



# City of Richmond Cultural Heritage Stewardship Plan

## Public Input Survey Summary by:



COMMONWEALTH  
PRESERVATION GROUP

The **Cultural Heritage Stewardship Plan** Public Input Survey was open and available online to the public from October 16 to November 20, 2023.

**409 participants** submitted survey responses; however, since no questions were “required,” some questions were skipped by participants. The following document summarizes the responses provided for each question in the survey.



*Broad Street Historic District, Calder Loth, 2020*

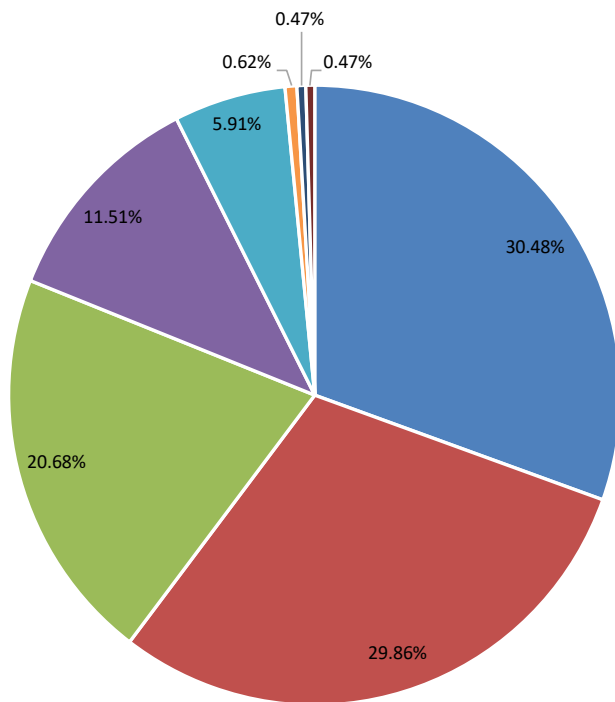


*Union Hill Historic District, Calder Loth, 2021*

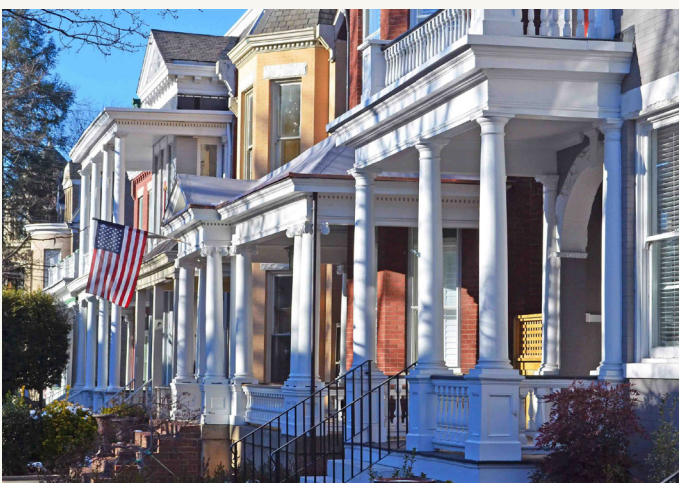
# 1. What is your favorite place to visit in Richmond?

Participants were asked to write-in their favorite place to visit in Richmond; the consultant then identified and grouped similar responses, resulting in the categories below. The top 3 favorite places to visit in Richmond that participants identified were related to:

- a. Parks / Nature
- b. Neighborhoods / District Areas
- c. Specific Historic Buildings / Sites



- Parks / Nature (30.48%)
- Neighborhood / Areas (29.86%)
- Historic Buildings / Sites (20.68%)
- Museums (11.51%)
- Cemeteries (5.91%)
- Other Places (0.62%)
- Organizations (0.47%)
- Other Comments (0.47%)



Fan Area Historic District, Calder Loth, 2018



William Byrd Park, Calder Loth, 2020



**2. a) Which of the images above show historic buildings, sites, or places AND b) Which of the buildings, sites, or places above are worthy of protection/preservation?**

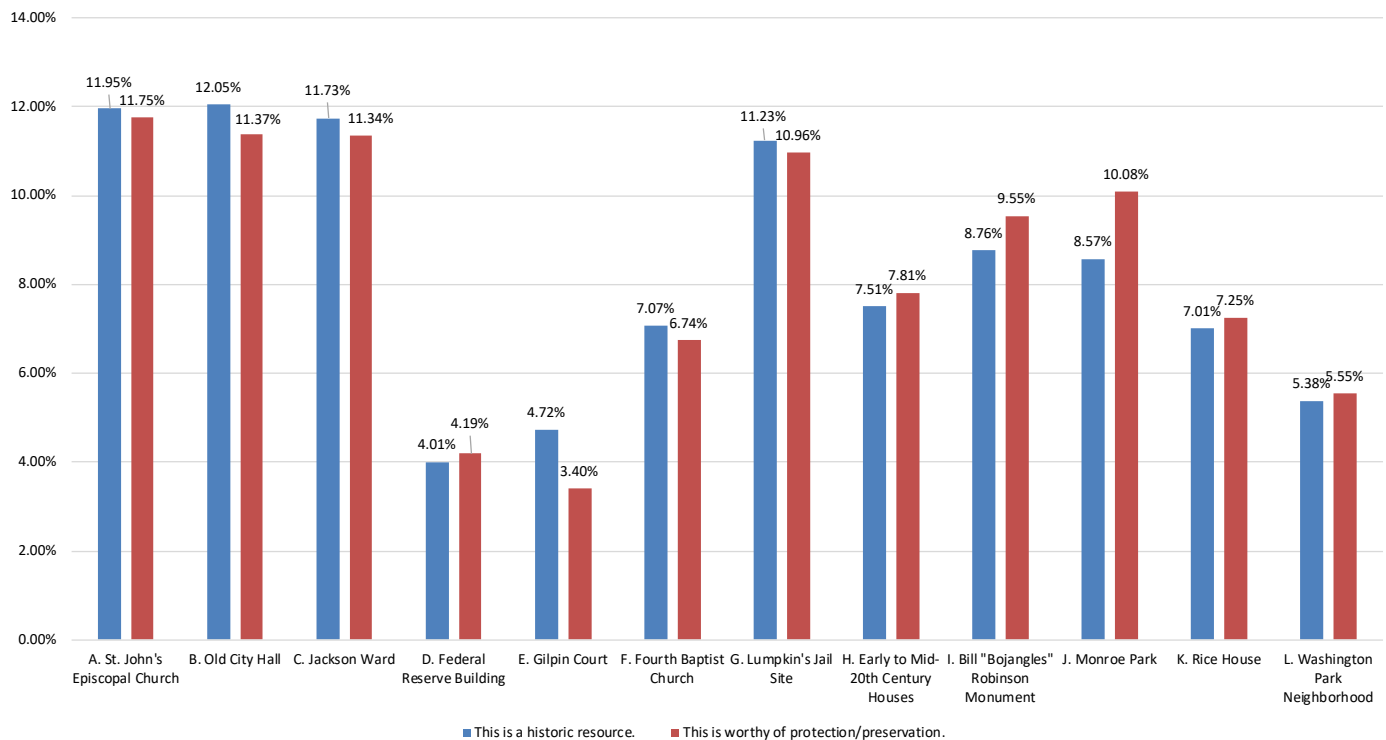
Participants were given 12 images and asked two different, but related, questions. Participants could select as many images as they felt applicable for both questions. Responses to the two questions were generally similar; however, the following resources were identified as worthy of protection/preservation more frequently than they were identified as historic. The largest gaps were seen in Monroe Park and the Bill “Bojangles” Robinson Monument, which are more closely tied to culture and parks/open space – both priorities in other areas of the survey.

- a. Monroe Park
- b. Bill “Bojangles” Robinson Monument
- c. Early to Mid-20th Century Houses
- d. Rice House
- e. Federal Reserve Building
- f. Washington Park Neighborhood



Monroe Park Historic District. Calder Loth, 2015

Which of the following are historic resources, and which are worthy of protection or preservation?



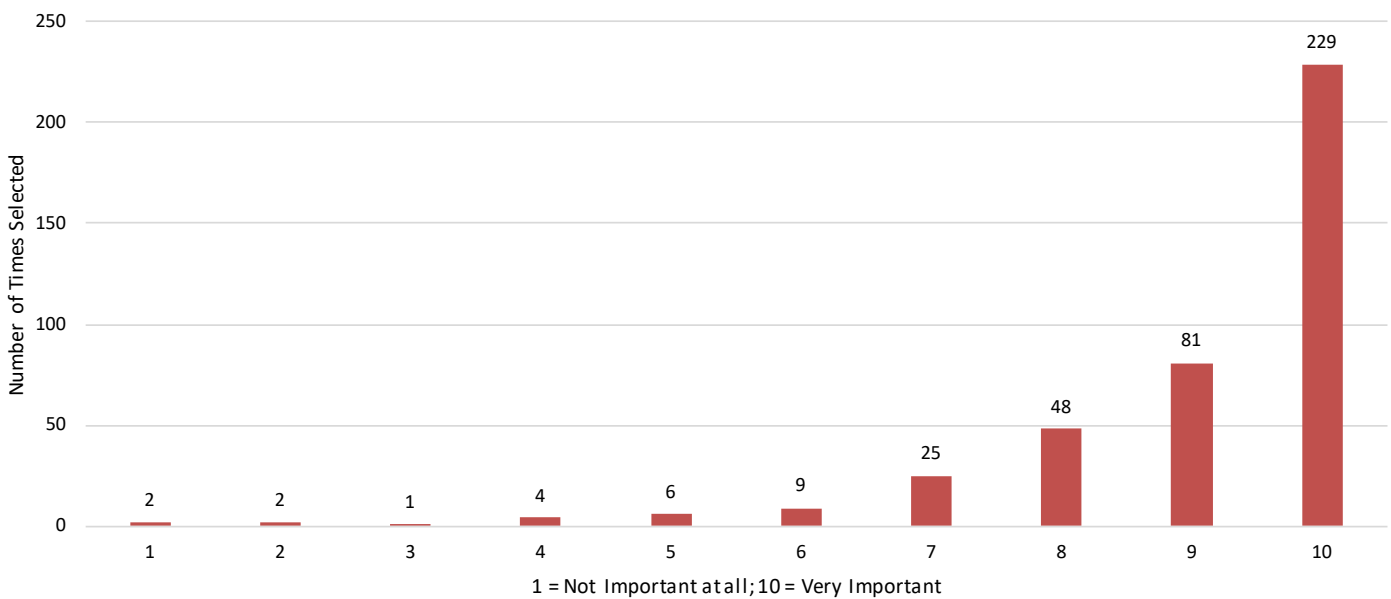
### 3. How important are historic and cultural resources to Richmond Tourism?



Participants were asked to select a ranking between 1-10, with 1 being not important at all and 10 being very important. Overall, respondents indicated that historic and cultural resources are important to Richmond Tourism, suggesting that Richmonders view historic and cultural resources as an existing/potential asset and reason people come to the city.

*Byrd Theater. Courtesy of VHDR*

#### How Important are Historic and Cultural Resources to Richmond Tourism?



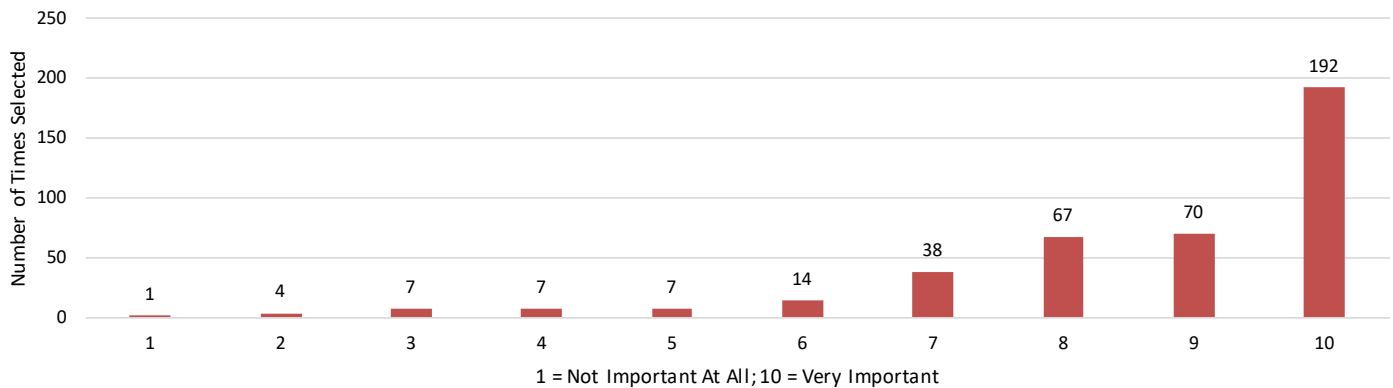
## 4. How important are historic and cultural resources for Richmond's growth and economic development?

Participants were again asked to select a ranking between 1-10, with 1 being not important at all and 10 being very important. Participants largely indicated that historic and cultural resources are important to Richmond's growth and economic development. These results align with stakeholder interview responses which expressed the value Richmonders place on the unique character, identity, and sense of place in Richmond, crediting the growth of the city largely to its historic character.



West Broad Commercial and Industrial Historic District. Calder Loth, 2021

### How important are historic and cultural resources for Richmond's growth and economic development?



## 5. How should Richmond prioritize the following when developing historic preservation planning initiatives?

Participants were provided with the list of 9 historic preservation planning initiatives below and asked to rank them (1 being the most important, 9 being the least important). Participants ranked these initiatives in the order shown below in Table 5.1. Based on their average scores, these priorities fell into 3 priority tiers, shown

Rank	Historic Preservation Planning Initiative
1	Designated Historic Landmarks and Districts
2	Places currently or historically associated with African American, Native American, or other underrepresented groups
3	Historic neighborhoods (more than 50 years old)
4	Streetscapes and public open spaces
5	Archaeological sites
6	Cemeteries
7	Oral History
8	Places that have been demolished or that no longer exist
9	Preservation should not be a priority in Richmond

in Table 5.2. Contrary to the responses heard during stakeholder interviews, intangible history areas such as oral history and lost places were identified as lower priorities in the survey responses, possibly due to an imbalance of survey response demographics compared to stakeholder interviews and city demographics.

Historic Preservation Planning Initiative	Average Score
<b>TIER 1: HIGH PRIORITY</b>	
Designated Historic Landmarks and Districts	6.92
Places currently or historically associated with African American, Native American, or other underrepresented groups	6.45
Historic neighborhoods (more than 50 years old)	6.32
<b>TIER 2: AVERAGE/MEDIUM PRIORITY</b>	
Streetscapes and public open spaces	5.87
Archaeological sites	5.49
Cemeteries	5.08
<b>TIER 3: LOW PRIORITY</b>	
Oral History	4.25
Places that have been demolished or that no longer exist	3.20



## 6. How should Richmond prioritize city funding for historic and cultural resources?

Participants were provided with the following 6 funding priorities and asked to rank them (1 being the highest priority, 6 being the lowest). Participants ranked the funding priorities in the order below. While cultural value rose to the top as a clear factor for prioritizing funding, respondents ranked threats, association with marginalized groups, and economic benefits nearly equally. The age of the resource and cost of the project were lower priorities for respondents:

TABLE 6	
Rank	Priorities for Funding
1	Cultural value to the community and visitors
2	Threats to resources such as sea-level-rise/flooding, neglect, development pressure
3	Association with underrepresented groups or minority history
4	Potential economic benefits to the community
5	Age of the resources
6	Cost of the project and/or funding availability



Belle Isle. Calder Loth, 2021



Shockoe Hill African Burying Ground Historic District. Dan Mouer, 2021

## 7. What are the greatest threats to historic resources and/or historic communities in Richmond?

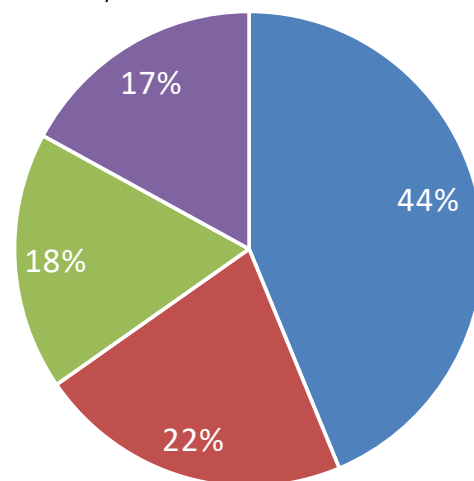
Participants were asked to rank 6 threats from highest to lowest threat (1 being the highest threat); participants ranked threats to historic resources and/or historic communities in Richmond in the following order:

Rank	Threats
1	Development/Density Pressure
2	Demolition by Neglect
3	Gentrification and Housing Affordability
4	City Funding Constraints
5	Lack of readily available information or resources for home owners
6	Natural Disaster and/or Flooding

## 8. How do you view the relationship between housing costs and historic preservation in Richmond?

Participants were asked to select one of the multiple-choice answers provided below; if “other” was selected, participants were asked to provide a write-in explanation. While a large percentage of respondents indicated that preservation assists in providing new or retaining existing housing affordability, overall responses varied. 18% of respondents selected “other,” providing answers categorized into a range of themes that indicated the complexity of the relationship between housing costs and historic preservation (see Table 7.1 on the following page).

- Preservation assists in providing new or retaining existing housing affordability.
- Preservation creates housing affordability issues.
- Other (please describe)
- There is no relationship.





## ***8. How do you view the relationship between housing costs and historic preservation in Richmond? (continued)***

<b>TABLE 8</b>	
<b>Those who selected “other” provided answers relating to the following themes:</b>	<b># of responses</b>
It is a complex relationship	14
Unsure	13
Preservation can both assist in providing new/retain existing housing affordability and create housing affordability issues.	11
Housing costs in Richmond are more impacted by other economic/financial factors.	8
Impact of development on preservation and affordability.	6
Role of financial incentives, investments, and assistance in preservation and housing affordability.	4
Need for socio-economic accessibility in preservation	4
Need for collaboration and balance relating to preservation and affordability.	3
Preservation decreases affordability.	1
Other	5

## ***9. Name one historic and cultural site of significance to underrepresented communities that should be preserved.***

This question was a free-response, write-in question; answers were then organized and repeated responses tallied. **Jackson Ward** and **Lumpkins Jail/Slave Market** were the two most frequently identified historic and cultural sites of significance to underrepresented communities that should be preserved.

The third most frequently provided answer was **“I don’t know”** (or a variation of that), a response that may be reflective of the self-reported demographics of the respondents who were 77% white. As the city continues its efforts to identify places of significance to marginalized and underrepresented communities, direct engagement with and input from those members is crucial and was a point made by several respondents.

## 10. Which of the following initiatives should be priorities in the Cultural Resources Management Plan?

Participants were provided the list of initiatives below and asked to select all that applied. Participant responses fell into three tiers:

**TABLE 10.1**

**TIER 1: HIGH PRIORITY**

Develop incentive programs to assist property owners and preservation of historic buildings with an emphasis on single-family owner-occupied residences.

Create new zoning tools that protect selected aspects of the architectural character of historic neighborhoods such as building size, scale, and set-back from the street.

**TIER 2: AVERAGE/MEDIUM PRIORITY**

Expanding existing or add new local historic districts that review and manage all exterior alterations, new construction, and demolitions.

Provide and/or support educational programming related to the city's history and resources.

Develop interpretive signage for lost resources in the city.

**TIER 3: LOW PRIORITY**

Other (see Table 9.1 below)

**TABLE 10.2**

Those who selected "other" provided answers relating to the following themes:	# of responses
Incentives	7
Enforcement	6
Demolition	5
Housing	5
City Staffing	4
Archaeology	4
Other Priorities	4
Connections and Public Space	4
Preserve, protect, & maintain	4
Development	3
Support & Enable	3
Restore	2

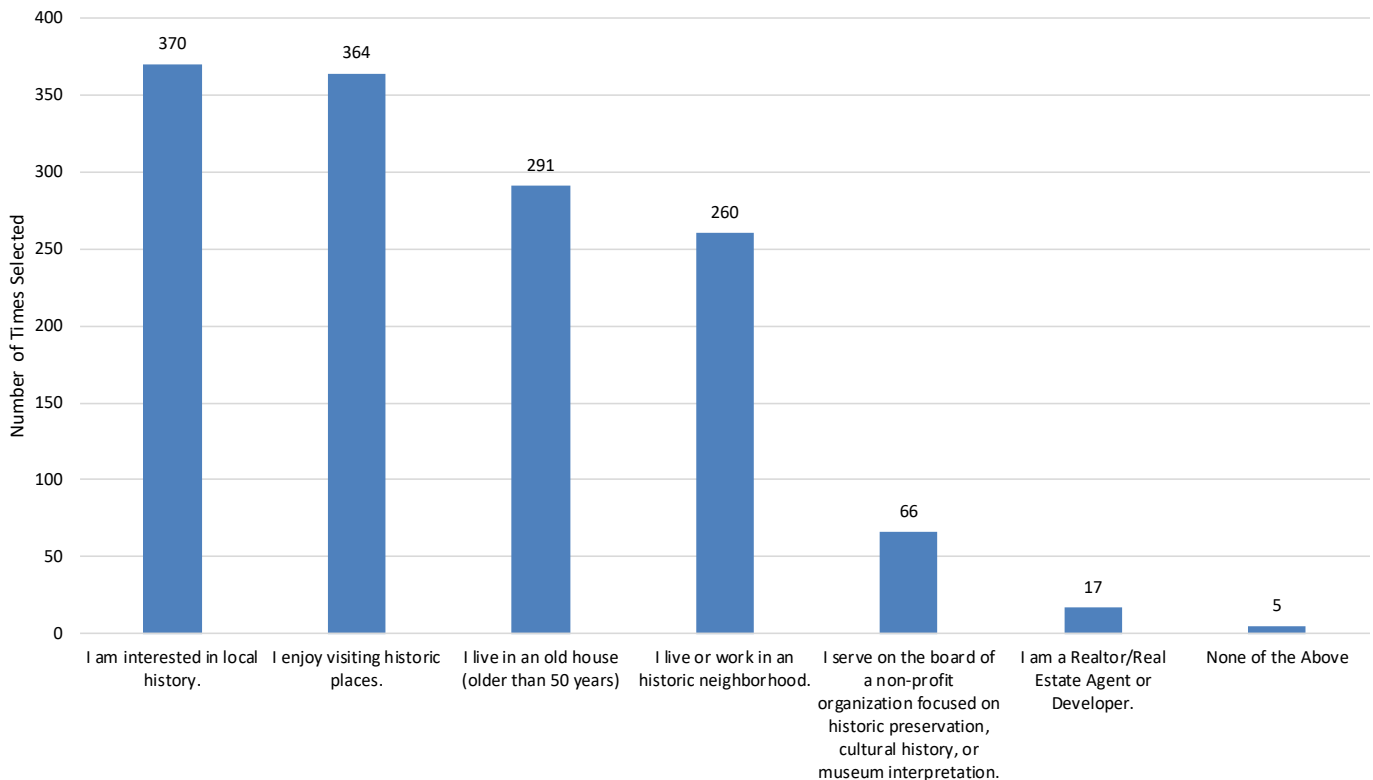


Oakwood-Chimborazo Historic District. Calder Loth, 2021

## 11. Which of the following best describes your past experience with historic places, spaces, or sites in Richmond?

Participants were provided with the list of answer choices below and asked to select one response with which they identified best. Most respondents indicated they were interested in history and/or enjoy visiting historic places, and many live in old houses and/or live or work in an historic neighborhood. This question was designed to help better understand where respondents were coming from, and how much familiarity they have with preservation, museums, or historic resources generally.

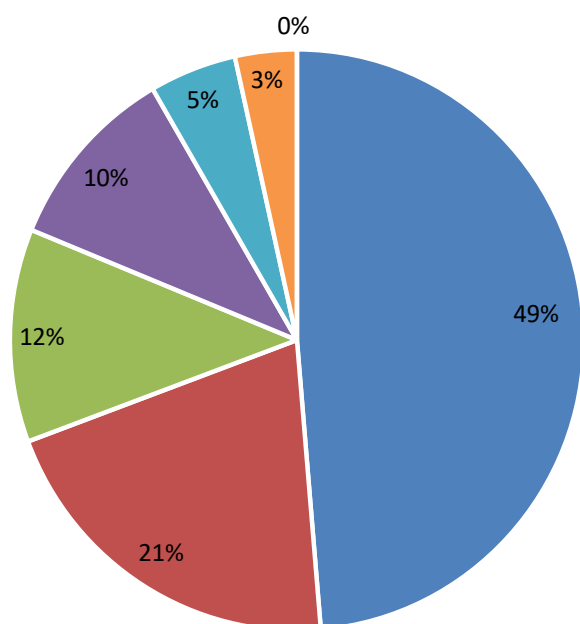
Which of the following best describes your past experience with historic places, spaces, or sites in Richmond?



## 12. How long have you lived in Richmond?

Participants were provided the list of answer options below and asked to select the answer with which they identified best. All of the survey respondents have a direct or frequent relationship with Richmond. The majority of respondents (70%) are long-term residents or natives of Richmond, and 22% live in the greater Richmond area or have lived in Richmond for less than 5 years. 5% visit frequently and/or do business in Richmond, and 3% used to live in Richmond but now live elsewhere.

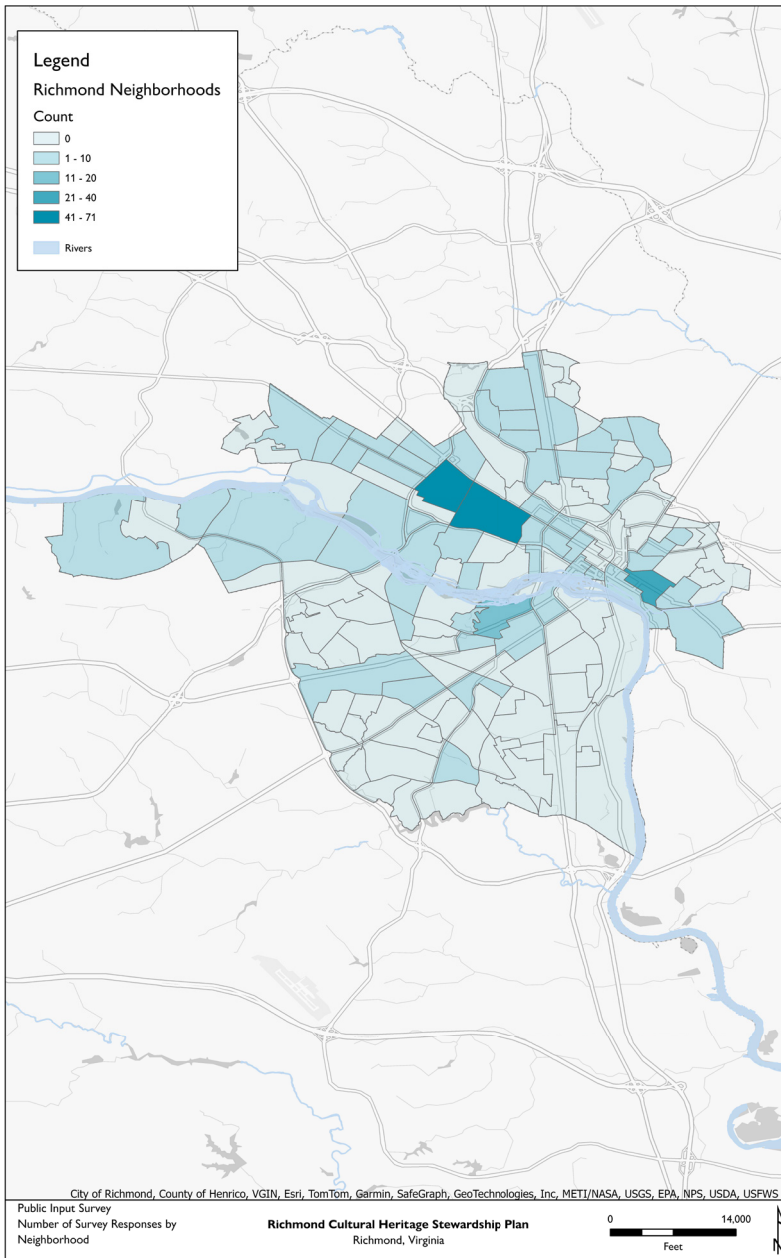
### How long have you lived in Richmond?



- Long-term resident
- I am a Richmond native
- I live in the greater Richmond area
- Less than 5 years
- I don't live in Richmond, but I visit frequently and/or do business there
- I don't live in Richmond, but I used to
- I am a one-time or less frequent visitor of Richmond



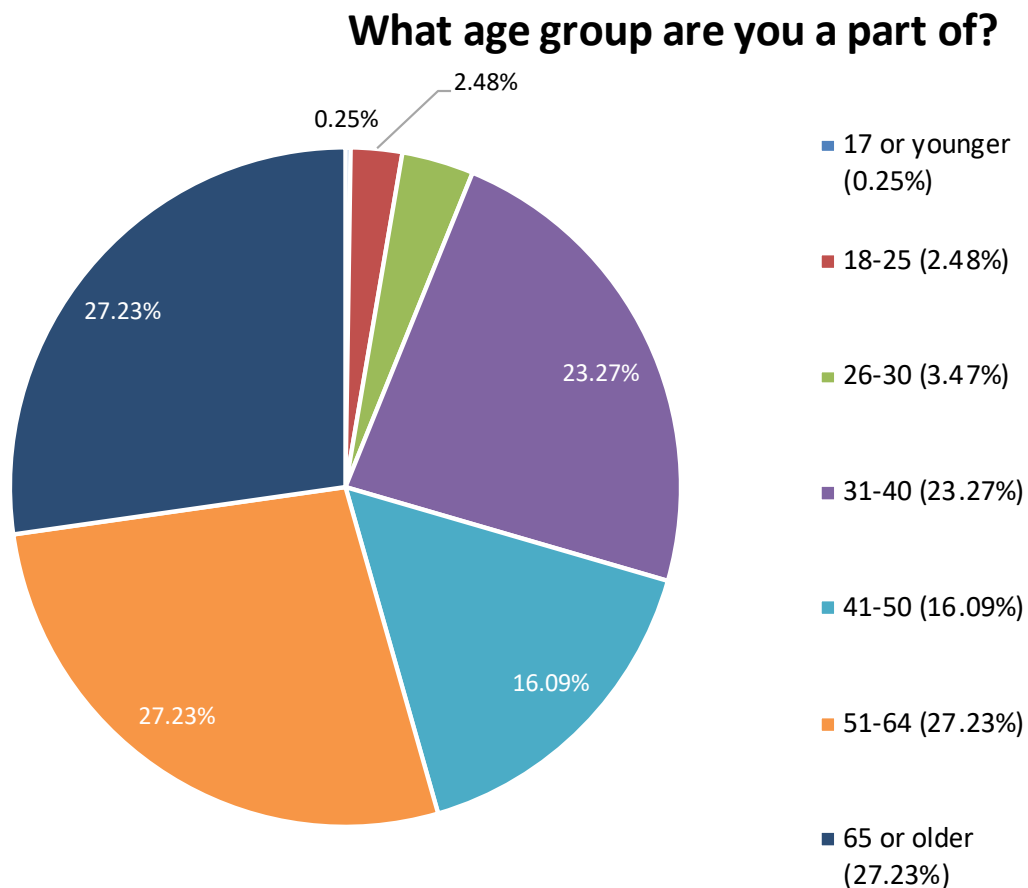
### 13. What neighborhood do you live in?



This question was a free-response, write-in question to help identify the distribution of survey participation. Responses were then compared, sorted into City-identified neighborhoods, tallied, and mapped. Most respondents indicated that they live in a Richmond neighborhood; however, there were a number of responses from respondents living in the counties that compose the Greater Richmond Area, specifically Henrico, Chesterfield, and Hanover (in that order of frequency). A few respondents identified areas in other Virginia cities or counties. Within Richmond, the top three neighborhood areas that respondents identified as living in were The Fan District, Museum District, or Church Hill.

## 14. What age group are you a part of?

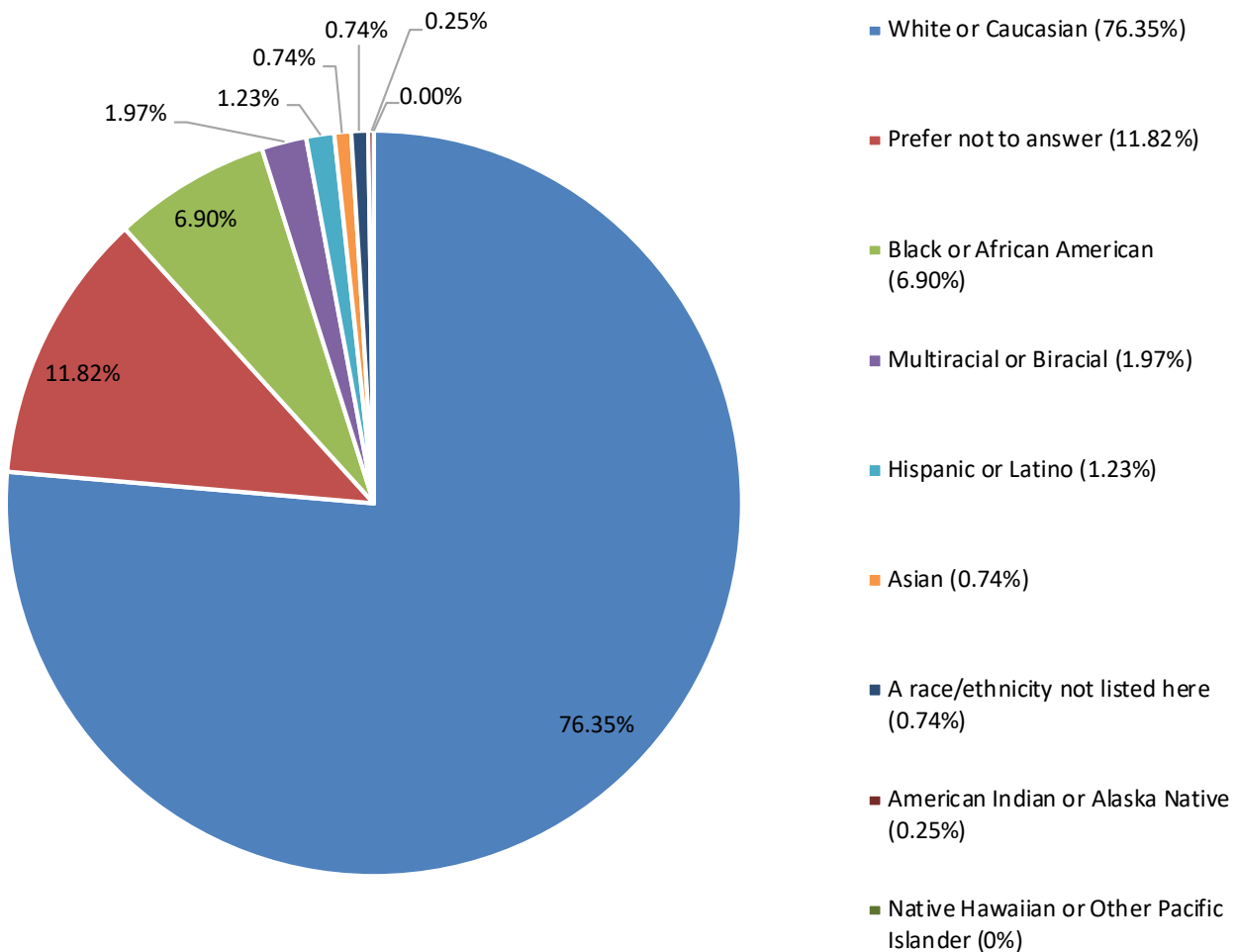
Participants were asked to select the age range they fell within. The majority of respondents were 51 or older, with an even split between the age ranges of 65 or older (27.23%) and 51-64 (27.23%). The next most frequently selected age range was 31-40, followed by 41-50. Although the City's population only consists of 13.8% of residents that are 65 years or older (according to the U.S. Census Bureau), participants aged 65 or older were among the top responders to the survey.



## 15. Which of the following best describes you?

Participants were asked to select the race/ethnicity which best describes them. According to the U.S. Census Bureau, Richmond's White or Caucasian residents account for 44% of its population (an almost equal split with its Black or African American residents); however, 76.35% of survey participants identified as White or Caucasian and only 6.90% identified as Black or African American.

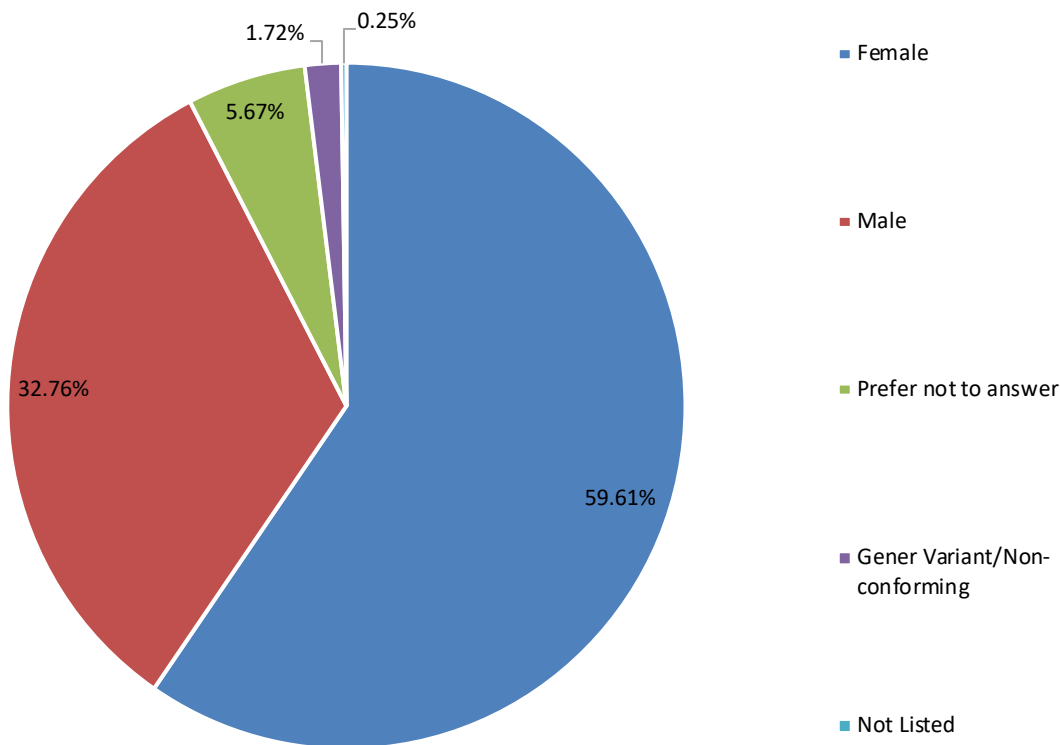
### Which of the following best describes you?



## 16. With which of the following do you most identify?

Participants were asked to select the gender identity with which they most identify. The majority of respondents who answered this question identified as female (59.61%). Although this is reflective of the U.S. Census Bureau data which reports a majority female population in Richmond (52.4%), it should be noted that the U.S. Census collects data based on sex assigned at birth (specified as male and female) rather than gender.<sup>1</sup>

With which of the following do you most identify?



<sup>1</sup>Additional information about how the U.S. Census Bureau collects data relating to sex can be accessed here: <https://www.census.gov/topics/population/age-and-sex/about.html>