

Main Street Station Multimodal Transportation Center:

40 Year Development Project
Business and Development Plan



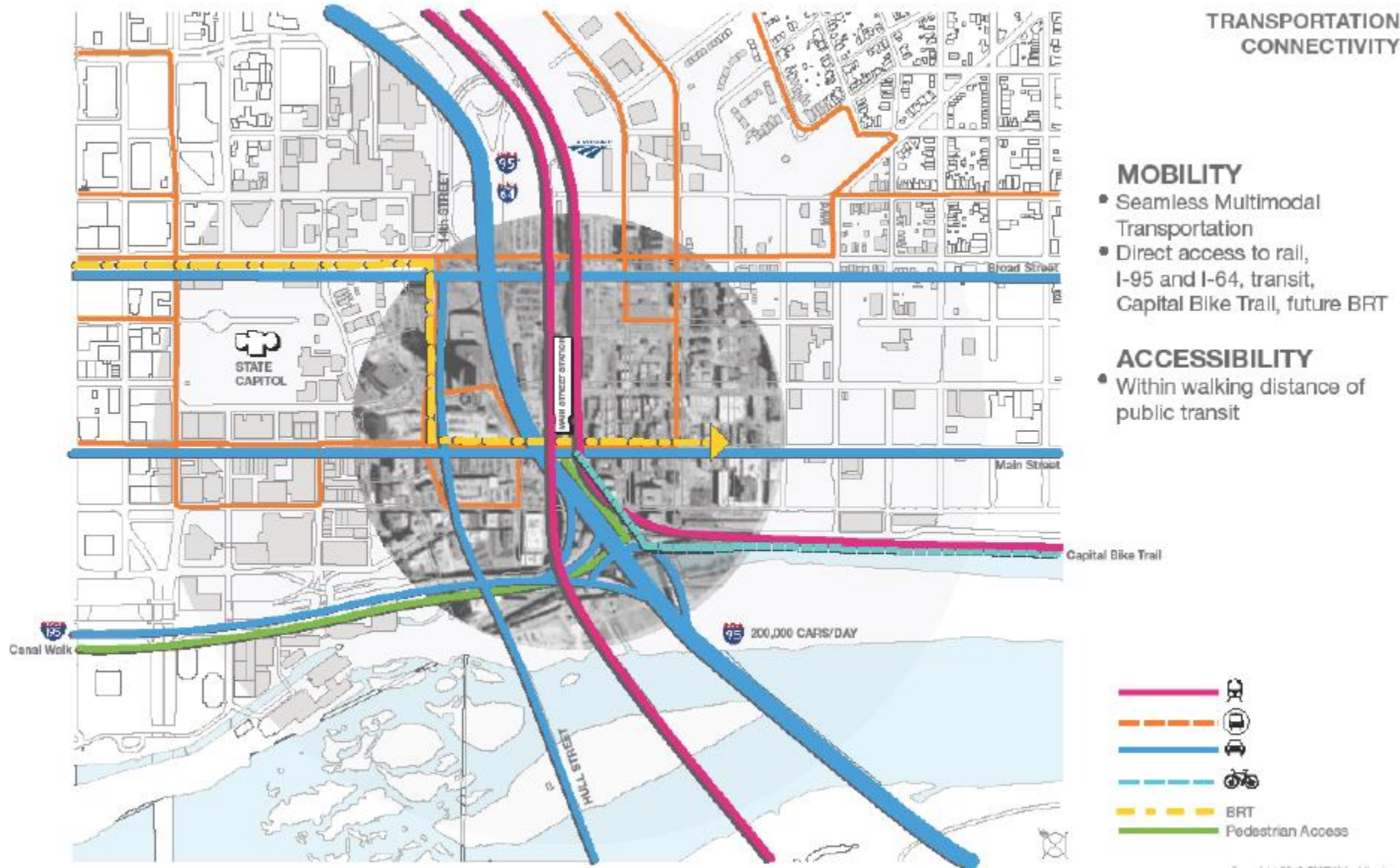
The future of America will be shaped more and more by our younger generations and their attitude and preferences for workplaces and lifestyles

This includes high-density living arrangements and car-lite lifestyles

Cities across America are now actively investing in urban center place-making to attract and retain young workers and be a City of Choice

Main Station is the cornerstone of our region's millennial place-making strategy – making our authentic urban environment even more appealing

At the NEXUS OF TRANSPORTATION INFRASTRUCTURE



**Main Street Station solves the most
challenging factor in transportation,
the “last mile.”**

ISTEA - 1991

GOALS

NATIONAL DIRECTION (ISTEA 1991)

- Mobility
- Accessibility
- Congestion Mitigation
- Air Quality
- Seamless / Multimodal Transportation

RICHMOND MULTIMODAL TRANSPORTATION CENTER

- Connect the capital of Virginia to national network of intercity passenger and high speed rail
- Provide multiple transportation choices with seamless connectivity
- Reduce traffic congestion and improve regional air quality
- Improve accessibility for all segments of population
- Expand business and tourist travel
- Catalyze economic and transit-oriented development

HIGH SPEED RAIL

- Downtown to Downtown (population employment centers)
- Deliver high speed rail to Downtown Richmond

CONFIRMATION OF HIGH SPEED RAIL AT MAIN ST STATION (2010)

- FRA, FTA, CTB, MPO, Mayor, City Council, Chamber of Commerce, and Amtrak



The importance of Main Street Station on the **future** of our city



MSS Serves the Metro Richmond Area's Central Business District (CBD)



Main Street Station

Station Locations

FRA Guidelines

Building upon the
High-Speed Ground Transportation Act of 1965
and successful examples abroad

FRA has developed guidelines for locating
corridor rail passenger stations

Federal Railroad Administration Station Locations Guidelines

Each city should have a station location in or near the **CENTRAL BUSINESS DISTRICT (CBD)**.

This is **mandatory** for larger MSA's with metropolitan populations of **150,000** or more, since to do otherwise would undermine the inherent advantages of rail passenger systems: **Downtown to Downtowns**.

Station Locations

FRA Guidelines

One or more suburban stations need to be provided in order to accommodate potential riders living outside the city centers.

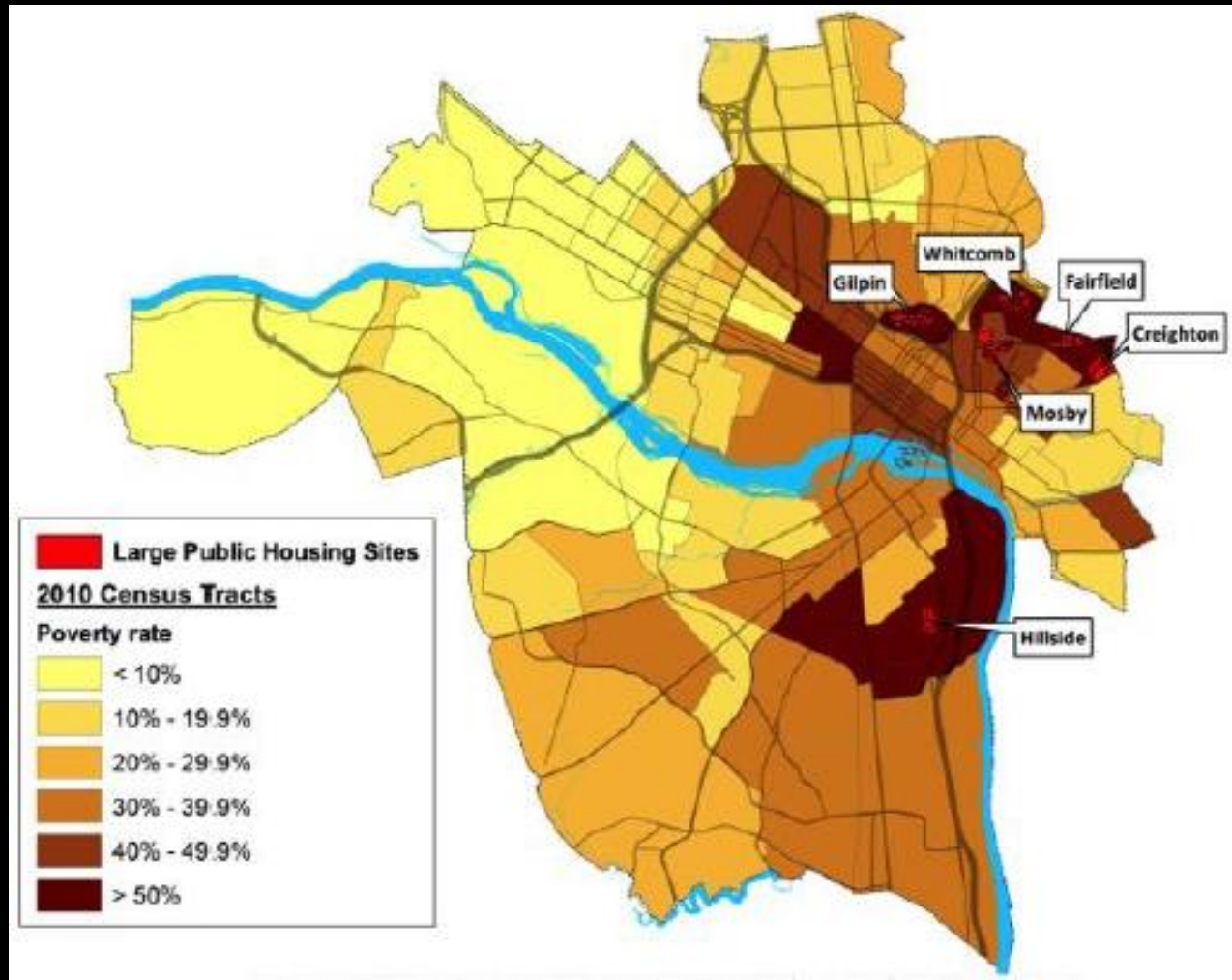
Station Locations

FRA Guidelines

Every effort should be made to have each corridor station serve as a regional intermodal passenger terminal for all forms of regional and local transportation systems.

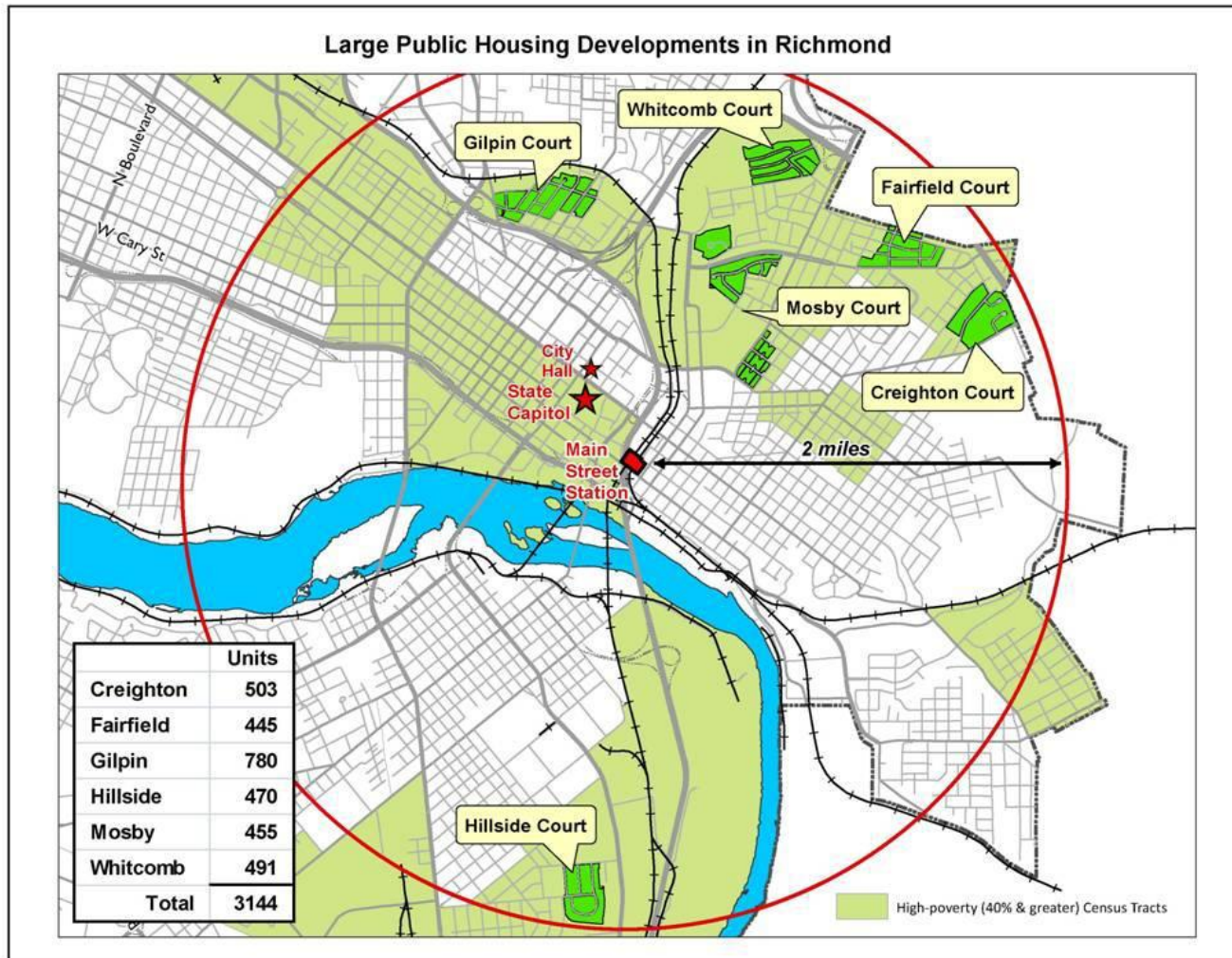
Environmental Justice

Census by Poverty Concentration

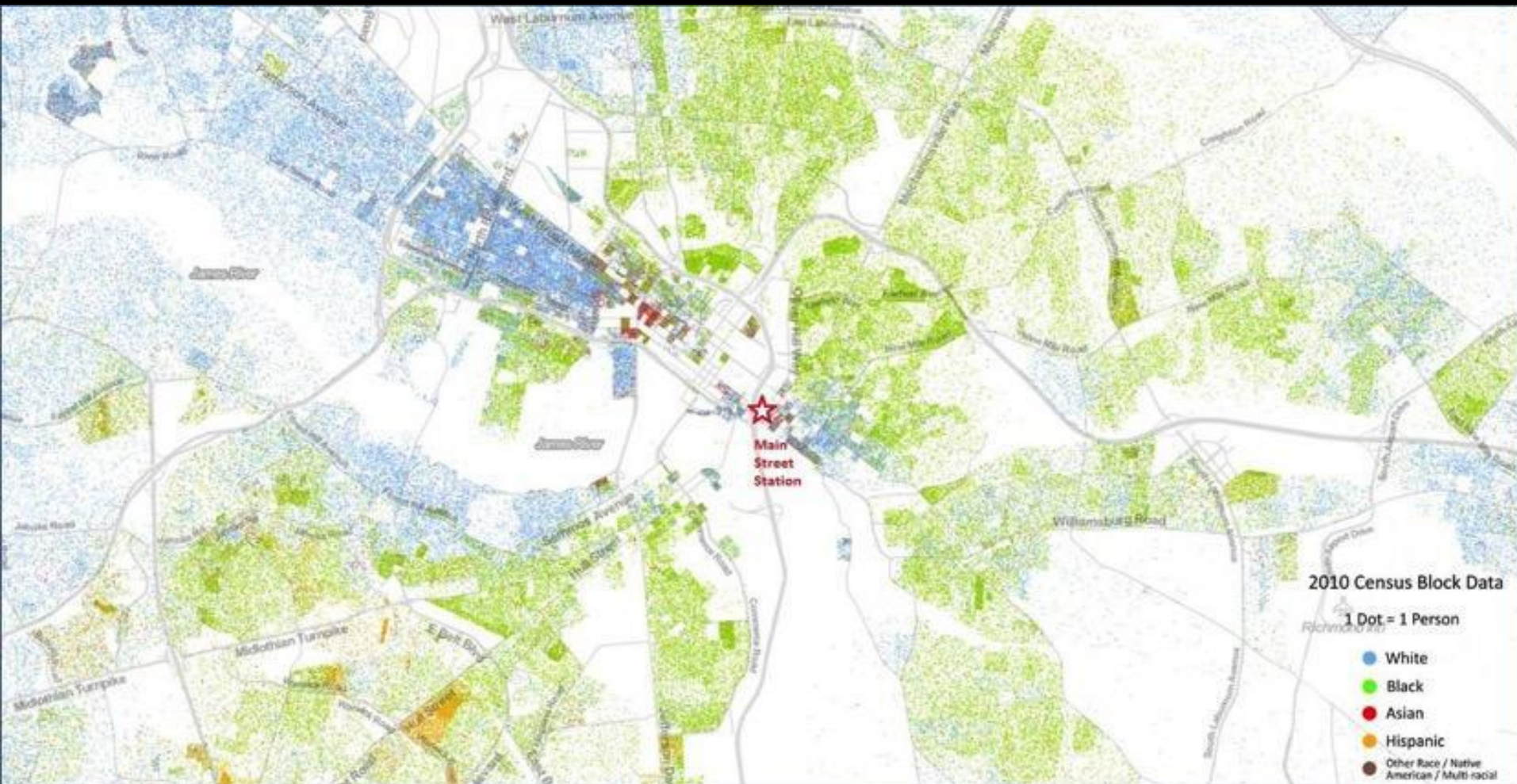


Environmental Justice

Public Housing Concentration



Environmental Justice Census by Race



Millennials

2015: 29% of Workforce



Millennials

2025: 44% of Workforce



Millennials value walkable, bike-able, urban, **multimodal**

Placemaking

	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality <u>and</u> affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
Embraces innovation	70%	58%	61%	69%	60%	64%
Is near the mountains	28%	24%	40%	17%	30%	64%
Has access to water	59%	54%	64%	65%	54%	63%
Is bike-able/walkable	46%	50%	41%	43%	44%	61%
Has easy public transportation	42%	66%	40%	47%	46%	60%
Embraces small business/start-ups/entrepreneurship	54%	48%	60%	61%	54%	57%
Higher education options	76%	60%	60%	73%	62%	57%
Is diverse	60%	63%	55%	69%	55%	55%
Urban living environment	47%	59%	51%	60%	46%	53%
Offers an active music scene	51%	36%	46%	53%	49%	49%
Offers an active arts scene	42%	38%	44%	43%	42%	46%
Has rich history	42%	47%	39%	41%	42%	42%

Q20. When you think about a city as a place you'd really want to live, how important are each of the following to you?

**Car-Free
Living is
Possible**



75%

**Believe they will live in
a place that does not
require a car**

Source: Rockefeller Foundation

Main St. Station built 1901



Preservation Goals

Clear views through – glass

Restore the 1901 rivet steel trusses, girders

Restore the magnificent heavy timbered roof

Franklin St. to reinstate the street grid

Limit the openings in the second floor platform (train boarding in 1901)

Main St. Station Mall 1980's

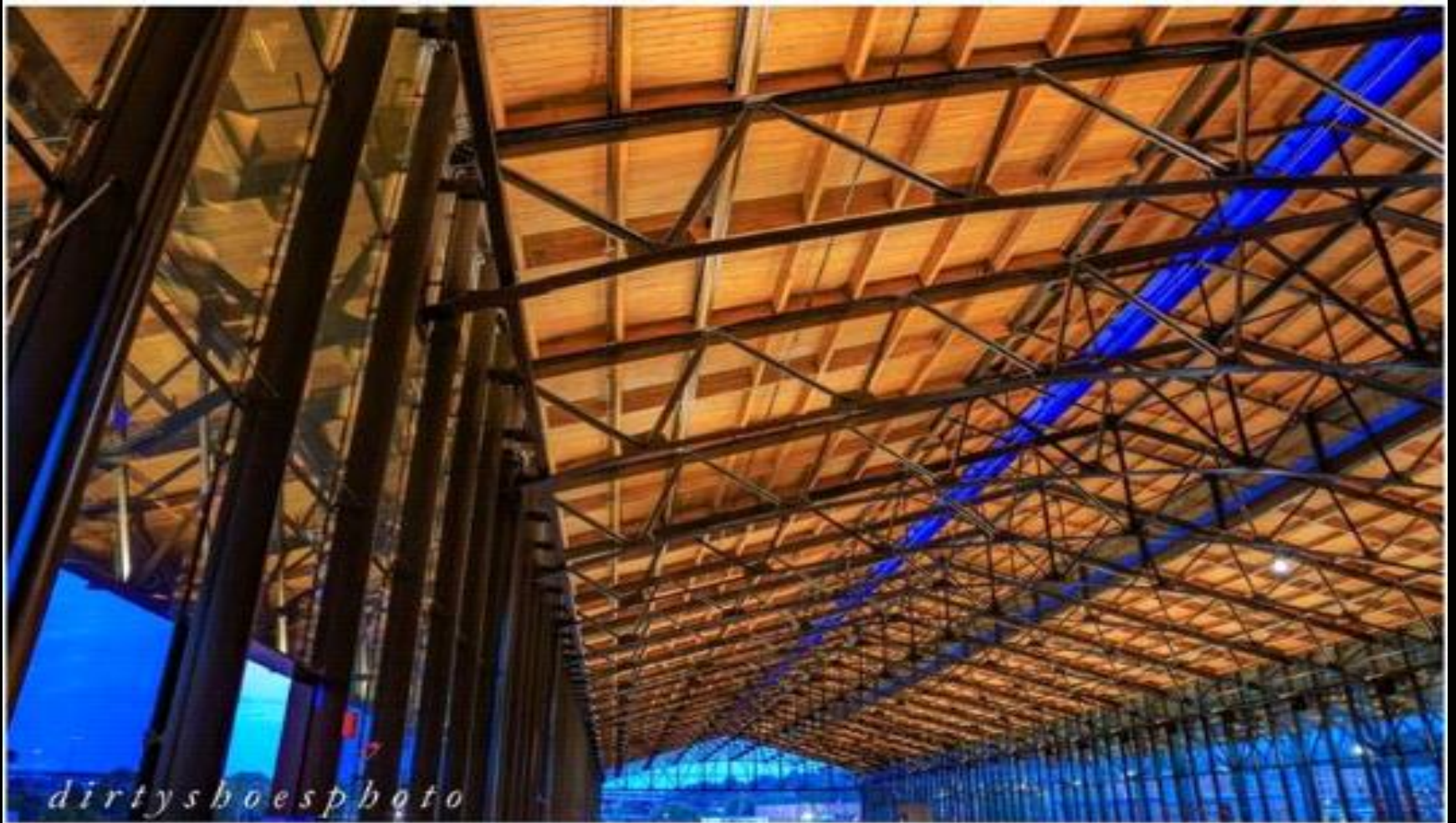


Main St. Station Mall 1980's





Main Street Station: 47,000 SF
Grand Central Terminal: 33,000 SF
Union Station Grand Hall: 28,500 SF





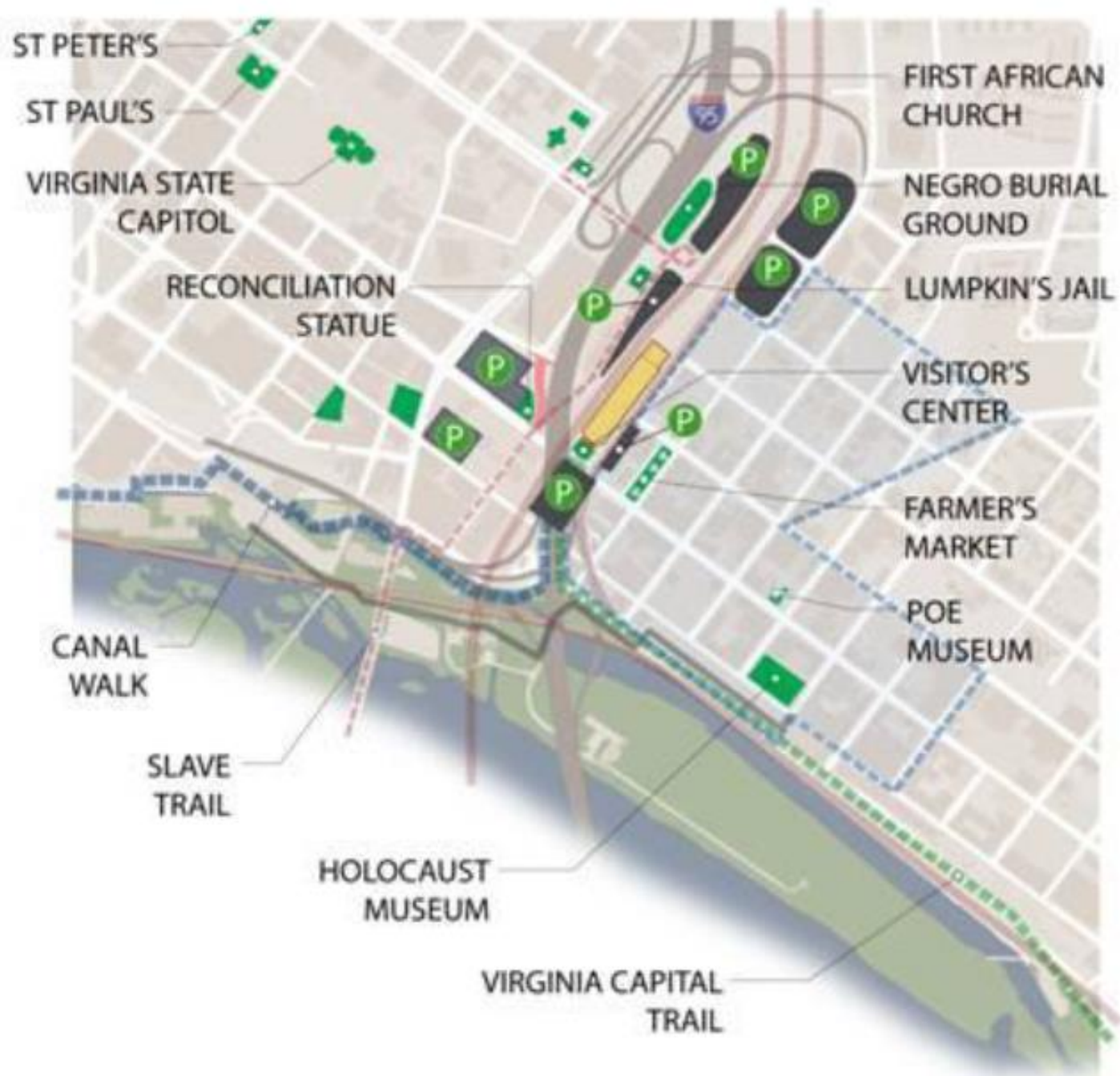


MSS is THE Gateway Icon for the Entire Region

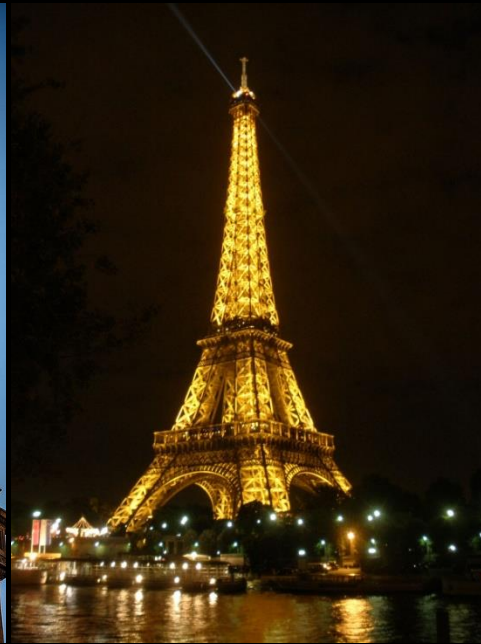
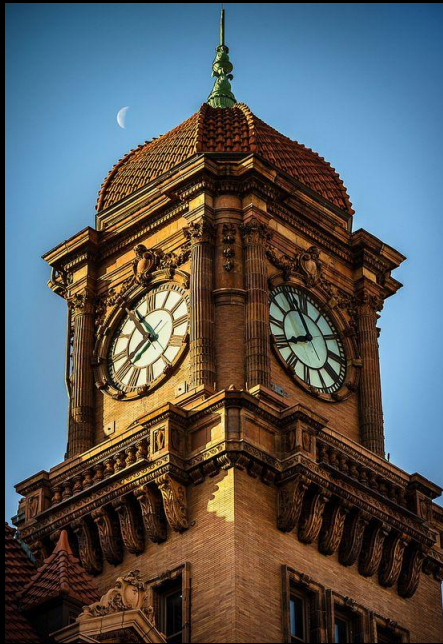


- FLOOD WALL
- CANAL WALK
- PASSENGER RAIL
- NEW EXIT FROM I95
- VIRGINIA CAPITAL TRAIL
- PLAZA AT MAIN ST STATION
- SHOCKOE BOTTOM STORMWATER IMPROVEMENTS
- SLAVE TRAIL

- PARKING
- CULTURAL/AMENITY



AN RVA BRAND



65 MILLION VEHICLES PASSING ANNUALLY

WELCOME CENTER VIRGINIA TOURISM CORP.



LICENSE AGREEMENT WITH VTC FINAL – O & R PREPARATION

VIRGINIA WELCOME CENTER



VINEYARDS



BEACHES



AGRICULTURE



HISTORY



FILM



CAVERNS



MUSEUMS



MOUNTAINS

RICHMOND WELCOME CENTER



CARYTOWN



SPORTS BACKERS



RESTAURANTS



RIVER



STREET ART



FOLK FESTIVAL



CONTEMPORARY ART

EXCURSIONS MARKETED & SOLD



RIVER

TROLLEY

SEGWAY

CANAL

VA CAP TRAIL & BIKE SHARE



RACERS



BIKE SHARE



FUTURE RENTALS

PUBLIC SURVEY & RESEARCH



SHOCKOE MARKETS INDOOR & OUTDOOR



MARKET DISTRICT AUTHENTIC RVA & VIRGINIA



17TH STREET MARKET



ARTISTS
“EN PLEIN AIR”

PRODUCE

OUTDOOR DINING

SPLASH PADS



17th Street Market Plaza Renovations



17th Street Market Plaza Renovations





**Lumpkin's Jail Site Development:
Awarded to:
The SmithGroupJJR**

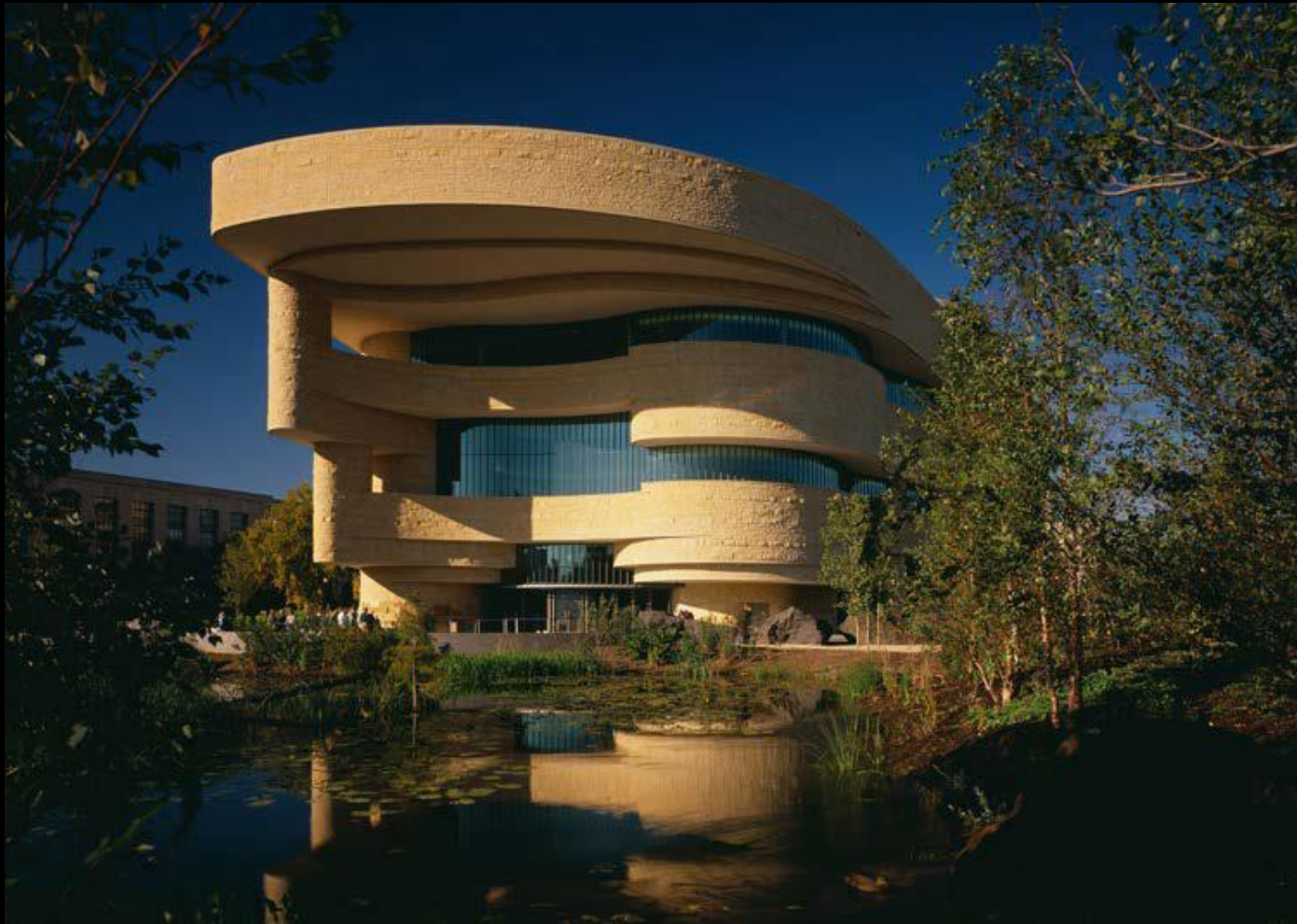
National Museum of African American History and Culture



Normandy American Cemetery Visitor Center



National Museum of the American Indian



White House Visitor Center



Dr. Lonnie Bunch



Main Street Station is the Crown Jewel of our City



The MSS Brand Strategy

Show what happens when a **landmark connector**
is given the opportunity to **do what it can do best;**

not just changing a building, changing a city.



WAIT 'TIL YOU
SEE WHERE
THE TRAIN
STATION TAKES
RICHMOND.



MAIN STREET STATION

THIS CHANGES EVERYTHING





WE'RE
RAISING
THE ROOF
FOR A
WHOLE NEW
BOTTOM.



MAIN STREET STATION

THIS CHANGES EVERYTHING



WHY GO TO
THE TRAIN
STATION
WHEN YOU
HAVE NO
INTENTION
OF LEAVING?



MAIN STREET STATION

THIS CHANGES EVERYTHING



WE'LL HAVE
32 TRAINS
DEPARTING
AND
THOUSANDS
OF REASONS
FOR STAYING.



MAIN STREET STATION

THIS CHANGES EVERYTHING

