

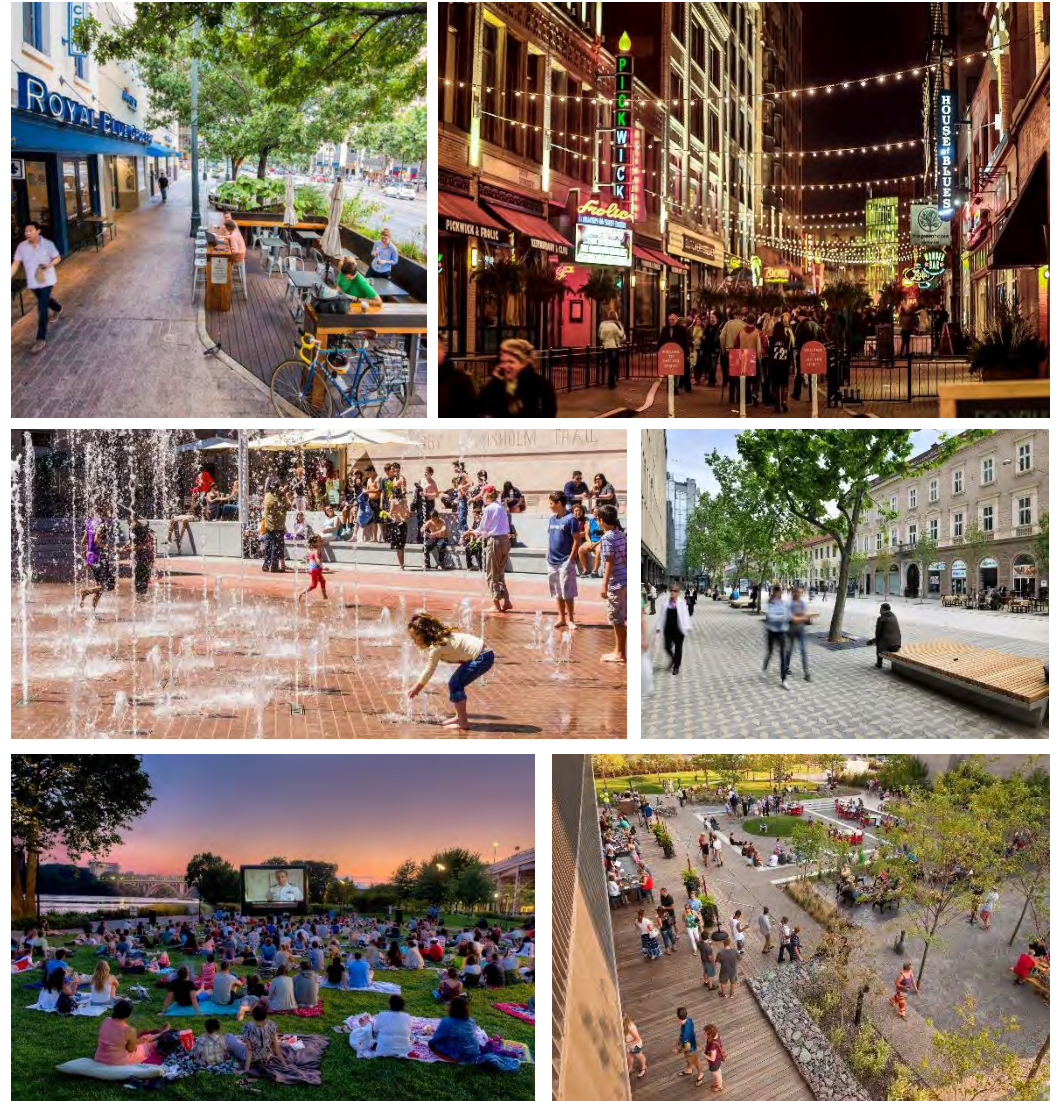
City Center Plan (DRAFT)



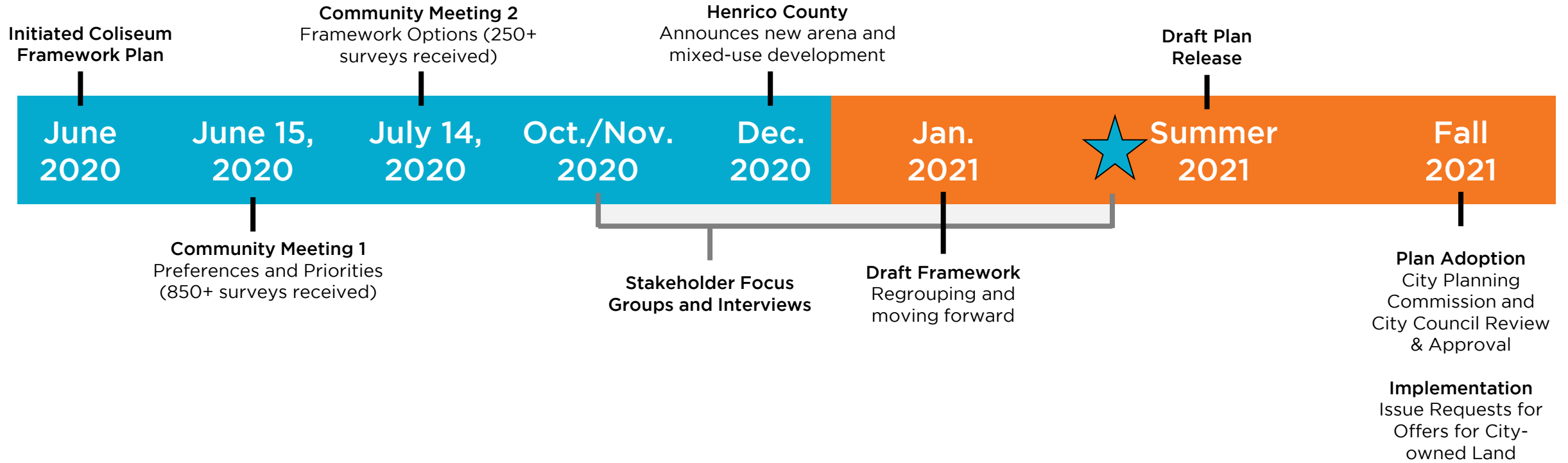
June 7, 2021

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

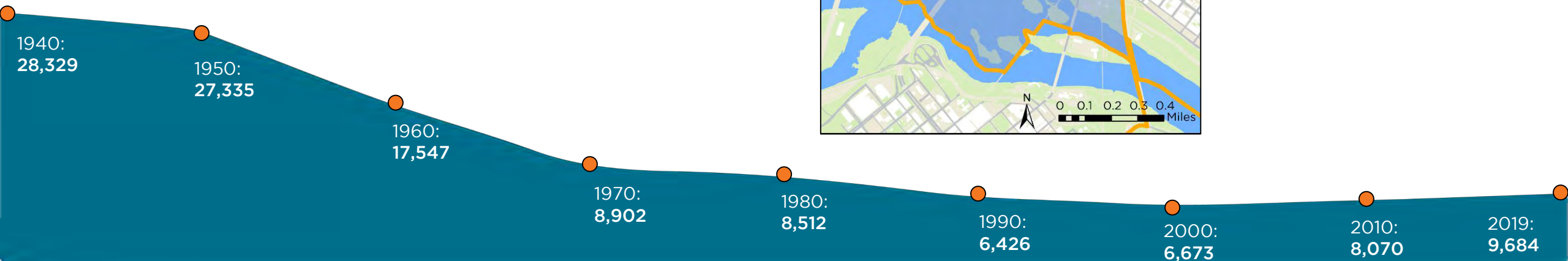
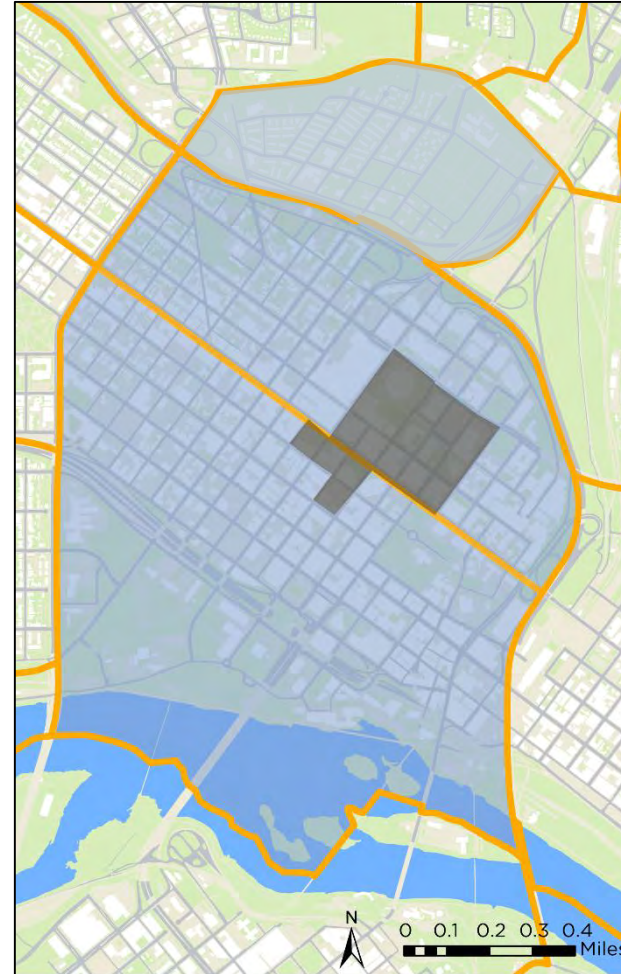
1924 Urban Form



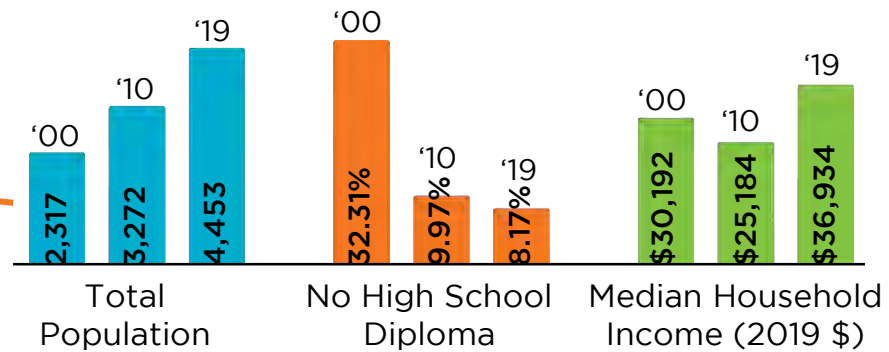
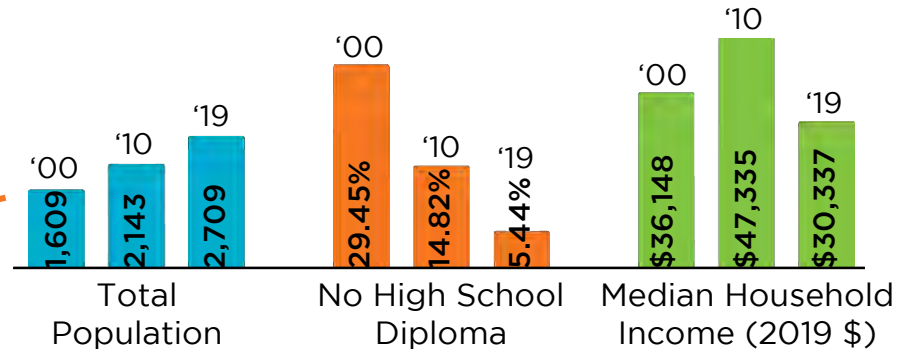
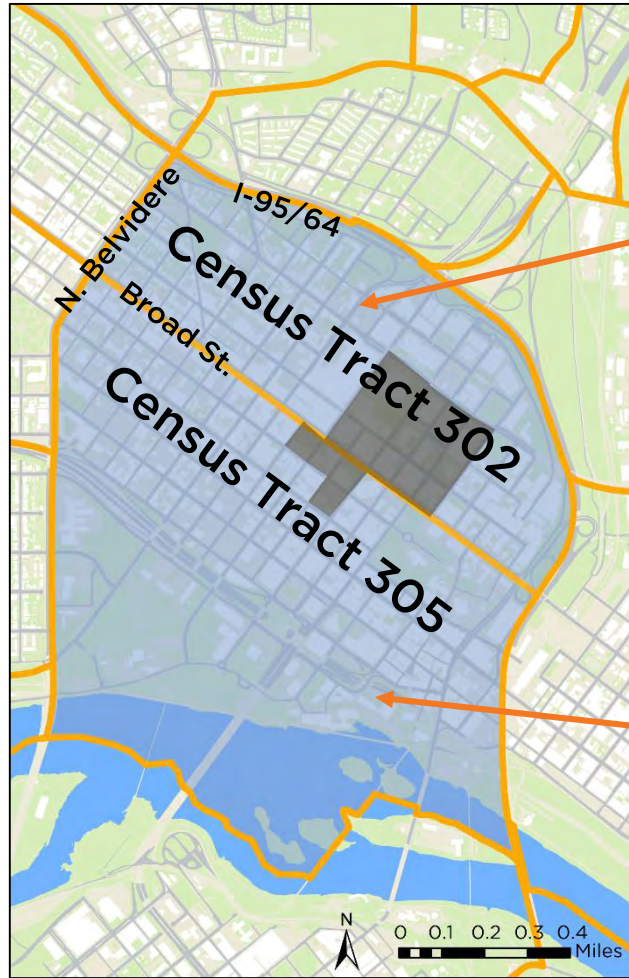
Source: Sanborn Maps 1924-1925, Valentine Museum Photo Archives

Downtown Population

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

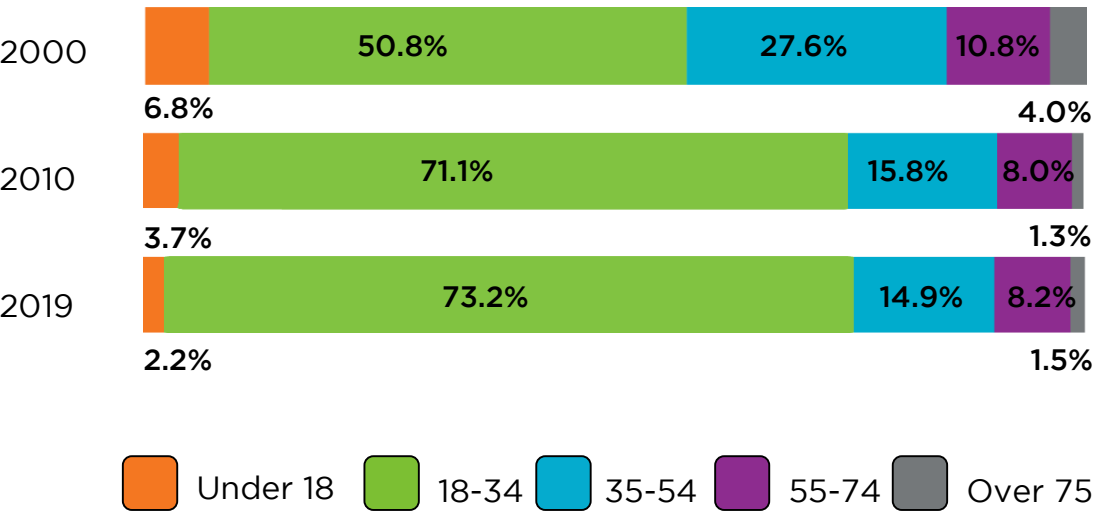


Demographic Profile - Downtown

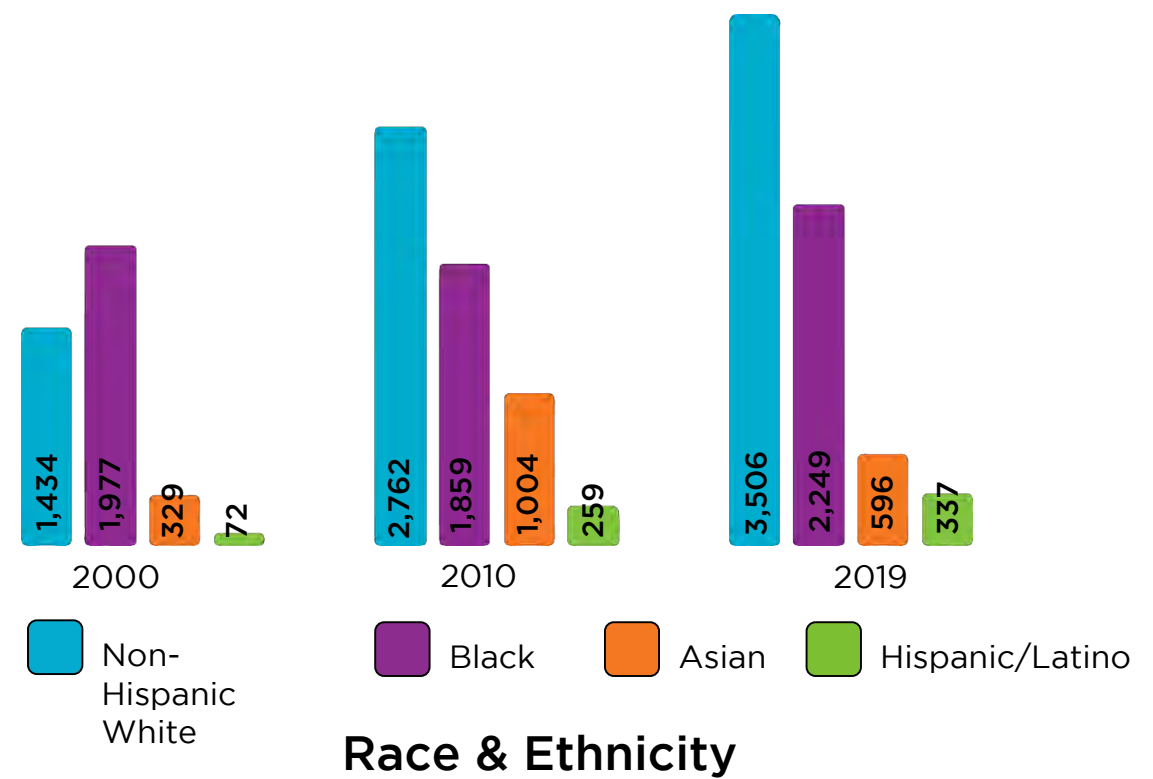


Source: American Community Survey 5-Year Estimates (2014-2019), Census 2000, 2010

Demographic Profile - Downtown



Age Profile

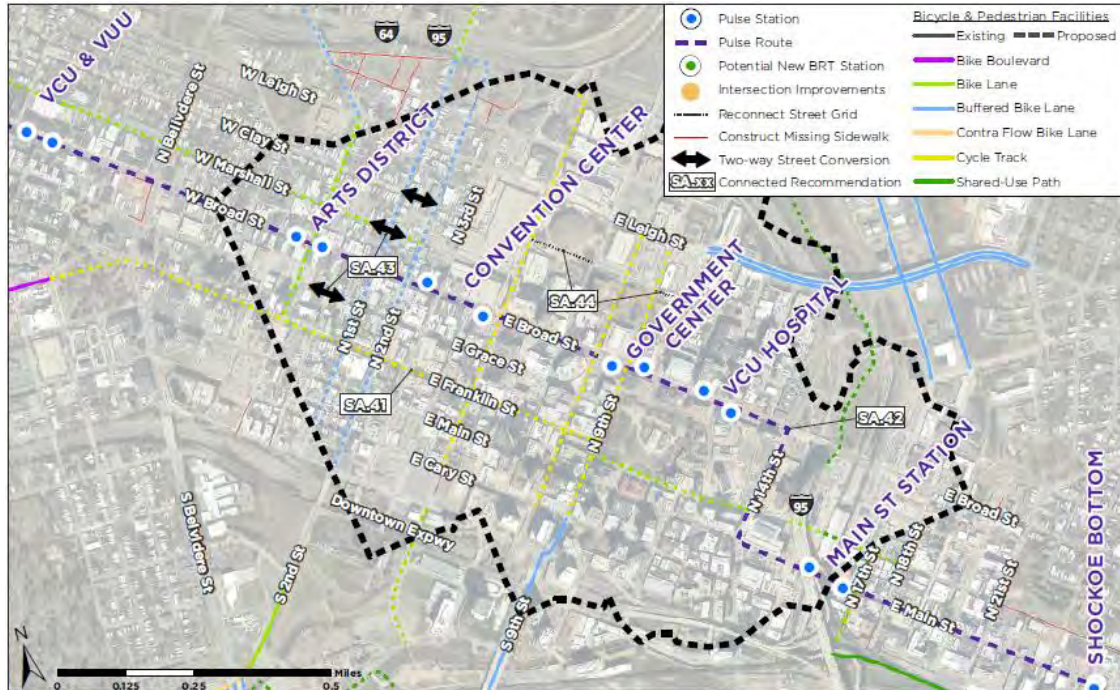


Race & Ethnicity

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

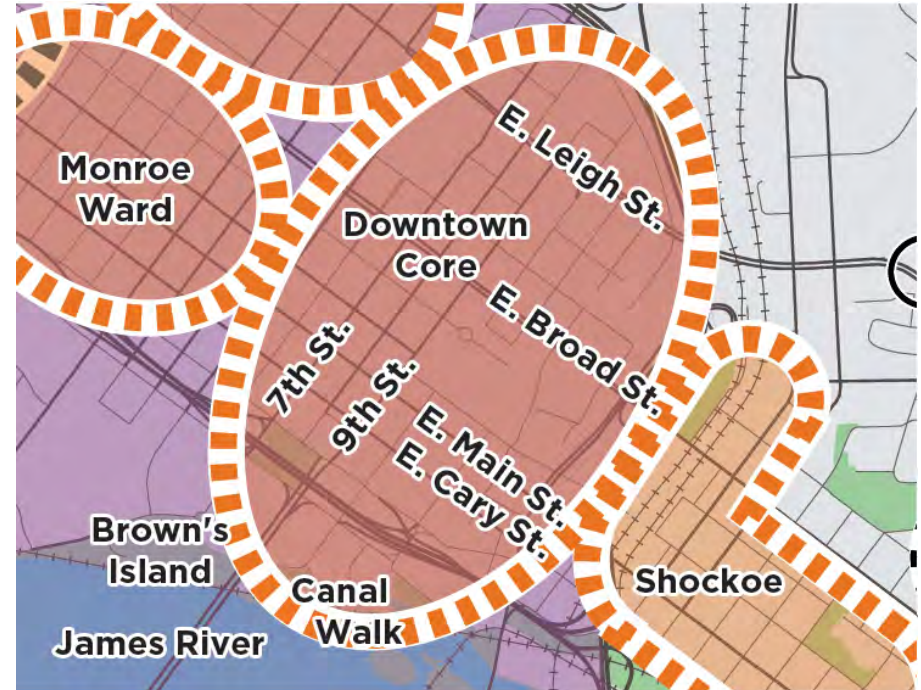
Existing Plans

Pulse Corridor Plan (2017)



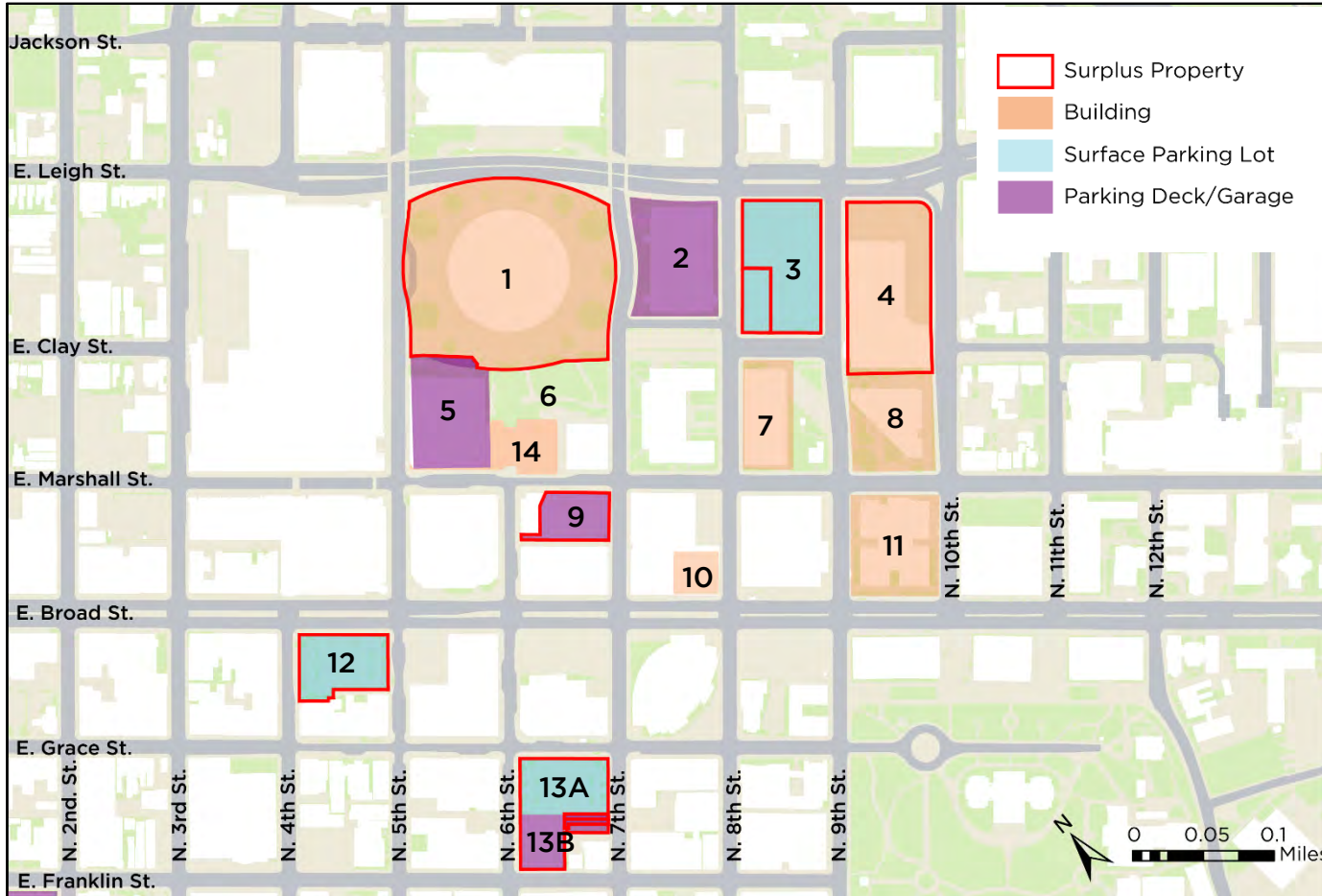
Downtown Station Area

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 th /Clay Surface Parking Lot	Fair
4	Public Safety Building	Critical
5	5 th /Marshall Parking Garage	Good
6	Coliseum Public Open Space	Poor
7	John Marshall Courts Bldg.	Poor
8	Social Services Building	Poor
9	6 th /Marshall Parking Garage	Critical
10	Theater Row Building	Poor
11	City Hall	Poor
12	4 th /Broad Surface Lot	Good
13A	6 th /Grace Surface Lot	Good
13B	6 th /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)



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

John Marshall Courts (400 N. 9th)



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



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

Social Services Building (900 E. Marshall)



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

Plan



Vision & Guiding Principles

Vision:

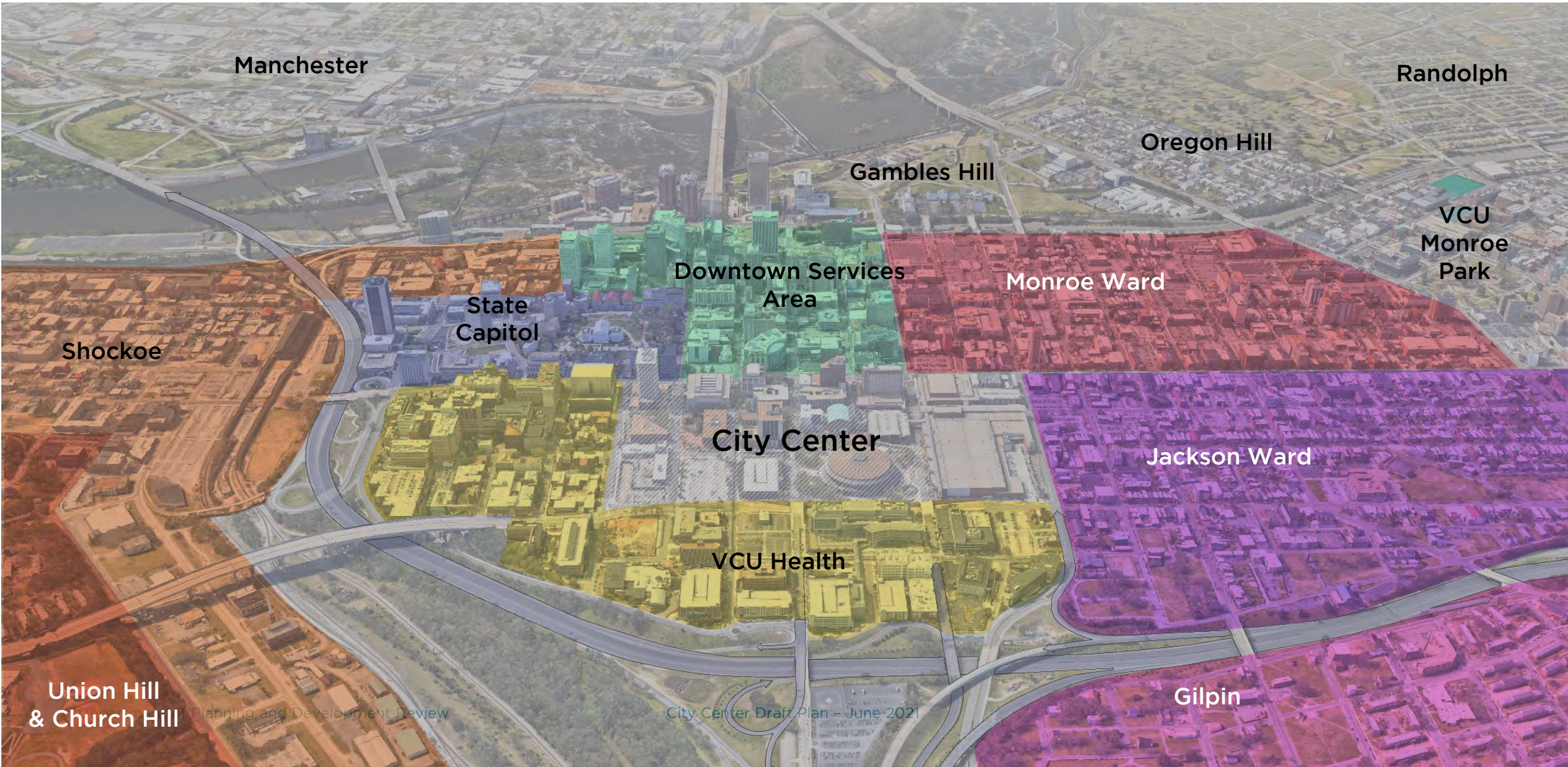
“City Center is a dynamic place that attracts residents, employees, students, and tourists...”

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

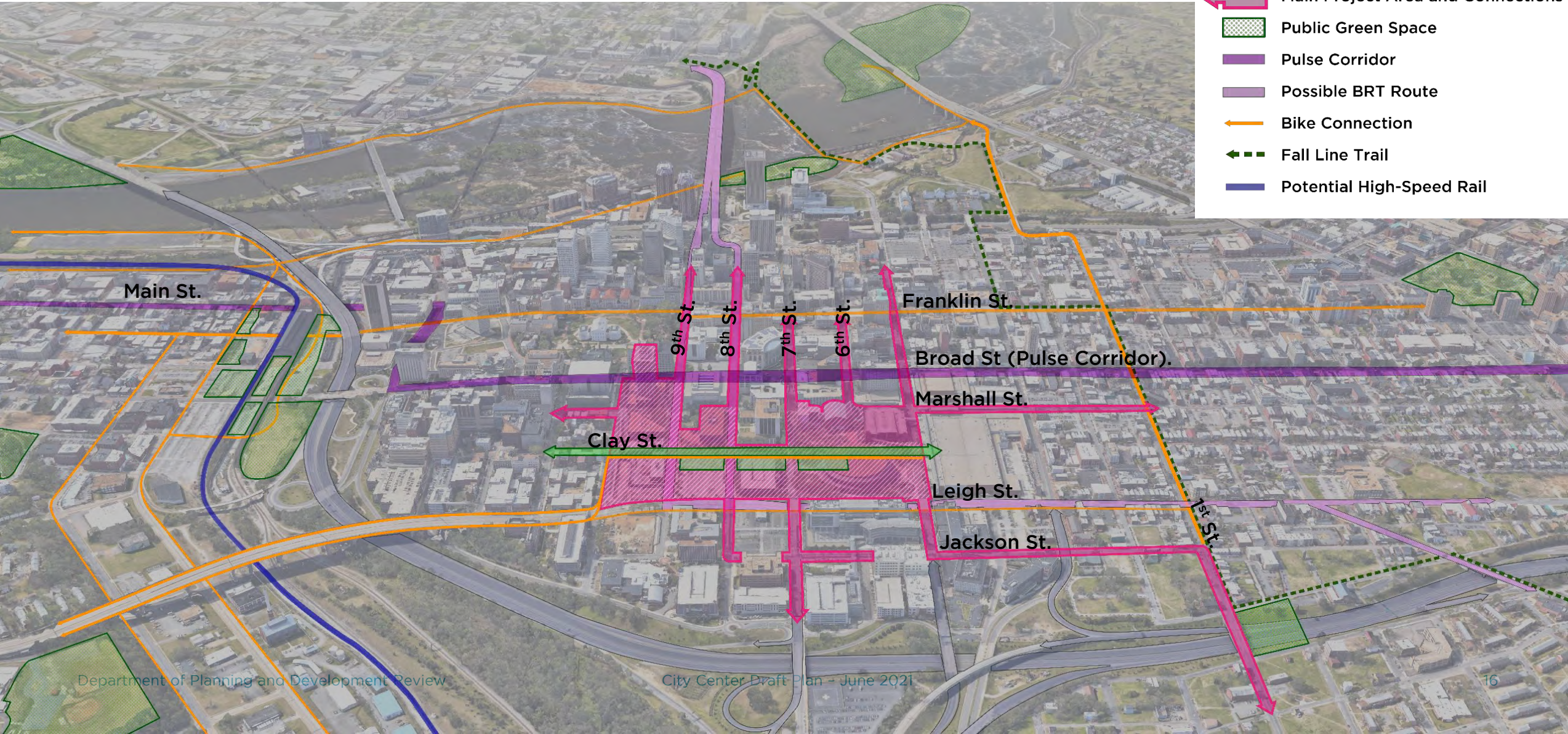
Guiding Principles:

- 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**

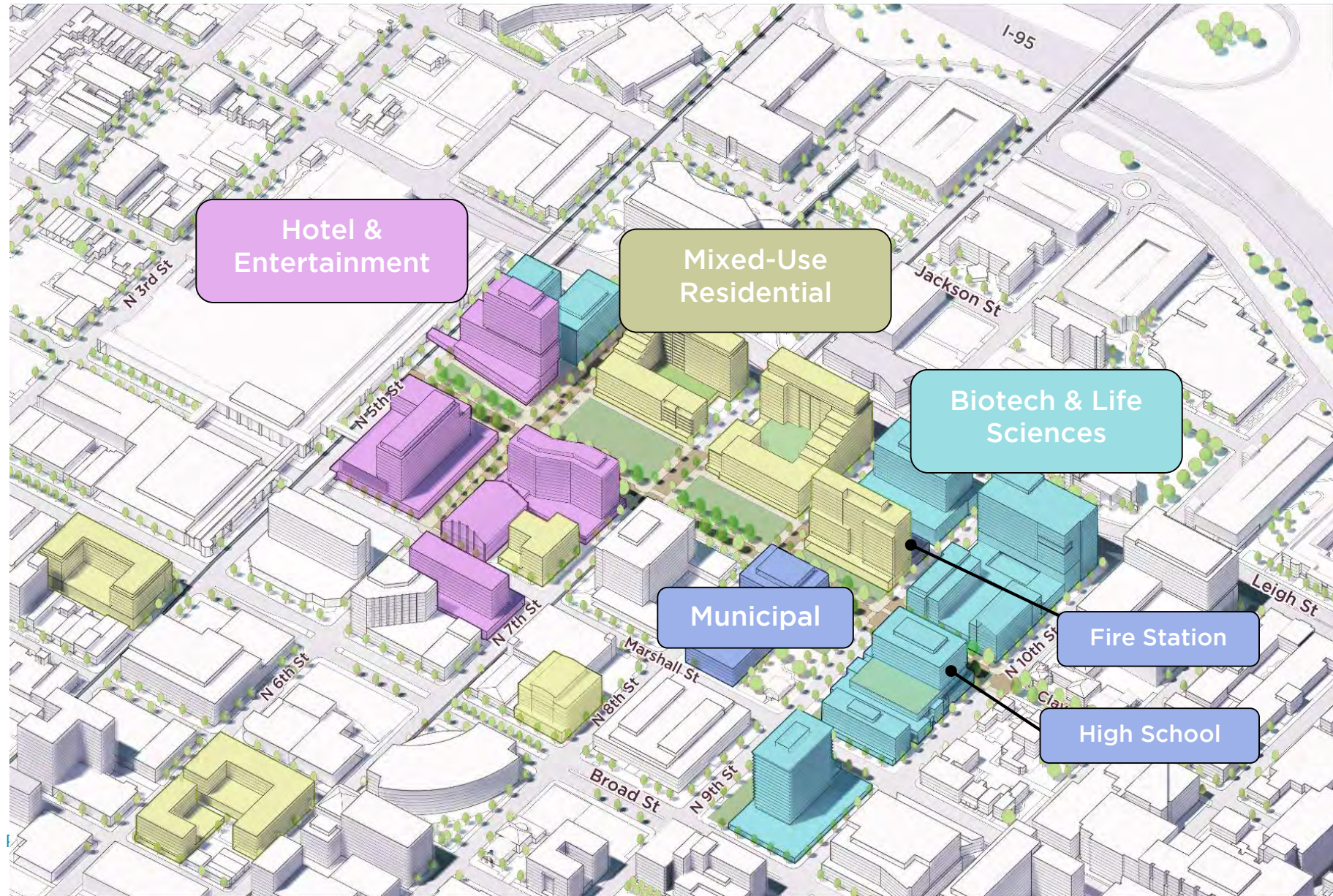
Adjoining Neighborhoods



Connections



City Center Overview - Clusters

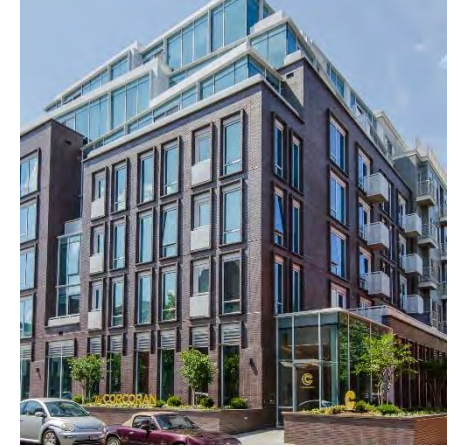


City Center Overview - Clusters - Building Precedents

Hotel & Entertainment



Residential



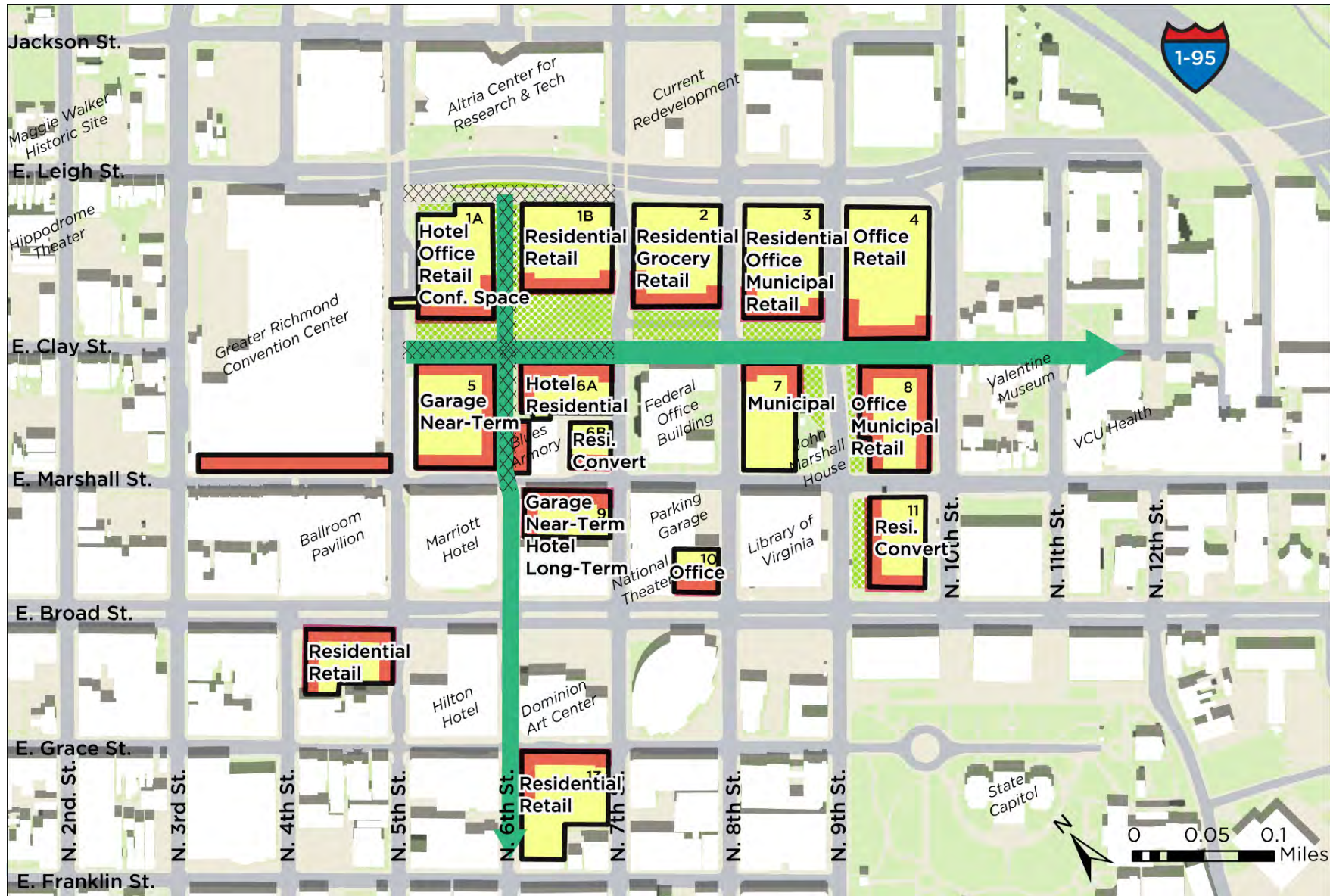
Municipal



Life Sciences & Office



City Center Overview

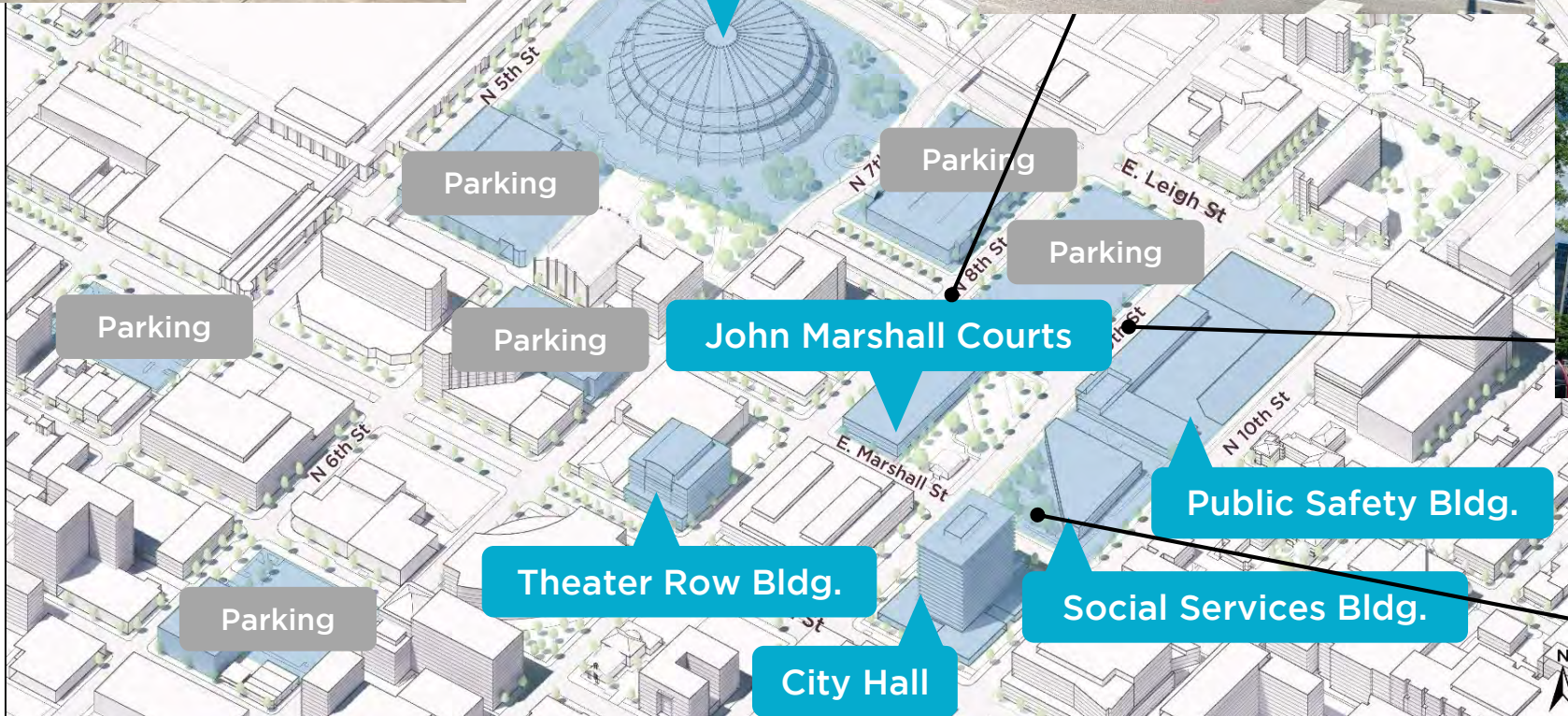


- New Development
- Activated Groundfloor
- Reconnected Streets
- Festival Streetscape

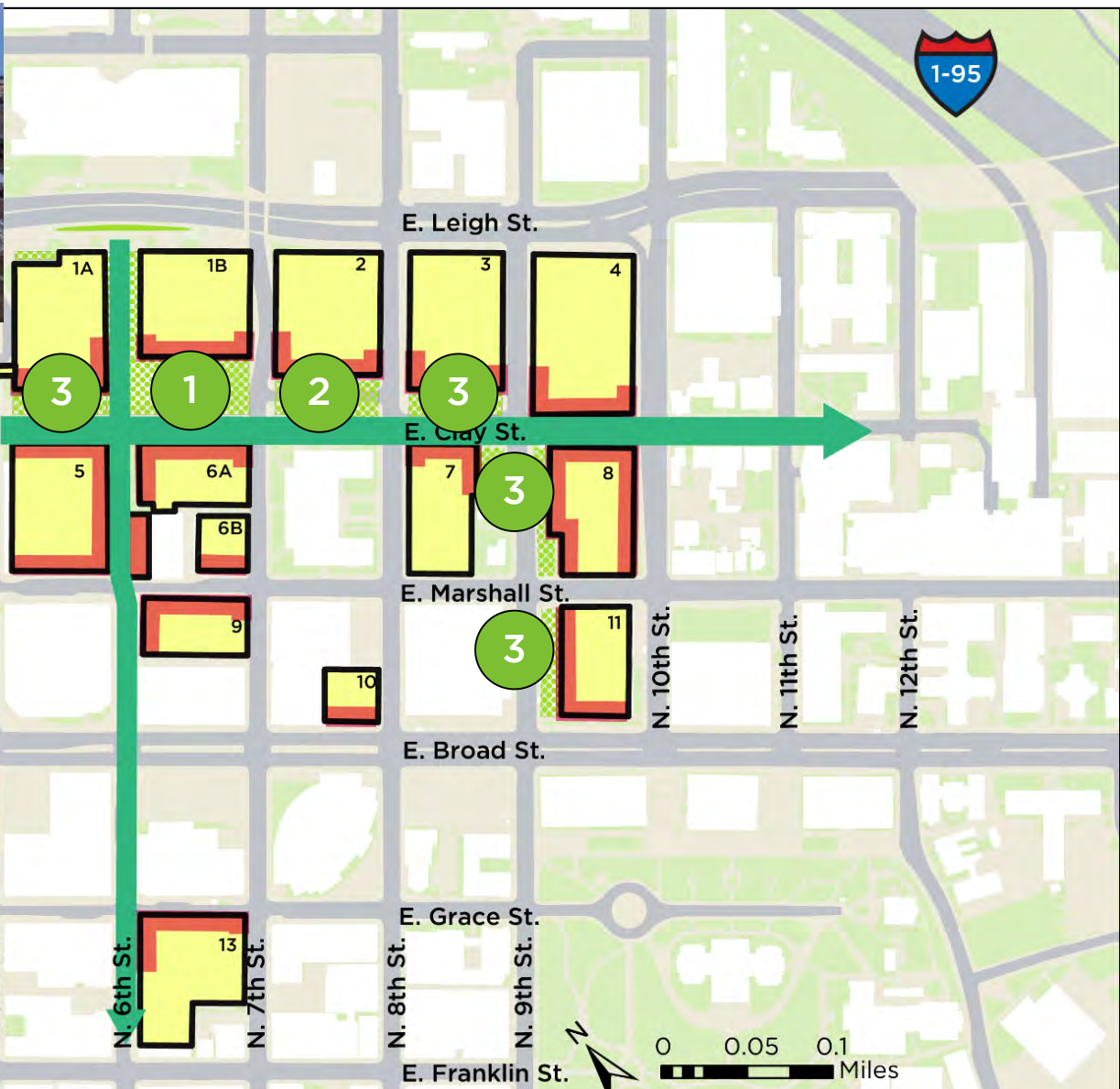
High-Quality Places: City-Owned Assets



City-Owned Property



High-Quality Places: Open Space



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



Multi-use Main Public Space



Everyday



Outdoor Movie Night



Multi-use Main Public Space



Ice Rink



Art Festival



Multi-use Main Public Space



Outdoor Performance / Concert



Yoga / Exercise Class



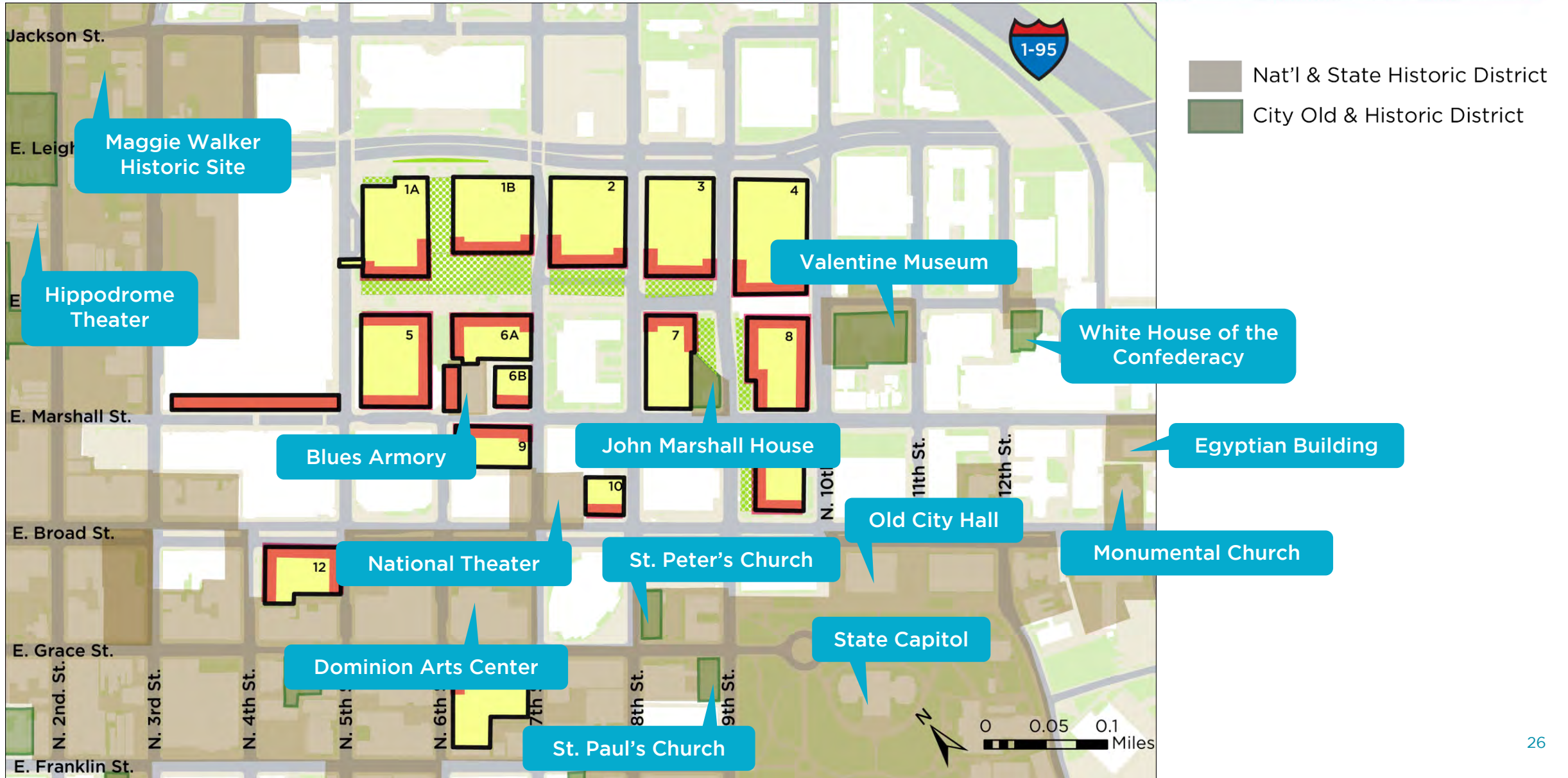
High-Quality Places: Urban Design

Rendering of north side of E. Clay St. between N. 8th and N. 9th Streets

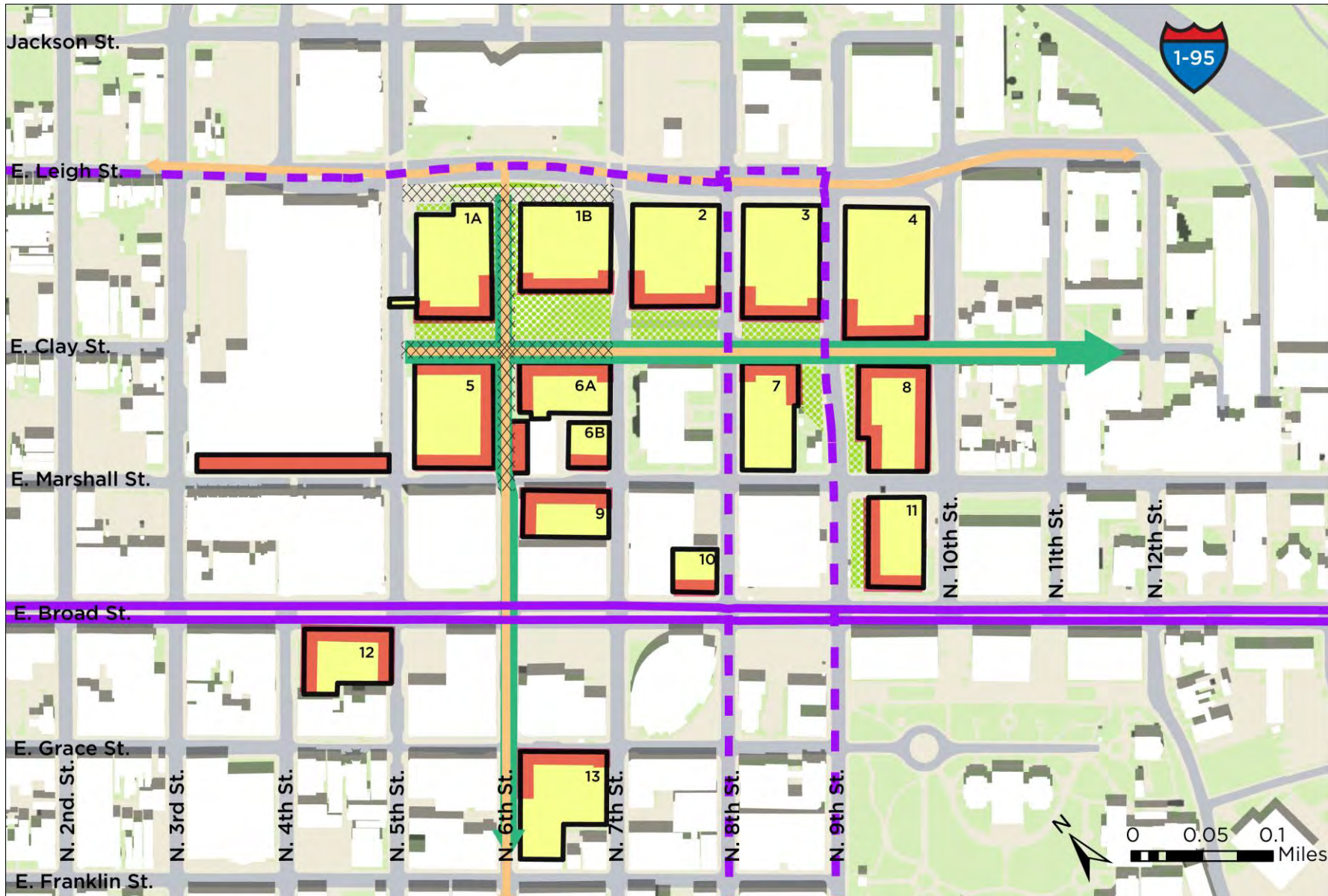


Today

High-Quality Places: Historic Preservation

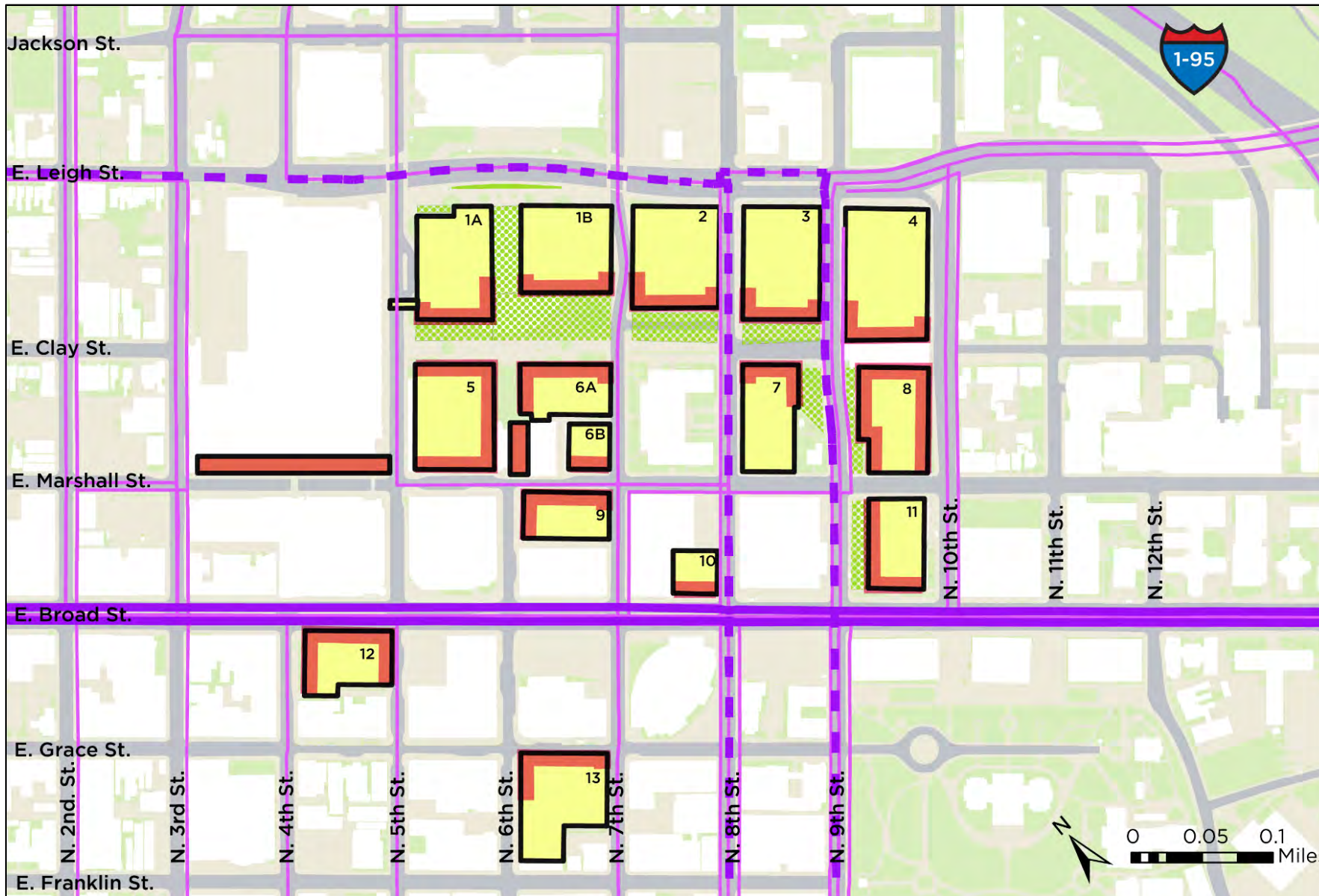


Equitable Transportation: Bike, Pedestrian, and Street Grid



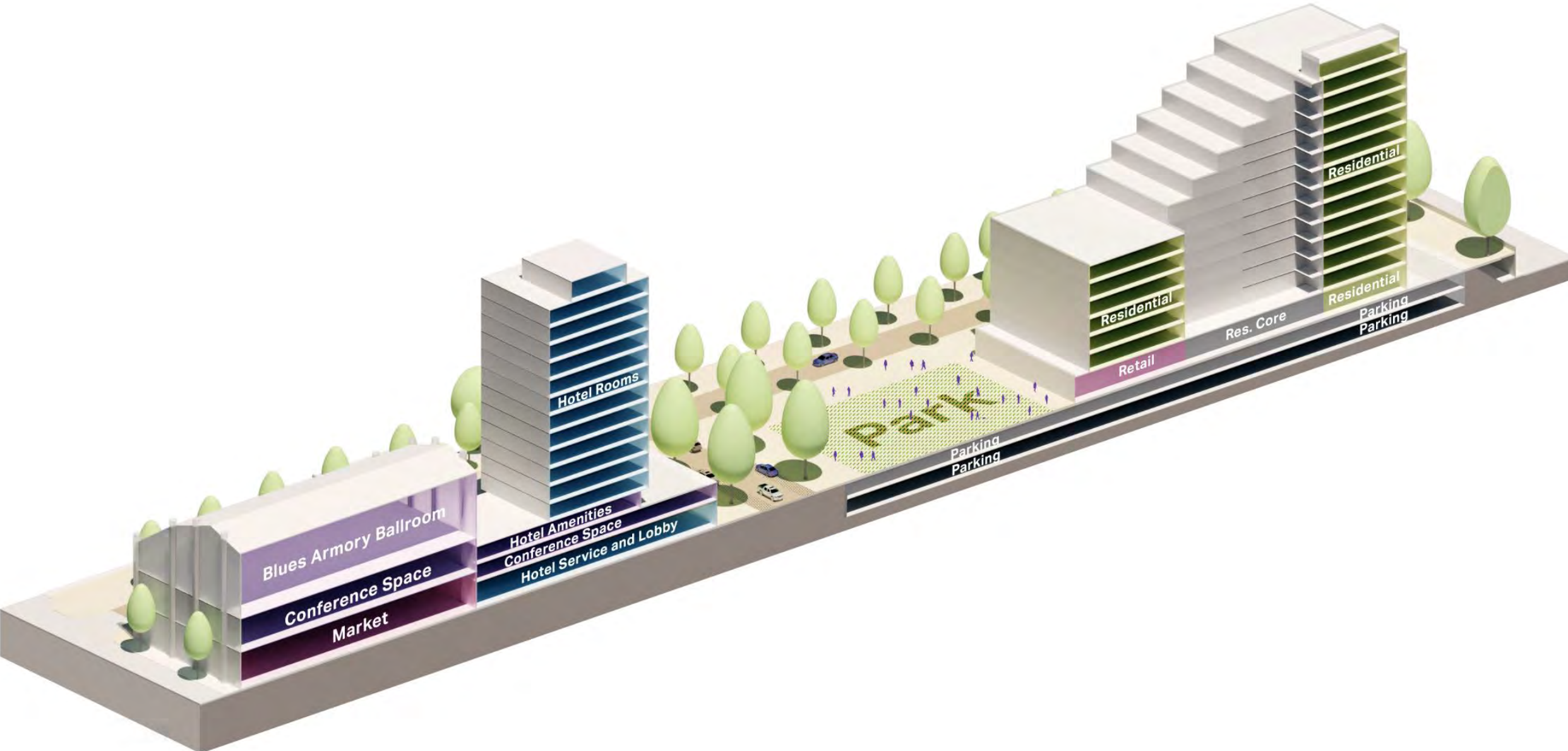
- New Development
- Activated Groundfloor
- Reconnected Streets
- Festival Streetscape
- Bike Path
- Proposed BRT
- Existing BRT

Equitable Transportation: Transit



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

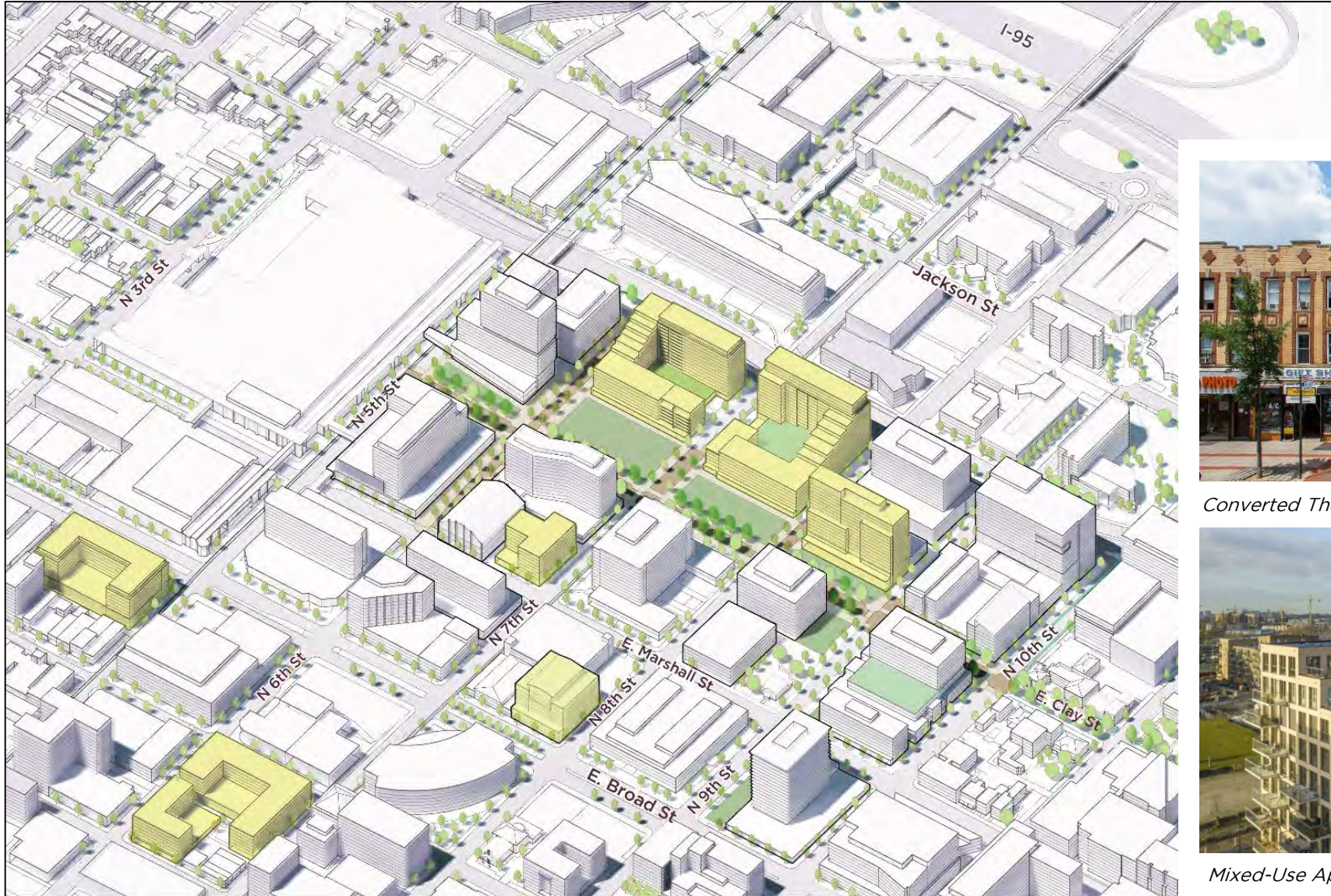
Equitable Transportation: Parking




Diverse Economy



Inclusive Housing



 Potential Residential



Converted Theater Apts., Queens



Mixed-Use Apts., DC

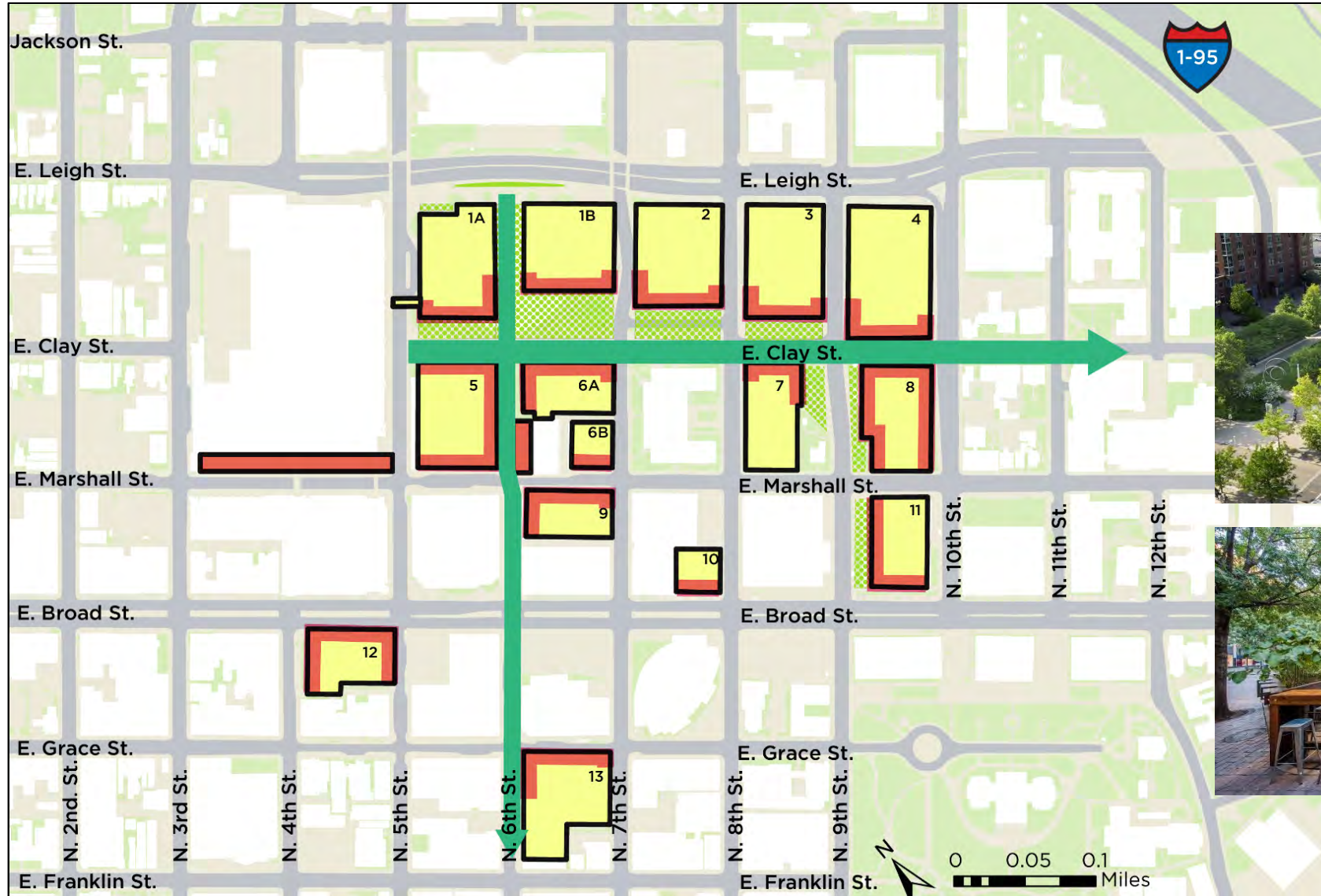



Mixed-Use Apts., Amsterdam



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

- **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

Next Steps

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:** 2nd District Meeting (virtual)
- **June 26, 9am:** 6th District Meeting (virtual or in-person, TBD)
- **June 30, 6pm:** 3rd District Meeting (virtual)
- **June 8-July 12:** Attend existing stakeholder meetings

Questions?

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