



Jackson Ward Historic District

# RICHMOND CULTURAL RESOURCE MANAGEMENT PLAN

Prepared By

October 16, 2023







# Commonwealth Preservation Group

Carver Residential Historic District

Established 2004

Small, Micro, Woman, and Minority-owned business

Full service historic preservation consulting firm

Located in Norfolk, Virginia

Projects throughout the Southeast and Mid-Atlantic Region







# Project Team

Ginter Park Terrace Historic District



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Principal



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Project Manager



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Research & Data  
Analysis



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Project  
Administration &  
Community  
Engagement







# Project Goals

Broad Street Commercial Historic District

## Creation of City-Wide Cultural Resource Management Plan

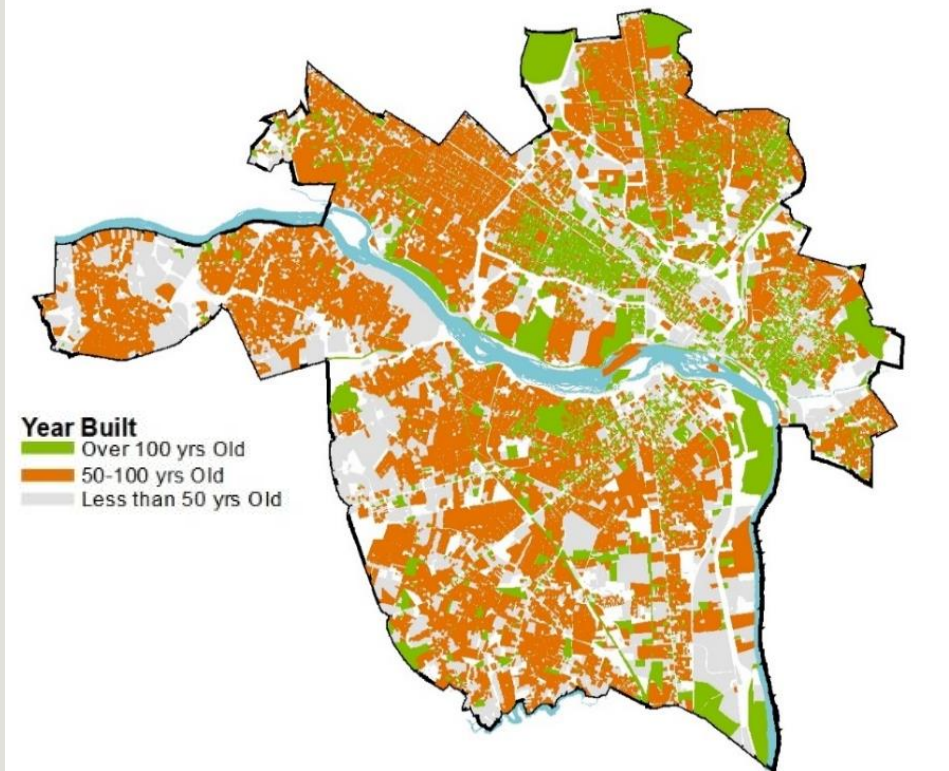
- Enhance City's existing policies, ordinances, & programs
- Design practical strategies and achievable goals that help manage change
- Acknowledge "the role historic preservation plays & will continue to play in shaping the city's urban form and character."

## Fulfillment of Current Vision

- Alignment with Richmond 300
  - Objective 3: Historic Preservation

## Emphasis on Equity & Inclusion

- Identify areas of diversity in City's cultural resources
  - Provide approaches to highlight underrepresented groups



Courtesy of City of Richmond Planning & Preservation Department







# Key Terms

**Preservation:** Stewardship of historic buildings, sites, places, neighborhoods, and community assets

**Cultural Resource:** A broad term that refers to a variety of historic assets within a community

**Historic:** Typically refers to a place, building, object, district, or site that is more than 50 years old

**Survey:** A review of cultural resources located within a specified area and typically focuses on architectural or archaeological resources.

**Internal Stakeholder:** Those who are directly tied to city government such as staff, leadership, elected, and appointed officials

**External Stakeholder:** Organizations, community leaders, residents, and businesses not tied to City government that have a stake in the outcome of the plan and process.

Hermitage Road Warehouse Historic District





# What is a cultural resource?

James River & Kanawha Canal Historic District

Cultural resources encompass a broad range of historic assets in a community:

- Physical/tangible:
  - Buildings
  - Objects (memorials, markers, works of art)
  - Neighborhoods
  - Parks/Landscapes
  - Archaeological sites and cemeteries
- Intangible
  - Communities
  - Lost resources (demolished, moved)
  - Oral history
  - Community history/character/identity



Shockoe Hill African Burying Ground Historical Marker Unveiling. Courtesy of Historic Richmond





# Preliminary Outline

Streetcar Suburbs in Northern Richmond



Chapter 1 – Introduction



Chapter 2 – Context for Preservation  
Planning in Richmond



Chapter 3 – Community Vision &  
Guiding Principles



Chapter 4 – Goals / Actions /  
Implementation Guide



Chapter 5 – Survey & Risk Planning



Chapter 6 – Internal Partnerships



Chapter 7 – External Partnerships



**SCAN ME**

*For a more detailed  
outline of the Plan,  
scan the QR Code  
Above*





# Project Scope – Phase 1

East Franklin Street Historic District

## Original Phase 1 Deliverables

- Research, risk assessment, analysis of previous survey and preservation work
- Conduct targeted stakeholder engagement & analysis
- Community-wide public engagement meetings & survey
- Prepare draft sections of the plan:
  - Executive summary and outline
  - Community outreach and engagement
  - Summary of past preservation efforts
  - Survey recommendations
  - Risk planning recommendations



**Historic Preservation is Objective 3 of the Richmond 300 Plan within the "High-Quality Places" Topic Vision**

Courtesy of Richmond 300



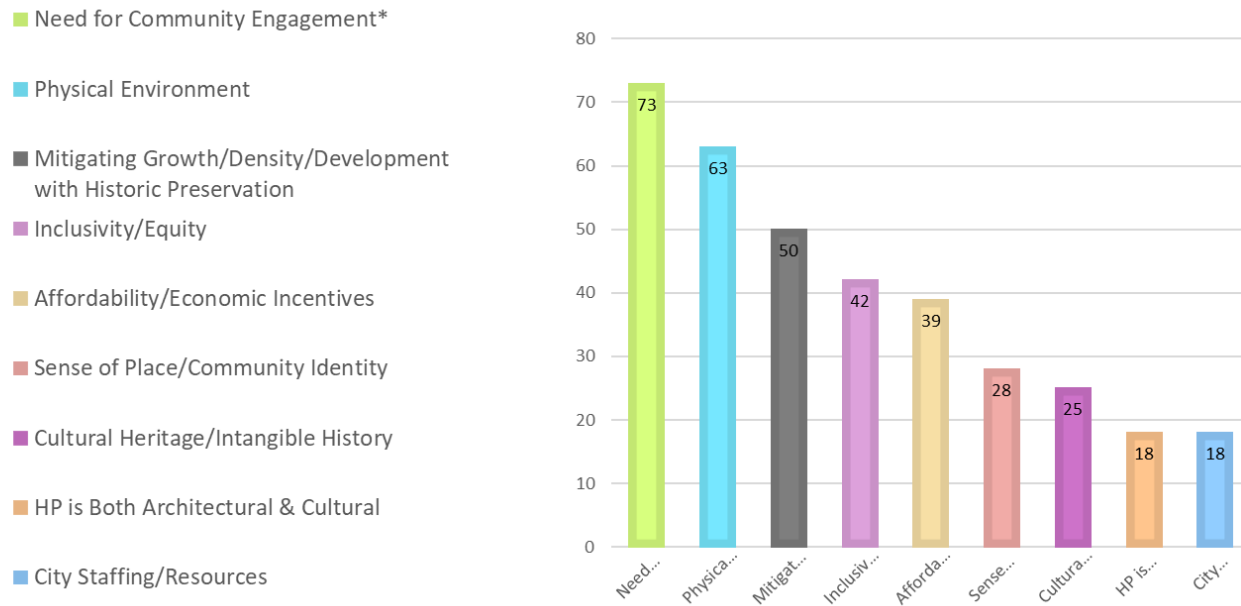




# Project Scope – Phase 1

Grace Street Commercial Historic District

THEMES ACROSS ALL QUESTIONS: ROUND 1



## Updated Phase 1 Deliverables

- Conducted expanded stakeholder engagement & analysis
- Analyzed existing programs & documents
- Prepared draft sections of the plan:
  - Executive summary and preliminary outline
  - Stakeholder input summary and analysis
- Prepared recommendations for Phase 2
  - Community engagement & questionnaire
  - Schedule
  - Advisory committee







# Stakeholder Engagement

Shockoe Hill Burying Ground

## Round 1: Internal Stakeholders

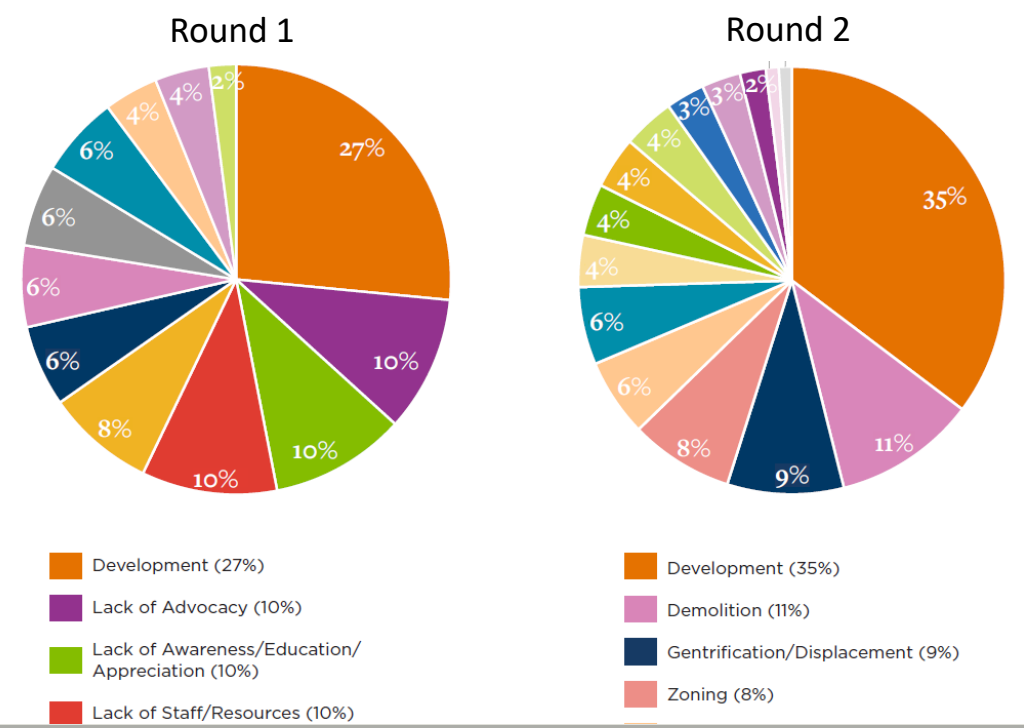
- City staff, leadership, elected & appointed officials
- Advisory committee

## Round 2: External Stakeholder

- Community leaders
- Staff and board of related organizations
- Recommended by past interviewees

Total number of individual or small group interviews: 48

What threatens cultural and/or historic assets in the community?

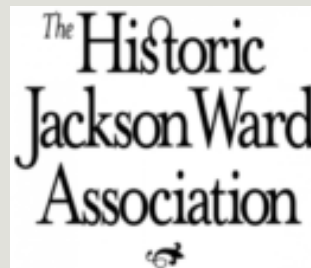






# Sample of Organizations Reached in Phase 1

Oakwood-Chimborazo Historic District







Forest Hill Historic District

# Stakeholder Input Analysis

Round 1 Theme	Round 2 Corresponding Sub-Themes	
<b>Community Engagement</b>	Engagement (41%)	<b>Density &amp; Development Pressures</b>
	Word Choice and/or Focus of Historic Preservation (18%)	Threats (40%)
	Collaboration (15%)	Development (22%)
	Education (13%)	Housing (16%)
	Community Organizations (9%)	Gentrification (7%)
	Digital Resources (2%)	Density (5%)
	Access (1%)	Demolition (5%)
<b>Cultural Landscape &amp; Built Environment</b>	Place (26%)	Threatened Resources (3%)
	Neighborhoods (15%)	Incentives (2%)
	Historic Resources (15%)	<b>Inclusivity/Equity</b>
	Community (14%)	Interpreting History (47%)
	Character (12%)	Acknowledge Resources (21%)
	Guidelines (9%)	Underrepresented History (18%)
	Old & Historic Districts (6%)	Diversity (6%)
	Natural Resources (2%)	Identity (4%)
	Opportunities (1%)	Arts & Culture (3%)
		Archaeology (1%)
	<b>City Staffing/Resources</b>	
	Planning (50%)	
	City Resources (29%)	
	Boards & Committees (17%)	
	Code Enforcement (4%)	

## Key Takeaways

- Focus was not just on physical buildings, but also intangible assets such as character and culture
- Emphasis on equity and inclusion
- Development pressure is the greatest perceived threat to historic resources
- Protections for community character that are not cost-prohibitive
- Complex relationship between housing affordability, growth, and preservation







# Phase 2 Community Engagement

Byrd Park Court Historic District

## Public Meetings & City Planning Commission Meetings

- At key milestones in the project

## Survey

- Online & hardcopies available October 16 – November 13, 2023

## Community Engagement Activities

- Two initial public meetings (virtual & hybrid)
- Youth engagement activity
- Open house in early 2024





# Project Schedule

Highland Park Plaza Historic District

## OCTOBER- DECEMBER

- **Community Engagement Activities**
- Advisory Committee Outreach
- **Community Survey**
- Analysis of Community Engagement
- Research

## JANUARY- FEBRUARY

- Develop Summary of Public Engagement
- Prepare Detailed Outline of Plan
- **Open House**
- Advisory Committee Meeting
- **Public Meeting & City Planning Commission Presentation**

## MARCH- MAY

- Content Development for 1<sup>st</sup> Draft of Plan

## JUNE-AUGUST

- Draft Review & Revision Cycle
- **Public Meeting & City Planning Commission Presentation**

## SEPTEMBER- DECEMBER

- Final Draft Development
- **Final Presentations**
- Council Adoption





# Questions



Hermitage Road Historic District



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