

INTRODUCED: June 23, 2025

A RESOLUTION No. 2025-R030

To support an application to the Virginia Department of Housing and Community Development for the purpose of participating in the Virginia Main Street Program as an Exploring Main Street community.

Patron – Mayor Avula

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JUL 28 2025 AT 6 P.M.

WHEREAS, the Virginia Main Street Program has been established by the Virginia Department of Housing and Community Development to assist localities in developing public and private efforts to revitalize downtown commercial areas; and

WHEREAS, localities may elect to participate in the Virginia Main Street Program as an Exploring Main Street community; and

WHEREAS, the City desires to participate in the Virginia Main Street Program as an Exploring Main Street community as part of its efforts to undertake a downtown revitalization project through the Virginia Department of Housing and Community Development;

NOW, THEREFORE,

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: JUL 28 2025 REJECTED: _____ STRICKEN: _____

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF RICHMOND:

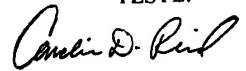
That the Council hereby supports the application to the Virginia Main Street Program to become an Exploring Main Street community and the undertaking of the following activities as required by the Virginia Main Street Program, together with such other activities as may be necessary for participation:

1. Employing the Main Street Approach in its efforts to revitalize the Broad Street/Gateway corridor as a pilot, with plans to expand the program to additional established business corridors throughout the City;
2. Keeping community contact information current with the Virginia Main Street Program;
3. Attending at least one Virginia Main Street training per year; and
4. Aspiring to maintain membership of the Main Street America network.

BE IT FURTHER RESOLVED:

That the Chief Administrative Officer, or a designee thereof, is authorized to sign and submit an application and such other documents as may be necessary for the City to become an Exploring Main Street community.

A TRUE COPY:
TESTE:



Carolin D. Reed
City Clerk

City of Richmond

Intracity Correspondence

O&R Transmittal

DATE: May 5, 2025

EDITION: 1

TO: The Honorable Members of City Council

THROUGH: The Honorable Dr. Danny Avula, Mayor

THROUGH: Sharon L. Ebert, Interim Chief Administrative Officer

FROM: Matt Welch, Interim Director, Department of Economic Development

RE: Virginia Main Streets Program

ORD. OR RES. No. _____

PURPOSE: To authorize participation in the Virginia Main Street Program by the City of Richmond as a Department of Economic Development Exploring Main Street Community. With Broad Street/Gateway corridor as the pilot (Exploring Main Street) with the goal of expanding the program to additional established business corridors throughout the City of Richmond.

BACKGROUND: The Virginia Main Street Program is a preservation-based economic and community development program that follows the Main Street Approach by the National Main Street Center. Virginia Main Street is a Main Street America State Coordinating Program that offers a range of services and assistance to communities interested in revitalizing their historic commercial districts. While this program was designed to address the need for revitalization and on-going management of smaller to mid-sized downtowns, aspects of the Main Street Approach may be applied successfully in other commercial settings.

COMMUNITY ENGAGEMENT: Community engagement is critical to the success of the pilot. Involving external partners such as Venture Richmond, Chamber RVA, Downtown Neighborhood Association and other community members will be needed to successfully establish Broad Street/Gateway corridor as the first Virginia Main Street in the City of Richmond.

STRATEGIC INITIATIVES AND OTHER GOVERNMENTAL: The Virginia Main Streets requires participation in three (3) community revitalization program tiers: 1) Exploring Main Street; 2) Mobilizing Main Street; 3) Advancing Main Street. This is a multi-year process the will culminate in Broad Street/Gateway corridor achieving the Virginia Main Streets designation.

FISCAL IMPACT: There is no fiscal impact.

DESIRED EFFECTIVE DATE: Upon adoption.

REQUESTED INTRODUCTION DATE: June 23, 2025

CITY COUNCIL PUBLIC HEARING DATE: July 28, 2025

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: Land Use, Housing and Transportation Committee

AFFECTED AGENCIES: RELATIONSHIP TO EXISTING ORD. OR RES.:

ATTACHMENTS: None.

STAFF: Allison Beatty, Commercial Corridor Policy & Engagement – Department of Economic Development