

**SHOCKOE
SMALL
AREA
PLAN**



Toward A Unified Vision for Shockoe

Shockoe Small Area Plan

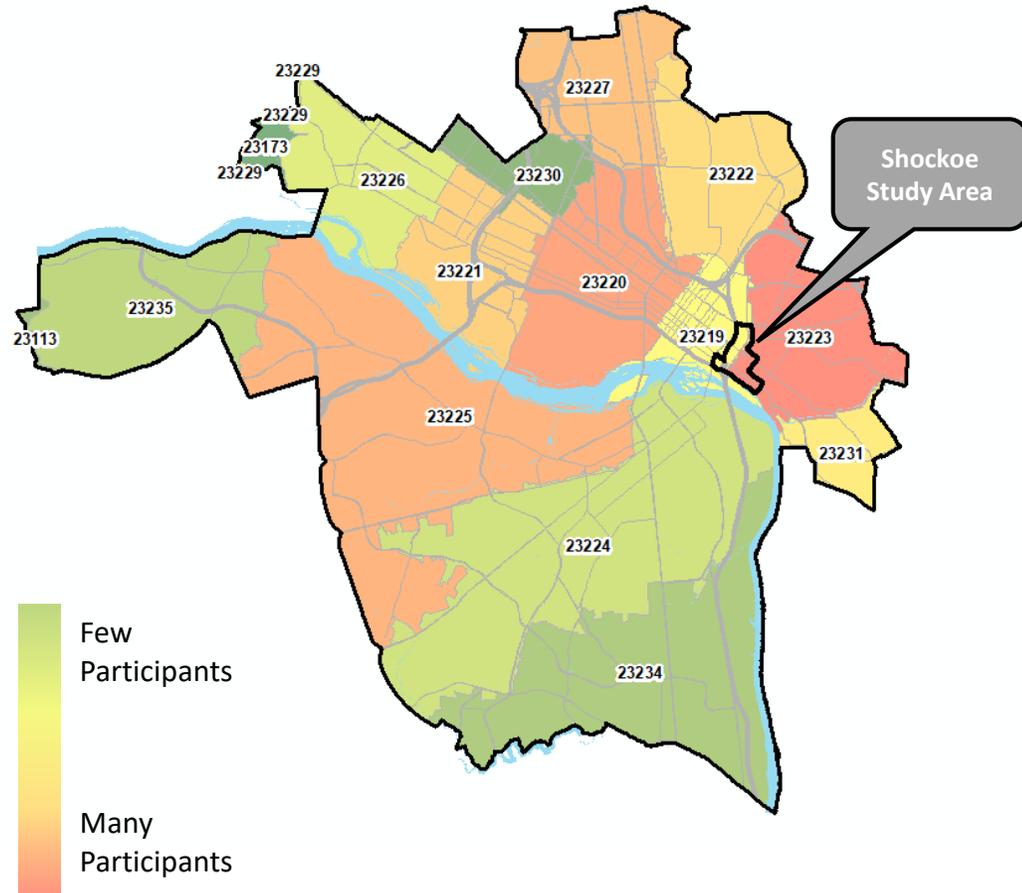
April 15, 2019 Community Meeting #1

Public Input Summary

Community Meeting #1

Participant Location¹

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City of Richmond (208, 81%)		
Zip Code	Count	Percent
23223	73	29%
23220	39	15%
23225	17	7%
23227	15	6%
23221	12	5%
23222	12	5%
23231	10	4%
23219	8	3%
23229	7	3%
23226	6	2%
23224	4	2%
23234	2	1%
23113	2	1%
23230	1	Less than 1%

Outside City of Richmond (30, 12%)		
Location	Count	Percent
North of Study Area (6%)		
Hanover Co	3	2%
Henrico Co	3	2%
Albemarle Co	1	Less than 1%
Arlington	1	Less than 1%
East of Study Area (4%)		
Hanover Co	2	1%
Henrico Co	2	1%
Hampton	1	Less than 1%
Newport News	1	Less than 1%
South of Study Area (1%)		
Chesterfield Co	3	2%
West of Study Area (5%)		
Henrico Co	7	3%
Chesterfield Co	6	2%
Other (16, 6%)		
Not Specified	14	6%
Out of State	2	1%

254 Participants
Over 6500 Pieces
of Data Collected

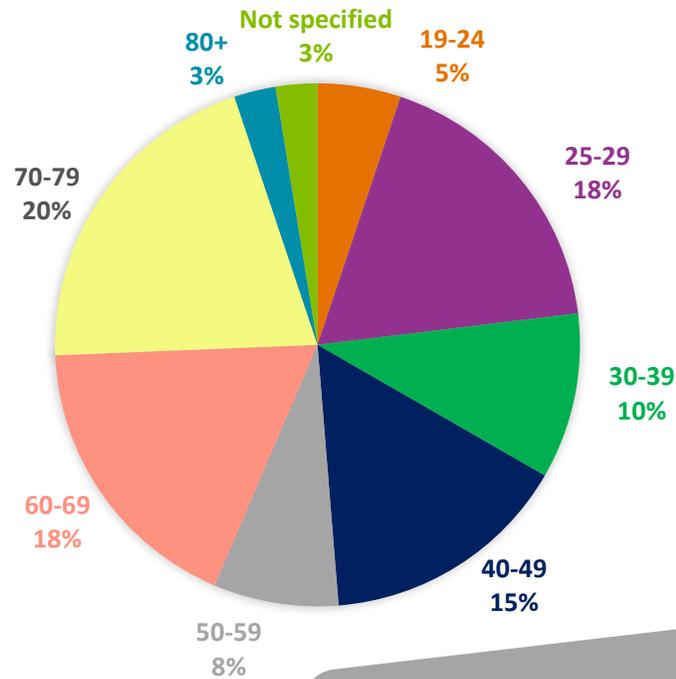
¹ Total numbers represent those attendees recorded on the April 15, 2019 Community Meeting sign-in sheet and online surveys

Community Meeting #1

Participant Demographics¹

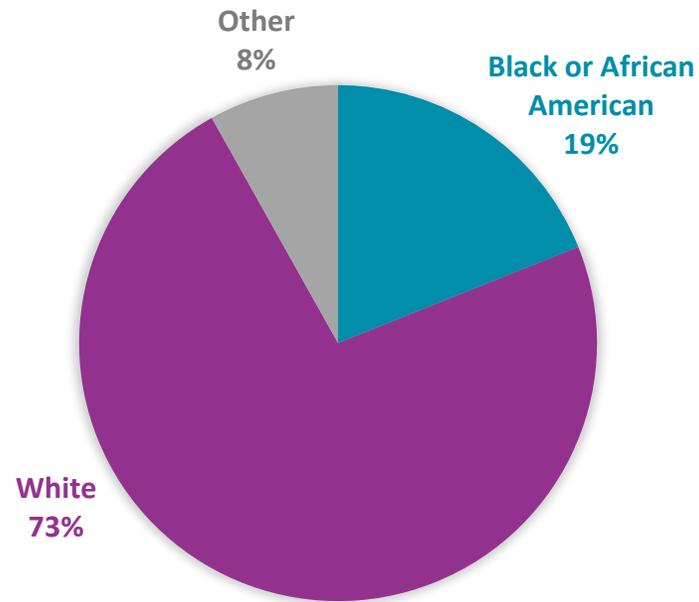


AGE

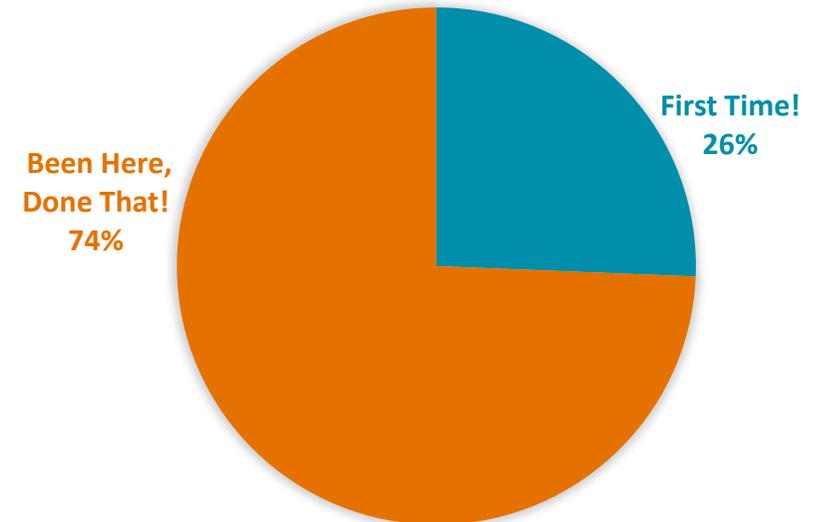


77% age 30+
67% age 40+

RACE/ETHNICITY



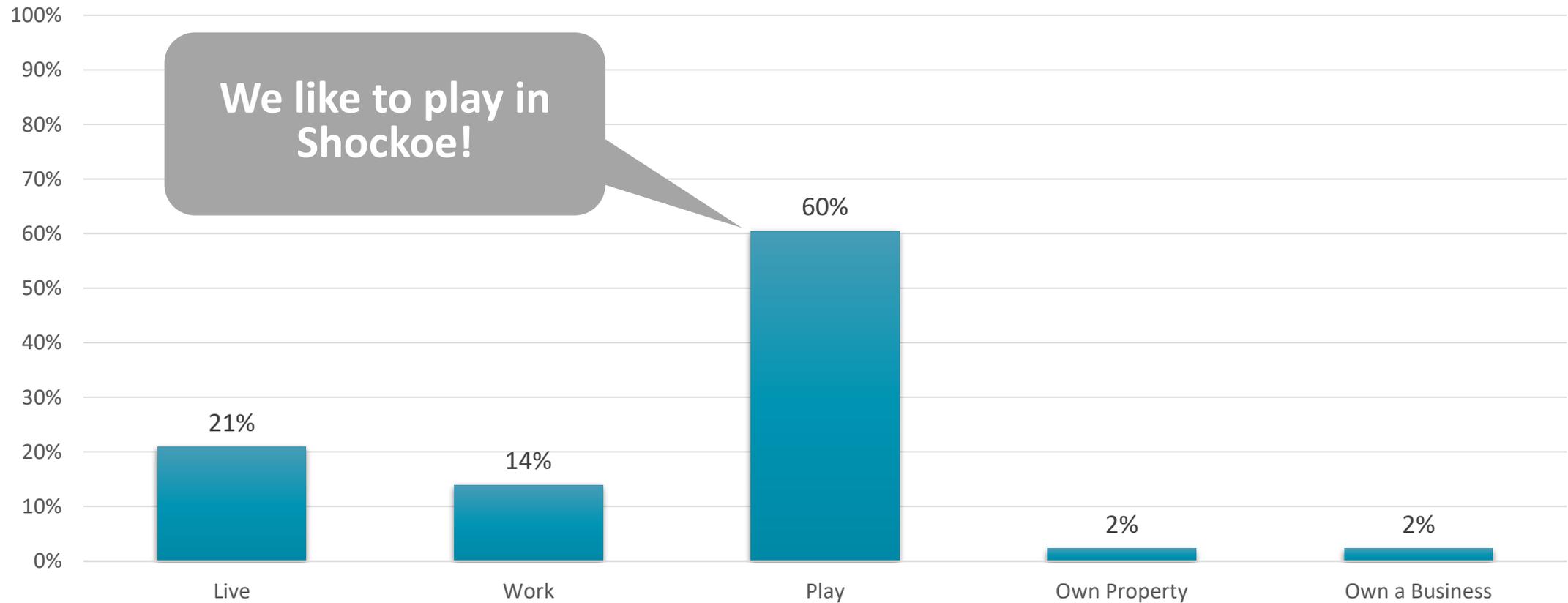
PUBLIC PROCESS EXPERIENCE



¹ Data represents participants from April 15, 2019 meeting who completed the Participant Information Survey

Participant Information Survey

SHOCKOE INTERACTION: HOW DO YOU ENGAGE?



¹ Data represents participants from April 15, 2019 meeting who completed the Participant Information Survey

WHAT WE HEARD ...



How we heard...
Surveys
Sticky Notes
Comment Cards

Avg. 20% of attendees responded

Preserve the
historic nature
of Bldgs.
Limit height
& appearance

MORE / BETTER
PARKING
PEOPLE WON'T
COME IF THEY
CAN'T PARK

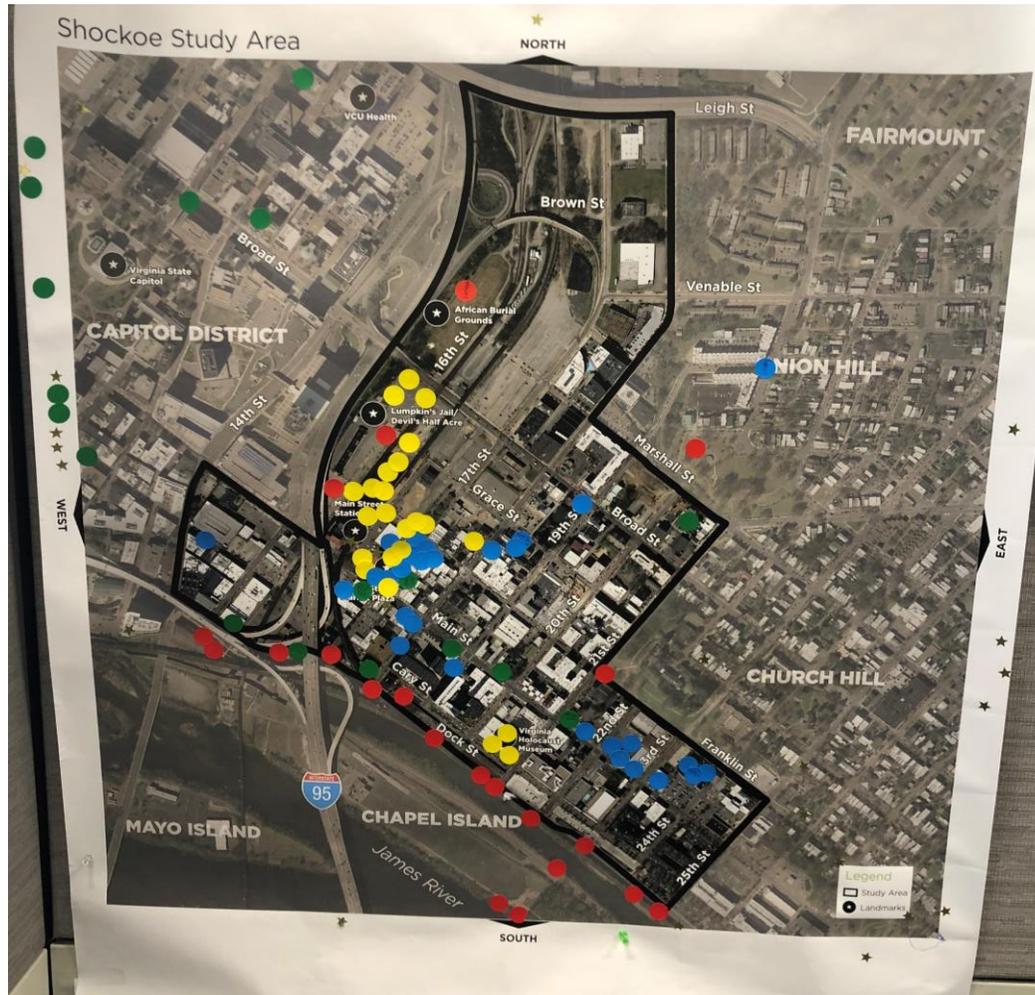
Focus
on
Safety -
lighting,
on-street,
sidewalks

public art -
w/ space for
kids to play
event when there's
no formal event

Community Meeting #1

Participant Location Map: Where do you go in Shockoe?

SHOCKOE
SMALL
AREA
PLAN



Where do you live? Place a gold star at your home location. If you live outside the study area, place your star in the general direction.

Where do you go? Place up to three dots at places you frequently visit. Pick the color that relates to the type of destination.

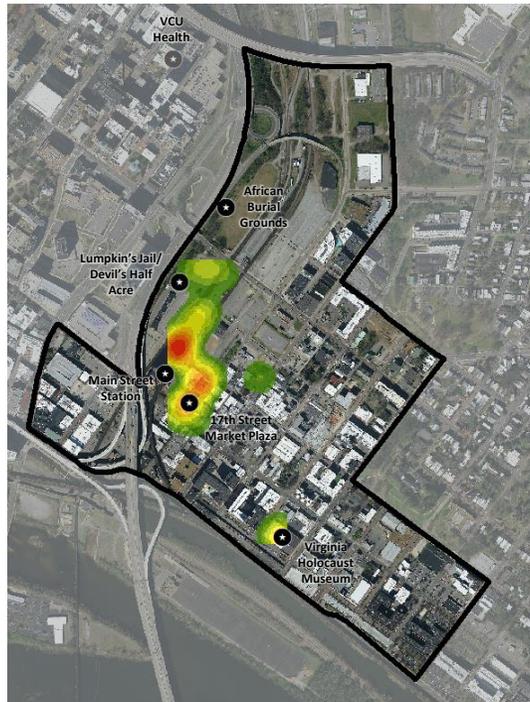


¹ Data represents participants from April 15, 2019 meeting who engaged in the Station 1 activity

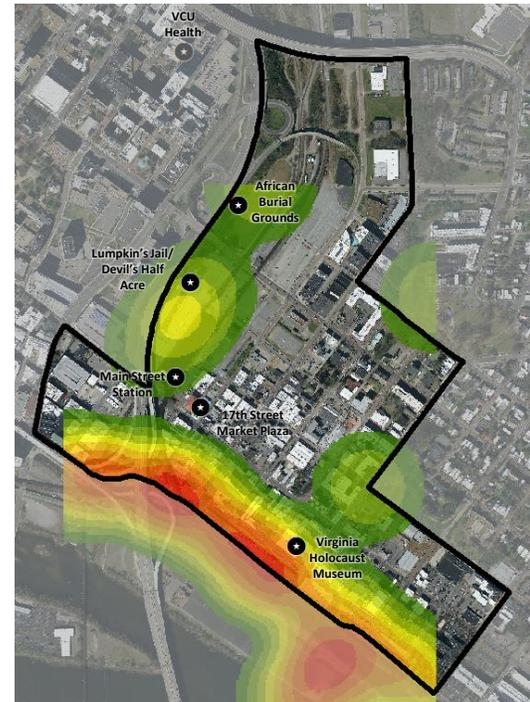
Community Meeting #1

Participant Location Map: Where do you go in Shockoe?

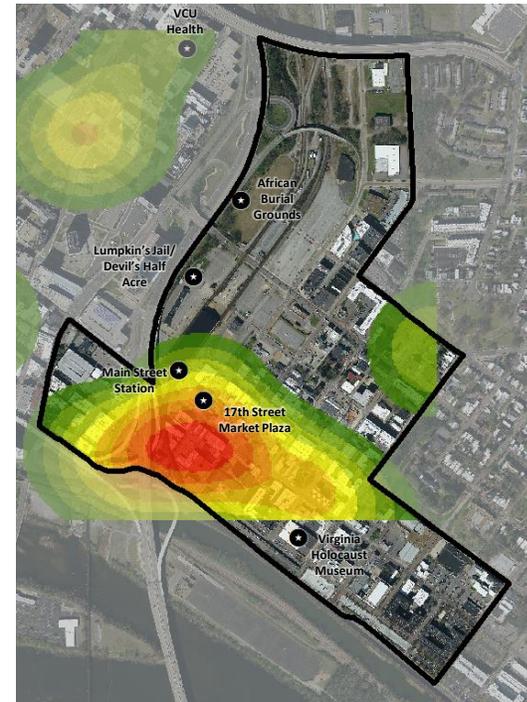
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Entertainment, Arts, and Culture



Outdoor Recreation



Work



Shopping and Dining

¹ Data represents participants from April 15, 2019 meeting who engaged in the Station 1 activity

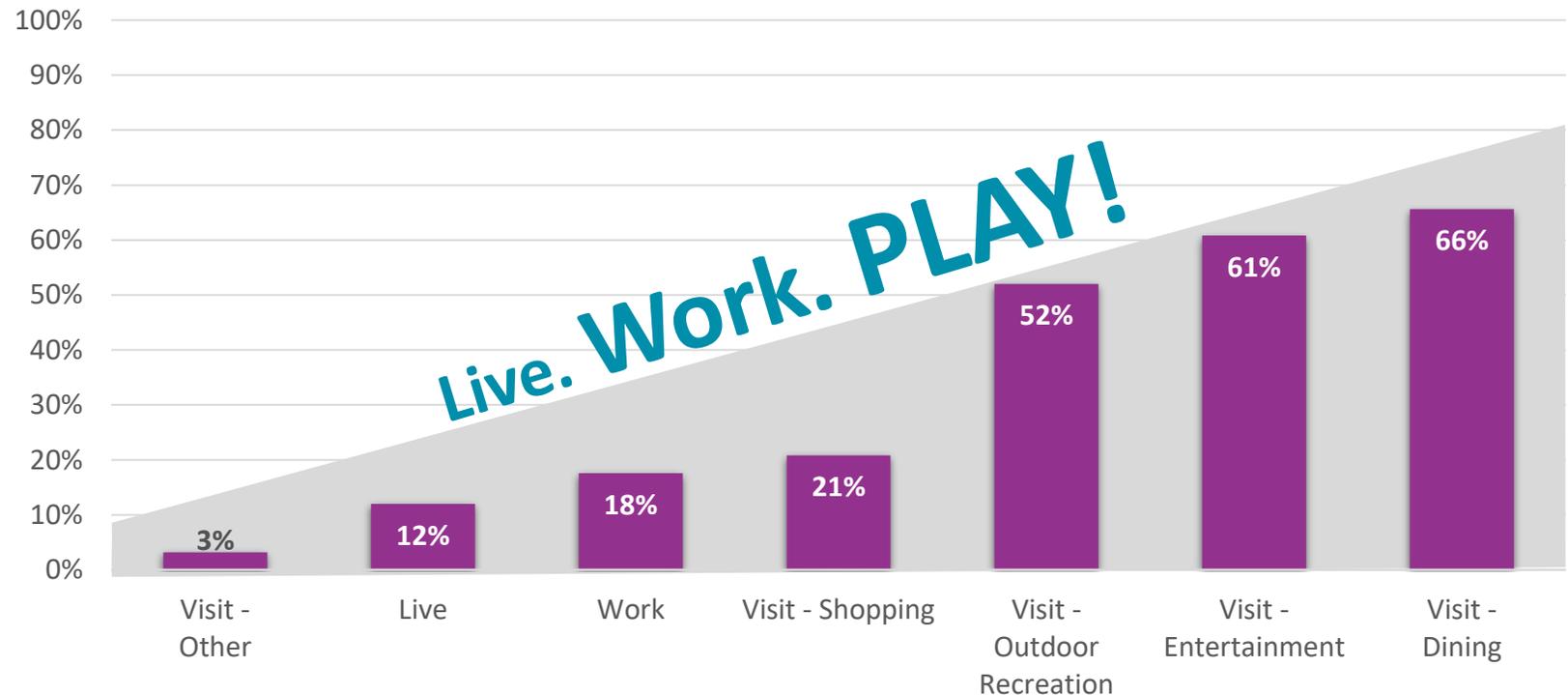
Experience Shockoe!

How do you interact with Shockoe?

Other reasons to visit Shockoe

- Commemoration, Education, and Reflection
- History and Architecture of Richmond
- Visit Archaeological Sites
- It is sacred ground
- Walking/exercise
- Public transportation (GRTC Pulse and Amtrak)
- Own Real Estate
- Visit friends
- Festivals

Shockoe Interaction



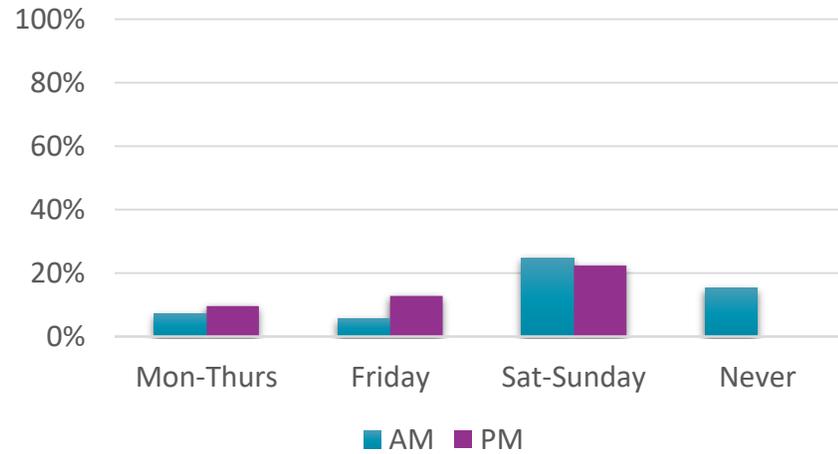
Experience Shockoe!

How do you interact with Shockoe?

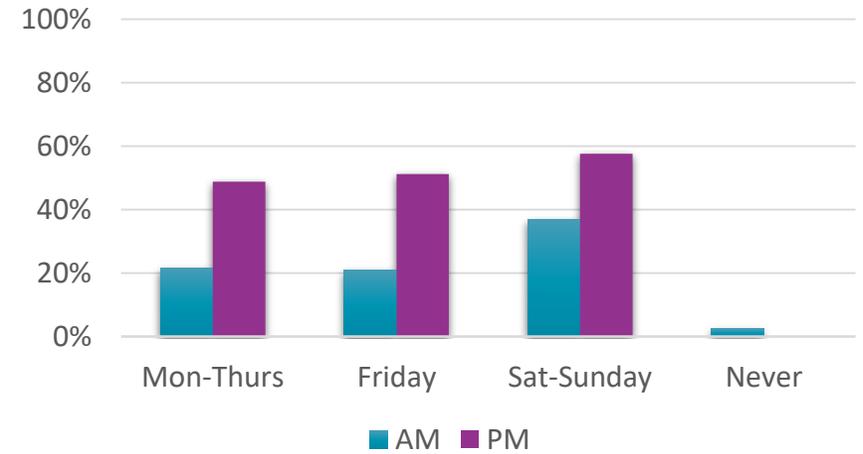


Living for the WEEKEND!
Shockoe loves to EAT!

SHOPPING



DINING



Shopping	Time of Day		Total (%)
	Mon-Thurs	AM	7%
		PM	10%
	Friday	AM	6%
		PM	13%
	Sat-Sunday	AM	25%
		PM	22%
Never		15%	

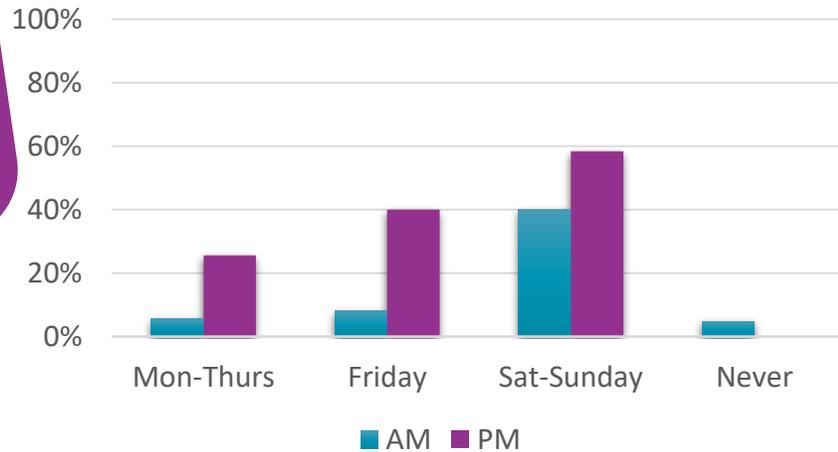
Dining	Time of Day		Total (%)
	Mon-Thurs	AM	22%
		PM	49%
	Friday	AM	21%
		PM	51%
	Sat-Sunday	AM	37%
		PM	58%
Never		2%	

Experience Shockoe!

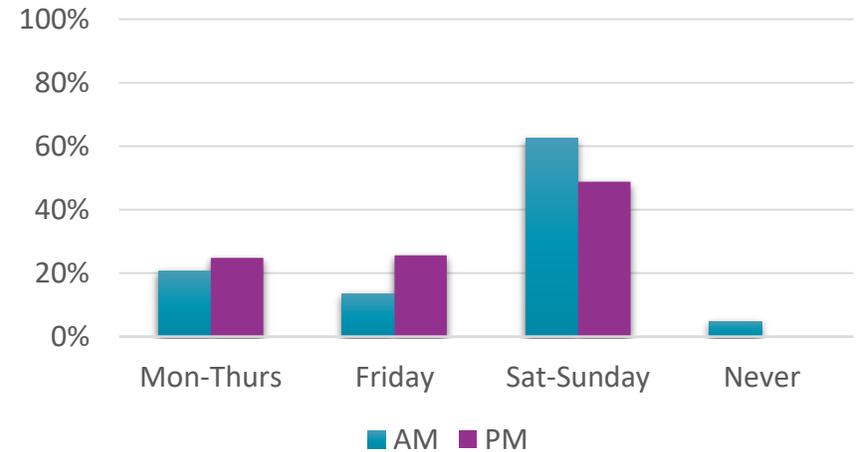
How do you interact with Shockoe?

**Living for the
WEEKEND!**

ENTERTAINMENT/ARTS AND CULTURE



OUTDOOR RECREATION



Entertainment/ Arts and Culture	Time of Day		Total (%)
	Mon-Thurs	AM	6%
		PM	26%
	Friday	AM	8%
		PM	40%
	Sat-Sunday	AM	40%
		PM	58%
Never		5%	

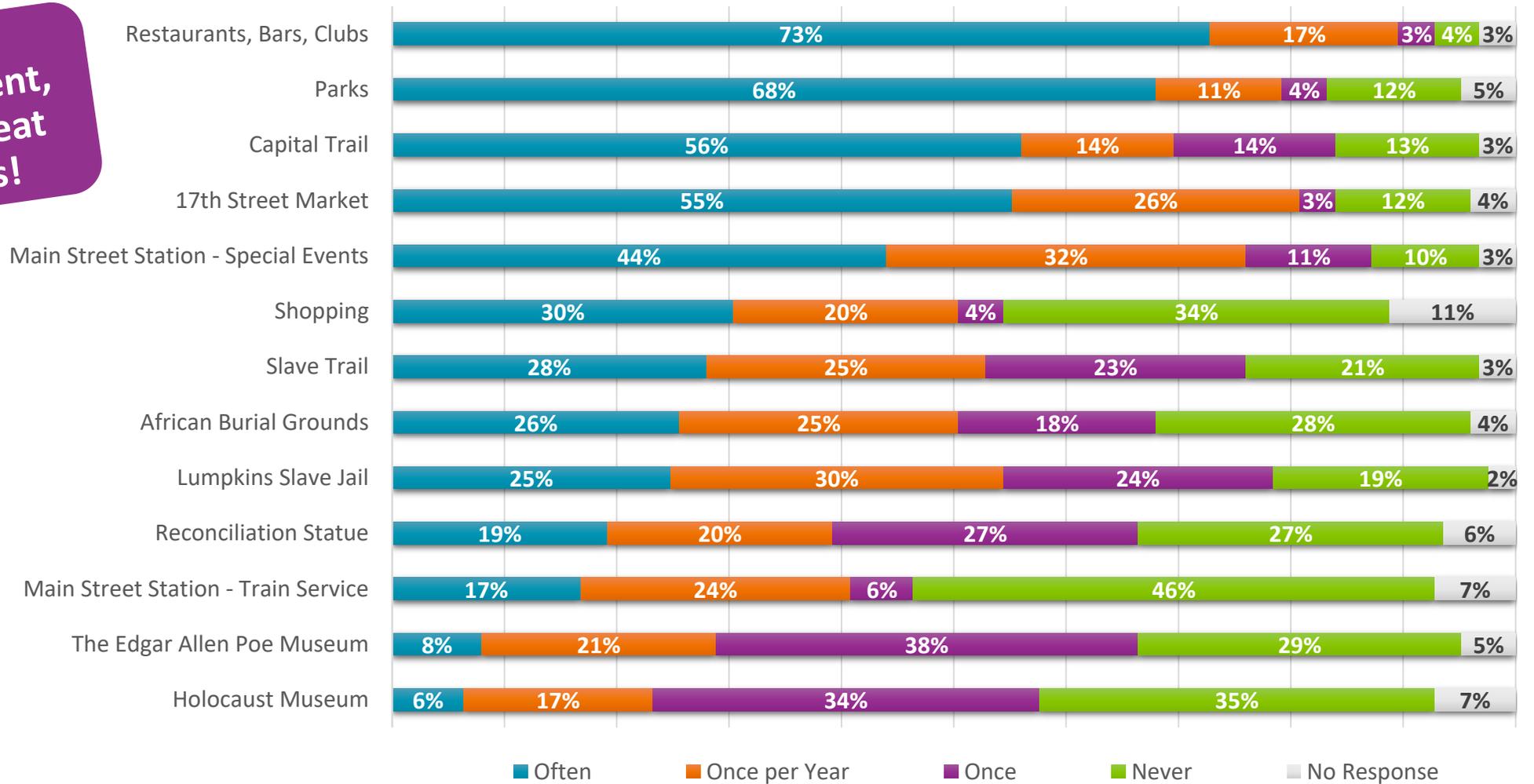
Outdoor Recreation	Time of Day		Total (%)
	Mon-Thurs	AM	21%
		PM	25%
	Friday	AM	14%
		PM	26%
	Sat-Sunday	AM	62%
		PM	49%
Never		5%	

Experience Shockoe!

How do you interact with Shockoe?

**SHOCKOE
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**Dining,
Entertainment,
and the Great
Outdoors!**



What are our PRIORITIES?

What's important to us?



Overall Priority Ranking
#1 (High) - #11 (Low)

Individual Ranking
1 (Low) 5 (High) Average



enVISION Shockoe

What other cities or neighborhoods offer a picture of what Shockoe could be in the future?

SHOCKOE SMALL AREA PLAN



Fells Point,
Baltimore MD



Charleston SC



French Quarter,
New Orleans LA



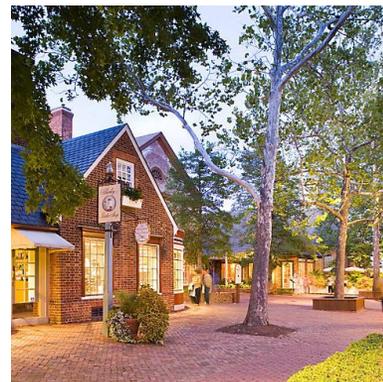
Gothenburg Sweden

Gothenburg, Sweden:
"An industrial city that is beautiful and nice to live in and which has high-speed rail connections to other major cities"

Lancaster, Pennsylvania:
A community of makers, doers, historians, teachers and much more. It shows in the way they take care of their town."

Characteristics of our Favorite Places:

- Mixed-use
- Great Food
- Architecture: Mix of new and old + coherent style
- High Density + Walkable
- Combination of history + Entertainment
- Character - Sense of Place
- Green Spaces
- Great Transportation options



Williamsburg VA



Concord MA



Ithaca Commons NY



Lancaster PA