

Coliseum Framework Plan Meeting #2

July 14, 2020

Richmond 300: A Guide for Growth
Community Consultation #2

Thank you for joining!

While you wait for the summit to begin, please fill out the poll in the attendee panel

If you are having audio trouble, select "Call Using Computer" from the "Audio Connection" menu at the bottom of your screen. Or call 203-607-0564 and entering the access code - 130 647 2296



Agenda and Panelists

I. Context and Background

Mark Olinger *Director, Dept. of Planning and Development Review, City of Richmond*

II. Summary of Feedback

Mark Olinger

III. The Coliseum

Ryan Bouma *AECOM*
Brian Parker *AECOM*
Steve Terrill *AECOM*

IV. Coliseum Area Framework Alternatives

Ryan Bouma *AECOM*

IV. Next Steps

Maritza Pechin, AICP *Richmond 300 Project Manager, AECOM*

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Other panelists available for Q&A

Sharon Ebert *Deputy Chief Administrative Officer for Planning and Economic Development, City of Richmond*

Leonard Sledge *Director, Economic Development, City of Richmond*

Marianne Pitts and William Palmquist, AICP *Richmond 300 Deputy Project Managers, City of Richmond*

After each section, we will pause to answer any questions we received in the Q&A panel

At any point during the meeting, please feel free to enter questions in the Q&A panel

In the interest of time, we may not be able to answer all the questions during the meeting

Downtown Nodes and Coliseum Area Framework Plan Background

Downtown Core Growth Potential: High

In 2019 there were approximately 77 acres of vacant/underdeveloped land in the Downtown Core (of which 22.4 acres are city-owned land that is vacant/underdeveloped) — representing 26% of the Downtown Core's total land area.

Coliseum Area

The defunct Coliseum and expanse of vacant land and buildings around it present an opportunity for the City to fill a void in the middle of the Downtown Core with tax-producing properties and a buildings and streets that connect the area to the balance of Downtown.

Coliseum Meeting
July 14, 2020



37°32'34.21" N 77°26'

Coliseum Area Framework Plan

Preliminary Goals

- Guide redevelopment to establish a mixed-use destination
- Drive activity outside of typical downtown business hours
- Provide for regional entertainment attractions
- Add to downtown tax base
- Leverage adjacencies and connectivity between the Convention Center, MCV Hospital, VCU Biotech campus and the municipal services near City Hall.
- Inform an RFP for the area



The Coliseum area has the potential to become a vibrant and walkable downtown area for workers, residents, and visitors.



What does Richmond's Downtown Core have going for it?



Government



University Health Care



Convention Center



Arts District



Canal Walk



Offices



VA Bio+Tech Park



Housing

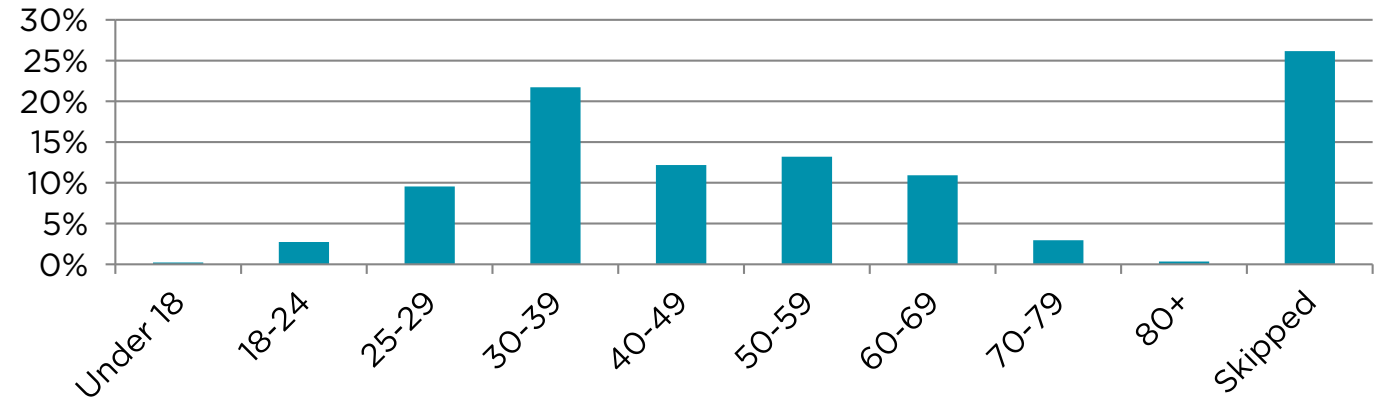
Feedback to-Date

Results from Coliseum Framework Survey – Meeting 1

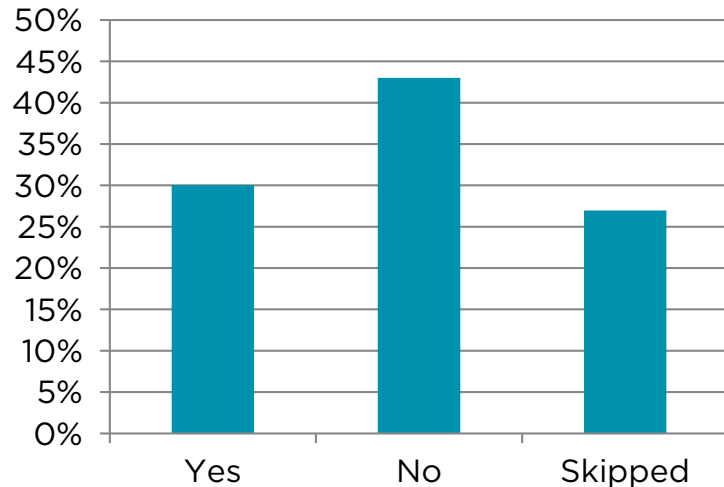
Survey Respondents

- Collected between June 15 and June 29, 2020
- 879 Responses - 757 the online and 121 via the meeting (not all respondents answered all the questions)

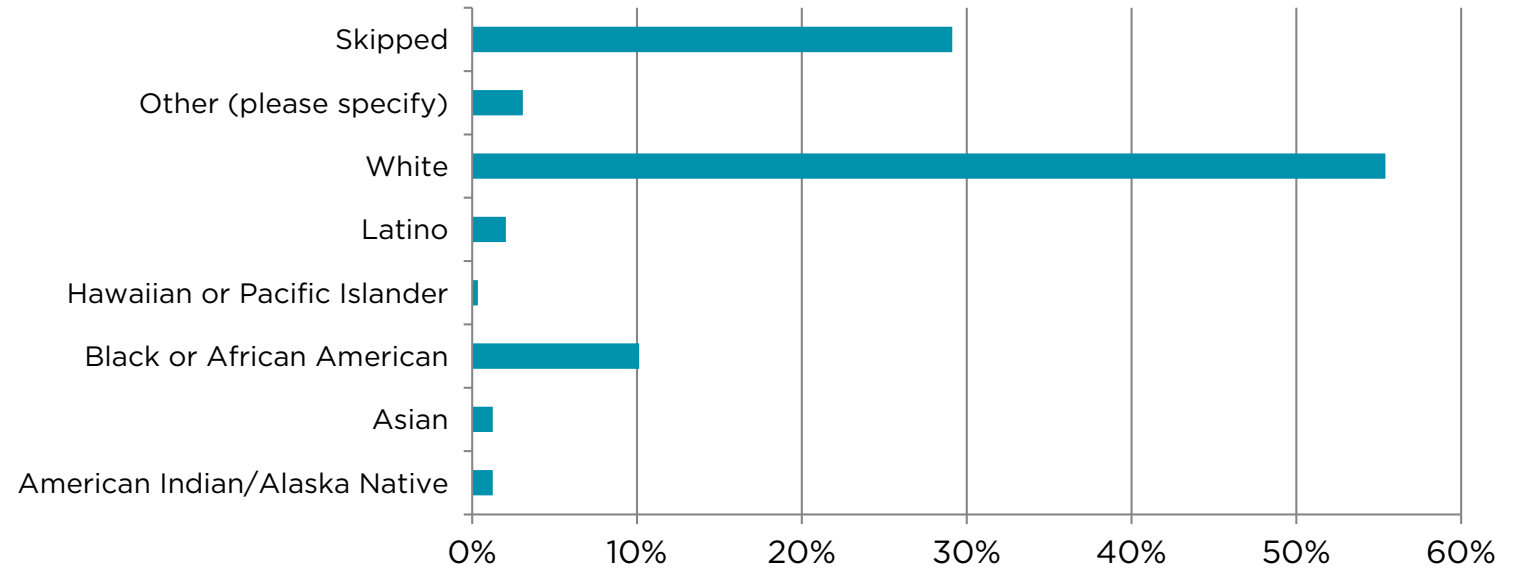
Respondents Age



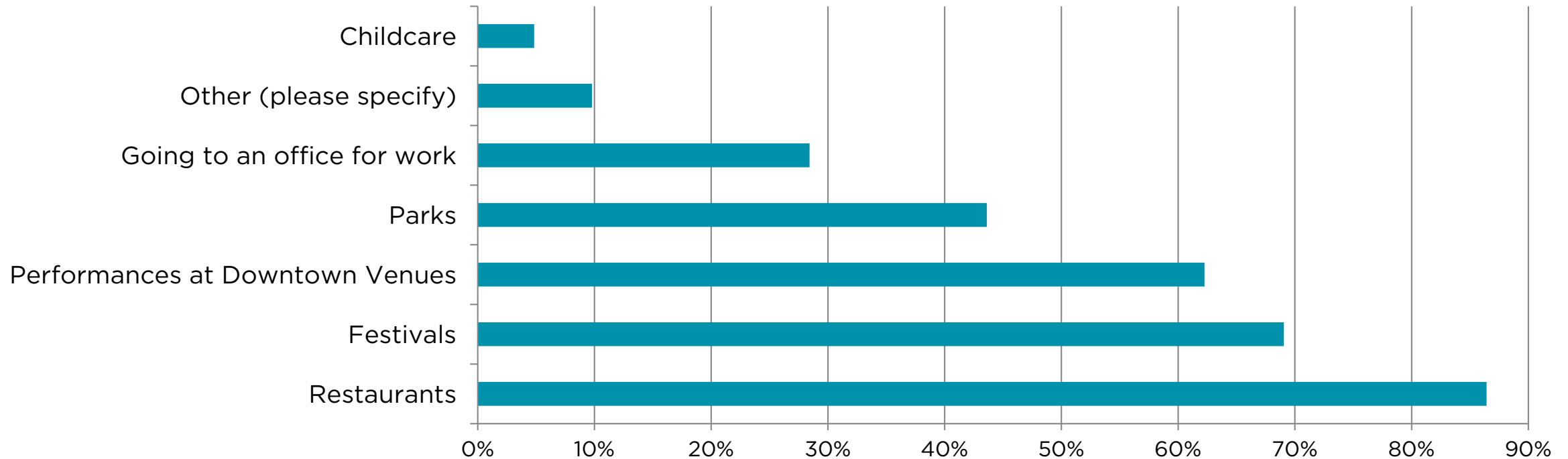
First time participating in a planning process



Respondents Race



During the past few months while social distancing has been in place due to the pandemic, what have you missed about Downtown? (Check all that apply)

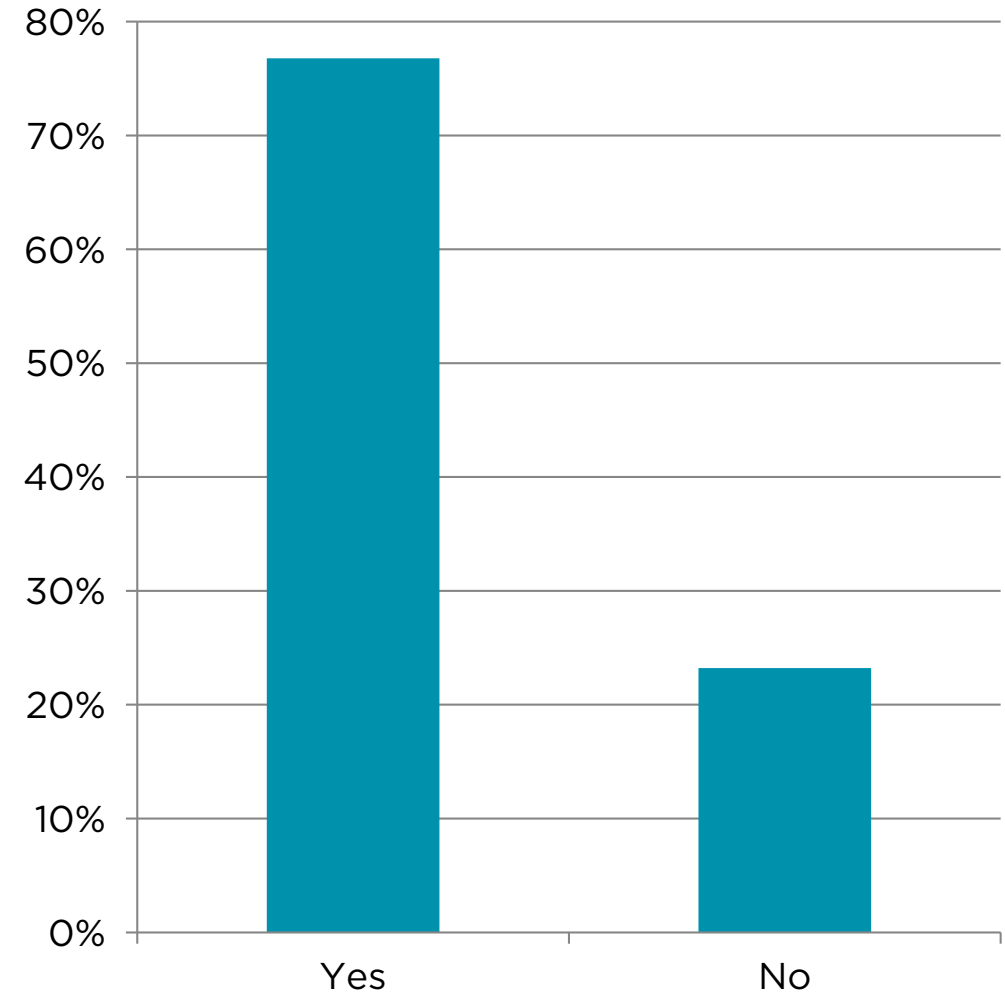


Sample of Common “Other” Responses

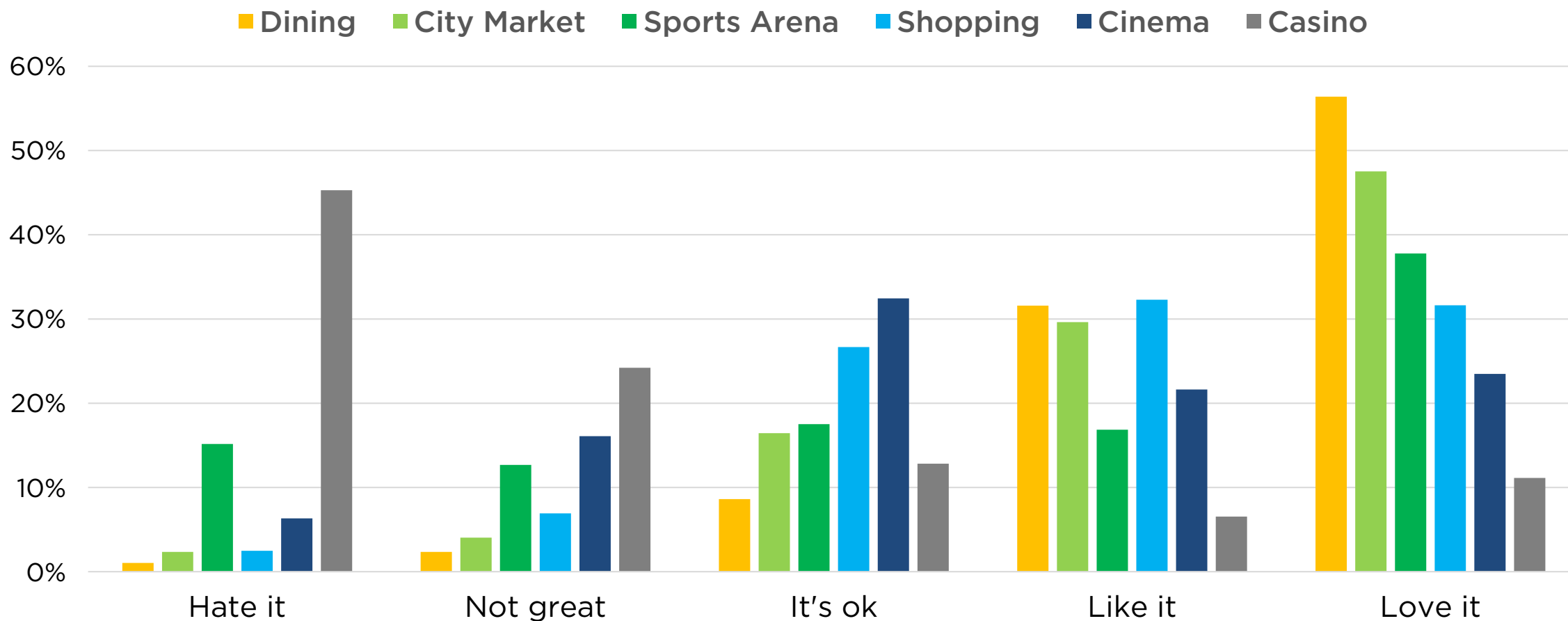
- Wandering around
- Seeing people walking around

Do you agree with the listed Baseline Elements to be included in the Coliseum Framework Plan? (This question was not asked during the online meeting)

- Baseline elements
 - Public open space
 - Office space
 - Convention Center Hotel
 - Mixed-Income Residential
 - Re-gridded Street Network
 - Streetscape Amenities
 - Stormwater Infrastructure
 - Information and Communications Infrastructure
 - Multi-modal Access
- Some “No” explanations included:
 - A new Coliseum should be baseline
 - Regional entertainment should be baseline
 - Multi-modal should include pedestrian, bike and transit
 - Hotel should not be baseline



How do you feel about having a _____ in the Coliseum Area?

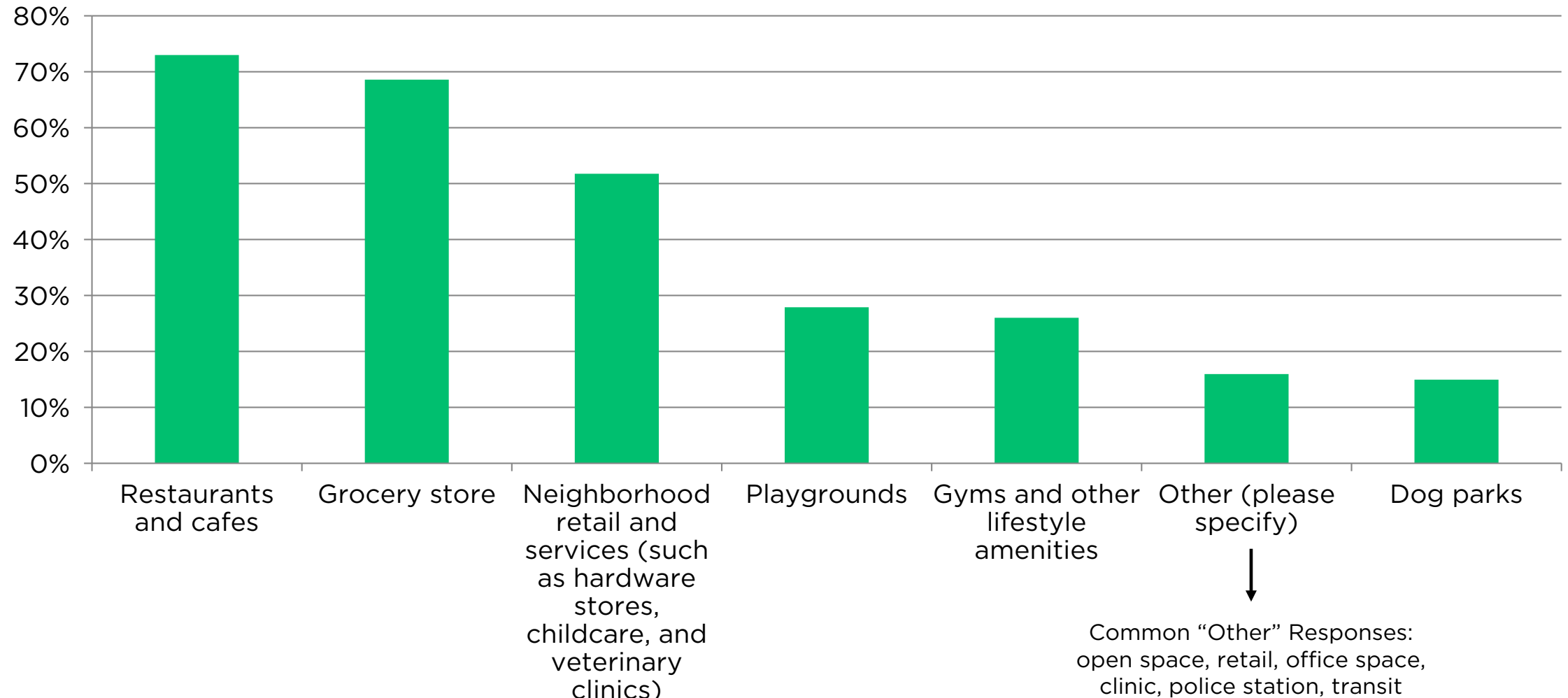


Aside from those listed above, are there any other entertainment activities or types of destinations you would like to see in the Coliseum area?

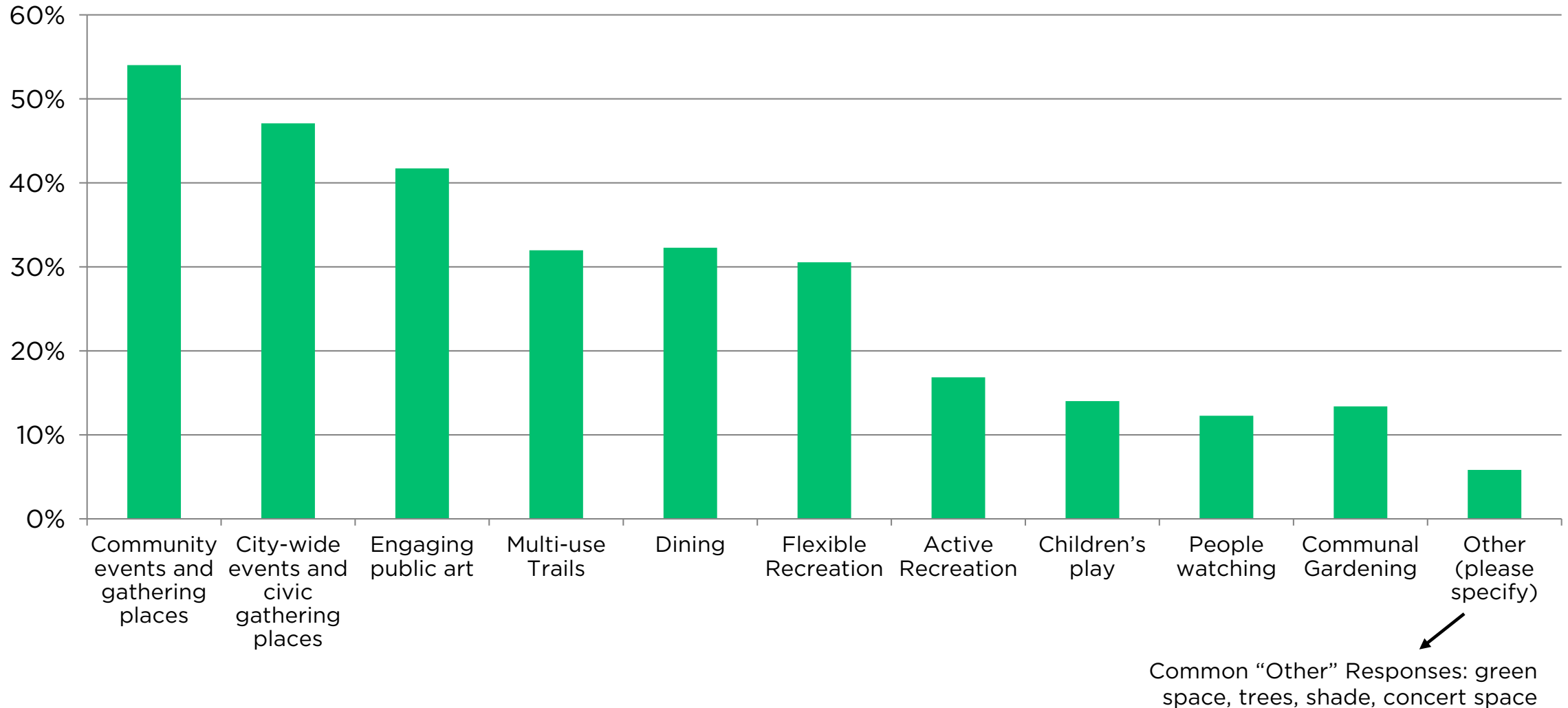
Common responses

- Public open space including green space
- Outdoor performance space
- Music/theater venues (small and large)
- Grocery store
- Farmer's market
- Affordable housing
- Space for locally-owned and Black-owned businesses
- Food hall
- Outdoor vendor spaces

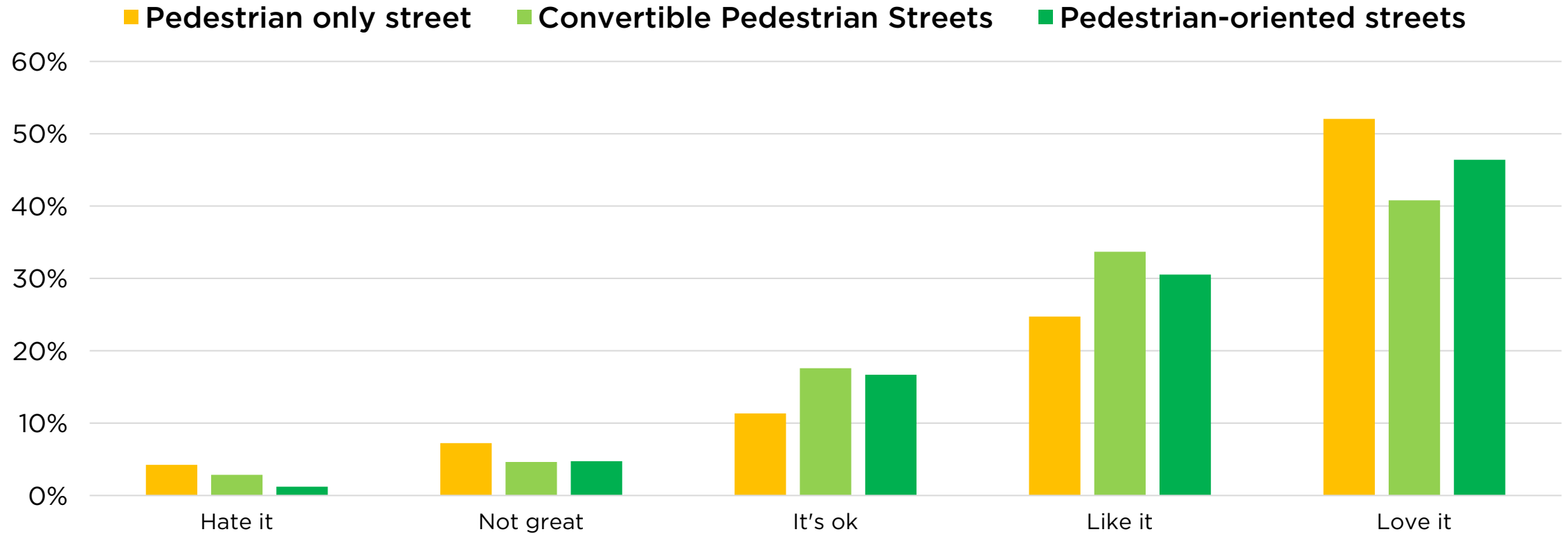
What neighborhood amenities that are most important to include within the Coliseum area? Please choose three.



What features would you like to see in open space located in the Coliseum area? Please choose three.

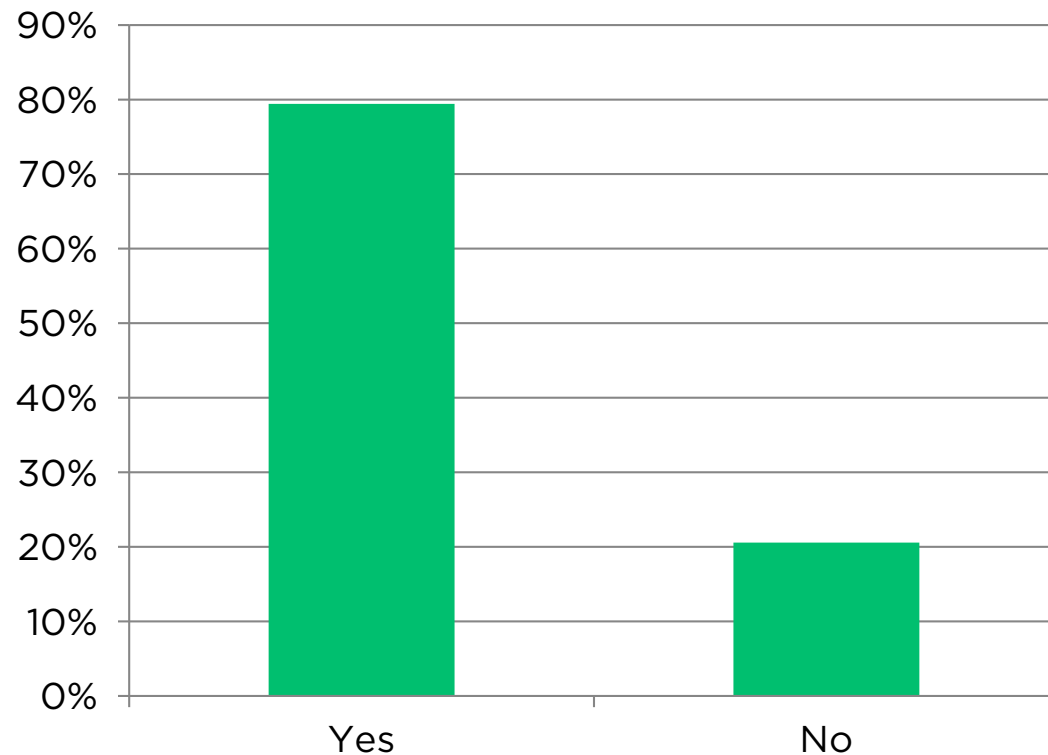


How do you feel about _____ in the Coliseum Area?



Unsolicited Bid for the Public Safety Building

Is the proposal an appropriate set of uses for this particular block?

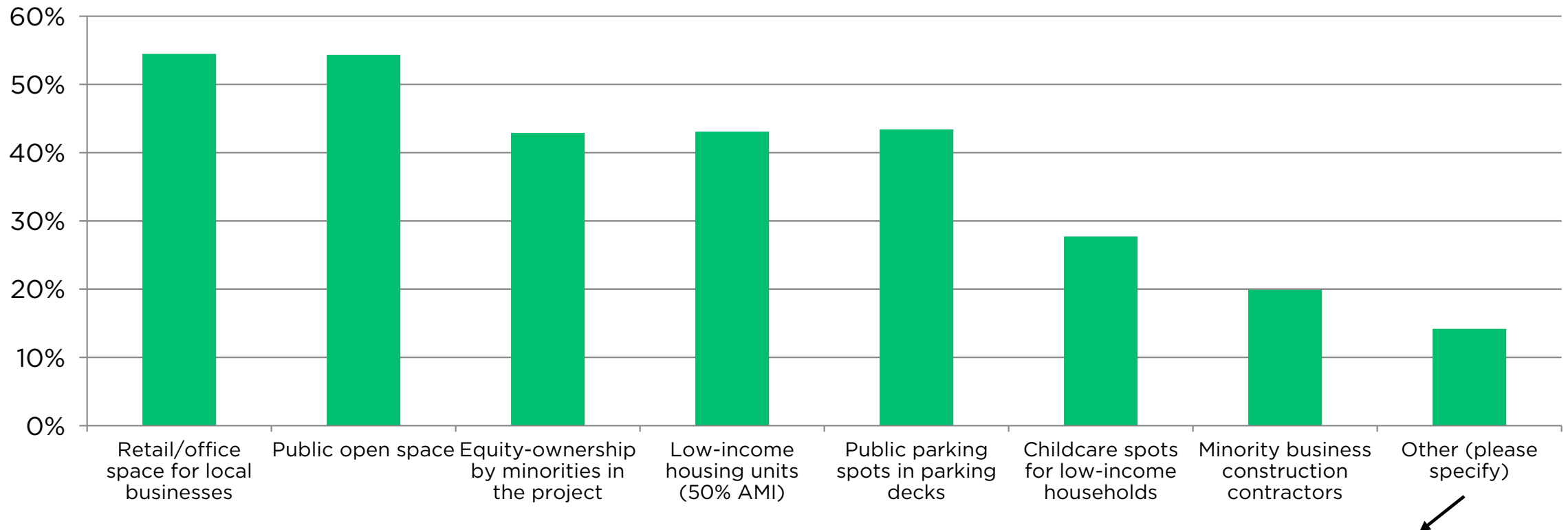


Please explain your response to the previous question

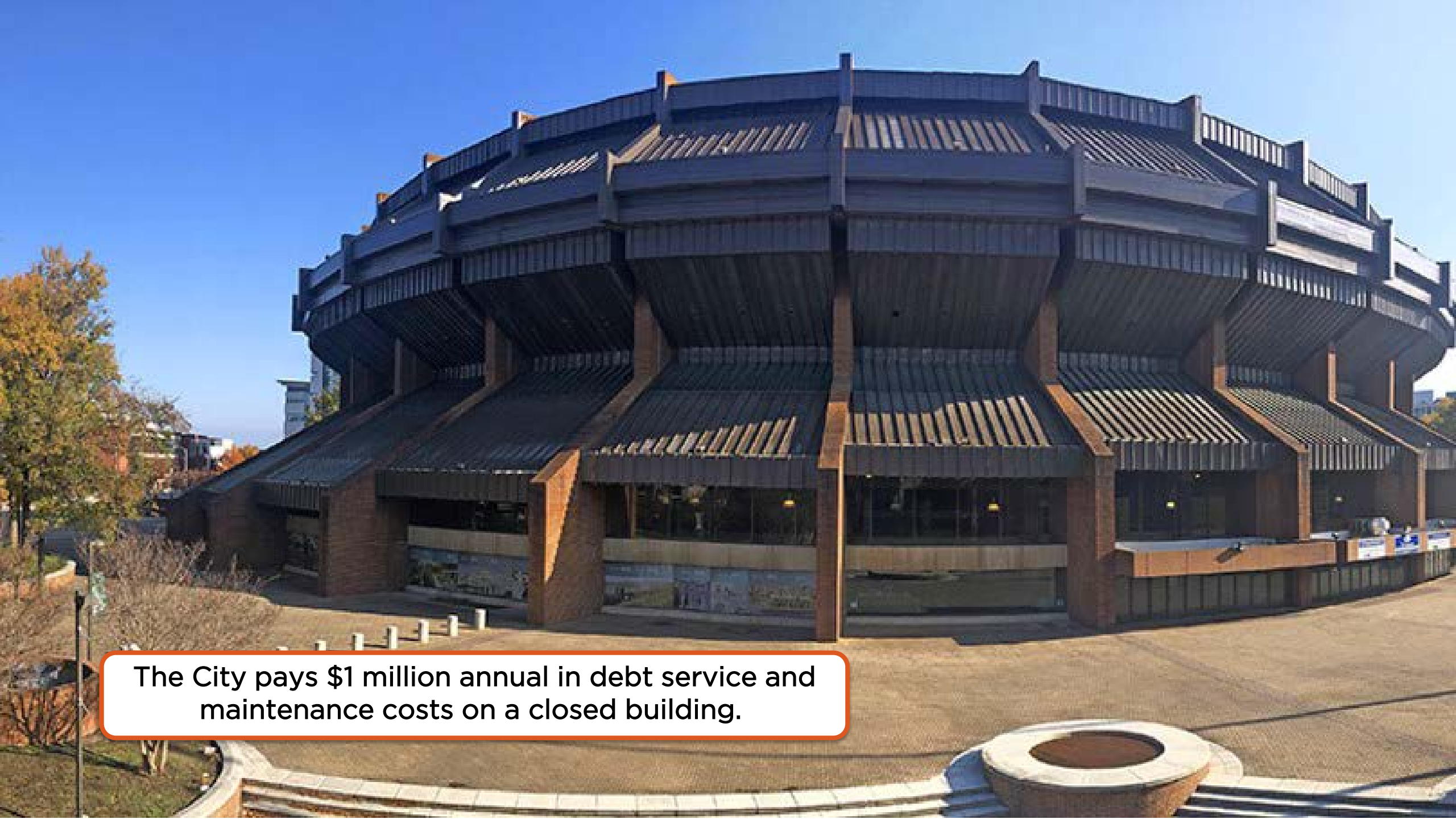
Common responses:

- Seems like a good mix of uses
- Need an RFP and public process for the parcels before they are developed
- VCU should pay a PILOT
- Too much parking
- Should lease the land, not sell
- Need a transit transfer plaza
- Need to know more details

What community benefits would you want to be incorporated in the Downtown Area, not just for the Public Safety Building, but other properties as well? Please choose three.



The Coliseum Today



The City pays \$1 million annual in debt service and maintenance costs on a closed building.

Recently Built Municipal Arenas – Comparable Markets



Sprint Center – Kansas City, MO

Opened: 2007

Cost (2020 \$\$): \$340 million

Capacity: 18,000

Notes: \$3.5 billion invested in downtown since 2007; \$690M office development; \$890M hospitality/hotel; \$915M arts and entertainment; \$395M retail development; \$636M education and medical development



Infinite Energy Arena – Duluth, GA

Opened: 2003

Cost (2020 \$\$): \$128 million

Capacity: 13,100

Notes: Master plan recently released to create new mixed-use, entertainment district surrounding arena; includes 50,000 square foot expansion of convention center; 200,000 square feet of office above retail; three office towers and 900 residential units

Recently Built Municipal Arenas – Comparable Markets



Sprint Center – Kansas City, MO

Cost (2020 \$\$): \$340 million

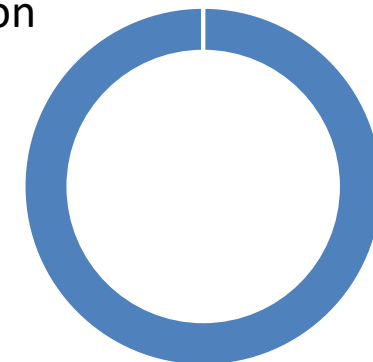
Funding: TBD



Infinite Energy Arena – Duluth, GA

Cost (2020 \$\$): \$128 million

Funding:



■ Local Option
Sales Tax (\$128
million)

Recently Built Municipal Arenas – Comparable Markets



Vystar Veterans Memorial Arena – Jacksonville, FL

Opened: 2003

Cost (2020 \$\$): \$186 million

Capacity: 15,000

Notes: Located adjacent to Baseball Grounds of Jacksonville, TIAA Bank Field and Jacksonville Fairgrounds; limited redevelopment in surrounding area



CHI Health Center – Omaha, NE

Opened: 2003

Cost (2020 \$\$): \$406 million (incl. adjacent convention ctr.)

Capacity: 18,000

Notes: Anchor to North Downtown (NoDo) neighborhood, an 80 block area that connects the Center to Creighton University; Adjacent to TD Ameritrade Park (College World Series venue); mixed-use retail, dining and entertainment throughout area

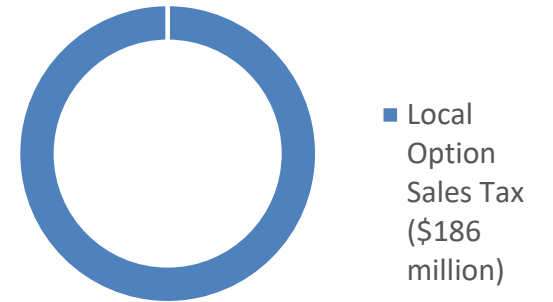
Recently Built Municipal Arenas – Comparable Markets



Vystar Veterans Memorial Arena – Jacksonville, FL

Cost (2020 \$\$): \$186 million

Funding:

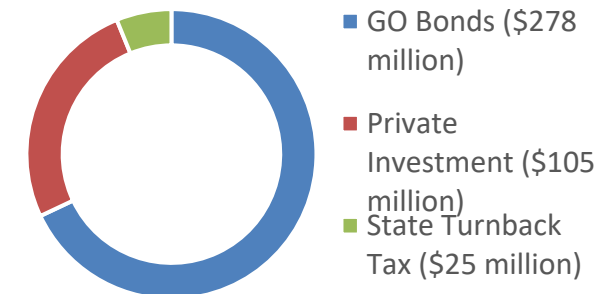


CHI Health Center – Omaha, NE

Cost (2020 \$\$): \$406 million

(incl. adjacent convention ctr.)

Funding:



Recently Built Municipal Arenas – Comparable Markets



BOK Center – Tulsa, OK

Opened: 2008

Cost (2020 \$\$): \$233 million

Capacity: 17,800

Notes: Over \$1 billion invested in downtown Tulsa since 2009; additional \$1 billion investment planned; Arena District master plan completed October 2018 (no coherent plan previously); Goal is to connect Arena district to rest of downtown Tulsa



Pinnacle Bank Arena – Lincoln, NE

Opened: 2013

Cost (2020 \$\$): \$199 million

Capacity: 16,000

Notes: Over \$1.3 billion invested in surrounding neighborhood in past 10 years; three new hotels; 10+ mixed-use developments; two new student housing developments

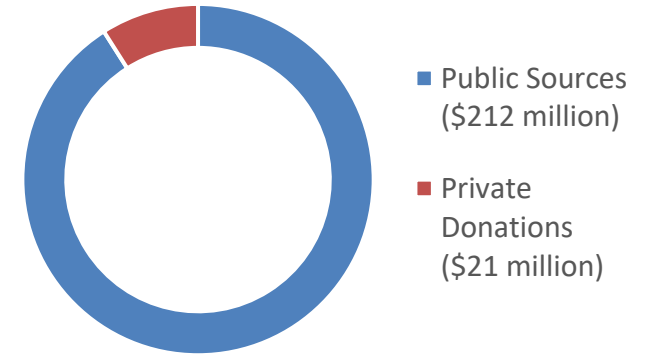
Recently Built Municipal Arenas – Comparable Markets



BOK Center – Tulsa, OK

Cost (2020 \$\$): \$233 million

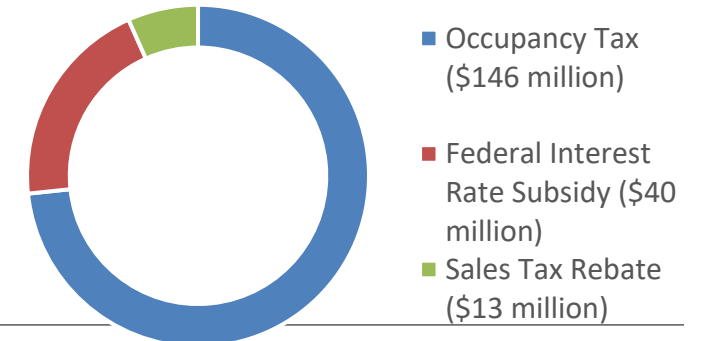
Funding:



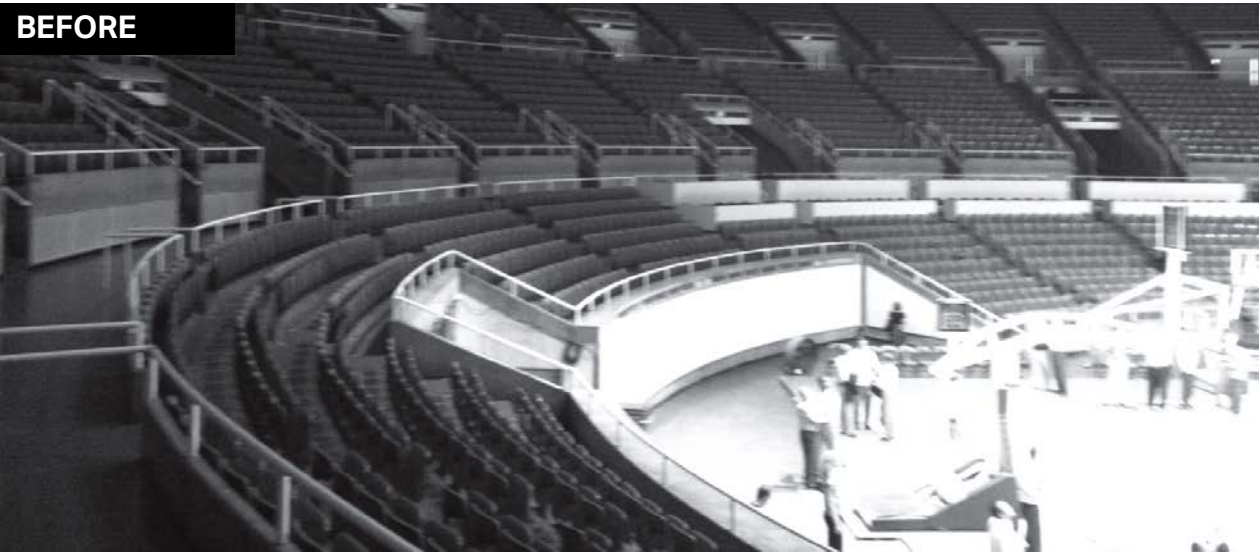
Pinnacle Bank Arena – Lincoln, NE

Cost (2020 \$\$): \$199 million

Funding:



Fan amenities that deliver: State Farm Center Renovation + Addition



Cost of State Farm Center Renovation + Addition - \$127 million

Premium spaces that deliver: State Farm Center Renovation + Addition



Cost of State Farm Center Renovation + Addition - \$127 million

Premium spaces that deliver:
State Farm Center Renovation + Addition

A collage of four images showing different parts of the State Farm Center: the arena floor with banners, the seating area with red and blue seats, an exterior view of the building, and an interior lobby with a polished floor and modern architecture.

\$2.3M

new net premium revenue annually

Cost of State Farm Center Renovation + Addition - \$127 million

Fan amenities that deliver:

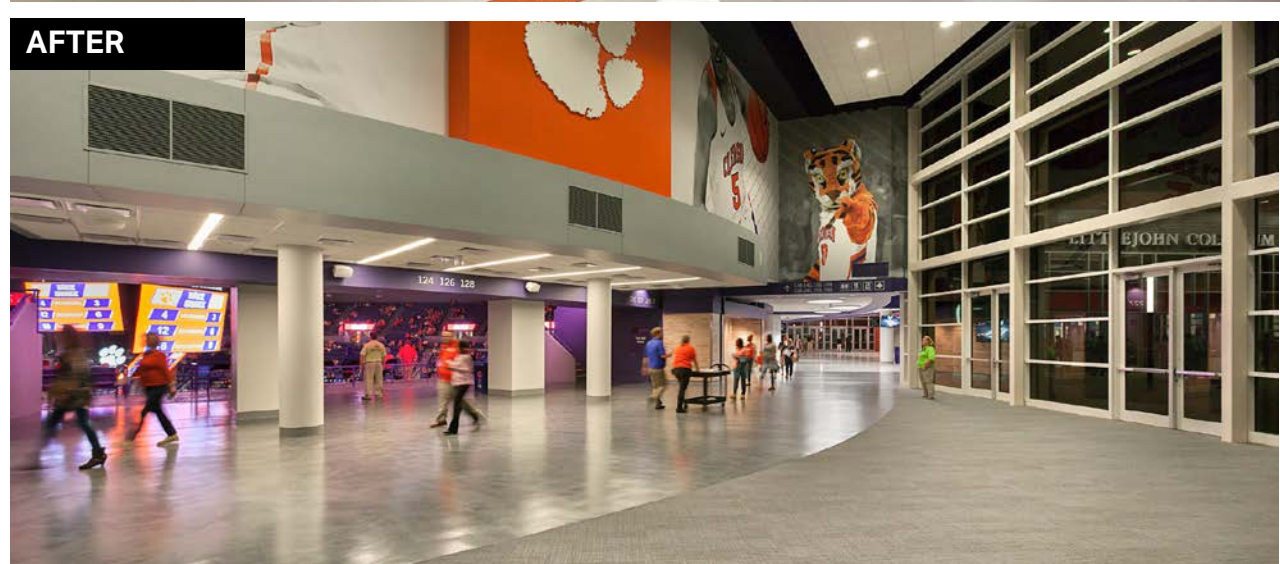
State Farm Center Renovation + Addition



Fan amenities that deliver:
State Farm Center Renovation + Addition

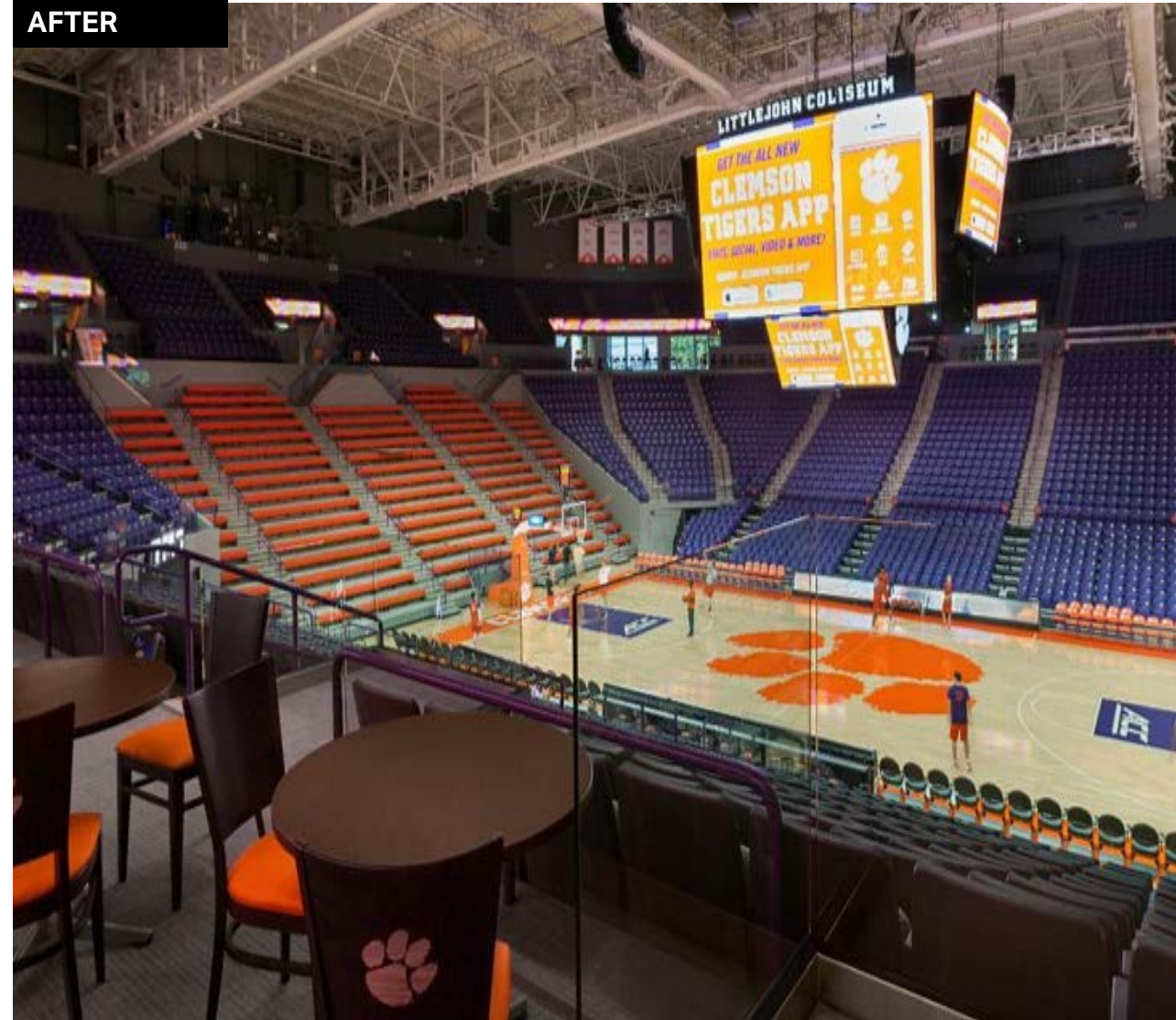


Fan amenities that deliver: Littlejohn Coliseum Renovation



Cost of Littlejohn Coliseum Renovation - \$53.5 million

Premium spaces that deliver: Littlejohn Coliseum Renovation



Cost of Littlejohn Coliseum Renovation - \$53.5 million

Premium spaces that deliver:
Littlejohn Coliseum Renovation



\$1.7M

new net premium revenue annually

Cost of Littlejohn Coliseum Renovation - \$53.5 million

Premium spaces that deliver:
Littlejohn Coliseum Renovation



Premium spaces that deliver:
Littlejohn Coliseum Renovation



Fan amenities that deliver: Fertitta Center Renovation



Cost of Fertitta Center Renovation - \$55 million

Premium spaces that deliver: Fertitta Center Renovation



Cost of Fertitta Center Renovation - \$55 million

Premium spaces that deliver: Fertitta Center Renovation

The background is a collage of four images: top-left shows an empty basketball court with tiered seating; top-right shows a large crowd of fans in red cheering with their arms raised; bottom-left shows an empty basketball court with tiered seating from a different angle; bottom-right shows a large crowd of fans in red cheering. A large, semi-transparent dark circle is centered over the collage, containing the text '\$1.9M' and 'new net premium revenue annually' in white.

\$1.9M

new net premium revenue annually

Cost of Fertitta Center Renovation - \$55 million

Fan amenities that deliver: Fertitta Center Renovation



Fan amenities that deliver: Fertitta Center Renovation



Revenue 365: The Pavilion at Ole Miss



Cost of Pavilion at Ole Miss (new build) - \$71 million

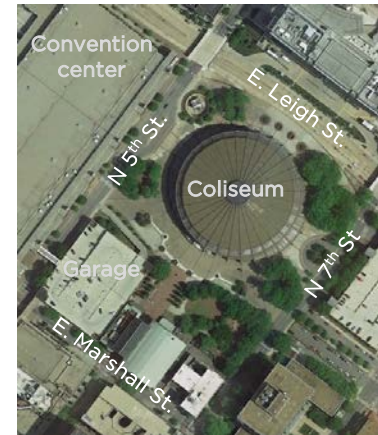
Revenue 365:
The Pavilion at Ole Miss

Ole Miss



The block framework can accommodate multiple arena options

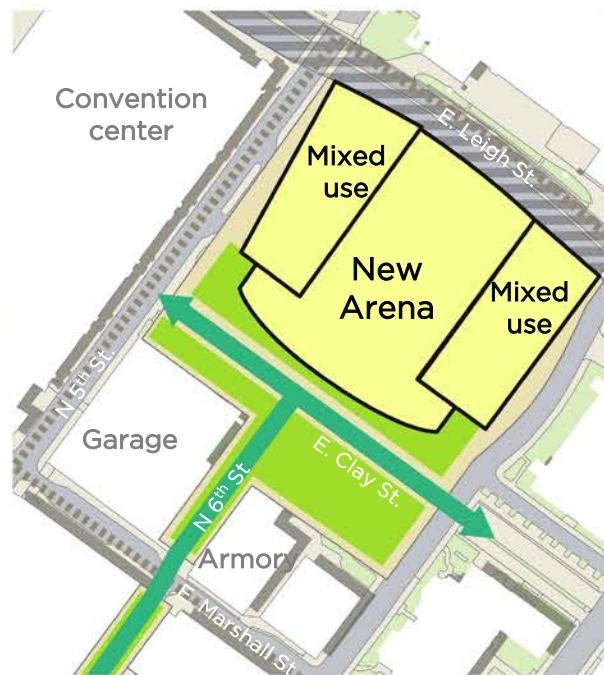
Existing Condition



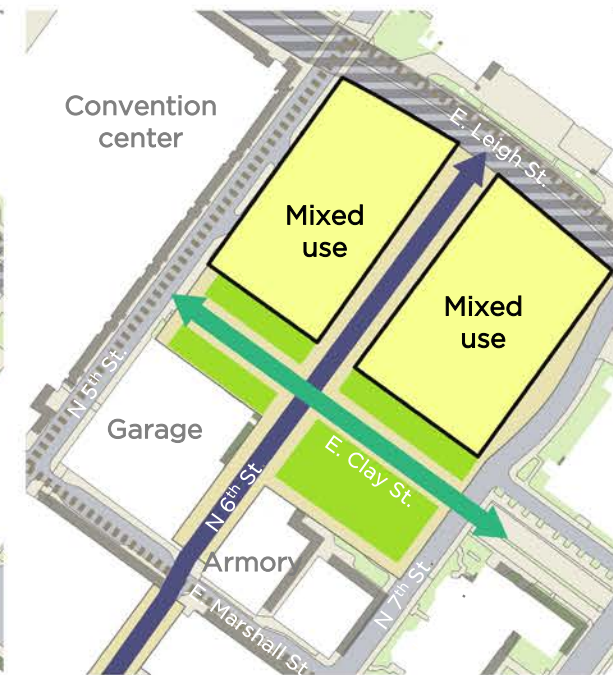
New arena offset to one side



Renovated Arena



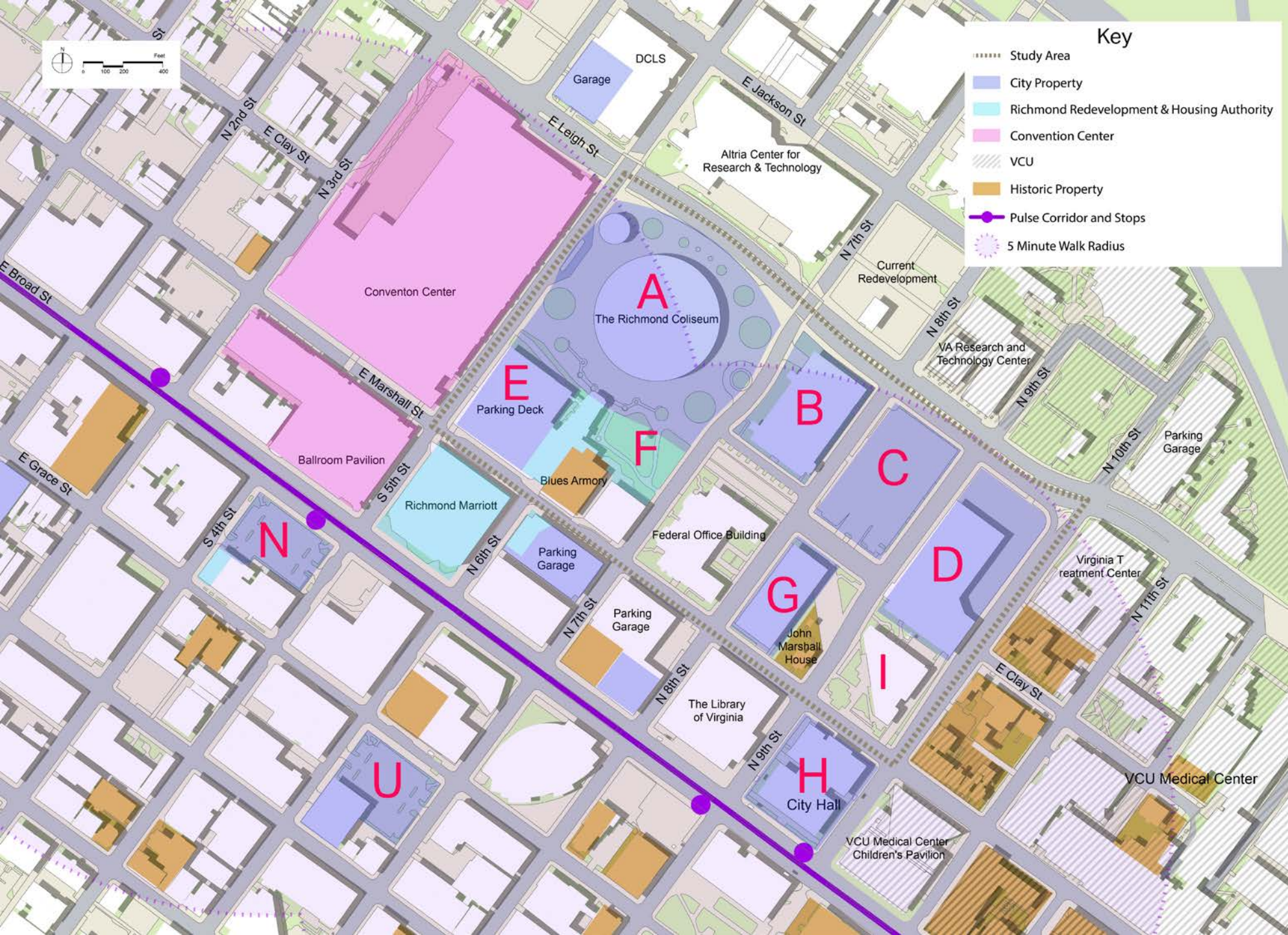
New Arena in same location



No Arena

Coliseum Framework Plan – Alternative Ideas to Consider





Existing Facilities

A. Richmond Coliseum

Closed – not in use

B. Parking Structure

Open - in operation. Opportunity site for redevelopment.

C. Parking Lot

Open - in operation. Opportunity site for redevelopment.

D. Richmond Public Safety Building

Closed - not in use. Opportunity site.

E. Parking Structure

Open – in operation. Connected to Marriott and Convention Center.

F. Public Open Space

Opportunity site.

G. John Marshall Courts Building

Open - doesn't meet courts' needs. Opportunity for relocation/ redevelopment.

H. City Hall

Open – doesn't fully meet City's needs. Opportunity for relocation/ redevelopment

I. Richmond Social Services

Open – underutilized site. Opportunity for relocation / redevelopment.

Preliminary Plan Elements – Baseline and Flexible

Baseline elements of the Coliseum Framework Plan will include:

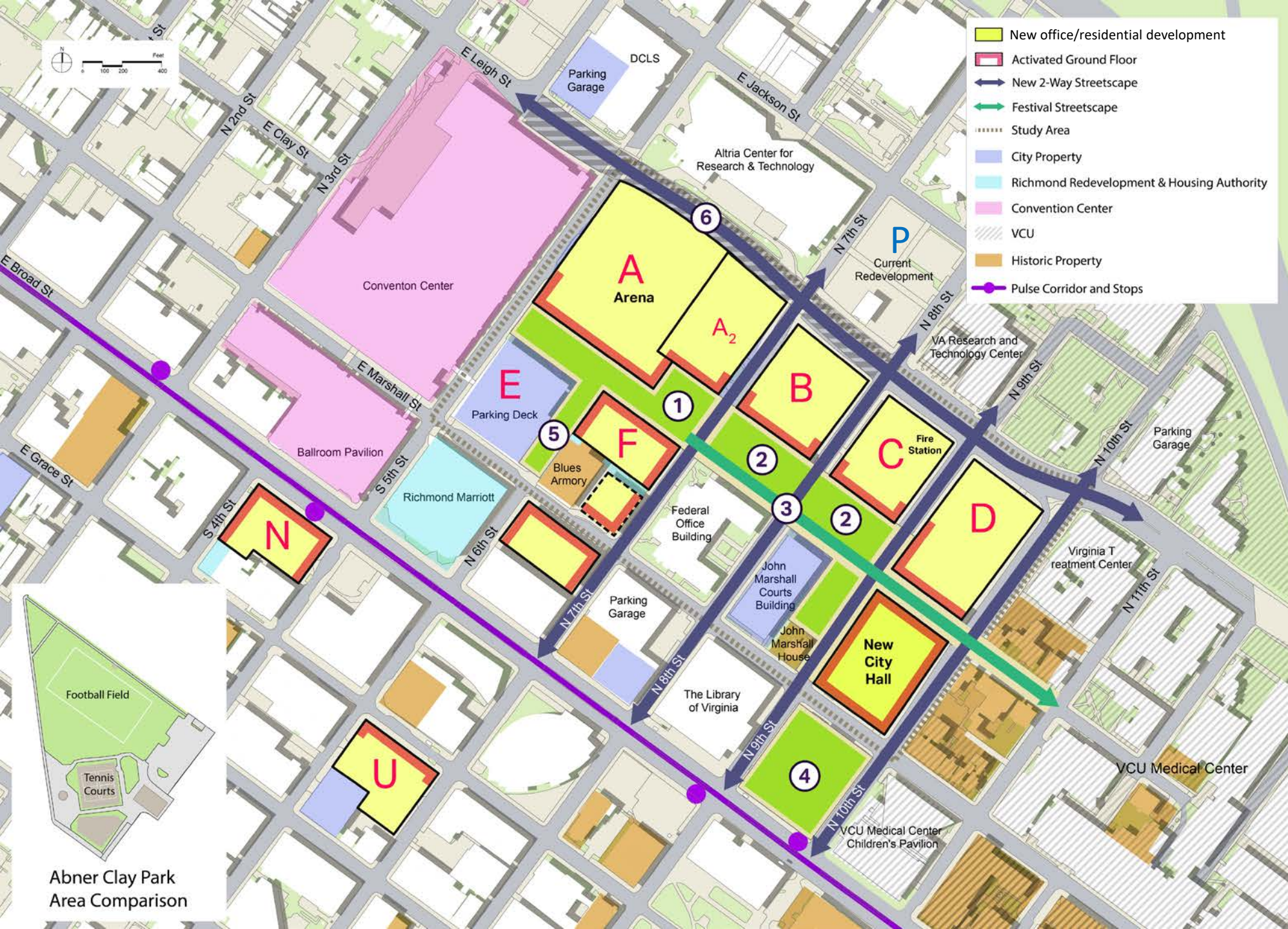
- Mixed-use and activated ground floors
- Mixed-income residential
- Public open space and streetscape amenities
- Re-gridded street network
- Renovated arena or new arena
- Convention center hotel
- Pedestrian, Bike, Bus and vehicular access and connectivity
- Stormwater infrastructure
- New fire station

Flexible elements we need your help to decide on:

- Where and how to provide different types of open space
- Relocation of government buildings/uses accessible to transit

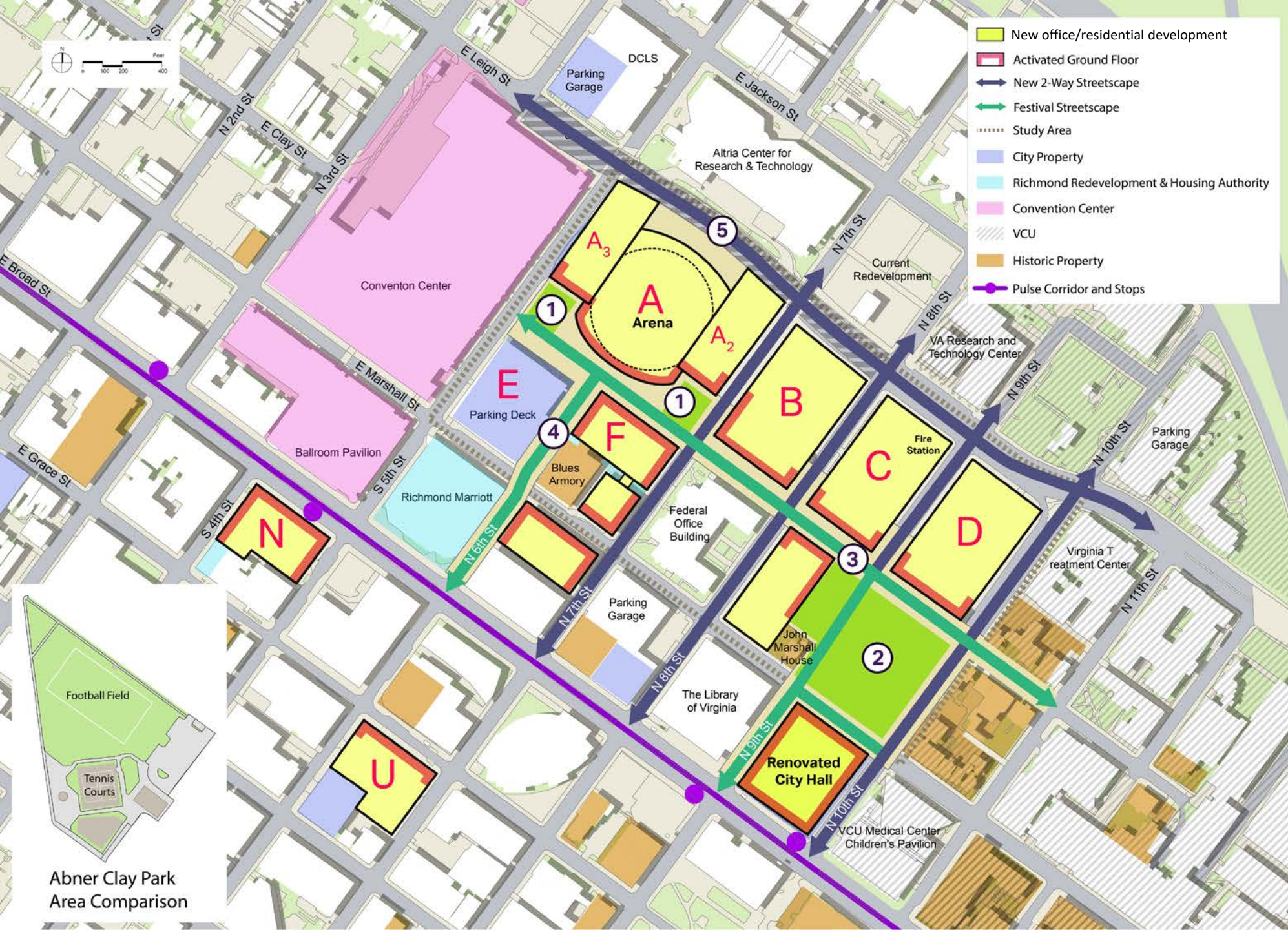
We've created the following alternatives to help us explore these features.

We can choose one of these three alternatives or create a hybrid of their best parts.



Proposed Option 1

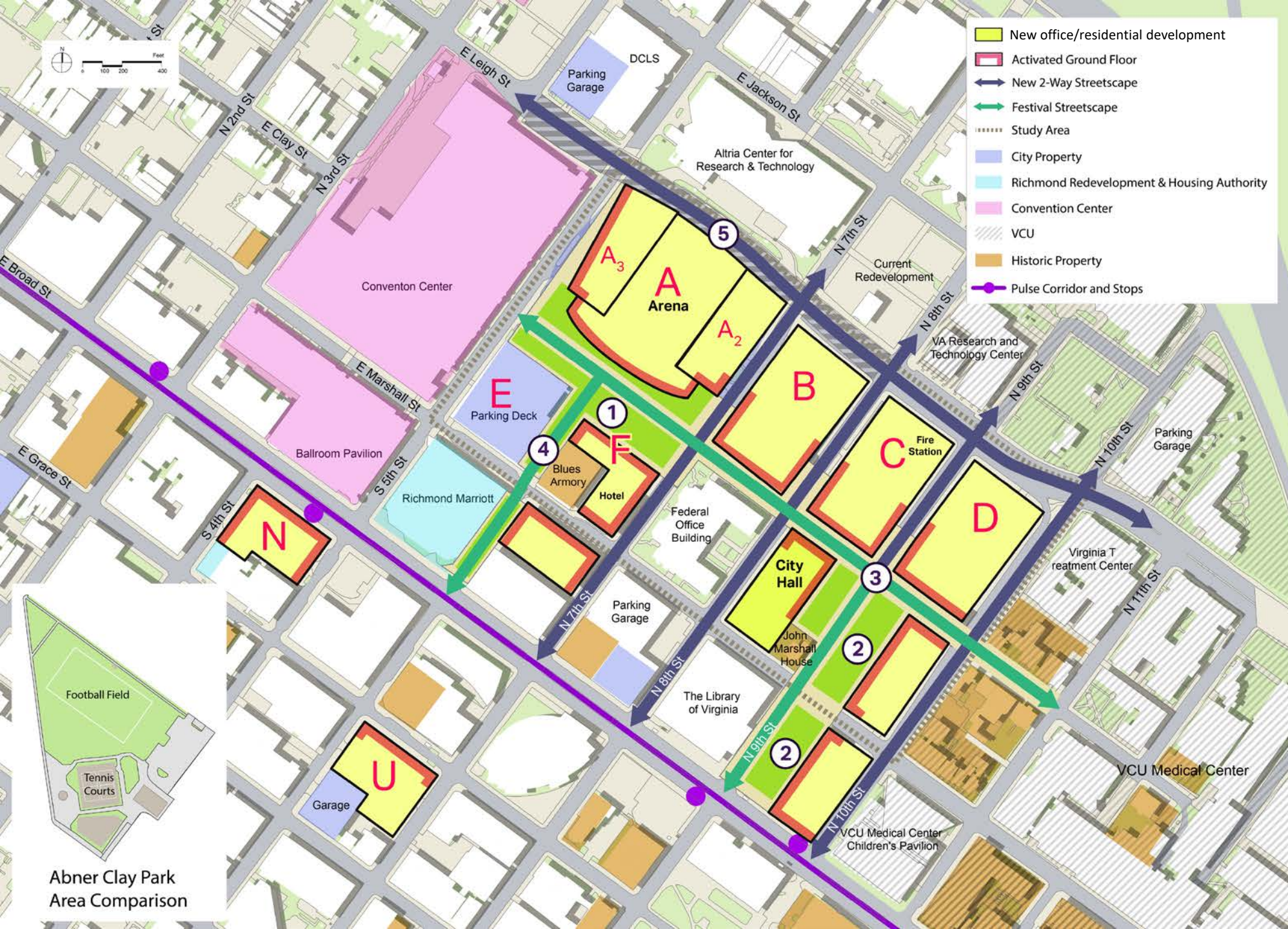




Proposed Option 2



5 Leigh St brought to grade with parking/service below



Proposed Option 3



5 Leigh St brought to grade with parking/service below

1



For the alternative you chose, what did you like most about it?



- a) Location and scale of open space
- b) North-South connections to Broad Street
- c) Location of City Hall
- d) Location of private development
- e) Other

Next Steps

Coliseum Area Framework Plan – Next Steps

Survey

Provide comments online on the potential framework plan options

Dates: July 15 – July 27, 2020

Virtual Public Meeting #3

Attendees will review preferred framework and provide comments

Date: Monday, August 10, 2020, 6:00-7:30 P.M.

Virtual Boards

Provide comments on the preferred framework plan

Date: August 11 – August 24

Survey (with same questions asked today) will be posted tomorrow, July 15, along with a recording of this presentation

The survey will close on July 27.

Thank you!

Keep up to date:

www.Richmond300.com/relatedplans

Contact Information

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