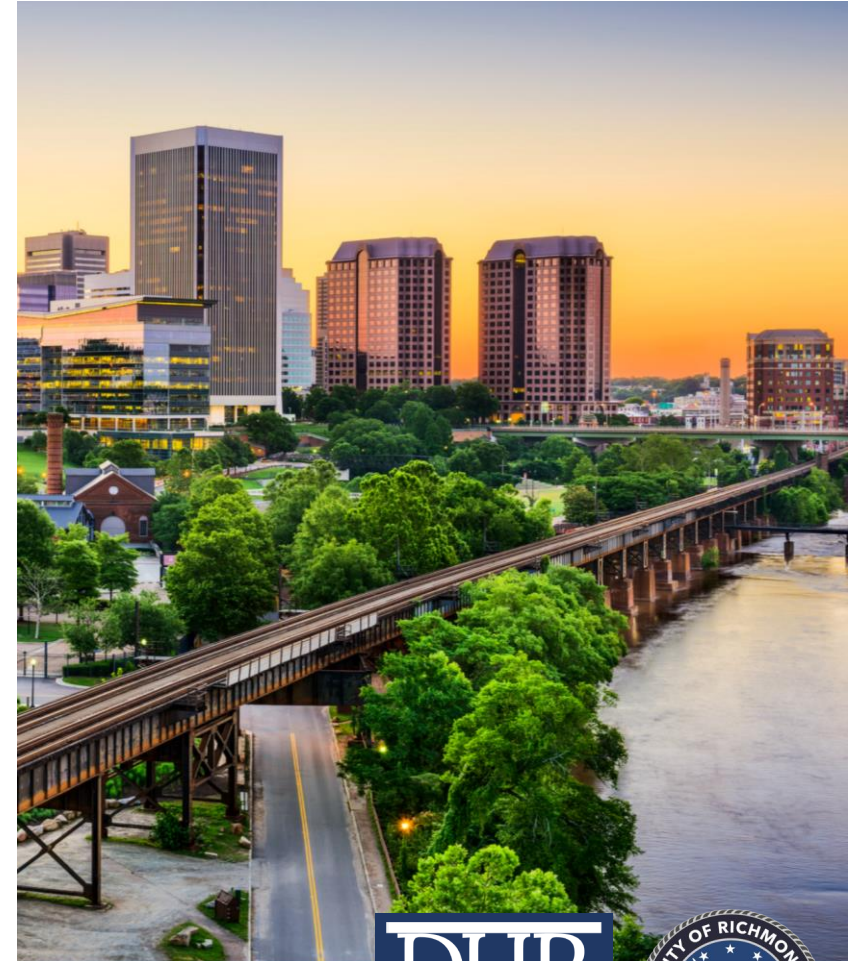


City of Richmond

Cultural Heritage Stewardship Plan



March 19, 2024



Project Partners and Advisors



CHSP Advisory Committee



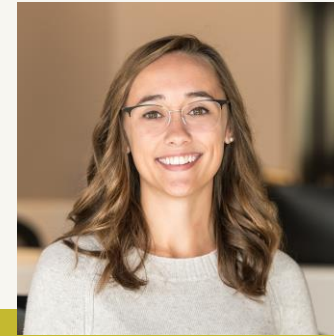
Consulting Team



Paige Pollard
Principal-in-charge



Kayla Halberg
Project Manager



Ashlen Stump
Research & Data



Ashley King *Project Admin.*



Celina Adams
Comm. Engagement



Leon Guanzon
Graphic Design



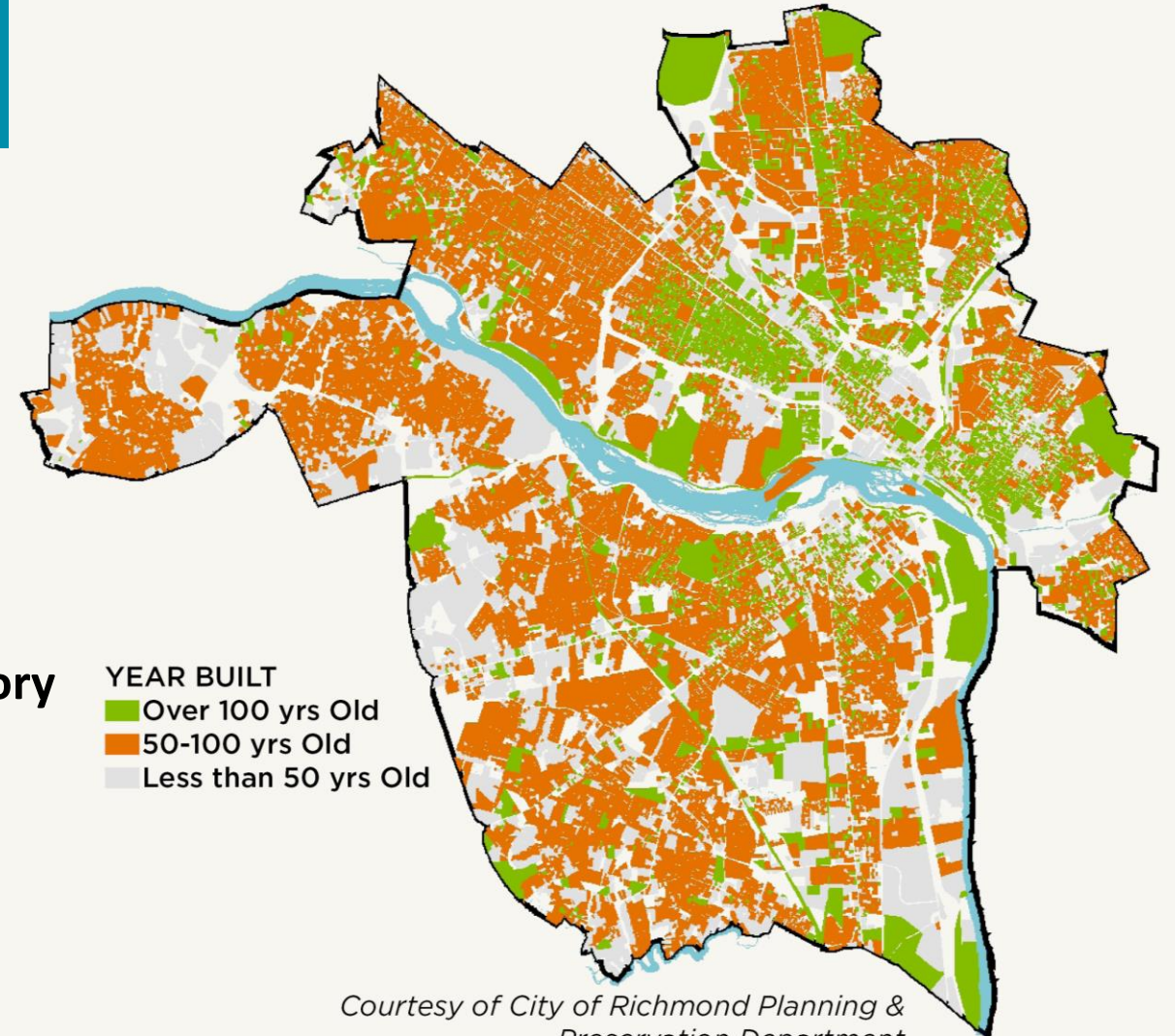
Project Goals

Richmond's first Cultural Heritage Stewardship Plan

Alignment with Richmond 300

▶ Objective 3: Historic Preservation

Emphasize Equity & Inclusion of All Community History



Courtesy of City of Richmond Planning & Preservation Department



What is a Stewardship Plan?

- **Identifies and articulates community priorities.**
- **Creates an agenda for future work.**
- **Establishes expectations and common understanding to manage change.**
- **Creates a tool to measure progress.**



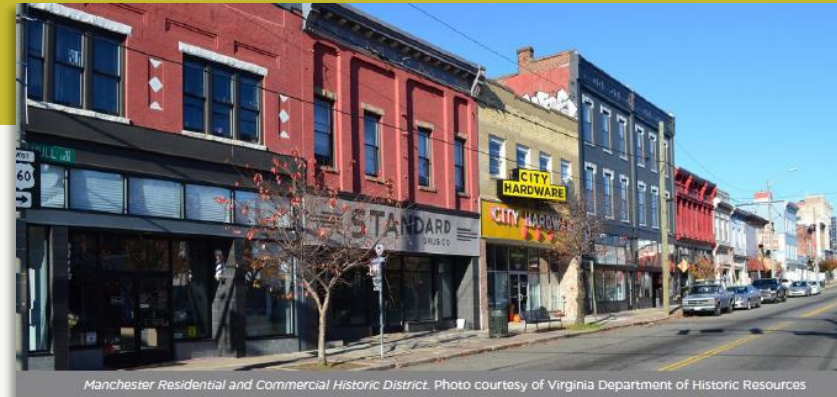
Advisory Committee Members

- **Shemicia Lonnette Bowen – Boulder Park**
Project Manager at Burns & McDonnell; Board Chair of Urban League of Greater Richmond; Co-founder of Richmond Black Restaurant Experience
- **Mila Carr – Providence Park/Highland Park**
Associate Broker at Nest Realty
- **Stephen Davenport – Church Hill**
Assistant Vice President for Social and Economic Development VCU; Board for LMR
- **Jim Hill – Carver**
Retired City Planner; Member of Carver Area Civic Improvement League
- **David Herring – Church Hill**
Founder and Executive Director of ACORN; Reserves Specialist at DMA Reserves
- **Samantha Kenny – East Highland Park, Henrico**
Government Affairs Manager for the Richmond Association of Realtors
- **H.W. MacDonald – Church Hill**
Archivist & collections specialist; Elegba Volunteer
- **Andrea Quilici – The Fan**
Quinn Evans; Chair of the City Urban Design Committee; Member of the Fan District Association
- **Martha Warthen – The Fan**
Board of Historic Richmond President; Code Enforcement and Zoning Committee Member under the Board of the Fan District Association
- **Shakia Gullette Warren – Manchester**
Executive Black History Museum and Cultural Center of Virginia; Advisory board member for Virginia Commonwealth Universities Project Gabriel
- **Peighton Young – Shockoe Bottom**
Co-chair and Public Representative of the Descendants Council of Greater Richmond Virginia
- **Cyane Crump – Westhampton**
Executive Director at Historic Richmond
- **Meghan Gough – Chesterfield**
Associate professor and Chair of the Urban and Regional Planning program at the VCU Wilder School
- **Janis Allen – Jackson Ward**
President of Historic Jackson Ward Association
- **Rebecca Rowe – Bellevue**
City Planner Commission Member
- **Nancy Lampert – Union Hill**
Clean City Commission Board Member
- **Sean Wheeler – Jackson Ward**
Chair Commission of Architectural Review
- **Tim Roberts – Shockoe Bottom**
Professional Archeologist, Black Star Cultural Resources



Plan Outline

-  Chapter 1
Introduction
-  Chapter 2
Summary of Public Engagement
-  Chapter 3
Trends & Challenges
-  Chapter 4
Internal & External Partnerships
-  Chapter 5
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-  Chapter 6
Collaborative Implementation



Chapter 1: Introduction

Chapter 1 will explain the purpose of a Cultural Heritage Stewardship Plan (CHSP) as well as its place within the greater Richmond 300 Comprehensive Plan. This chapter will introduce the approach to the plan's development and philosophy. It will define key terms in order to encourage a common understanding of the use throughout the document. Chapter 1 will provide a timeline of key events in Richmond's history, an overview of past preservation activities, and will conclude with a guide for using each chapter.

1.1 Purpose of Plan & Connection to Richmond 300

The purpose of this CHSP is to identify, recognize, and safeguard a community's cultural and historic assets. These assets or resources may include above ground resources such as buildings, structures, places, landscapes; below-ground resources (like archaeological artifacts or cemeteries); and intangible resources like community identity and oral history. This plan will also provide tools to manage change to these resources/assets as the community evolves.

Anticipated length: 1 page

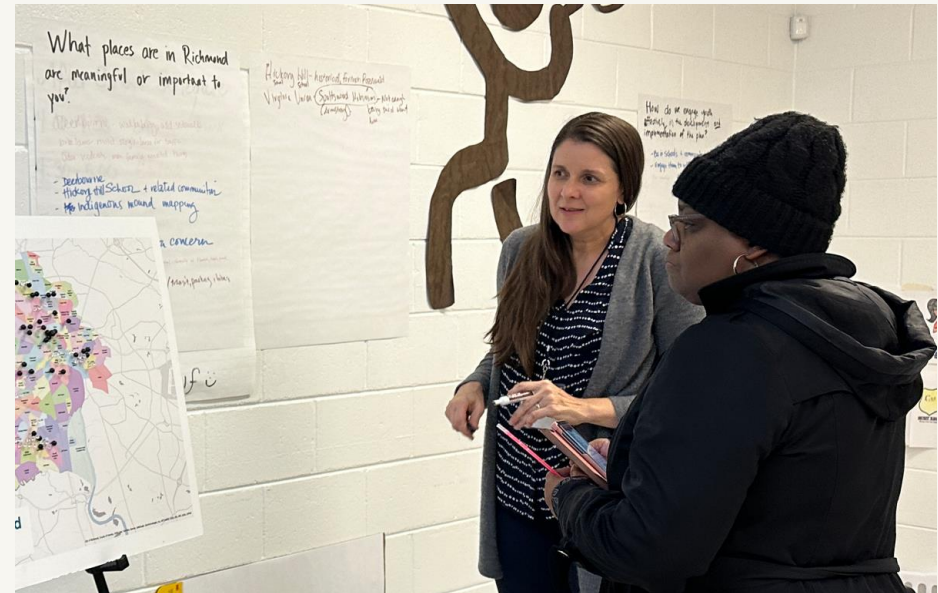


Stakeholder Interviews

Round 1: Internal Stakeholders

Round 2: External Stakeholders

Total number of individual or small group interviews: **48**



CPG with community member at the Hickory Hill Community Center. CPG 2024.



Stakeholders Interviewed

Round 1

Commission of Architectural Review (CAR)

- Sean Wheeler
- Michell Danses
- Kathleen Morgan
- John Grier

City Council

- Ellen Robertson
- Andreas Addison
- Katerine Jordan
- Anne-Frances Lambert
- Stephanie Lynch

City Planning Commission (CPC)

- Burt Pinnock
- Rodney Poole
- Max Hepp-Buchanan
- Vik Murtney
- Elizabeth Greenfield
- Rebecca Rowe

City Staff

- Michelle Coward
- Alex Dandridge
- Ray Roakes
- Kevin Vonck

Appointed Advisory Committee

- Allison Oliver
- JJ Minor
- Samantha Lewis
- Tim Roberts
- Meghan Gough
- Kate Howell
- Nancy Lampert
- Janis Allen
- Cyane Crump

Other External Interviewees

- Elizabeth Kostelny, Preservation Virginia
- Danielle Porter, Historic Richmond
- Ana Edwards, VCU Department of African American Studies



Stakeholders Interviewed

Round 2

- **Martha Warthen**, Fan District Association, Historic Richmond Board President
- **Jennie Knapp Dotts**, Realtor
- **Andrea Quilici**, Quinn Evans
- **Ebony Walden**, Diversity, Equity, and Inclusion Consultant, Ebony Walden Consulting
- **Dr. Rev. Patricia Gould Champ**, Pastor and Founding Visionary for Faith Community Baptist Church and Professor at VUU
- **Sharon Ebert**, DCAO of Economic and Community Development
- **Faithe Norrell**, Black History Museum and Cultural Center
- **Bob Balster**, Retired VCU, Richmond Resident
- **Kevin Allison**, VCU
- **Janis Allen**, Historic researcher, Writer and Community Activist
- **Peighton Young, Co-Chair**, Descendants Council of Greater Richmond Virginia
- **Tim Beane**, Fan District Association
- **Kai Banks**, Storefront for Community Design
- **Anya Shcherbakova**, Storefront for Community Design
- **Carmen Foster**, Teachers in the Movement Oral History Project, Public Historian
- **Janine Bell**, Elegba Folklore Society
- **James Hill**, Retired Planner, Member of Carver Area Civic Improvement League
- **Maritza Pechin**, Former Assistant Director of Planning and R300 Community Engagement
- **David Herring**, Founder and Executive Director of ACORN; Reserves Specialist at DMA Reserves
- **Anna Shenck**, ForRichmond
- **Rev. Monica Esparza**, Hickory Hill Resident and Neighborhood Advocate
- **Marilyn Olds**, President of Richmond Tenant Organization and the Creighton Court Tenant Council



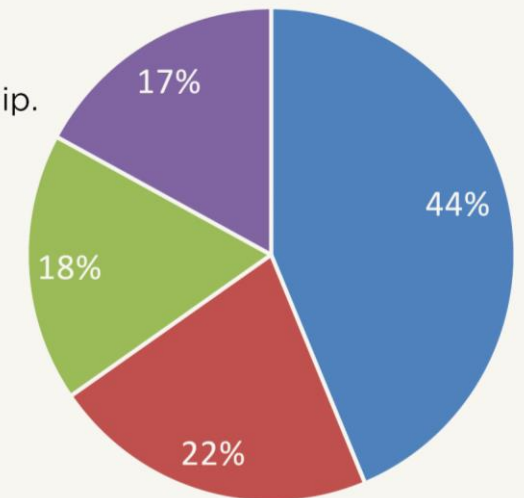
Stakeholder Interviews Summary

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**

How do you view the relationship between housing costs and historic preservation in Richmond?

- Preservation assists in providing new or retaining existing housing affordability.
- Preservation creates housing affordability issues.
- Other
- There is no relationship.



Community Engagement Strategies

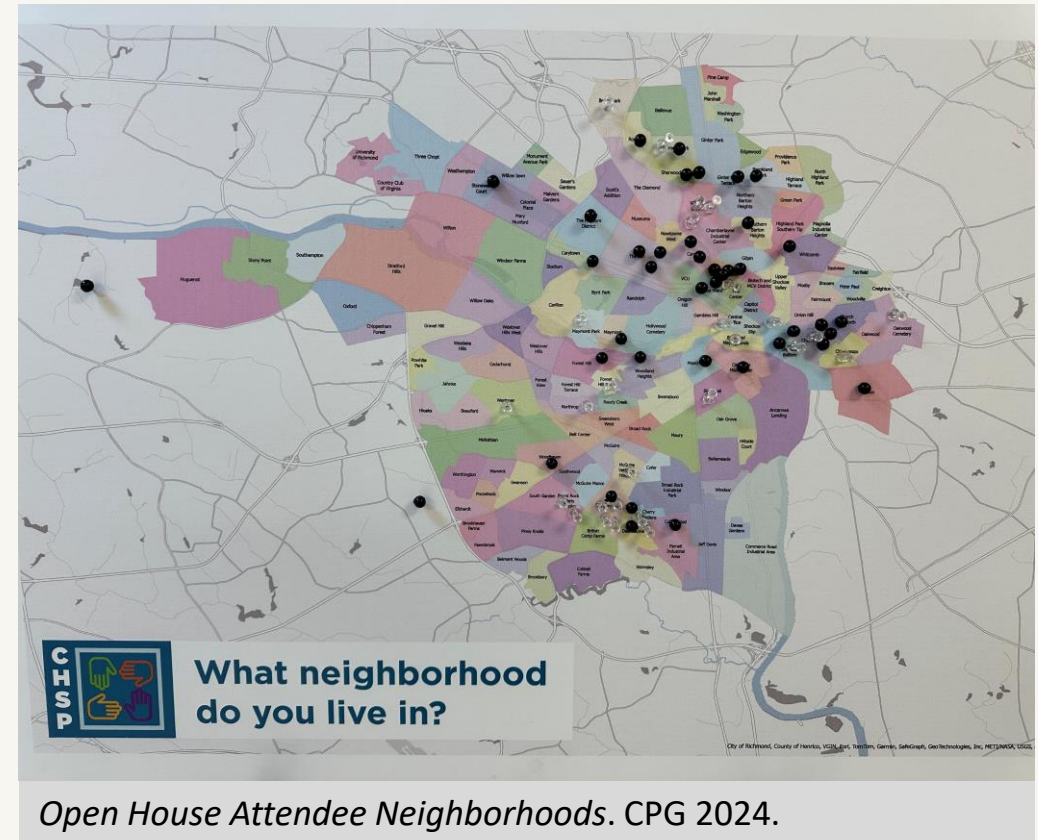
City Briefings

- 3 City Planning Commission
- 2 CAO

Public Meetings

- 2 Virtual Presentations
- 2 Open Houses
- Council Districts 2 & 5 via virtual platform

**Note that deliverables are distributed and comments are sought at each public engagement opportunity.*



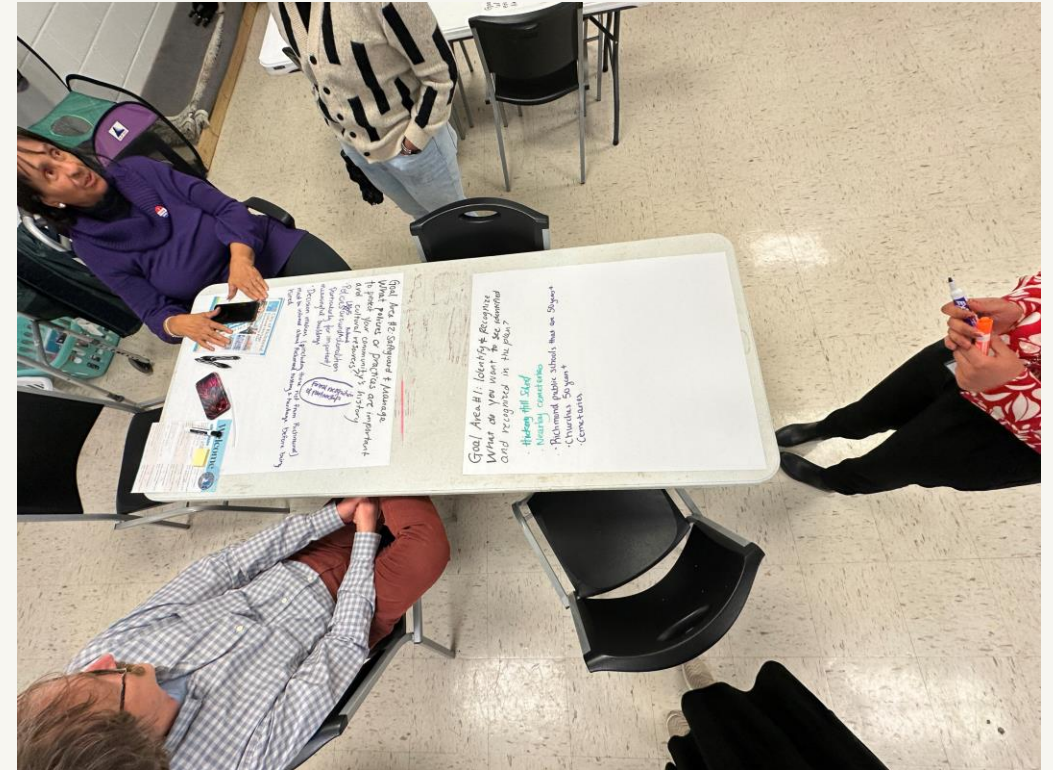
Community Engagement Strategies

General Outreach

- Online Community Questionnaire
- Regular Website Updates
- Richmond 300 listserv distribution
- Historic Richmond e-blasts
- Home Building Association of Richmond Presentation (March 19, 2024)

Advisory Committee Meetings

**Note that deliverables are distributed and comments are sought at each public engagement opportunity.*



Hickory Hill Open House, February 28, 2024. CPG 2024.



Community Input



Shockoe Hill Burying Ground. Dan Mouer 2021

- “Less traditional” historic resources are worth saving.
- Development & density pressures are the biggest perceived threat.
- Housing affordability has a complex relationship with historic preservation.
- Factors most important in determining funding priorities:
 - cultural value;
 - threats to resources association with marginalized groups;
 - economic benefits.



Trends and Challenges



Carver Industrial Historic District. Calder Loth, 2020

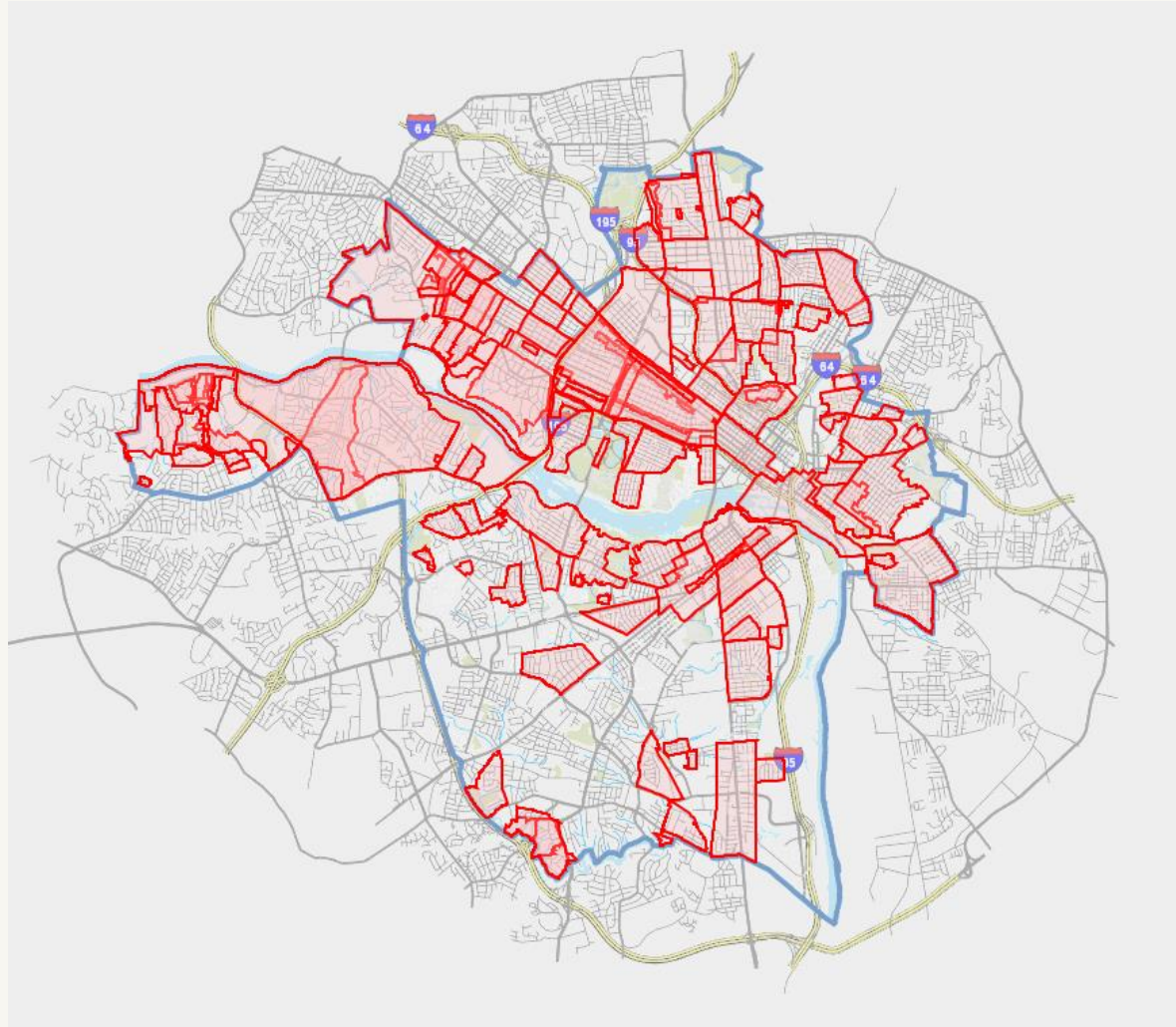
1. Demographic Overview & Population Growth
2. Housing Affordability
3. Development & Density Pressures
4. Intangible Resources
5. Neglect, Deterioration, and Demolition
6. Natural and/or Man-made Disaster
7. Survey and Inventory Gaps



Internal and External Partnerships



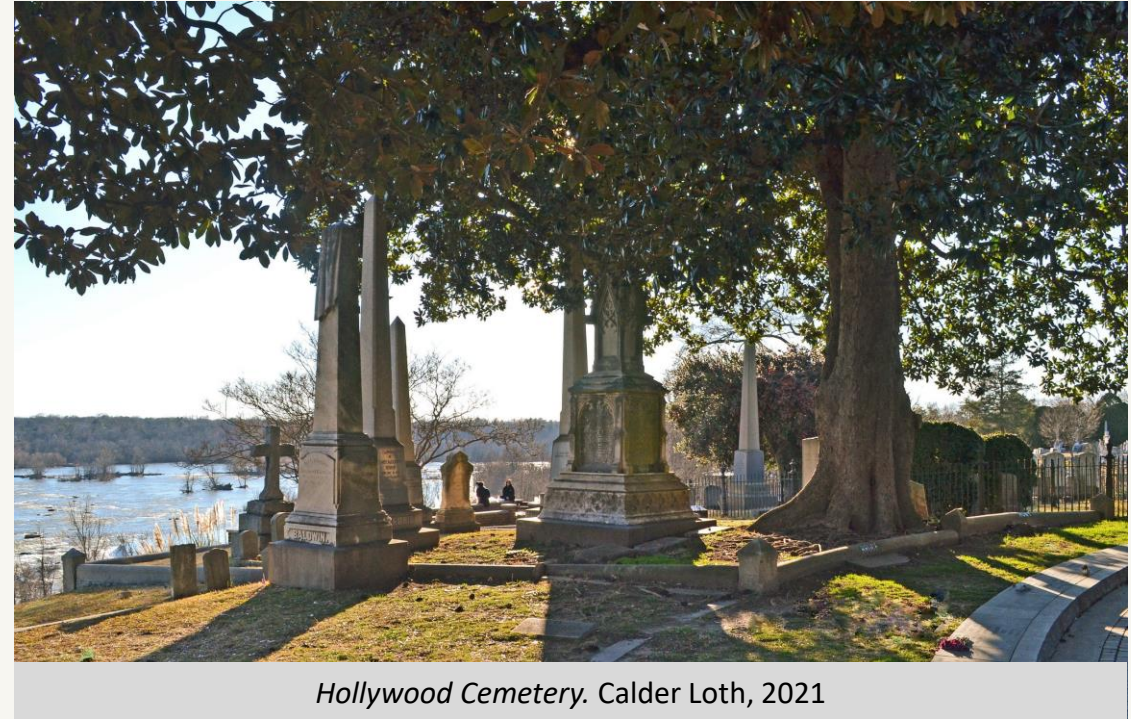
Internal and External Partnerships



Goals and Initiatives

Guiding Principles are used as a way to summarize the community's vision for cultural heritage stewardship

- Ensuring Equity and Inclusivity in all Cultural Heritage Stewardship Programs
- Increasing awareness of and appreciation for the City's historic and cultural places
- Promoting a balance between development and preservation through policies



Factors for Prioritization



Hermitage Road Warehouse Historic District. Calder Loth, 2021

1. Threats to resources (such as development pressure, neglect, demolition, disaster)
2. Resource rarity
3. Financial hardship
4. Cultural Value and/or Association with underrepresented or underserved communities
5. Historic age and integrity



Collaborative Implementation

- Establish priorities and adhere to them
- Ensure transparent decision-making for resource allocation
- Incorporate public input into all aspects of engagement
 - Small area plans

SAMPLE SURVEY & DOCUMENTATION PLAN

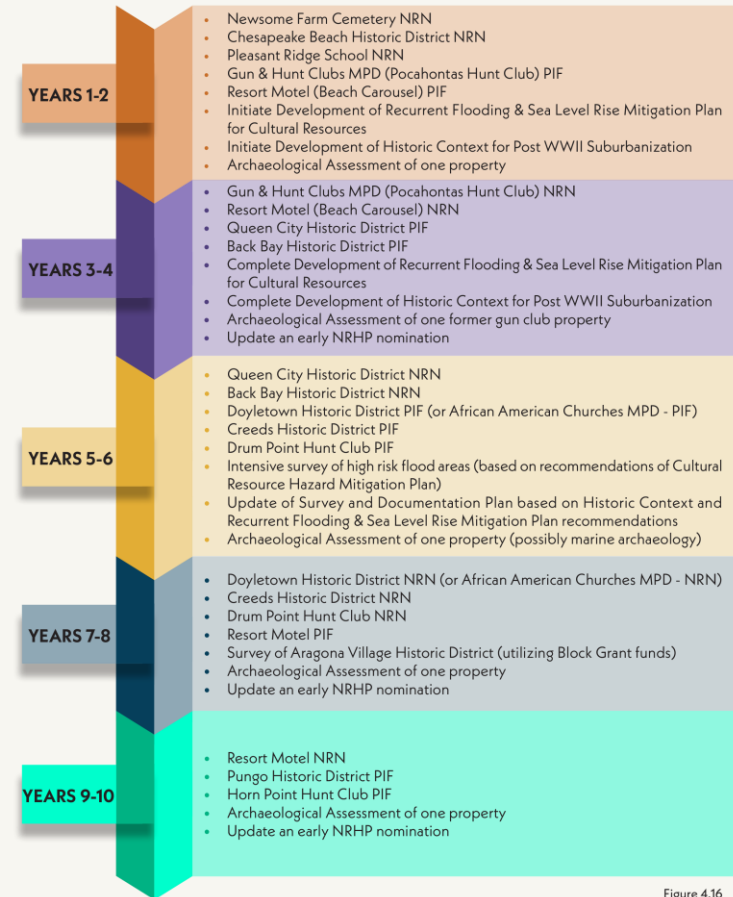
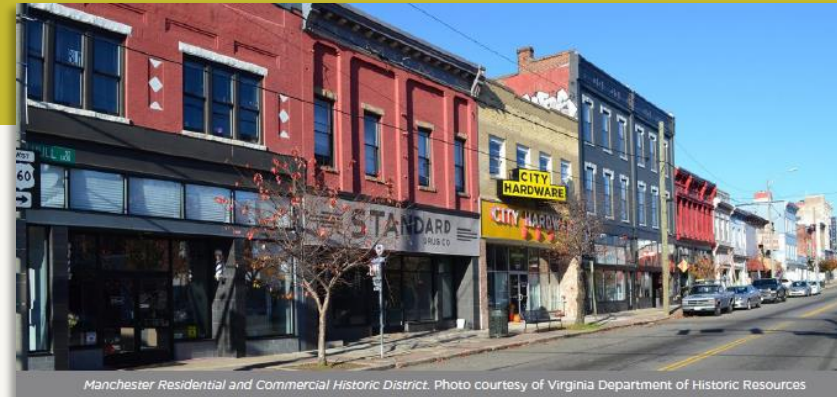


Figure 4.16



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Anticipated length: 1 page



Project Schedule

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**

March - May

- **CITY PLANNING COMMISSION PRESENTATION**
- 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?



Monroe Park. Calder Loth, 2015



Contact us:
admin@CommonwealthPreservationGroup.com

Scan the
QR code to
learn more
about this
project



Website link:
<https://www.rva.gov/planning-development-review/cultural-heritage-stewardship-plan>

