

An aerial architectural rendering of a city block, likely Navy Hill, showing various buildings, streets, and green spaces. The rendering is in a dark, monochromatic style with a yellow triangle highlighting a specific building. The text "NAVY HILL" is overlaid in the center in a white, sans-serif font, with the 'A' containing a yellow triangle.

NAVY HILL

NHDC Foundation

Monroe Harris

City of Richmond

Department of Economic Development

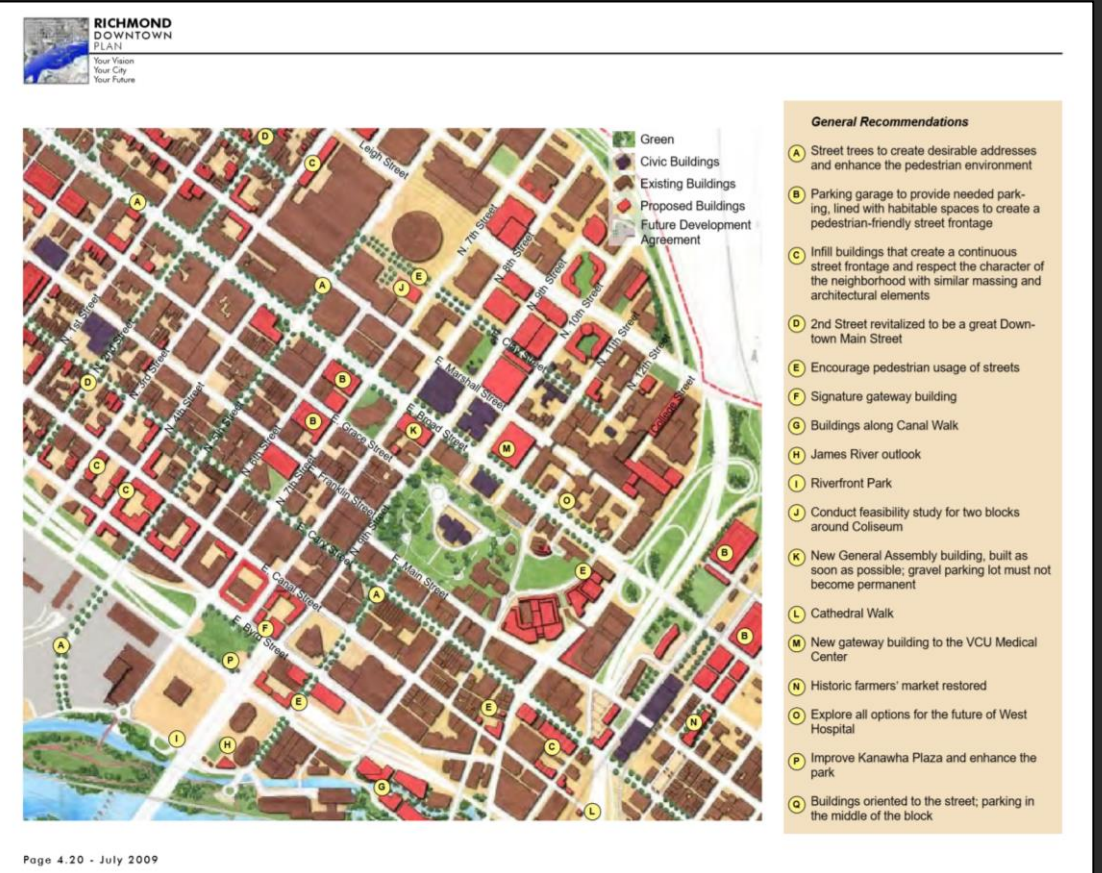
Leonard Sledge





RICHMOND DOWNTOWN PLAN

July 2009



- City Council approved the 2009 Richmond Downtown Plan
- Citizen engagement
- Reopen East Clay Street and Revive Court End...
- Integrate the Richmond Coliseum into a walkable urban fabric...
- Improve connections between the Convention Center and its environs...



THE PULSE CORRIDOR PLAN

JULY 2017

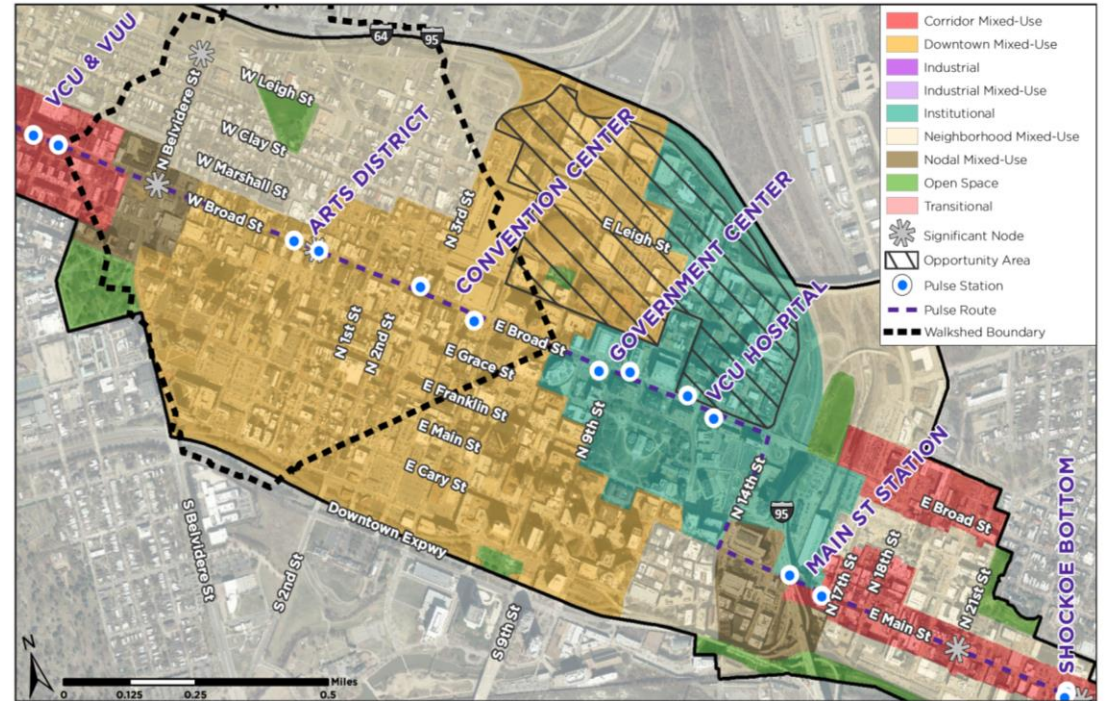


Figure 4.50 Arts District: Future Land Use Map

JULY 2017

4. ARTS DISTRICT STATION AREA

85

CONVENTION CENTER STATION AREA VISION

The gap in vibrant uses between the Arts District and the Government Center Stations is filled as vacant and underutilized parcels around the Convention Center are developed to include uses that enhance the Convention Center visitor experience and also provide for the daily needs of residents and workers in the area. Monroe Ward transforms into a denser, more complete neighborhood and more uses along Broad Street are created to serve these future residents. City-owned property fosters mixed-income redevelopment.

GOVERNMENT CENTER STATION AREA VISION

The Government Center Station area continues to be one of the densest areas of the city with new development that matches the intensity of existing buildings but also includes active ground floor uses that enliven the sidewalks, and creates real opportunity to more fully engage the Virginia Biotechnology Research Park and VCU Medical Center campuses with the balance of Downtown. The area continues its evolution into a 24-hour neighborhood as more residents desire to live in the core of the city. City-owned property fosters mixed-income redevelopment.

VCU HEALTH STATION AREA VISION

The VCU Health Station area is enhanced with improved pedestrian connections through the VCU Medical Center campus, while ground-floor uses and new public spaces generate activity at the pedestrian level. Opportunities for more residential and other uses transform the area from a medical center campus into a neighborhood in its own right.

FUTURE LAND USE

The Downtown Mixed-Uses along E. Broad Street and throughout the City Center and Central Office districts encourage the redevelopment of surface parking lots and underutilized buildings into high-density buildings that focus on creating walkable environments with active ground floors, appropriate streetscape, and minimal driveway entrances, as shown in Figure 4.60. The Coliseum and adjacent City-owned parcels are an opportunity site that could be redeveloped into a mixed-use, mixed-income, pedestrian-friendly environment that serves as a connection block between the Convention Center, the Biotech Park, and the Capitol District. The Institutional Uses continue to exist and are encouraged to reduce driveway entrances, eliminate parking on the ground level, and incorporate active commercial uses on the ground floor.

FUTURE CONNECTIONS

The transportation and streetscape networks of this station area are further enhanced with bicycle and pedestrian amenities, such as bike facilities and shared-use paths, which serve to make this area even more pedestrian-friendly, as shown in Figure 4.61. Opportunities for new streets to re-establish the street grid and

the conversion of one-way streets to two-way help solidify the neighborhoods throughout this area.

Bicycle infrastructure recommendations are sourced from the Richmond Bike Master Plan with some modifications from public input which includes the recommendation for bike lanes on Marshall and Adams Streets. These recommendations will need further study and public vetting to determine their feasibility and associated trade-offs with on-street parking and travel lanes.

STATION AREA RECOMMENDATIONS

Compact and Mixed

- CW.1 - CW.7 See descriptions in Chapter 3.
- SA.40 Develop a small area plan for the opportunity area around the VCU Medical Center, the Virginia Biotechnology Research Park, Blue's Armory, the Coliseum, and City-owned land. Include VCU Health and the Virginia Biotechnology Research Park in the planning process. Explore public-private-non-profit partnerships to redevelop properties to make the area a dynamic live-work environment.

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How Does the Proposed Navy Hill Redevelopment Fit into One Richmond?

Challenge: Richmond has a poverty rate of 21%

In order to provide for **ALL** of our residents, to build One Richmond, the city needs resources to equitably fund programs for which residents depend.

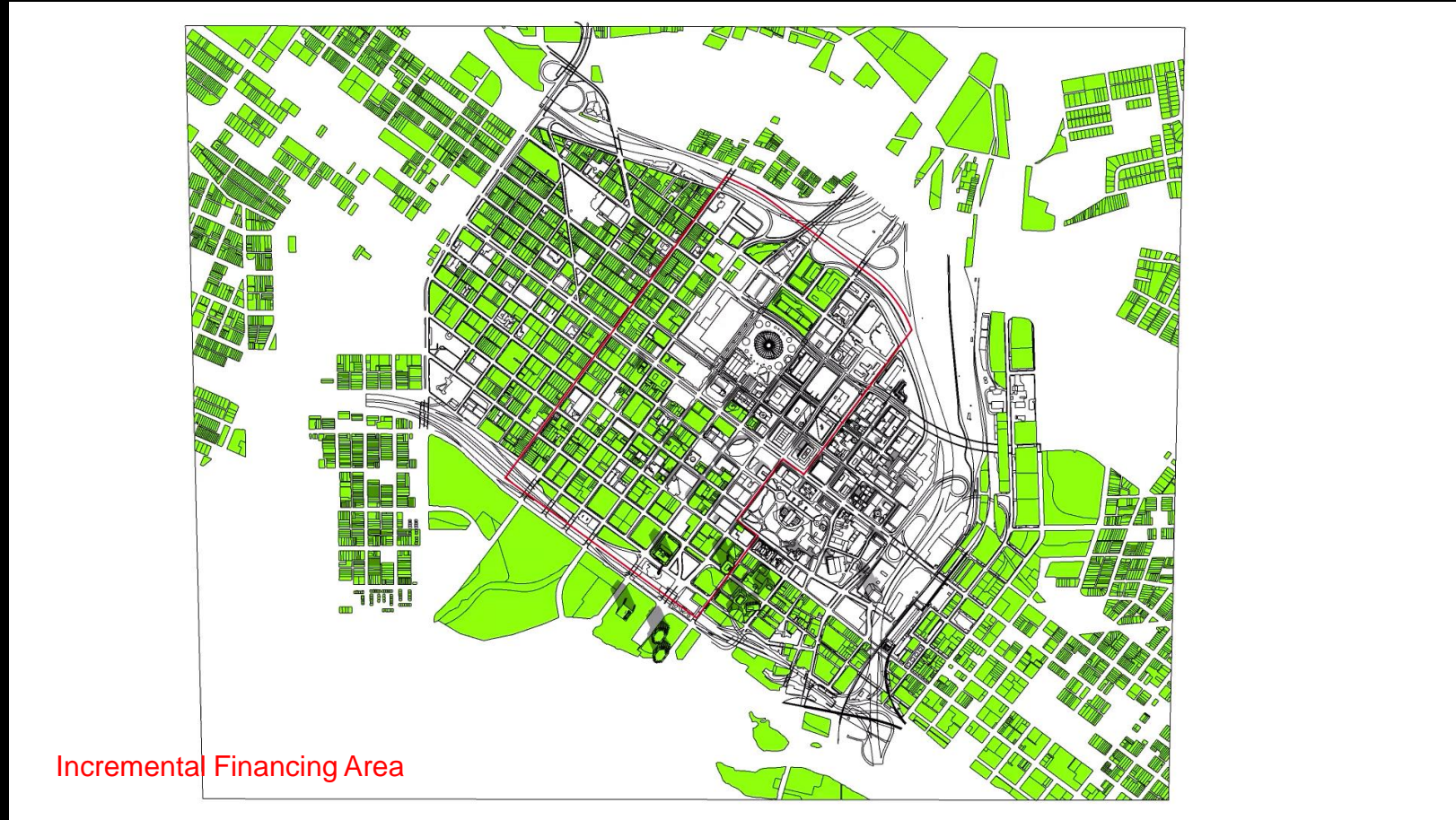
We have tried other methods to generate revenue:

1. State advocacy
2. Efficiencies within City Hall
3. Raising the real estate tax
4. **Economic growth**

Expanding City Revenues

TAXABLE PARCELS

NON-TAXABLE PARCELS



TAXABLE
PARCELS

Why Utilize an Arena-based Project?

The current Coliseum is functionally obsolete and costs the city **\$1M** in maintenance.

It has outdated configuration, technology, and lack of suite and club seating.



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The current Coliseum is functionally obsolete and costs the city **\$1M** in maintenance.

It has outdated configuration, technology, and lack of suite and club seating.

This is not a standalone project. The proposed arena is the **MAGNET** to attract the private investment and the **CATALYST** for the community benefits.





Infrastructure is required for new development.
it cannot happen one block at a time

The area has been dramatically altered and
beyond the resources of one-off developments

Must be a 'known development environment'

Developable parcels no longer exist



block **A**

block **B**

block **C**

block **D**

block **E**

block **F**

block **I**

L E I G H T S T R E E T

C L A Y S T R E E T

M A R S H A L L S T R E E T

5th

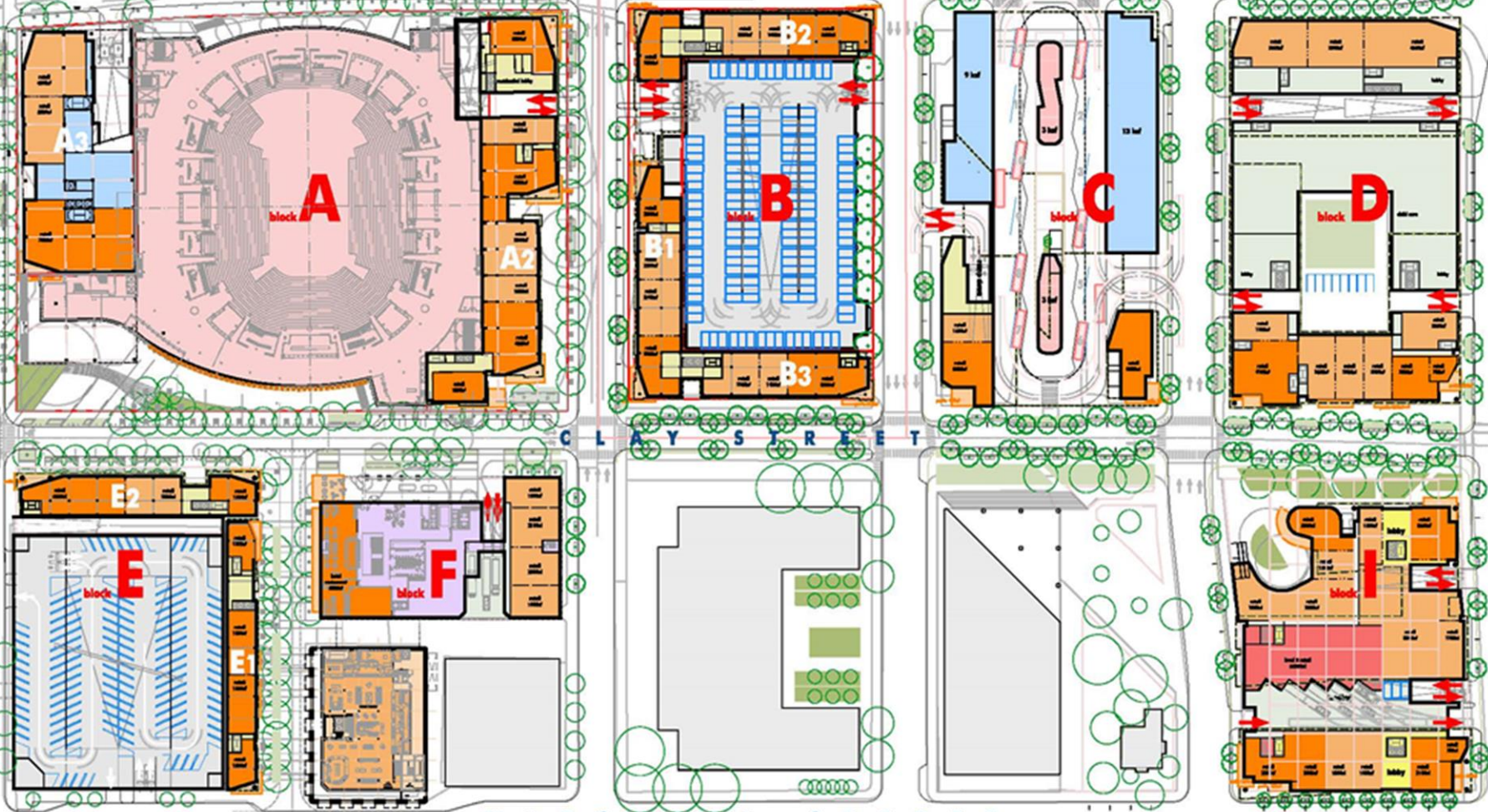
6th

7th

8th

9th

10th



- retail
- hotel
- residential
- office

Community Benefits

- Affordable Housing
 - Minority Participation
 - Clay Street Reconstructed
 - 6th Street Constructed
 - Convention Hotel
 - Room Block Agreement
 - Jobs
 - GRTC Transit Center
 - Historic Renovations
 - Blues Armory
 - Richmond Garage
 - Demolition and Defeasance of Coliseum Debt
 - Utilities – paid for by Private Development
 - Detaining more Stormwater than required
 - LEED silver
 - Workforce Training
 - Rooftop Agriculture
- a check

Housing

Navy Hill will support the development of 680 new affordable dwelling units through three (3) programs:

280 dedicated affordable dwelling units within the Navy Hill development.

\$10 million in philanthropy to create another 200 affordable units.

Steering the first \$10 million in excess IFA revenues to create hundreds more affordable units.

Minority Business Participation

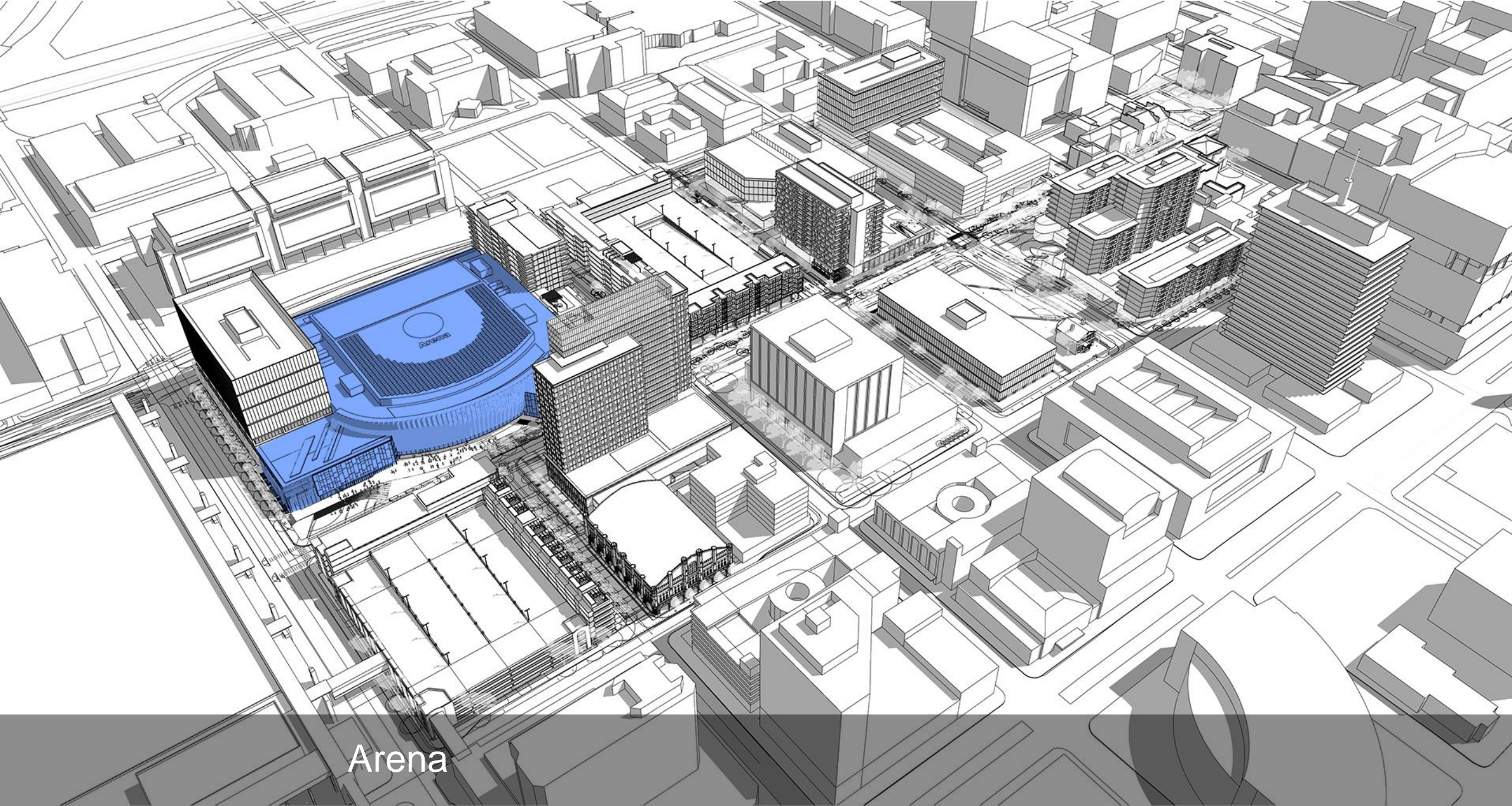
Navy Hill promotes minority participation in three (3) significant areas:

- Navy Hill has pledged a **\$300 million goal** for MBE participation
- Navy Hill has retained a **Minority Business Coordinator** to both recruit and monitor MBE participation
- Navy Hill is **supporting workforce training and recruitment** efforts to put jobs in place for Richmond residents

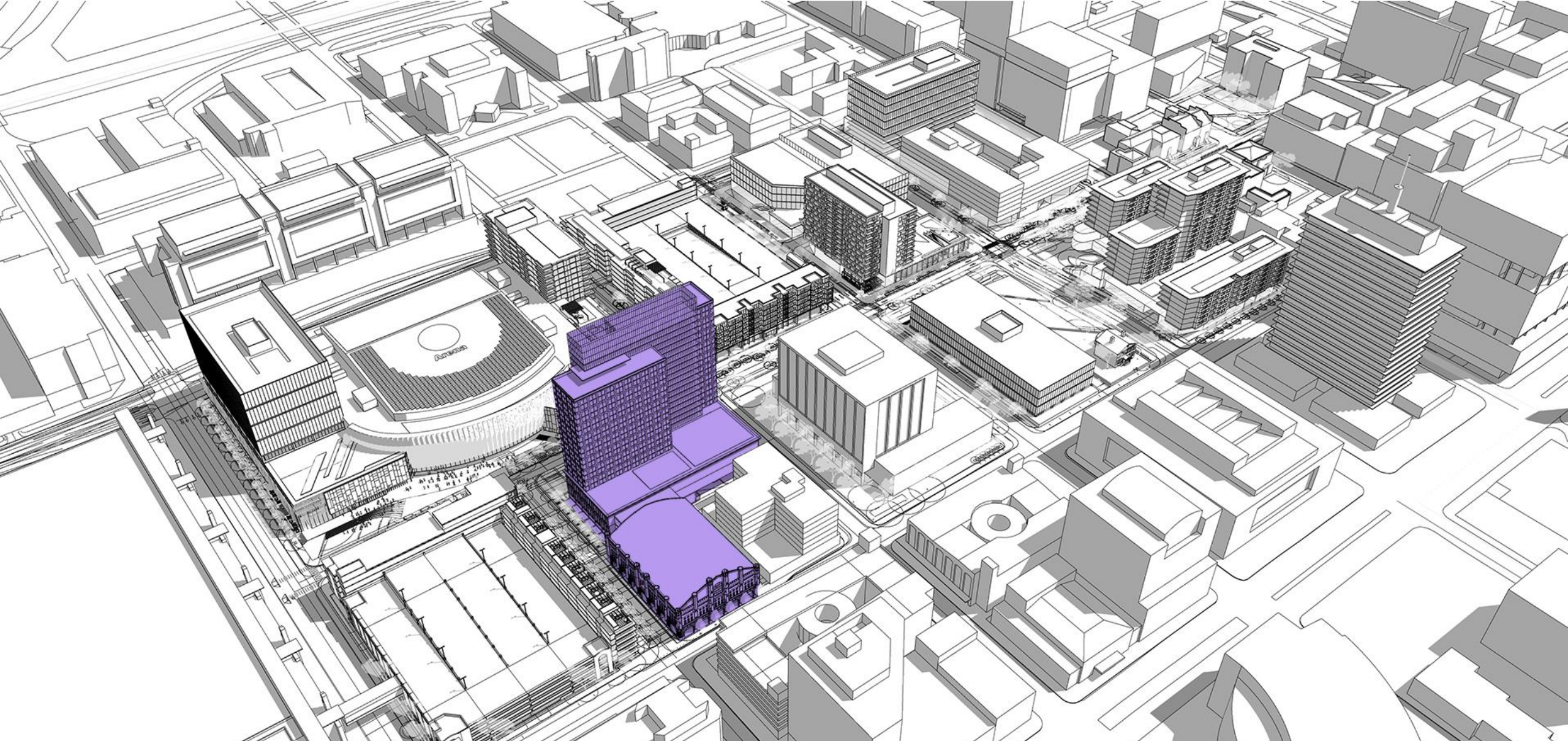
Minority Business Participation

Minority Investor Recruitment

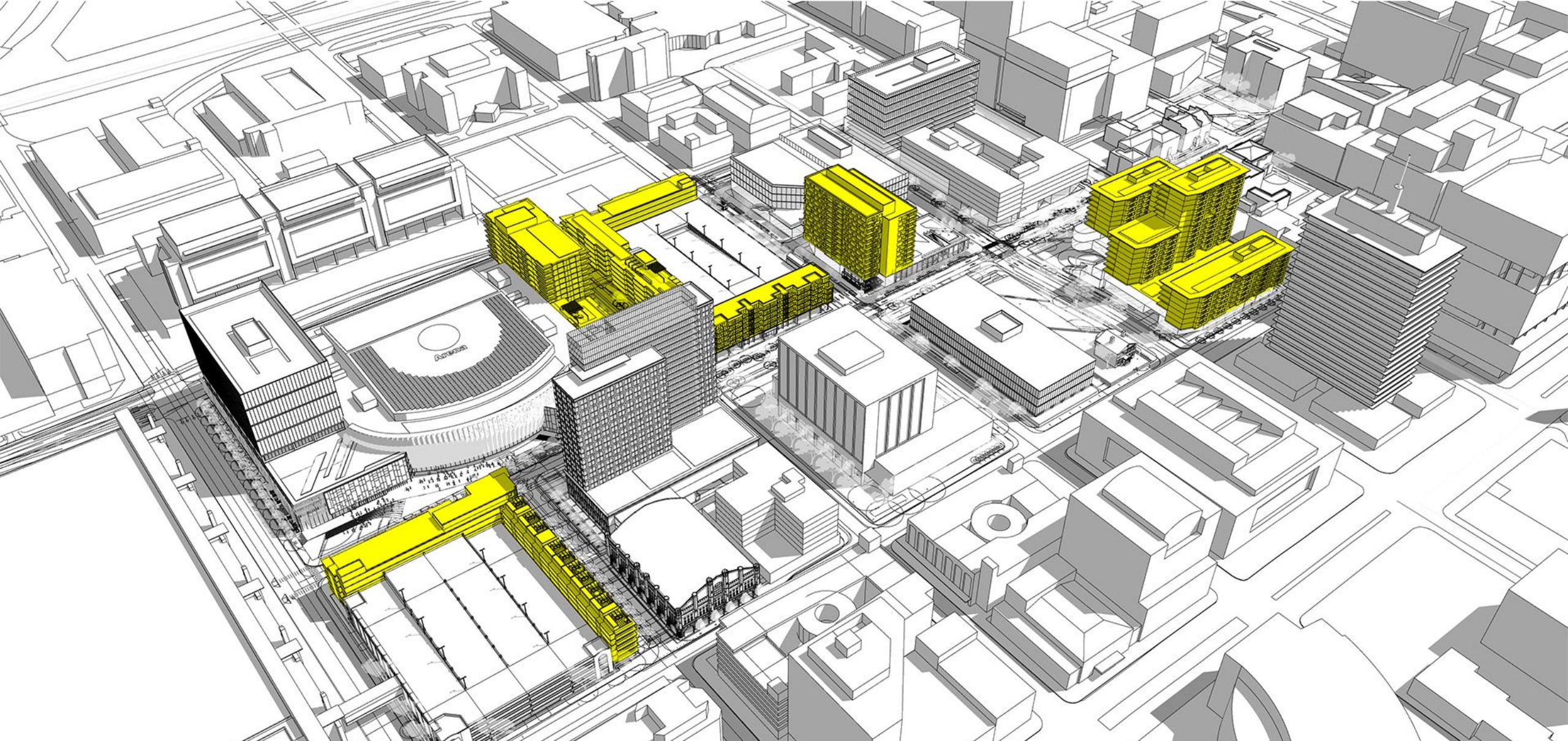
- Navy Hill is actively encouraging minority investors to invest in Navy Hill
- Opportunity Zone investments or conventional investments
- Minimum investment is \$1 million, smaller investors are invited into an investment pool (minimum \$25,000)



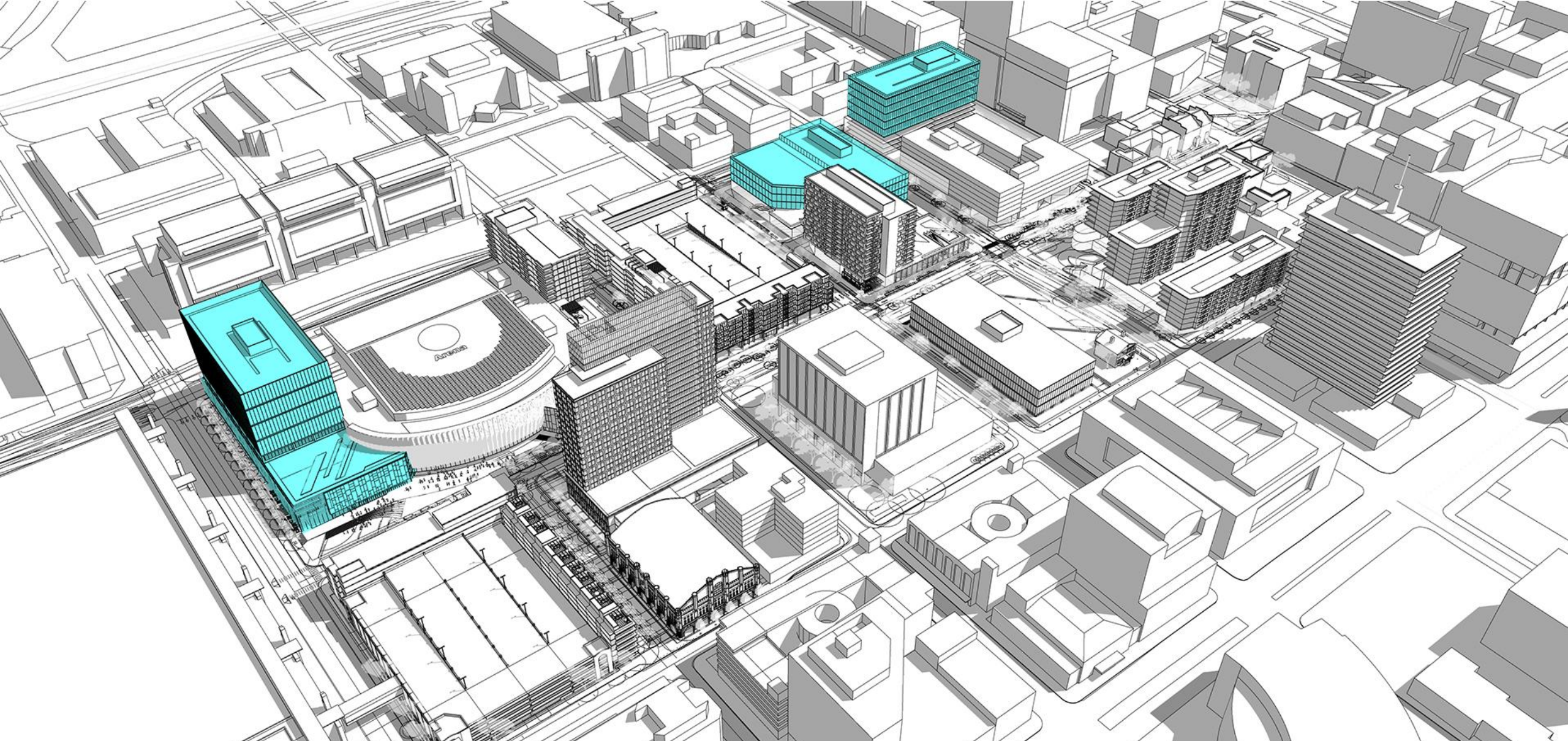
Arena



Hotel + Armory



Multi-Family Residential

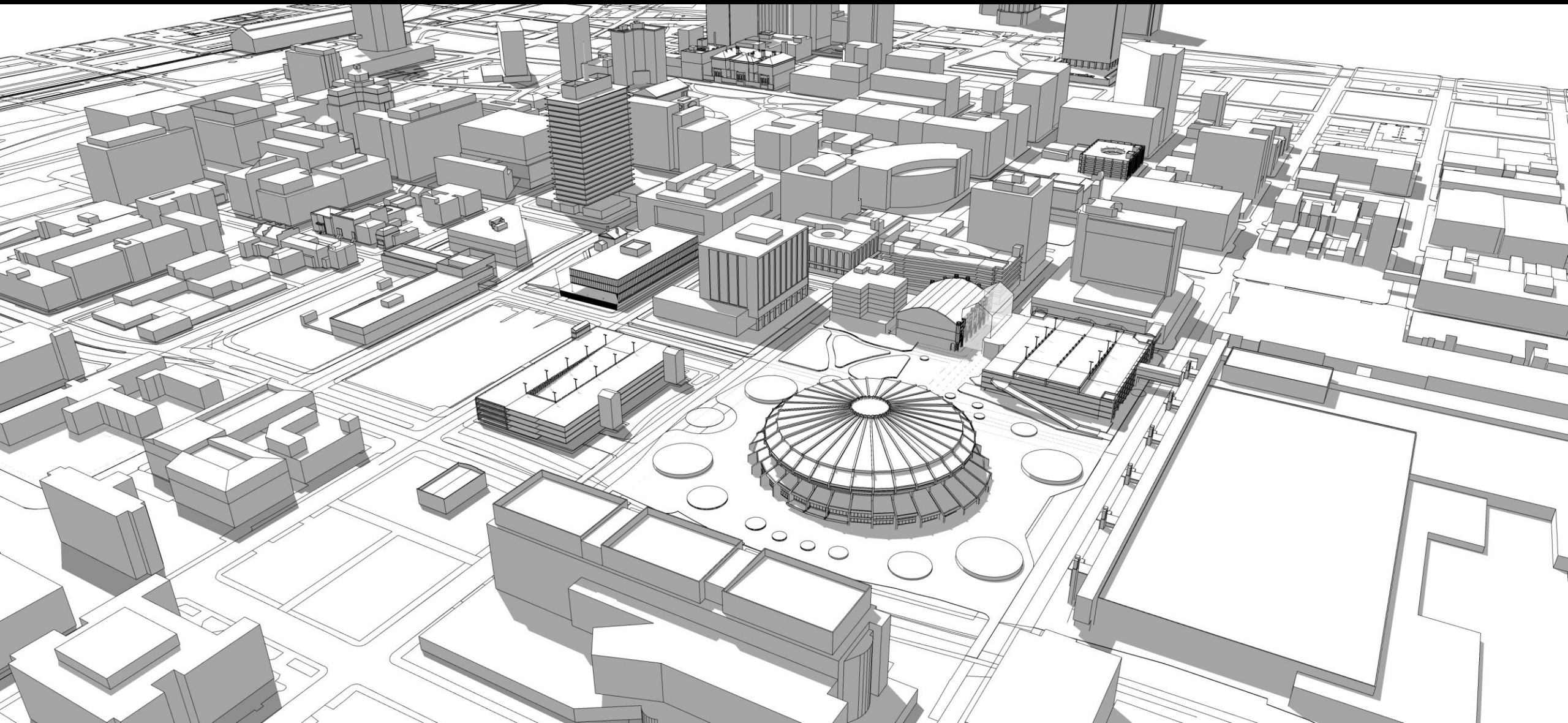


Office / Commercial / Administration

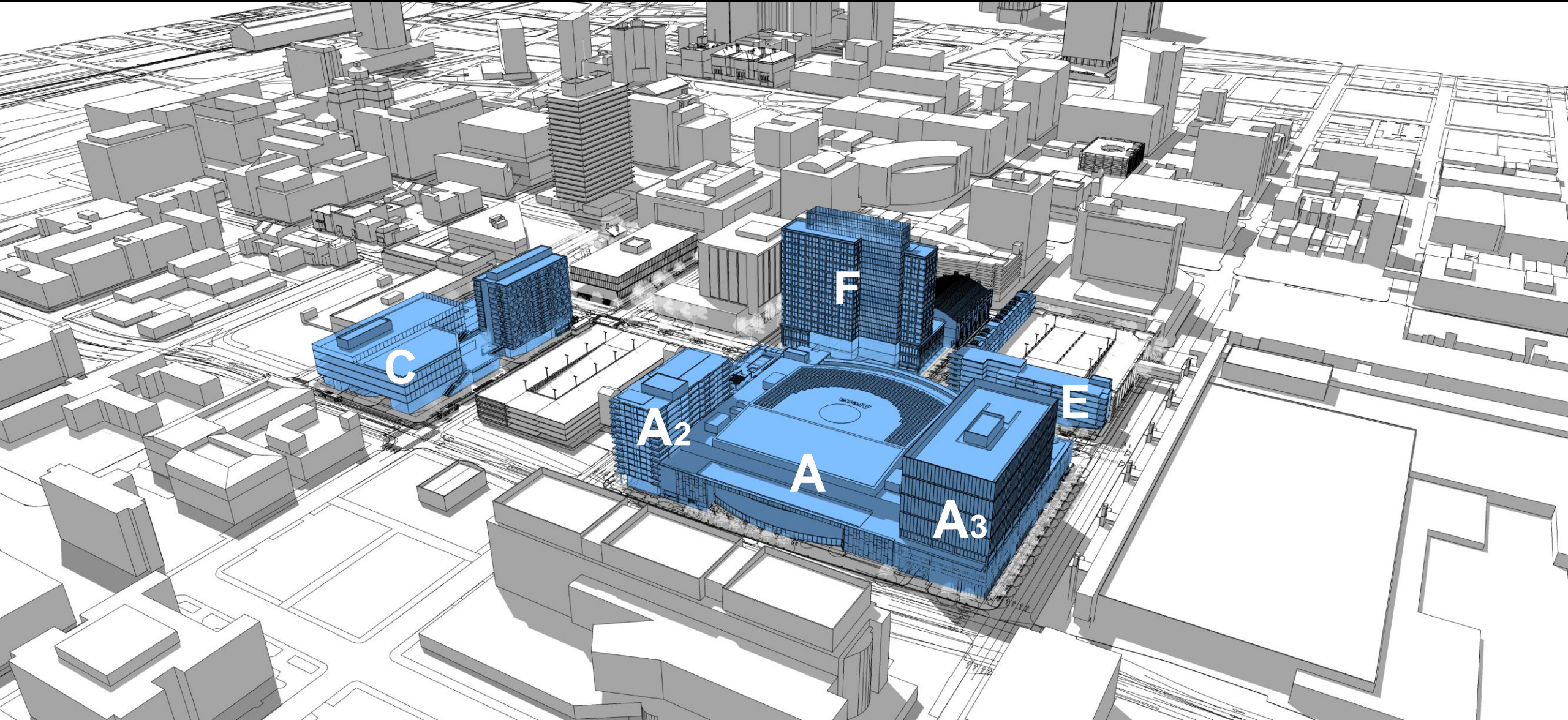


Doorways / RMHC

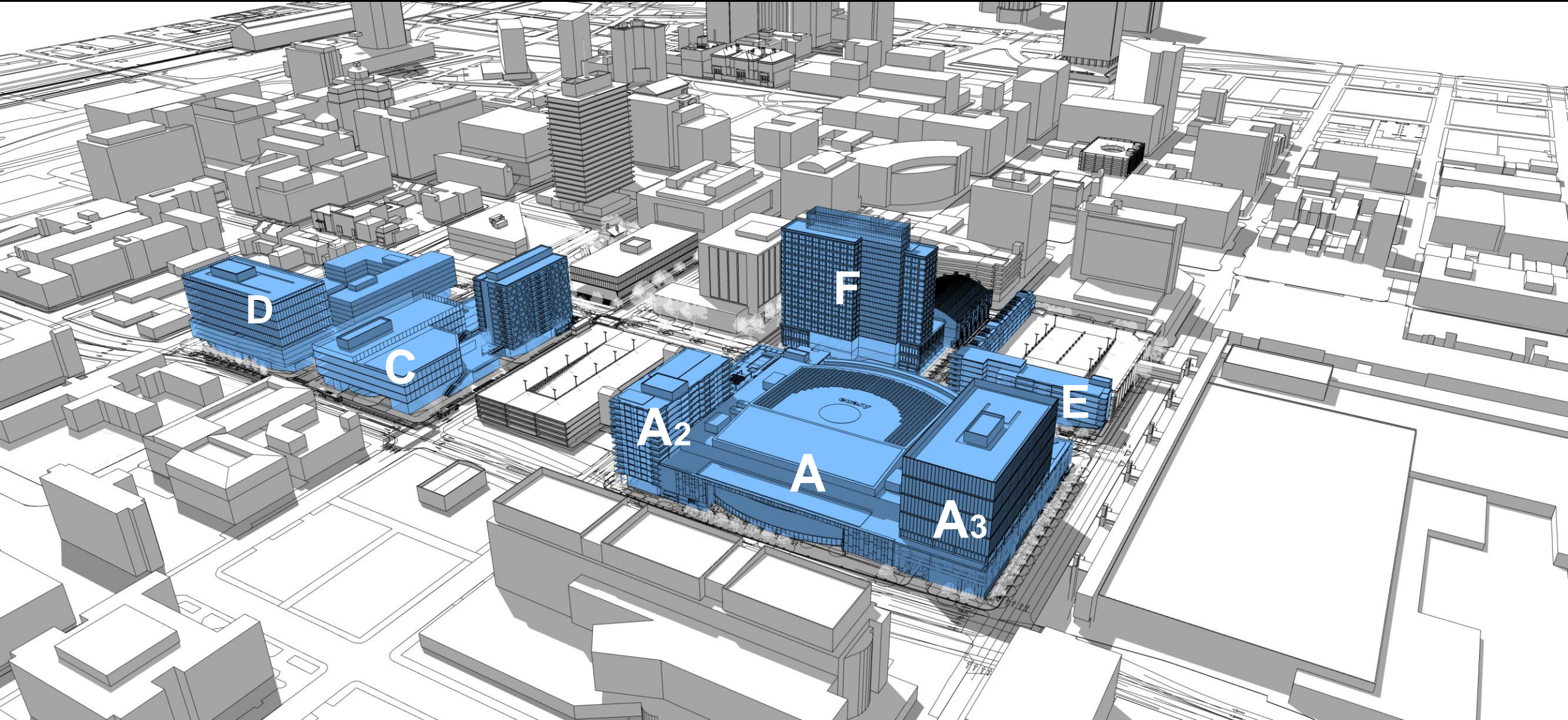
Existing



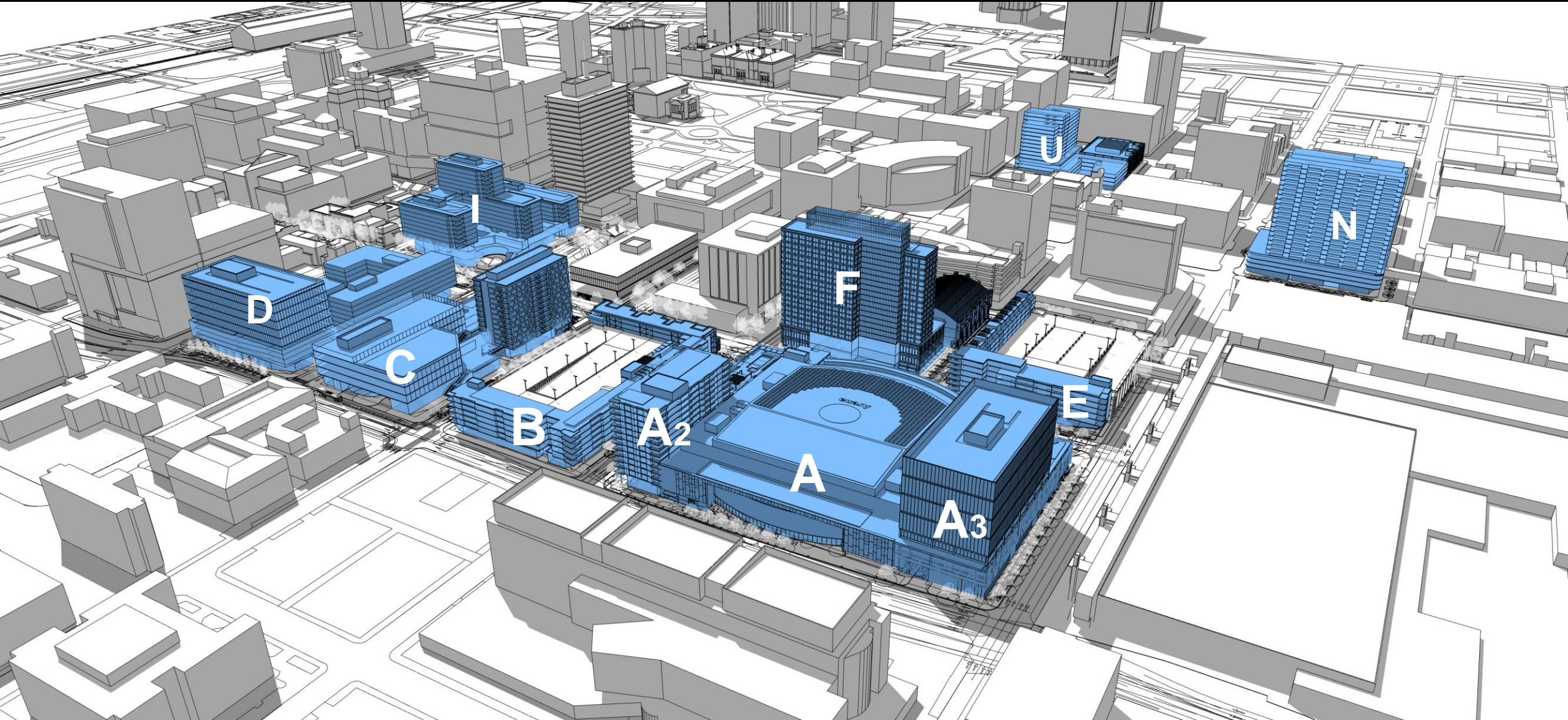
Parcels A, C, E, F



Parcels A, C, D, E, F



Full Buildout







N. 8th St.
400 500

ONE WAY
←

STREET CLOSED TO TRUCK TRAFFIC



Clay Street Activation

10th Street

9th Street

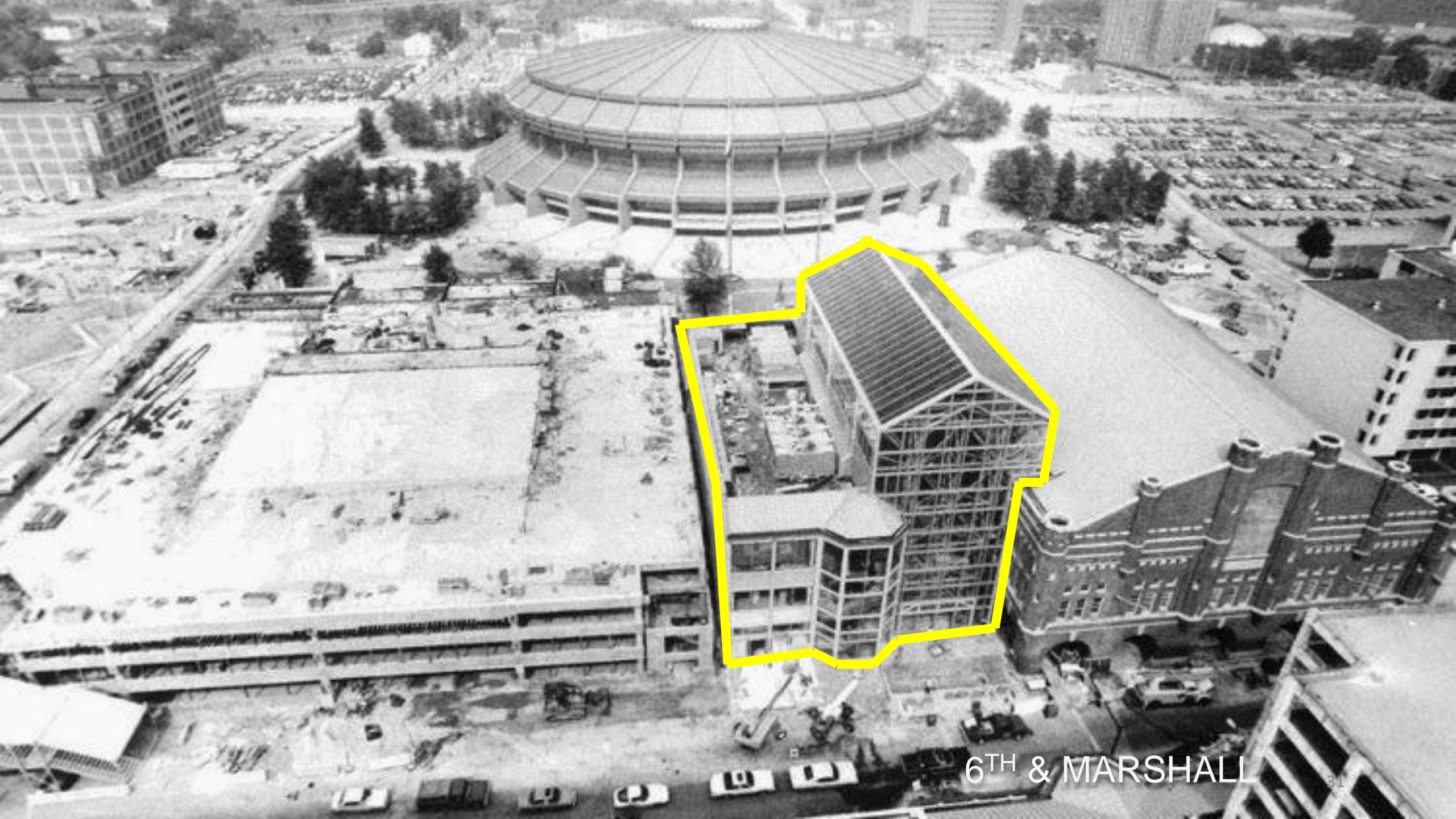
8th Street

7th Street

6th Street

5th Street





6TH & MARSHALL





6TH STREET PROPOSED



5TH & CLAY CURRENT



5TH & CLAY PROPOSED



E Jackson St

33

7th St

8th & CLAY CURRENT

Google Earth

© 2018 Google



8TH & CLAY PROPOSED

Capital City Partners LLC

6TH & CLAY CURRENT





6TH & CLAY - CURRENT

N. 9th St. 400

E. Clay St

ONLY

TO INTERSTATE 64
TO INTERSTATE 95

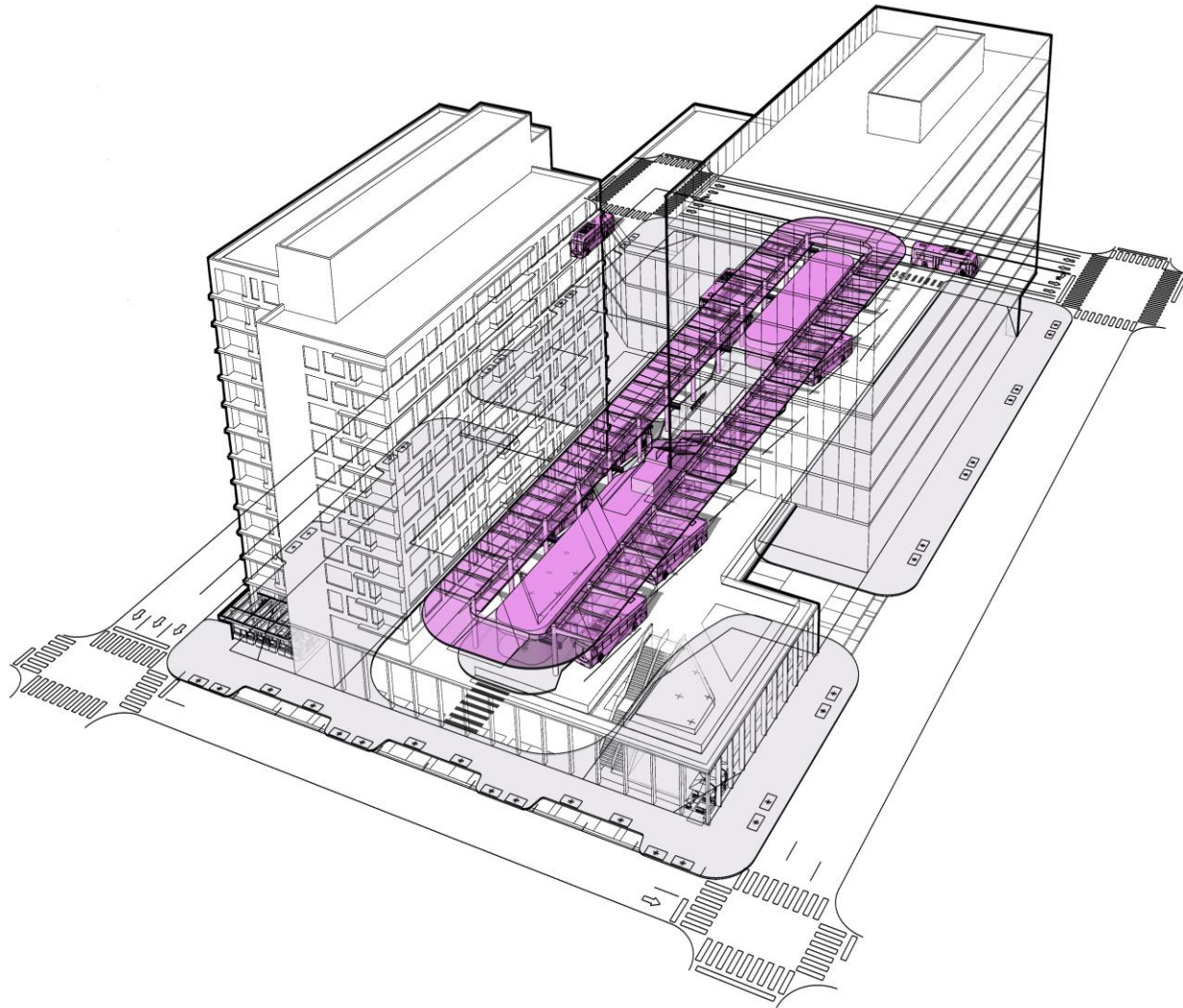
ONE WAY

DEPARTMENT OF PUBLIC SAFETY

GRTC CURRENT



GRTC Transit Center



50 #27

CARY / MAIN / WHITCOMB

#5 12:05

9

GRTC TRANSIT CENTER

CHURCH HILL
#15 #12

8

CARY/MAIN

GRTC PROPOSED





E. Marshall St
500 600

N. 6th St
300

Carpenter Center
John Marshall House
VCU Medical Center
Museum of the Confederacy

SAVORIES
Fine Dining and Estates





welcome to
RICHMOND
GreenBiz²¹
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Increment Financing Area



Navy Hill Development

Increment Financing Area

