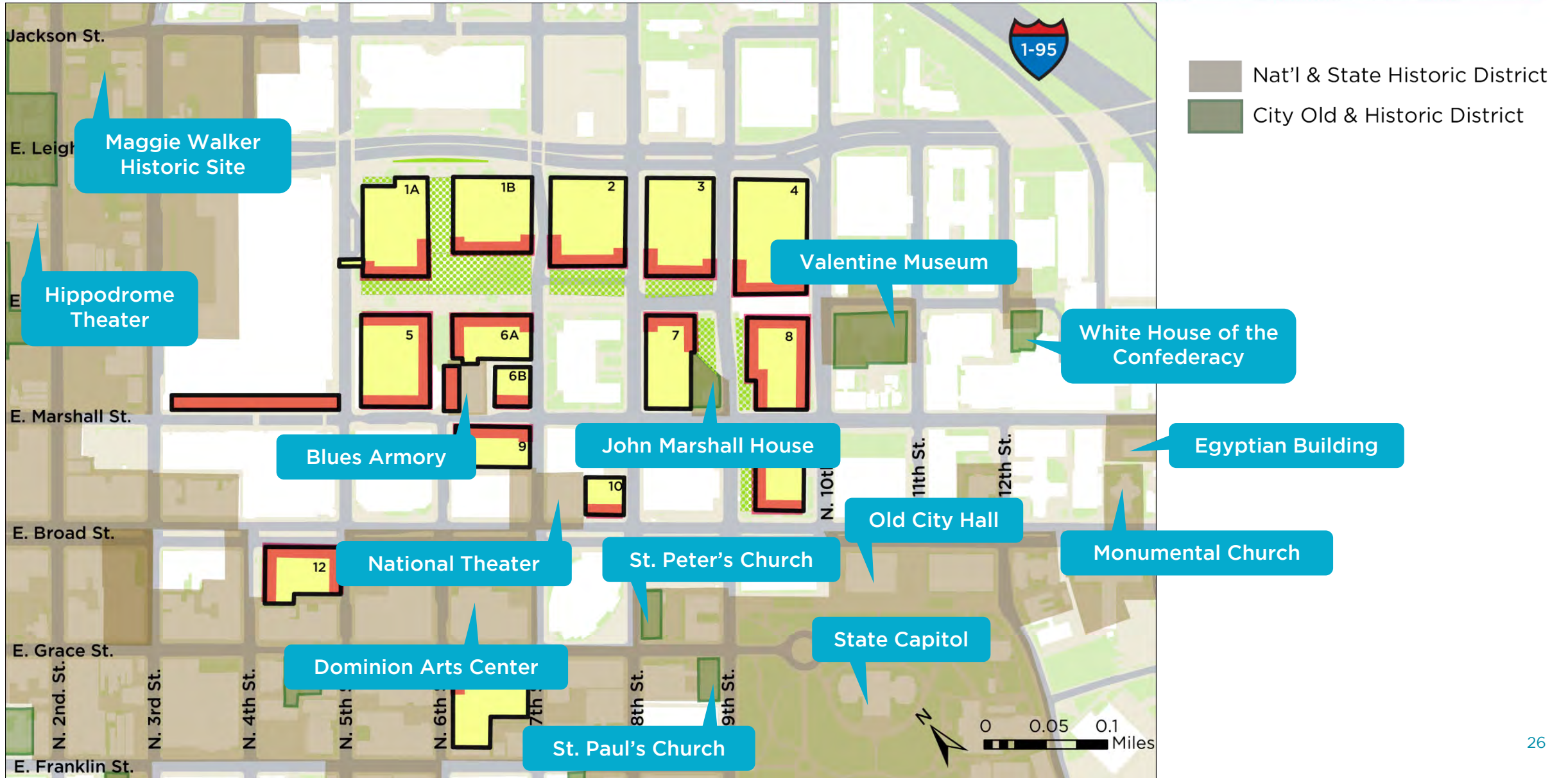
Rendering of north side of E. Clay St. between N. 8<sup>th</sup> and N. 9<sup>th</sup> Streets



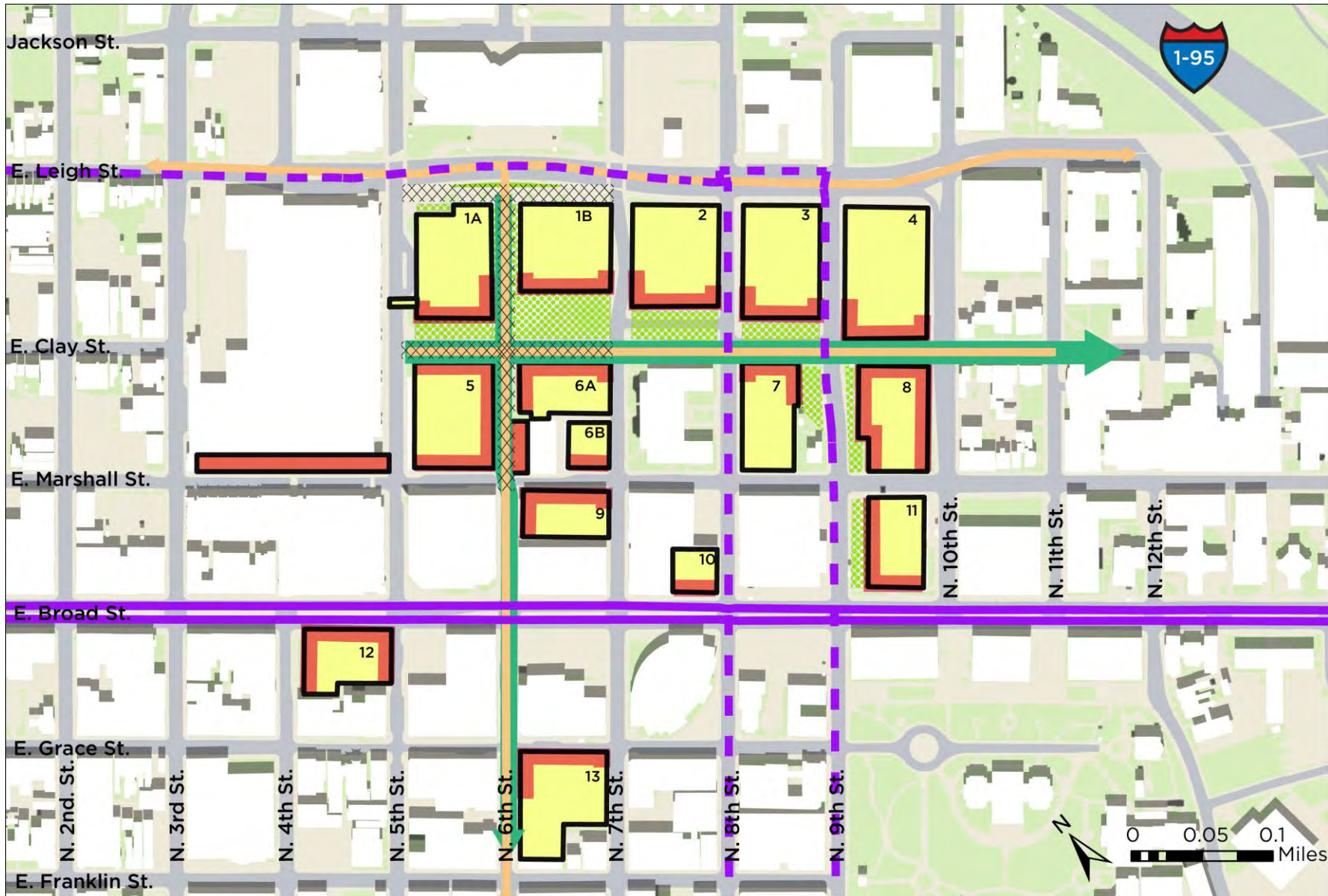
Today



# High-Quality Places: Historic Preservation

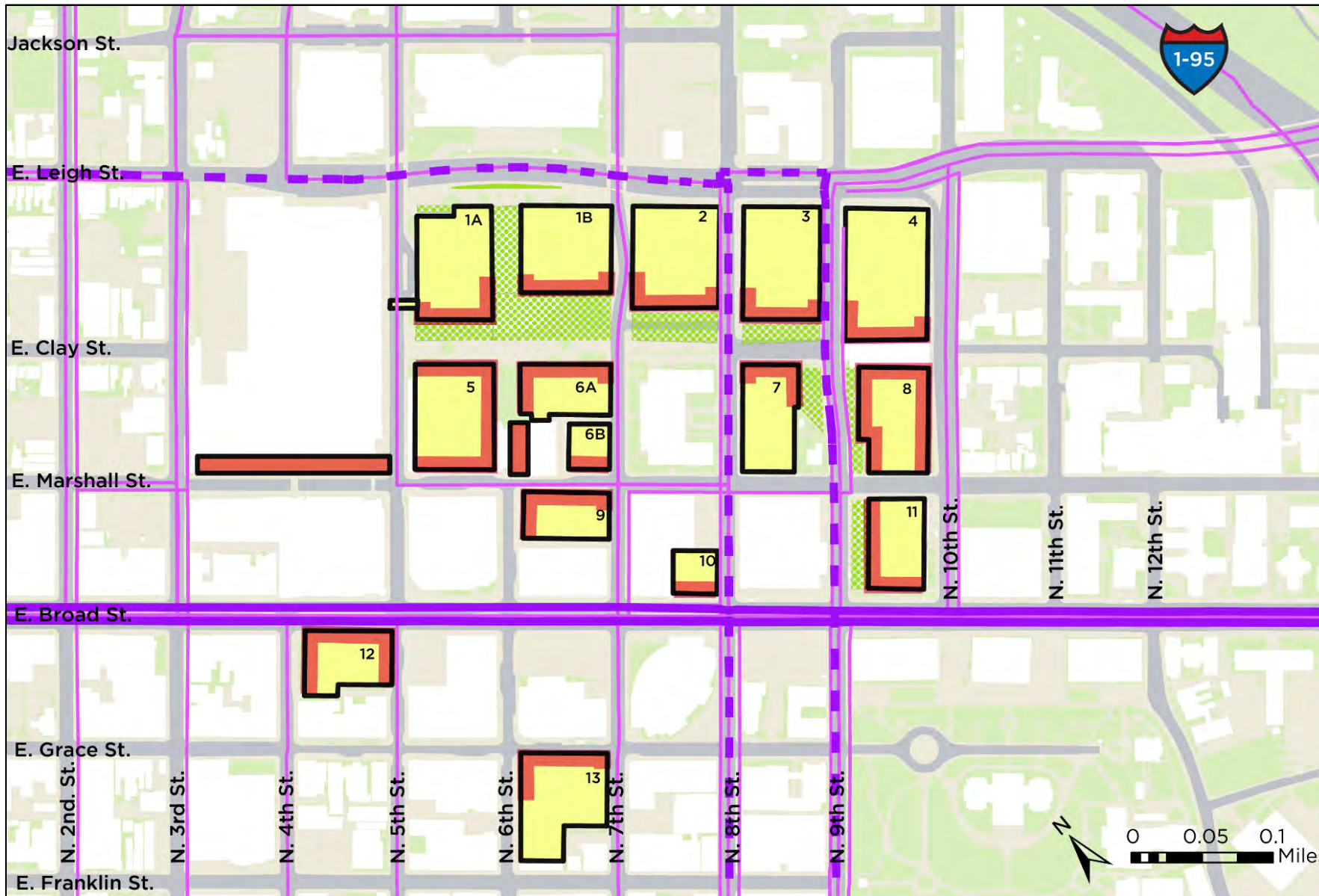


# Equitable Transportation: Bike, Pedestrian, and Street Grid



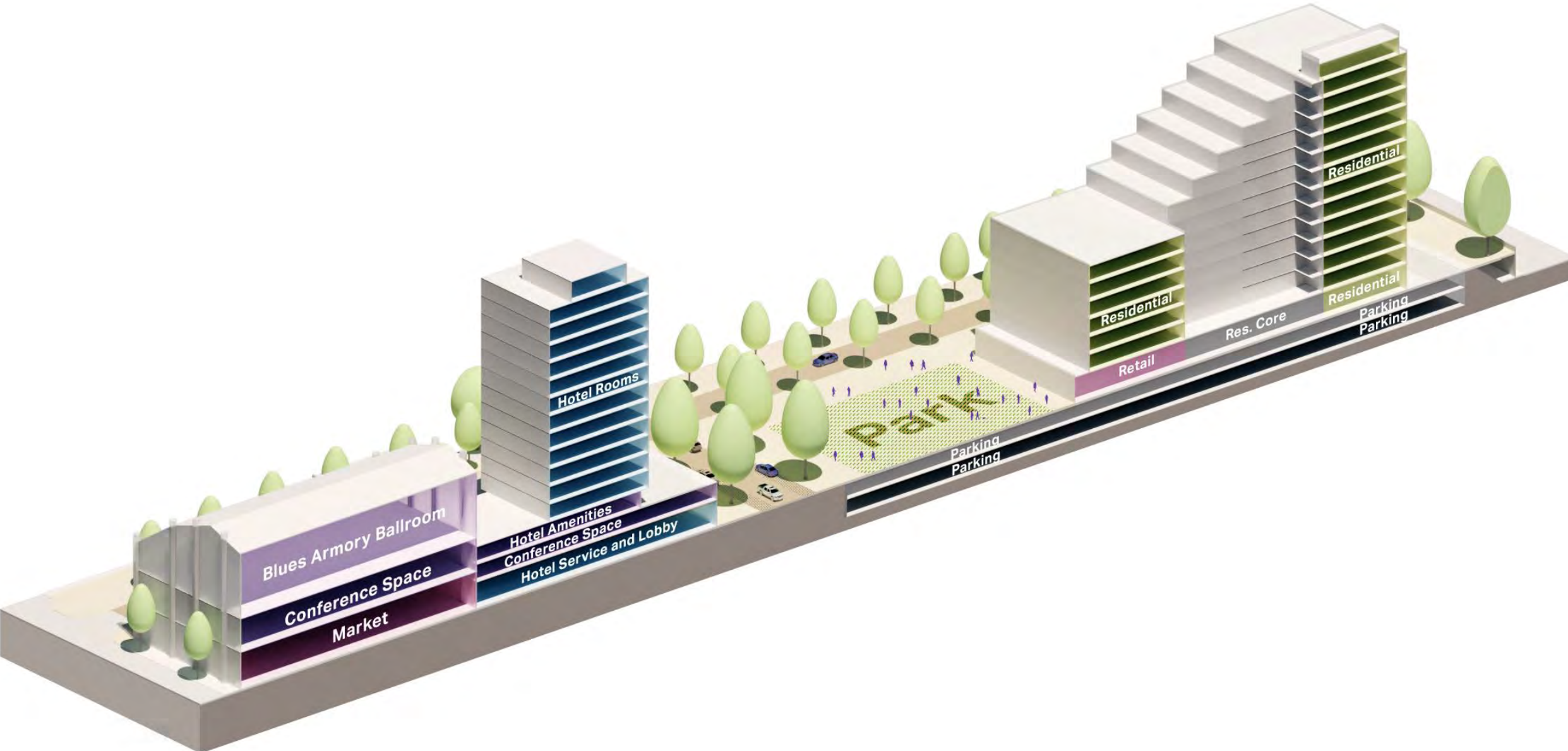
- New Development
- Activated Groundfloor
- Reconnected Streets
- Festival Streetscape
- Bike Path
- Proposed BRT
- Existing BRT

# Equitable Transportation: Transit



-  New Development
-  Activated Groundfloor
-  Proposed Park/Plaza
-  GRTC Routes
-  Pulse Route
-  Possible BRT Route

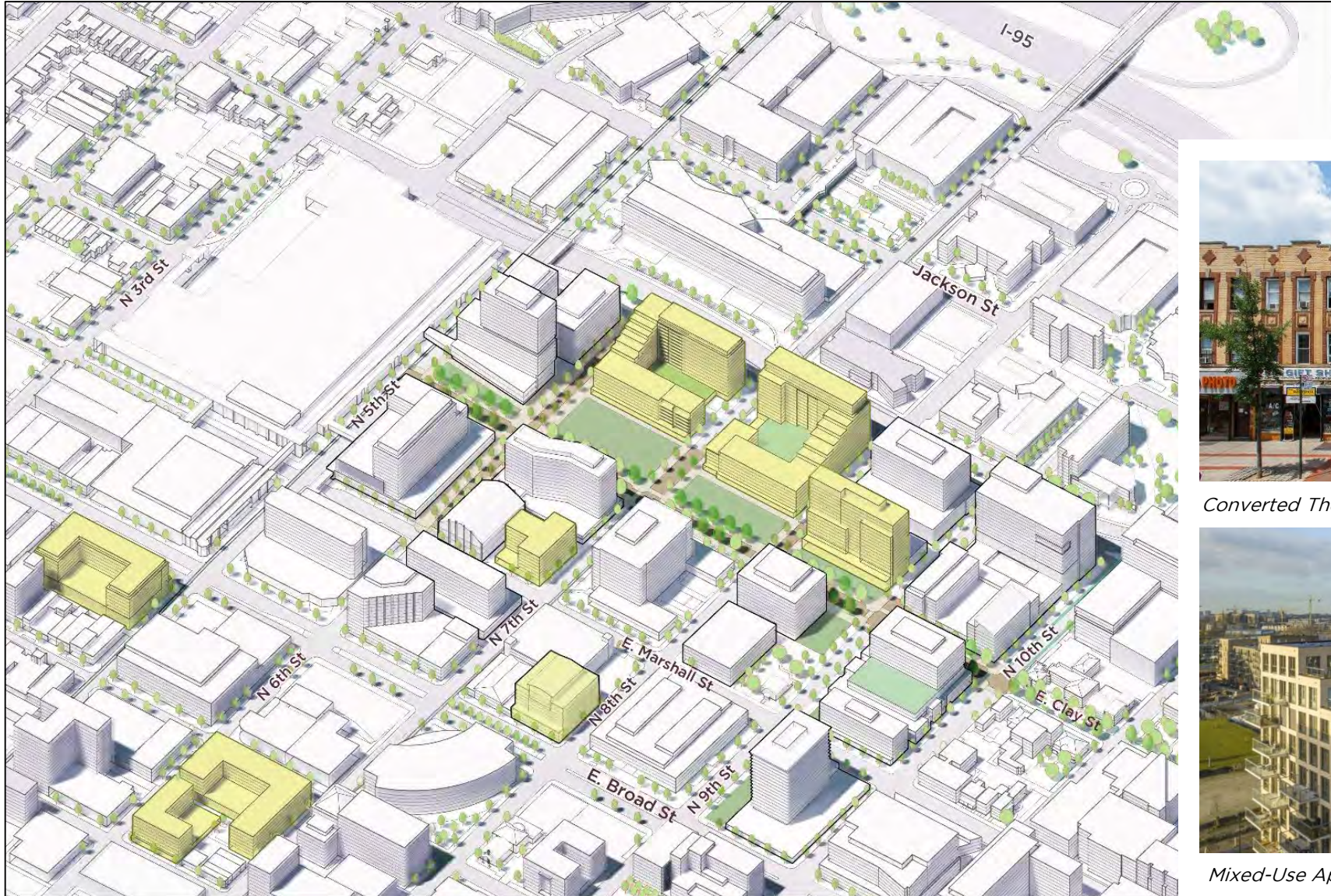
# Equitable Transportation: Parking



# Diverse Economy



# Inclusive Housing



 Potential Residential



*Converted Theater Apts., Queens*



*Mixed-Use Apts., DC*

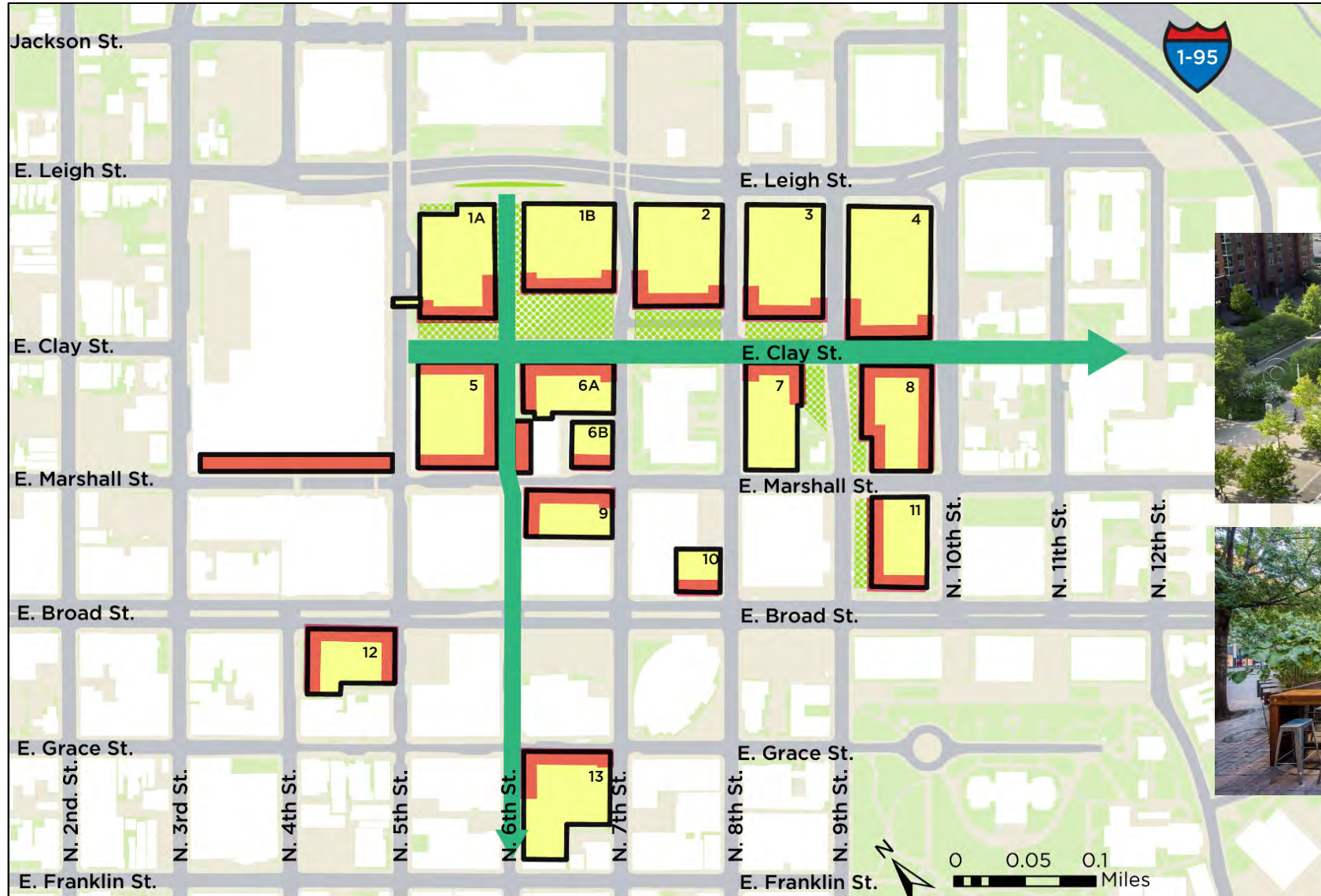






*Mixed-Use Apts., Amsterdam*



*Mixed-Use Fire Station/Apts., DC*

# Thriving Environment



-  New Development
-  Activated Groundfloor
-  Proposed Park/Plaza
-  Festival Streetscape





# Implementation: Phasing



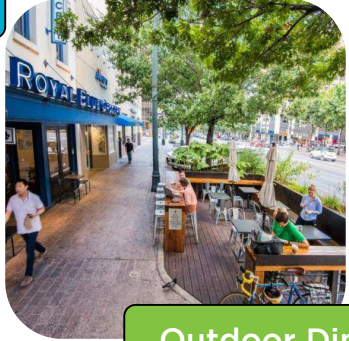
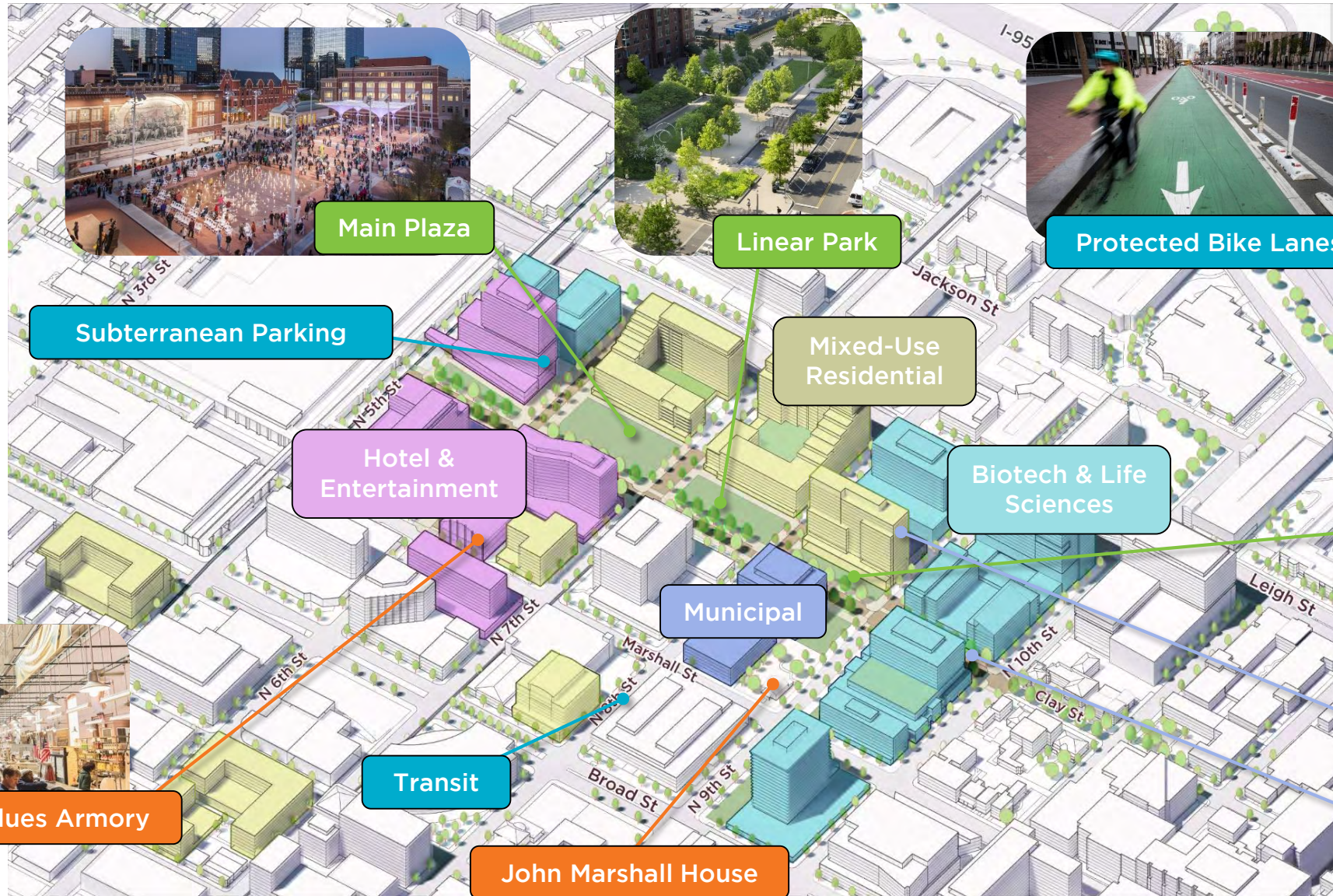
- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5

# Implementation: Equitable Development Benefits

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- **Housing:** At least 20% of all units built should be affordable to people earning at or below 60% AMI and offer rental and owner options
- **Employment:** Worker benefits & workforce development
- **Business Participation:** Minority business enterprise participation
- **Ownership & Wealth Creation:** Community wealth building fund & affordable housing
- **Site & Building Design:** Energy-efficiency & minimizing urban heat island effect
- **Transportation & Public Realm:** Non-car network & parking
- **Municipal:** New City Hall, fire station, and High School

# Day in 2030



# Next Steps

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## Draft Plan Comment Period (June 8 – July 12)

- **June 7, 1:30pm:** City Planning Commission Presentation June 7
- **June 7, 5:00pm:** Organizational Development Standing Committee Presentation
- **June 8:** Draft Plan available
- **June 22, 6pm:** City-wide Meeting (virtual)
- **June 23, 6pm:** 2<sup>nd</sup> District Meeting (virtual)
- **June 26, 9am:** 6<sup>th</sup> District Meeting (virtual or in-person, TBD)
- **June 30, 6pm:** 3<sup>rd</sup> District Meeting (virtual)
- **June 8-July 12:** Attend existing stakeholder meetings

# Questions?

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[maritza.pechin@richmondgov.com](mailto:maritza.pechin@richmondgov.com)

