

Shockoe Small Area Plan

ENGAGEMENT OVERVIEW PRESENTATION

7 SEPTEMBER 2021 – PLANNING COMMISSION

8 SEPTEMBER 2021 – SHOCKOE ALLIANCE



Community Engagement



April 15, 2019 (Main Street Station)

July 17, 2019 (MLK Middle School)

November 23, 2019 (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

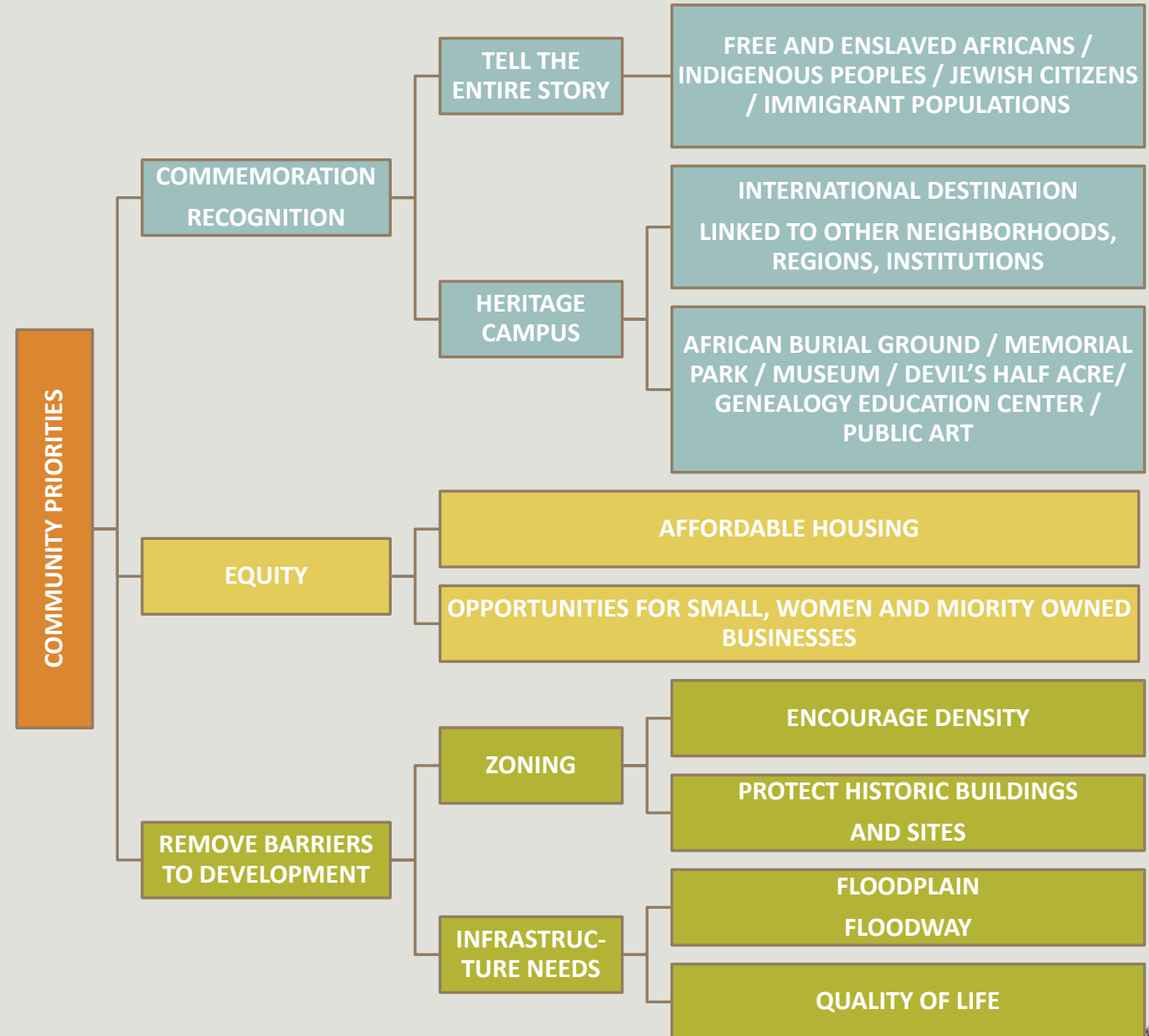
Theme 8: Infrastructure and Environment



DRAFT PLAN DEVELOPMENT

June 2020 to June 2021

Shockoe Alliance worked to balance the priorities identified during the first round of public engagement and the voices on the Alliance within the framework of Richmond 300



The Vision for Shockoe:

In 2037, Shockoe is a welcoming, inclusive, diverse, innovative, equitable and thriving community; honoring and commemorating its past and ensuring a high quality of life for all.



6 Topic Visions

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.

High-Quality Places



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

Equitable Transportation



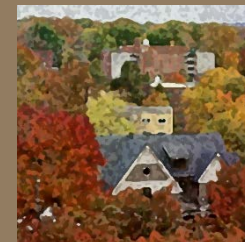
Shockoe prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

Diverse Economy



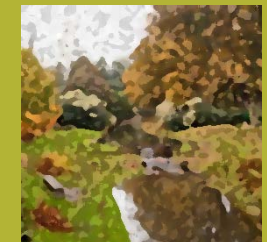
Shockoe is home to a variety of businesses and industries that offer opportunities for quality employment and capital investment.

Inclusive Housing



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

Thriving Environment



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



8 Goals, 24 Objectives, 112 Strategies

History and Culture



Goal 1: Historic Preservation

High-Quality Places



Goal 2: Complete Neighborhoods

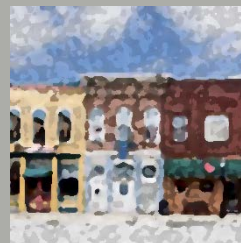
Equitable Transportation



Goal 3: Non-Car Network

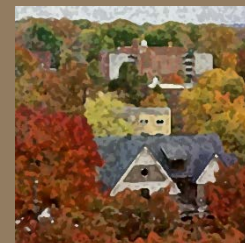
Goal 4: Street Connections and Bridges

Diverse Economy



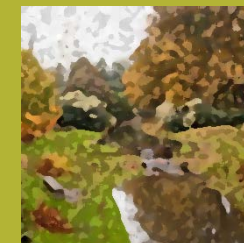
Goal 5: Business Creation, Retention, and Attraction

Inclusive Housing



Goal 6: Housing

Thriving Environment

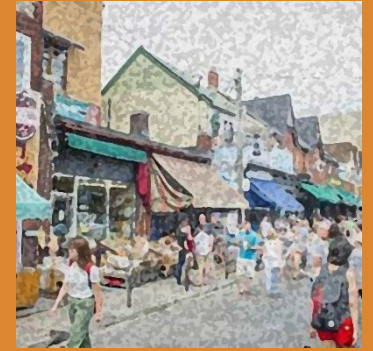


Goal 7: Clean Water

Goal 8: Resilient and Healthy Communities

History and Culture Vision

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.



Commemoration

Objective 1.1: **Develop an intentional, coordinated program for the commemoration of history and culture throughout Shockoe.** Use public art, architecture, and landscape elements to create strong visual, physical, and public connections among historic buildings and sites in Shockoe that also extend to the larger community and other cultural and historic resources in the city.



Heritage Campus

Objective 1.2: **Develop a Campus** that includes the Memorial Park, the Lumpkin's Jail/Devil's Half Acre Site, a Museum of the American Slave Trade, the African Burial Ground and links the Campus to Shockoe restaurants and businesses, the multi-modal Main Street Station via the 17th Street Plaza, the Virginia Capital Trail, and the Low Line creating a unique destination for residents and visitors to the City.



Preservation Policy

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.



High-Quality Places Vision

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



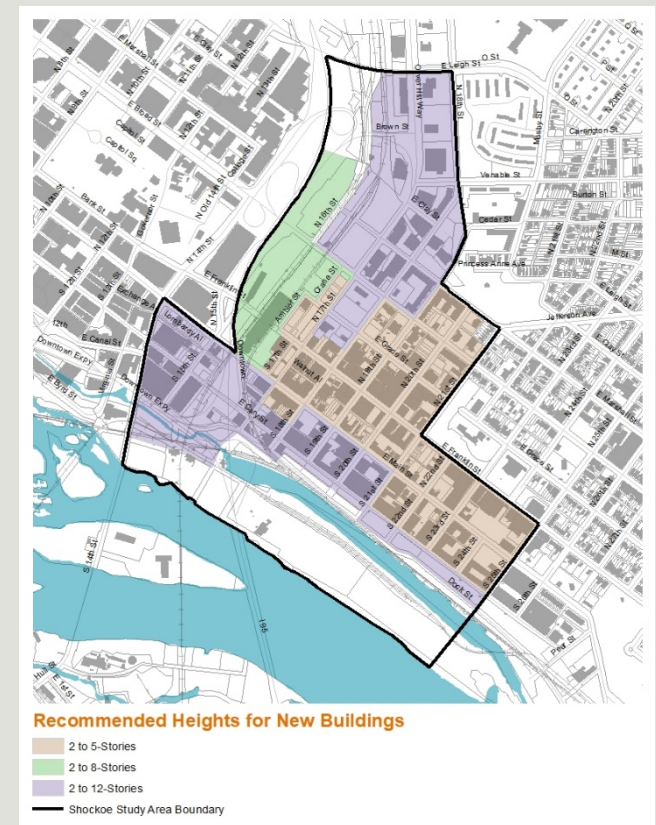
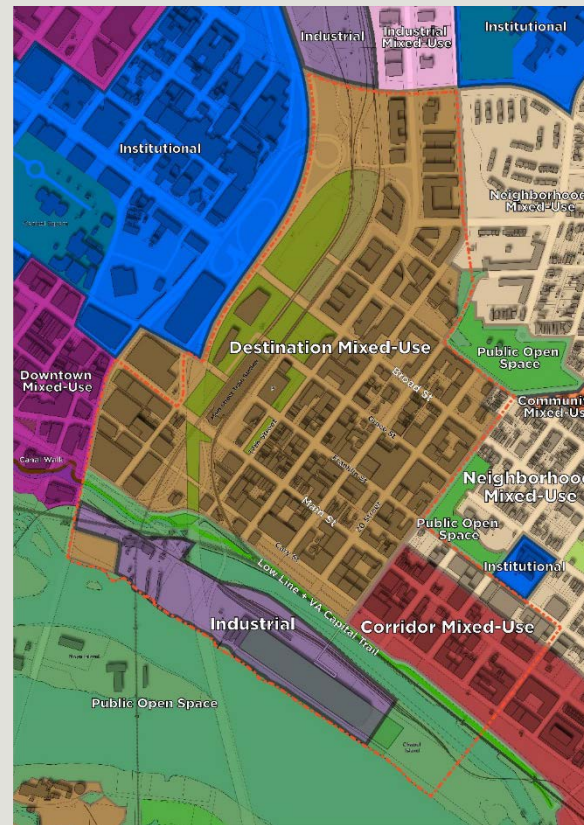


Goal 2: Complete Neighborhoods

Establish a neighborhood that has multi-modal access to nodes connected by major corridors in a gridded network.

Zoning

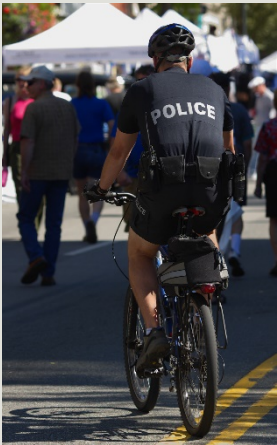
Objective 2.1: **Rezone Shockoe to match the future land use map and recommended heights for new buildings.** Implement zoning changes that encourage growth and economic viability, the replacement of surface lots with active uses and structured parking, promote Shockoe as an Eco-district with green practices and policies, and encourage appropriate infill design





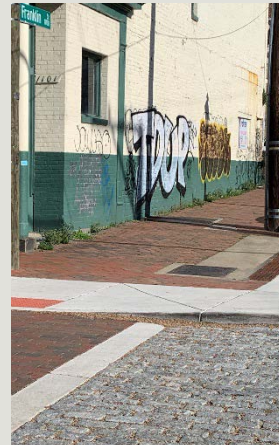
Goal 2: Complete Neighborhoods

Establish a neighborhood that has multi-modal access to nodes connected by major corridors in a gridded network.



Public Safety

Objective 2.2: **Develop and implement a best practice strategy** in the neighborhood to address activities that present a **public safety issue** for residents and businesses, and are a deterrent to attracting future residents, customers, and visitors.



Environment

Objective 2.3: Commit to a program for **cleaning alleys** and collectively address issues to improve **trash collection**, street and sidewalk cleaning, and **graffiti removal**.



Code Enforcement

Objective 2.4: Strengthen policies and enforcement to **address dilapidated and blighted properties** that pose a safety hazard.



Equitable Transportation Vision

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)



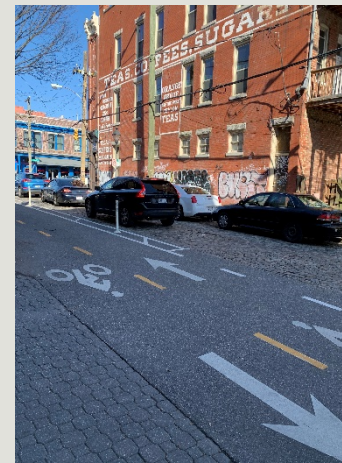
Pedestrians

Objective 3.1: **Improve sidewalks, crosswalks, and ADA facilities** to ensure accessibility and safe mobility to the maximum extent possible, including to transit facilities.



Streetscape

Objective 3.2: **Improve streetscapes** to create a safe, engaging pedestrian experience by providing consistent streetscape components where they do not already exist. (Pulse Corridor)



Bicycles

Objective 3.3: **Improve bicycle infrastructure** throughout Shockoe including a direct connection from the Virginia Capital Trail to the Cannon Creek Greenway.



Intercity Connections

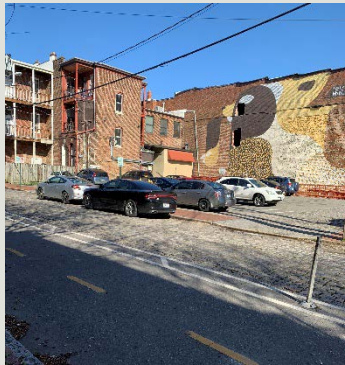
Objective 3.4: **Increase** the number of **intercity travel options** connecting Shockoe to other regions and localities.





Goal 4: Street Connections and Bridges

Build and improve streets and bridges to expand connectivity for all users. (R300 Goal 9)



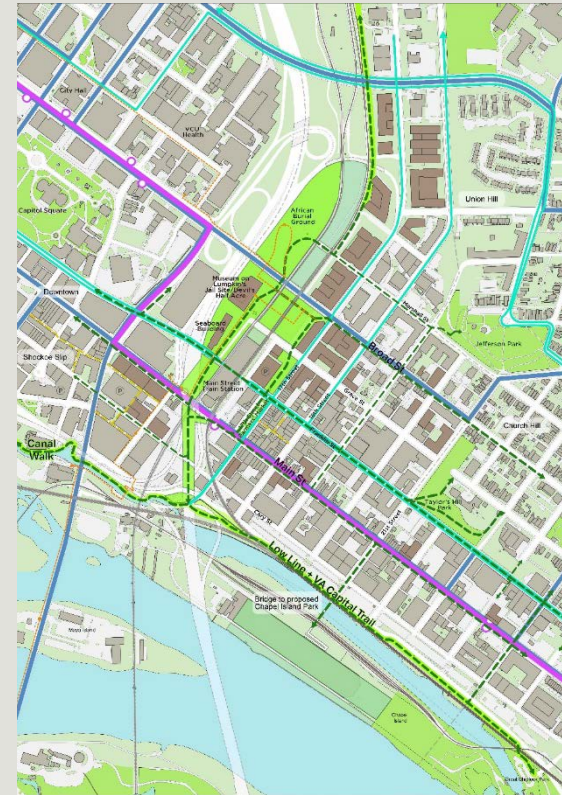
Parking

Objective 4.1: **Implement parking strategies** that effectively manage supply and demand of parking, as identified in the Desman Parking Study report, and improve the physical appearance of surface parking lots.



Branding

Objective 4.2: Create **great streets** using **coordinated design standards** and branding to define Shockoe as a unique place within the city through improvements to paving, landscaping, lighting, site furnishings, and signage.



Street Network

Objective 4.3: **Strengthen the street network** by improving multi-modal access and comfort.

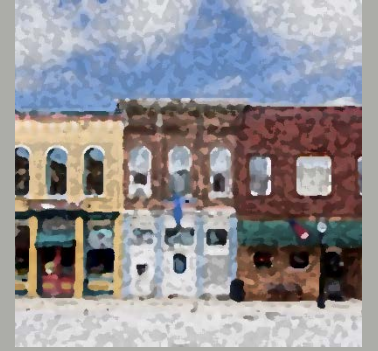
Connectivity

Objective 4.4: **Improve connectivity** to nearby neighborhoods, downtown, and the James River through consistent streetscape and shading.



Diverse Economy Vision

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)

Economic Development Strategy

Objective 5.1: **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, music and food venues, neighborhood services, business incubators, and maker-space to promote locally-sourced products.

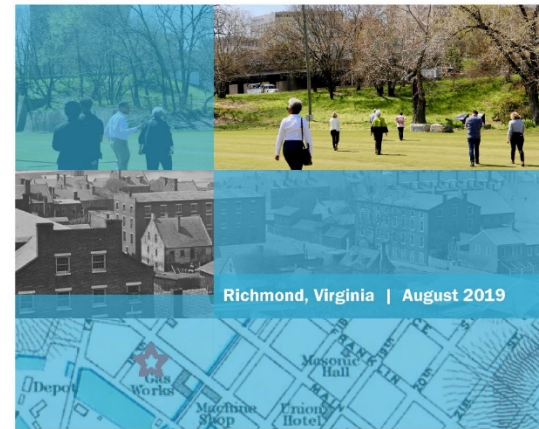
Minority Business

Objective 5.2: **Attract new and sustain existing** minority-owned businesses to Shockoe.

Job Creation

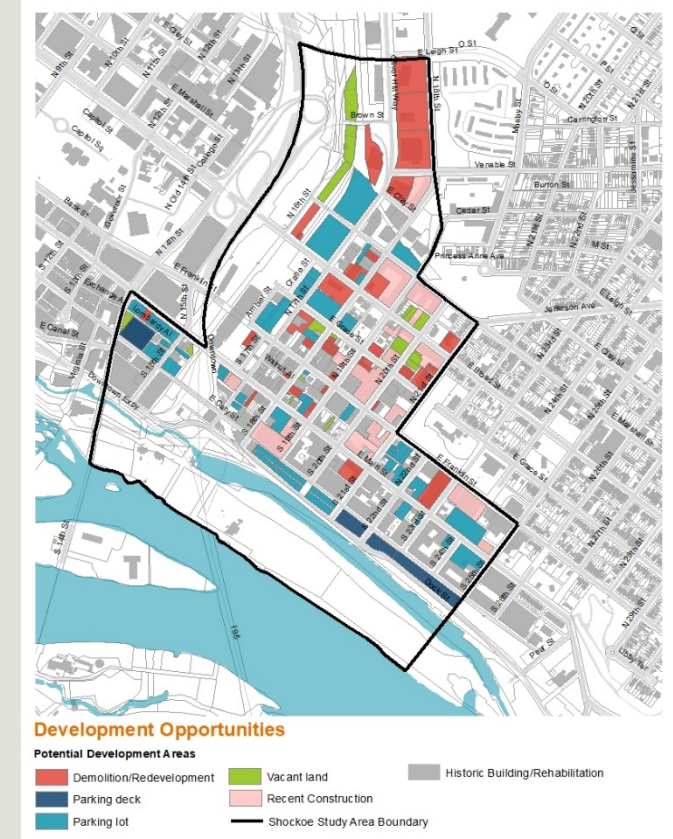
Objective 5.3: Implement a **job creation and workforce preparedness** program in conjunction with major regional technology and health care employers

Shockoe Bottom Equitable Economic Redevelopment Resource Guide



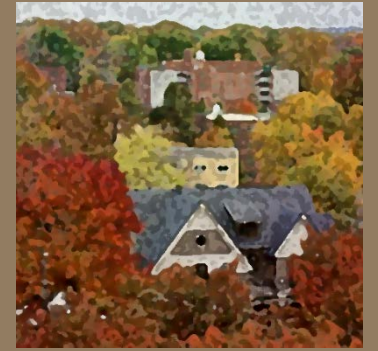
Report prepared by
EbonyWalden Consulting
Facilitating Change

In Partnership with
National Trust for Historic Preservation
Preservation Virginia



Inclusive Housing Vision

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 units and developing new ones – both rental and owner occupied – throughout the city (R300 Goal 14)

Affordable Housing

Objective 6.1: Develop incentives and policies, and partner with the private sector and non-profits toward **improving affordable housing options** and inventory.

Prevent Displacement

Objective 6.2: **Stabilize residents and businesses** that are vulnerable to involuntary displacement due to increasing property values and rents.



Thriving Environment Vision

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



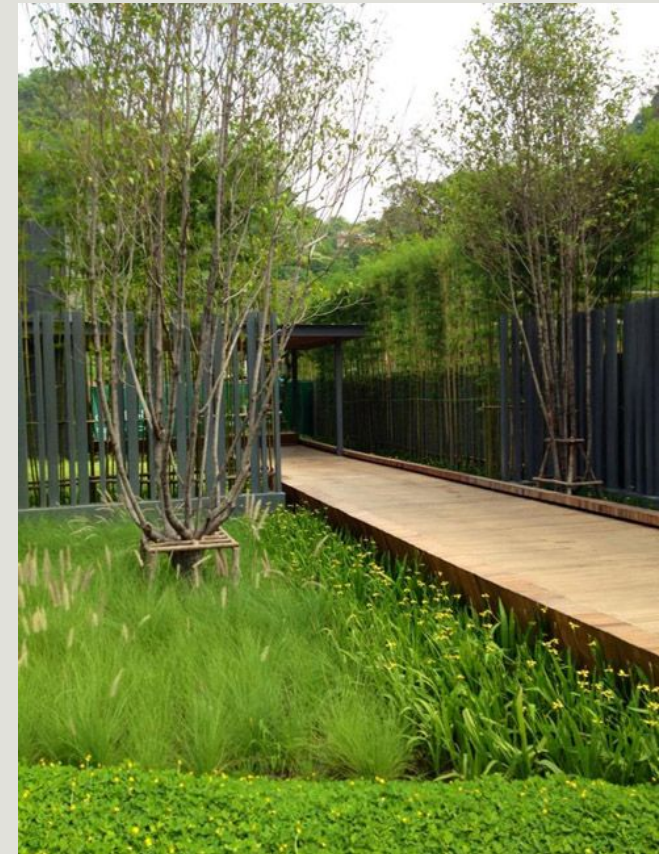
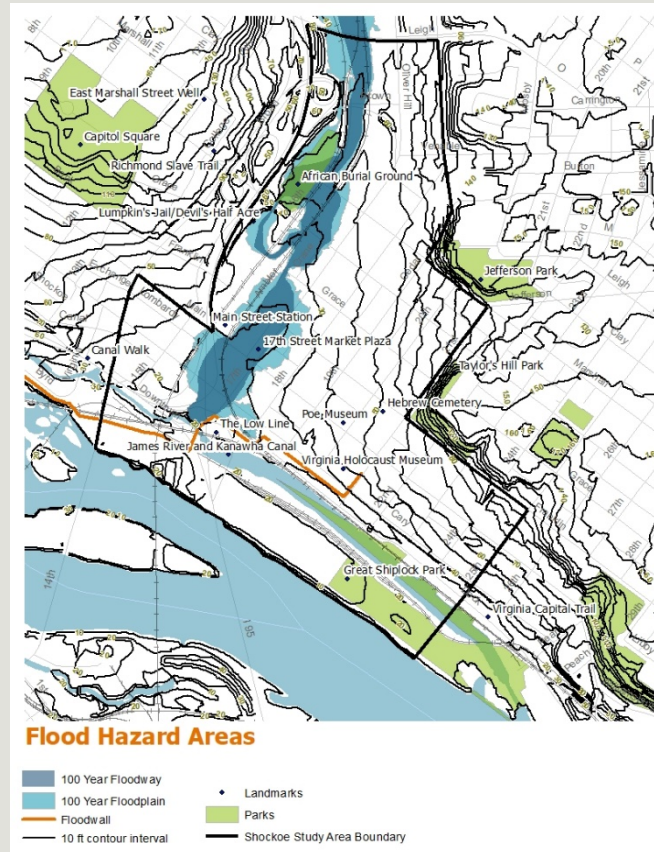


Goal 7: Clean Water

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

Flood Management

Objective 7.1: Implement **drainage improvements** and **enhance landscape** standards to mitigate the environmental conditions resulting from flooding, heat gain, and poor drainage.





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)

Parks

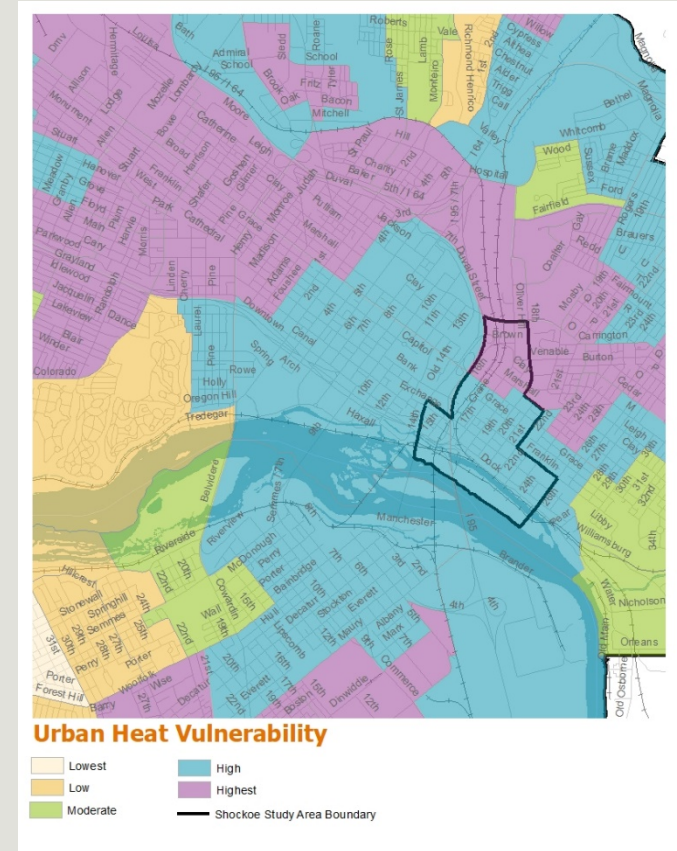
Objective 8.1: Improve existing **parks** and establish **new green space**.

Tree Canopy

Objective 8.2: **Increase the tree canopy**, where possible.

Energy and Water

Objective 8.3: Support district-wide **energy and water management** initiatives.



Implementation

Big Moves (5 Years)

- Develop the Heritage Campus
- Re-zone Shockoe
- Protect Historic Resources
- Enhance the Quality of Life
- Expand Business Opportunities
- Expand Housing Opportunities

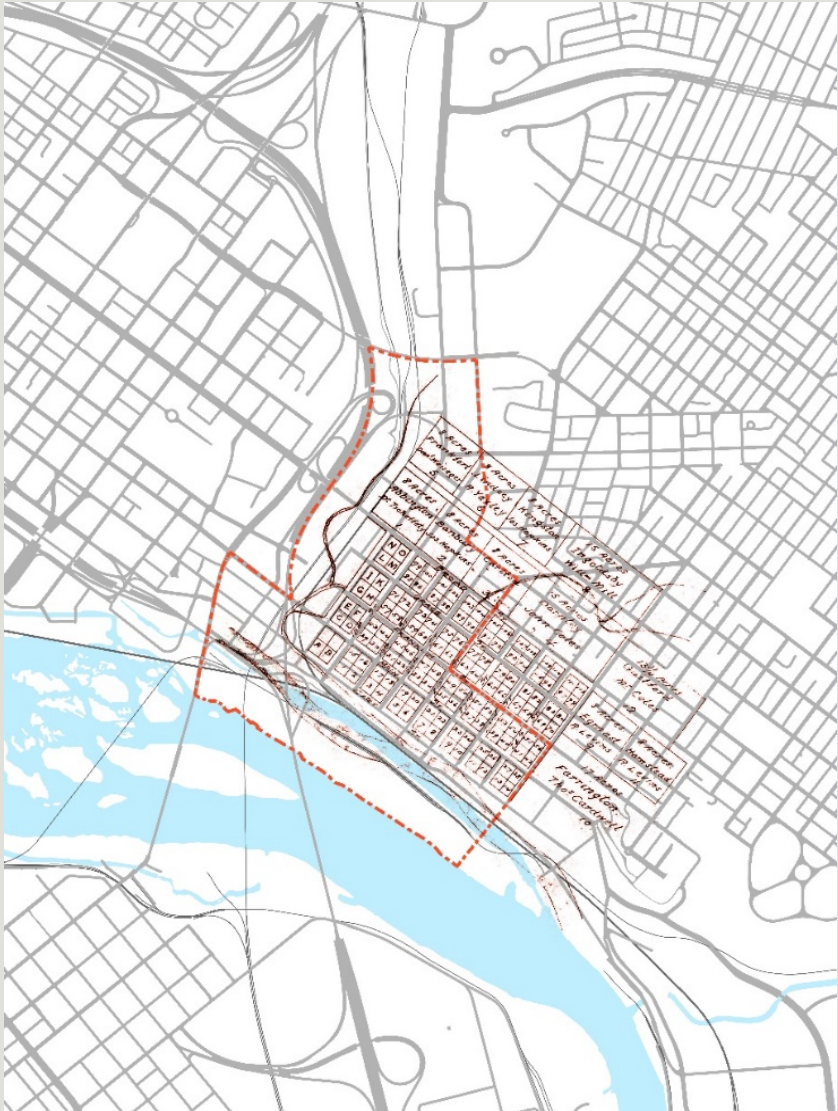
Priority Projects (12-18 months)

- Hire A Cultural Resource Management Firm
- Issue a Request for Proposal to Design the Heritage Campus
- Explore a Temporary Museum in Main Street Station
- Re-zone Shockoe



Shockoe Small Area Plan

A GUIDE FOR GROWTH AND COMMEMORATION



July 19 – August 27, 2021

Public Engagement on the Draft Plan

July 25 – RVA Black Farmers' Market

July 28 – Let's Talk Shockoe at Station 2

July 31 – Let's Talk Shockoe at Ironclad Coffee

August 3 – Public Meeting at Main Street Station

August 4 – Virtual Meeting

The City Website:

Konveio interactive version of the plan

Survey Monkey

Susan Gaible and Ellen Chapman handed out fliers
in Shockoe



Who

Let's Talk Shockoe	4	591 Comments
Virtual Meeting	13	• 100 Identified individuals and groups
In Person Meeting	25	• 99 with no name
Konveio Comments	37	
On-line Survey	62	
Letters/Emails		
Individuals	13	
Organizations	<u>3</u>	
	157	



Demographics*

In Person Meeting

25 Participants

75% Live in Shockoe
46% Own Property in Shockoe
29% Own a Business in Shockoe

63% White
17% Black
4% Latina
13% Other

20% 30 to 59
63% 60 +

On line Survey

62 Participants

21% Live in Shockoe
11% Own Property in Shockoe
15% Own a Business in Shockoe

56% White
12% Black
8% Latina
13% Other

43% 30 to 59
43% 60 +

*** Did not gather demographic information at the small in person or virtual meetings**



Comments by Topic

History and Culture



166

High-Quality Places



130

Equitable Transportation



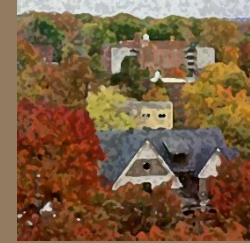
69

Thriving Environment



44

Inclusive Housing



37

Diverse Economy



16

66

Edits

52

General Comments

16

Implementation Comments



History and Culture

166 Comments



- 64 Need for strong Historic Preservation, protection of resources including archaeology and demolition ordinances, expansion of Old and Historic District
- 29 Place for “Truth Telling”
- 17 Importance of Shockoe as a place
- 11 Governance of future Heritage Campus and its components – how will decisions be made and by whom



High-Quality Places

130 comments



- 23 Limit height to protect history character and views
- 21 Increased height and density to support businesses and provide greater housing opportunities
- 13 Address Public safety issues with better lighting and alternatives to increased policing, set a policy for making decisions
- 10 Design Standards



Equitable Transportation

69 comments



- 24 Parking, especially addressing the future parking needs and impact related to increased development and tourism
- 10 Improved connections to nearby parks and Chapel Island – incorporate more of the Riverfront Plan in this area
- 10 Bike infrastructure – free, covered parking, racks, protected lanes
- 9 Pedestrian infrastructure improvements – signalized crosswalks at certain intersections



Thriving Environment

44 comments

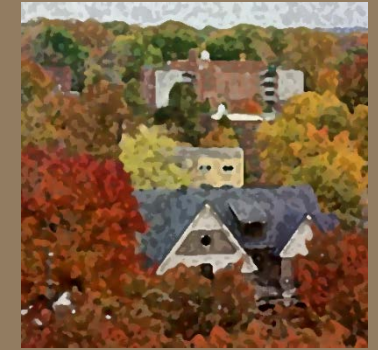


- 11** Need for increased greenspace and trees, explore better methods for planting trees, long term maintenance.
- 9** Use only native species in new greenspaces and ban the use of chemical pesticides and fertilizers – support ecosystem
- 7** Stormwater mitigation needs to be a Big Move
- 3** Reduce light pollution by requiring LED lighting



Inclusive Housing

37 comments



- 22** Need for additional affordable housing: 50% of new units should be affordable, target 60% AMI, mandate inclusion
- 4** Incentives so employees of Shockoe businesses can live in neighborhood
- 2** Ownership opportunities/options
- 6** Address homeless/houseless population in area



Diverse Economy

16 comments



- 7 Types of businesses – services, pop-ups, maker spaces
- 5 Incentives for new and existing businesses – façade improvement, reduce BPO, partial tax exemption
- 3 Access to groceries and fresh produce (bring back an enclosed farmers’ market that historically existed in area)
- 1 Existing small scale buildings offer opportunities for minority and small businesses



Big Messages

- **We can not treat Shockoe like any other area we are or will plan for. The importance of Shockoe extends far beyond its boundaries and it represents a place of conscience for many.**
- **Historic Preservation and protecting the character, buildings, and archaeology are of the highest priority**
- **Need to find methods for incentivizing historic preservation**
- **Need to add objectives around future governance of the Heritage Campus and its components**
- **Add a Big Move that addresses infrastructure improvement such as trash, graffiti, streets, sidewalks, trees, public safety**
- **Add a Big Move that addresses the floodway/floodplain issues**



Next Steps

August 27
**Comment
Period
Closes**



**September
7 & 8**
**Engagement
Overview
Presentation**
**Planning
Commission, City
Council**
**Organizational
Development sub-
committee and the
Shockoe Alliance**



October 18
**Planning
Commission
vote**



November 8
**Ordinance
Introduced
at City
Council**



**December
13**
**City Council
vote**



**Incorporated as
an Amendment
to Richmond
300**



THANK YOU

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<https://www.rva.gov/planning-development-review/shockoe-small-area-plan>

