

## Priority Growth Node

# Downtown — Downtown Core

### Vision

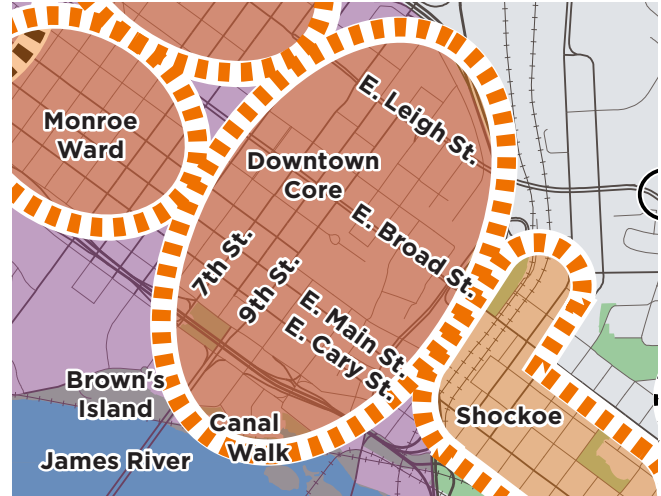
As the highest density of office employment in the region, the Downtown Core continues to serve as the backbone of the local, state, and federal government in Richmond as well as a financial, insurance, bio-tech, and healthcare center. Over the next 20 years, the Downtown Core continues to transition from a primarily office district to an 18-hour district (18 hours of the day are lively and 6 are sleepy) with a mix of uses, including entertainment, residential, and retail uses. New infill development matches the intensity of existing buildings and includes active ground floor uses that enliven the sidewalks. Signature public spaces and greenways connect the Downtown Core's sub-districts to one another and generate activity at the pedestrian level by increasing pedestrian, bike, and transit connections among the various sub-districts, plazas, parks, and the James River. City-owned property, such as the Coliseum, are redeveloped to foster a mixed-income, mixed-use development that enlivens Downtown by drawing people to Downtown in the evenings and on the weekend.

### Growth Potential

In 2019, there were approximately 77 acres of vacant/underdeveloped land in the Downtown Core, representing 26% of the Downtown Core's total land area.

### Primary Next Steps

- **Coliseum Plan:** Develop the Coliseum Area Framework Plan with community engagement (Goal 1).
- **Coliseum Redevelopment:** Create and issue a Request for Proposals for the Coliseum area using the guidance from the Coliseum Area Framework Plan to reposition City-owned assets into revenue-generating properties (Goal 1, Goal 2).
- **Highway Capping:** Examine process to sell the air-rights above the Downtown Expressway between Canal, Byrd, 6th, and 7th Streets (Goal 9).

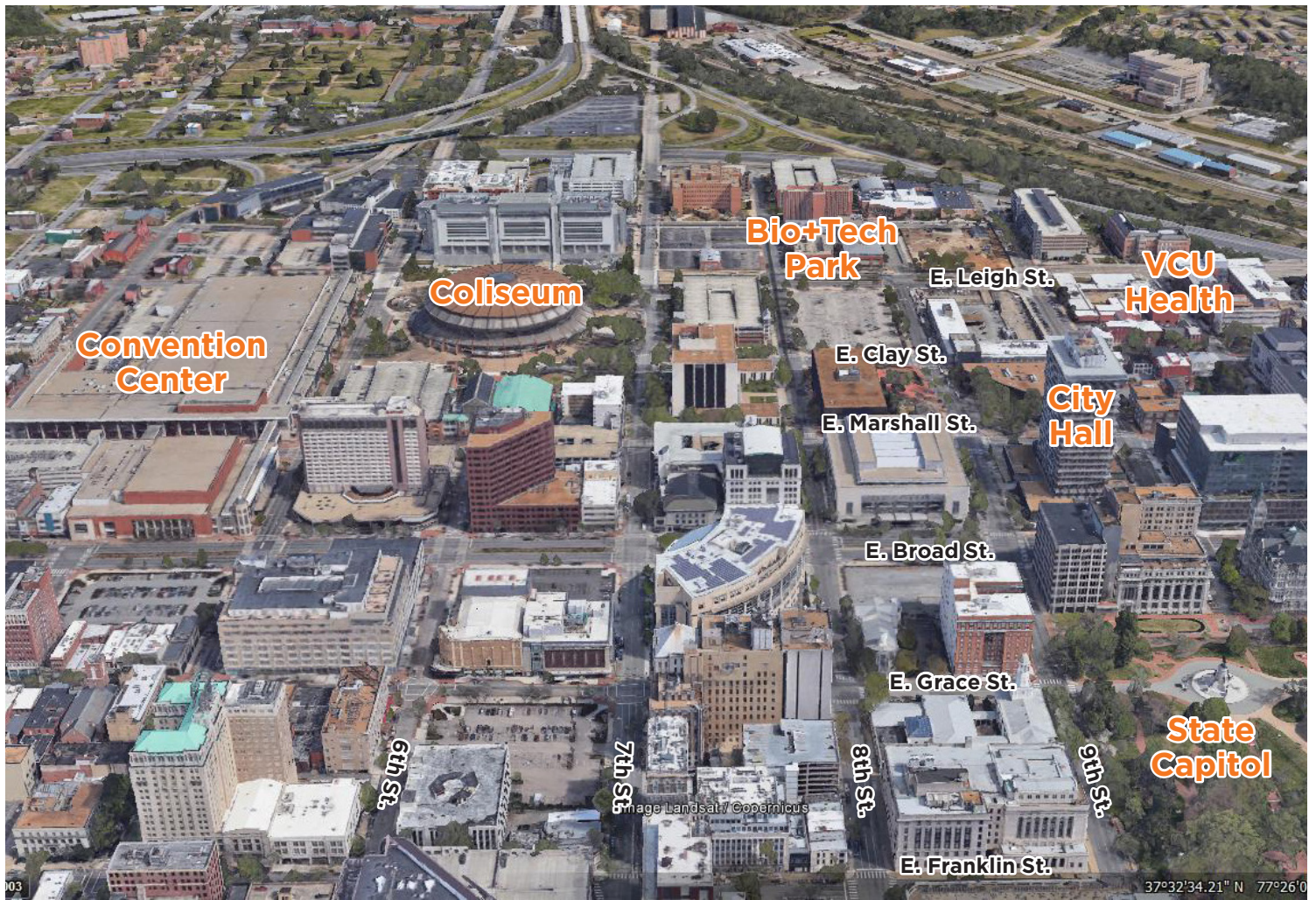


### Downtown Core — Regional/National Node

The seat of local and state governments, the financial/office district, the Canal Walk, Shockoe Slip, the Convention Center, and the Coliseum Area.

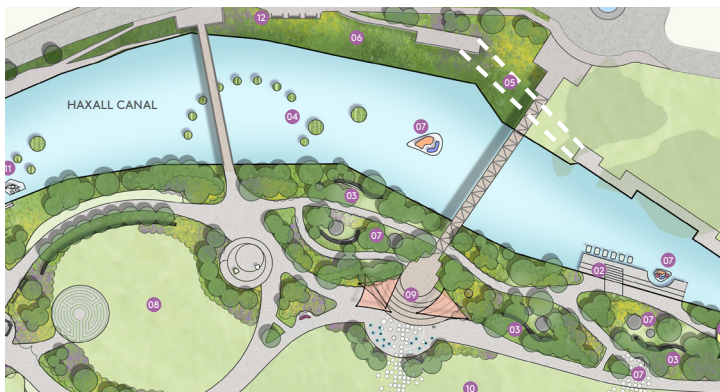
- **Two-Way Streets:** Continue to convert streets from one-way to two-way as appropriate (Goal 9).
- **Life Sciences Cluster:** Market and expand growth opportunities for life science-focused businesses and supporting entities clustered near VA Bio+Tech Park and VCU Health (Goal 11).
- **Downtown Marketing & Services:** Continue to market Downtown as a the cultural, business, government, and recreation destination of the Richmond Region and support cleaning, event, and placemaking services throughout Downtown (Goal 4).
- **Riverfront Plan:** Continue to implement the Phase 1 recommendations outlined in the Riverfront Plan to improve access from Downtown to the James River (Goal 4, Goal 17).
- **Non-Car Connectivity:** Improve non-car connectivity by encouraging urban design that promotes walking, continuing to improve transit access, and developing on-street bike facilities and greenways to Jackson Ward, the Riverfront (per the Riverfront Plan), Church Hill, and other areas (Goal 4, Goal 8, Goal 17).





### Coliseum Area Aerial

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 building, use, and street network that connect the area to the larger Downtown community.



### Brown's Island Improvements

Venture Richmond has undertaken a public process to implement improvements on Brown's Island identified in the Riverfront Plan.

Source: Brown's Improvement Plan, September 2019



### Downtown to River Connections

Since the Downtown Expressway acts a barrier between the Downtown Core and the James River, connectivity improvements, such as creating the 13th Street tunnel and capping the highway between 7th, Byrd, and Canal Streets, will help improve Riverfront access.

Source: Richmond Riverfront Plan, November 2012



## Priority Growth Node

# Downtown — Monroe Ward

### Vision

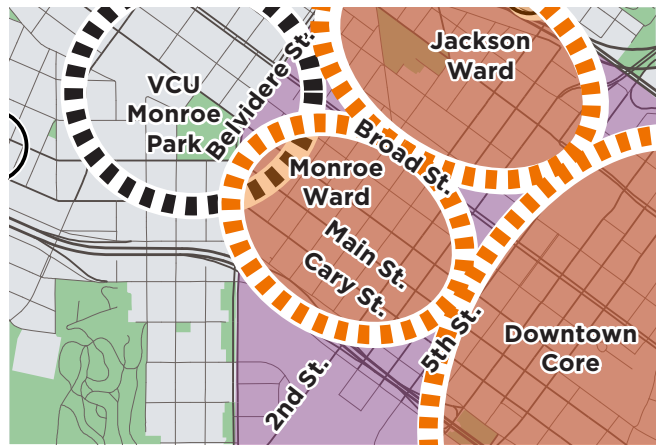
Monroe Ward is transformed from the detached parking garage of the Downtown Core into a significant residential and office mixed-use district between two of the region's greatest concentrations of activity—the VCU Monroe Park Campus and the Downtown Core. Historic buildings are preserved and complemented by denser development on vacant lots that generate activity. There is a critical mass of residents, shoppers, workers, and tourists who

are attracted to the residential options, retail and restaurant destinations, jobs, and cultural attractions in Jackson Ward, the Arts District, and the Downtown Core. New pocket parks provide outdoor greenspace for Monroe Ward's residents, workers, and visitors, and are connected to other Downtown districts via greenways, bike lanes, and transit.



### Monroe Ward Conceptual Site Plan

There is great potential for Monroe Ward to redevelop into a vibrant extension of the Downtown Core.



### Monroe Ward — Regional/National Node

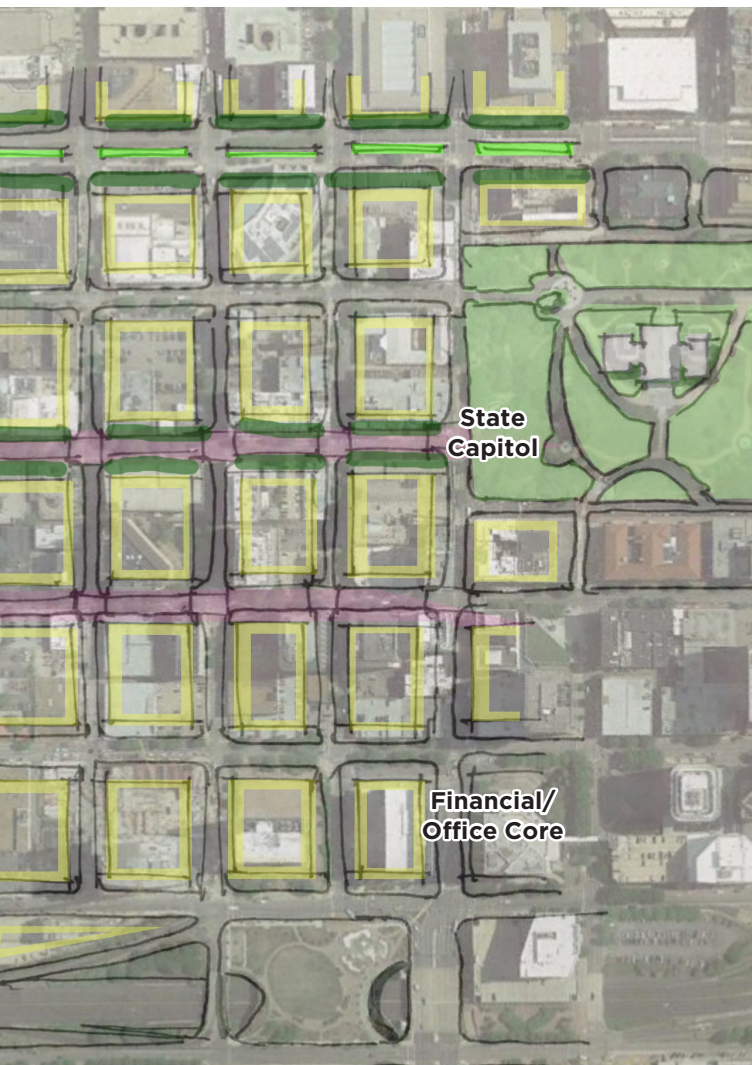
Situated between VCU's Monroe Park Campus and the Downtown Core, in 2020, Monroe Ward is home to many surface parking lots, several historic buildings, a restaurant row along Grace Street, and a scattering of newer buildings.

### Growth Potential

In 2019, there were approximately 40 acres of vacant/underdeveloped land in Monroe Ward, representing 49% of Monroe Ward's total land area.

### Primary Next Steps

- **Transit:** Increase frequency and hours of the #5 bus route that runs along Cary and Main Streets (Goal 8).
- **Bike Facilities:** Build bike lanes on 1st, 2nd, and/or 3rd Streets (Goal 8).
- **Grace Street:** Convert Grace Street from 4th Street to Belvidere Street into a two-way street (Goal 9).
- **Marketing:** Promote Monroe Ward as a prime location to attract and grow target industries in corporate headquarters, professional services, and financial services (Goal 11).
- **Greenway:** Develop the Ashland to Petersburg Trail through Monroe Ward (Goal 8, Goal 17).
- **Parks:** Identify key parcels for creation of pocket parks (Goal 17).





## Downtown — Jackson Ward

### Vision

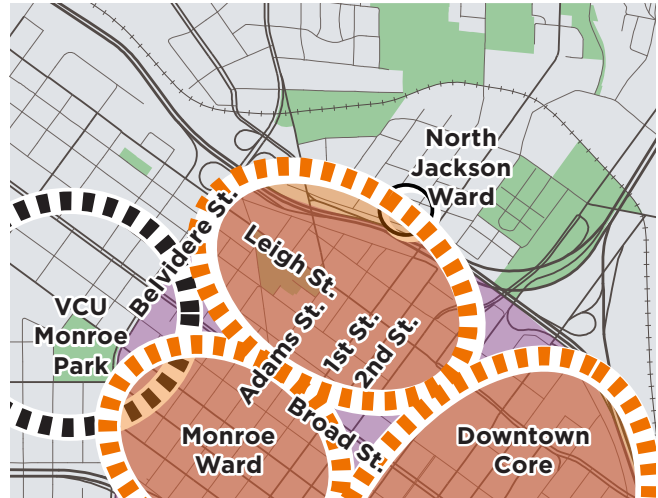
Jackson Ward has retained historic buildings and plays a leading role in supporting Black cultural and economic vitality. Jackson Ward continues to be a residential neighborhood with non-residential uses scattered throughout at corners and along major roads—such as 1st Street, 2nd Street, and Marshall Street. New infill developments incorporate high-quality architecture and complement the character of historic buildings. Jackson Ward is better connected to the rest of Downtown with the conversion of one-way streets to two-way, greenways, transit, a new park, and bridges connecting Jackson Ward to North Jackson Ward over the highway. Decking over the highway will reunite the two sides of Jackson Ward that were divided in the 1950s by the construction of the highway.

### Growth Potential

In 2019, there were approximately 29 acres of vacant/underdeveloped land Jackson Ward, representing 33% of the Jackson Ward's total land area.

### Primary Next Steps

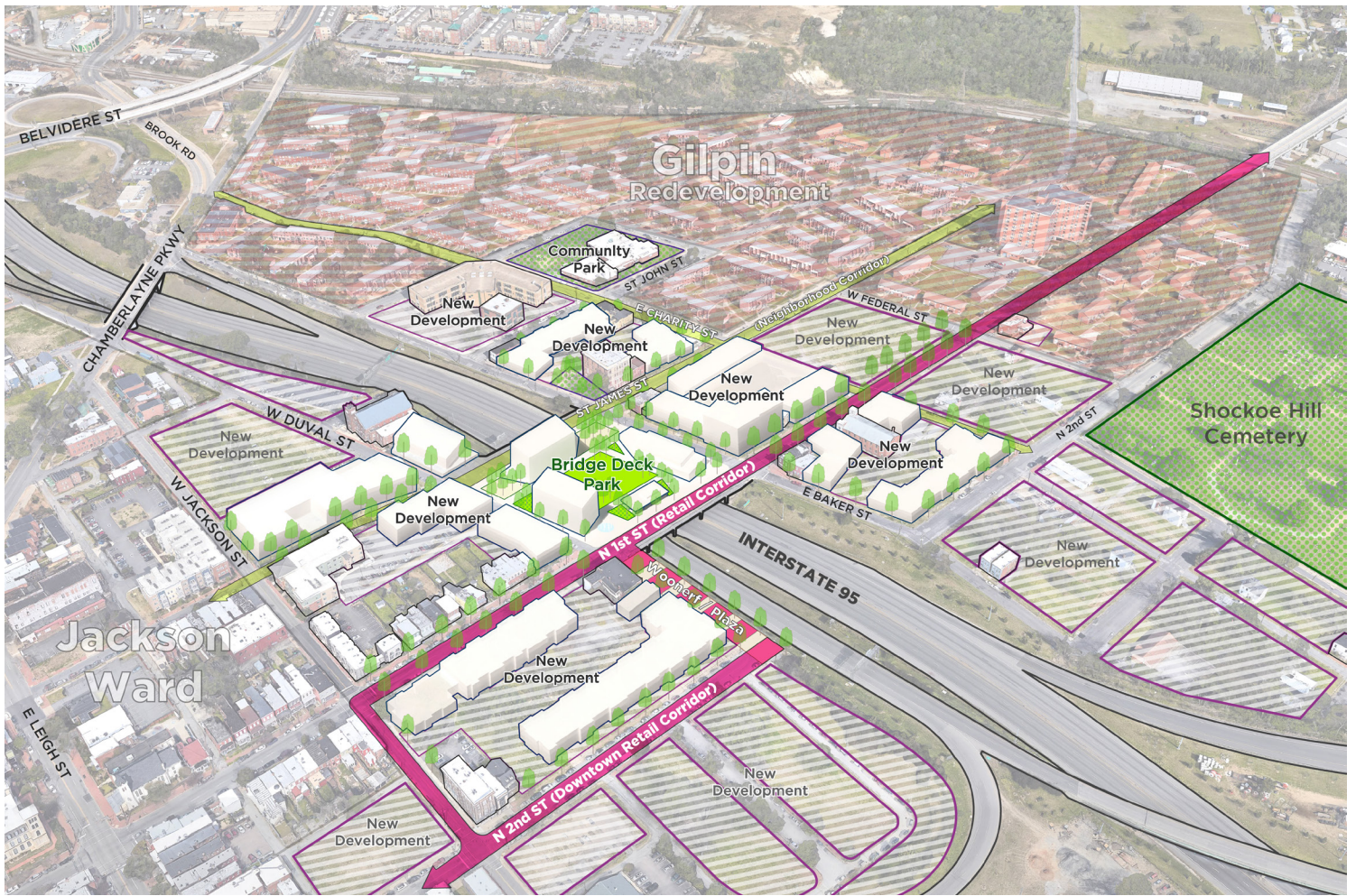
- **Highway Deck Study:** Commence a planning study to analyze the feasibility of building a park, roads, and buildings over I-95 and I-64, reconnecting Jackson Ward and North Jackson Ward (Goal 8, Goal 9, Goal 17).
- **Business Growth:** Increase the number and support the growth of minority-owned businesses (Goal 11).
- **Historic and Cultural Attractions:** Maintain, grow, and market historic attractions such as the Black History Museum and Maggie L. Walker's Home (Goal 13).
- **Gilpin Court Transformation:** Develop a plan with existing community input to include Gilpin Court and vacant land in North Jackson Ward to transform the neighborhood into a mixed-use, mixed-income, walkable, and transit-adjacent community that provides both housing and jobs for residents (Goal 1, Goal 14).



### Jackson Ward — Regional/National Node

This Node centers on the Historic Jackson Ward neighborhood but also extends north slightly to connect to North Jackson Ward.





### Reconnecting Jackson Ward

By capping the highway with streets, parks, and buildings, Jackson Ward will once again be one neighborhood.



In 2017, the City's Public Art Commission unveiled the Maggie Lena Walker Plaza at a gateway to Jackson Ward.



# Priority Growth Node

## Downtown — Shockoe

### Vision

Shockoe is a national destination for historic tourism, education, and interpretation as well as a regional and neighborhood destination. Shockoe is connected to other neighborhoods and amenities, such as the Virginia Capital Trail and the Canal Walk. New development complements historic sites and supports public space amenities such as the 17th Street Farmer's Market Plaza, the Low Line, and a new park. Main Street Station continues to serve as the multi-modal transportation hub of Richmond by augmenting its offerings to include more transportation options and high-speed rail service. Uses around Main Street Station support the bustle of a train station with amenities that serve commuters, visitors, residents, and employment base.

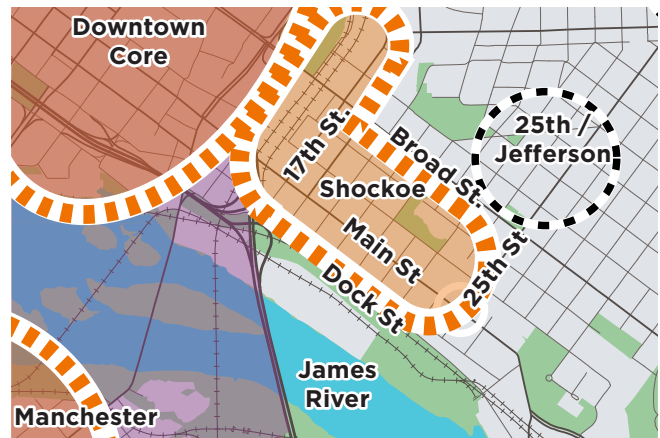
### Growth Potential

In 2019, there were approximately 44 acres of vacant/underdeveloped land in Shockoe, representing 35% of Shockoe's total land area.

### Primary Next Steps

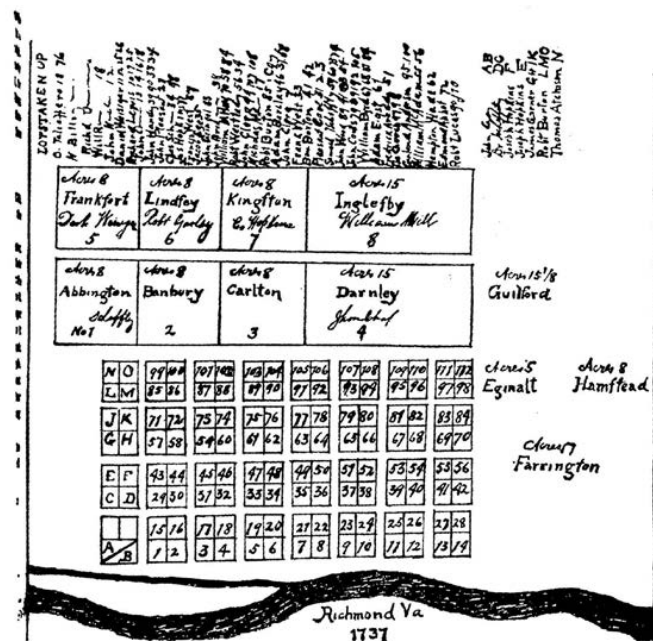
Implement the recommendations in the Shockoe Area Plan, some of which include:

- **Small Area Plan:** Complete and adopt the Shockoe Small Area Plan (which is under development), as an element of *Richmond 300* (Goal 1).
- **Rezoning:** Rezone the Shockoe area in alignment with the Future Land Use Map to allow appropriate growth while also protecting and enhancing significant historic sites (Goal 1).
- **Archeology:** Adopt an archaeological ordinance to provide guidance to public and private land owners in conducting and managing archaeological discoveries (Goal 3).
- **Memorialization:** Continue efforts to commemorate, memorialize, and interpret sites of historical and cultural significance in Shockoe. Advocate for additional state and federal funding to fund commemoration efforts (Goal 3).
- **High-Speed Rail:** Advocate for the creation of a high-speed rail station at Main Street Station



### Shockoe — Regional/National Node

The oldest part of the city, this Node includes the original 1737 plat established by Major William Mayo.



In 1737, Richmond is platted by Major William Mayo for William Byrd II and only includes 0.25 miles of land, known as Shockoe.

Source: The Valentine

to further Main Street Station's position as the regional mass transit hub with the convergence of rail, BRT, regional bus, and GRTC local bus routes (Goal 8)..





The City is developing a Small Area Plan for Shockoe under the guidance of the Shockoe Alliance. The Shockoe Alliance's mission is to guide design and implementation of concepts and recommendations for the future of Shockoe as a holistic area rooted in history and informed by those with shared interests to advance these efforts in support of the mission. Shockoe was the center of the Powhatan Confederacy for thousands of years prior to the arrival of the British in 1607. By the mid-1840s, Richmond was one of the large centers of domestic trade in enslaved Africans [top left: Slavery Reconciliation Statue; top right: a Richmond Slave Trail Marker; middle right: site of the Lumpkins Slave Jail]. It was also a transportation and manufacturing Center [middle left: Main Street Station Head House; bottom left: renovated Main Street Station Train Shed].

## Priority Growth Node

# Downtown — Manchester

### Vision

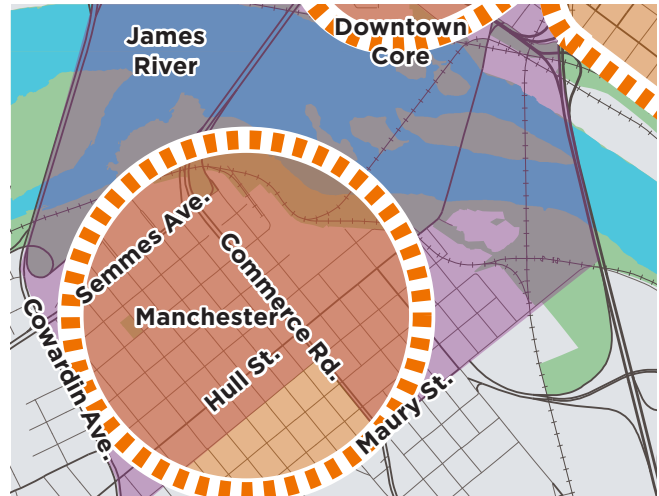
Manchester continues to increase in population and economic activity to support a thriving business corridor along Hull Street. The formerly industrial part of Manchester provides jobs as well as housing. Manchester is connected to South Richmond and the Downtown Core by a network of greenways along former railways, along roads, and along Manchester Canal. A variety of housing options in Manchester are available to low-, moderate-, and high-income individuals. Manchester's interconnected street grid is enhanced with street trees and improved infrastructure to support pedestrians, bicyclists, and transit riders.

### Growth Potential

In 2019, there were approximately 162 acres of vacant/underdeveloped land in Manchester, representing 55% of Manchester's total land area.

### Primary Next Steps

- **Corridor Plan:** Develop a corridor plan for Commerce Road with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, underground utilities, lighting, and other amenities and encourage redevelopment and business growth (Goal 1, Goal 8, Goal 9).
- **Rezone:** Rezone areas of Manchester in alignment with the Future Land Use Plan to allow residential development in the Industrial Mixed-Use areas that do not currently allow residential uses (Goal 1, Goal 14).
- **Design:** Implement design standards to create a high-quality, well-designed urban realm, including elements such as street lights and exploring the creation of signature public art (Goal 4).
- **Riverfront Plan:** Implement the Phase 1 recommendations identified in the Riverfront Plan for Manchester (Goal 4, Goal 17).
- **Ped/Bike Infrastructure:** Improve pedestrian and bike infrastructure to/from this Node, specifically



### Manchester — Regional/National Node

Once a separate locality, Manchester merged with Richmond in 1910.

improving Manchester Canal, developing rails-to-trails greenways connecting to South Richmond, and developing the Ashland to Petersburg Trail. Advocate for state and federal funding for the canal and trails (Goal 8, Goal 17).

- **Transit Alignment:** With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1 (Goal 8).
- **Mayo Bridge:** Develop and implement the plan for rehabilitating/replacing the Mayo Bridge that incorporates pedestrian and bicycle infrastructure (Goal 9).





### Manchester Conceptual Aerial

Manchester's proximity to Downtown Core and the James River is strengthened over the next 20 years with investments in improving connections, such as enhanced transit on Hull Street, improved bridges, the Ashland to Petersburg Trail, and an improved Manchester Canal.



Following the adoption of the Downtown Plan in 2010, the City rezoned about 700 properties in Industrial Manchester from M-2 (heavy industrial) to RF-2 and B-7, two districts that allow a mix of uses, including residential. Since the rezoning, Industrial Manchester has added several dozen new developments.



Property owners have built low-scale infill residential developments, such as these two-family homes, in the primarily residential neighborhood of Manchester. New projects are designed to complement the "front door" character of Manchester.