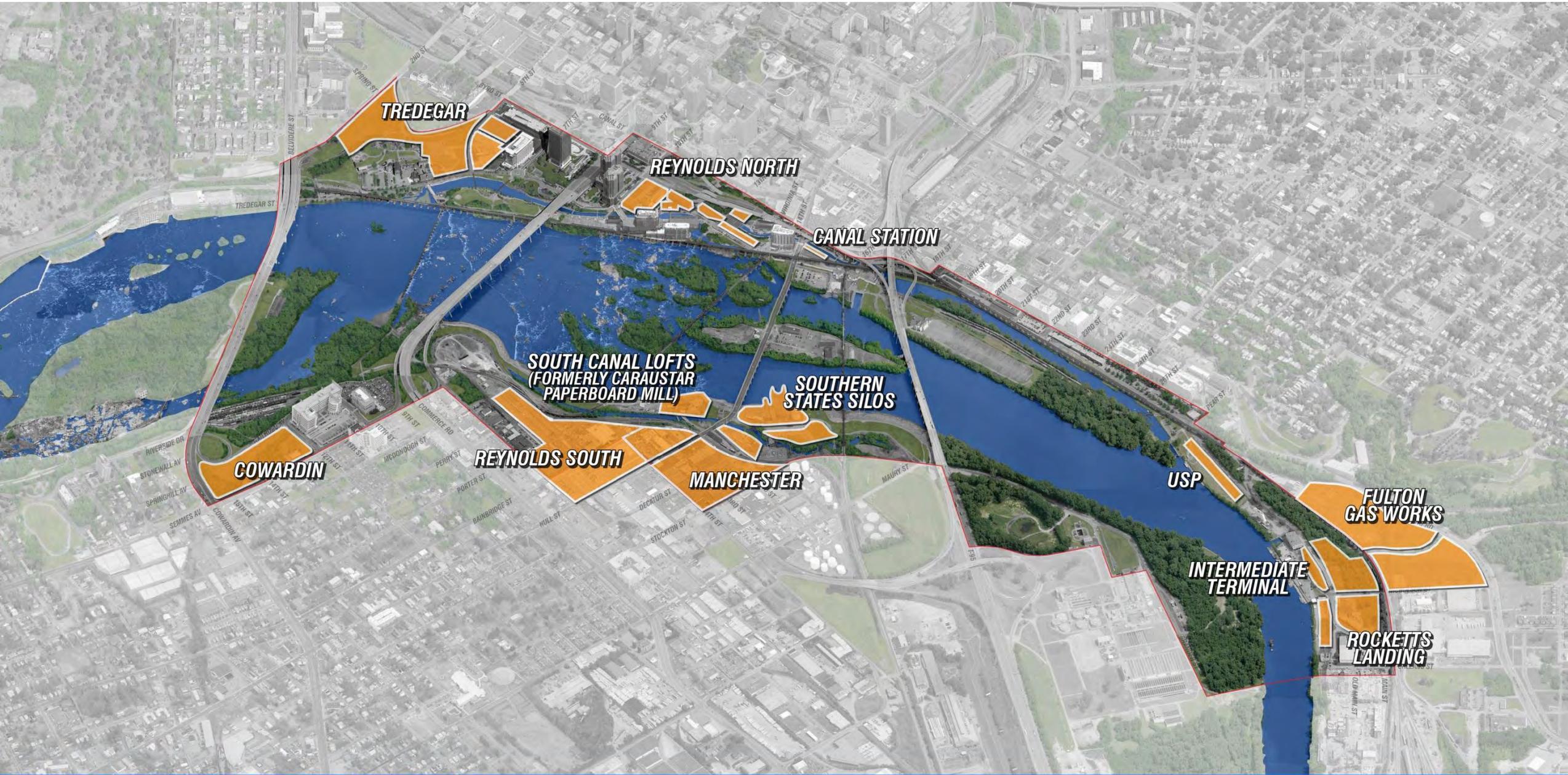




RICHMOND RIVERFRONT PLAN
21 FEBRUARY 2012
PLANNING COMMISSION

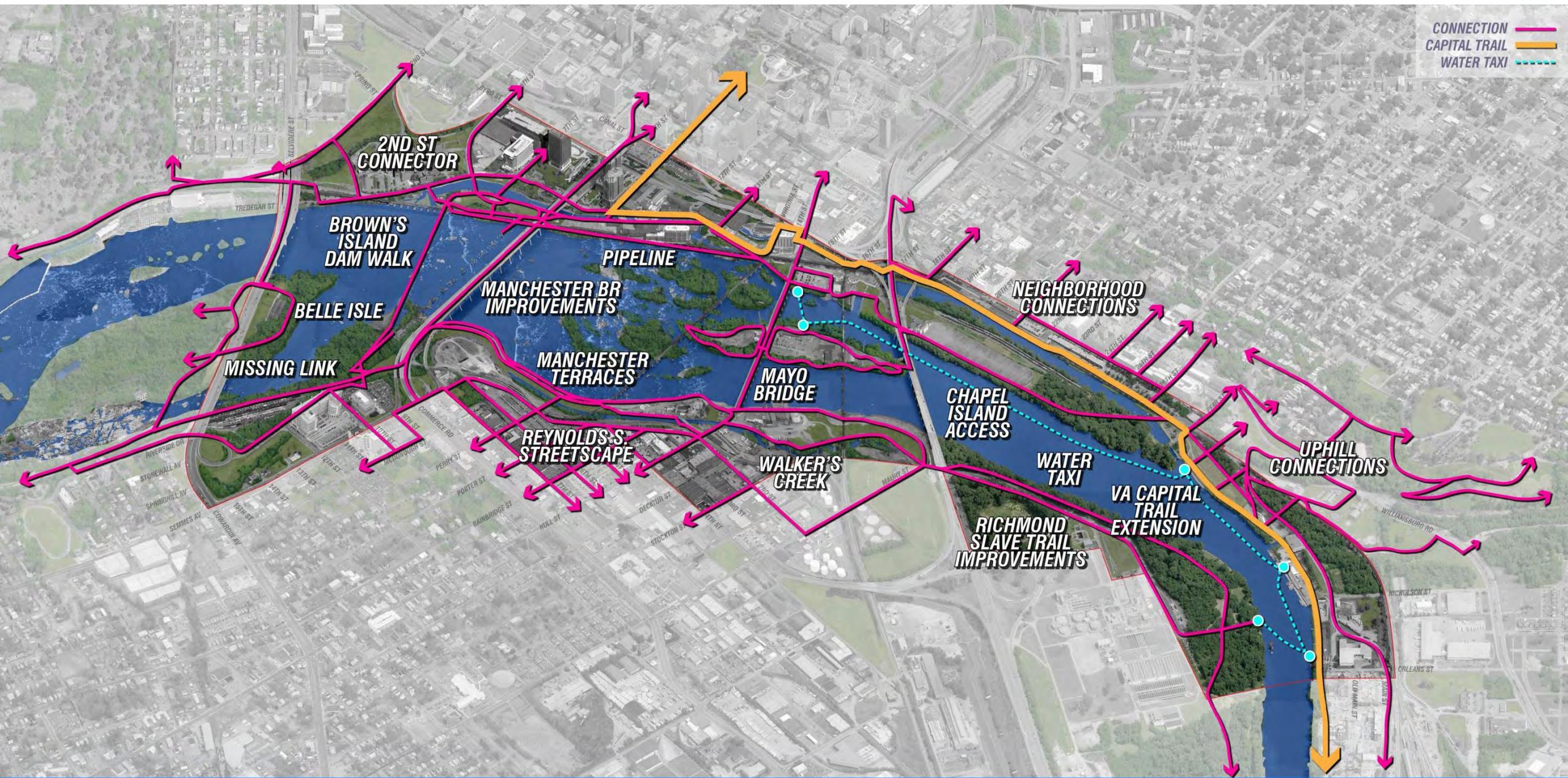
**THE PURPOSE OF THE
RICHMOND RIVERFRONT PLAN
IS TO CREATE A
CONCEPTUAL DESIGN
TO GUIDE THE FUTURE DIRECTION
OF THE DOWNTOWN RICHMOND RIVERFRONT
ON BOTH SIDES OF THE
JAMES RIVER.**

**A CONTINUATION OF THE
2009 DOWNTOWN PLAN**



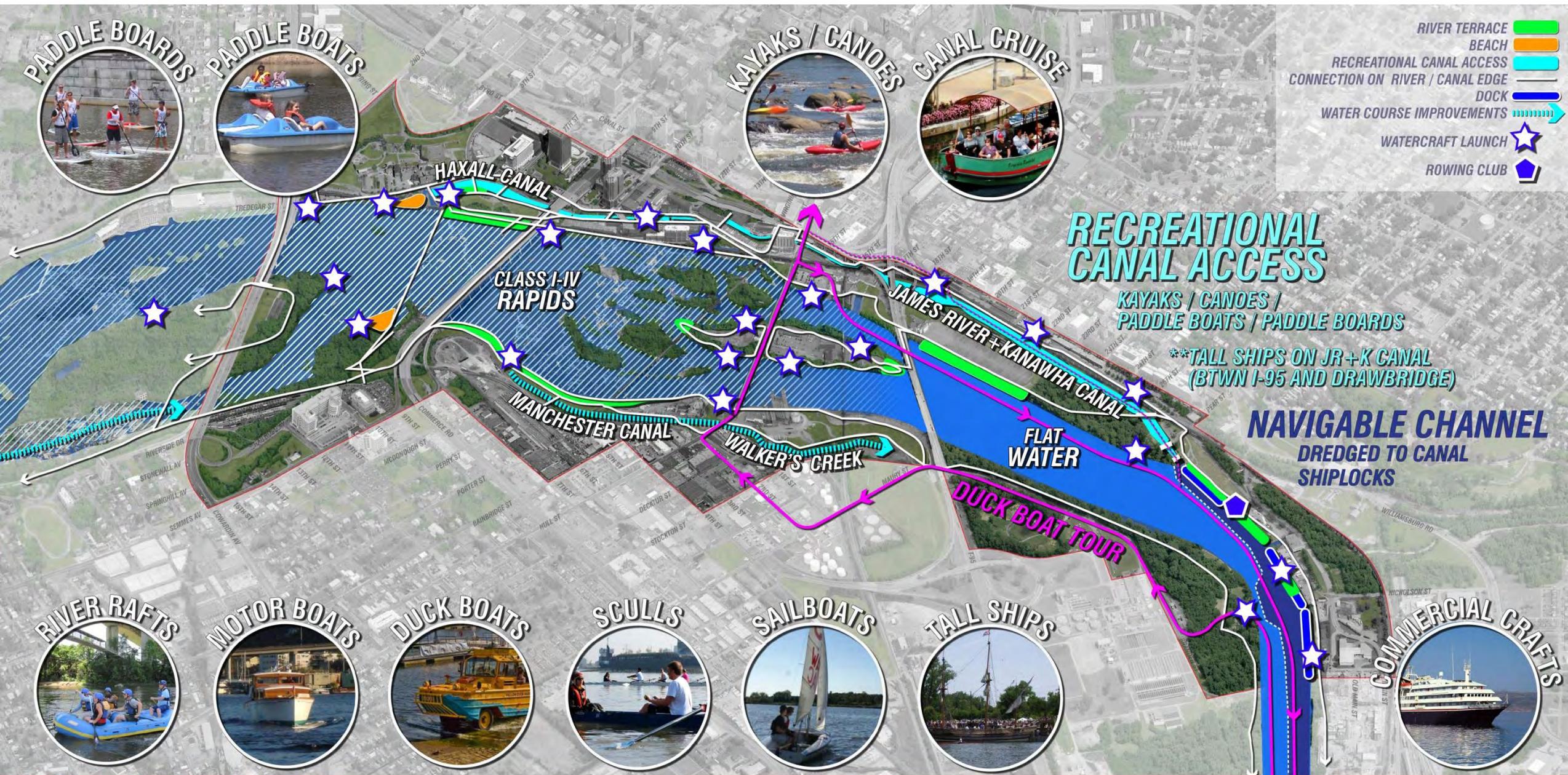
FUTURE DEVELOPMENT





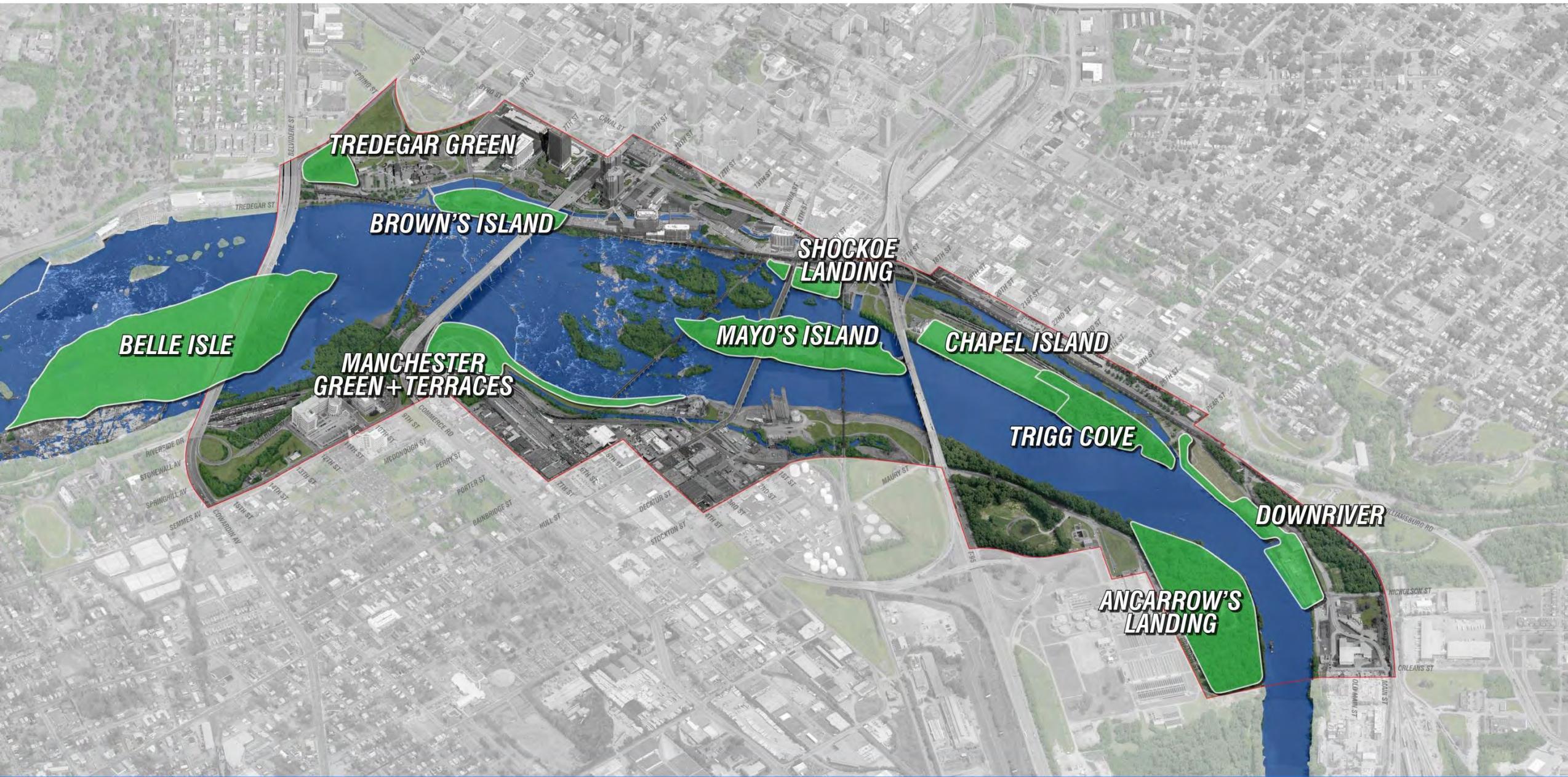
CONNECTIONS





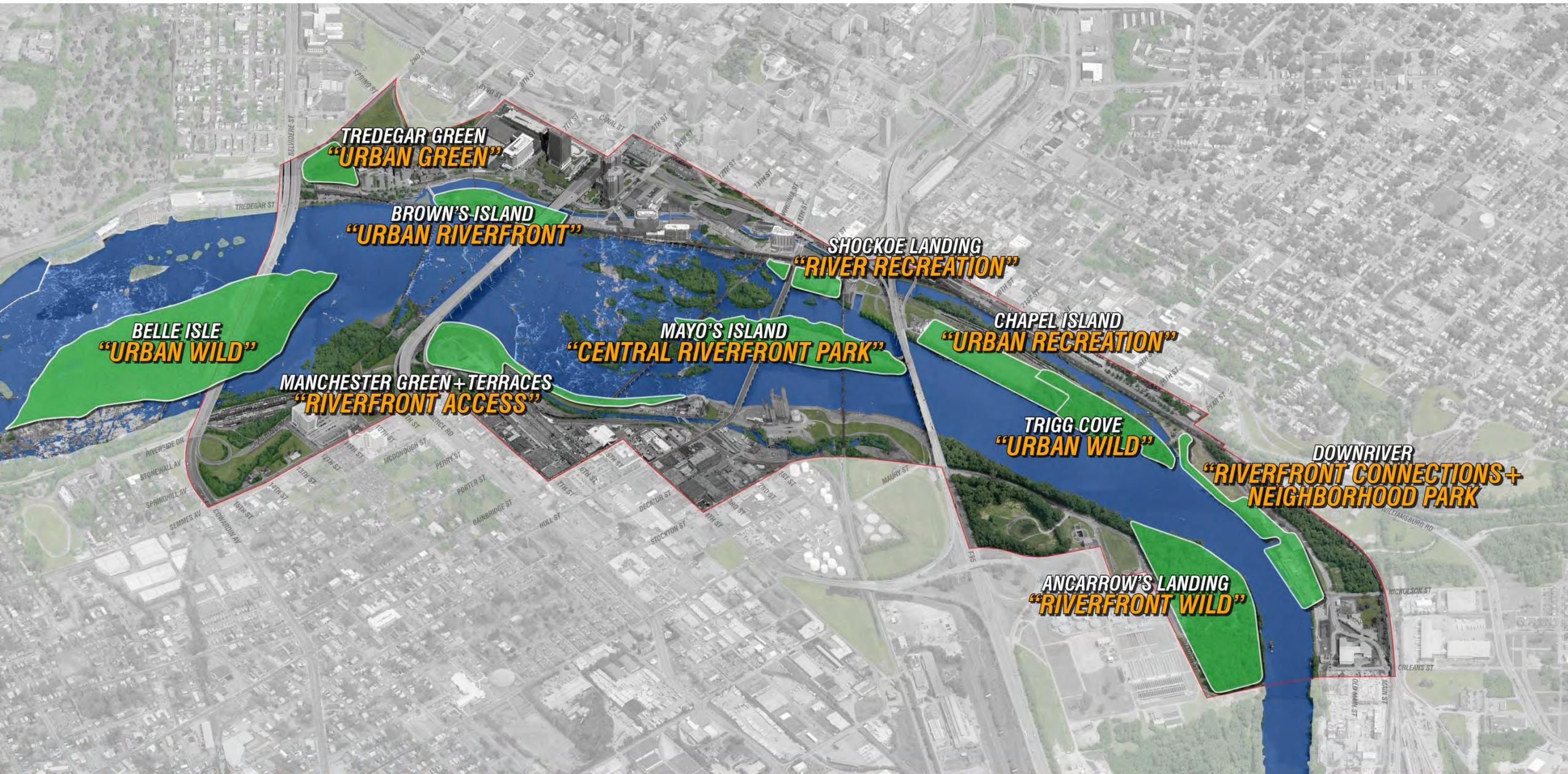
WATER ACCESS





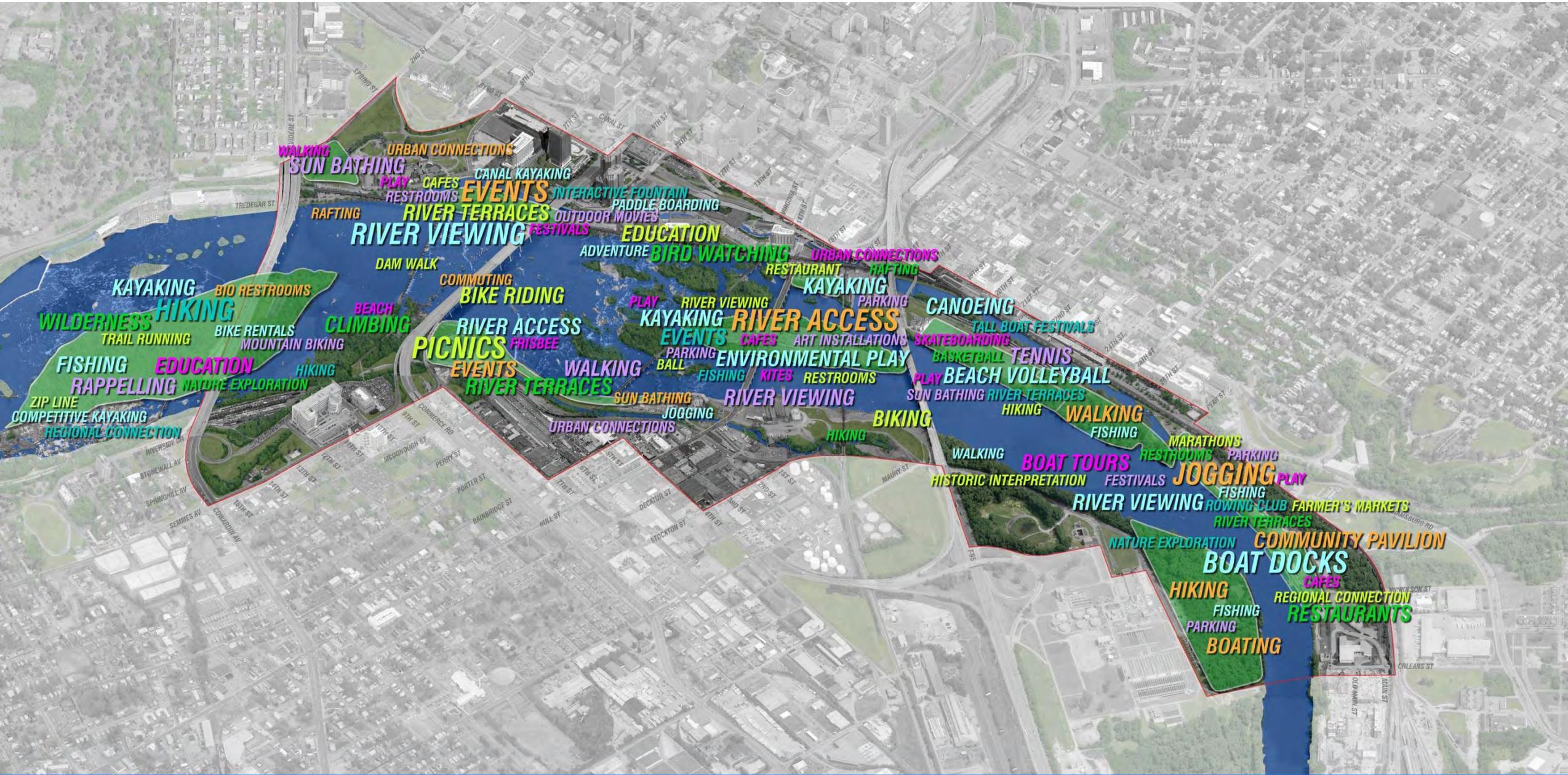
PIVOTAL PLACES





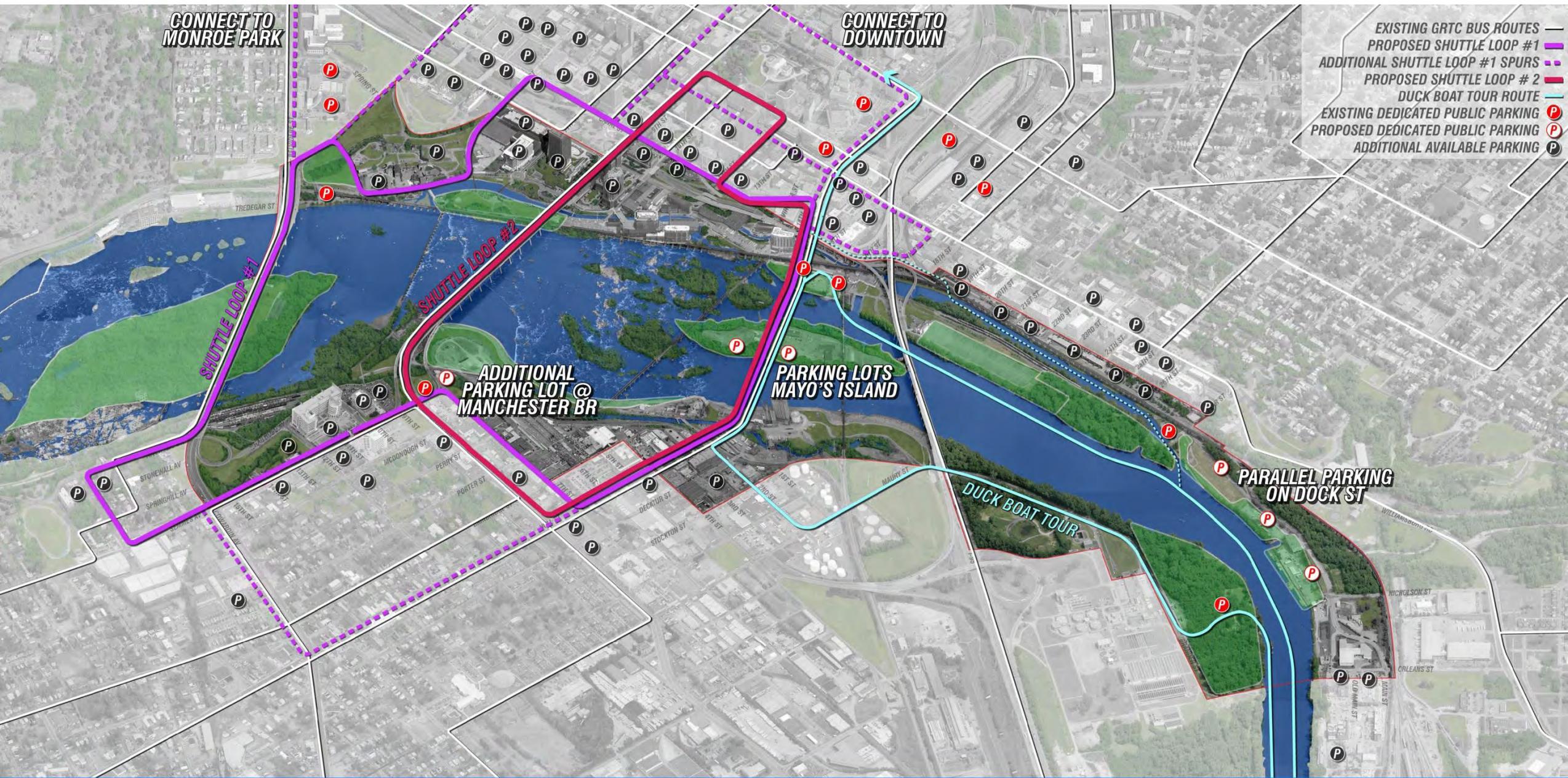
RIVERFRONT CHARACTER





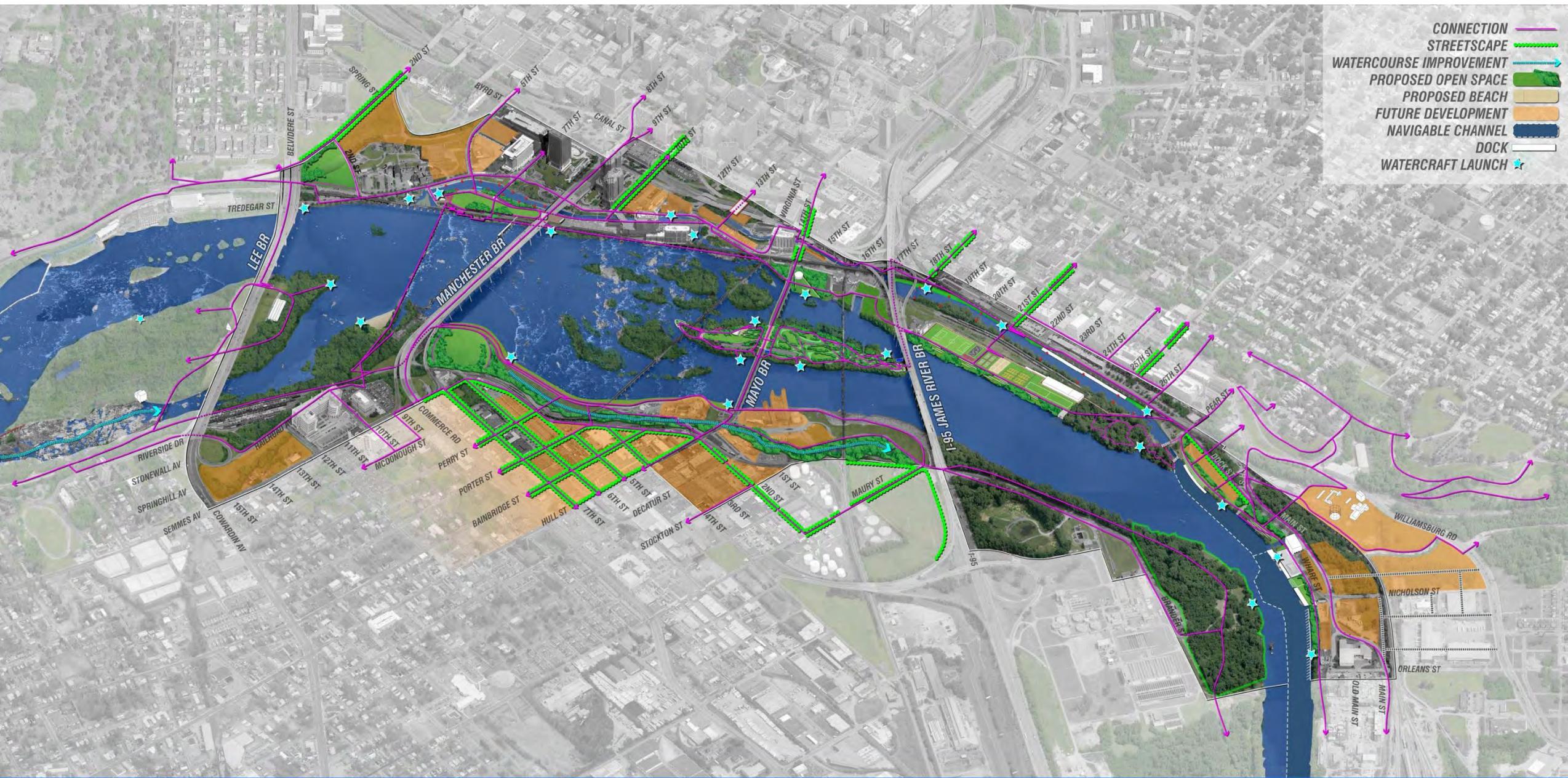
PROGRAM





PUBLIC TRANSPORTATION + PARKING

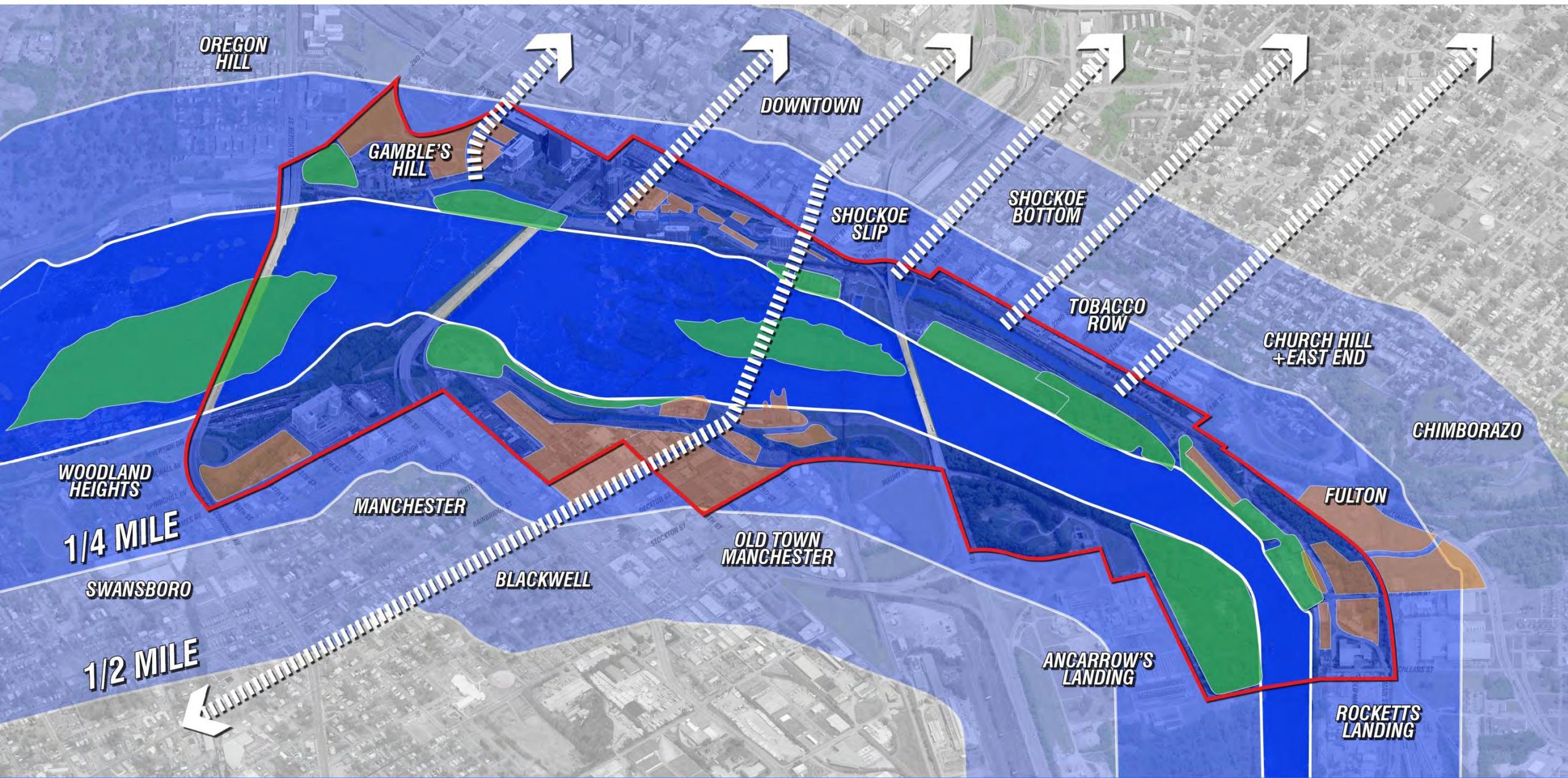




RICHMOND RIVERFRONT PLAN

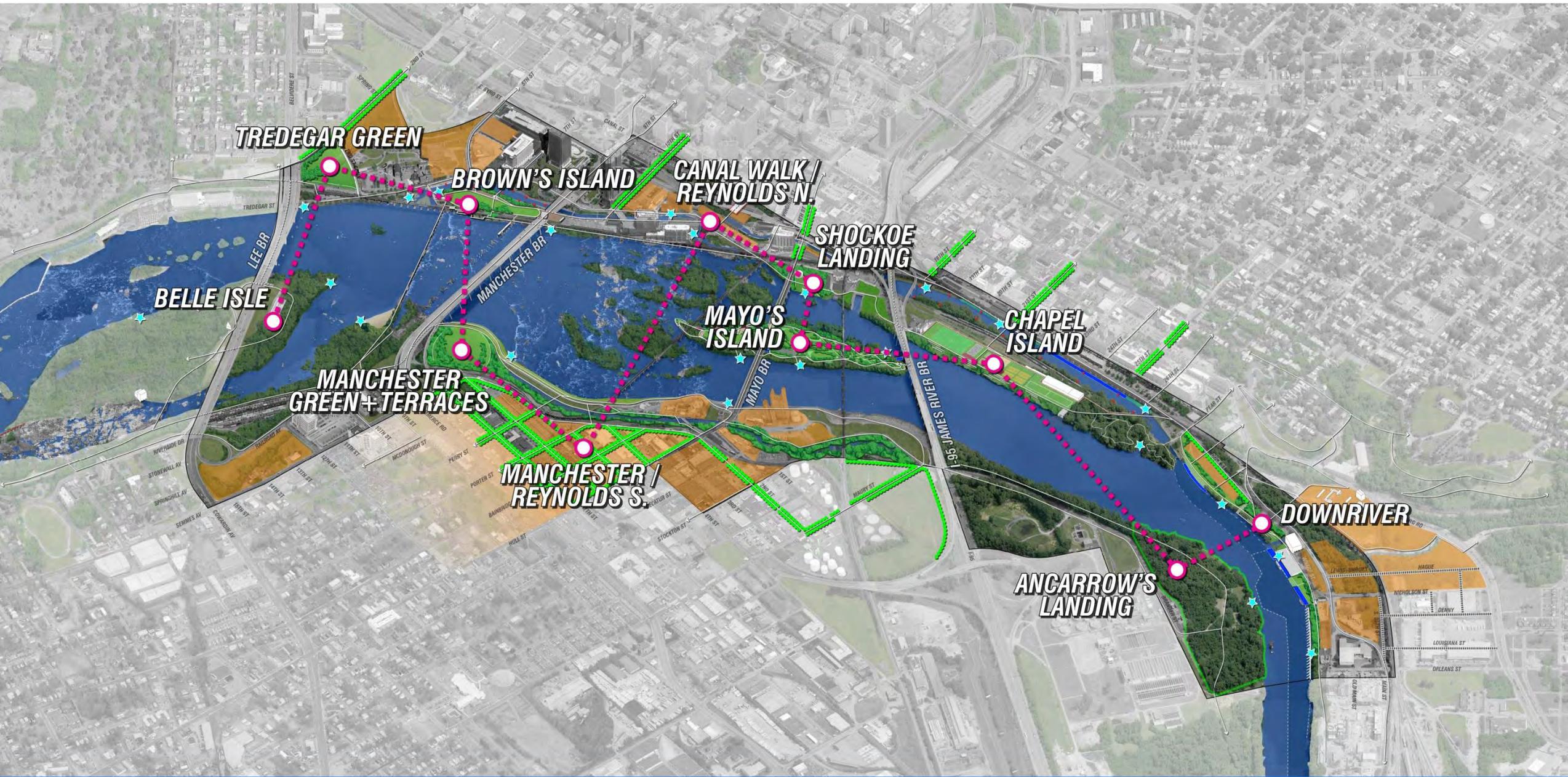


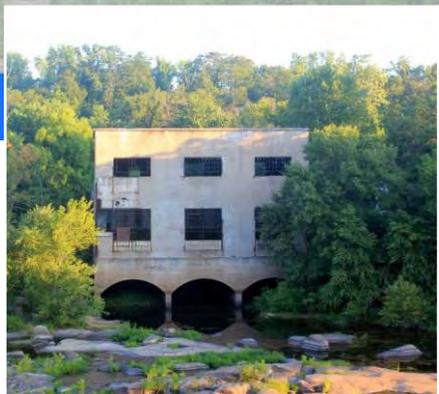
A SINGLE, UNIFIED, COHESIVE SYSTEM



REVERBERATIVE IMPACT







“Urban Wild” 54 Acres

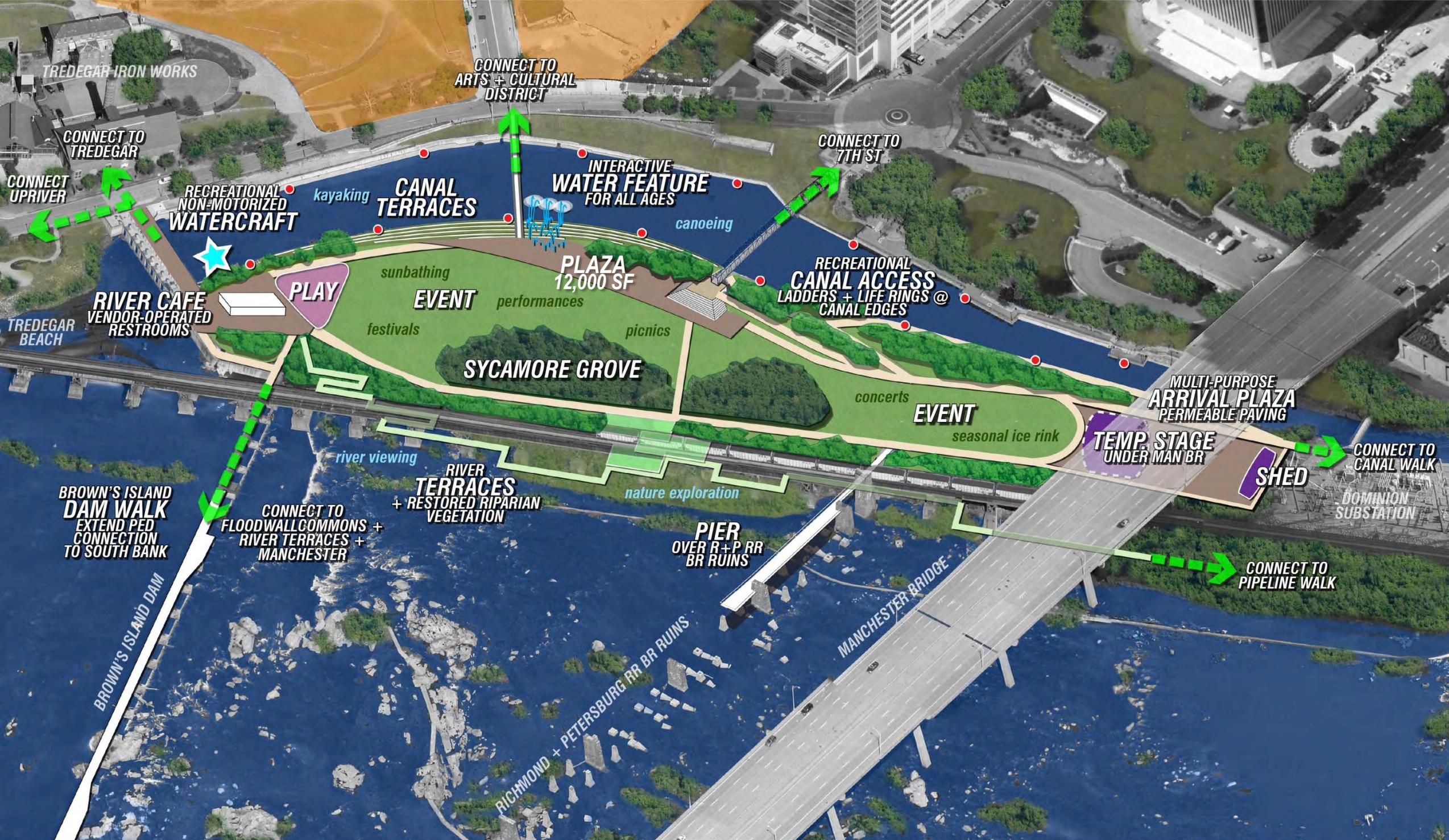


RAILS WITH TRAILS



RAILS WITH TRAILS





“Urban Riverfront” 7 Acres





JAMES RIVER

RIVER TERRACES

SYCAMORE GROVE

EVENT / FESTIVAL

PLAY / CAFE

HAXALL CANAL

0' 10' 20'

CSX VIADUCT

CSX VIADUCT

RESTORED CONNECTION

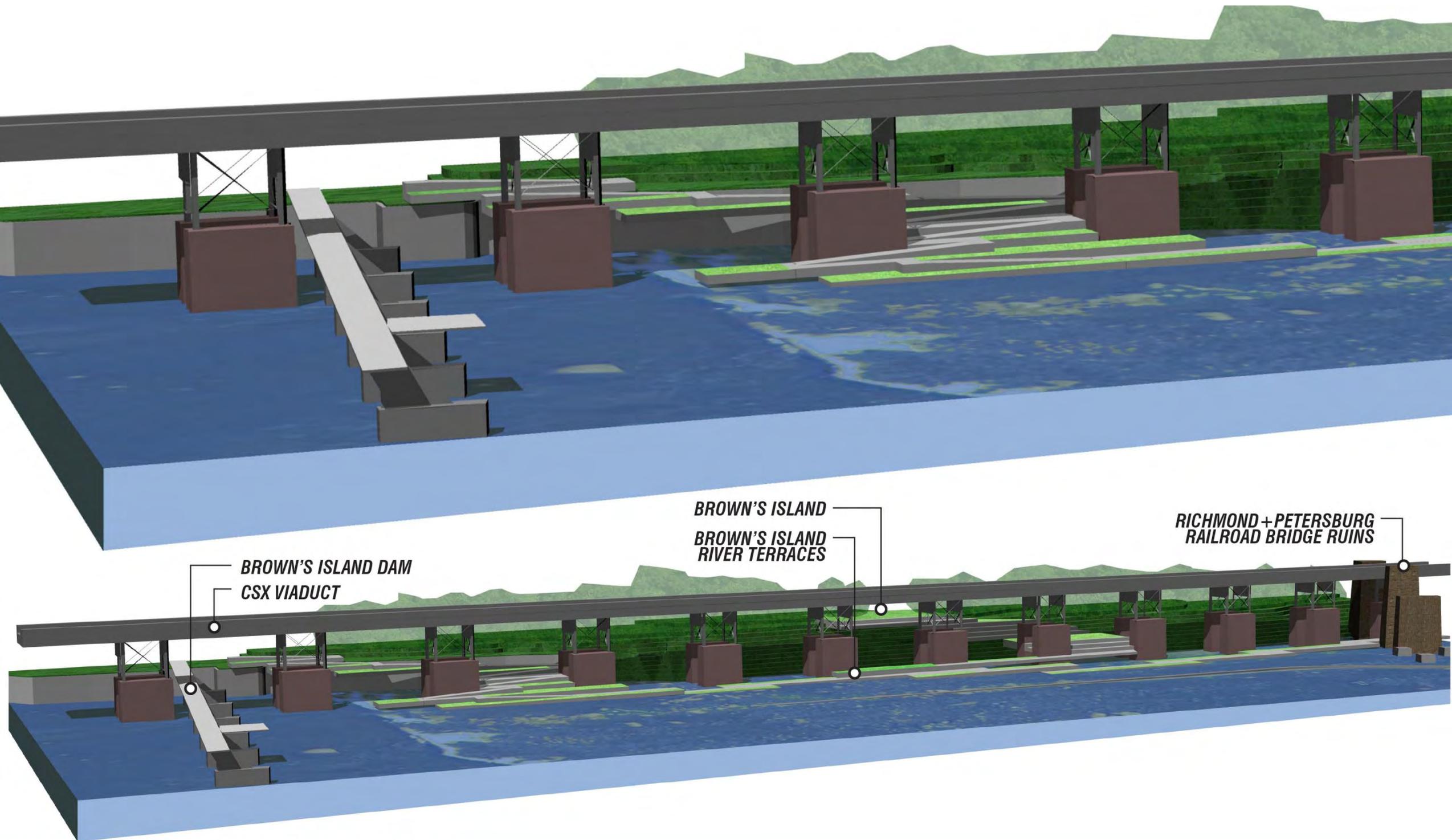
BROWN'S ISLAND DAM

FOUNDRY PARK BRIDGE



BROWN'S ISLAND RIVER TERRACES



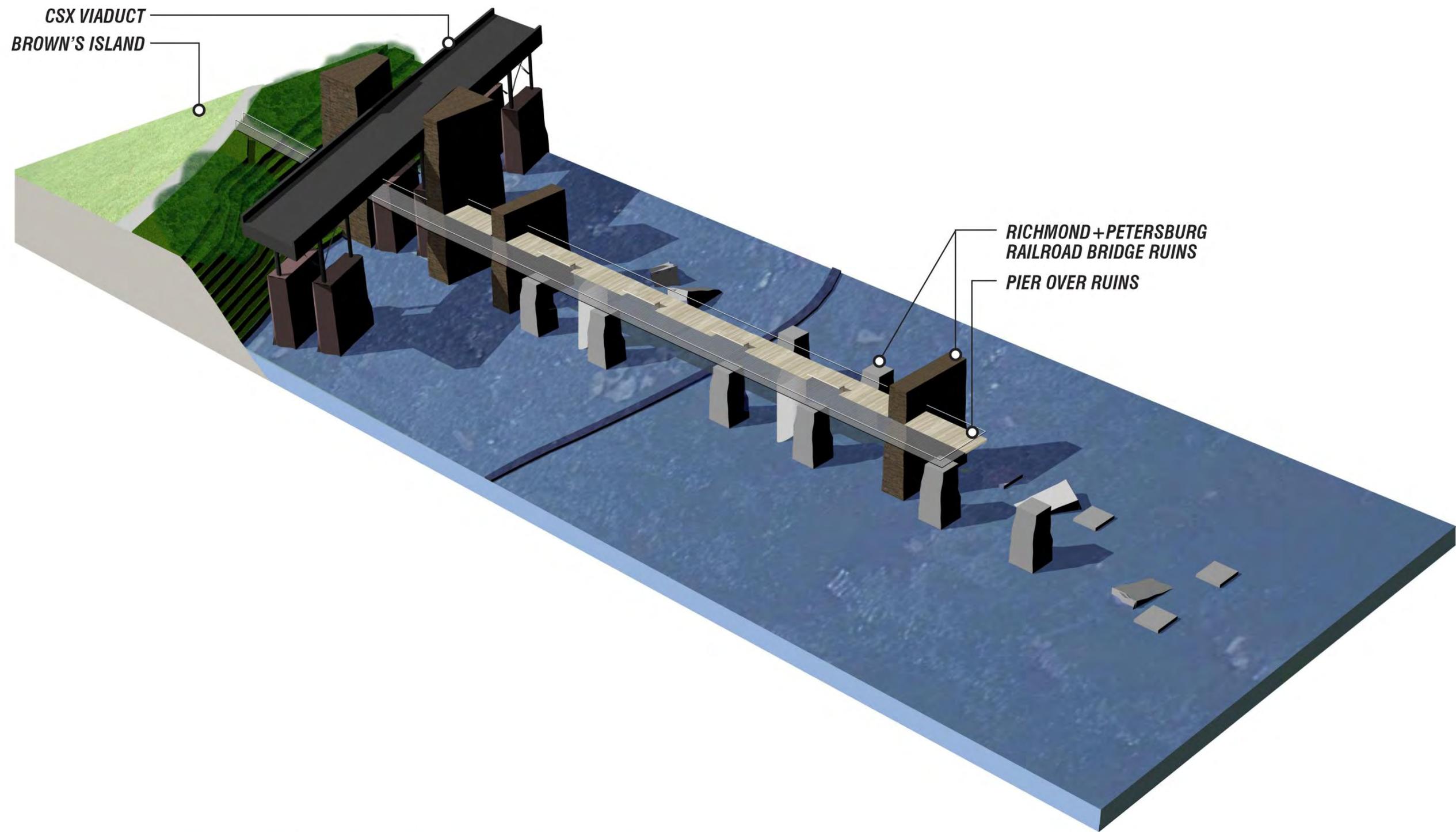


*BROWN'S ISLAND DAM
CSX VIADUCT*

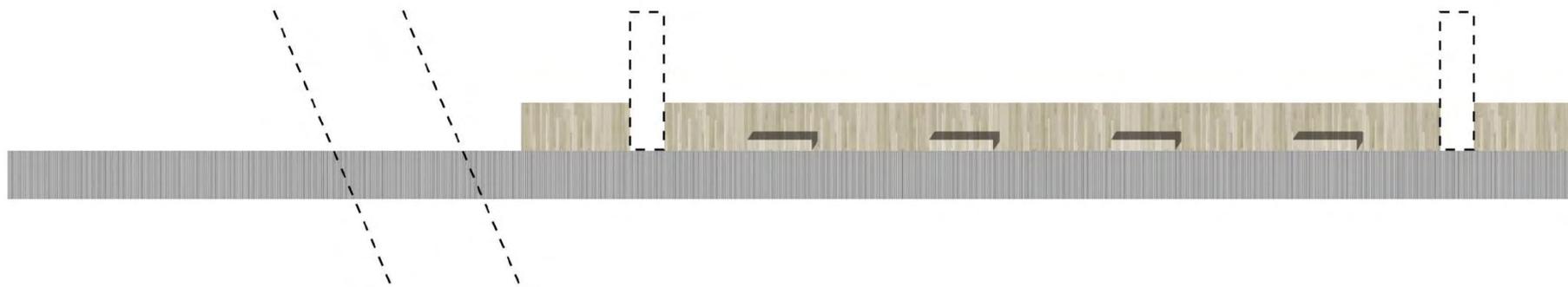
*BROWN'S ISLAND
BROWN'S ISLAND
RIVER TERRACES*

*RICHMOND + PETERSBURG
RAILROAD BRIDGE RUINS*

BROWN'S ISLAND RIVER TERRACES



PIER OVER RICHMOND + PETERSBURG RR RUINS



PIER OVER RICHMOND + PETERSBURG RR RUINS

< N



EXISTING

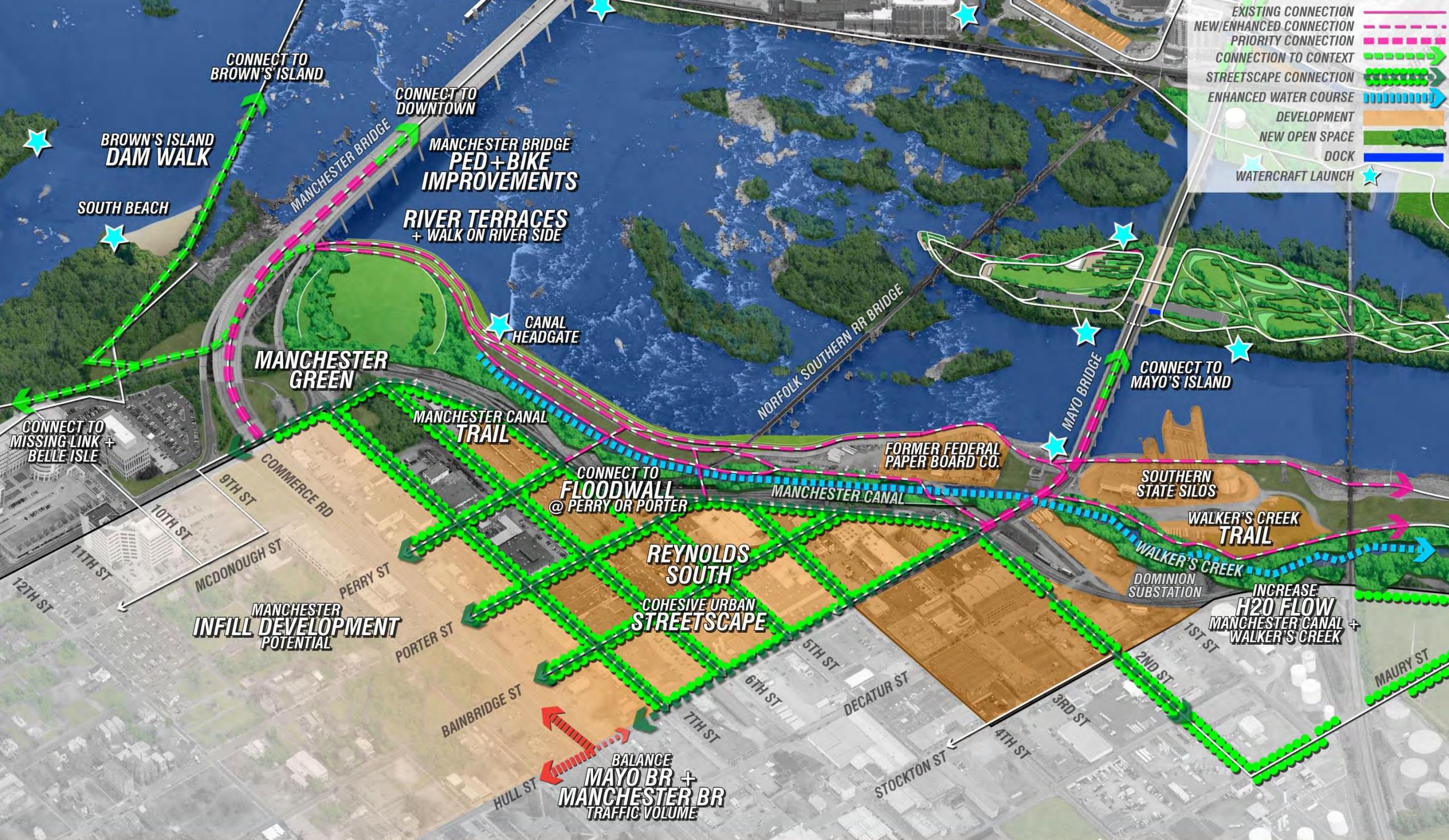




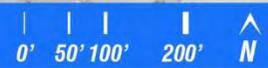
BROWN'S ISLAND RIVER TERRACES



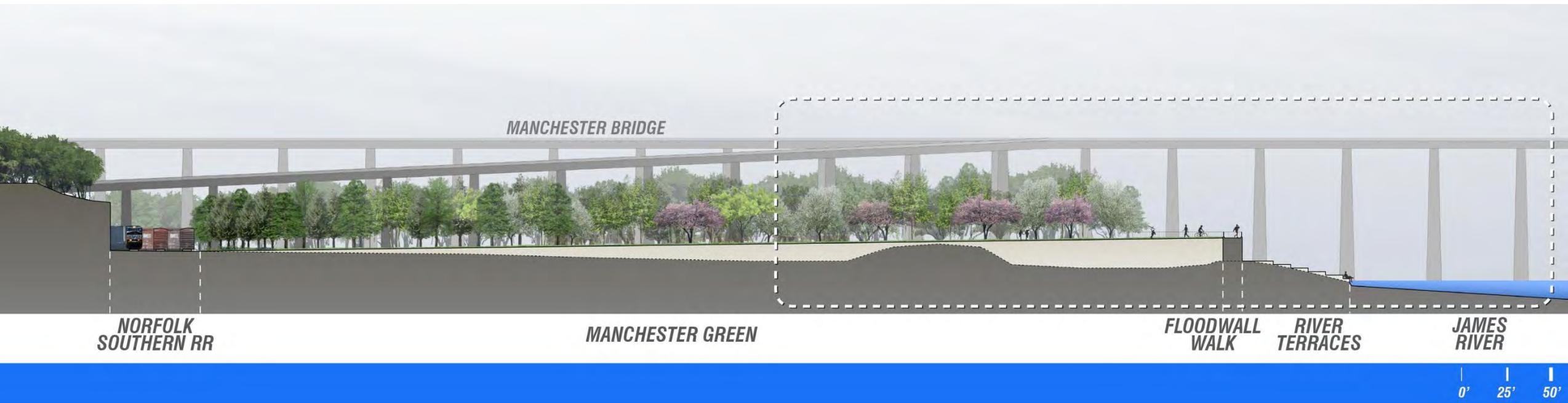
PIER OVER RICHMOND+PETERSBURG RAILROAD RUINS



“Riverfront Access” 10 Acres

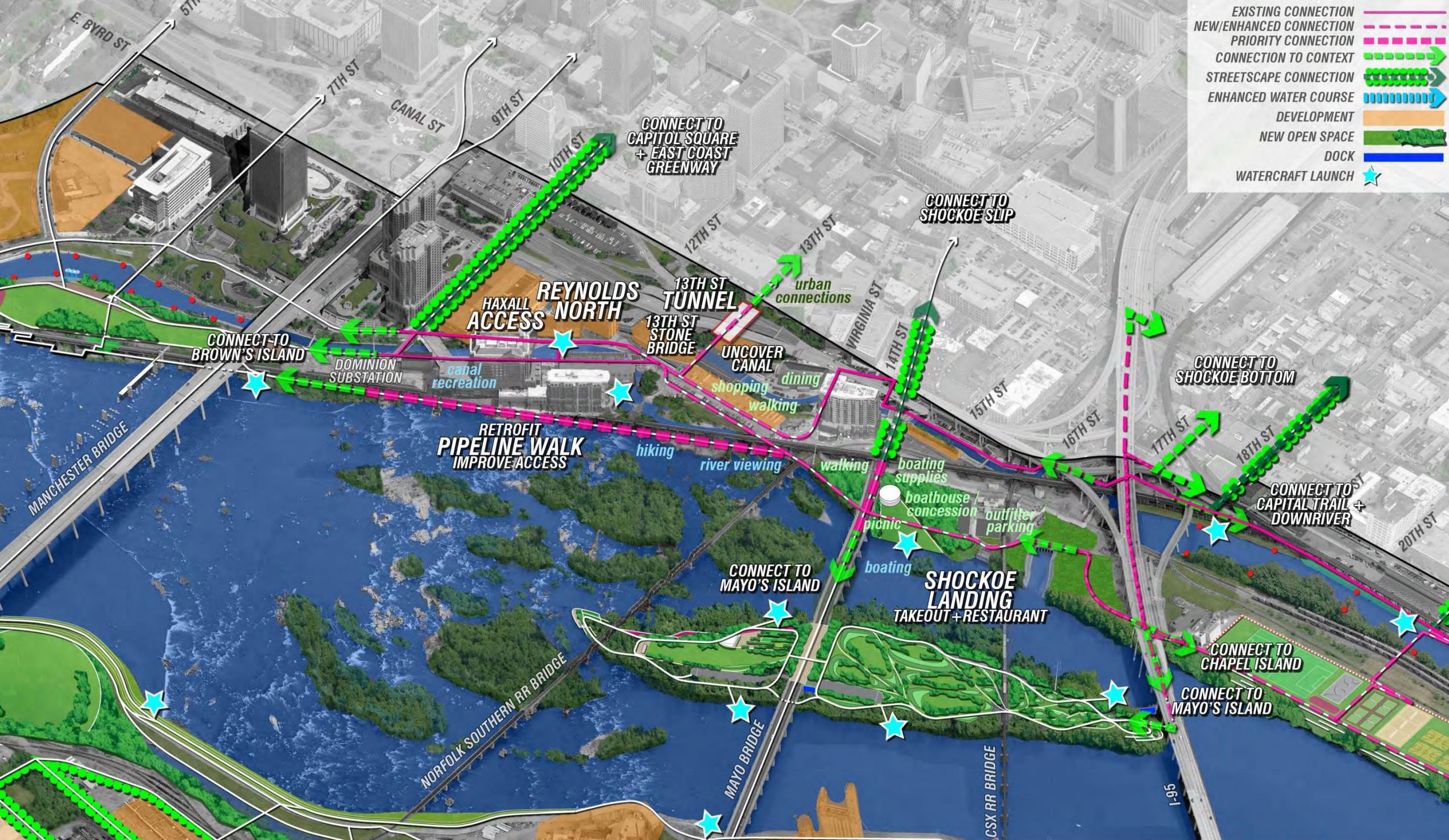


“Riverfront Access” 10 Acres

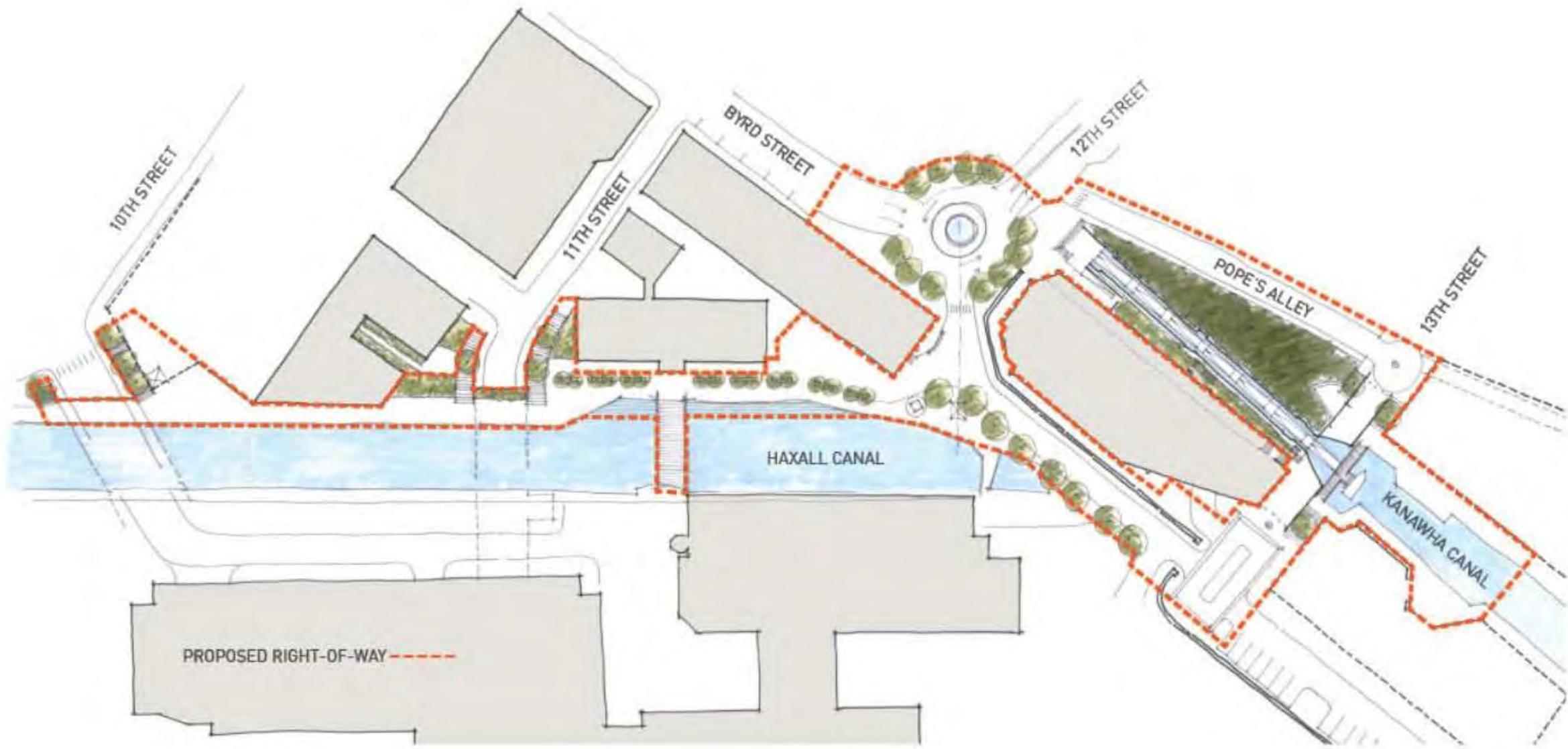






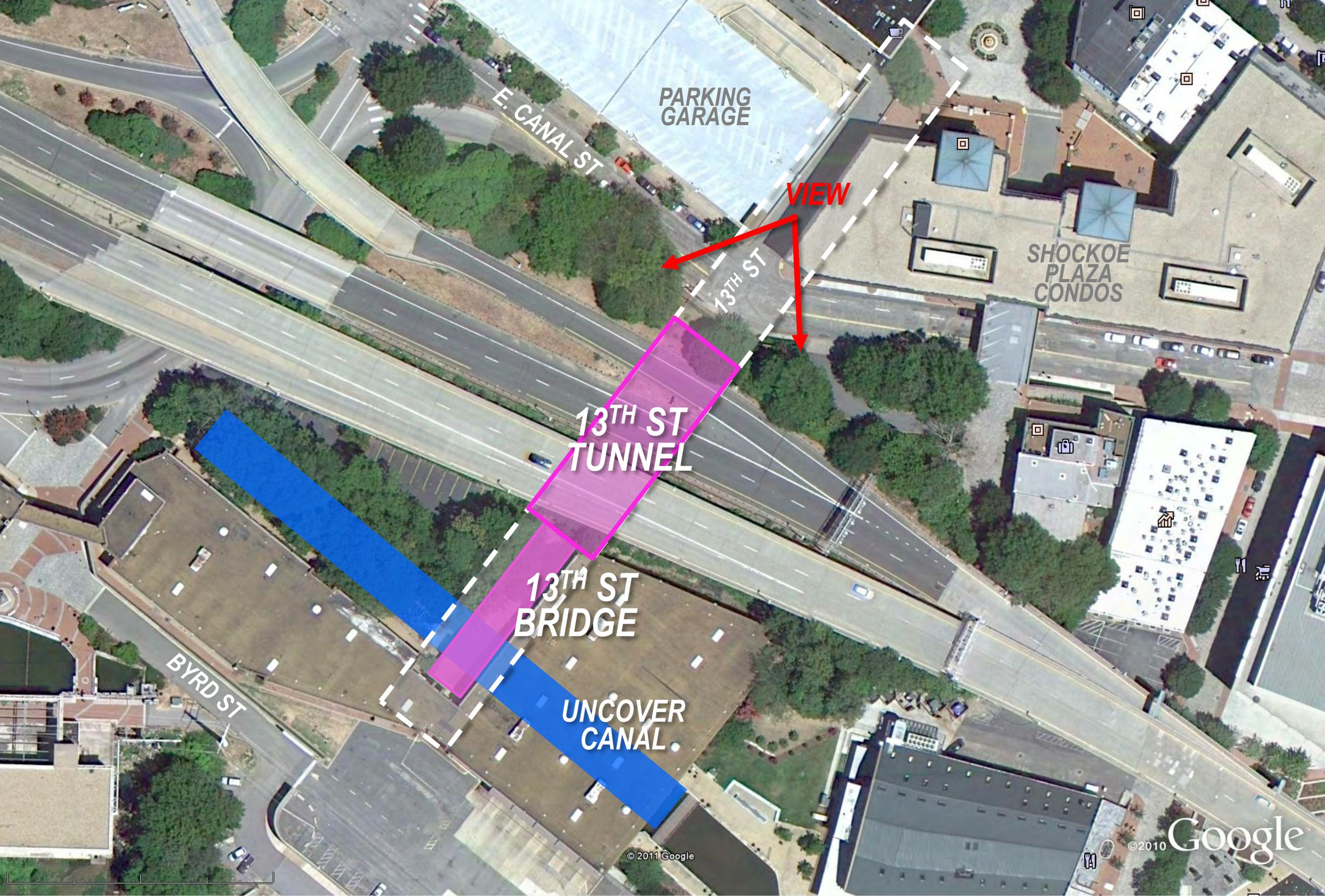


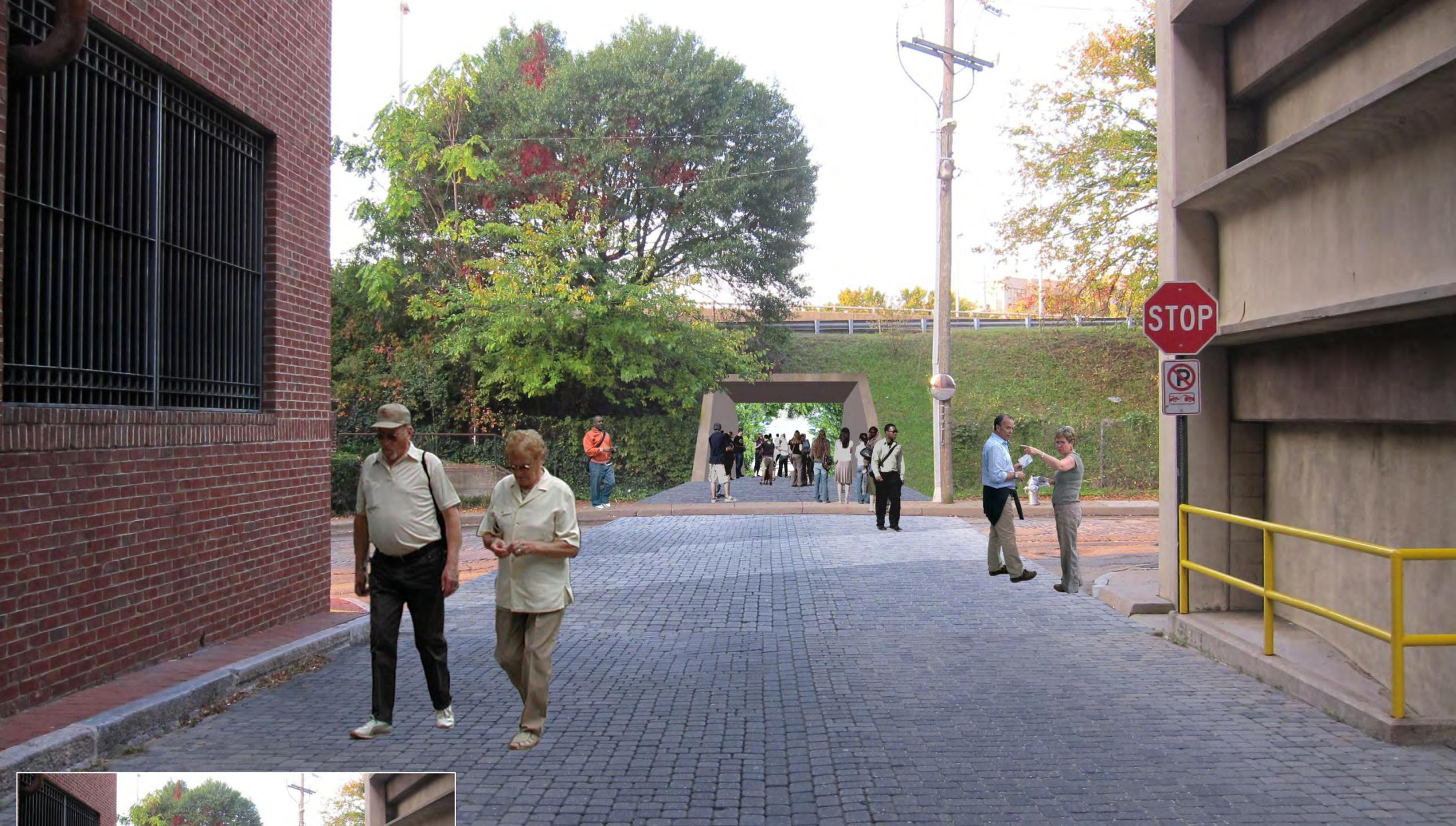
“Urban Canal” / “River Recreation” 2 Acres



PROPOSED RIGHT-OF-WAY

PENDING CANAL WALK IMPROVEMENTS



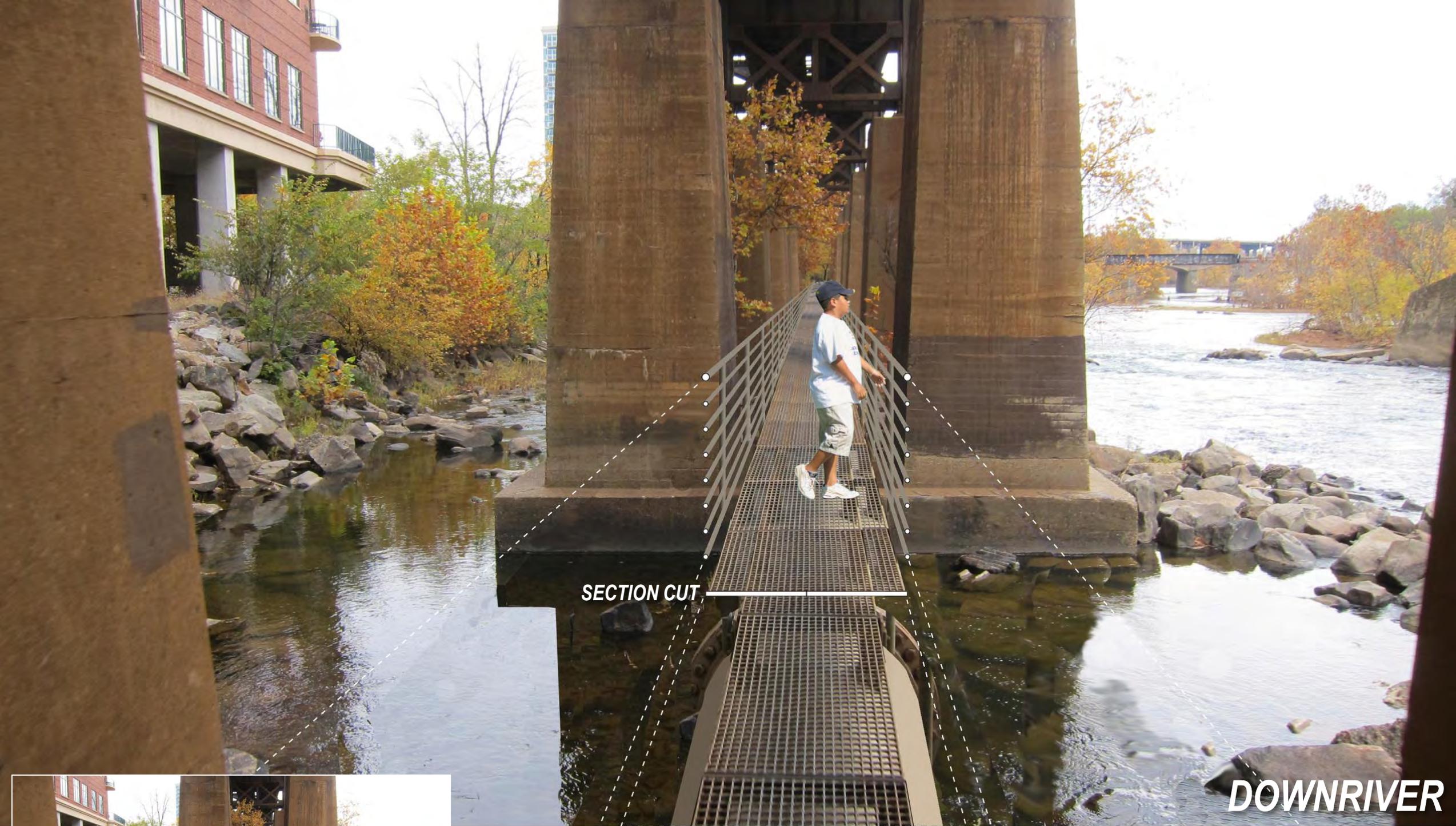




SECTION CUT

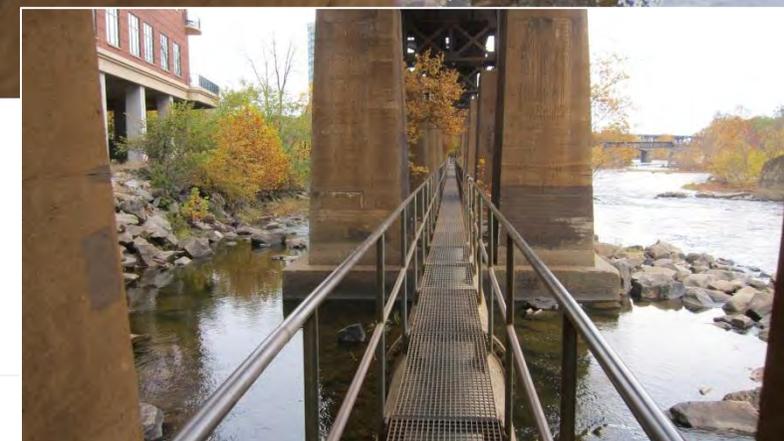
UPRIVER





SECTION CUT

DOWNRIVER





- EXISTING CONNECTION ---
- NEW/ENHANCED CONNECTION —
- PRIORITY CONNECTION ---
- CONNECTION TO CONTEXT →
- STREETSCAPE CONNECTION ⋯
- ENHANCED WATER COURSE ~
- DEVELOPMENT ■
- NEW OPEN SPACE ■
- DOCK ■
- WATERCRAFT LAUNCH ★



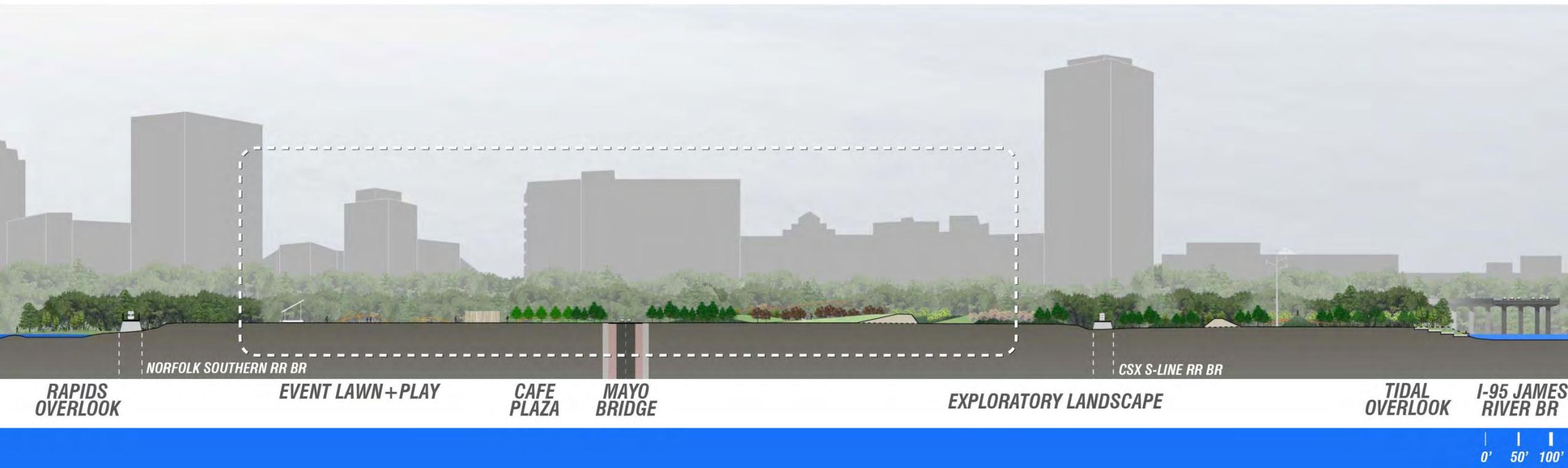
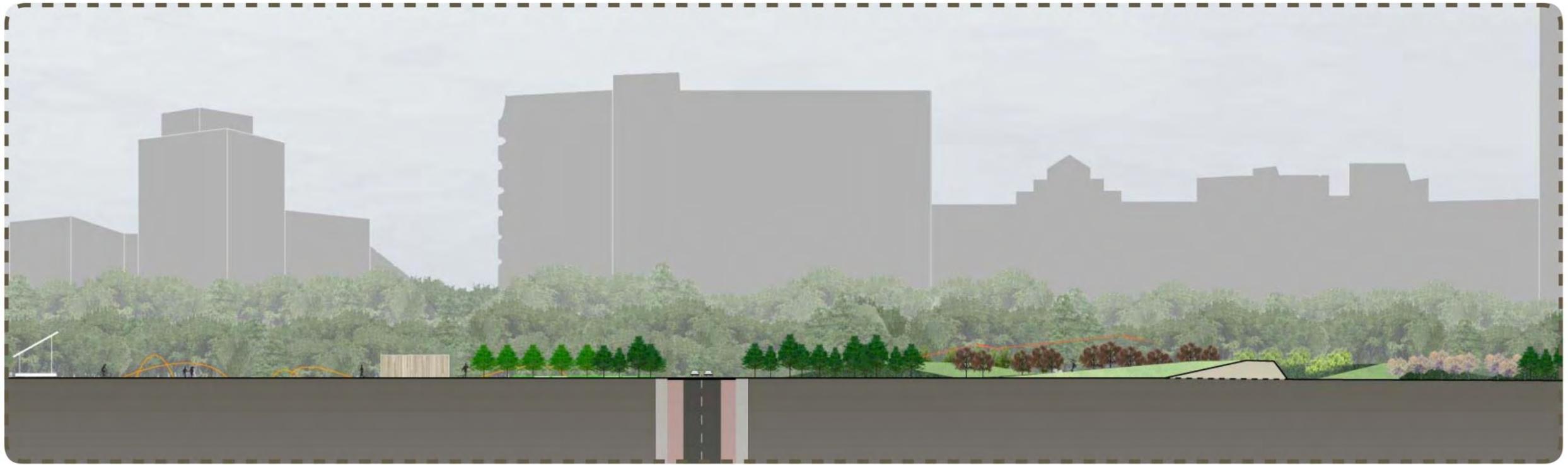
“Central Riverfront Park” 16 Acres



SHORT-TERM



LONG-TERM



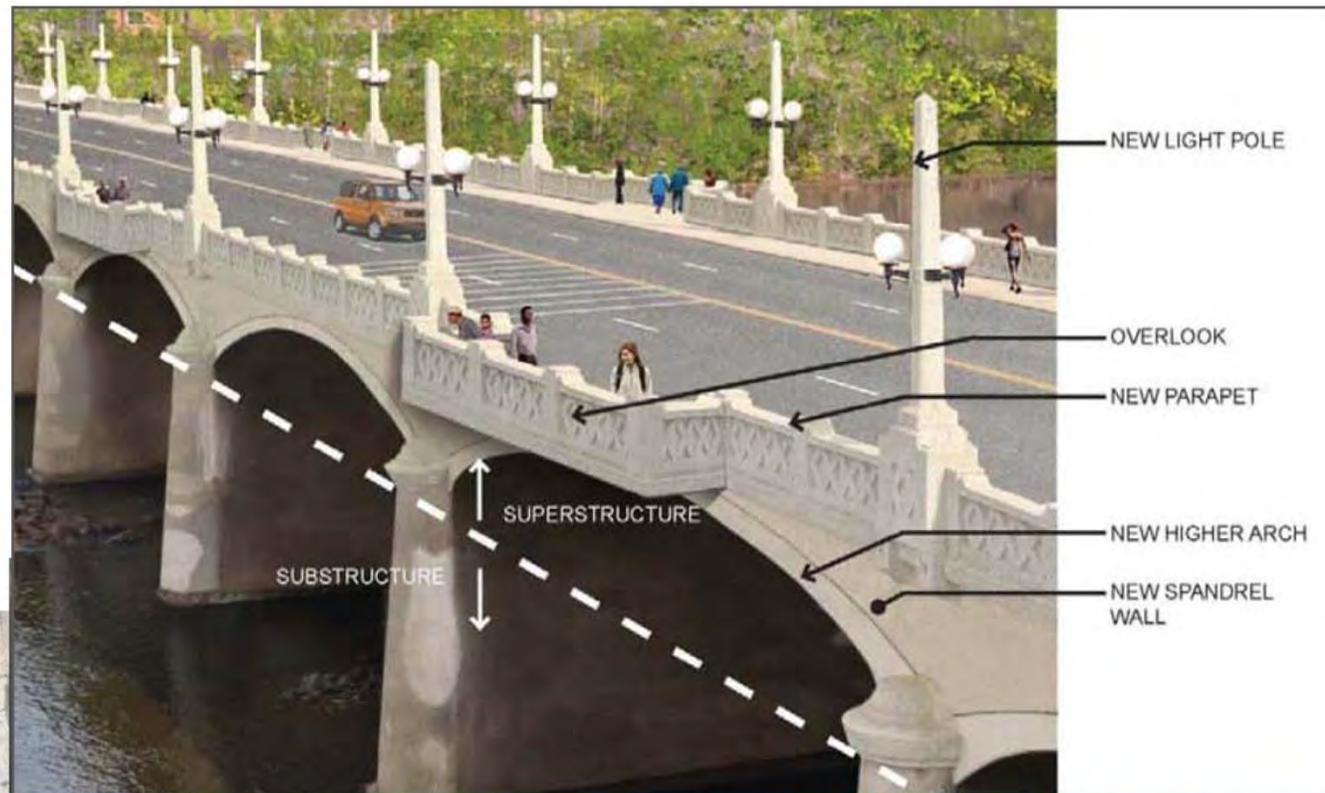


UPRIVER



DOWNRIVER





Rehabilitation Alternative 1, Mayo Bridge Structural Analysis and Feasibility Study Phase II Report, Ammann & Whitney Consulting Engineers, P.C., August 2011



FLOODWALL LIMITS LANE WIDTH ON BOTH ENDS

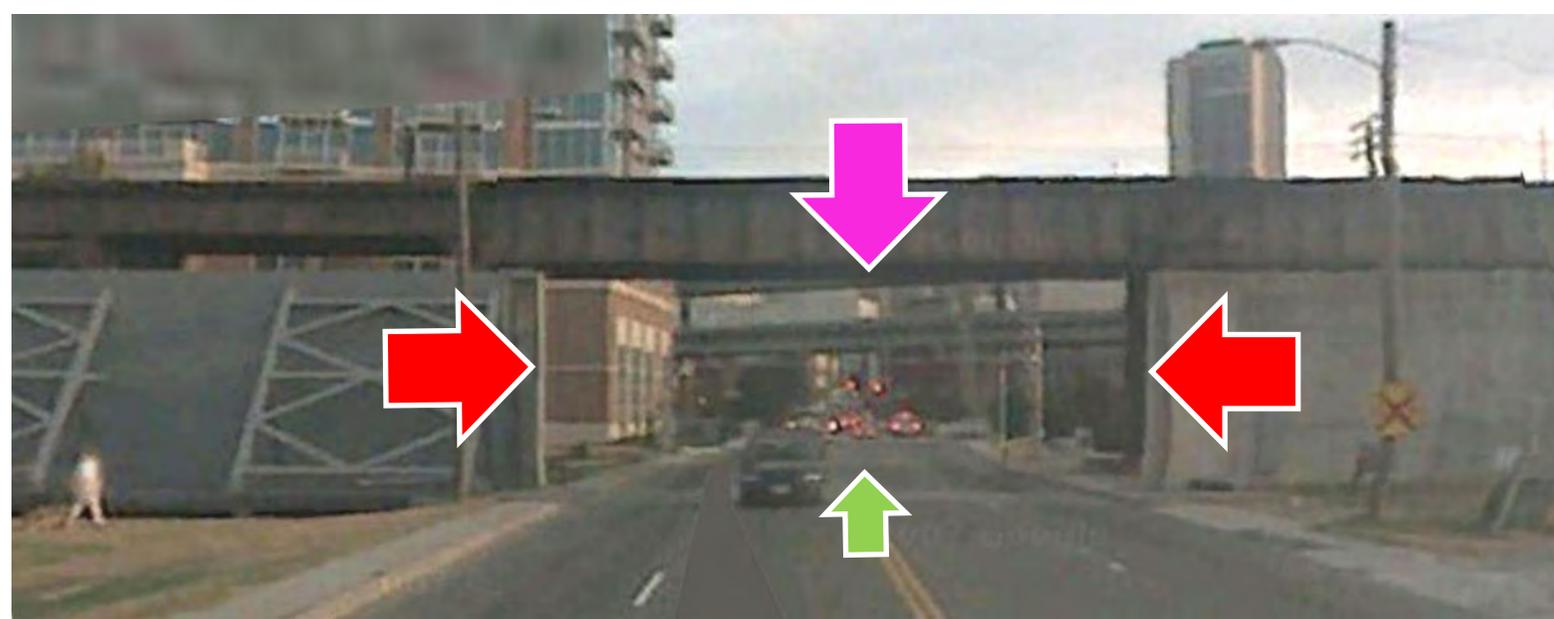
14TH ST TURN

**1 LANE ENTERING BRIDGE
 2 LANES EXITING BRIDGE BOTH ENDS
 CENTER TURNING LANE @ MAYO'S ISLAND
 DEDICATED BIKE LANES BOTH SIDES
 UPGRADE PEDESTRIAN SIDEWALK**

N >



4 LANE – FLOODWALL CONSTRAINTS





- EXISTING CONNECTION ---
- NEW/ENHANCED CONNECTION ---
- PRIORITY CONNECTION ---
- CONNECTION TO CONTEXT →
- STREETSCAPE CONNECTION —●—●—●
- ENHANCED WATER COURSE ~
- DEVELOPMENT ■
- NEW OPEN SPACE ■
- DOCK ■
- WATERCRAFT LAUNCH ★



“Urban Recreation” 12 Acres



SHORT-TERM



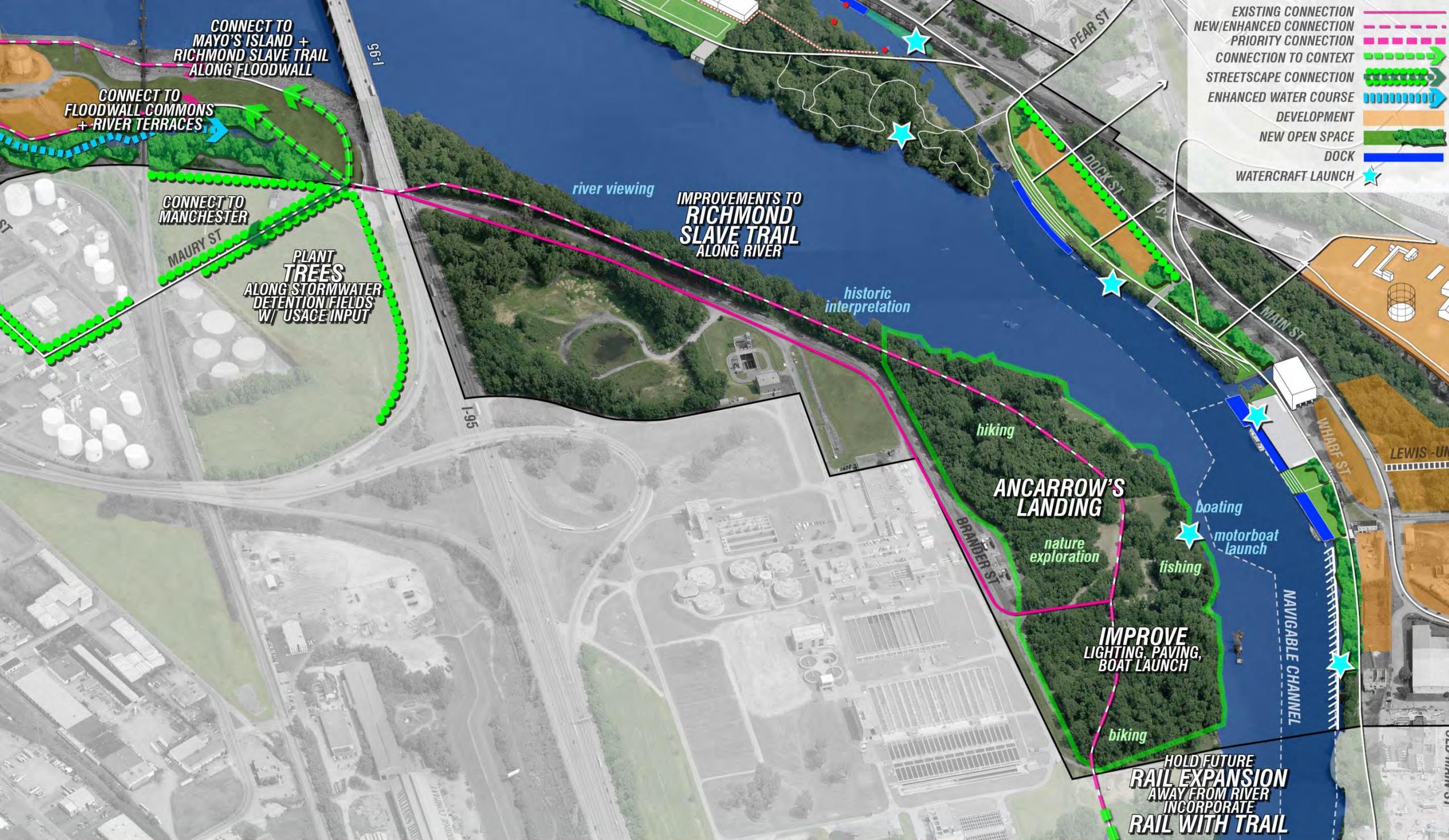
SHORT-TERM



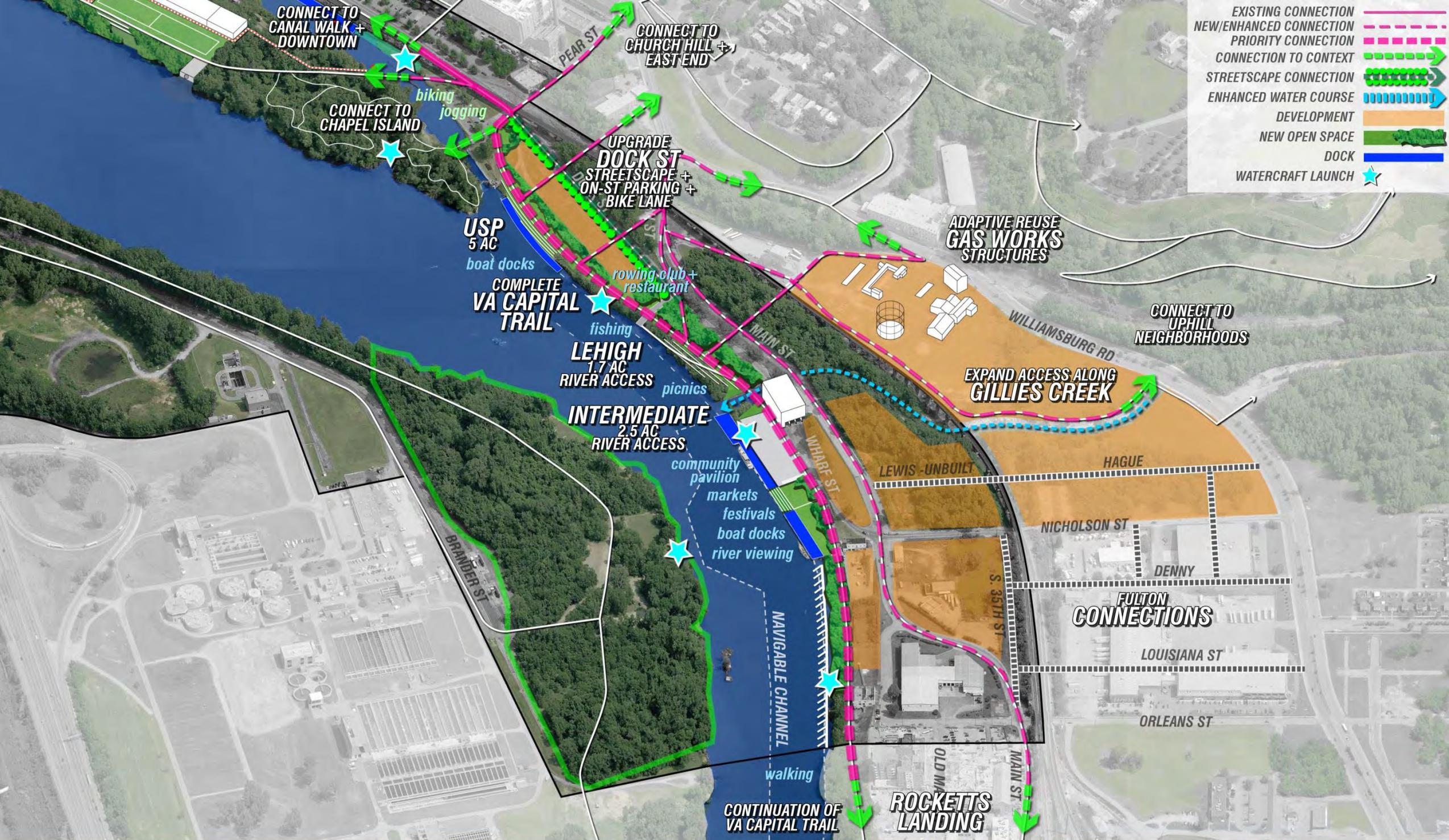
LONG-TERM



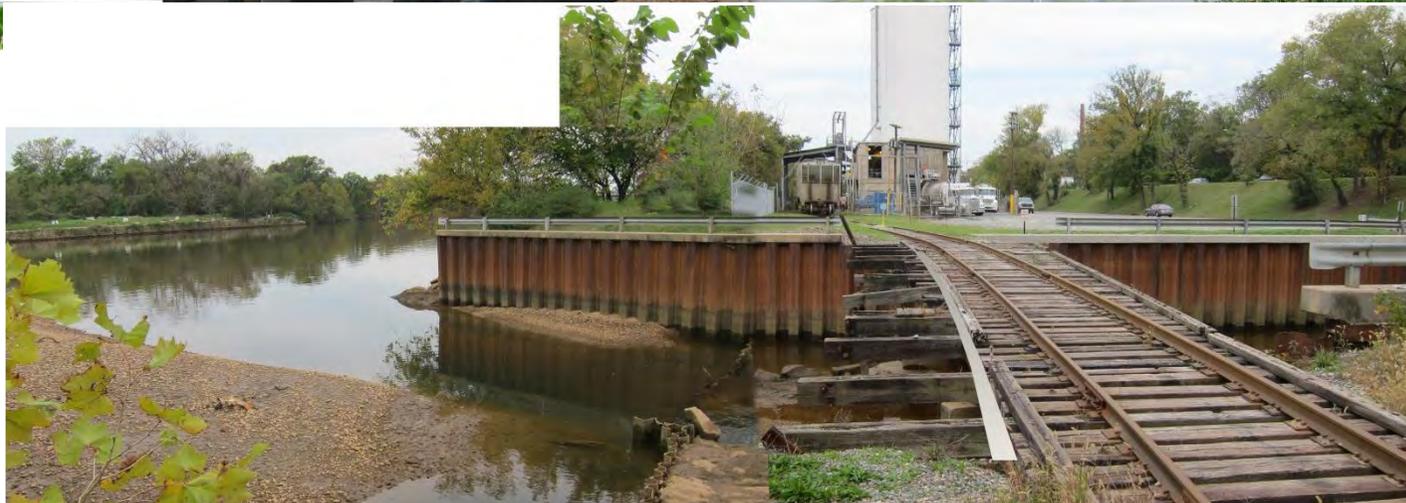
LONG-TERM



“Riverfront Wild” 30 Acres

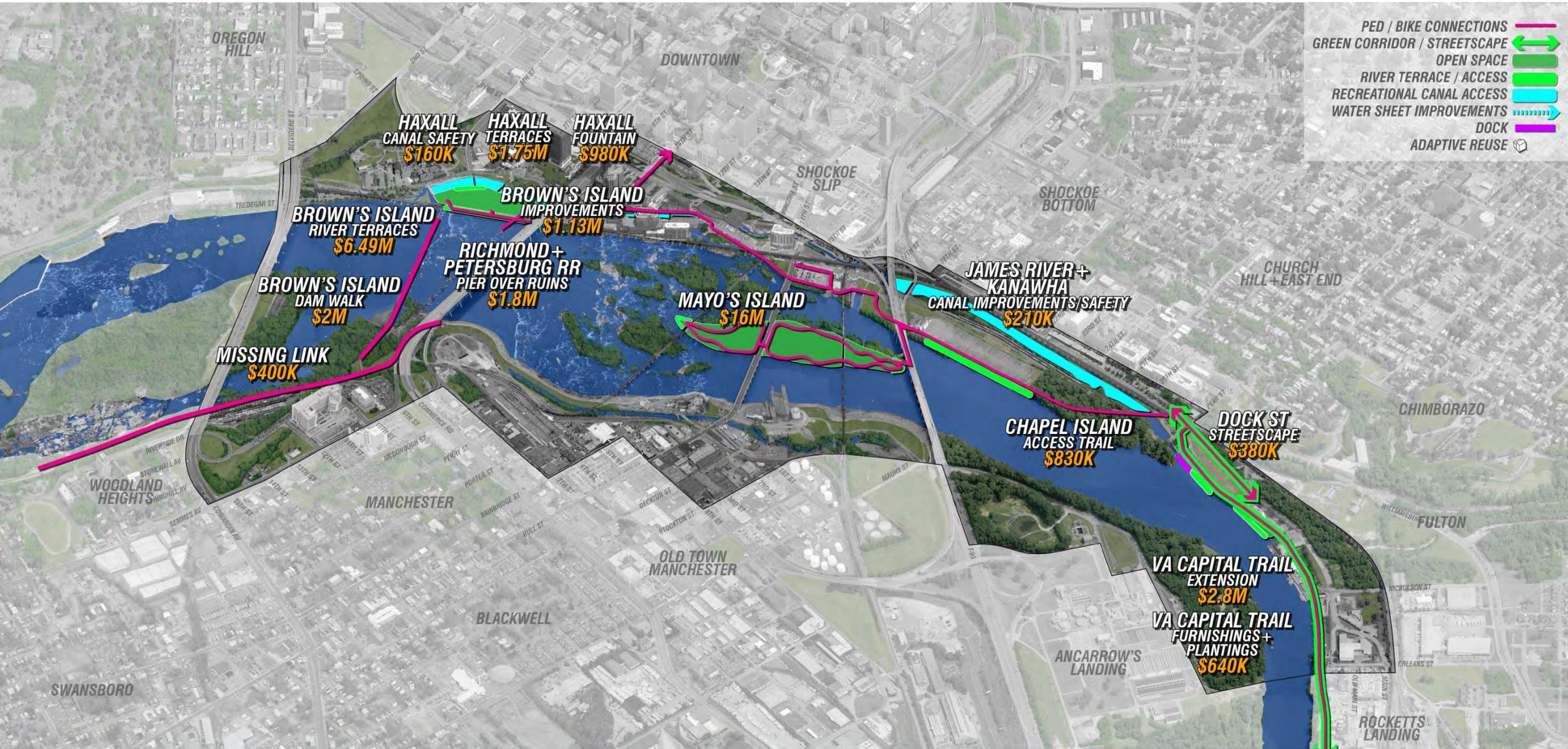


“River Connections & Neighborhood Park” 10 Acres





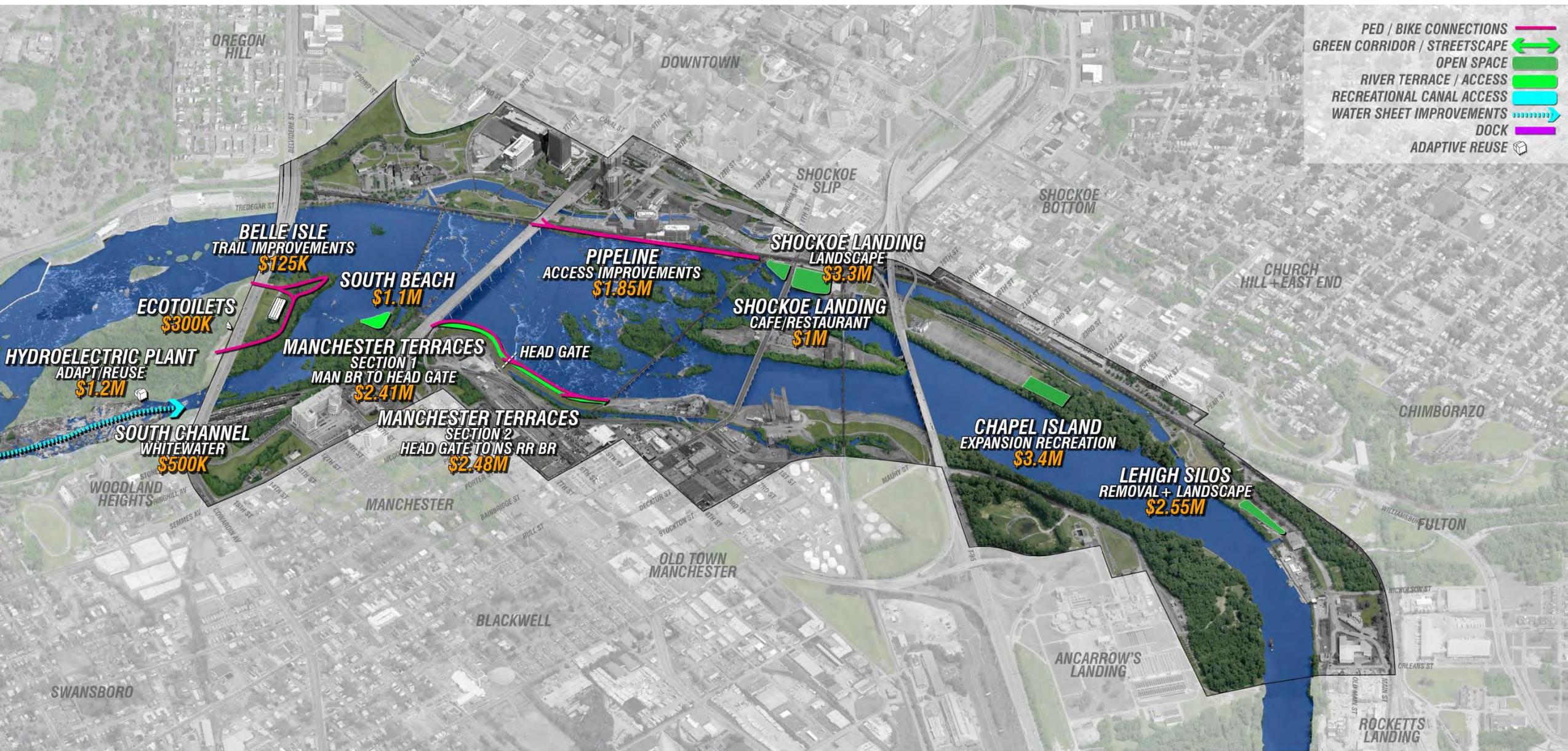
RIVERFRONT PRIORITIES



NOTE: hard costs in 2012 dollars; excludes land acquisition, signification demolition or stabilization, contamination/remediation, escalation of costs, and soft costs.

PRIORITY 1 BUDGET COSTS **\$35.6M**

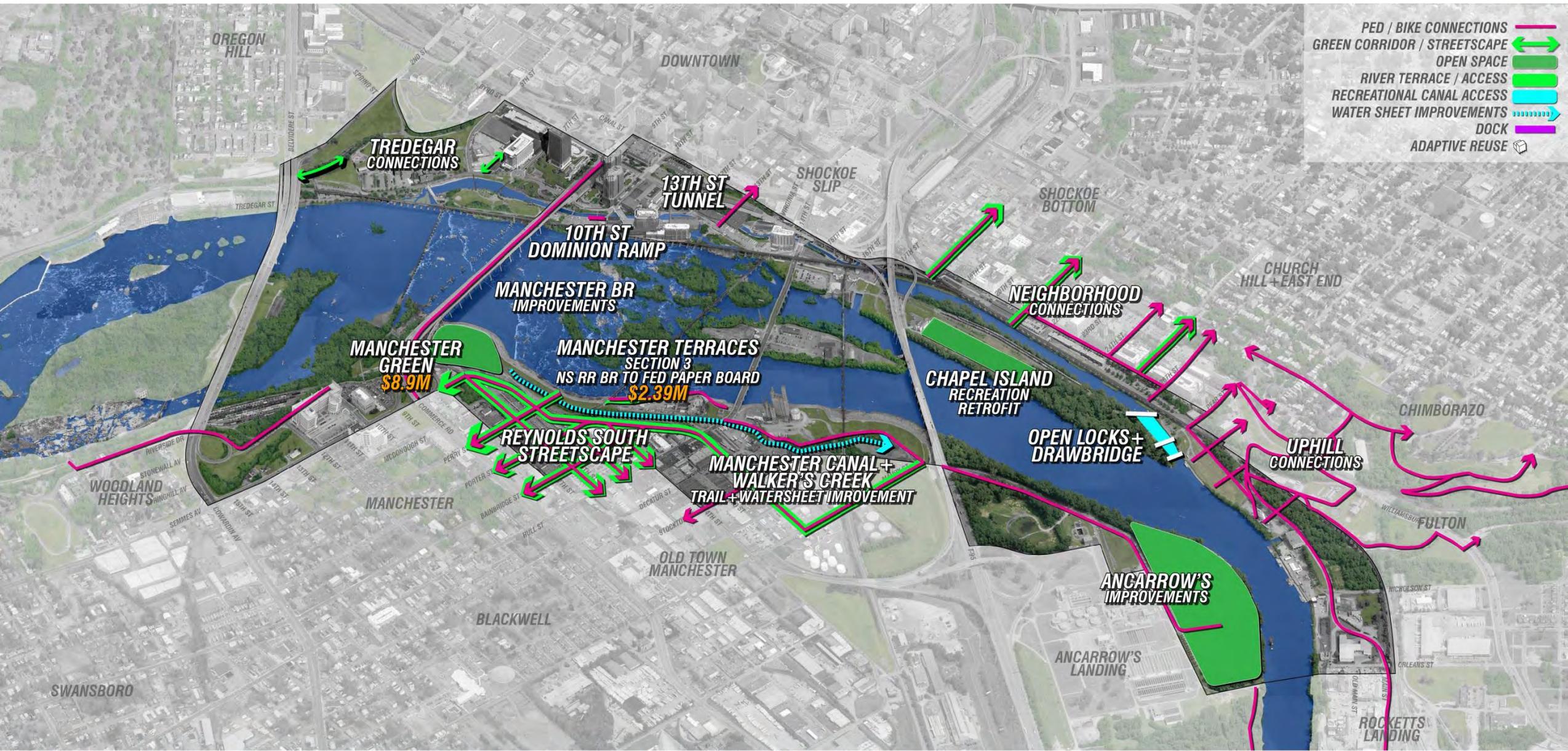




- PED / BIKE CONNECTIONS
- GREEN CORRIDOR / STREETSCAPE
- OPEN SPACE
- RIVER TERRACE / ACCESS
- RECREATIONAL CANAL ACCESS
- WATER SHEET IMPROVEMENTS
- DOCK
- ADAPTIVE REUSE

NOTE: hard costs in 2012 dollars; excludes land acquisition, signification demolition or stabilization, contamination/remediation, escalation of costs, and soft costs.

PRIORITY 2 BUDGET COSTS **\$20.2M** | 0' | 250' | 500' | 1000' | N

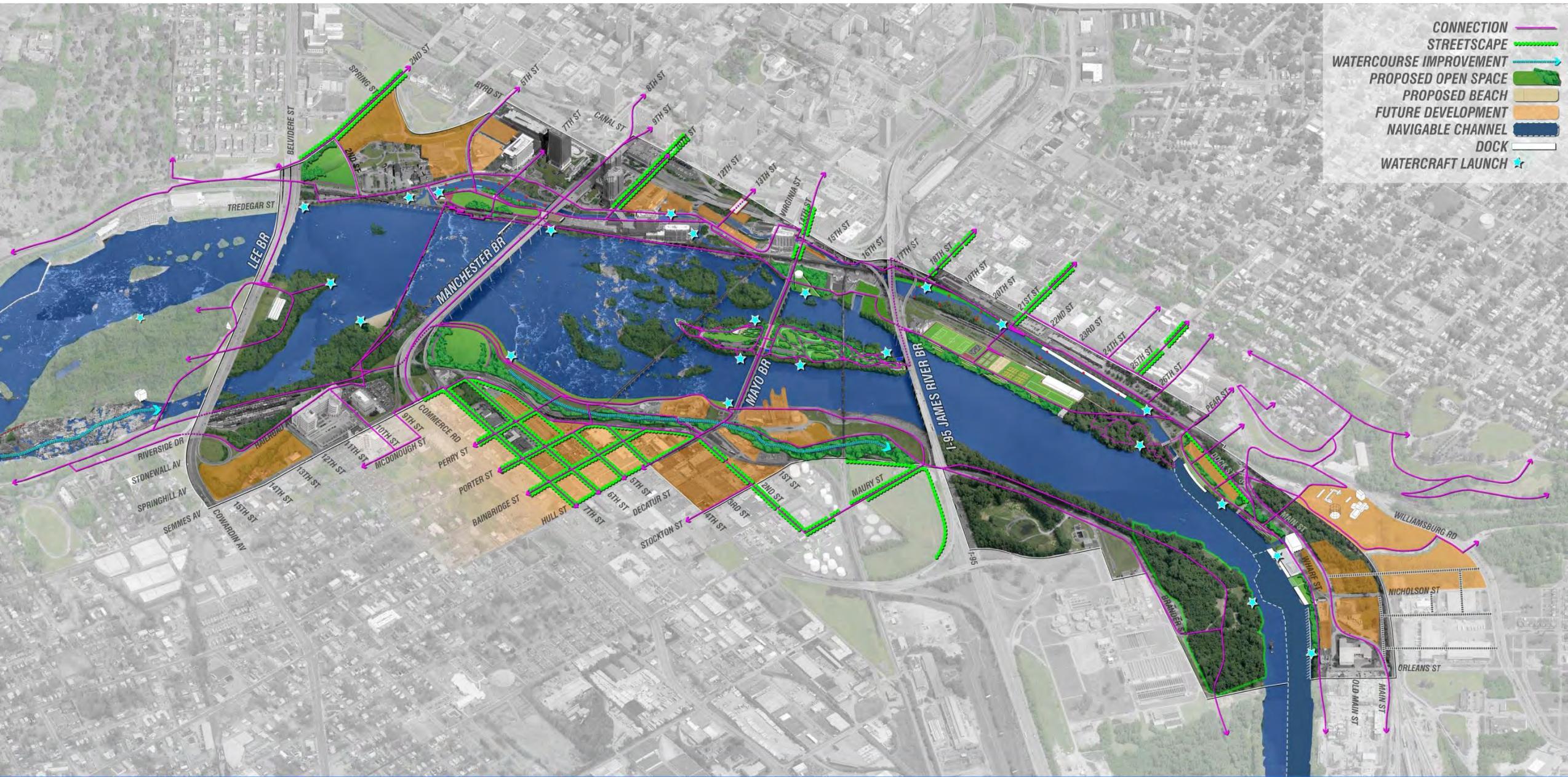


- PED / BIKE CONNECTIONS
- GREEN CORRIDOR / STREETScape
- OPEN SPACE
- RIVER TERRACE / ACCESS
- RECREATIONAL CANAL ACCESS
- WATER SHEET IMPROVEMENTS
- DOCK
- ADAPTIVE REUSE

NOTE: hard costs in 2012 dollars; excludes land acquisition, signification demolition or stabilization, contamination/remediation, escalation of costs, and soft costs.

PRIORITY 3 BUDGET COSTS





RICHMOND RIVERFRONT PLAN



A SINGLE, UNIFIED, COHESIVE SYSTEM



GOVERNANCE + IMPLEMENTATION

ONE RIVER, ONE CITY, ONE RIVERFRONT SYSTEM



**DIVERSE ACTIVITIES AND RESPONSIBILITIES
REQUIRE COORDINATED GOVERNANCE**

ONE RIVER, ONE CITY, ONE RIVERFRONT SYSTEM

GOVERNANCE

- Define and enforce mission
- Engage with communities, public agencies, private developers, and businesses

IMPLEMENTATION

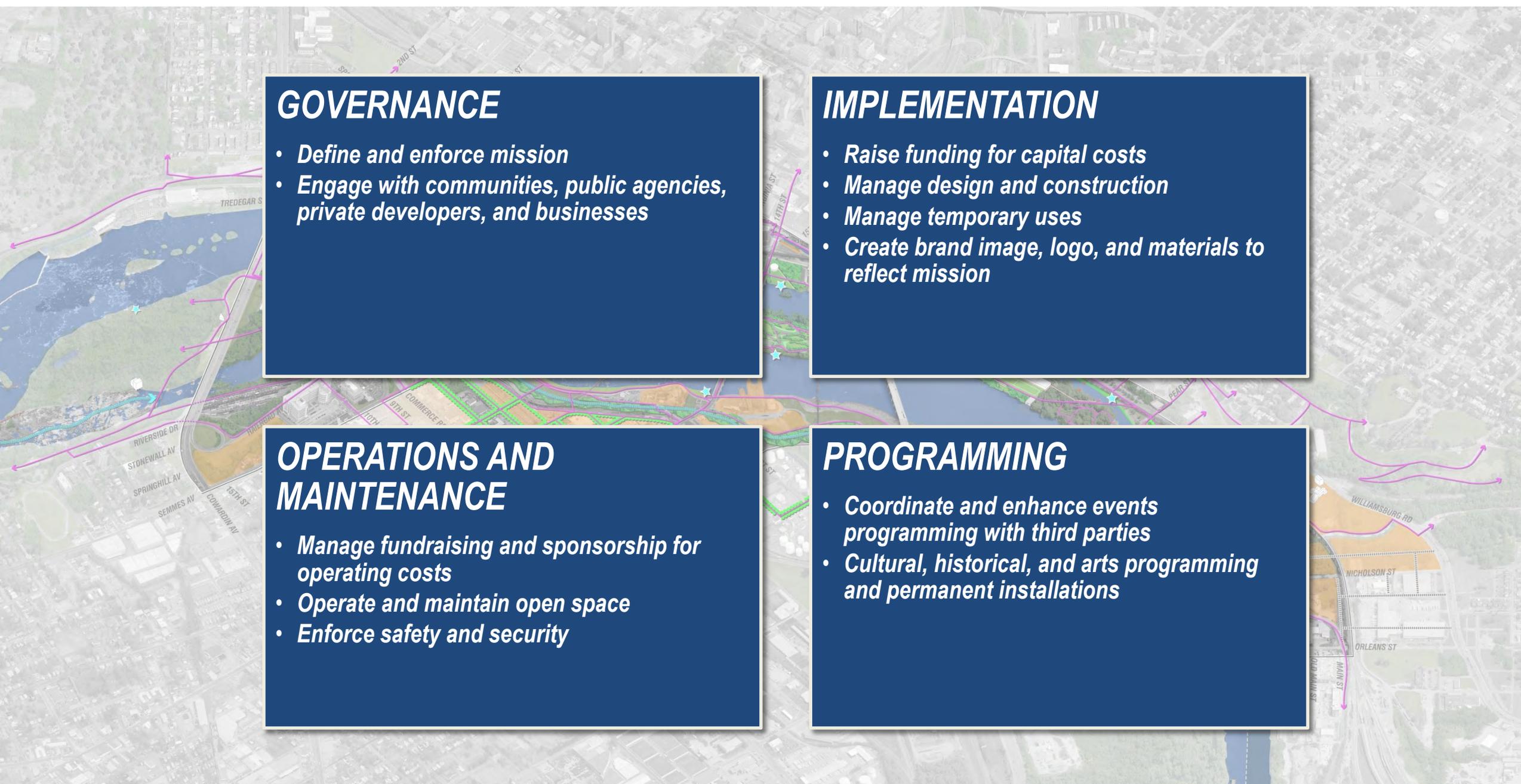
- Raise funding for capital costs
- Manage design and construction
- Manage temporary uses
- Create brand image, logo, and materials to reflect mission

OPERATIONS AND MAINTENANCE

- Manage fundraising and sponsorship for operating costs
- Operate and maintain open space
- Enforce safety and security

PROGRAMMING

- Coordinate and enhance events programming with third parties
- Cultural, historical, and arts programming and permanent installations



CITIES HAVE CREATED A VARIETY OF STEWARDSHIP MODELS FOR RIVERFRONTS AND OPEN SPACES

RICHMOND

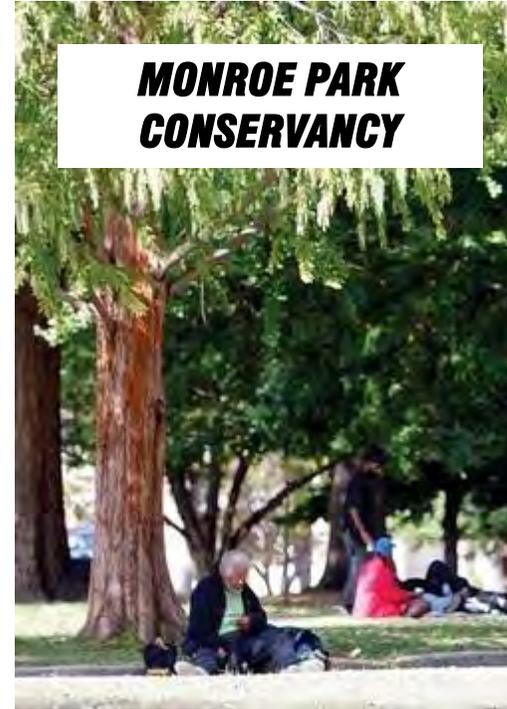


MAYMONT FOUNDATION

- Governance
- Implementation
- Operations and maintenance
- Programming
- Fundraising

CITY OF RICHMOND

- Ownership
- Operating subsidy



MONROE PARK CONSERVANCY

- Governance
- Implementation
- Operations and maintenance
- Programming
- Fundraising, including VCU annual subsidy

CITY OF RICHMOND

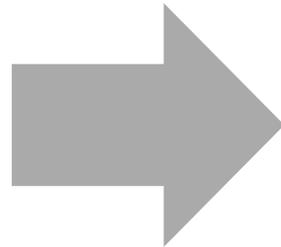
- Ownership
- Capital for infrastructure improvements

NATIONAL AND INTERNATIONAL (MAYOR AND COUNCIL HAVE VARYING LEVELS OF GOVERNANCE)



A NEW RIVERFRONT AUTHORITY WOULD INTERFACE WITH MANY LEVELS OF CITY GOVERNMENT

RICHMOND GOVT. AUTHORITIES Local/Regional quasi-govt. entities overseen by boards (all /partially) appointed by Richmond City Council.
Richmond Ambulance Authority
Richmond Broad Street Community Development Authority
Central Virginia Waste Management Authority
Richmond Economic Development Authority
Greater Richmond Convention Center Authority
Richmond Metropolitan Authority
Richmond Redevelopment & Housing Authority
Capital Region Airport Commission
Peumansend Creek Regional Jail Authority
Richmond Behavioral Health Authority
Richmond Hospital Authority



RICHMOND RIVERFRONT AUTHORITY

Mayor, Parks Dept., and/or Council representation on Authority board of directors

CITY OF RICHMOND ADMINISTRATION Administers general govt. services
 Mayor of Richmond Elected by a majority of 5 Voting Districts for 4yr terms to provide oversight/direction of Chief Administrative Officer in the mgt./delivery of gen. govt. services/annual budget.
Chief Administrative Officer Manages administration depts.
Richmond Office of the Mayor
Richmond Office of the Press Secretary
Richmond Dept. of Budget
Richmond Dept. of Econ. Dev.
Richmond Dept. of Finance
Richmond Dept. of Fire/Emer.
Richmond Dept. of Human Resources
Richmond Dept. of Info. Tec.
Richmond Dept. of Justice Services
Richmond Dept. of Parks/Rec./CF
Richmond Police Department
Richmond Dept. of Procurement
Richmond Dept. of Pub. Utilities
Richmond Dept. of Public Works
Richmond Dept. of Social Services
Richmond Dept. of Plan. & Dev. Rev.

GOVERNING BODY OF RICHMOND Provides citizen oversight of local laws and admin. of gov. services
 Richmond City Council 9 members elected individually by Voting District for 4yr terms to create/amend local laws, provide general govt. policy and oversight and approve annual city govt. budget.
Office of the Council Chief of Staff Manages Council operations/offices.
Office of the City Attorney
Office of the City Auditor
Office of the Assessor of Real Estate
Office of the City Clerk
55 Richmond Local and Regional Legal Governmental boards commissions, committees and task forces Legal Governmental entities that are established by Richmond City Council or that Council appoints members to assist with providing oversight on various topics, programs and services. Some of these entities may also include those that include appointments made by the Mayor. Most of these entities are volunteer. (Council also appoints members to one Federal Body and five Non-Governmental Organizations).

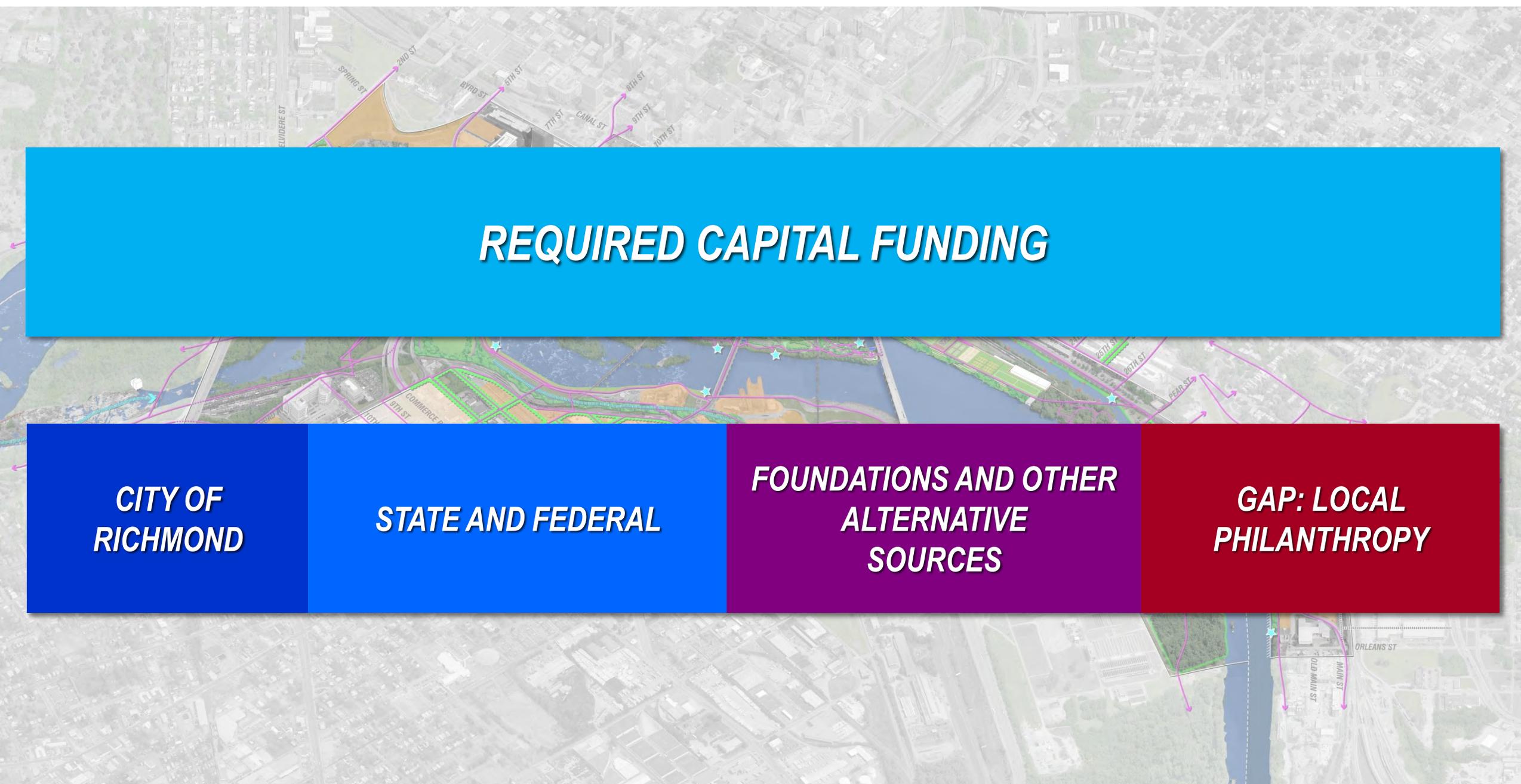
RICHMOND PUBLIC SCHOOLS A division of the state delivering public Pre-K through 12th Grade education of Richmond children.
Richmond Public Schools Board 9 members elected individually by Voting District for 4yr terms to provide general oversight of administration and policy and approve annual Richmond Public Schools budget.
Superintendent
Richmond Public Schools 28 Elementary Schools 9 Middle Schools 8 High Schools 3 Career, Technical & Alt. Ed. Schools 2 Exceptional Ed. Schools 2 Exceptional Ed. Programs

Richmond Direct Service Agencies Quasi-govt. entities overseen by boards appointed by Richmond City Council.
Richmond Public Library
Richmond Retirement System
Port of Richmond
GRTC Transit System



UPFRONT FUNDING + ONGOING MAINTENANCE

CAPITAL FUNDING CAN COME FROM A VARIETY OF SOURCES



The background is an aerial photograph of the Richmond Riverfront. A large blue horizontal bar is overlaid across the middle. Below it, four colored rectangular boxes represent funding sources: dark blue, light blue, purple, and red. The map shows streets such as Spring St, 2nd St, Blvd St, 5th St, 7th St, Canal St, 9th St, 10th St, Commerce St, 20th St, 21st St, Pearl St, Main St, Old Main St, and Orleans St. A river flows through the center of the map.

REQUIRED CAPITAL FUNDING

**CITY OF
RICHMOND**

STATE AND FEDERAL

**FOUNDATIONS AND OTHER
ALTERNATIVE
SOURCES**

**GAP: LOCAL
PHILANTHROPY**

CAPITAL FUNDING CAN COME FROM A VARIETY OF SOURCES

CITY OF RICHMOND

- Tax increment bond offering
- 1% fund
- Municipal appropriations
- General obligation bonds

STATE SOURCES

- Department of Conservation and Recreation funds
- State natural resources grants
- Conservation easement

FEDERAL SOURCES

- Transportation funds
- Conservation funding
- Economic development funds
- Brownfields program
- Stormwater / flood control funding

FOUNDATIONS

- Robins Foundation
- The Jackson Foundation
- Trust for Public Land
- City Parks Alliance
- Other local, state, and national foundations

LOCAL PHILANTHROPY

- Capital campaign involving business and civic leadership
- Donations from individuals and families

OPERATING FUNDING IS HARDER TO SECURE AND REQUIRES MORE CREATIVITY

REQUIRED OPERATING FUNDING

**CITY OF RICHMOND
BASELINE COMMITMENT**
(~ current \$/acre for City Parks)

**ALTERNATIVE
SOURCES**

**GAP:
PHILANTHROPY**

NUMEROUS **ALTERNATIVE SOURCES OF OPERATING FUNDING** SOURCES SHOULD BE CONSIDERED

PRIVATE REAL ESTATE VALUE CAPTURE

- BID/special assessment fees
- Developer impact fees
- Tax revenues from new development
- Tax increment financing
- Conservation easement proceeds

PROCEEDS FROM PUBLIC LAND DEVELOPMENT

- Conversion of public land to higher value uses
- Example: Gas Works site

EARNED INCOME

- Food concessions
- Events/programming
- New public parking
- Activity fees
- Corporate sponsorship

RETAIL VALUE CAPTURE

- New retail development on public land
- Sales tax revenue from increased area sales

PRIVATE PARKING VALUE CAPTURE

- Commercial parking tax revenues
- Parking tax increment

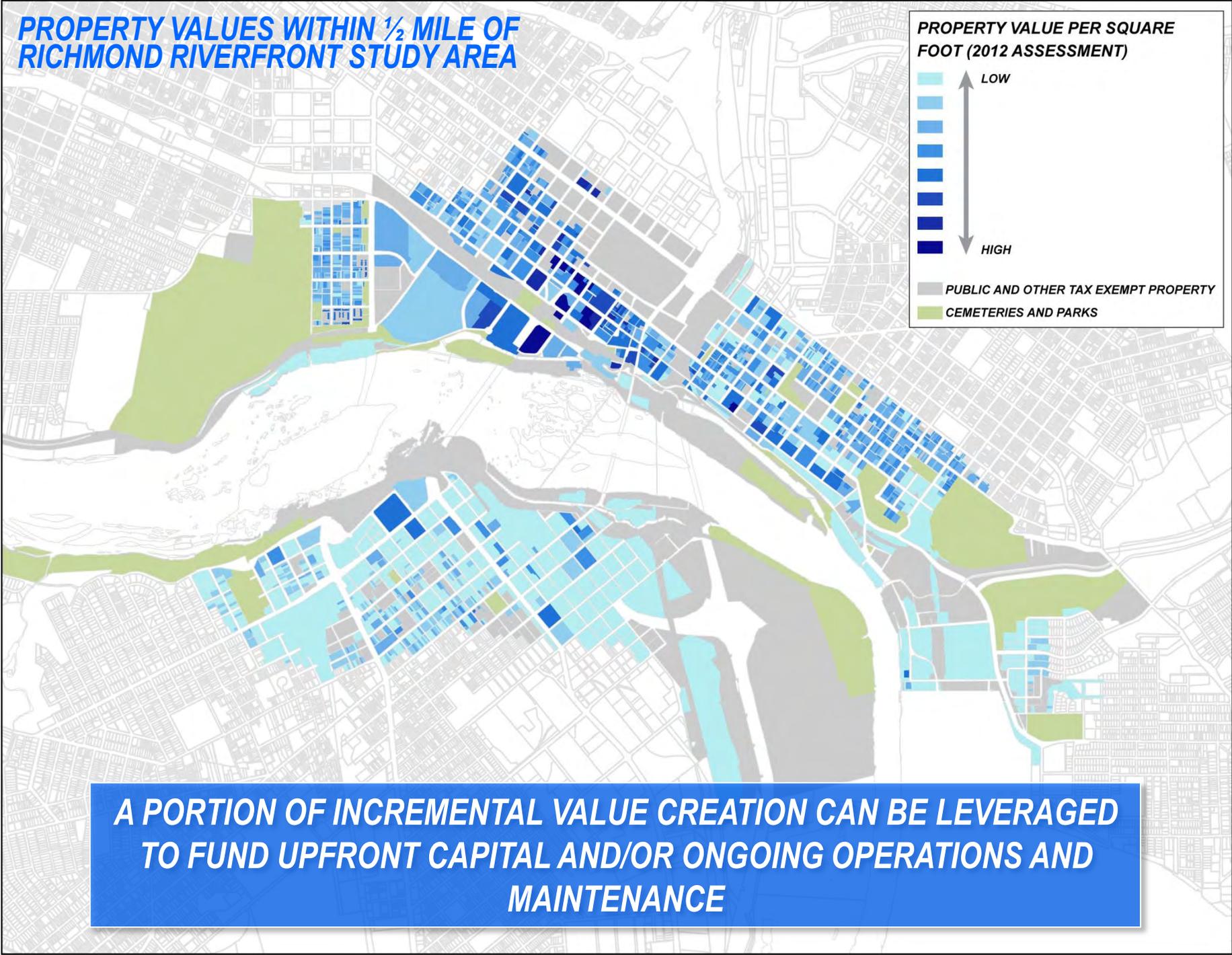
REAL ESTATE VALUE CAPTURE FROM OPEN SPACE: FLEXIBLE CONSERVATION EASEMENTS (SEPARATE FROM JRPS) + TAX CREDIT



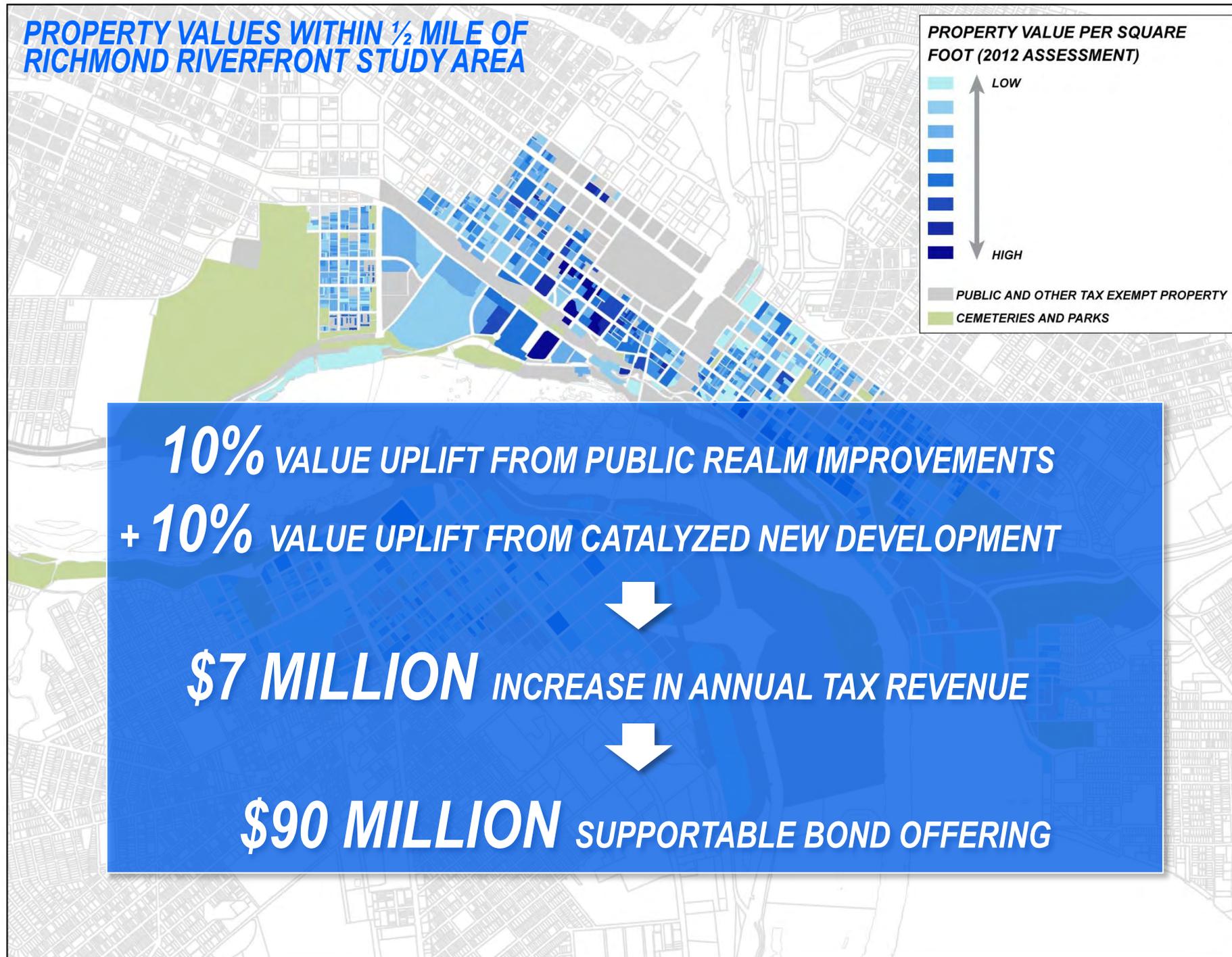
PRIVATE REAL ESTATE VALUE CAPTURE: TWO POTENTIAL PATHS FOR REMEDIATION AND SALE



A REVITALIZED RIVERFRONT CAN UPLIFT PROPERTY VALUES AND CATALYZE DEVELOPMENT



INCREASED TAX REVENUE CAN FUND CAPITAL AND O&M COSTS



EVENTS

PROCEDURE

ACTIONS

PROJECTS

