



Jackson Ward Historic District

RICHMOND CULTURAL RESOURCE MANAGEMENT PLAN

Prepared By

October 16, 2023





Commonwealth Preservation Group

Carver Residential Historic District

Established 2004

Small, Micro, Woman, and Minority-owned business

Full service historic preservation consulting firm

Located in Norfolk, Virginia

Projects throughout the Southeast and Mid-Atlantic Region





Project Team

Ginter Park Terrace Historic District



Paige Pollard
Principal



Kayla Halberg
Project Manager



Ashlen Stump
Research & Data
Analysis



Ashley King
Project
Administration &
Community
Engagement





Project Goals

Broad Street Commercial Historic

Creation of City-Wide Cultural Resource Management Plan

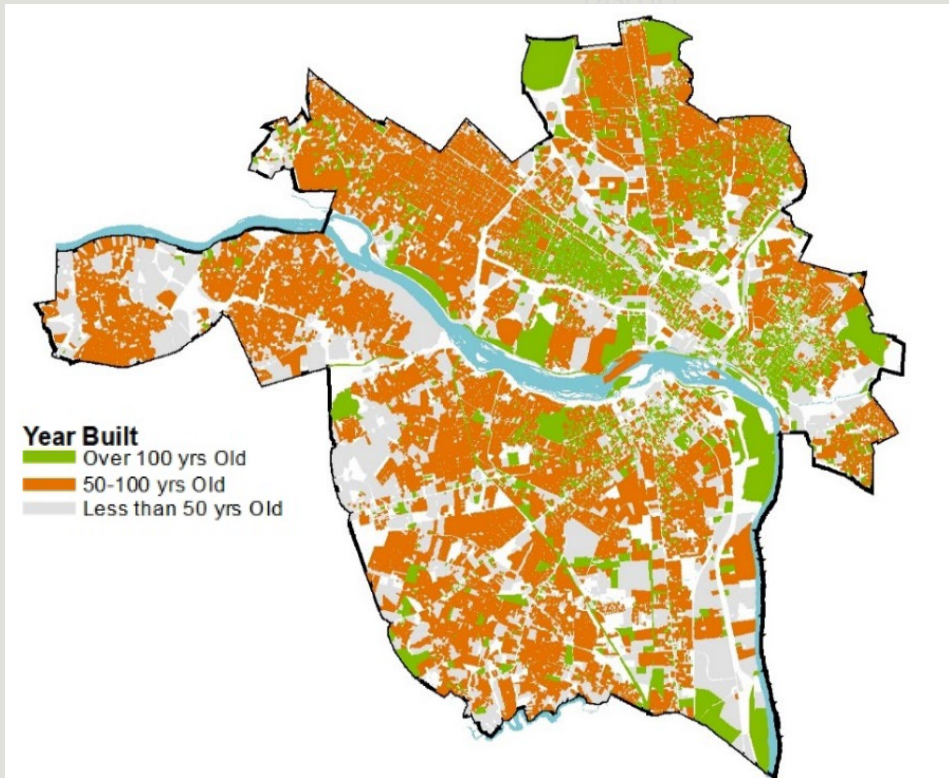
- Enhance City’s existing policies, ordinances, & programs
- Design practical strategies and achievable goals that help manage change
- Acknowledge “the role historic preservation plays & will continue to play in shaping the city’s urban form and character.”

Fulfillment of Current Vision

- Alignment with Richmond 300
 - Objective 3: Historic Preservation

Emphasis on Equity & Inclusion

- Identify areas of diversity in City’s cultural resources
 - Provide approaches to highlight underrepresented groups



Courtesy of City of Richmond Planning & Preservation Department





Key Terms

Preservation: Stewardship of historic buildings, sites, places, neighborhoods, and community assets

Cultural Resource: A broad term that refers to a variety of historic assets within a community

Historic: Typically refers to a place, building, object, district, or site that is more than 50 years old

Survey: A review of cultural resources located within a specified area and typically focuses on architectural or archaeological resources.

Internal Stakeholder: Those who are directly tied to city government such as staff, leadership, elected, and appointed officials

External Stakeholder: Organizations, community leaders, residents, and businesses not tied to City government that have a stake in the outcome of the plan and process.





What is a cultural resource?

James River & Kanawha Canal Historic

Cultural resources encompass a broad range of historic assets in a community:

- **Physical/tangible:**
 - **Buildings**
 - **Objects (memorials, markers, works of art)**
 - **Neighborhoods**
 - **Parks/Landscapes**
 - **Archaeological sites and cemeteries**
- **Intangible**
 - **Communities**
 - **Lost resources (demolished, moved)**
 - **Oral history**
 - **Community history/character/identity**



Shockoe Hill African Burying Ground Historical Marker Unveiling. Courtesy of Historic Richmond





Preliminary Outline

Streetcar Suburbs in Northern Richmond



Chapter 1 – Introduction



Chapter 2 – Context for Preservation
Planning in Richmond



Chapter 3 – Community Vision &
Guiding Principles



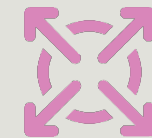
Chapter 4 – Goals / Actions /
Implementation Guide



Chapter 5 – Survey & Risk Planning



Chapter 6 – Internal Partnerships



Chapter 7 – External Partnerships



SCAN ME

*For a more detailed
outline of the Plan,
scan the QR Code
Above*





Project Scope – Phase 1

East Franklin Street Historic District

Original Phase 1 Deliverables

- Research, risk assessment, analysis of previous survey and preservation work
- Conduct targeted stakeholder engagement & analysis
- Community-wide public engagement meetings & survey
- Prepare draft sections of the plan:
 - Executive summary and outline
 - Community outreach and engagement
 - Summary of past preservation efforts
 - Survey recommendations
 - Risk planning recommendations



Courtesy of Richmond 300

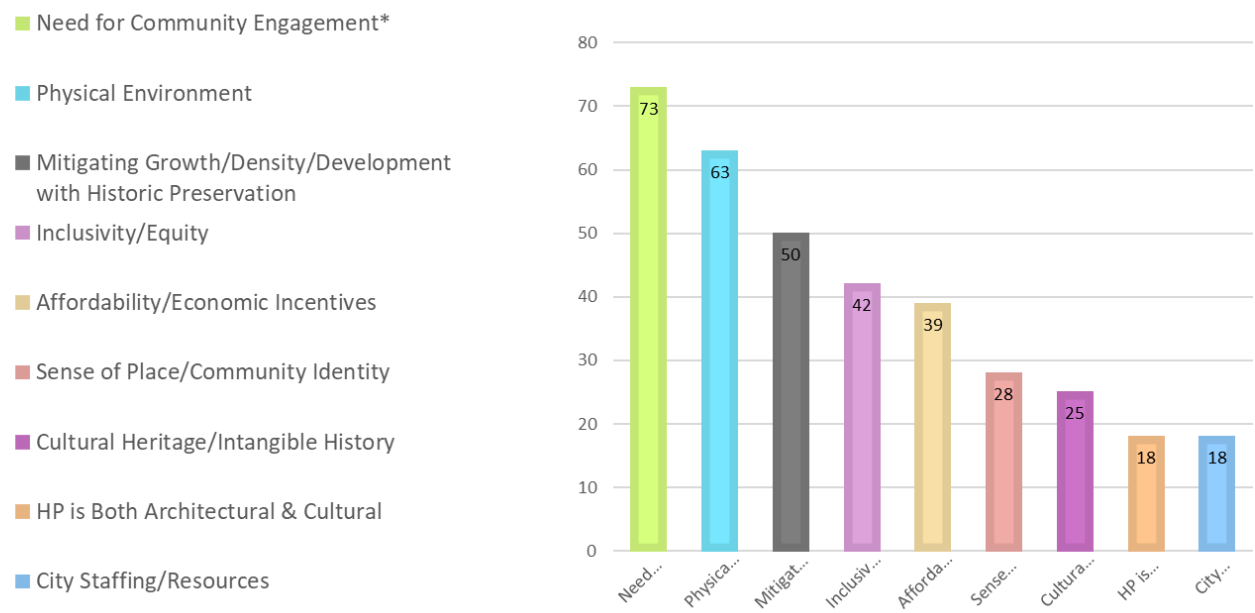




Project Scope – Phase 1

Grace Street Commercial Historic District

THEMES ACROSS ALL QUESTIONS: ROUND 1



Updated Phase 1 Deliverables

- Conducted expanded stakeholder engagement & analysis
- Analyzed existing programs & documents
- Prepared draft sections of the plan:
 - Executive summary and preliminary outline
 - Stakeholder input summary and analysis
- Prepared recommendations for Phase 2
 - Community engagement & questionnaire
 - Schedule
 - Advisory committee





Stakeholder Engagement

Shockoe Hill Burying Ground

Round 1: Internal Stakeholders

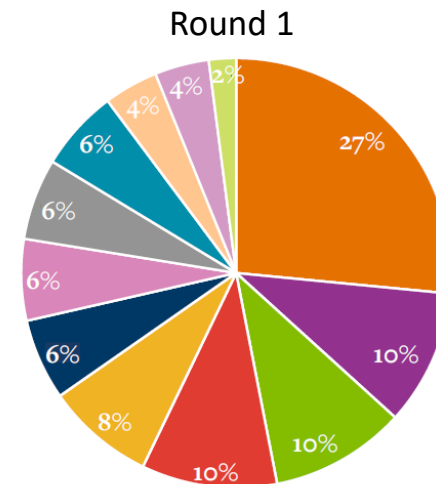
- City staff, leadership, elected & appointed officials
- Advisory committee

Round 2: External Stakeholder

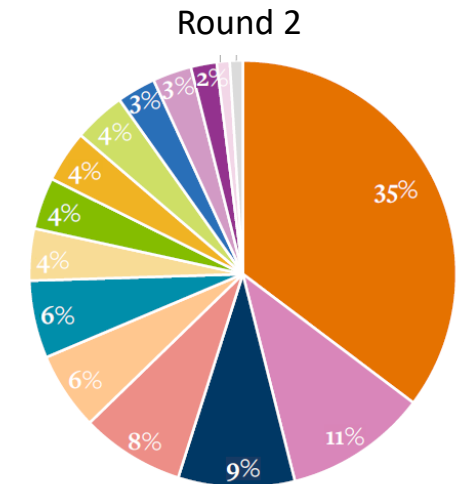
- Community leaders
- Staff and board of related organizations
- Recommended by past interviewees

Total number of individual or small group interviews: 48

What threatens cultural and/or historic assets in the community?



- Development (27%)
- Lack of Advocacy (10%)
- Lack of Awareness/Education/Appreciation (10%)
- Lack of Staff/Resources (10%)



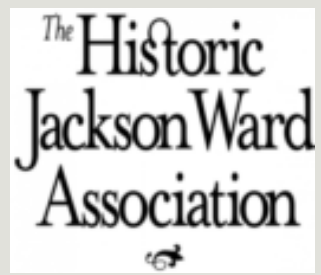
- Development (35%)
- Demolition (11%)
- Gentrification/Displacement (9%)
- Zoning (8%)





Sample of Organizations Reached in Phase 1

Oakwood-Chimborazo Historic District





Forest Hill Historic District

Stakeholder Input Analysis

Round 1 Theme	Round 2 Corresponding Sub-Themes	
Community Engagement	Engagement (41%)	Density & Development Pressures
	Word Choice and/or Focus of Historic Preservation (18%)	Threats (40%)
	Collaboration (15%)	Development (22%)
	Education (13%)	Housing (16%)
	Community Organizations (9%)	Gentrification (7%)
	Digital Resources (2%)	Density (5%)
	Access (1%)	Demolition (5%)
Cultural Landscape & Built Environment	Place (26%)	Threatened Resources (3%)
	Neighborhoods (15%)	Incentives (2%)
	Historic Resources (15%)	Inclusivity/Equity
	Community (14%)	Interpreting History (47%)
	Character (12%)	Acknowledge Resources (21%)
	Guidelines (9%)	Underrepresented History (18%)
	Old & Historic Districts (6%)	Diversity (6%)
	Natural Resources (2%)	Identity (4%)
	Opportunities (1%)	Arts & Culture (3%)
		Archaeology (1%)
	City Staffing/Resources	
	Planning (50%)	
	City Resources (29%)	
	Boards & Committees (17%)	
	Code Enforcement (4%)	

Key Takeaways

- Focus was not just on physical buildings, but also intangible assets such as character and culture
- Emphasis on equity and inclusion
- Development pressure is the greatest perceived threat to historic resources
- Protections for community character that are not cost-prohibitive
- Complex relationship between housing affordability, growth, and preservation





Phase 2 Community Engagement

Byrd Park Court Historic District

Public Meetings & City Planning Commission Meetings

- At key milestones in the project

Survey

- Online & hardcopies available October 16 – November 13, 2023

Community Engagement Activities

- Two initial public meetings (virtual & hybrid)
- Youth engagement activity
- Open house in early 2024





Project Schedule

Highland Park Plaza Historic District

OCTOBER- DECEMBER

- **Community Engagement Activities**
- Advisory Committee Outreach
- **Community Survey**
- Analysis of Community Engagement
- Research

JANUARY- FEBRUARY

- Develop Summary of Public Engagement
- Prepare Detailed Outline of Plan
- **Open House**
- Advisory Committee Meeting
- **Public Meeting & City Planning Commission Presentation**

MARCH- MAY

- Content Development for 1st Draft of Plan

JUNE- AUGUST

- Draft Review & Revision Cycle
- **Public Meeting & City Planning Commission Presentation**

SEPTEMBER- DECEMBER

- Final Draft Development
- **Final Presentations**
- Council Adoption



Questions

Hermitage Road Historic District



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