

# Shockoe Small Area Plan

Planning Commission Presentation  
1 March 2021

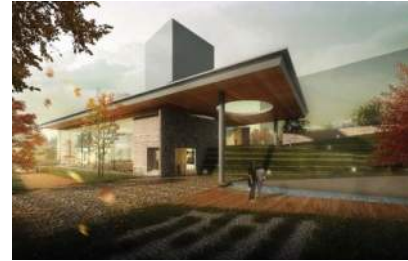
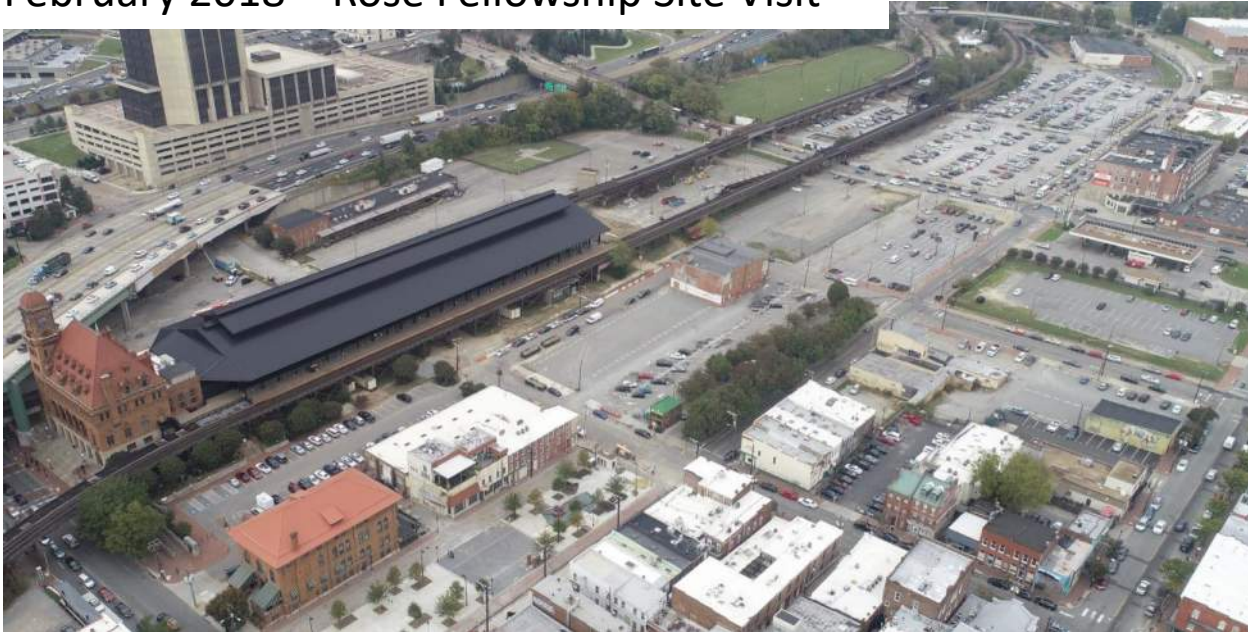
# The Challenge

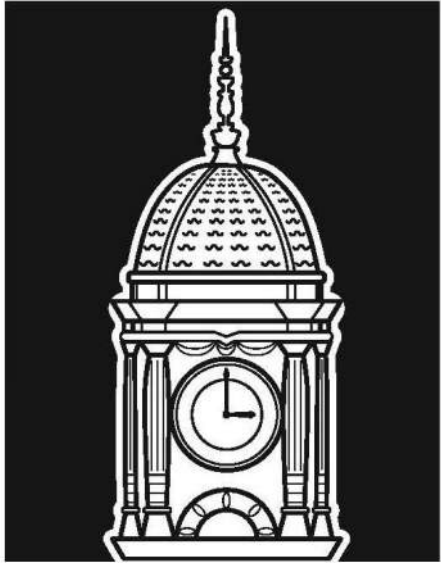


How can Richmond leverage the assets and investments in Shockoe Bottom to create a destination that protects its cultural and historic heritage, encourages economic development, and is sustainable?



February 2018 – Rose Fellowship Site Visit





**SHOCKOE  
ALLIANCE**

## Fall 2018

**14**-member body  
both citizens and City  
staff

**23** citizen members  
and City advisory  
group (Feb.2020)

**SHOCKOE  
SMALL  
AREA  
PLAN**

**April 15, 2019** (Main Street Station)

**July 17, 2019** (MLK Middle School)

**November 23, 2019**  
(bike and walking tour)

**December 4, 2019** (Main Library)

**570** participants

**2,070** pieces of data collected

**Theme 1: History and Culture**

**Theme 2: Placemaking**

**Theme 3: Transportation**

**Theme 4: Land Use**

**Theme 5: Economic Vitality and Sustainability**

**Theme 6: Equitable and Inclusive**

**Theme 7: Public Safety**

**Theme 8: Infrastructure and Environment**



# Historic Buildings

- 1737 - 1821 (Over 200 years old)
- 1822 - 1871 (150 to 200 years old)
- 1872 - 1920 (100 to 150 years old)

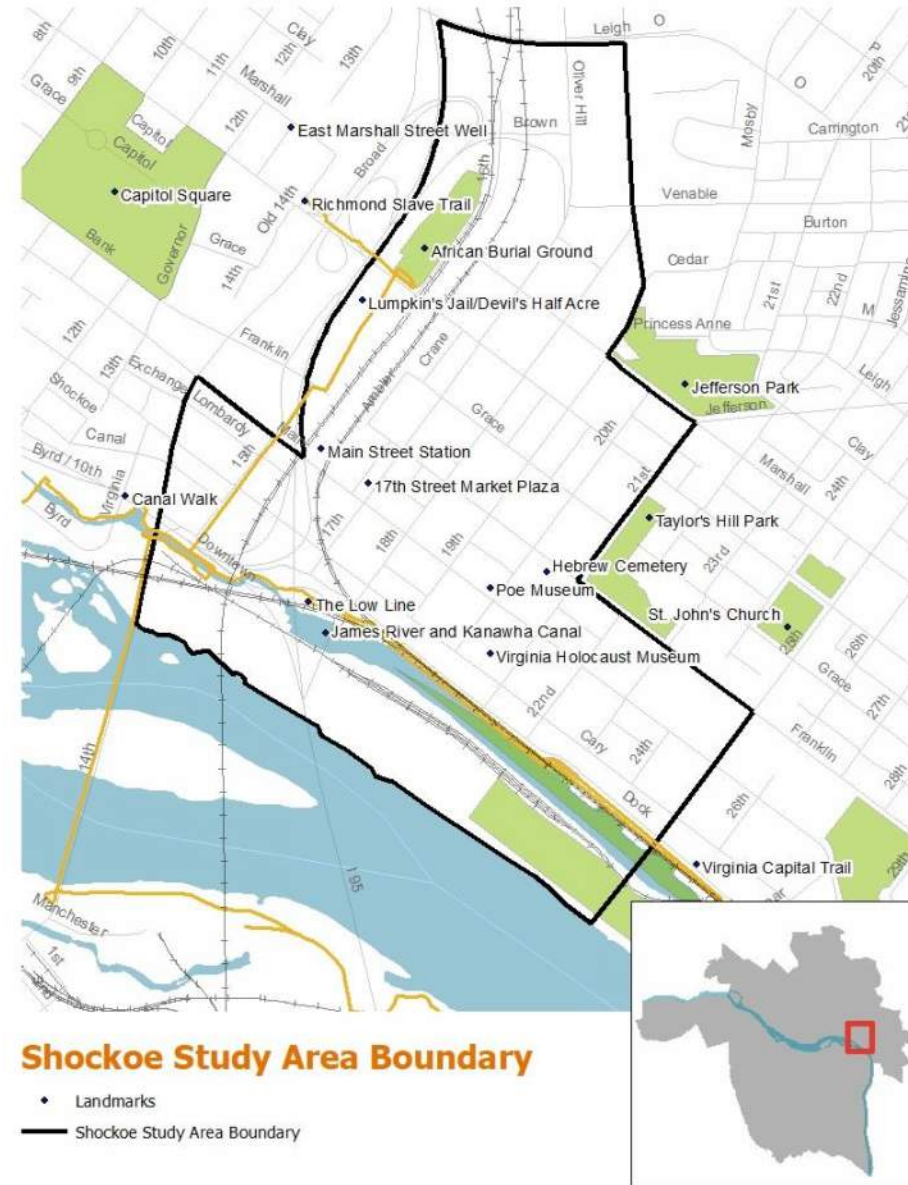
70% of the buildings in Shockoe are over 100 years old

3 out of 8 buildings in the City constructed prior to 1800 are in Shockoe



# March 2020

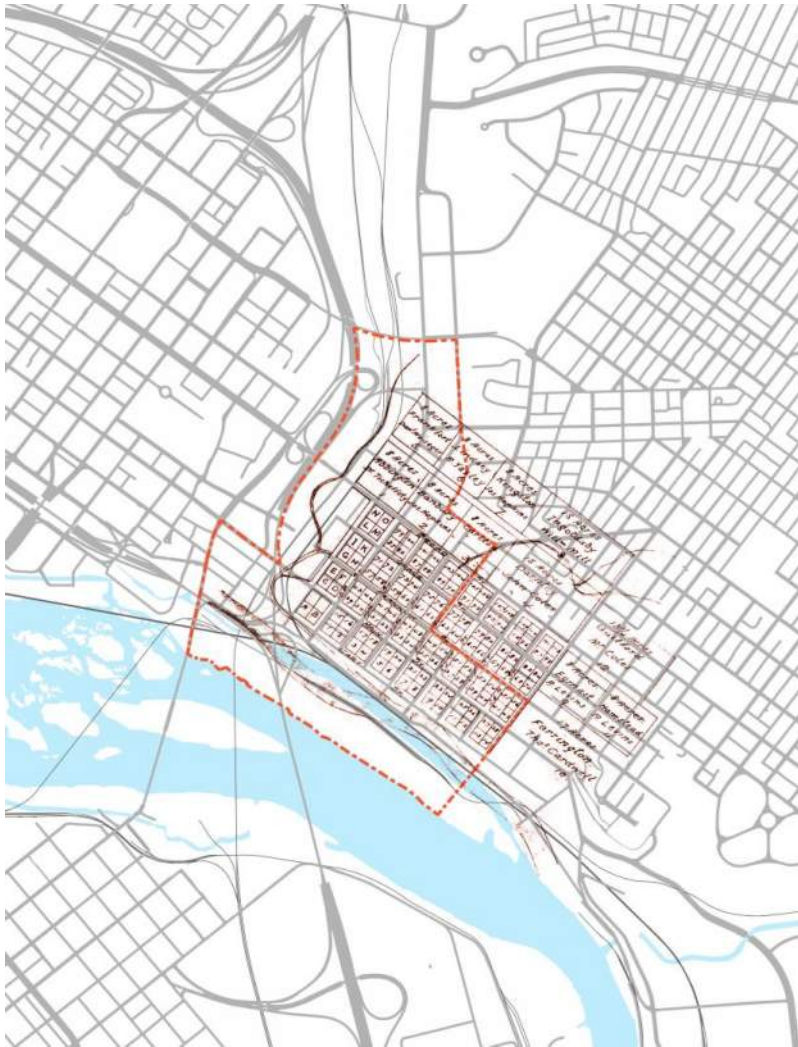
- Project Manager hired
- Shockoe Alliance re-convened
- COVID arrived





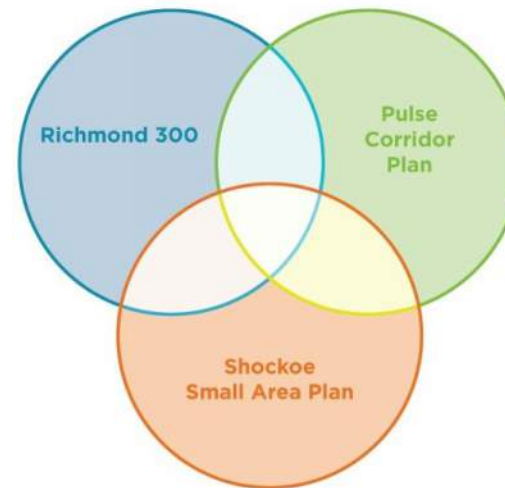
# Shockoe Small Area Plan

A GUIDE FOR GROWTH AND COMMEMORATION



## February 10, 2021

Draft Plan shared with the Shockoe Alliance



## **Topic 1: History and Culture**

Shockoe is a community that promotes the significant history of the area through placemaking, memorialization, interpretation, preservation, and education; while also supporting the area as a part of a growing, dynamic city.

### **Goal 1: Historic Preservation**

Support growth that preserves the historical urban fabric and enhances an understanding of Richmond's multi-faceted past. (R300 Goal 3)

## **Topic 2: High Quality Places (Placemaking, Land Use, Public Safety)**

Shockoe is a well-designed neighborhood connected by a network of public facilities and open spaces providing services to residents, businesses, and visitors.

### **Goal 2: Complete Neighborhoods**

Establish a neighborhood that has multi-modal access to nodes connected by major corridors in a gridded street network. (R300 Goal 1)

## **Topic 3: Equitable Transportation (Transportation)**

Shockoe prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

### **Goal 3: Non-Car Network**

Enhance walking, biking, and transit infrastructure to provide universal access to all users, prioritizing low-income areas and areas within the high-injury street network (R300 Goal 8)

**Goal 4: Street Connections and Bridges** Build and improve streets and bridges to expand connectivity for all users. (R300 Goal 9)

## **Topic 4: Diverse Economy (Economic Vitality and Sustainability)**

Shockoe is home to a variety of businesses and industries that offer opportunities for quality employment and capital investment.

### **Goal 5: Business Creation, Retention, and Attraction**

Foster an environment that supports the growth of existing and new small, medium, and large businesses, focusing on Nodes, major corridors, and industrial centers (R300 Goal 11)

## **Topic 5: Inclusive Housing (Equitable and Inclusive)**

Shockoe is a community where all people can access quality housing choices.

### **Goal 6: Housing**

Preserve, expand, and create mixed-income communities and foster the inclusion of increased affordable housing by preserving existing housing units and developing new ones—both rental and owner occupied—throughout the city (R300 Goal 14)

## **Topic 6: Thriving Environment (Infrastructure and Environment)**

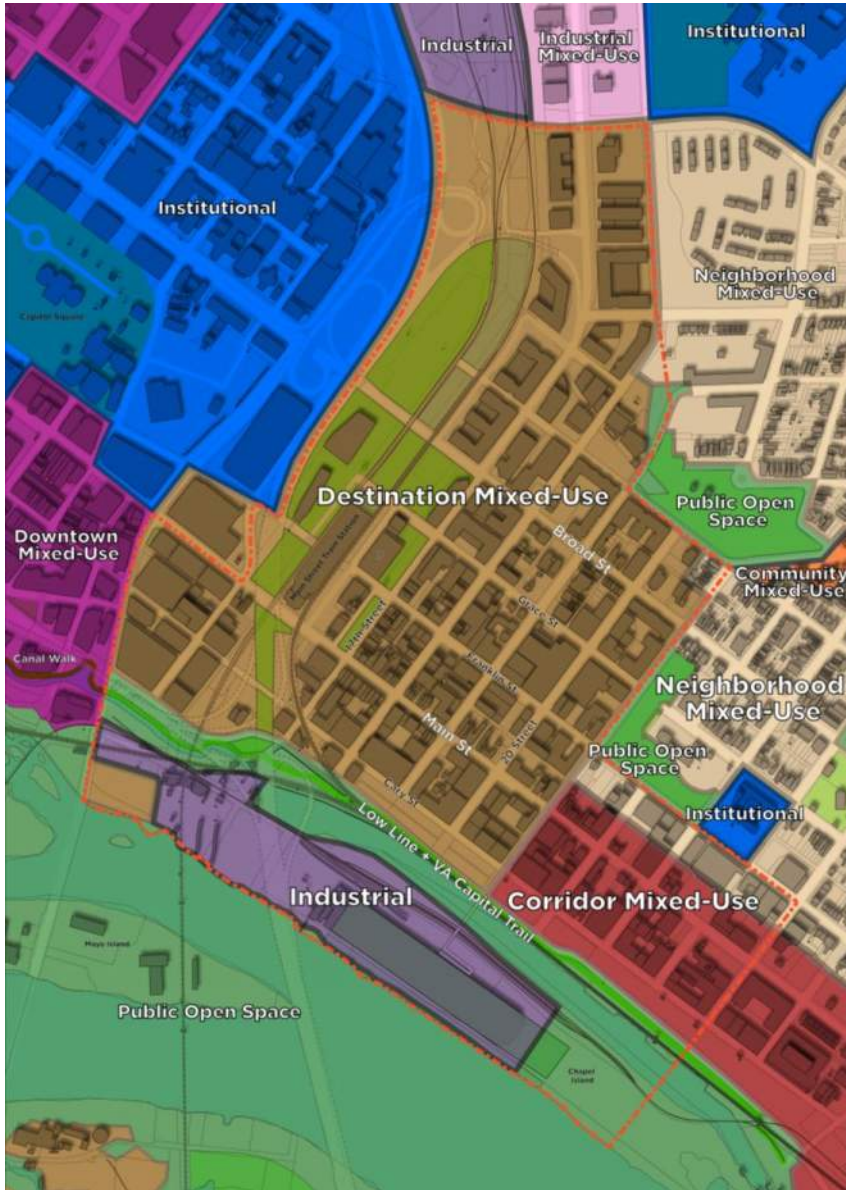
Shockoe is a sustainable and resilient community with healthy air, clean water, and a flourishing ecosystem.

### **Goal 7: Clean Water**

Improve local water quality and manage the built environment to reduce air pollution and carbon emissions from building and enhance and protect natural assets such as the James River (R300 Goal 16)

### **Goal 8: Resilient and Healthy Communities**

Mitigate climate impacts by increasing green space and decreasing carbon emissions while positively, adapting to the effects of a changing climate via RVAgreen 2050, and ensure that all residents have equitable access to nature and a healthy community (R300 Goal 17)

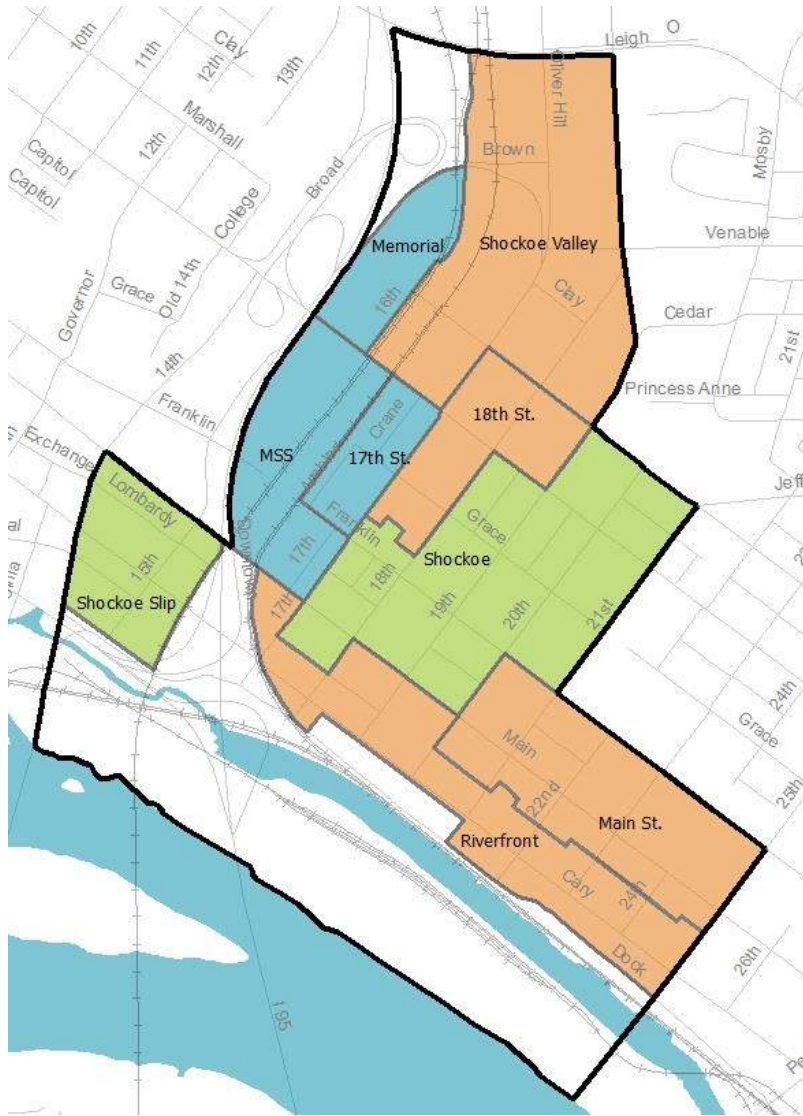


### Destination Mixed-Use

Key gateways featuring prominent destinations, such as **history and cultural venues**, retail, and large employers, as well as housing and open space. Located at the convergence of several modes of transportation, including Pulse Bus Rapid Transit (BRT) or planned transit improvements. **Shockoe is located at the convergence of several modes of transportation, is a mixed-use neighborhood, and the proposal for the development of the Campus, which is envisioned to be nationally recognized destination, makes Shockoe ideally suited for Destination Mixed-Use.**

**Development Style:** Higher-density transit-oriented development encouraged on vacant or underutilized sites. New development should be urban in form and may be of larger scale than existing context where **appropriate north of Broad Street and south of Main Street. The building size, density, and zoning districts for these areas may vary significantly depending on historical densities and neighborhood characteristics. New development in Shockoe should be in scale with the existing context, especially in and adjacent to the Historic Core Area.** Development should enhance the public realm and create a sense of place. Many buildings are vertically mixed-use. Developments continue and/or introduce a gridded street pattern to increase connectivity.

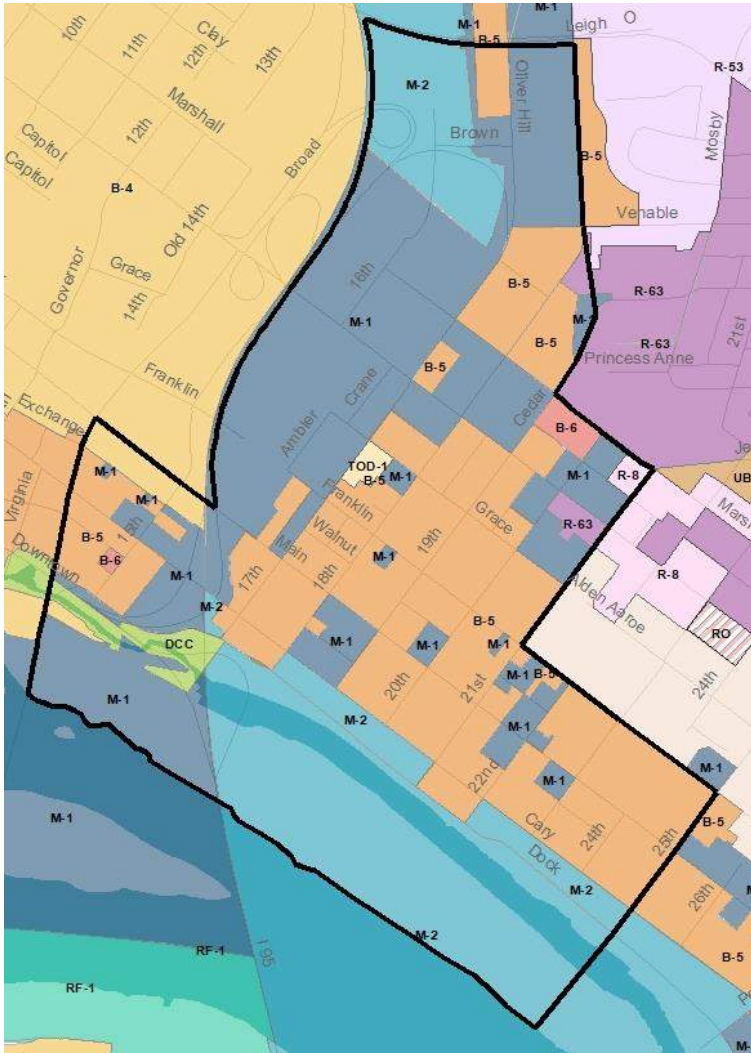
**Intensity:** Buildings typically a minimum height of five stories. **New buildings that are taller than historical buildings should step back from the build-to line after matching the height of the predominant cornice line of the block, especially buildings fronting E. Broad and E. Main Street. In the Historic Core Area new buildings should not exceed five stories.**



<b>Historic Areas</b> <ul style="list-style-type: none"> <li>Shockoe</li> <li>Shockoe Slip</li> </ul>	Core of intact historic buildings, majority protected by Old and Historic designation	5-stories maximum
<b>Heritage Campus</b>		
<ul style="list-style-type: none"> <li>Memorial</li> </ul>	African Burial Ground	Park, Flood Management, Commemorative Space
<ul style="list-style-type: none"> <li>Main Street Station</li> </ul>	Museum, Lumpkin's Jail Site	5-6 stories maximum (limited by view shed requirements at MSS)
<ul style="list-style-type: none"> <li>17<sup>th</sup> Street</li> </ul>	Mostly vacant	8-stories maximum
<b>Growth Areas</b>		
<ul style="list-style-type: none"> <li>Riverfront</li> </ul>	Limited opportunities for infill	8-stories maximum
<ul style="list-style-type: none"> <li>Main Street</li> </ul>	Existing historic fabric	5-stories maximum
<ul style="list-style-type: none"> <li>18<sup>th</sup> Street</li> </ul>	Mostly vacant, taller buildings north of Broad Street	8-stories maximum
<ul style="list-style-type: none"> <li>Shockoe Valley</li> </ul>	Mostly vacant, little historic fabric	12-stories maximum

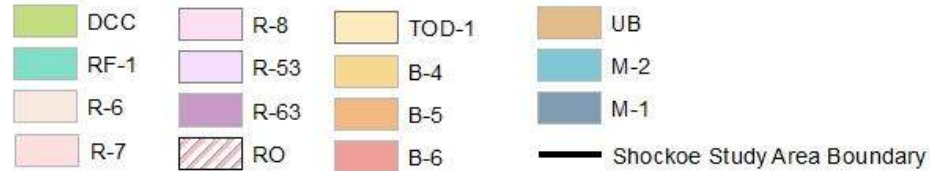


# Implement Re-zoning



Zoning District	Acreage	Percent
M-1	84.2	35.75%
M-2	58.0	24.60%
B-5	81.8	34.73%
DCC	3.3	1.40%
B-4	3.2	1.36%
B-6	1.7	0.72%
R-63	1.7	0.72%
TOD-1	0.9	0.38%
R-8	0.7	0.30%

## Existing Zoning



## Implementation of the Heritage Campus

