



GREENING GREATER FULTON

OCTOBER 2022

PREPARED BY:





SITE LOCATION

PROJECT BACKGROUND

The Fulton Hill community is located within the priority watershed of Gillies Creek according to the RVA Clean Water Plan, produced by the City of Richmond's Department of Public Utilities, and is a historically underserved, low income population. The community lacks access to adequate green spaces that are safe, beautiful, and supportive of a healthy, vibrant culture. In the past, Fulton and Fulton Hill were segregated neighborhoods. Black residents from nearby Fulton were either barred from entering Fulton Hill, or conditionally permitted to enter for work purposes. Given this history, it is important to create spaces that are open and welcoming to all.

Innovate Fulton approached the Alliance for the Chesapeake Bay (Alliance) with their concept plan for a green street on Government Road and invited the Alliance to participate. As discussions between the Alliance and Innovate Fulton organically grew into bigger ideas, the Greening Greater Fulton project was born. A project team was thoughtfully assembled based on past experience and passion for this project. HG Design Studio* was brought in to provide stormwater engineering, permitting, and landscape architecture expertise and Matt Lively and Tim Harper (Lively Harper), two Richmond artists, were added to design community artwork. GroundWork RVA joined the group to add their experience constructing green infrastructure and support workforce development to Fulton Hill youth. They will help create the opportunity for neighborhood members to be directly involved in the improvement of their community space.

*Note: HG Design Studio has joined forces with VHB



SITE VICINITY

PROJECT PURPOSE

Greening Greater Fulton's goal is to create a green street that directly reflects the community's vision. Through community engagement and best design practices, the project will reduce impervious surface and install rain gardens, native plants, and trees throughout the Fulton Business corridor on Government Road.

The commercial corridor's built environment consists of a number of low-rise structures coupled with significant swaths of asphalt and concrete. Crumbling sidewalks, wide setbacks, overflowing drains, and lack of walkability have all contributed to the economic decline of the business district. The installation of urban stormwater green infrastructure practices will filter and treat polluted stormwater runoff, improving water quality in Gillies Creek as nitrogen, phosphorus, and sediment is removed. Installation of best management practices such as street trees, permeable pavers, and rain gardens will reduce stormwater volume and urban heat island impacts while also improving Fulton's climate resiliency.

Greening Greater Fulton will also meet the vision and associated goals outlined in the City's Richmond 300 Master Plan: "Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem."

Goals:

1. Improve air quality within the city and the region, and reduce greenhouse gas emissions within the city by 80% by 2050.
2. Improve local water quality and manage the built environment to enhance runoff and protect natural assets such as the James River while reducing stormwater volumes.
3. Positively adapt to the effects of a changing climate and ensure that all residents have equitable access to nature and a healthy community."

WORKFORCE DEVELOPMENT

Innovate Fulton and GroundWork RVA have joined forces to create a green jobs initiative known as Launch Fulton Green Jobs Initiative (Launch). Launch will engage young residents from the community in a comprehensive job training program that allows them to participate in the green infrastructure project process at each stage from planning to maintenance. Innovate Fulton will manage the community outreach program to recruit participants into Launch. Through media contacts, door-to-door visits, and engagement with state and local workforce development professionals, Innovate Fulton will ensure a full complement of young people seeking training. They will also bring to bear all of its entrepreneurship development programming. Groundwork RVA has built a skillset in its Green Workforce that allows them to both employ and continue to expand training for Black and Brown youth in urban greening and environmental spaces. The history of Greater Fulton is one of disinvestment and lack of equity. Launch will play an active role in bringing resources and opportunity to mitigate some of the impacts left by that history.



CITY COLLABORATION

The Alliance for the Chesapeake Bay has been close partners with the City of Richmond's Department of Public Utilities for the past decade. We have worked together on numerous projects that have helped green various parcels and effectively manage stormwater. Many projects have been on school properties, while others are on streets or parks. Working closely with Grace LeRose, Bill Boston, and Jenn Clarke from DPU, we developed a green infrastructure master plan and ranking tool that uses numerous data sets to help prioritize the best areas to install green infrastructure projects when developing or redeveloping a site. All of this work is being done with the Clean Water Plan as our guide, and therefore takes place in three priority watersheds: Goode's Creek, Shockoe Creek, and Gillies Creek. The Alliance is also closely partnered with Parks, Recreation, and Community Facilities on improvements that need to be made there and have been working with Ryan Rinn and Chris Frelke. The Alliance attends and presents at all RVAH2O stakeholder meetings and reaches out to the city on a regular and frequent basis anytime we are approached by community members seeking out improvements to their community. Additionally, the Alliance hosts quarterly meetings of the East End Green Infrastructure Collaborative, which is how we came to work together on this Greening Greater Fulton project. This project is a shining example of how we can respond to the needs of the community through thoughtful, intentional partnership, outreach, and engagement to design something truly reflective of Greater Fulton's rich and tragic history while honoring the people living there now with an inviting, beautiful park-like business corridor that will also improve air and water quality and overall quality of life for everyone residing there.

COMMUNITY OUTREACH

Led by Innovate Fulton, extensive community outreach has been done and will continue throughout the project duration.

Along with surveys and focus groups, all community feedback was analyzed and brought to the forefront three primary areas of concern:

1. Green infrastructure improvements are needed given that stormwater runoff impedes walkability
2. A pressing need for more trees, public art, and new stores
3. Community members perceive the crumbling infrastructure as a roadblock to business attraction

Over 2,500 door hangers were distributed by Groundwork RVA in February 2021 to the homes and apartment complexes in the neighborhood. These door hangers asked a series of questions regarding improvements to Government Road through greening and beautification projects.

Additional feedback received included the following:

- “Permeable pavement needs to look like something meant for driving, not too fancy.” - 5023 Government Road;
- “Want to keep drivers from cutting through the lot to skip the light” - 4901 Government Road;
- “Need space for 5 cars and 2 employees” - 4915/17 Government Road.

The Team manned an information booth during the Fulton Green Fest with a model of the green street improvements and miniature sculpture options. The public support was overwhelming; voting on the sculpture options revealed a clear favorite as detailed further in the next section. In addition, Innovate Fulton and Kaleidoscope Collaborative have continued to meet with local merchants and the Fulton community to garner agreements and support for the project.



CONSTRUCTION PROGRAM

Permitting	HG Design Studio will coordinate with local jurisdictions to design and permit the project.	HG Design Studio	May 2022 - December 2022
Installation of Stormwater BMPs	GroundWork RVA will install rain gardens, permeable pavers, street trees and native plants.	Groundwork RVA	January 2023 - November 2023
Construction of art installation and stormwater sculpture	Lively Harper will install a public art sculpture and work with HG to ensure an artist approach to the green infrastructure elements there by creating an educational park-like destination in the midst of the redeveloping Fulton Business District.	Lively Harper	January 2023 - November 2023
Stormwater BMP maintenance	GroundWork RVA's CBLP trained staff will conduct rain garden maintenance for a minimum of two years following the project installation. Richmond DPU will maintain permeable pavement.	Groundwork RVA and Richmond DPU	December 2023 – ongoing
Art installation maintenance	Lively Harper will work with Innovate Fulton to ensure the art installation properly maintained and remain components are an attractive centerpiece of the Fulton Business District.	Lively Harper and Innovate Fulton	December 2023 – ongoing

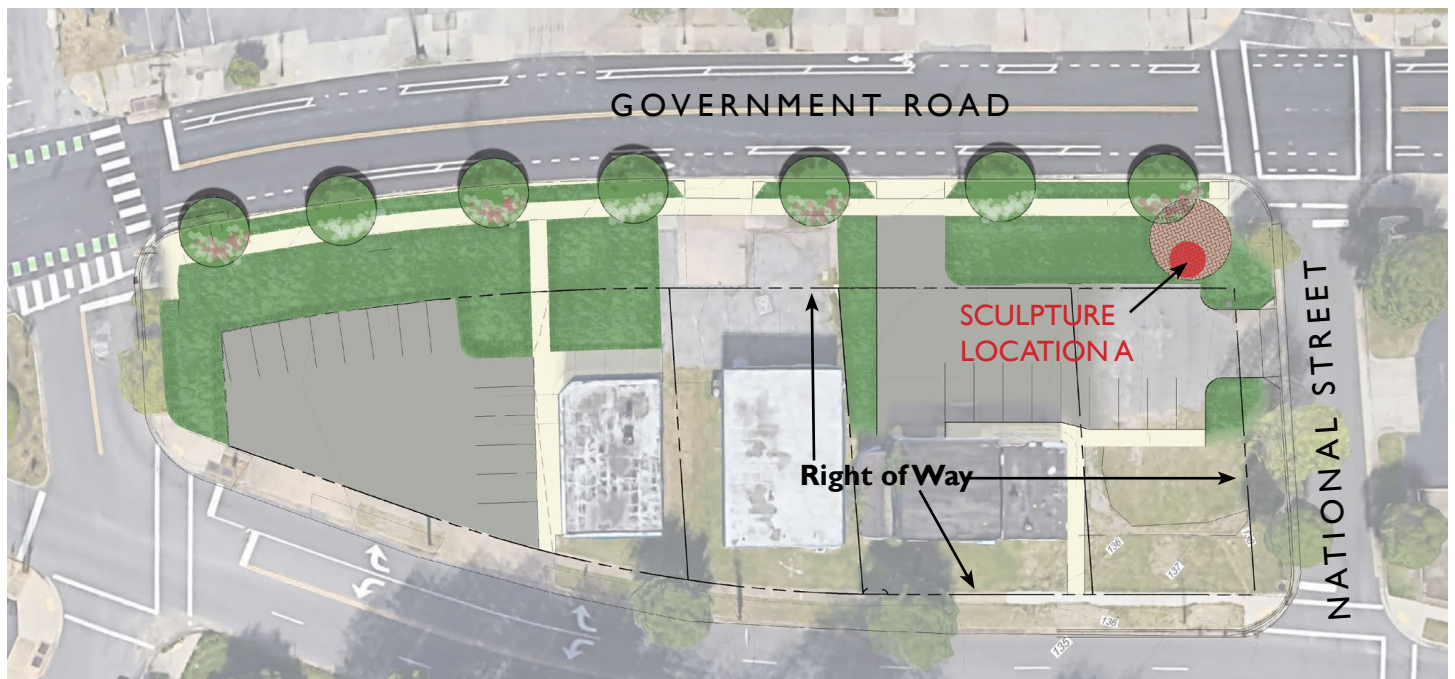
BUDGET

Funder		
BMP Implementation		
National Fish & Wildlife Foundation	\$350,000	
Richmond Dept. of Public Utilities	\$50,000	Permeable pavement installation & maintenance
Total	\$400,000	
Community Engagement		
National Fish & Wildlife Foundation	\$33,400	
Altria	\$2,500	
Total	\$35,900	
Sculpture Installation		
Luck Foundation	\$60,000	
Altria	\$30,000	
Total	\$90,000	
Total	\$525,900	

ART & COMMUNITY SPACE

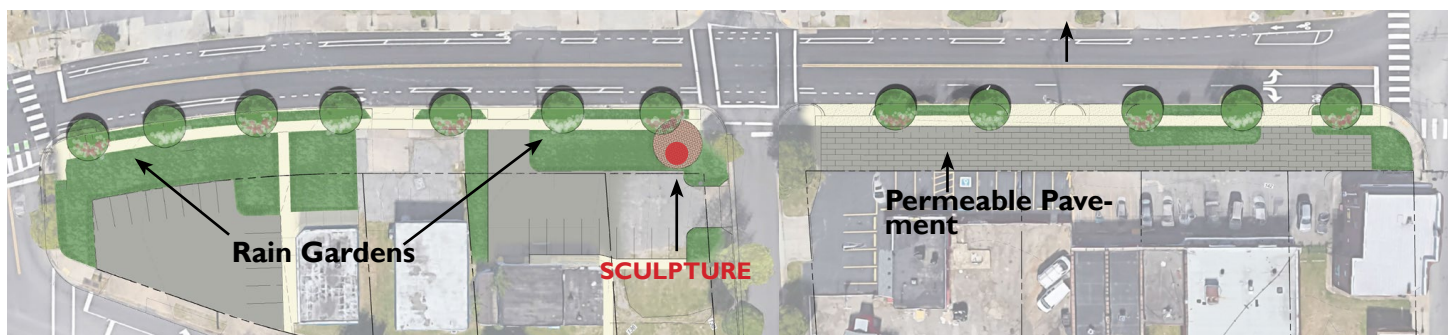
The current green street plan calls for a circular plaza adjacent to the sidewalk at the corner of Government Road and National Street. Our ideal location for the public sculpture is within the circle, so the artwork will be visible on the horizon as you drive up Government Road from the direction of Gillie's Creek. The overview image below shows the delineation between private property and the public right-of-way along Government Road. The sidewalk plaza and sculpture would be within the public right-of-way.

The City Planning Commission and The Public Art Commission approved the sculpture and its location, with the next steps for the UDC and City Council to approve that recommendation.



Adjacent mural projects on private property will focus on the history of the area. Design of the sculpture will focus on highlighting the green street and stormwater improvements.

If sited in the circular plaza, the public art will be centrally located to connect the rain gardens, permeable pavement, and other BMPs planned along Government Road (see full site overview below). It will reflect the community's needs and desires and serve as both a piece of art and a showcase for stormwater education.

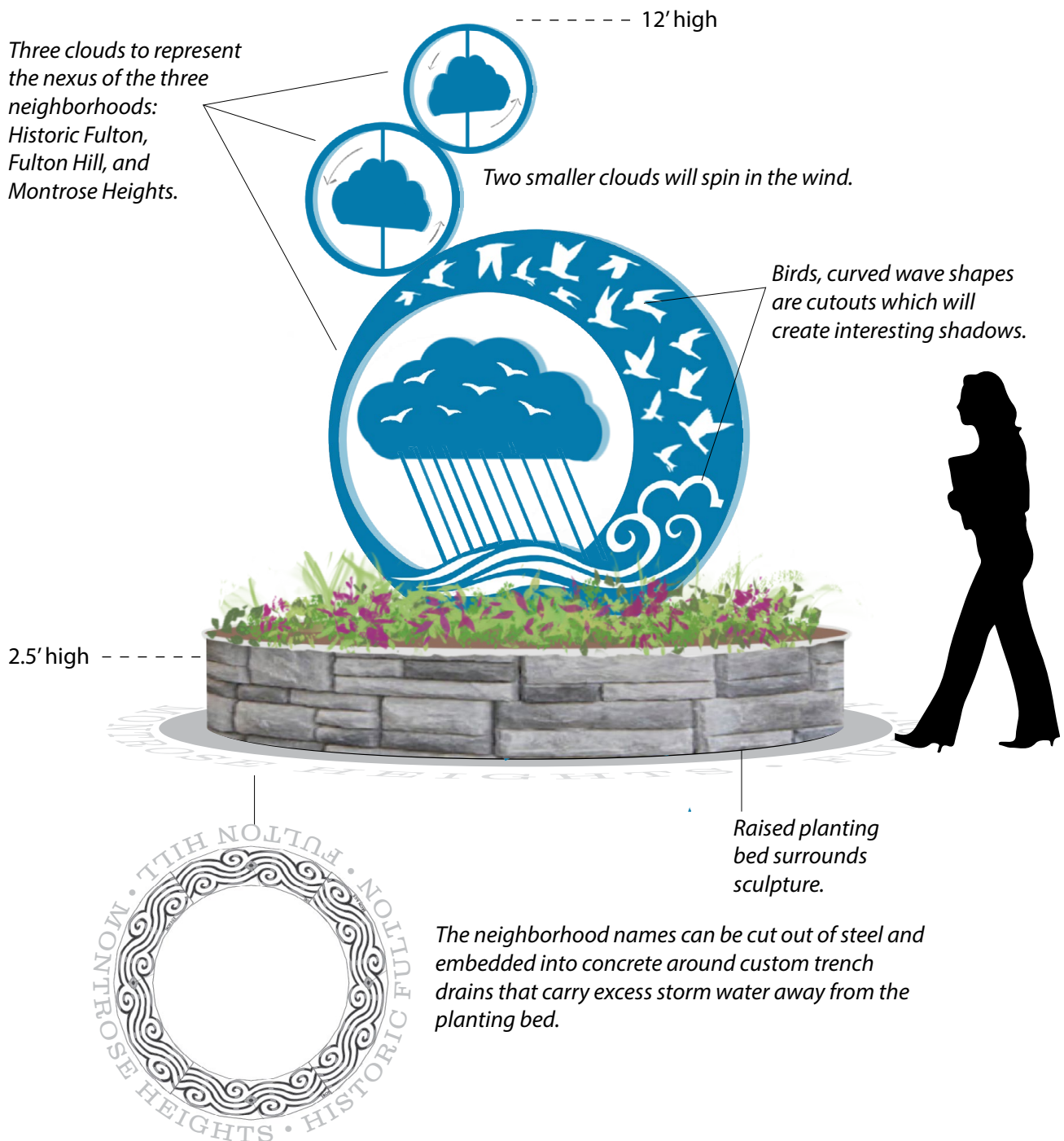


Complete Green Street site overview

ART & COMMUNITY SPACE

The design chosen by the community is illustrated below. This proposed sculpture illustrates the water cycle, highlighting the importance of the stormwater management improvements that will be implemented along the street. The birds tie the watershed improvements to the idea of neighborhood unity and working together: bird life is a symbol of a healthy environment, and bird murmuration is an example of emergence in nature, i.e. a behavior which only emerges when the parts (birds) interact in a wider whole. We believe community improvement is best accomplished when we all do our own small part to lift up the community together.

The sculpture will be laser cut out of thick steel or aluminum, with the smaller circles above welded to the main section. The top two smaller clouds will be mounted on axes to spin independently with the wind. The sculpture will be powder-coated or painted for visual interest and to protect it from the elements.



This page is intentionally left blank



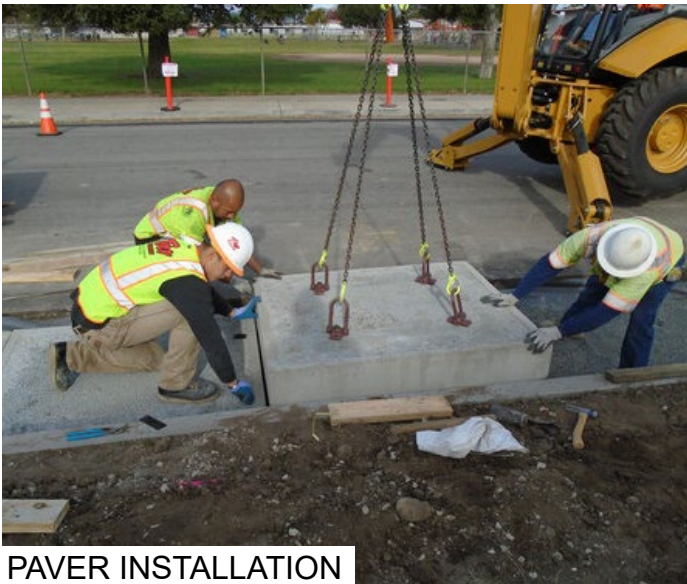
DEPRESSED GREEN SPACE



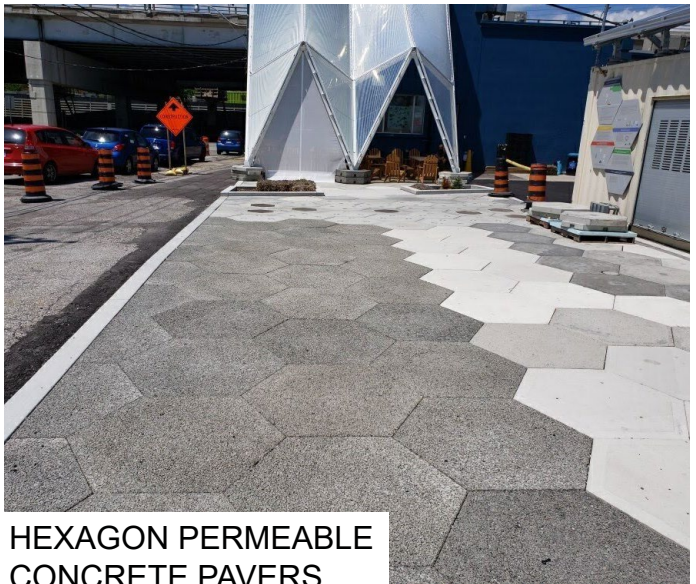
TREE LAWN AT JUNCTION



TREE LAWN



PAVER INSTALLATION



HEXAGON PERMEABLE
CONCRETE PAVERS



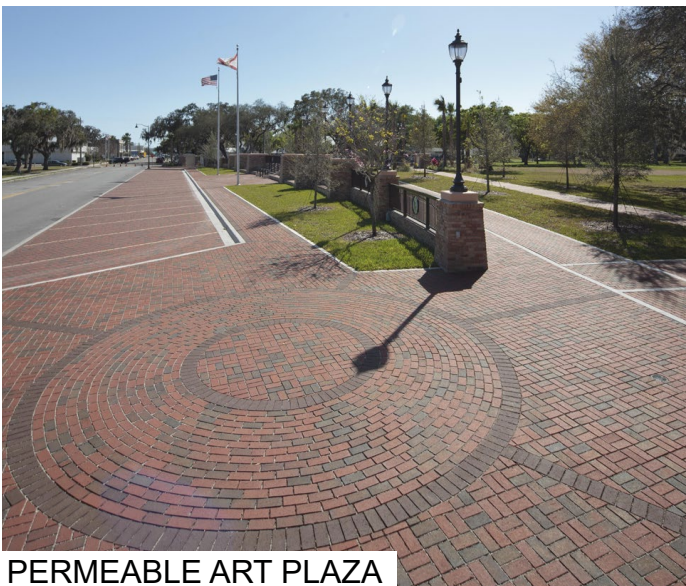
PLAZA AND PLANTINGS



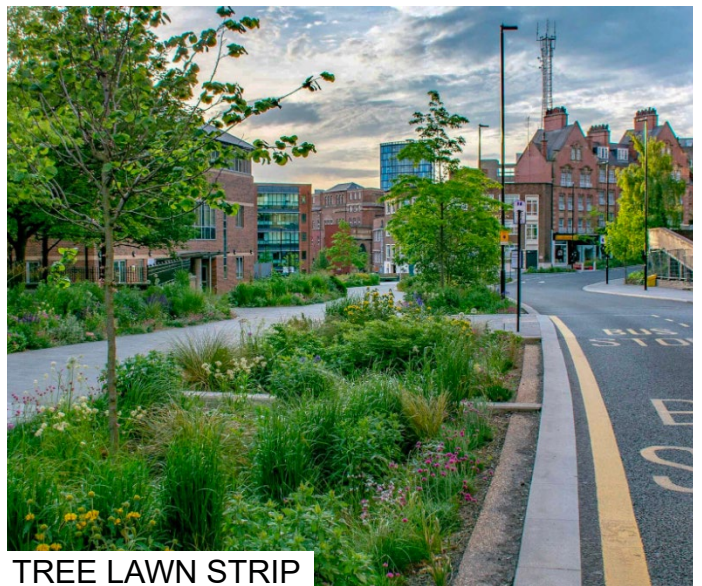
URBAN STORMWATER SOLUTION



URBAN STORMWATER SOLUTION



PERMEABLE ART PLAZA



TREE LAWN STRIP



REDBUD



BUTTERFLY
MILKWEED



LIATRIS



EASTERN
BLUESTAR



DWARF YAUPON



BROWN EYED
SUSAN



TICKSEED



SWITCHGRASS



DAYLILY



SUMMERSWEET



LIRIOPE



YELLOWWOOD



HOP HORNBEAM



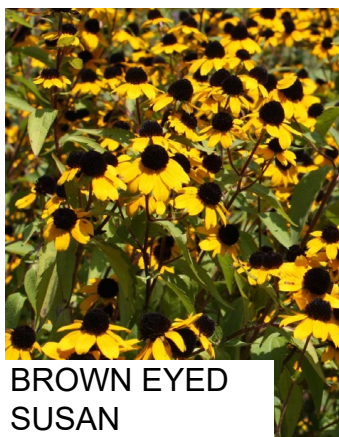
FRINGETREE



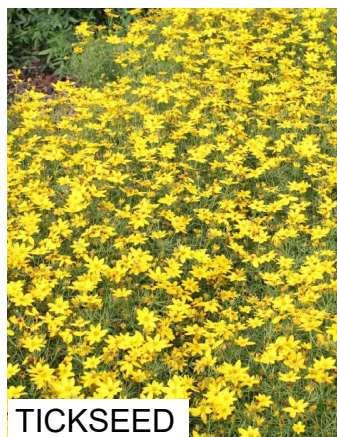
SWEETBAY
MAGNOLIA



DWARF YAUPON



BROWN EYED
SUSAN



TICKSEED



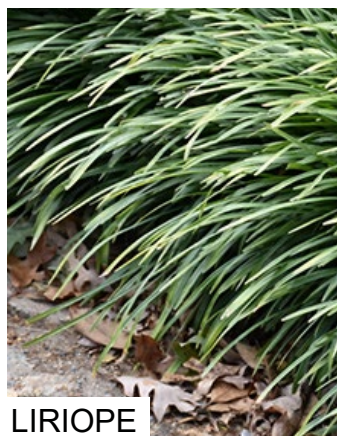
SWITCHGRASS



DAYLILY



SUMMERSWEET



LIRIOPE



DWARF
SWEETSPIRE



SOFT RUSH



BLUESTAR



LIATRIS



YUCCA

PREPARED BY:

