Toward a Unified Vision:

SHOCKOE BOTTOM

ROSE FELLOWSHIP | ULI VIRGINIA | CITY OF RICHMOND
Rose Fellows Homework Assignments

• Synthesize all the existing plans, concepts and proposals to find shared elements and conflicts
• Begin conversations with potential funding partners to gauge interest and capacity
• Develop an inclusive community engagement strategy
• Create an archeological do-no-harm policy until a vision is established
• Research examples of truth and reconciliation processes with local community, private sector and institutions
• Hire/designate a full-time project manager for Shockoe Bottom
SYNTHESIZE ALL THE EXISTING PLANS, CONCEPTS, AND PROPOSALS TO FIND SHARED ELEMENTS AND CONFLICTS
Prior Plans and Studies

- Cultural Context and Thematic Study / Dutton Report
- A Community Proposal for the Shockoe Bottom Memorial Park
- Richmond Riverfront Plan
- Shockoe Economic Revitalization Strategy
- Master Plan Richmond, 2000-2020
- The Pulse Corridor Plan
- Shockoe Valley Streets Improvement Project
- Richmond Downtown Plan
- SmithGroup Lumpkin’s Jail Site Plan
Results

An extensive overview, a merging of perspectives, with work still to do
Prior Plans and Studies

- Shockoe Economic Revitalization Strategy
- Master Plan Richmond, 2000-2020
- The Pulse Corridor Plan
- Shockoe Valley Streets Improvement Project
- Richmond Downtown Plan
- SmithGroup Lumpkin’s Jail Site Plan
- Richmond Riverfront Plan
- A Community Proposal for the Shockoe Bottom Memorial Park
- Cultural Context and Thematic Study / Dutton Report
Focus: Key Plans

A range of land-use plans representing a variety of stakeholders and dissimilar boundaries.
### Economic
- Markets, mixed use retail

### Residential
- Mixed use housing

### Cultural / Institutional
- Outdoor museum

<table>
<thead>
<tr>
<th>Economic</th>
<th>Markets, mixed use retail</th>
<th>Innovation Economy District</th>
<th>Nodal and Corridor Mixed-use</th>
<th>Not in Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>Mixed use housing</td>
<td>Urban Village</td>
<td>Neighborhood Mixed-use</td>
<td>Not in Scope</td>
</tr>
<tr>
<td>Cultural / Institutional</td>
<td>Outdoor museum</td>
<td>Entertainment / Cultural District Heritage District</td>
<td>Institutional Use</td>
<td>Cultural site</td>
</tr>
</tbody>
</table>

**Takeaway:** Different language, compatible ideas
The Structure:
Baseline Agreement Areas
Consensus between all land-use plan maps when layered
The Narrative:
Interpreted Agreement Areas
Consensus between all plan narratives when analyzed for intent
Rose Fellows Homework Assignments

- Synthesize all the existing plans, concepts and proposals to find shared elements and conflicts
- Begin conversations with potential funding partners to gauge interest and capacity
- Develop an inclusive community engagement strategy
- Create an archeological do-no-harm policy until a vision is established
- Research examples of truth and reconciliation processes with local community, private sector and institutions
- Hire/designate a full-time project manager for Shockoe Bottom
BEGIN CONVERSATIONS WITH POTENTIAL FUNDING PARTNERS TO GAUGE INTEREST AND CAPACITY
$32 Million

FUNDING TO DATE IN THIS AREA
$0.2 Million

CURRENT ANNUAL FUNDING FOR SHOCKOE VALLEY WATERSHED PROGRAM MANAGEMENT SUPPORT
$2.3 Million

CURRENT ANNUAL FUNDING FOR AREA STREET AND STREETSCAPE IMPROVEMENTS
$1-2 Million

ESTIMATE IN NEW OPERATING AND CAPITAL FUNDING, PRIORITIZED YEAR-TO-YEAR, GOING FORWARD
Rose Fellows Homework Assignments

- Synthesize all the existing plans, concepts and proposals to find shared elements and conflicts
- Begin conversations with potential funding partners to gauge interest and capacity
- Develop an inclusive community engagement strategy
- Create an archeological do-no-harm policy until a vision is established
- Research examples of truth and reconciliation processes with local community, private sector and institutions
- Hire/designate a full-time project manager for Shockoe Bottom
DEVELOP AN INCLUSIVE COMMUNITY ENGAGEMENT STRATEGY

CREATE AN ARCHEOLOGICAL DO-NO-HARM POLICY UNTIL A VISION IS ESTABLISHED

RESEARCH EXAMPLES OF TRUTH AND RECONCILIATION PROCESSES WITH LOCAL COMMUNITY, PRIVATE SECTOR AND INSTITUTIONS

HIRE/DESIGNATE A FULL-TIME PROJECT MANAGER FOR SHOCKOE BOTTOM
A Year of Progress

• Created of Senior Policy Advisor on Mayor’s staff to lead the project
• Instituted summer planning internship
• Reviewed past studies
• Completed ULI Agreement Mapping
• Completed the Bus Rapid Transit
• Received $75,000 grant through Preservation Virginia-Historic for cultural economic impact study
• Hired project manager - Kimley Horne
A Year of Progress

• Collaborating with DOT EIS for High Speed Rail
• Finalized mission and vision statements
• Facilitated public engagement of shared vision
• Established History and Culture Commission
• Completing the Farmer’s Market Public Space for community gathering
• Hosting American Genealogical Society Conference 2020
• Formed the Shockoe Alliance
The Shockoe Alliance
Our vision is to promote awareness and understanding of the significant history of Shockoe through sensitive memorialization, interpretation, preservation, and education, with honesty and authenticity, while embracing the opportunity to define Shockoe as a vital asset of Richmond’s cultural heritage, historic character, dynamic growth, and unique sense of place.
The Vision

An Equitable Community

An Environmentally Sustainable Community

A Safe, Highly Connected, Efficient, Multi-Modal Transportation Network

A Unique Sense of Place

A Vibrant Center and Economically Sustainable, Functioning Neighborhood
SHOCKOE VISION

TRANSPORTATION

COMMERCIAL

ECONOMIC DEVELOPMENT

PRESERVATION

PLANNING

EDUCATION AND INTERPRETIVE HISTORY STORY

PUBLIC SPACES

INFRASTRUCTURE

RESIDENTIAL