

2nd Street Summit

Draft Strategies

Composite Vision

After engagement with the community, a Vision was established:

2nd Street is a renowned, vibrant destination that serves the daily needs of residents and visitors. As the heart of the historic Jackson Ward neighborhood, this charming street confidently leads in fostering community, arts, culture, entertainment, and commerce. 2nd Street proudly displays and celebrates its rich Black history and culture, while warmly embracing a growing and diverse community of neighborhood residents, businesses, and visitors.

Jackson Ward Community Plan Strategies

Several strategies in the Jackson Ward Community Plan apply to 2nd Street, in addition to the larger neighborhood. These strategies speak to uplifting the rich culture through historic asset protection and promotion, propelling small businesses with grants and events, and creating a destination street with excellent urban design such as aesthetic architecture, art, landscaping and traffic design.

- 5A – Collaborate with local institutions to promote cultural assets of Jackson Ward (p. 127)
- 5B – Develop communications materials that highlight Jackson Ward’s destinations and events (p. 127)
- 5E – Create public art (p. 129)
- 13A – Develop streetscape design standards (p. 167)
- 13D – Raise awareness among business owners of the existing Façade Improvement Program (p. 171)
- 16C – Improve visibility along sidewalks and at intersections (p. 183)
- 21A – Support a flourishing ecosystem (p. 203)

2nd Street Strategies

The following strategies speak to 2nd Street specifically and support the unified vision for the street as a destination. All strategies were crafted as a group at the Summit and revised by staff after internal City stakeholder input. Priority goals and strategies include:

1) Improve the streetscape and public realm.

- a) Redesign 2nd Street to be a pedestrian-oriented “Mixed Use Street” (as detailed in the “Better Streets Manual”) that prioritizes walkability, pedestrian safety, and social street life. The newly designed street should feature wide sidewalks, incorporate traffic calming elements (bulb-outs), accommodate limited on-street parking and loading zones, and provide adequate space for streetscape enhancements (tree wells, continuous bioswale system, and street furniture within buffer zones).
- b) Plant street trees that provide shade along 2nd Street and side streets, prioritizing blocks where few to no street trees currently exist.
- c) Enhance pedestrian-scale lighting along the entire 2nd Street corridor.
- d) Incentivizing the creation of small neighborhood parks and flexible greenspace along the street, to include the lot behind the Maggie L. Walker National Historic Site.

2) Fill vacant storefronts and reduce the amount of vacant land.

- a) Expand grant/loan programs and economic incentives to 2nd Street businesses and property owners.

- b) Encourage the development of the RRHA property as a mixed-use, mixed income development to include homeownership options, and potentially include multifamily apartments and/or a hotel use, along with a pocket park.
- c) Facilitate conversations for establishing shared parking arrangements between nearby property owners, especially with the Greater Richmond Convention Center and other parking facilities along 3rd Street.

3) Uplift culture and history.

- a) Develop 2nd Street as a distinct historic and cultural destination through creative placemaking and branding.
- b) Establish a body to coordinate events and programming for 2nd Street so that it is lively and active year-round.
- c) Establish a Jackson Ward tourism/visitor’s center on 2nd Street in connection with the Maggie L. Walker National Historic Site.

A comprehensive listing of all strategies can be found in the table below.

Topic	Strategy	Time Frame	Lead Agency and Partners
HIGH QUALITY PLACES	1. STREETScape IMPROVEMENTS		
	a. Install seating along the entire stretch of 2 nd Street. Employ traditional and creative seating solutions, including affixed benches, movable tables and chairs, and wall seating to provide opportunities for resting, dining, social gathering and people watching. Seating solutions should be sensitive to its environs, utilizing sidewalks (through the City’s Sidewalk Cafes program), space under shade trees, parking lot spaces, and even on-street parking spaces (through the City’s Parklet program).	S	Property owners/ DPW
	b. Begin planting street trees that provide shade along 2 nd Street and side streets, prioritizing blocks where few to no street trees currently exist (such as the 100 block of Marshall Street and the 600 block of N 2 nd Street). Careful consideration must be given to the placement/location of tree plantings in order to preserve tent and stage space for special events and festivals. <ul style="list-style-type: none"> • Develop a schedule to plant/replace trees in phases, starting with planting in empty tree wells, then replacing dead and declining trees, and then constructing brand new tree wells where none now exist. • Consult with the Urban Forestry Division to obtain any necessary permits and determine appropriate tree species for each tree well. • Work with the Urban Forestry Division, Office of Sustainability, Department of PRCF, the Chesapeake Bay Foundation, and other tree providers to obtain and maintain trees. • Identify spaces where new tree wells should be installed and where existing tree wells should be enlarged or reconstructed. 	S	
	c. Develop a comprehensive streetscape and placemaking plan for the corridor. The plan should identify site-specific streetscape improvements priorities (block by block) and provide guidelines for infusing elements of placemaking wherever possible, all while maintaining the historic character	M-L	PDR/DPW

<p>of the street. Project phasing, construction costs, and maintenance/operation costs should be included within the plan. Elements of the plan should include considerations for:</p> <ul style="list-style-type: none"> • Widening sidewalks and creating a cohesive sidewalk surface along the corridor by replacing concrete sidewalks with the more appropriate brick-paver sidewalks. • Enhancing lighting by installing pedestrian-scale decorative lampposts along the entire 2nd Street corridor, especially in the upper-600 block of N. 2nd Street where such lighting is absent. • Installing bulb-outs and curb extensions to shorten crosswalk distances, increase pedestrian visibility, and add spaces for street trees and low-lying vegetation. • Installing street furniture that complements the street’s historic charm. • Installing and maintaining beautification elements (such as flowering plants and decorative fountains) • Adding signage that is specific to 2nd Street, including street name signs, pole banners, pedestrian-scale wayfinding stations, and points-of-interest markers to highlight/complement the identity, attractions, history and charm of 2nd Street. • Installing public art. • Burying powerlines and utilities underground. 		
2. ACTIVATE 2ND STREET WITH EVENTS AND PROGRAMMING		
<p>a. Establish a grassroots organization to coordinate 2nd Street events and programming. Develop a central events calendar to share details about events. Work with partners to organize daily programming and other events to activate the street so that 2nd Street is lively and active year-round. Some programming and event ideas that might appeal to neighborhood residents could include historic movie screenings and open mic nights at the Hippodrome, ice cream truck socials, and walking tours.</p>	S	HJWA
<p>b. Attract more visitors to 2nd Street by organizing events that coincide with other high foot-traffic events occurring nearby, such as First Fridays Art Walk and conventions at the Greater Richmond Convention Center (to capitalize on the foot traffic generated by these nearby events).</p>	S	HJWA/RRT
3. COORDINATE SHARED PARKING		
<p>a. Update the Richmond 300 parking study to evaluate current parking supply and demand near 2nd Street; anticipate future parking needs for additional residents, businesses, and visitors; and explore pursuing opportunities for public/private parking asset development as available.</p>	M	PDR/DPW
<p>b. Facilitate conversations for establishing shared parking agreements between nearby property owners, especially for special events that are anticipated to draw a large crowd.</p>	M	HJWA
<p>c. Install parking signage so drivers can easily locate public parking.</p>	M	DPW
4. URBAN DESIGN		
<p>a. Through the zoning ordinance rewrite, the expansion of the Jackson Ward City Old and Historic District or some other zoning tool, ensure that new construction is compatible with the character of 2nd Street and the</p>	S	PDR

greater Jackson Ward neighborhood, placing emphasis on architecture and form in order to promote a cohesive, charming, and historically-sensitive mixed-use street.		
b. Incentivize adaptive reuse and expansion of existing buildings where appropriate, to preserve historic charm and maintain affordability. In instances where buildings cannot be conserved, make every attempt to retain the facades of historically- and architecturally-significant buildings.	S	PDR
c. Encourage infill development, especially of surface parking lots into more productive uses, such as residential multifamily units with ground-floor activated storefronts and parking underground or to the rear. Construct building facades so that they meet the street in order to create a sense of enclosure along the corridor.	M	Property owners
d. Identify ways and sites to incorporate both permanent and temporary public art that celebrates the street's cultural identity and uniqueness. Examples might include street art murals, decorative street furniture, statuary, sculpture, light projections, and installations that are interactive, creative, and characteristic of Jackson Ward's values.	L	PDR
5. ZONING		
a. Designate 2 nd Street as a Priority Street along its entire length from Broad Street to Duval Street. A priority street is a zoning designation that prohibits future driveway cuts, requires that vehicular access be achieved through existing and new alley networks, and encourages buildings to engage the street as a primary frontage and pedestrian access point.	S	PDR
b. Designate the 200 block of E. Marshall Street as a Street Oriented Commercial Street to bridge the gap between the Greater Richmond Convention Center and 2 nd Street.	S	PDR
c. Rezone B-2 properties to more appropriate zoning districts that restrict automobile-oriented uses, reduce or eliminate the front setback requirement, and allow for cultural/entertainment uses along the corridor.	S	PDR
d. In the zoning rewrite process, future zoning shall allow for a variety of neighborhood-serving uses (including restaurants, retail shops, offices, and personal services) and appropriate city nightlife to thrive along 2 nd Street.	S	PDR
6. CLEANLINESS AND APPEARANCE		
a. Continue graffiti removal and litter cleanup efforts.	S	DPW
b. Give abandoned/blighted commercial and residential buildings a fresh face by applying creative facade wraps, decals, and "decorative board-up" treatments to boarded up doors and windows, in order to hide vacancies, camouflage plywood boards, and disguise the condition of abandoned/blighted buildings within the study area.	S	Property owners/PDR
c. Encourage the use of the city's Commercial Real Estate Tax Abatement Program to spur building improvements that eliminate blight along the southern end of the 2 nd Street study area. (Properties located within the city's Local Enterprise Zone may be eligible for 10 years of partial real estate tax abatement.)	M	DED
d. Increase property maintenance code enforcement of buildings that are blighted, derelict, dilapidated, unsafe, hazardous, and in poor condition by use of corrective action, fines, city abatement, and tax liens.	M	PDR

EQUITABLE TRANSPORTATION	7. PEDESTRIAN SAFETY AND WALKABILITY		
	a. Calm traffic by narrowing vehicular travel lanes, installing curb extensions (“bulb-outs”) at all intersections, and installing raised intersections or mid-block raised crosswalks in order to reduce vehicle speeds, increase pedestrian visibility and shorten crosswalk lengths.	M	DPW
	b. Redesign 2 nd Street to be a pedestrian-oriented “Mixed Use Street” (see the Better Streets Manual) that prioritizes walkability, pedestrian safety, and social street life. The newly designed street should feature wide sidewalks, incorporate traffic calming elements (bulb-outs), accommodate limited on-street parking and loading zones, and provide adequate space for streetscape enhancements (tree wells and street furniture within buffer zones), as depicted in the conceptual renderings.	L	DPW
	8. ALLEYWAY NETWORK		
	a. Preserve existing alley rights-of-way, and acquire new alley rights-of-way through easement or acquisition, to create a multimodal alleyway network within the 2 nd Street corridor that enhances through-block pedestrian connectivity, provides rear yard access, and provides space for off-street loading, delivery and garbage collection services. The alleyway network must parallel 2 nd Street, incorporate safety features including lighting, and be wide enough (preferably, at least 16 feet in width) to accommodate service vehicles.	L	DPW
	9. TRANSIT		
	a. Promote GRTC Bus Route 2 as a way to visit 2 nd Street, with an easy-to-remember slogan such as “Ride the 2 to 2 nd Street”.	S	GRTC
b. Add bus shelters at GRTC bus stops to provide transit riders with comfortable seating, shade, and shelter from the elements.	M	GRTC	
DIVERSE ECONOMY	10. FILL VACANT STOREFRONTS AND BUILDINGS ALONG 2ND STREET		
	a. Identify vacant buildings and their owners. Provide education to property owners regarding programs and funding opportunities to address code compliance and maintenance issues.	S	DED
	b. Encourage and support business and property owners in opening pop-up establishments along 2nd Street in order to activate storefronts, increase visual appeal, and bring novelty to the street (especially during festivals and special events when pop-up establishments can be most successful). <ul style="list-style-type: none"> Establish a simple permitting process for pop-up establishments and short-term/temporary uses. Provide technical assistance to aid pop-up establishments in navigating through required permits, licenses, taxes, and utility connection. 	S	Property owners/PDR
	c. Use the existing Spot Blight and Derelict Building Programs to encourage rehabilitation or the transfer of blighting properties.	L	PDR
	11. BUSINESS GROWTH AND SUPPORT		
a. Build upon the existing civic infrastructure present within the Historic Jackson Ward Association and the Downtown Neighborhood Association to connect owners, engage in further discussions, and collaborate on investment efforts. <ul style="list-style-type: none"> Compile a directory of existing businesses, complete with location 	S	HJWA	

<p>address, contact information, and business type.</p> <ul style="list-style-type: none"> • Gather monthly to coordinate efforts, share individual business pain points, and determine the best ways to advocate for 2nd Street’s improvement. • Coordinate programming and events. • Identify funding sources (including government grants, corporate sponsorships, private donations, crowdfunding, etc.) and seek assistance to implement improvement projects. 		
<p>b. Explore establishing a minority business training center and incubator hub, with the purpose of offering classes, advice, and technical assistance to business owners and aspiring entrepreneurs who wish to start, run, scale, and expand their businesses.</p>	M	OMBD
12. ECONOMIC DEVELOPMENT AND INCENTIVES		
<p>a. Provide design assistance to property owners by partnering them with local design firms to restore building facades to their historic grandeur at low cost or pro bono. Secure funding through the City of Richmond Façade Improvement Program or the Historic Richmond Façade Grant Program to implement the projects.</p>	S	PDR/ Historic Richmond Foundation/ Storefront for Community Design
<p>b. Educate property and business owners about the suite of economic development programs available to them, including Enterprise Zone incentives, Commercial Area Revitalization Effort (CARE) funds, and Façade Improvement Program grants. Promote each program by highlighting individual business success stories and offer application workshops to eligible owners.</p>	S	DED
<p>c. Evaluate existing incentive and grant programs for opportunities to increase participation, with the aim to retain small businesses and attract the neighborhood-serving businesses that the community desires. Consider expanding program boundaries, loosening requirements, and offering low-interest loans as an alternative to rebate financing.</p>	S	DED
<p>d. Create a 2nd Street-specific development group, to include representation from Venture Richmond, corporate stakeholder/anchor, U of R/VUU/VCU, Historic Jackson Ward Association, RRHA board member, City of Richmond, with subcommittee of bigger developers (no voting power). The development group will identify funding opportunities, apply for development grants, undertake revitalization and improvement projects, provide small business development assistance and support, and offer services such as marketing, promotion, event planning, and stewardship of 2nd Street.</p>	L	HJWA
13. SUPPORT HISTORICAL AND CULTURAL TOURISM		
<p>a. Develop 2nd Street as a distinct historic and cultural destination through creative placemaking, branding, and promotion.</p> <ul style="list-style-type: none"> • Continue to promote 2nd Street’s historical and cultural importance (Birthplace of Black Capitalism, Black Wall Street, and Harlem of the South) to a national audience by communicating its storied past in commerce, art, entertainment, innovation, civil rights, service, entrepreneurship, and community resolve. 	M-L	Venture Richmond/ HJWA

	<ul style="list-style-type: none"> Partner with surrounding hotels and the Greater Richmond Convention Center to create an online and paper directory of Nearby Shops and Restaurants to market to their guests/attendees. (Marriot Hilton Linden Row Quirk The Moxy Jefferson Hotel Greater Richmond Convention Center. Partner with metro area visitor’s centers, surrounding hotels and the Greater Richmond Convention Center to promote 2nd Street as a cultural destination for their guests and visitors and develop promotional pamphlets and materials for display at these locations. (Richmond Region Tourism Visitor Centers at the VMFA, RIC Airport, Valentine Museum) Virginia Welcome Center at Main Street Station Marriott etc.) Continue to highlight the history of important sites located along/near 2nd Street with commemorative plaques, art, and interpretive displays. Acknowledgment of sites should include existing establishments as well as prominent buildings lost to demolition. 		
	b. Establish a Jackson Ward tourism/visitor’s center on 2nd Street in connection with the Maggie L. Walker National Historic Site, to welcome visitors to the Jackson Ward neighborhood, educate them about its past, and inform them of its current happenings.	L	HJWA/Maggie Walker Nat’l Historic Site
	c. Encourage the development of hotel rooms within close proximity of the potential Jackson Ward tourism/visitors center and the Greater Richmond Convention Center.	L	DED
INCLUSIVE HOUSING	14. GROW THE RESIDENTIAL BASE		
	a. Allow and encourage the development of live/work units to help foster entrepreneurialism.	S	PDR
	b. Encourage the development of the RRHA property as a mixed-use, mixed-income development to include homeownership options, and potentially include multifamily apartments and/or a hotel use, along with a pocket park. Residential units directly abutting 2 nd Street should face the street as the priority road frontage.	M	RRHA
	c. Locate housing units above ground-floor commercial spaces in existing buildings and new construction.	L	Property owners
	15. PREVENT INVOLUNARY DISPLACEMENT		
	a. Consider the creation of a grant program to assist homeowner-occupants with the costs of maintaining homes within historic districts, so that residents may be free from the pressures of displacement and/or be empowered to age in place.	S	HCD
THRIVING ENVIRONMENT	16. ADD PARKS AND OPEN SPACE		
	a. Incentivize the creation of small neighborhood parks and flexible green space on vacant parcels along the street within new developments. Sites should connect to nearby greenway networks and vary in size and function to accommodate festivals, farmer’s markets, temporary vending spaces (vendor booths/food trucks), and daily recreation and respite.	M	PDR
	17. INSTALL AND MAINTAIN GREEN INFRASTRUCTURE		
	a. Place tall planter boxes along the curb and/or in parklets to mitigate	S	Property

	<p>heat, provide beauty, and act as a buffer between people and cars.</p> <p>b. In coordination with streetscape improvement efforts, design, construct and maintain a system of densely-vegetated, continuous streetside bioswales with curb-cut inlets (similar to the 14th Street Initiative) to capture inflowing rainwater and channel it through tree wells/planting beds. This provides for additional water intake, low-maintenance watering of vegetation along the street, and reduced stormwater loads to the city's combined sewer overflow (CSO) system. Funding for continued maintenance should be established prior to installation (to include public/private partnerships and grant funding).</p>	L	<p>owners DPU/DPW</p>
18. REDUCE URBAN HEAT			
	<p>a. Encourage existing storefronts to install light-colored awnings over the sidewalk to provide shade. In new construction, consciously employ building design elements (such as overhanging eaves, porches, recessed storefront entrances, awnings, and shade sails) that cast shade, naturally cool the air, and provide opportunities to escape the sun.</p>	M	<p>Property owners</p>
	<p>b. Increase the urban tree canopy along 2nd Street to help combat Jackson Ward's high urban heat and reduce the neighborhood's energy costs. Seek to achieve 30% tree canopy coverage by preserve existing trees on public and private land, while also increasing the number of street trees, shrubs, and vegetation within the streetscape along 2nd Street.</p>	L	<p>OOS</p>
19. INCREASE ACCESS TO HEALTHY FOOD			
	<p>a. Partner with community gardens and neighborhood food supply groups to establish within a vacant storefront a small fresh foods market that sells fresh produce, non-perishables, quick grab-and-go foods, and other essential foods.</p>	S	<p>Local community gardens</p>
	<p>b. Encourage the development of an urban, mixed-use grocery store. Explore incentives, and market proximity to transit, and emphasize recent population growth in surrounding neighborhoods as factors to attract traditional and alternative grocery store models (including national chains and member-owned food co-ops). Explore incentives related to this use.</p>	L	<p>DED/ Richmond EDA</p>