

# City Center Plan (DRAFT)



*June 22, 2021*

# Agenda

- **Welcome Remarks**

Council Vice-President Ellen Robertson  
6<sup>th</sup> District Council Member

- **Draft City Center Plan Presentation**

Maritza Mercado Pechin, AICP  
Deputy Director, Dept. of Planning and  
Development Review, Office of Equitable  
Development

- **Q&A**

In-person and MS Teams

RICHMOND, VIRGINIA

## City Center Small Area Plan



DRAFT - June 7, 2021

# Draft Plan

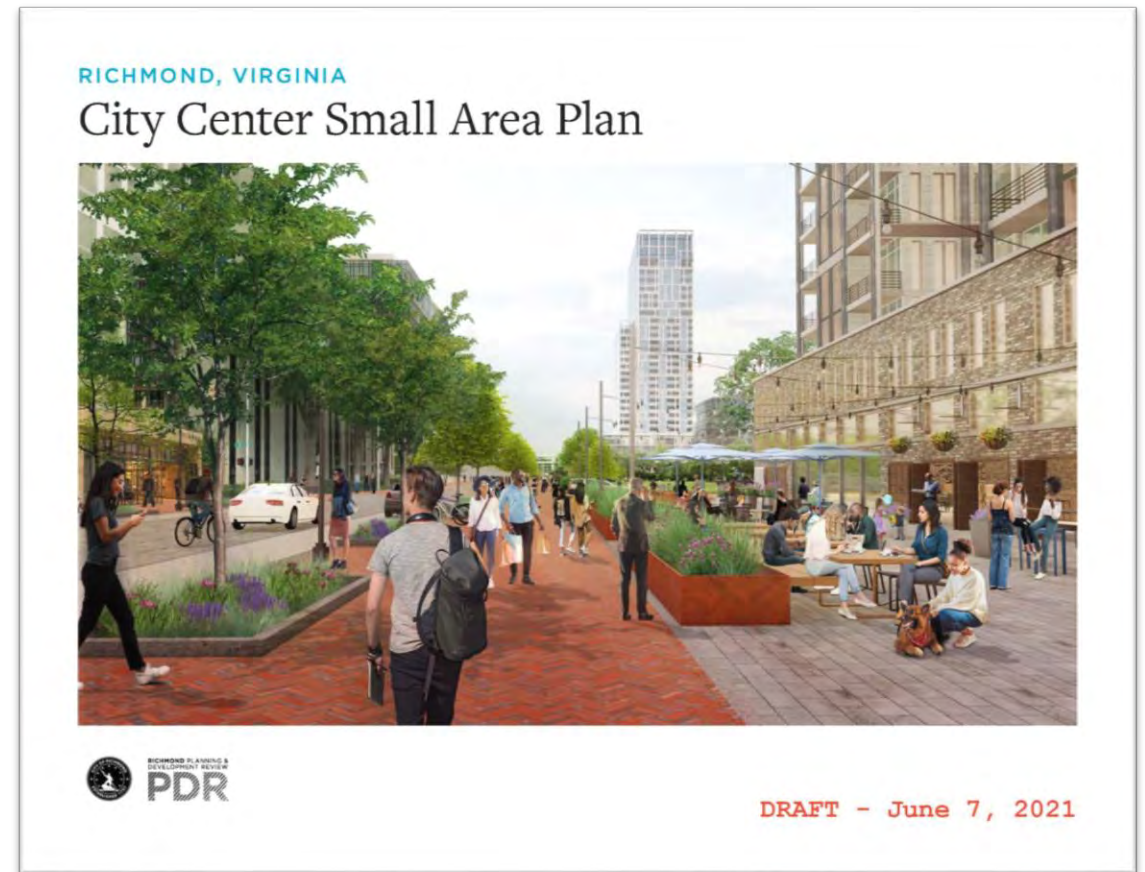
During the presentation, please write comments in your comment form.

If you are joining virtually, visit:

<https://www.surveymonkey.com/r/rvacitycenter>

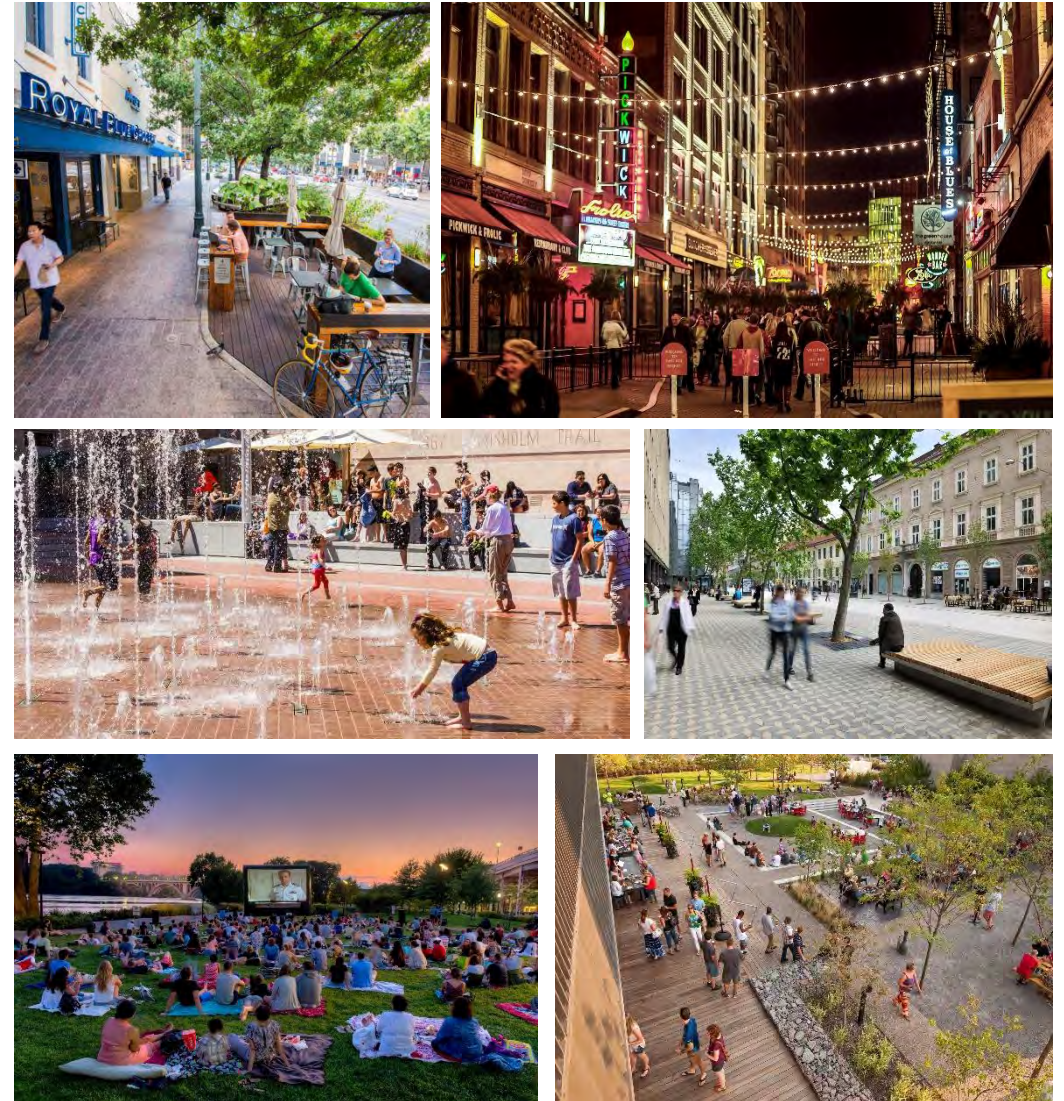
The draft Plan PDF is available at:

<https://www.rva.gov/planning-development-review/city-center>

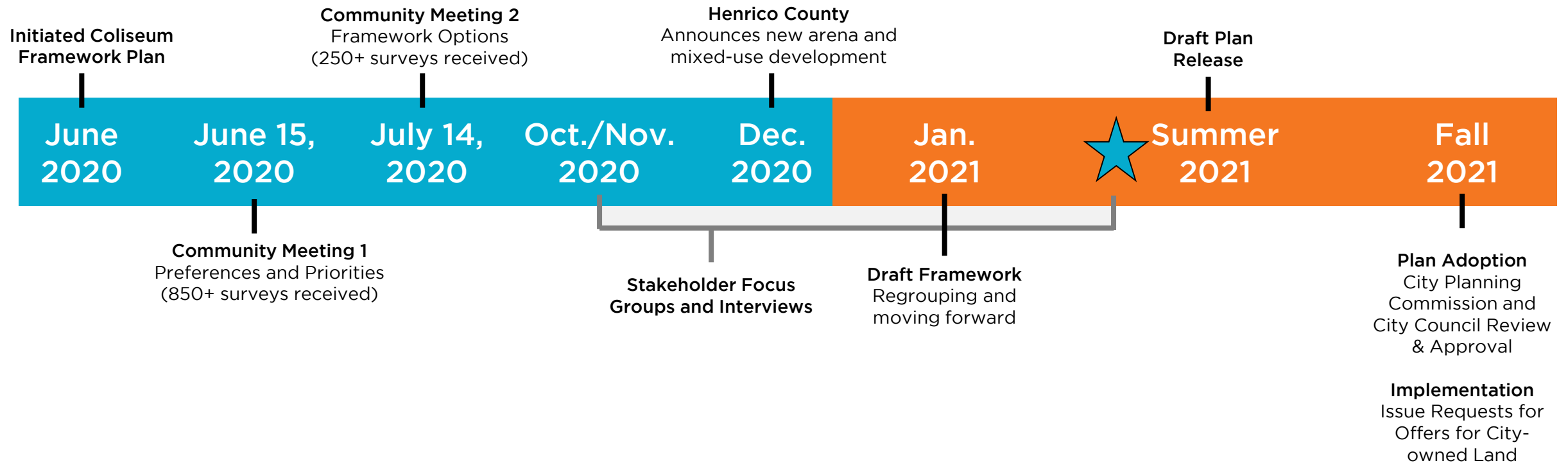


# Purpose

- Strategy for redeveloping vacant and under-utilized parcels in Downtown Richmond
- Drives activity outside of typical Downtown business hours
- Provides regional entertainment attractions
- Adds to Downtown tax base
- Leverages adjacencies by connecting Convention Center, VCU Health, and VA Bio+Tech Park
- Builds strong connections with adjacent neighborhoods including Jackson Ward, Monroe Ward, Gilpin, and Shockoe



# Process



# Existing Conditions



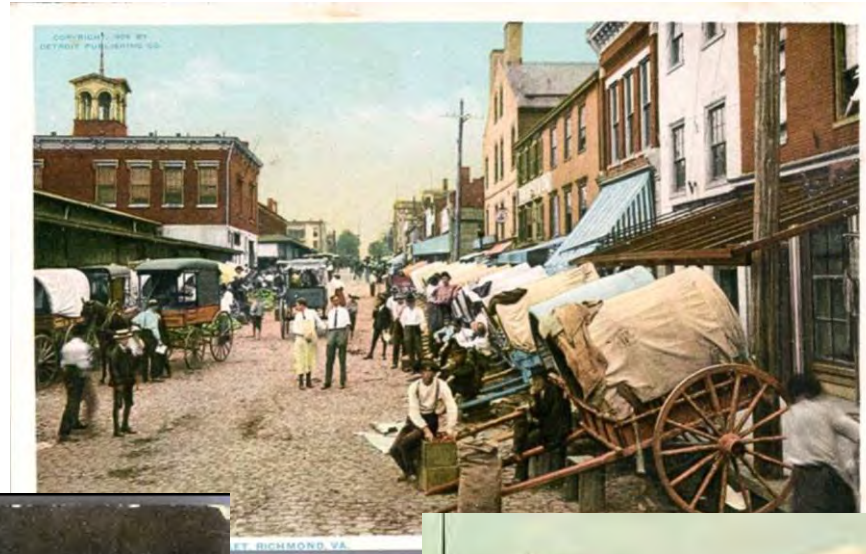
# History

## 1924 Urban Form



Source: Sanborn Maps 1924-1925, Valentine Museum Photo Archives

# History: Early 20<sup>th</sup> Century



# History: 1940-1960



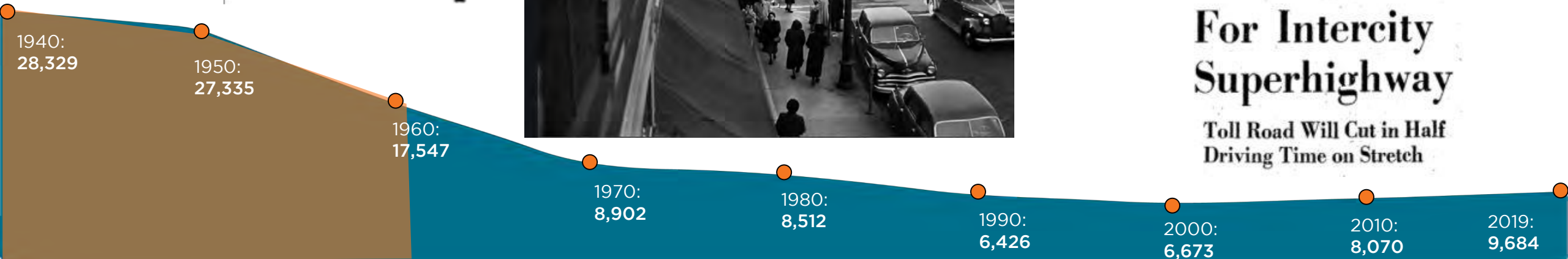
## *Blight Is Threatening* **Downtown Richmond**



## **City Asked To Approve Slum Cleanup**

## **Route Is Fixed For Intercity Superhighway**

**Toll Road Will Cut in Half  
Driving Time on Stretch**



## History: 1960-1990

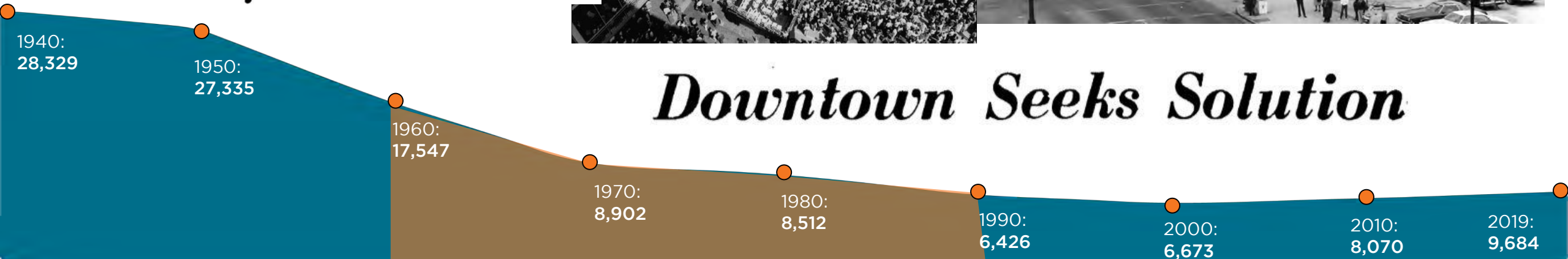
### *Downtowns of America Fighting Decline, Neglect*



**More Parking Spaces Sought  
For City's Downtown Area**



### *Downtown Seeks Solution*



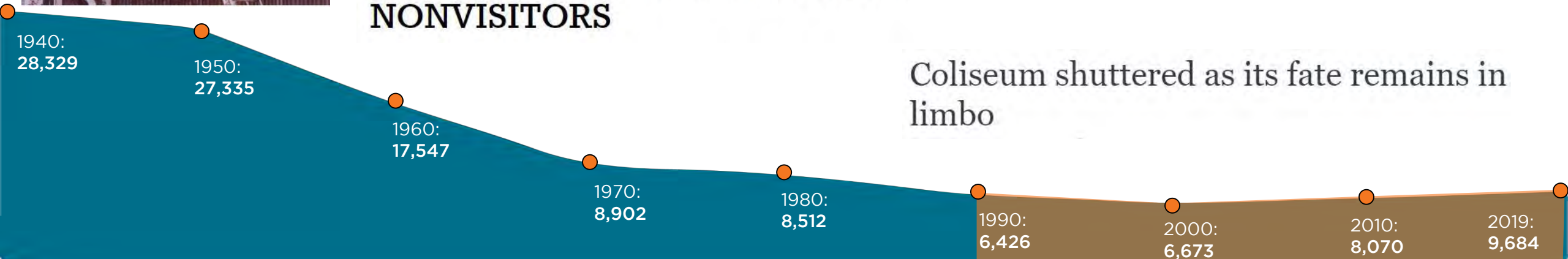
# History: 1990-Present

## MILLER & RHOADS CLOSING STORE DOWNTOWN TODAY



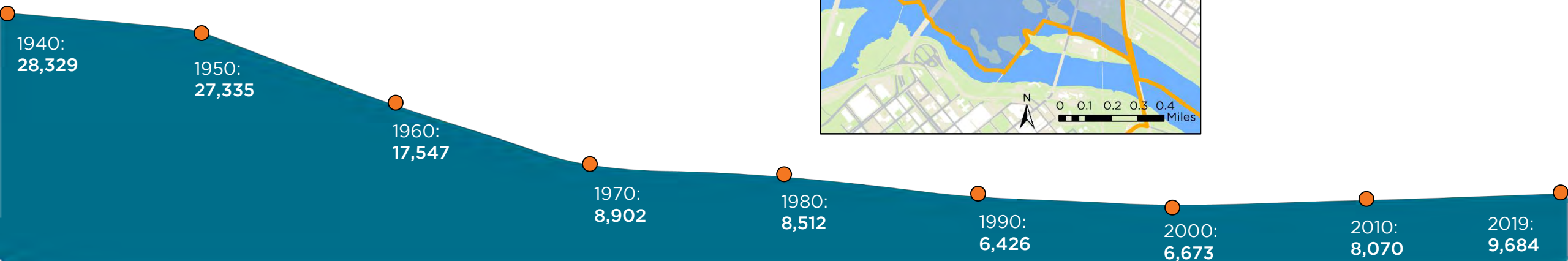
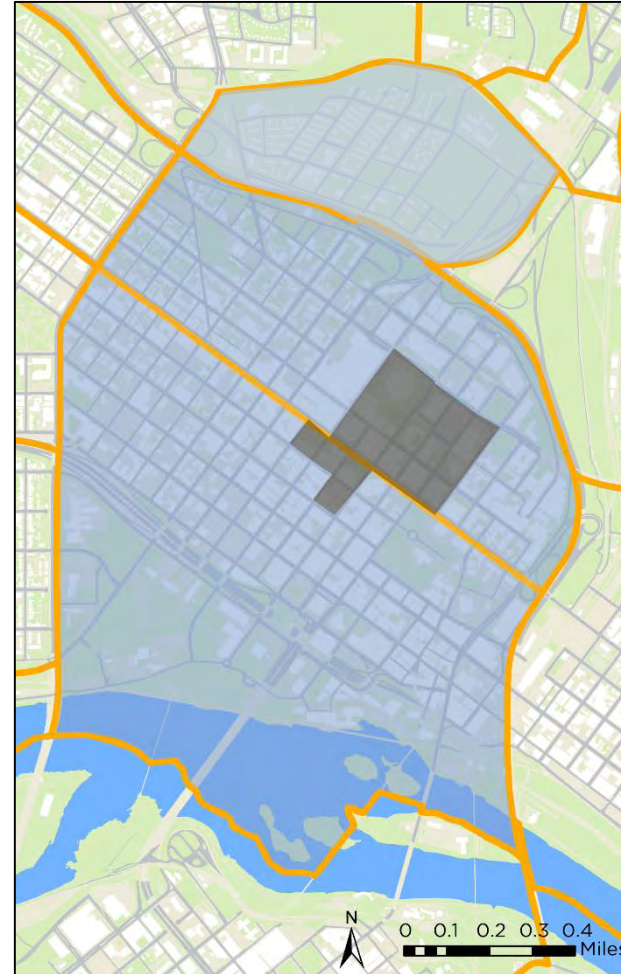
DOWNTOWN CRIME FEAR FOUND HIGH  
- FEELING STRONGEST AMONG  
NONVISITORS

Coliseum shuttered as its fate remains in limbo

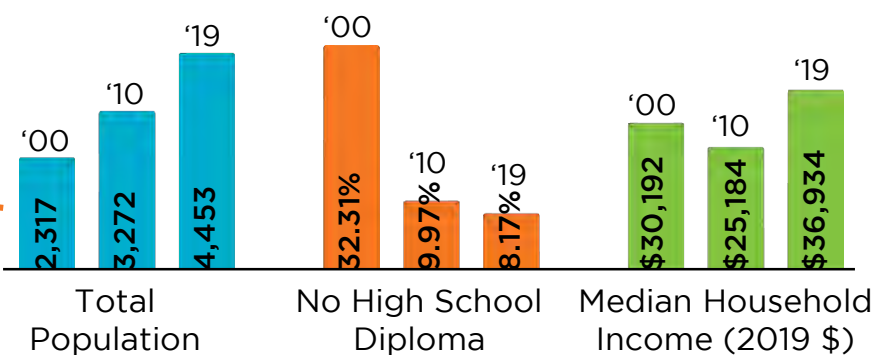
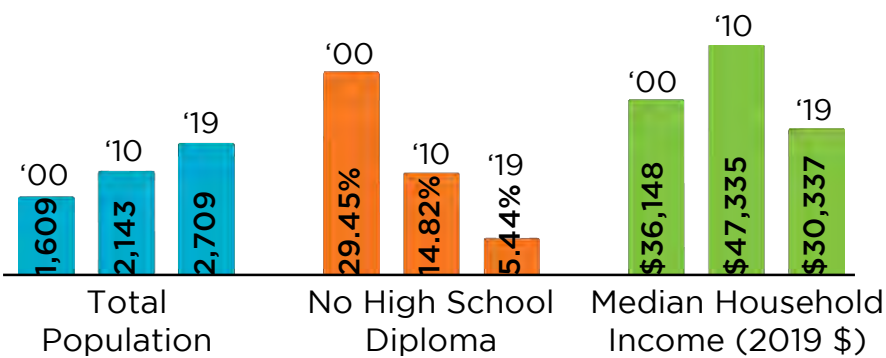
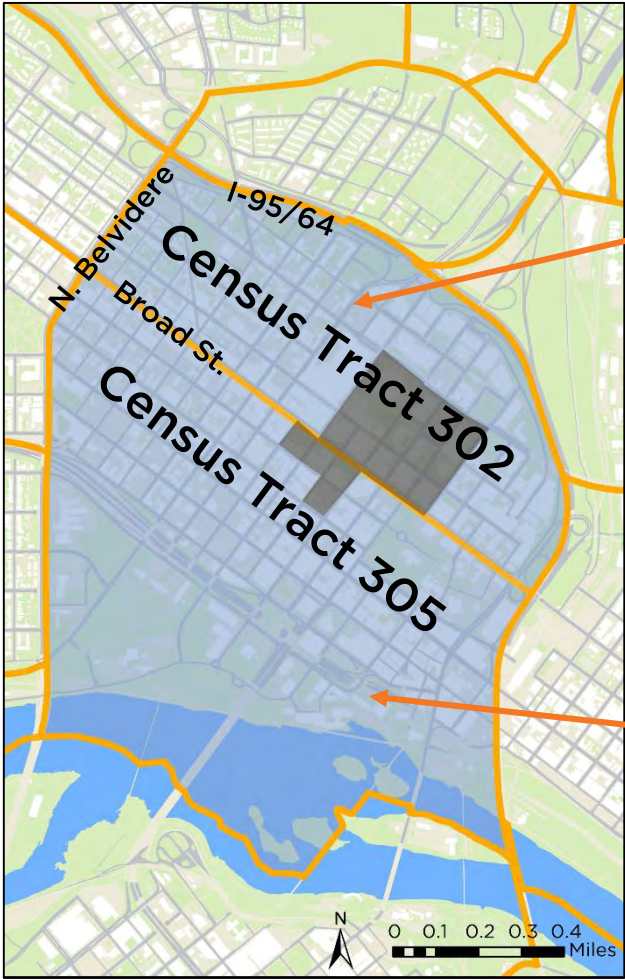


# Downtown Population

- 28,329 people lived in Downtown (Jackson Ward, Gilpin, Monroe Ward)
- Need approx. 19,000 more people living Downtown (approx. 9,500 units)

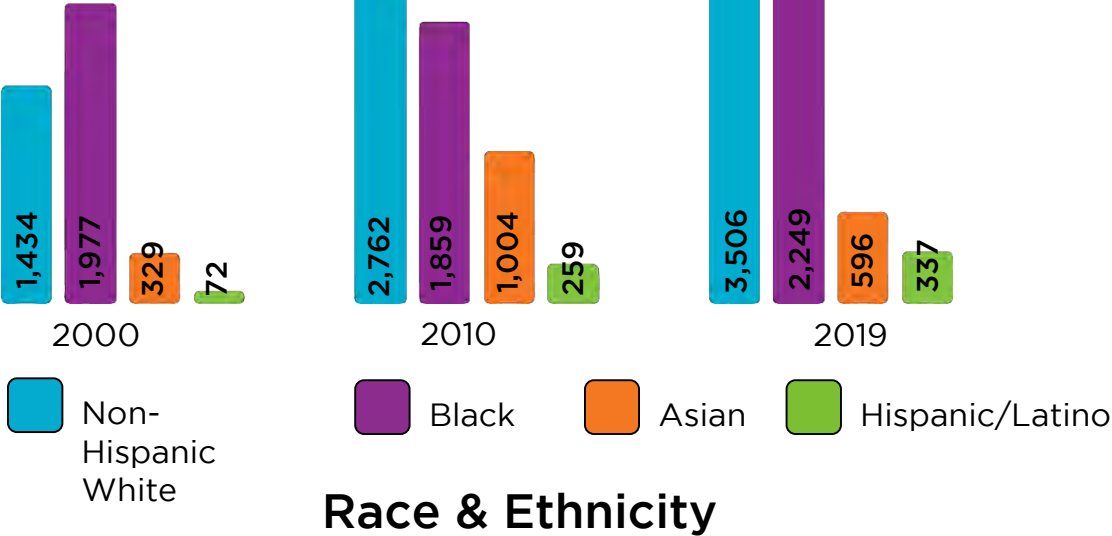
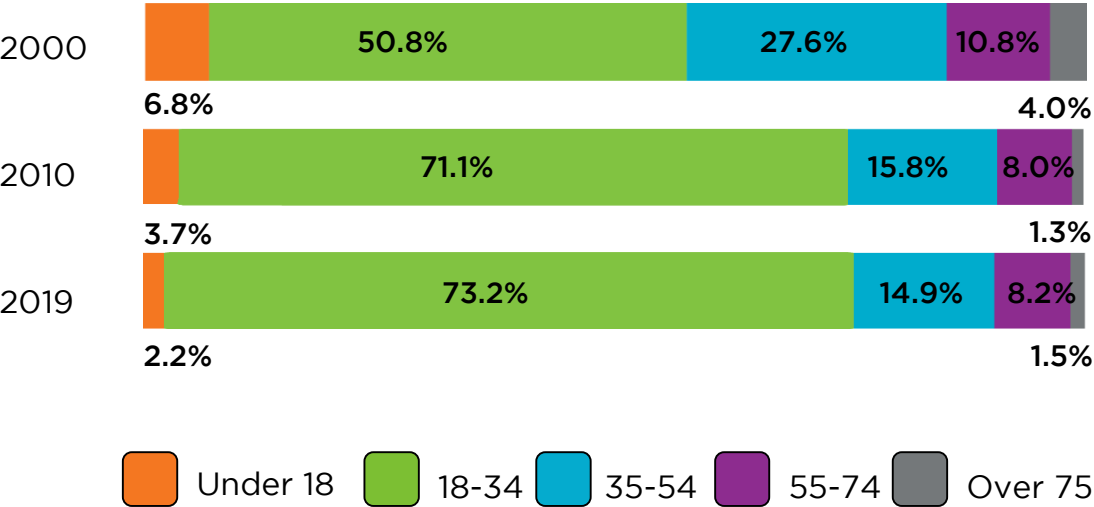
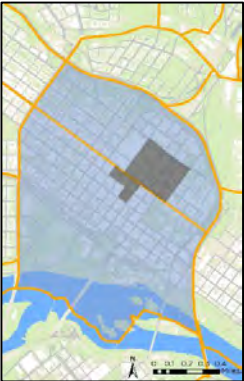


# Demographic Profile - Downtown



Source: American Community Survey 5-Year Estimates (2014-2019), Census 2000, 2010

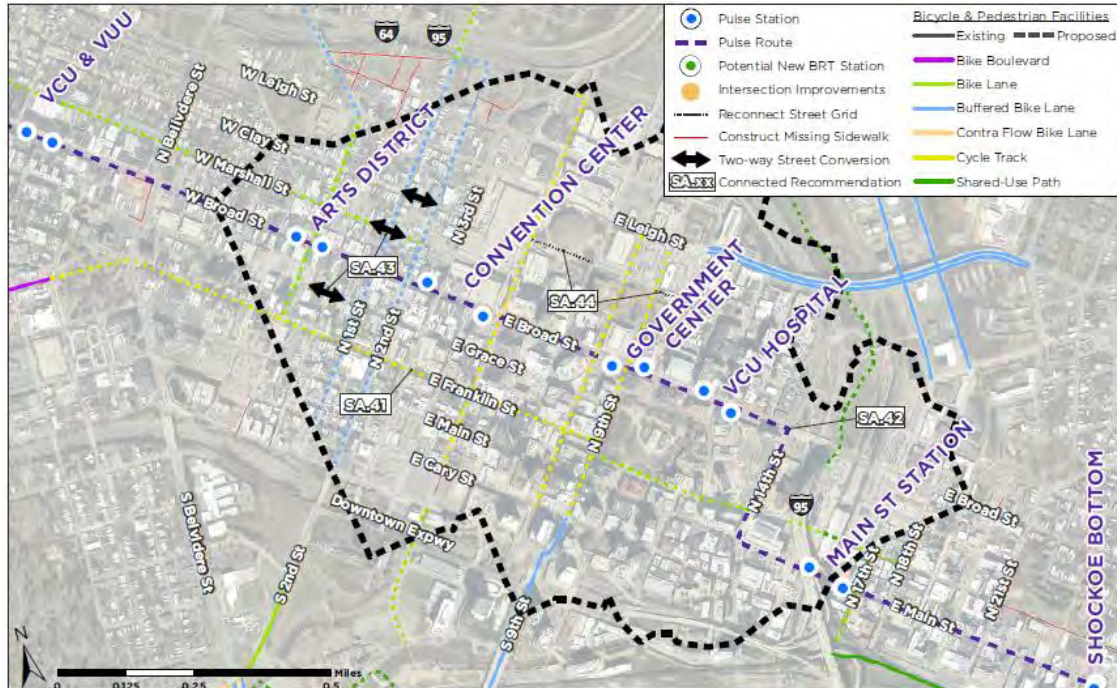
# Demographic Profile - Downtown



Source: American Community Survey 5-Year Estimates (2014-2019), Census 2000, 2010

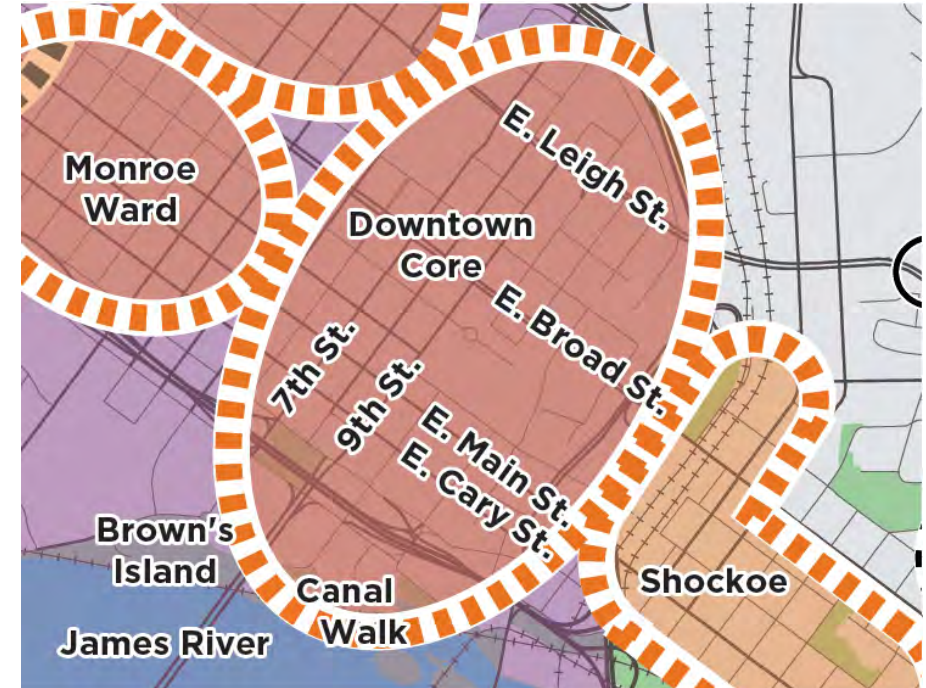
# Existing Plans

## Pulse Corridor Plan (2017)



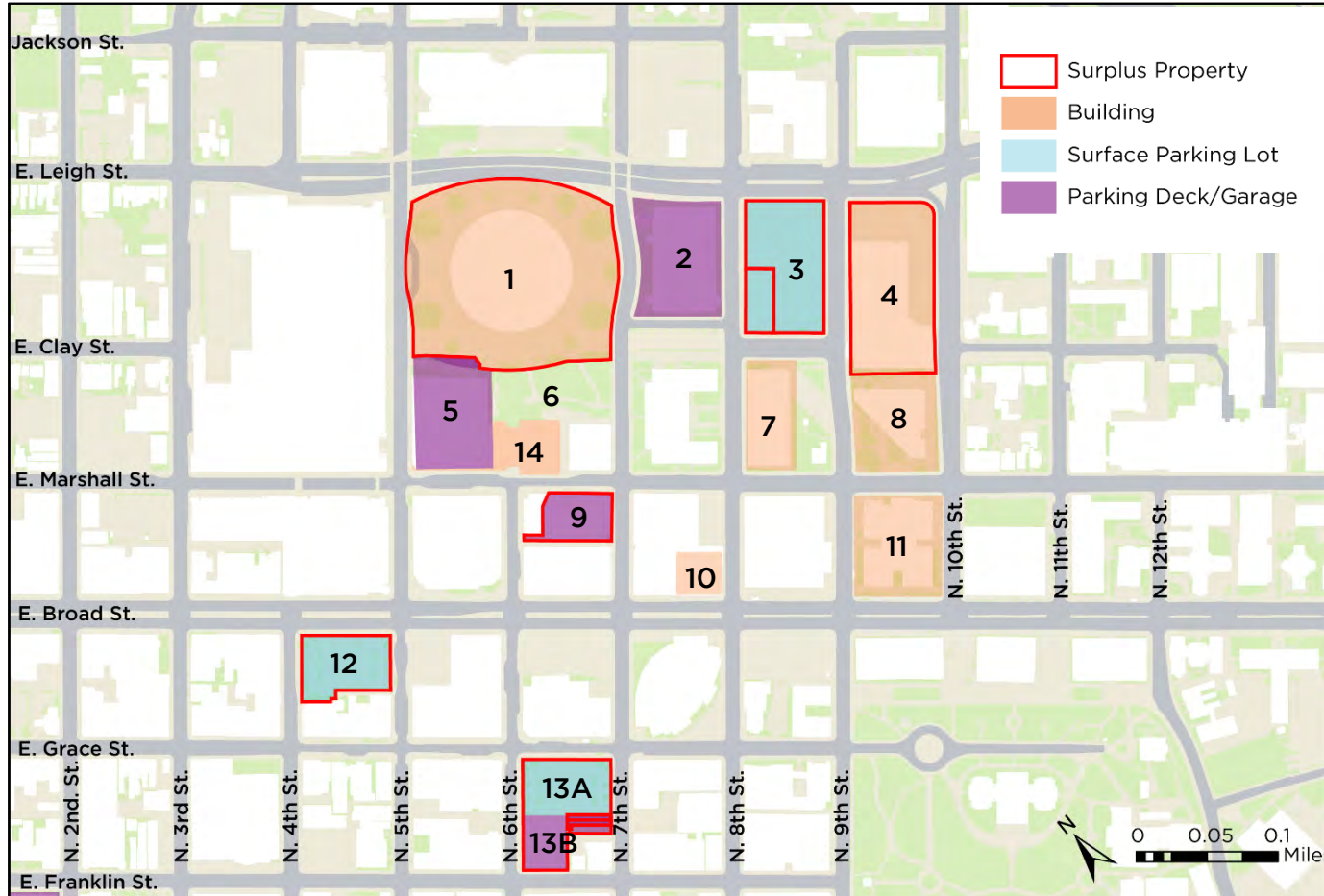
Downtown Station Area

## Richmond 300: A Guide for Growth (2020)



"Downtown Core" Node

# Existing Conditions: City- and RRHA-Owned Parcels



Parcel	Current Use	Condition Rating
1	Coliseum	Poor
2	Coliseum Parking Deck	Good
3	9 <sup>th</sup> /Clay Surface Parking Lot	Fair
4	Public Safety Building	Critical
5	5 <sup>th</sup> /Marshall Parking Garage	Good
6	Coliseum Public Open Space	Poor
7	John Marshall Courts Bldg.	Poor
8	Social Services Building	Poor
9	6 <sup>th</sup> /Marshall Parking Garage	Critical
10	Theater Row Building	Poor
11	City Hall	Poor
12	4 <sup>th</sup> /Broad Surface Lot	Good
13A	6 <sup>th</sup> /Grace Surface Lot	Good
13B	6 <sup>th</sup> /Franklin Parking Garage	Critical
14	Blues Armory	Poor

# Existing Conditions: City-Owned Buildings

*\*Facilities Condition Index = ratio of current year required renewal cost to current building replacement value*

**City Hall (900 E. Broad)**



<b>Year Built or Renovated</b>	1972
<b>Facility Condition Index*</b>	0.24 – (Poor)
<b>Building Replacement Value</b>	\$207.3M
<b>Immediate Maintenance Cost</b>	\$50.5M
<b>Current Assessed Value</b>	\$52.7M

**John Marshall Courts (400 N. 9<sup>th</sup>)**



<b>Year Built or Renovated</b>	1976
<b>Facility Condition Index*</b>	0.25 – (Poor)
<b>Building Replacement Value</b>	\$74.2M
<b>Immediate Maintenance Cost</b>	\$18.7M
<b>Current Assessed Value</b>	\$11.3M

# Existing Conditions: City-Owned Buildings

*\*Facilities Condition Index = ratio of current year required renewal cost to current building replacement value*

## Theater Row Building (730 E. Broad)



<b>Year Built or Renovated</b>	1992
<b>Facility Condition Index*</b>	0.17 – (Poor)
<b>Building Replacement Value</b>	\$66.3M
<b>Immediate Maintenance Cost</b>	\$11.2M
<b>Current Assessed Value</b>	\$26.4M

## Social Services Building (900 E. Marshall)



<b>Year Built or Renovated</b>	1985
<b>Facility Condition Index*</b>	0.27 – (Poor)
<b>Building Replacement Value</b>	\$39.1M
<b>Immediate Maintenance Cost</b>	\$4.5M
<b>Current Assessed Value</b>	\$13.5M

# Plan



# Vision & Guiding Principles

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## Vision:

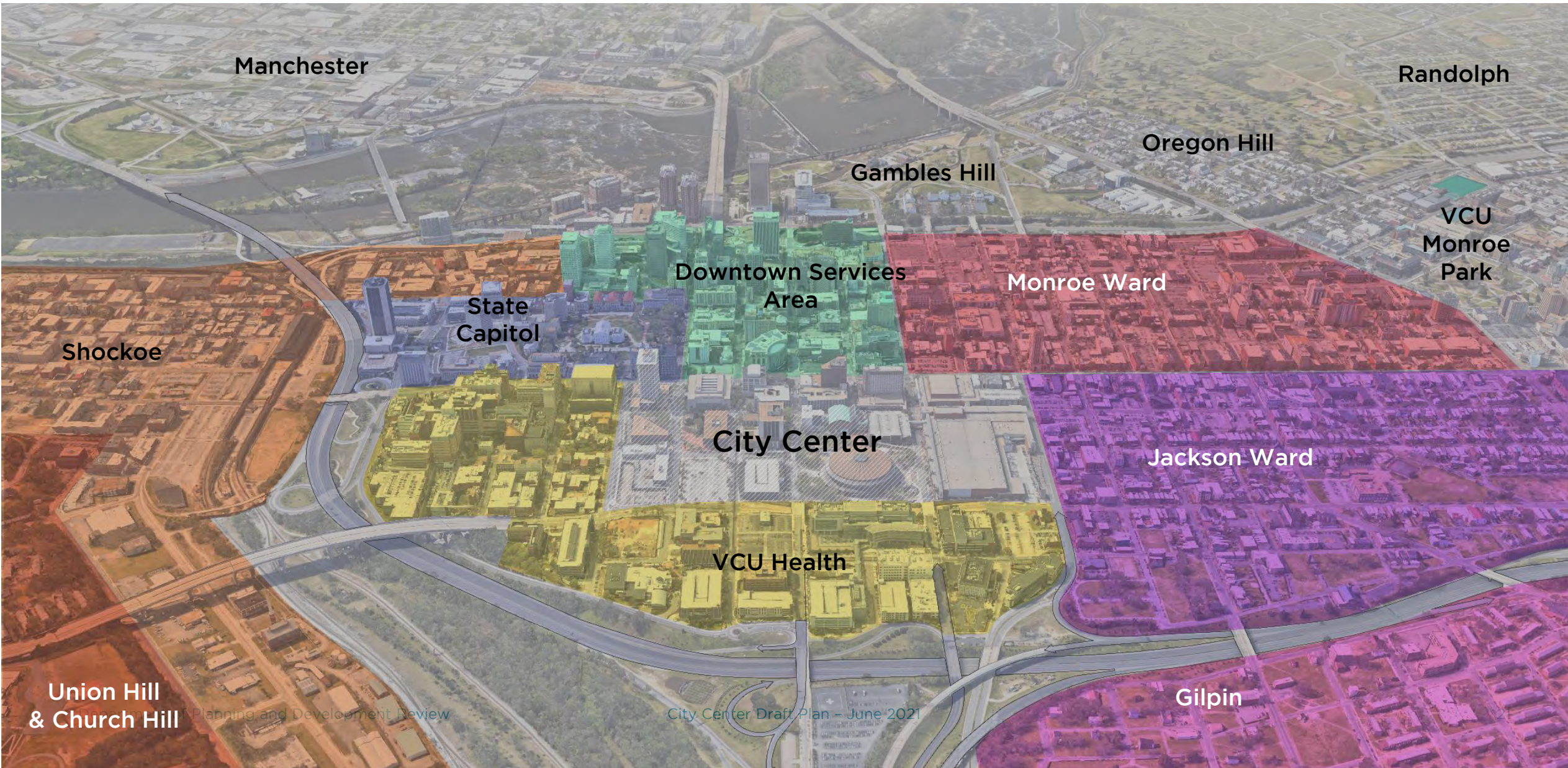
“City Center is a dynamic place that attracts residents, employees, students, and tourists...”

- Grand parks and open spaces
- Mixed-income community
- Hotels and Entertainment
- Innovation District

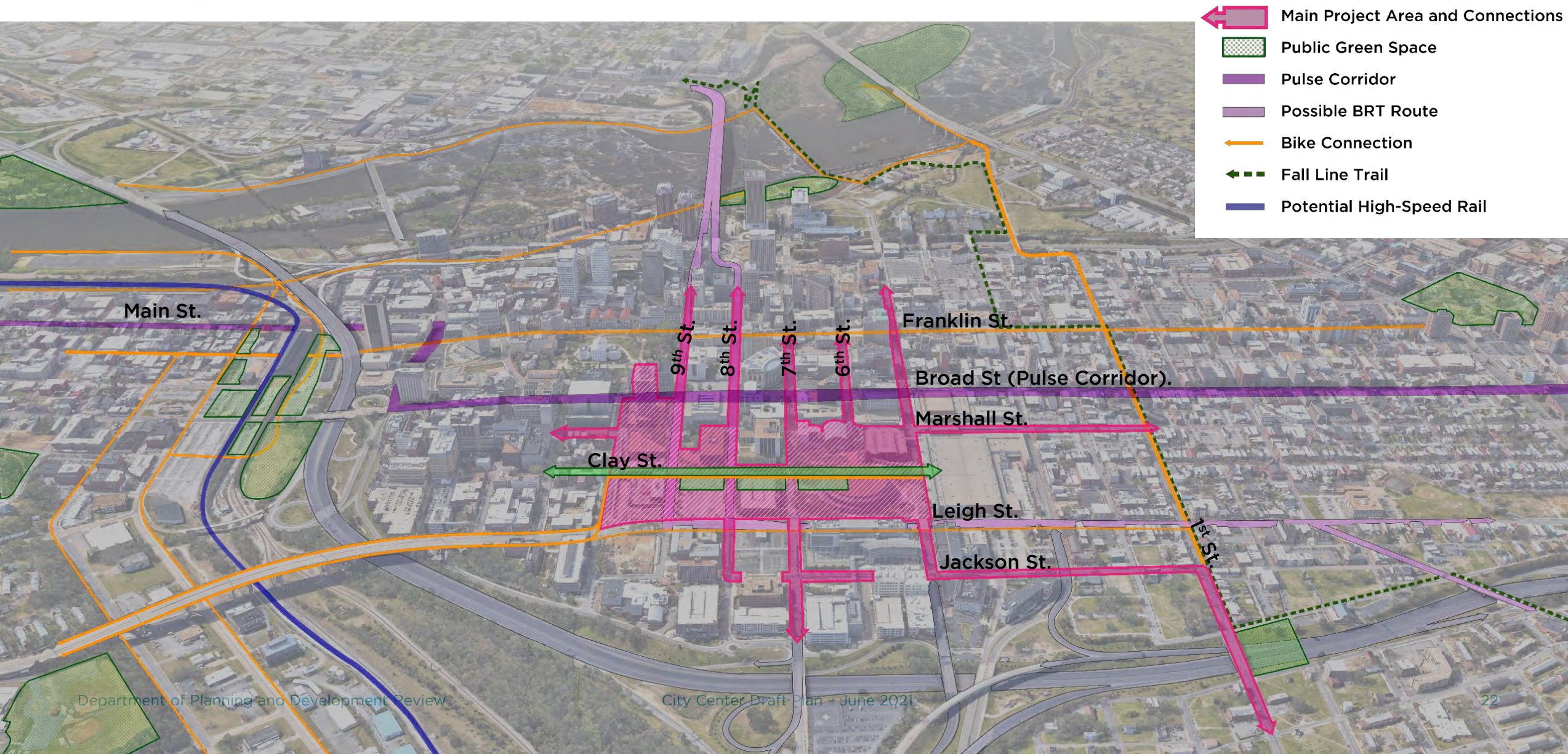
## Guiding Principles:

- Making City Center a **High-Quality Place**
- Connecting with Safe & **Equitable Transportation**
- **Diversifying City Center’s Economy**
- Creating **Inclusive Housing Options**
- Stimulating a **Thriving Environment**

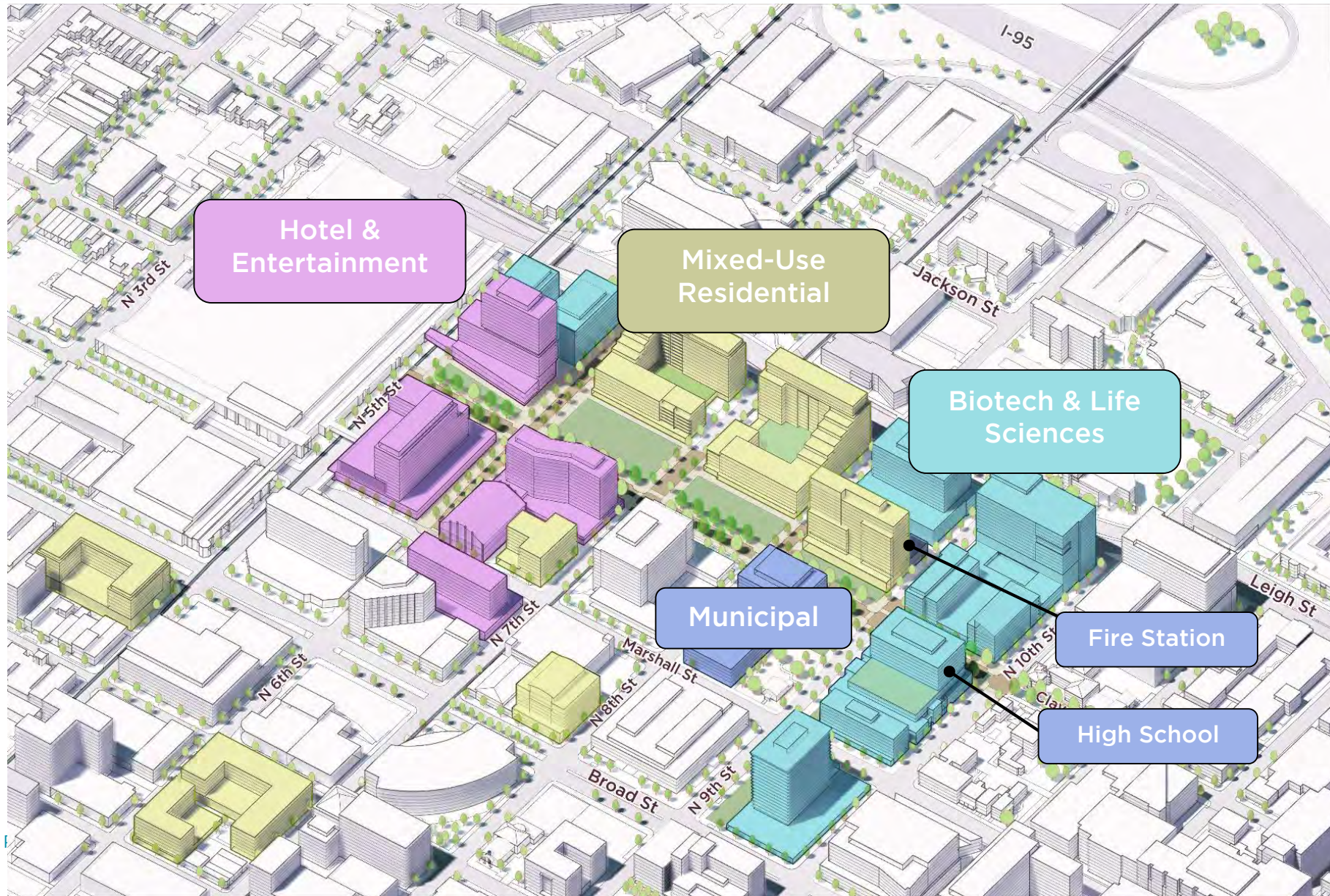
# Adjoining Neighborhoods



# Connections



# City Center Overview - Clusters

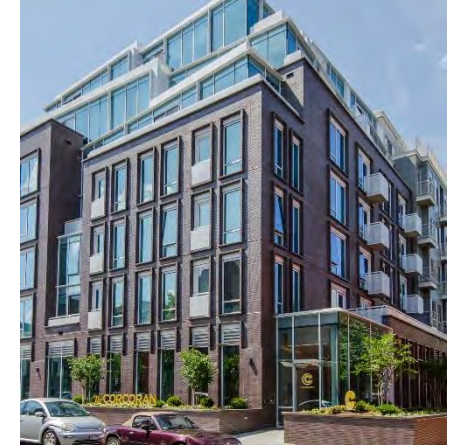


# City Center Overview – Clusters – Building Precedents

## Hotel & Entertainment



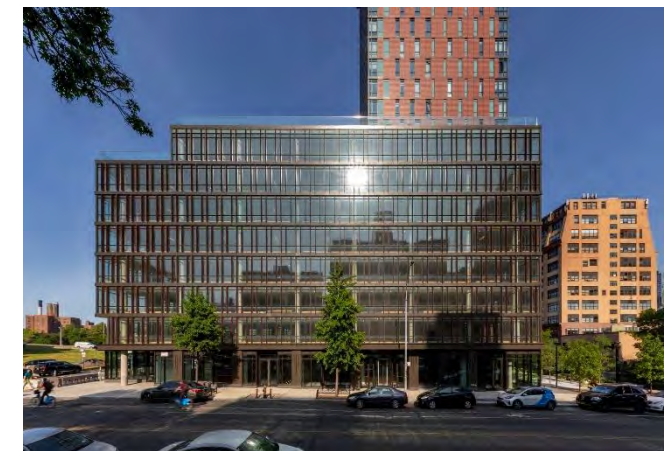
## Residential



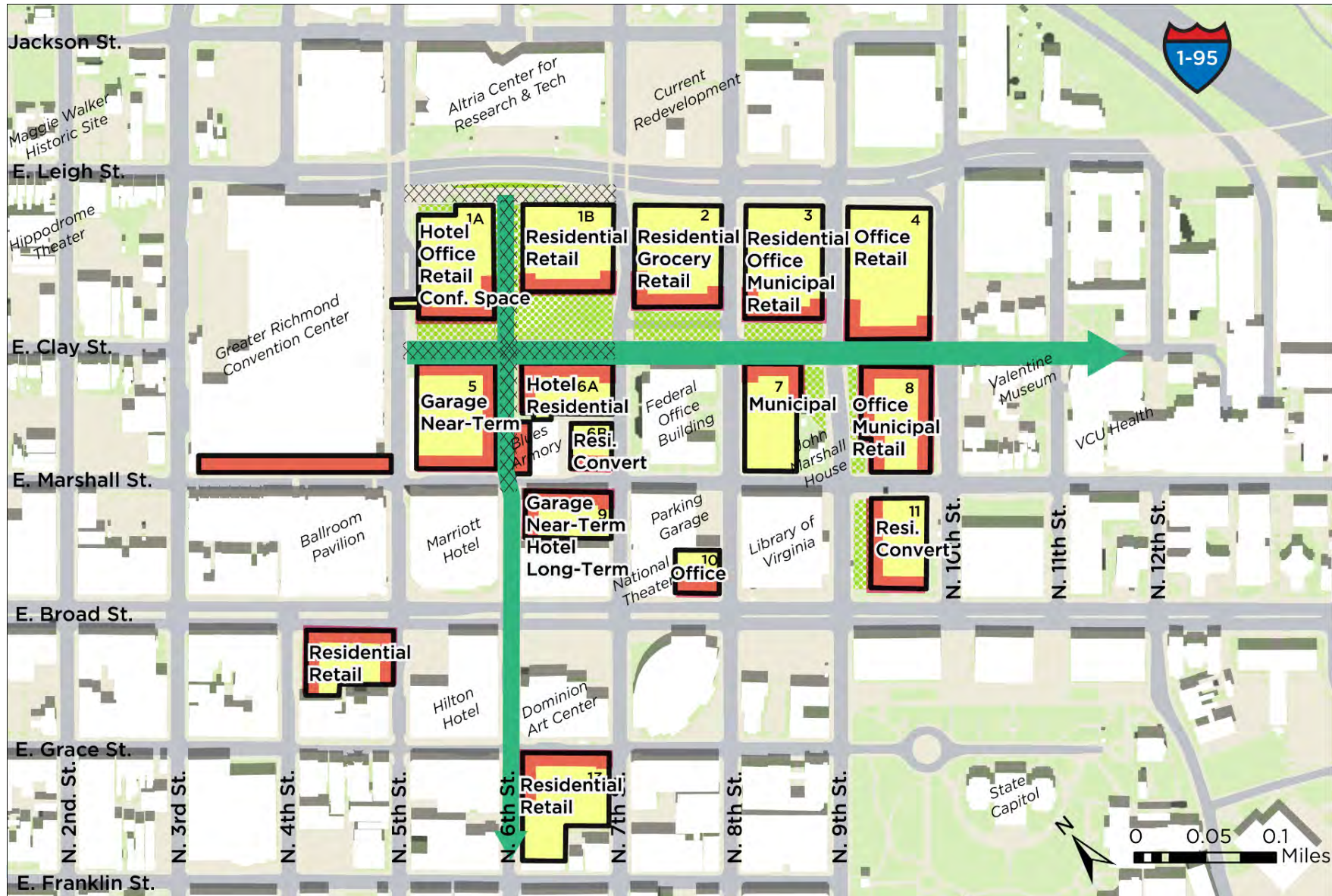
## Municipal



## Life Sciences & Office



# City Center Overview

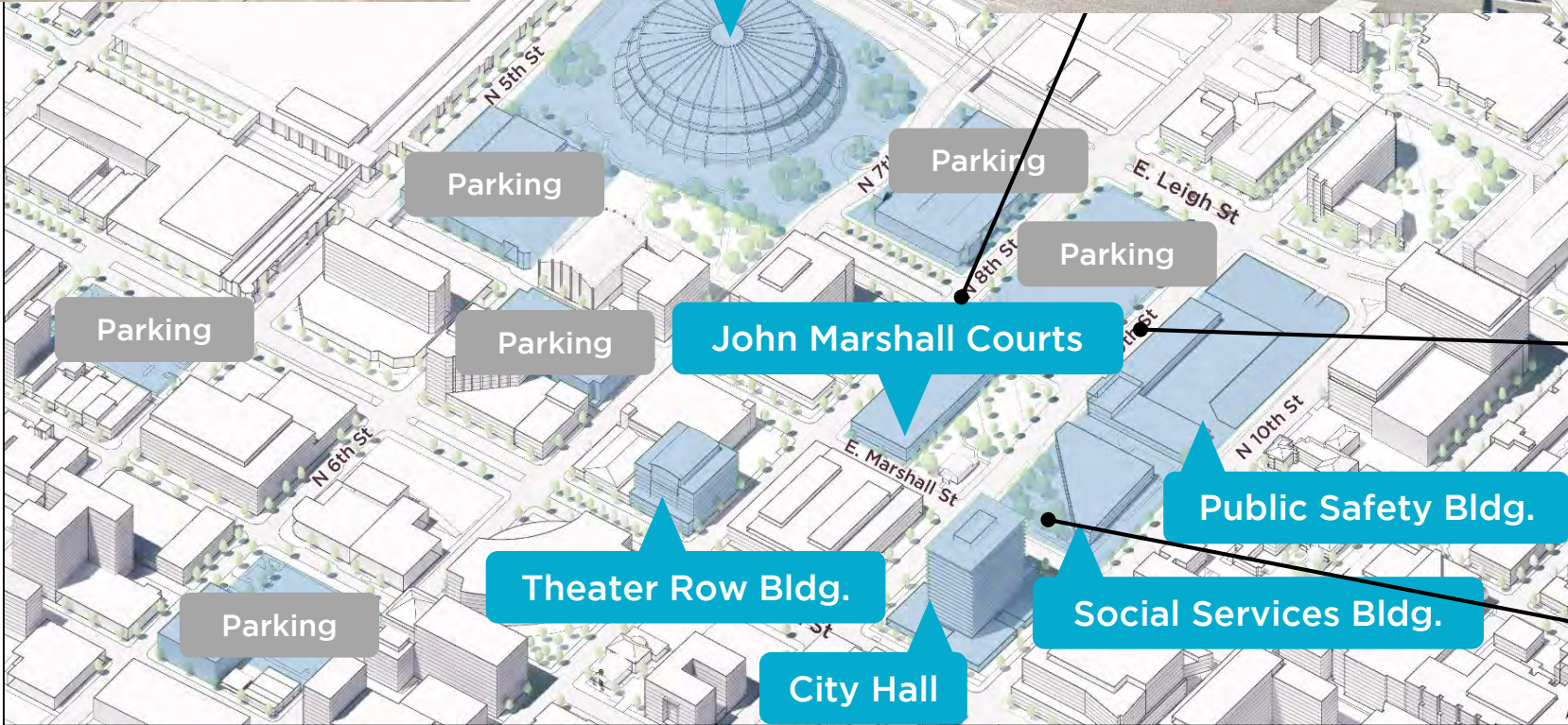


- New Development
- Activated Groundfloor
- Reconnected Streets
- Festival Streetscape

# High-Quality Places: City-Owned Assets



City-Owned Property



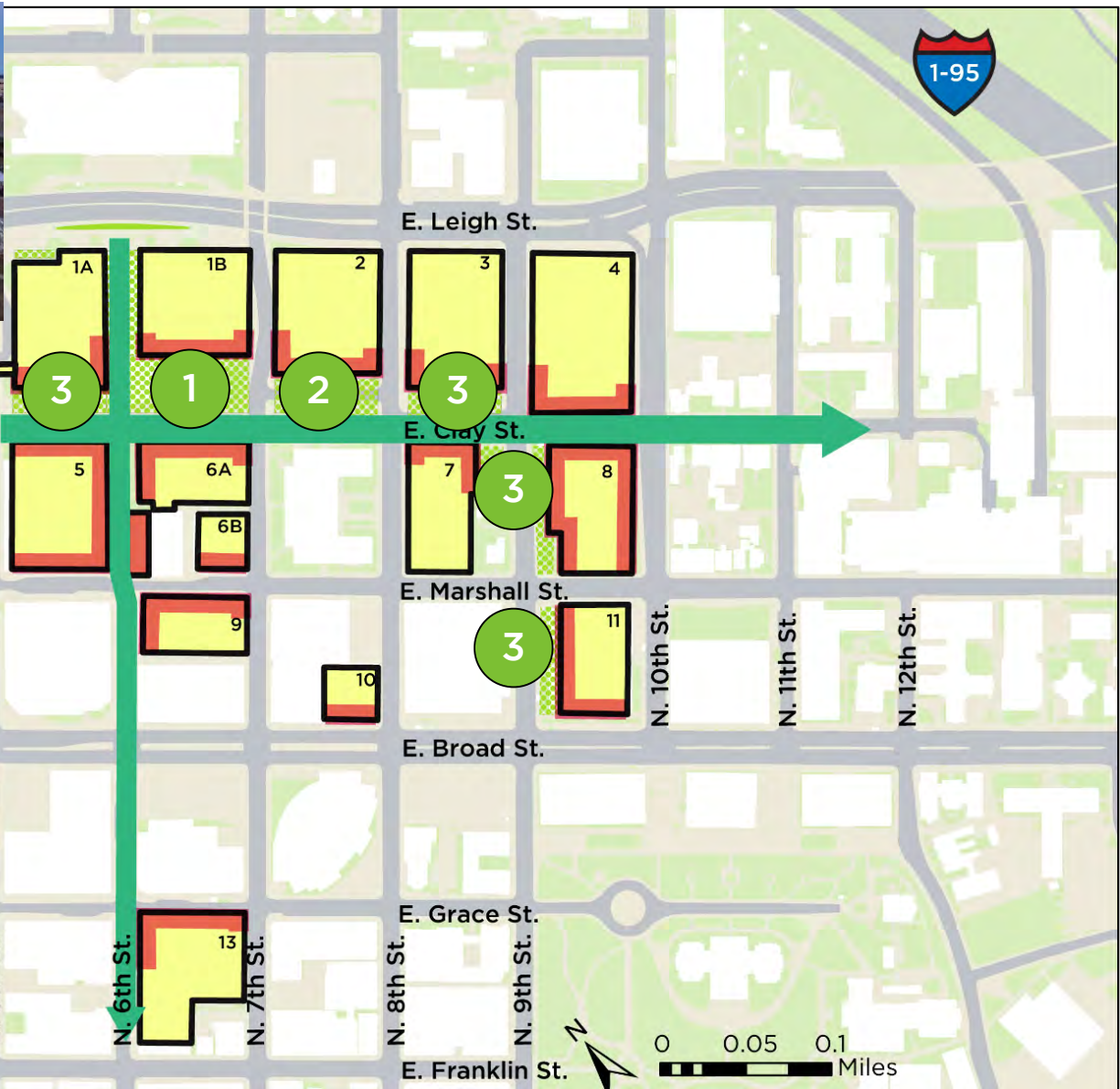
# High-Quality Places: Open Space



1 Large Signature Open Space



2 Linear Open Space



- New Development
- Activated Groundfloor
- Proposed Park/Plaza
- Festival Streetscape



3 Small Open Space

# Multi-use Main Public Space

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**Everyday**



**Outdoor Movie Night**



# Multi-use Main Public Space



**Ice Rink**



**Art Festival**



# Multi-use Main Public Space



**Outdoor Performance / Concert**



**Yoga / Exercise Class**



# High-Quality Places: Urban Design

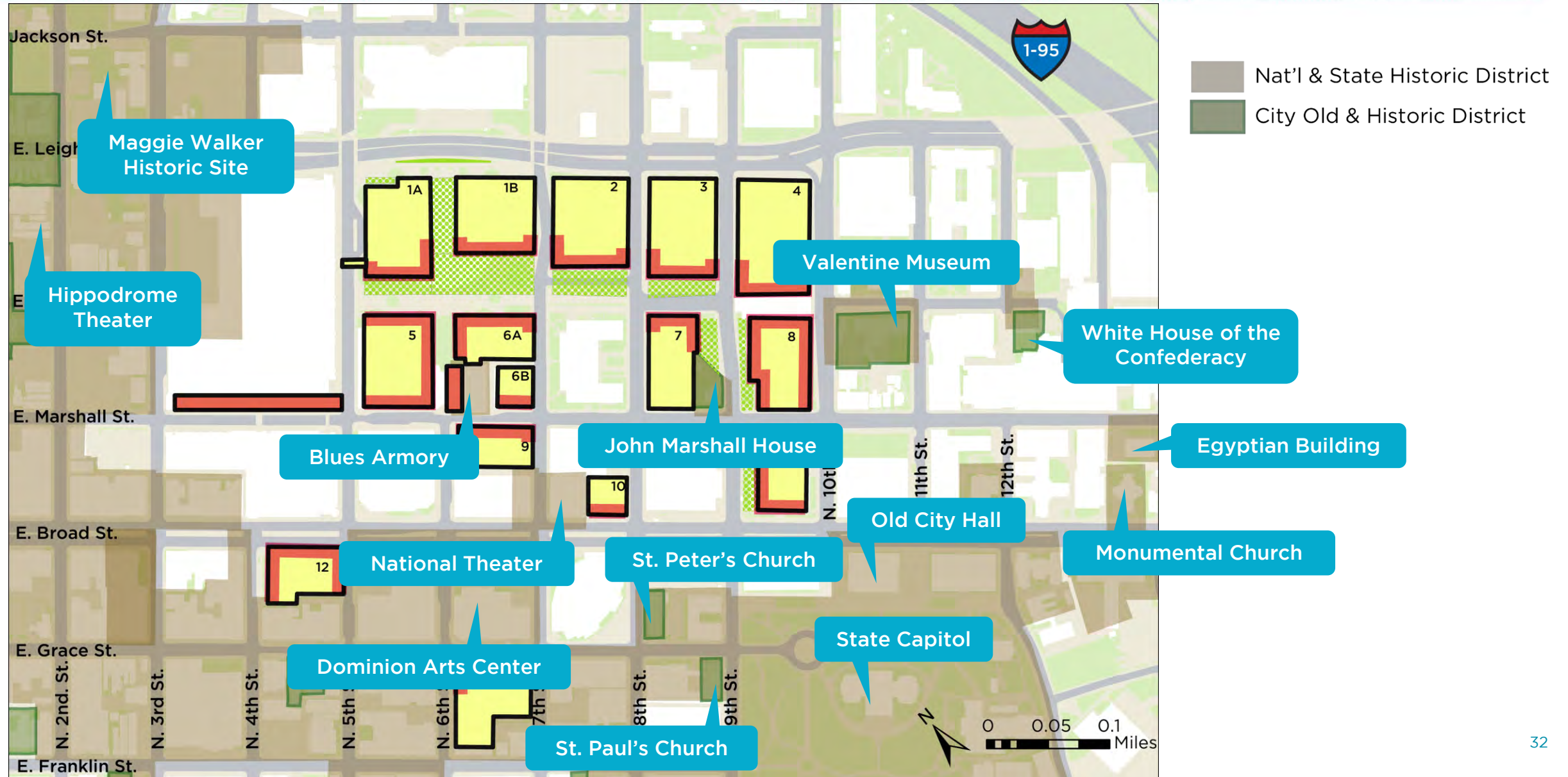
Rendering of  
north side of E.  
Clay St. between  
N. 8<sup>th</sup> and N. 9<sup>th</sup>  
Streets



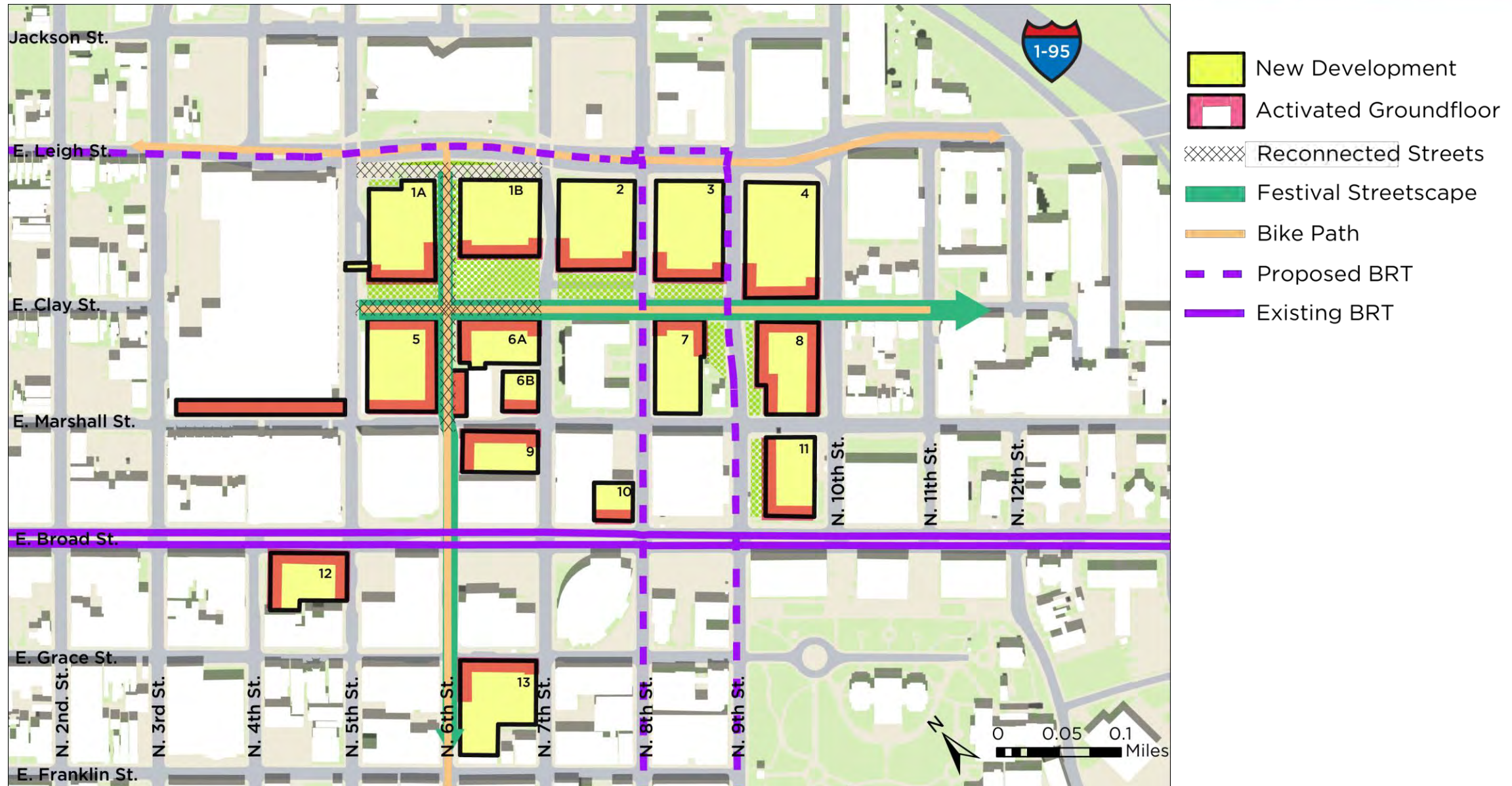
Today



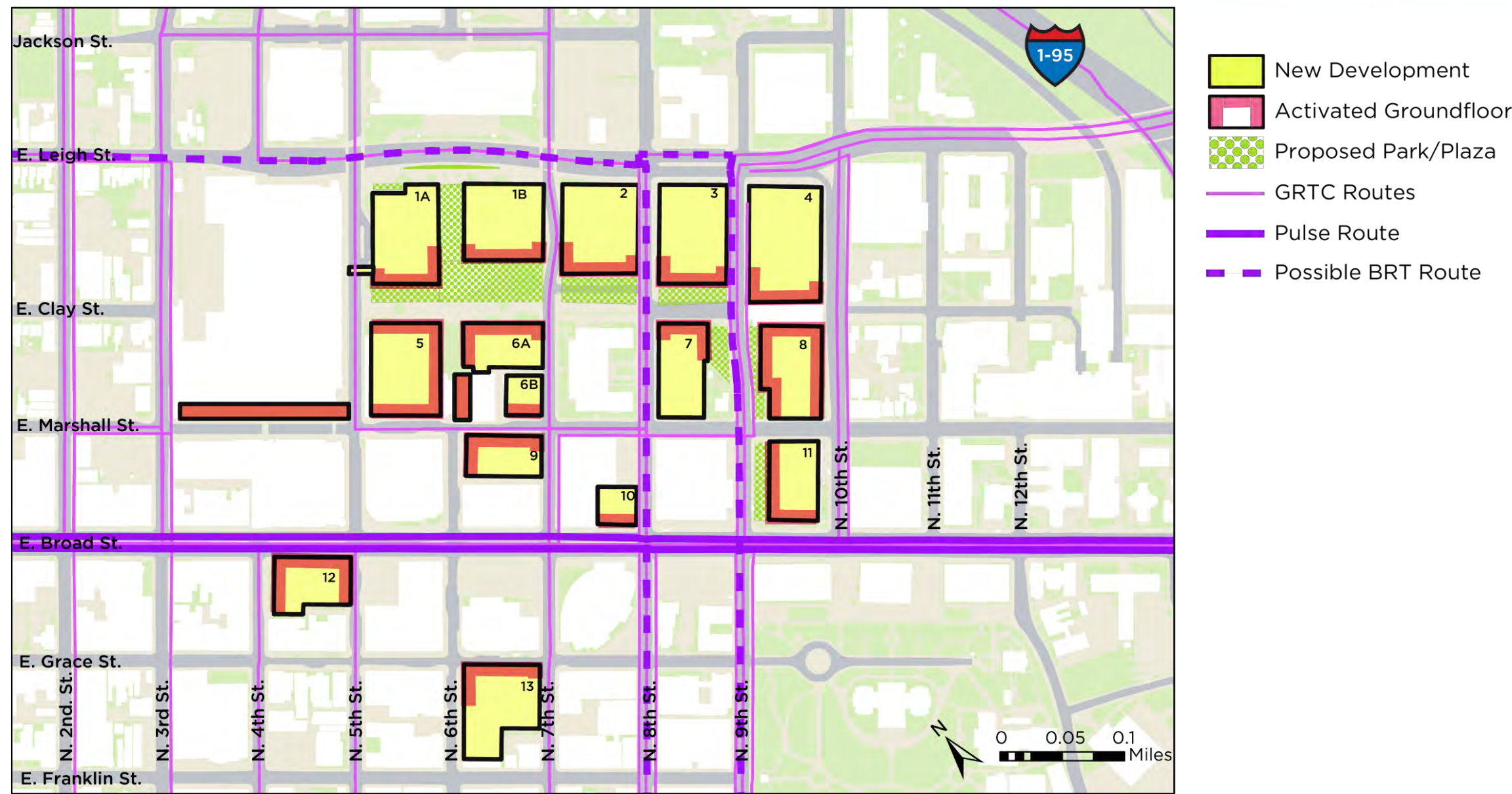
# High-Quality Places: Historic Preservation



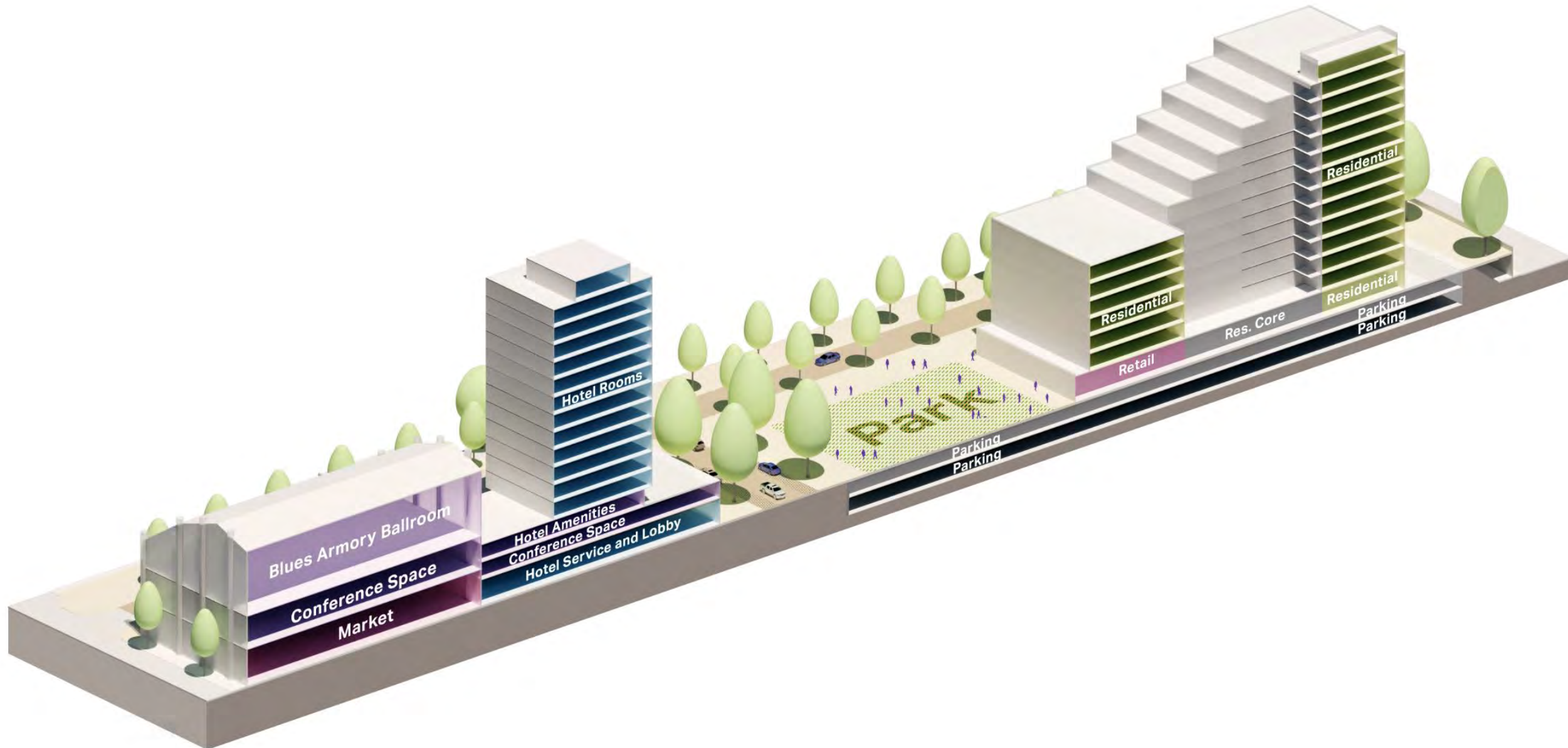
# Equitable Transportation: Bike, Pedestrian, and Street Grid



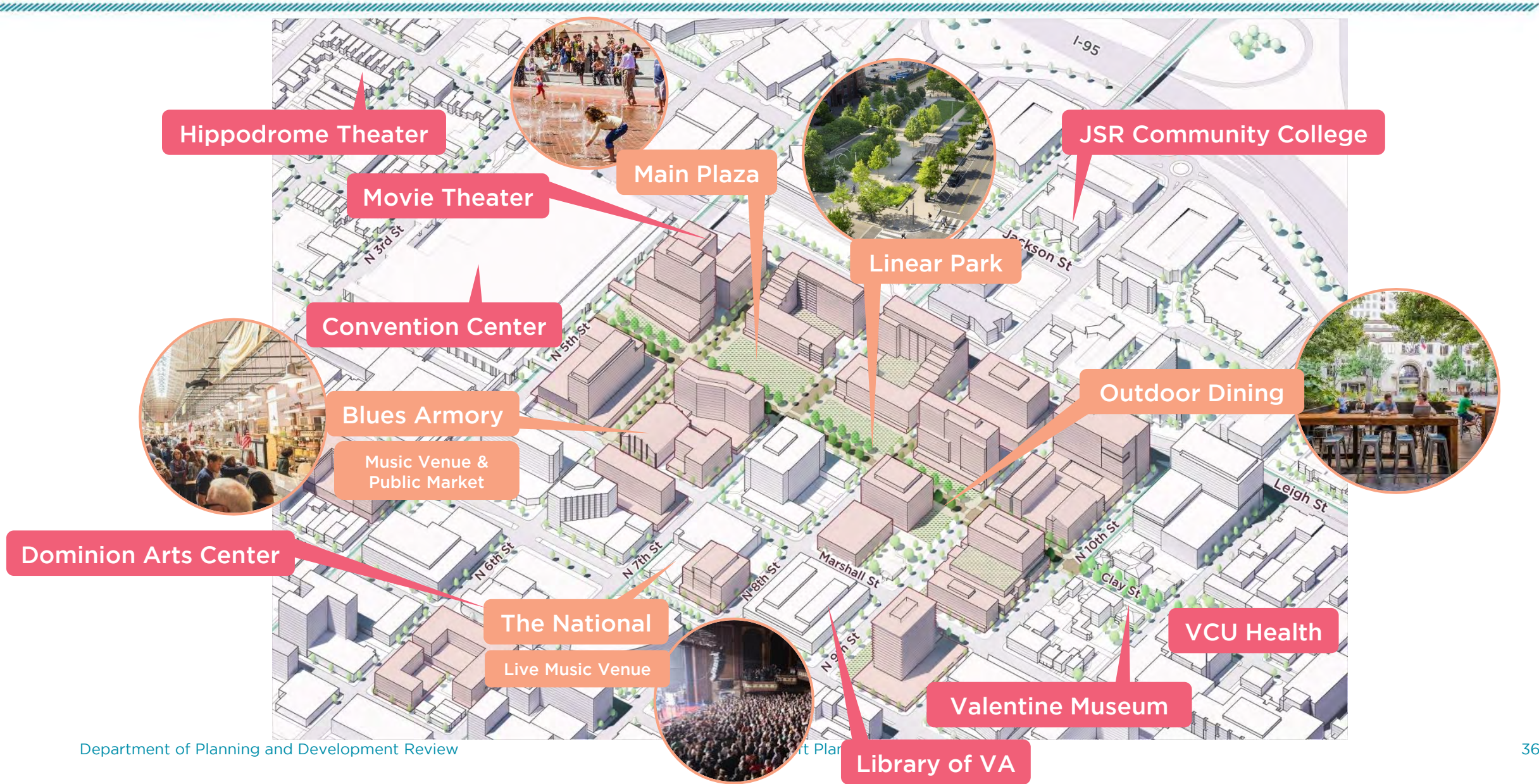
# Equitable Transportation: Transit



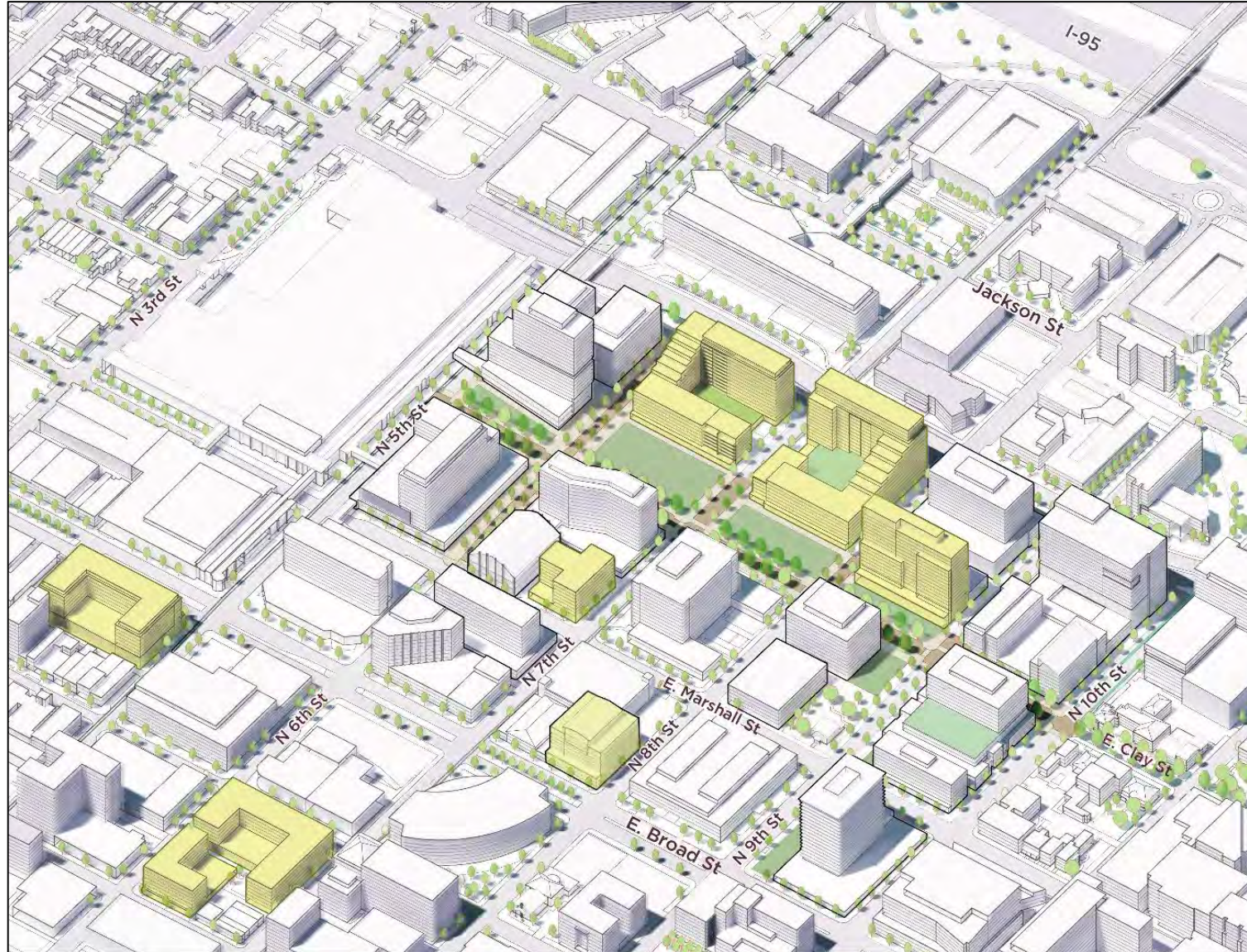
# Equitable Transportation: Parking



# Diverse Economy



# Inclusive Housing



Potential Residential



*Converted Theater Apts., Queens*



*Mixed-Use Apts., DC*

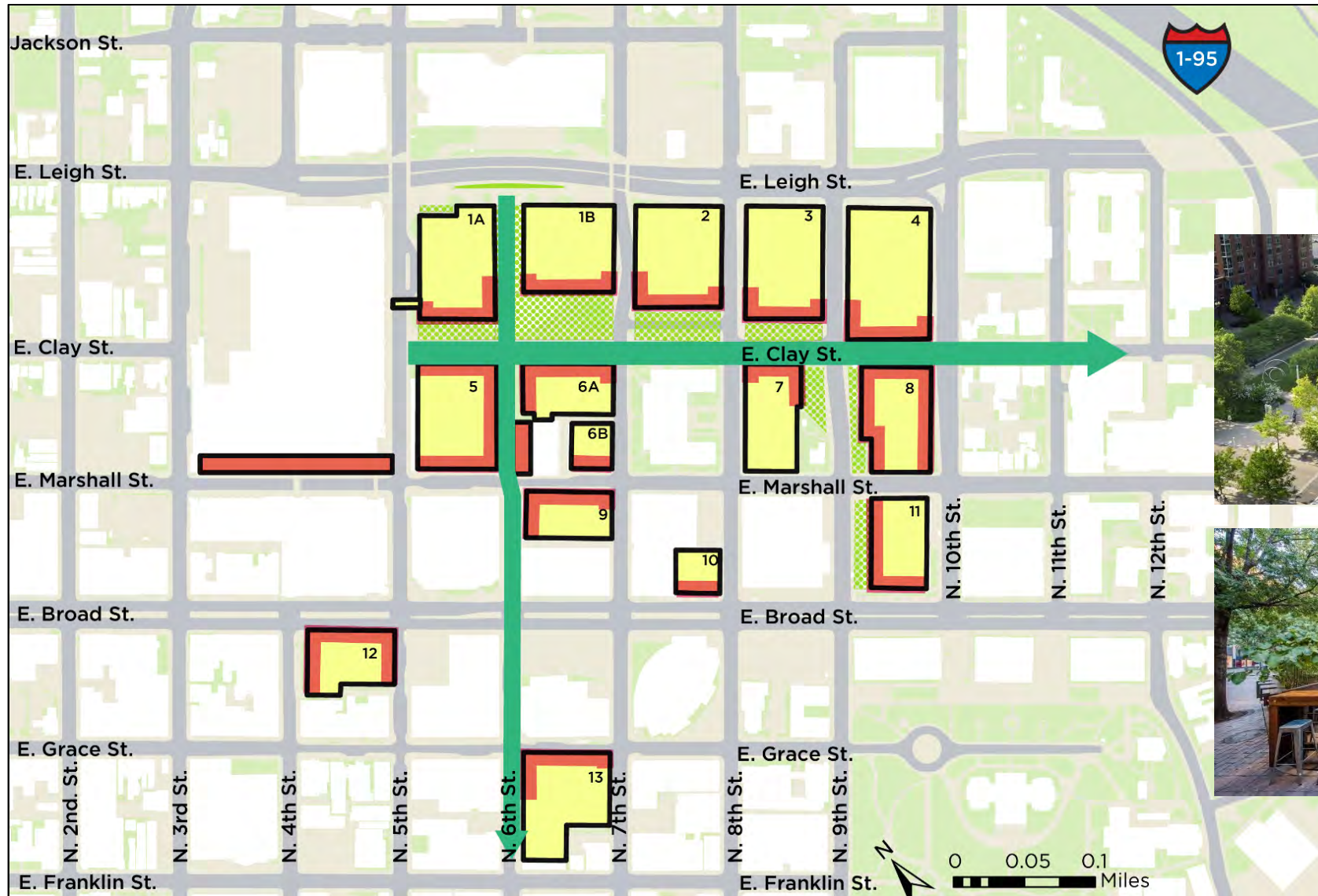



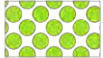

*Mixed-Use Apts., Amsterdam*



*Mixed-Use Fire Station/Apts., DC*

# Thriving Environment



-  New Development
-  Activated Groundfloor
-  Proposed Park/Plaza
-  Festival Streetscape



# Implementation: Phasing



- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5

# Implementation: Equitable Development Benefits

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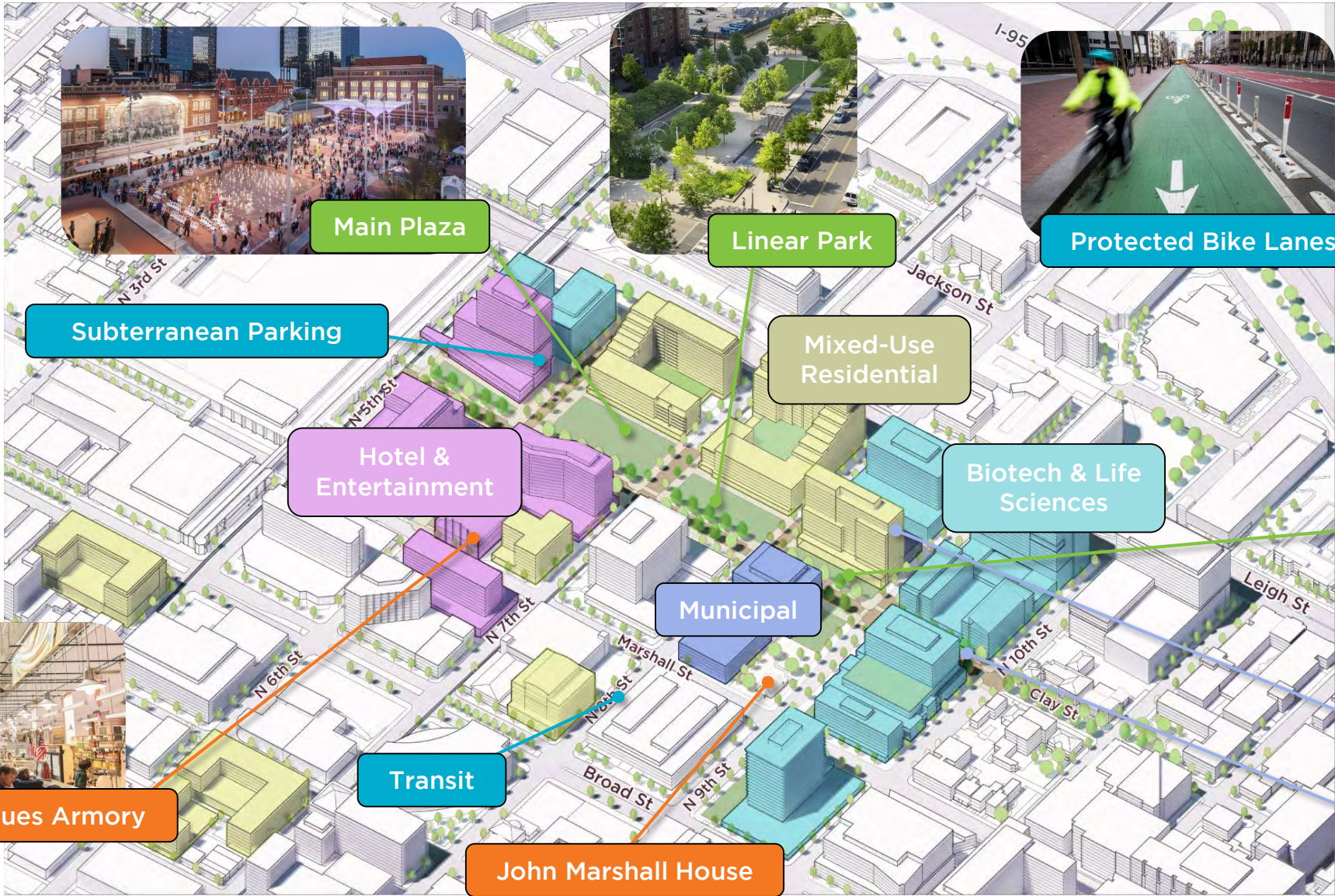
- **Housing:** At least 20% of all units built should be affordable to people earning at or below 60% AMI and offer rental and owner options
- **Employment:** Worker benefits & workforce development
- **Business Participation:** Minority business enterprise participation
- **Ownership & Wealth Creation:** Community wealth building fund & affordable housing
- **Site & Building Design:** Energy-efficiency & minimizing urban heat island effect
- **Transportation & Public Realm:** Non-car network & parking
- **Municipal:** New City Hall, fire station, and High School

# Investment

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# Day in 2030



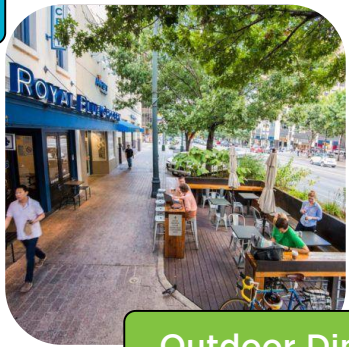
Main Plaza



Linear Park



Protected Bike Lanes



Outdoor Dining



Fire Station



High School



Blues Armory



Subterranean Parking



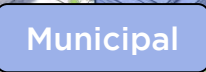
Hotel & Entertainment



Mixed-Use Residential



Biotech & Life Sciences



Municipal



Transit

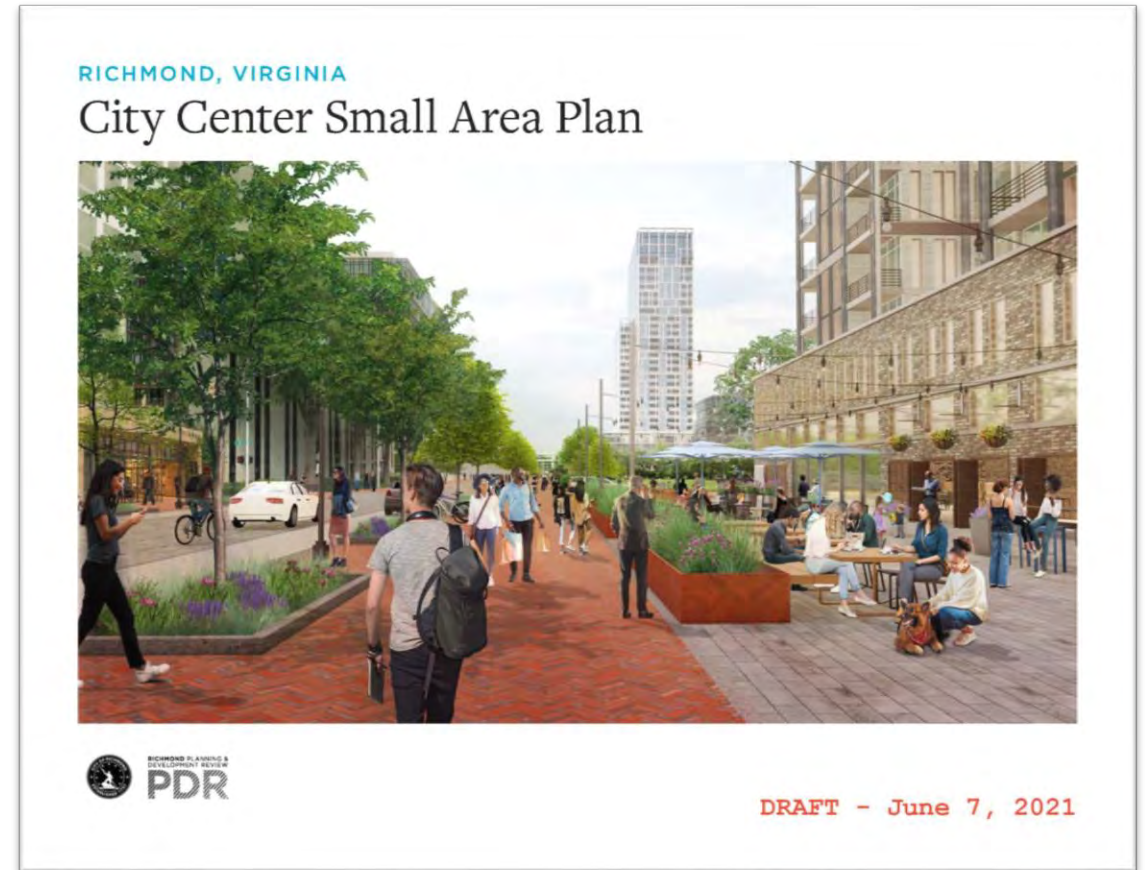


John Marshall House

# Draft Plan Comment Period (June 8 – July 12)

Please provide comments on the draft Plan by:

- Turning in your comment form (printed copy or Survey Monkey)  
<https://www.surveymonkey.com/r/rvacitycenter>
- Providing comments on the interactive PDF  
<https://richmond.konveio.com/city-center-small-area-plan-draft>
- Emailing comments to  
[richmond300@richmondgov.com](mailto:richmond300@richmondgov.com)



The draft Plan PDF is available at:

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# Questions?

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804-646-6348

