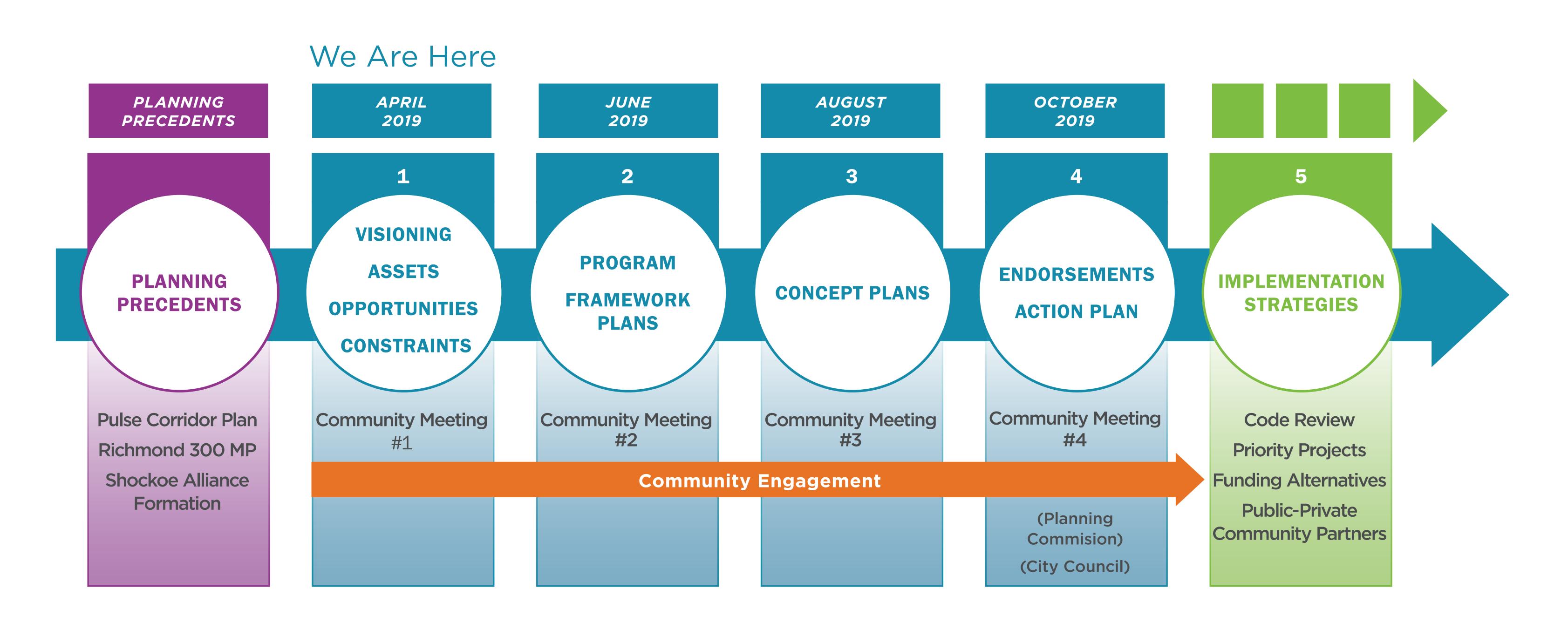
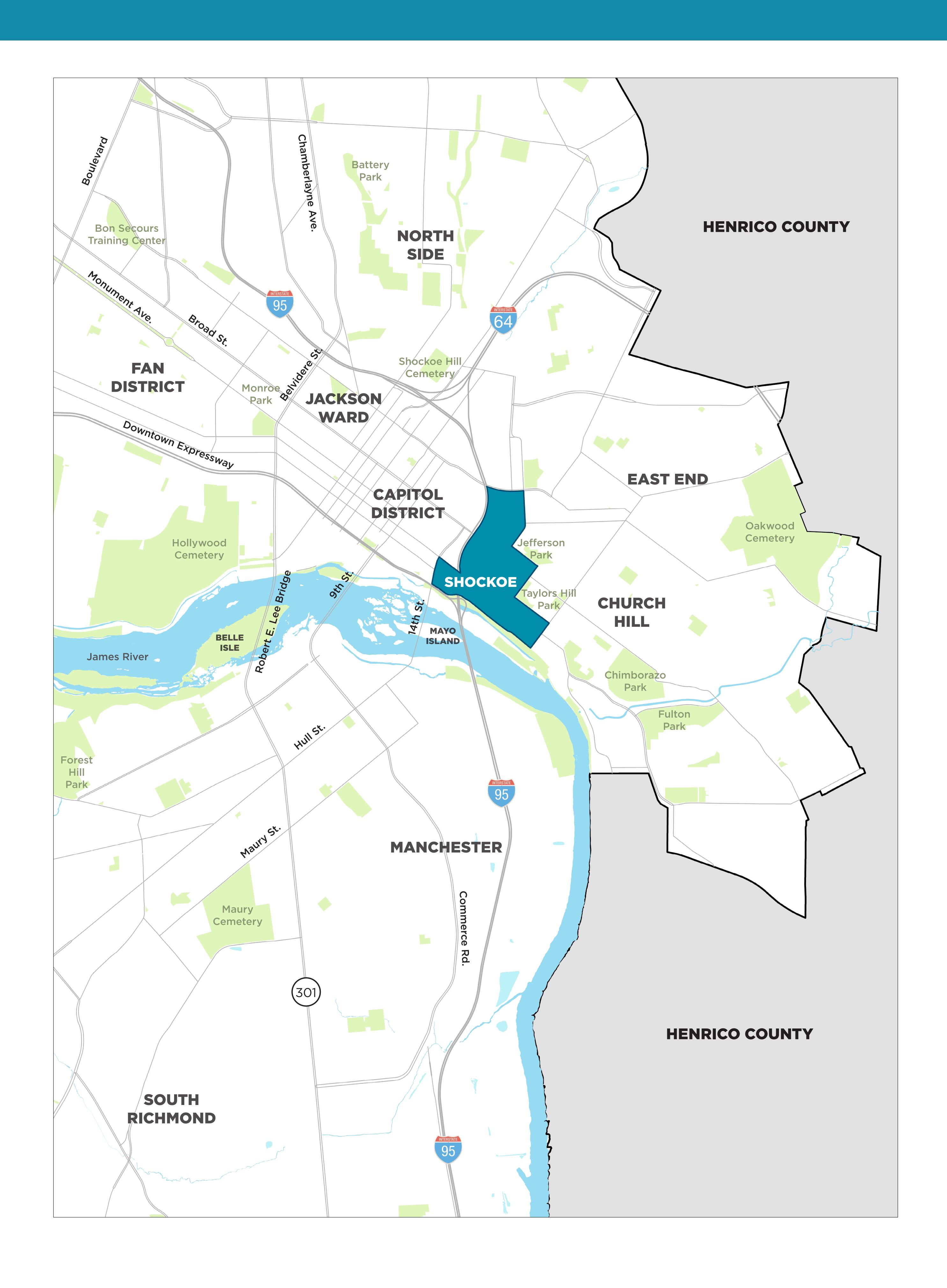
Welcome

Shockoe Small Area Plan Community Meeting: Introduction to a Vision for Shockoe



Shockoe Small Area Plan Process at a Glance

1. Destination: Shockoe



Historic Districts

Historic districts recognize and protect historic properties through regulatory or incentive-based systems. Two types of historic districts exist in the City of Richmond: City Old & Historic Districts and State & Federal Historic Districts.

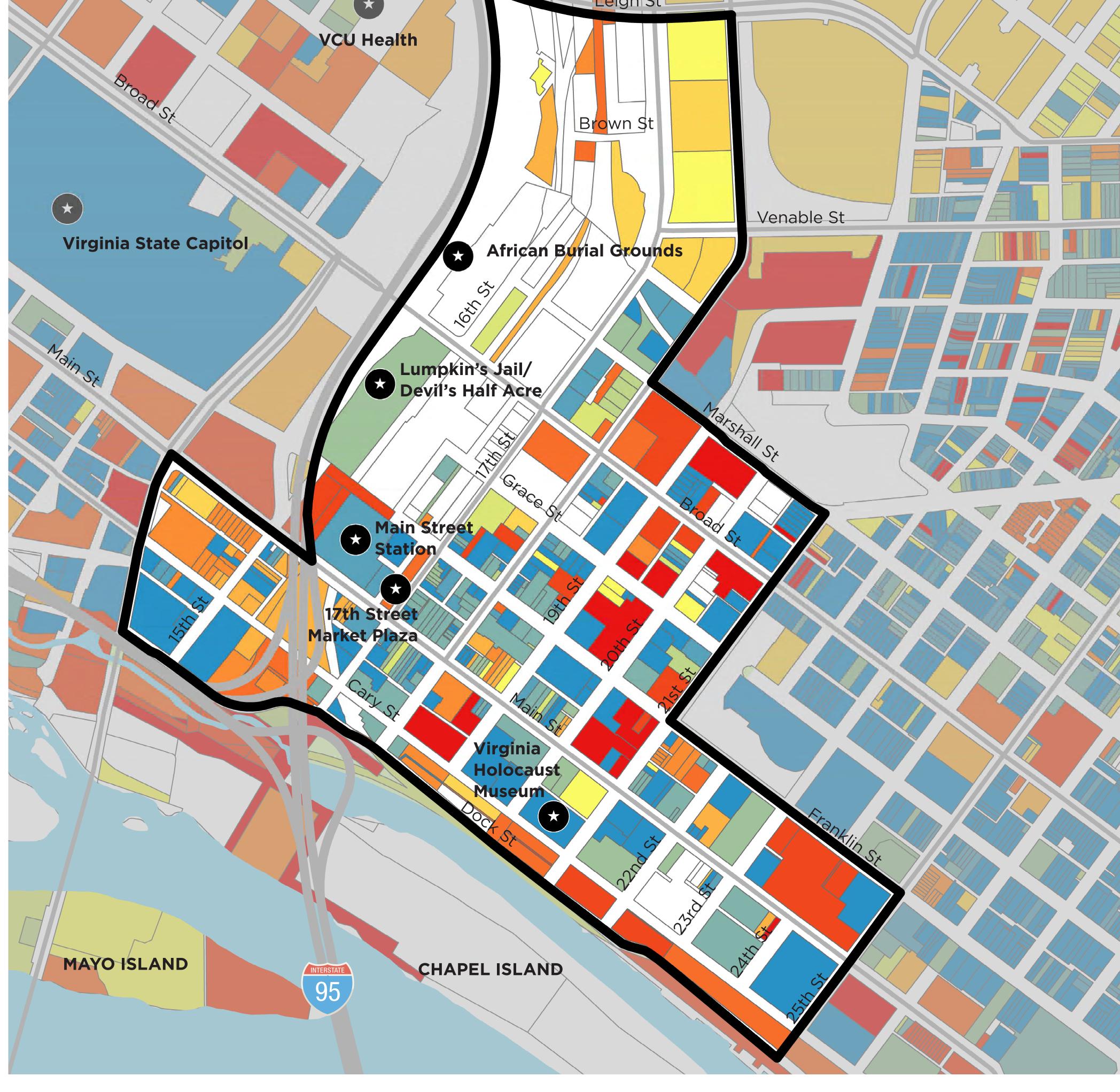
- City Old & Historic Districts: These districts are established by City Council at the request of property owners, neighborhoods, civic associations, and other interested groups or individuals. The Commission of Architectural Review (CAR) is a public body which reviews and issues Certificates of Appropriateness for repairs, renovations, and new construction in City Old & Historic Districts. CAR reviews all proposed changes to the exterior of buildings in City Old & Historic Districts, including paint colors, materials, fencing, alterations to or the replacement of windows, and all other exterior elements of a building.
- State & Federal Historic Districts: These districts are designated by the Virginia Department of Historic Resources (DHR) and/or the National Park Service (NPS) and represent areas and buildings of historic or architectural significance. Properties within these districts are eligible for state and federal tax credits for major rehabilitations that follow the Secretary of the Interior's Standards for Rehabilitation. Otherwise, there are no regulatory requirements for properties located within these areas.

Parcel by Year of Construction

The Year of Construction map is useful for understanding the history of development across the City as well as patterns of recent construction. Parcels for which there is no year built available are shown in white, though there may be a structure on the parcel.

The majority of Shockoe was constructed prior to 1950, however, there are many parcels recently constructed (2011–2018).





0.05

O.1 MILES

Legend

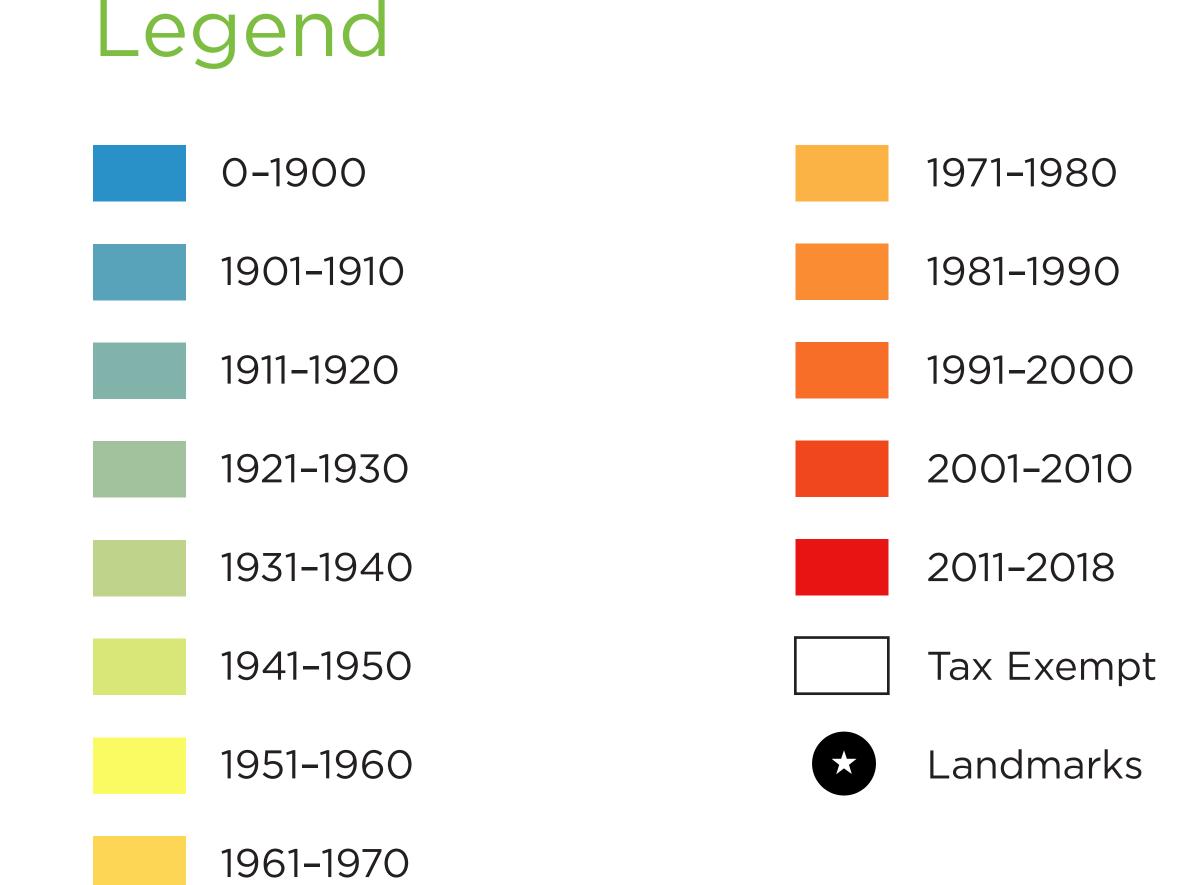
State & Federal Historic Districts

City Old & Historic Districts

Overlap of Districts

Landmarks

➤ Want to know more? Go to www.richmond.gov/PlanningAndDevelopmentReview/HistoricPreservation.aspx



A brief history and some ideas to contemplate

Shockoe was the birthplace of Richmond and served as the commercial and industrial heart of the City for nearly 300 years. In its formative years, it also functioned as the social and governmental center of the City. It was, at its peak, perhaps the second largest center for the trade of enslaved Africans in America; a fact that is of historical importance to Shockoe, to Richmond, to Virginia, to our country, and to all people around the globe. From the first Native American, to English settlers, to Enslaved Africans, to Jewish and Itialian communities, and many other ethnic influences, Richmond's story is complex and inseperable from what we call Shockoe today.



1607

Christopher Newport and John Smith sail up the James River to the fall line, marked by rapids, where the Piedmont and the Atlantic coastal plain meet.

From the mid-17th century to the first quarter of the 18th century, the falls represented the frontier between Virginia Natives and the Virginia colony. The fall line was the seat of the Powhatan chiefdom—a confederation of 14,000 to 21,000 Algonquian-speaking people. While the Powhatan confederacy had ceased to exist by 1646, Virginia Natives continued to play a role in the commercial life of the City and Shockoe into the current century.





1685

Significant flood event

1662

The Virginia General
Assembly decides that
any child born to an
enslaved woman will
also be a slave

1680-1705

The Virginia General Assembly enacts numerous laws that reflect racism and the deliberate separation of Blacks and Whites. Color becomes the determining factor. Conscious efforts to rigidly police the conduct and free movement of enslaved Africans. The laws applied to free men of color were also applied to Virginia Natives.

1619

The first enslaved
Africans brought to
Jamestown by British
Privateers

The first representative government in the "New World" was established at Jamestown

1620

Plymouth Colony established in Massachusetts



The Legacy of the Byrd Family

Four generations of the Byrd (Stegge) family controlled the majority of the land that now

WILLIAM BYRD encompasses the City of Richmond for more than 100 years. 1659 Thomas Stegge establishes a 1,000-acre plantation at The Falls. 1679 William Byrd I (1652–1704) inherits the 1,280-acre "Shaccoe Plantation" on the north bank of the James River to the west of Shockoe Creek and the 1,800-acre "Falls Plantation" on the south bank of the James River from his uncle, Thomas Stegge. Byrd enlarged his holdings on both sides of the river to 5,016 acres by bringing over indentured servants for whom he received 50 acres each. The Falls and Shaccoe were both large working plantations with an unusually high number of "servants and slaves." He carried out e0xtensive trade with the Cherokees and Catawbas in North and South Carolina and British merchants. He dealt extensively in the buying and selling of enslaved Africans, molasses for making rum, and tobacco. 1688 William Byrd I establishes a 1,200-acre plantation, Westover, in Charles City County and relocated there with his growing family to safeguard them from the dangers of frontier living at The Falls. 1705 William Byrd II (1674-1744) recognized The Falls of the James as a natural mart for the exchange of tobacco and consumer goods between the maritime ports of tidewater and the inhabitants of the Piedmont and the Valley. 1712 He establishes a storehouse at "Shaccoe." 1737 At Byrd's direction, Major William Mayo prepares a plan for Richmond. He continues to expand the family's holdings and divided the land between six plantations that were managed by overseers and worked by enslaved Africans. William Byrd III (1728–1777) inherits his father's estate of approximately 179,000 acres of land in Virginia. 1767 He was forced to auction his land and enslaved Africans to settle his enormous debts, thus making land available to others for further development in and around the settlement at Shockoe.

Consider this ...

- If Virginia is the "birthplace of a nation" What is Shockoe's legacy in this process?
- As we plan for the future of Shockoe, how do we create a community plan that fully recognizes and commemorates the long, diverse, and complicated history of this significant area?
- What questions should we be asking and what ideas should we be contemplating?

The Legacy of Faith Communities and Diversity

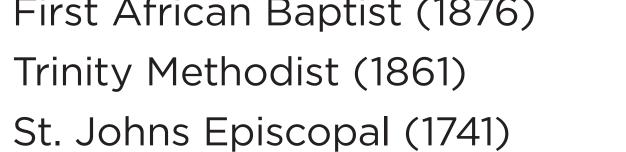
Prior to the passage of the Virginia Statute of Religious Freedom in 1786, all Virginia colonists were legally required to attend the services of the Church of England (Anglican) and support its ministers and missions financially through taxation. The Falls Chapel, 1735, and St. John's Church in the Henrico Parrish, 1741—both aligned with the Church of England were the first houses of worship built in what is now the City of Richmond. congregations in Shockoe by 1800. The mid-19th century, saw an St. John's Church at the intersection of Broad and 25th Street is the oldest standing building in the City. In 1700, William Byrd I was able to influence Lieutenant Governor Francis Nicholson to grant the Huguenots, French Protestants, 10,000 acres above the fall line. In the 1760s, there was an Influx of German, Dutch, Spanish, and Portuguese Jews. In 1789, the first Jewish congregation was established (Beth Shalom) and the 1790 census noted that Richmond had 4th largest Jewish population in the United States.

The first Synagogue built in Virginia was erected on Mayo Street in Shockoe in 1822. The first Quaker Meeting House was constructed on the northeast corner of Cary and 19th streets in 1797. 1799, a Methodist Church opened on the northeast corner of Franklin and 19th streets. The religious dissenters, namely Presbyterians and Baptists, had established increase in Irish immigration because of the potato blight and famine and a rapid rise in the Catholic Church which was central to Irish community life. St. Peters was built on Shockoe Hill in 1834 and St. Patrick's was constructed on Church Hill in 1859. Because of the compact size of the City and proximity to business and industry, the Shockoe Creek area housed workers of all races, classes, religions, and ethnicities including German and Irish immigrants, native-born whites, and free and enslaved Africans.

Shockoe Churches (Year Built)

STILL STANDING

First Baptist (1841) Monumental Episcopal (1812) First African Baptist (1876) Trinity Methodist (1861)



Broad Street Methodist (1858) First Presbyterian (1851) Sycamore Disciples 2nd Hebrew Synagogue (1848) Universalist 1st Hebrew Synagogue (1822) Trinity Methodist (1814)

Christ Church (1816) 18th Street Baptist Friends Meeting (1797)

Wesley Chapel (1844)



French and Indian War American Revolution

Virginia General Assembly prohibits the importation of

enslaved Africans

Richmond becomes the third Capital of the Commonwealth of Virginia

1771 40-foot flood

Population: 250

1742

Land Annexed to City

1769 Population: 574

Land Annexed to City

1780 Population: 684

Land Annexed to City

Mayo's Plan for

Richmond

1743

Chartered as a Town

Land Annexed to City

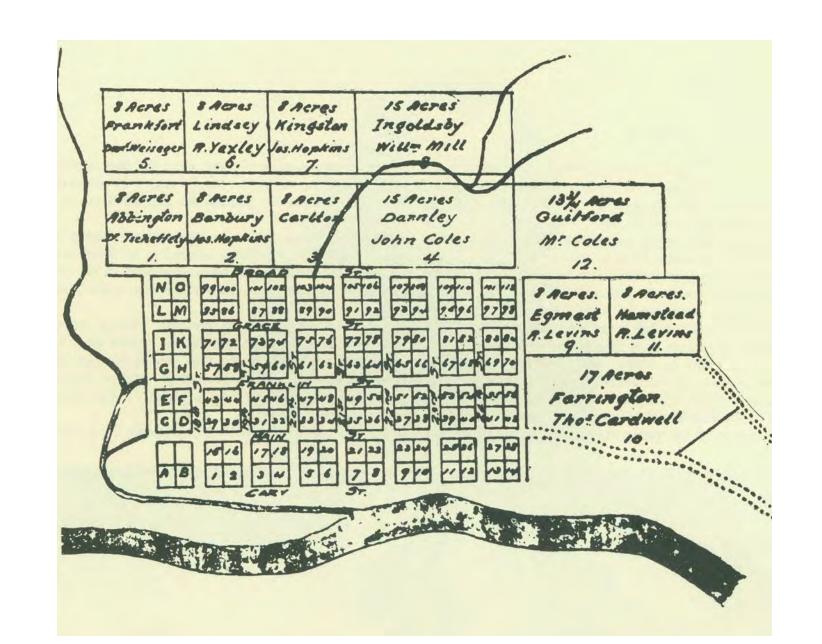
First Market established in

Shockoe

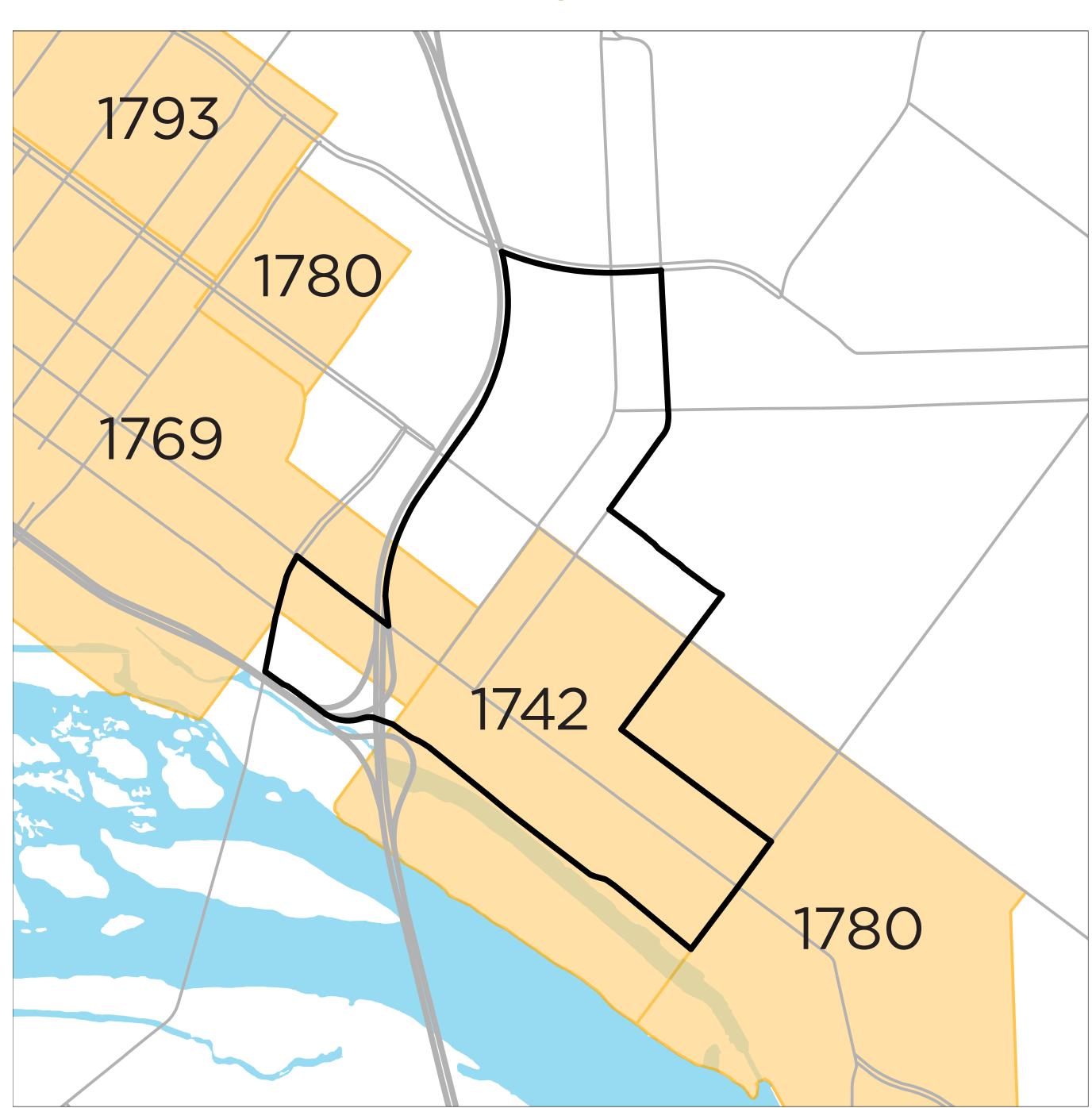
Market in enslaved Africans shifts from Manchester on the south side of the James River to Shockoe

1793

Population: 4,354



Land Annexed to City



For many years, SHOCKOE WAS RICHMOND!

Consider this ...

How can we acknowledge and benefit from a history of many faith communities participating in Shockoe's development and present-day character as we plan for the future?

The Legacy of Trade in Enslaved Africans

In 1619, "20 and odd" enslaved Africans arrived in Jamestown aboard a British privateer, the White Lion, where they were immediately sold in exchange for food. A few days later the Treasurer arrived carrying enslaved Africans also from Angola. By 1649, it is estimated that there were 300 enslaved Africans in Virginia and the enslaved population had grown to almost 2,000 by 1671. The first enslaved Africans in Shockoe and Richmond were part of the Byrd family's vast network of plantations begun in 1659. Much of the Byrd family's wealth was built on the buying and selling of enslaved Africans and the product of their labor—the cultivation of tobacco. As the population of enslaved Africans grew, so did the numerous racial integrity laws that controlled and defined the institution of slavery. Rocky Ridge (Manchester) on the south side of the James River was the early center of the trade in enslaved Africans.

A 1774 advertisement in the Virginia Gazette bears this out "To be sold 10th November at Rocky Ridge, 150 choice slaves, late the property of Jahn Wayles, dec'd by Francis Eppes and Henry Skipwith." The Louisiana Purchase of 1803, the end of the Trans-Atlantic Slave Trade in 1808, and the failure of tobacco plantations contributed to the growth of the interstate trade of enslaved Africans between the Upper and Lower South. During the 1820s, Richmond, namely Shockoe, took on importance as the center for the selling and hiring of enslaved Africans primarily because of Richmond's unique system of "industrial slavery and living apart," and access to transportation and financial networks. The growth of this industry is seen in the growth in number of agents, traders, auctioneers, and commission merchants engaged in the sale and leasing of enslaved Africans—9 agents in 1845, 28 "negro" traders in 1852, and 18 "negro" traders, 18 agents and 33 auctioneers by 1860. Richmond's enterprise in enslaved Africans was second only to New Orleans, LA.

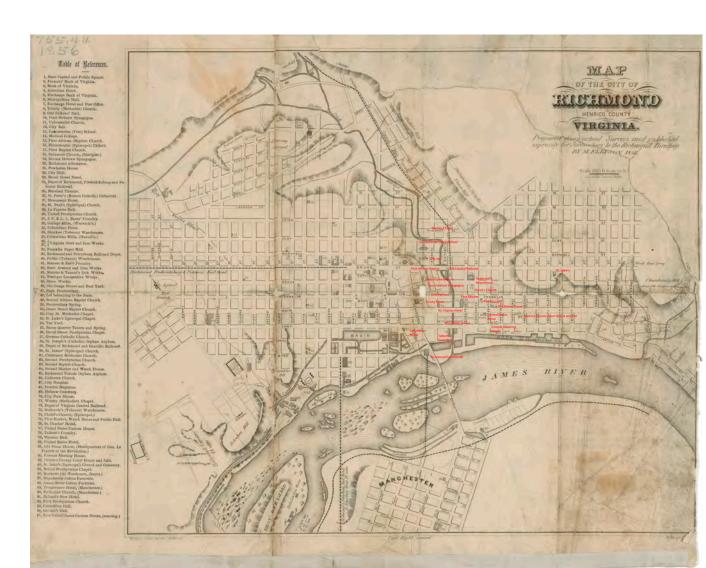
1812-1815

War of 1812

1812-1819

Trans-Atlantic Slave Trade abolished

Louisiana, Mississippi, and Alabama become states which largely contributed to the growth of the interstate trade in enslaved Africans



1856 — Ellyson Map of Richmond

1860

Census listed 55 tobacco factories in Shockoe

1861-1865

Civil War

1863

1860

Population: 37,910

Emancipation Proclamation

1816

1822

1870

1886

1886

1880

Population: 63,600

Significant flood events

1890

Population: 81,388

1800 1810 1820

Land Annexed to City

Population: 5,737

uprising at Brookfield

Plantation in Henrico

County

1800

1836

Population: 9,735

Gabriel was executed Richmond, at the gallows just north Fredericksburg, and of Broad Street at the Potomac Railroad first "Burial Ground for to arrive in Richmond Negroes" for attempting to organize a mass slave

1850S/ 60S

Five major railroads in Richmond

1841

Population: 12,067

Solomon Northup, author of Twelve Years a Slave, was held overnight in Richmond at a slave jail owned by William Goodwin and **Henry Templeman** at the corner of 17th and Grace Streets

1854

1830

Population: 16,060

Anthony Burns held for 4 months at Lumpkin's Jail. His description, published in 1856, was used to confirm the location of the jail in 2006

1840

Population: 20,153



1850

Population: 27,570

18 S. 15th Street, Wortham and McGruder Warehouse Former Jail and Auction House

1867 Mary Lumpkin, widow of Robert Lumpkin,

1870

Population: 51,038

leased the former slave jail property to **Rev. Nathaniel Colver,** founder of the Colver Institute, later known as the Richmond Theological Seminary and ultimately Virginia Union University



(modern concept) often had a racial over tone Commercial Institutional — schools,

churches, hospitals

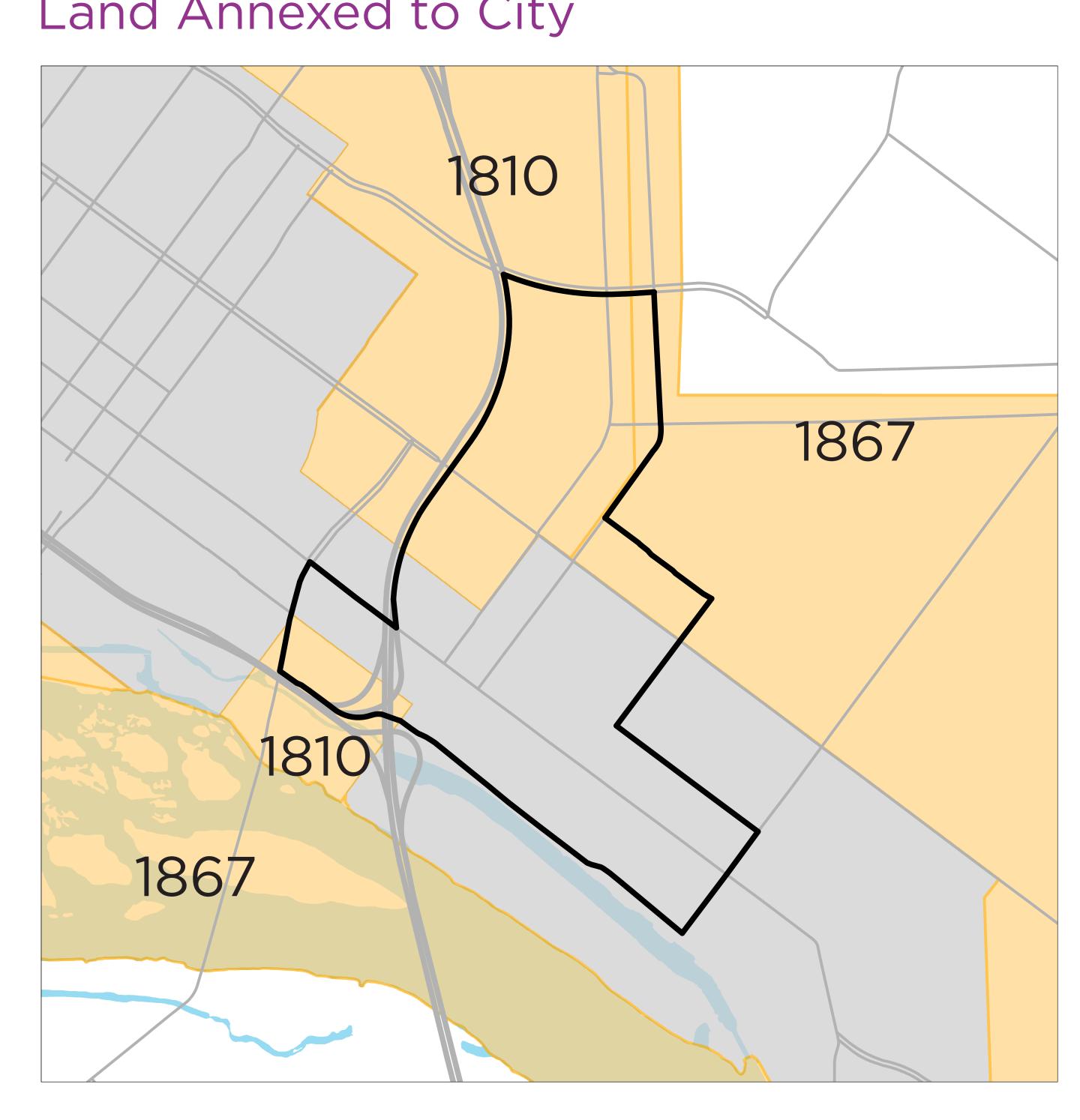
Industrial



Lumpkin's Slave Jail Excavation



Land Annexed to City



City Demographics

		_		
YEAR	ENSLAVED	FREE BLACK	WHITE	TOTAL
1800	2,293	607	2,837	5,737
1810	3,748	1,180	4,807	9,735
1820	4,387	1,235	6,445	12,067
1830	6,354	1,960	7,755	16,060
1840	7,509	1,926	10,718	20,153
1850	In	nformation not available 27,57		27,570
1860	11,699	2,576	23,635	37,910
1870	In	formation not available		51,038

Consider this ...

How does our knowledge of Shockoe's history affect your perspective of what the area is today or could be tomorrow?

The Legacy of Destruction and Historic Preservation

Floods and fires have shaped and re-shaped the Shockoe area throughout much of its existence. The channelizing of Shockoe Creek in the mid-1920s and the construction of the Richmond-Petersburg Turnpike in the 1950S did much to destroy Shockoe's historic locations, including the "Burial Ground" location of the 1750 burial ground and transferred it to the for Negroes" established in 1750, as well as blocks of 18th $\,$ City of Richmond as the result of work by the Slave Trail and 19th century residential and commercial buildings. A portion of the district was recognized as a City Old & Historic District in 1977 and a larger area was listed on the National Register of Historic Places in 1983. The National Register nomination was supplemented in 2008 to include the impact of the Slave Trade as a commercial enterprise on Shockoe and the City.

A study of known and potential archaeological resources associated with the slave trade was prepared in 2013. In 2011, Governor Bob McDonnell purchased a parking lot from VCU that was identified by local historians as the Commission and numerous advocacy groups to recognize and protect this important place. Proposals in 2003, 2008, and 2013, for a new baseball stadium and commercial complex were defeated by community advocates who fought to preserve the "sacred" history of Shockoe.





1721 E Broad Street, ca. 2019

1721 E Broad Street, ca. 1911 Shockoe, pre 1958



1914-18

World War I

Population: 85,050



1930

Population: 182,929

World War II

1950

Population: 230,310

Final Annexation Population: 249,621 Area: 62.5 square miles

Population: 219,958

1936

1937 1969

1972

1985

1970

Population: 249,621

Significant flood events

2004

Hurricane Gaston left Shockoe under nearly 12" of water that flowed down the hills surrounding the City. It caused almost \$20 million in damages. This damage resulted in FEMA re-drawing the flood maps.

A marker memorializing the execution of Gabriel at the nearby gallows was erected on Broad Street.

O PRESENT 1900 1910 1960

1940

Population: 193,042

Population: 127,628

Land Annexed to City

1923-27

Shockoe Creek channelized



1920

Population: 171,667

1929-39

Great Depression

1950-53

Korean War

1958

Richmond-Petersburg Turnpike



1965-75

Vietnam War

1994 2005

1980

Population: 219,214

Flood wall dedicated

1998

Slave Trail Commission established by City Council

Plan to build a baseball

1990

Population: 203,056

stadium in Shockoe

2009

Plan to build a baseball stadium in Shockoe

2013

Plan to build a baseball stadium in Shockoe

2006

2000

Population: 197,790

Archaeological investigation of the Lumpkin's Slave Jail/ Devil's Half Acre site

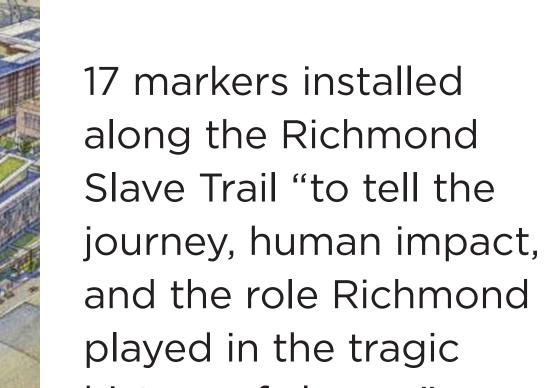
2010

Population: 204,214

2007

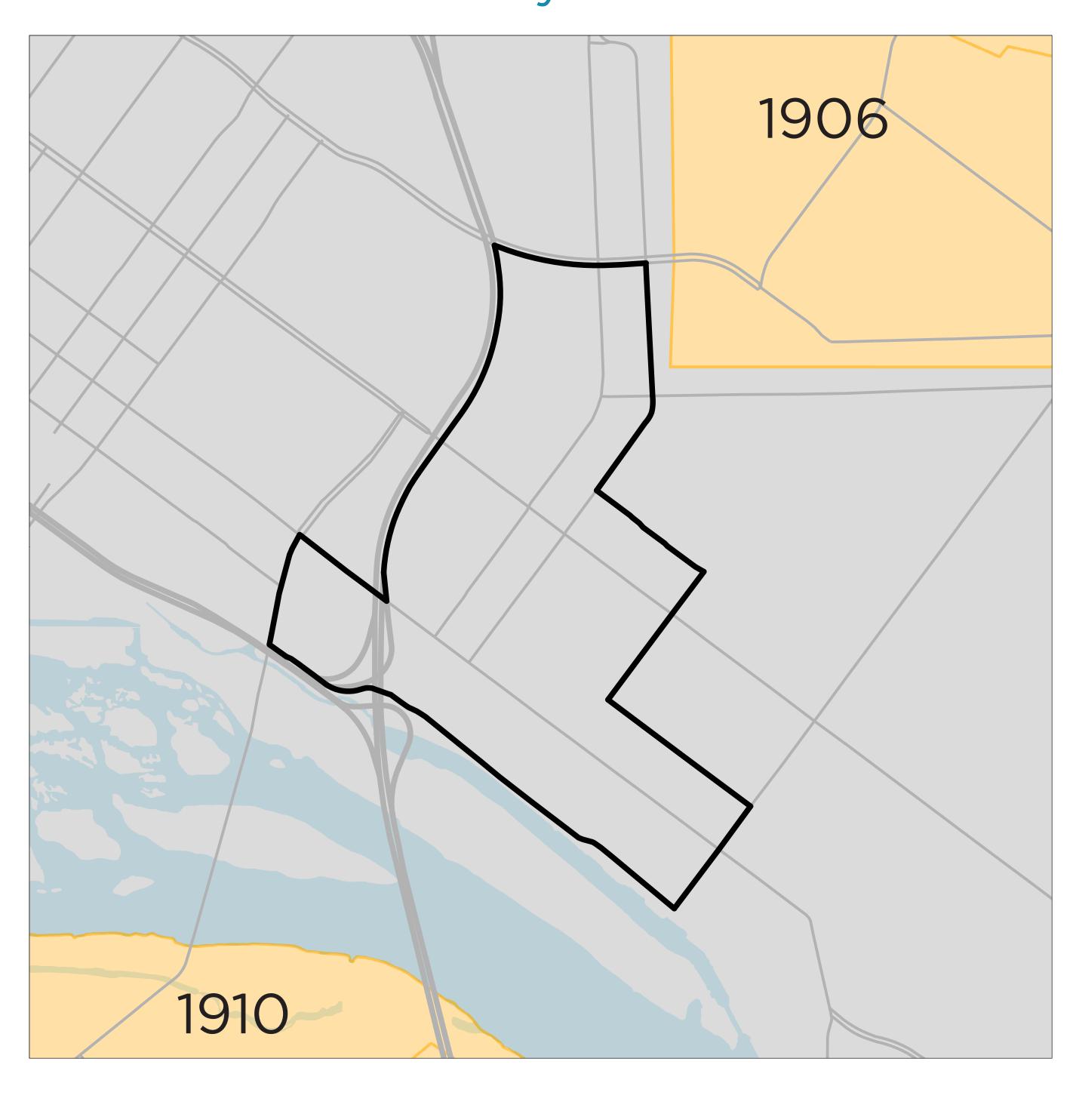
International unveiling of the Richmond Truth and Reconciliation Statue to raise awareness of the triangular slave trade between Liverpool, Benin, and Richmond

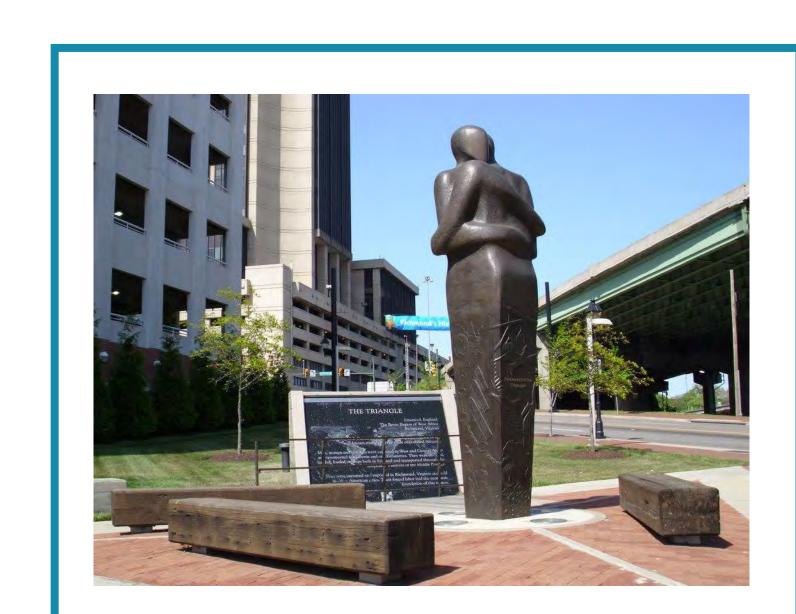
2011





Land Annexed to City





Reconciliation— How Do We Tell and Preserve the Full Story of Shockoe?

Consider this ...

What is the impact of highways on community character, mobility, connectedness, and equality?

Urban Form: Massing Plan

This diagram is an abstraction which shows built and unbuilt space. Shockoe has a strong urban grid pattern with many fully-developed blocks but large amounts of vacant lots and surface parking.

Land Cover

The Land Cover map shows the distribution of the following land cover in Shockoe:

- Water: Bodies of water such as rivers, lakes, and ponds
- Tree canopy: The layer of leaves, branches, and stems of trees that cover the ground when viewed from above
- Non-tree vegetation: Areas of grass, bushes, and brush that is not part of the tree canopy

0.1 0.05 0

0.1 Miles

BuildingsNon-building impervious: Paved areas that are not buildings including roads, parking

The land cover of Shockoe is similar to the Capitol District, primarily composed of impervious surfaces with little tree canopy and non-tree vegetation.

lots, and sidewalks

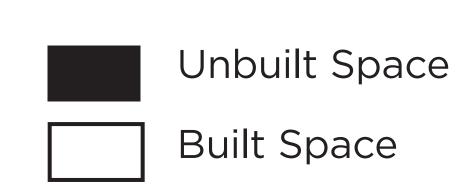


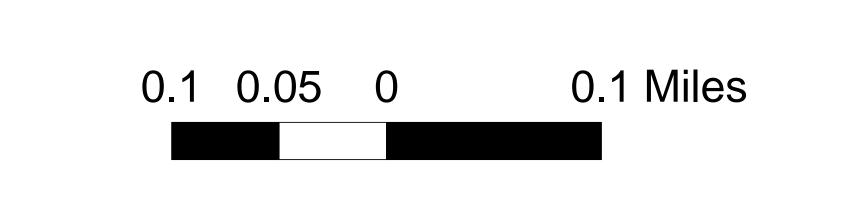
Data source: City of Richmond (2019)



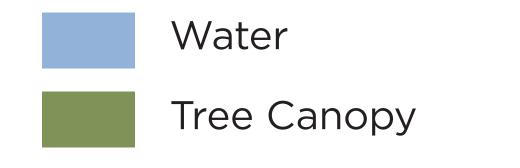
Data Source: The land cover analysis was completed in the summer of 2008 using imagery from the National Agriculture Imagery Program and remote sensing techniques.

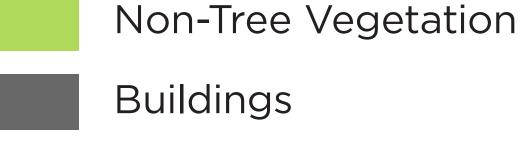
Legend





Legend





Non-Building Impervious

Landmarks

Consider this ...

What is the impact of large expanses of vacant lots or surface parking on community character, environment, and economic vitality?

Existing Land Use

Reviewing the current land use in Shockoe is useful for understanding patterns of the built environment as well as the primary and secondary functions of neighborhoods (i.e., whether they are mostly residential, commercial, or industrial).

Shockoe has an urban mixed-use development pattern with multi-family residential, industrial, and commercial uses.

Compare this to the commercial and office-heavy Capitol District to the west and the predominantly residential neighborhoods to the east.

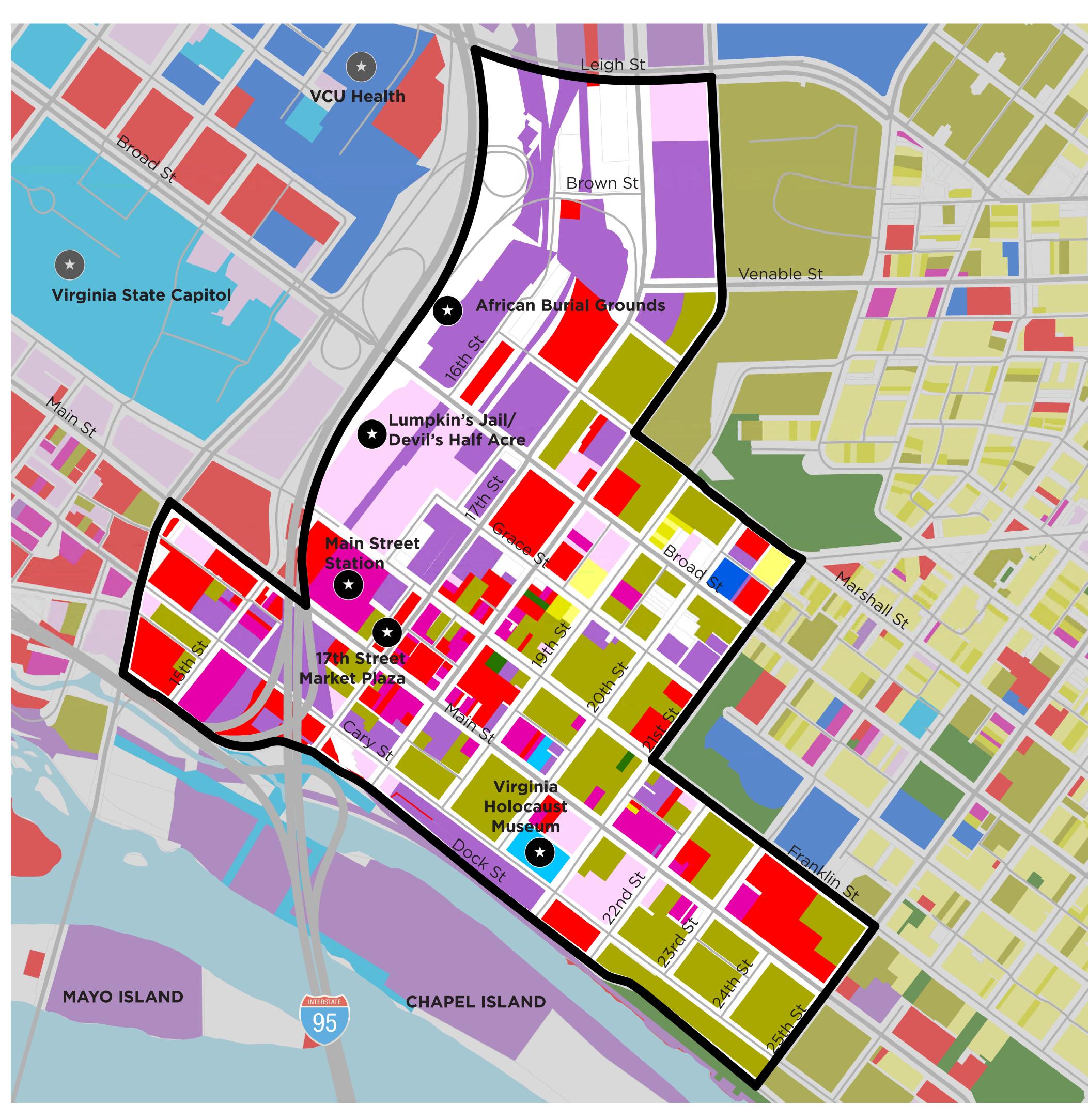
Development Potential

Vacant buildings and vacant parcels may serve as a negative influence on a neighborhood—detracting from the character of the street, lowering overall property value, or affecting the real or perceived safety of an area. The Development Potential map is helpful for identifying areas that may be attractive for redevelopment in the future.

The map displays the ratio of the improvement value of a property to its land value. If a property has a building with an improvement value of \$300,000 and the land itself is worth \$100,000, the ratio would be 3.0. Tax exempt properties—those owned by governmental, educational, or non-profit entities—are not included.

Mosby Court

Community Center



Virginia State Capitol

African Burlan Grounds

Lumpkin's Jauf
Devil's Haif Agre

Maln Street
Station

17th Street
Market Plaza
Myseum

Virginia
Myseum

Charele

Gamareire

Charele

Cha

Data source: City of Richmond, Assessor's Office (2018)

Data Source: City of Richmond, Assessor's Office (2018)

Legend

Single-Family Residential

Duplex (2 Family) Residential

Multi-Family Residential

Mixed-Use

Commercial

Commercial
Office
Government

Institutional
Industrial
Public Open Space
Vacant



0.1 0.05 0

Development Potential Ratio

High Redevelopment Potential (0.00-0.25)

Medium Redevelopment Potential (0.25-0.50)

Low Redevelopment Potential (0.50-1.00)

Very Low Redevelopment Potential (Greater than 1.00)

Landmarks

al (0.50-1.00)

0.1 0.05 0

0.1 Miles

Consider this ...

What types of uses do you see that work well together and what types do not?

Consider this ...

Notice that much of Shockoe is reflecting positive values for developed properties and sites with higher development potential are scattered around. What opportunities do these infill sites offer?

Public Spaces and Recreation

The Parks and Open Space map shows where public parks and public open space are located throughout the city. Open space is a broad term that can be interpreted in different ways. In addition to traditional city parks, this map includes many types of open space, such as cemeteries and farmers markets which are important when assessing and improving access to open space for city residents.

There is a nationwide effort to ensure that everyone is within a 10-minute walk of a public park, which is why the 10-minute walk is used in these maps. The majority of Shockoe is within a 10-minute walk of a public park; however, no significant public parks exist within the study area itself.

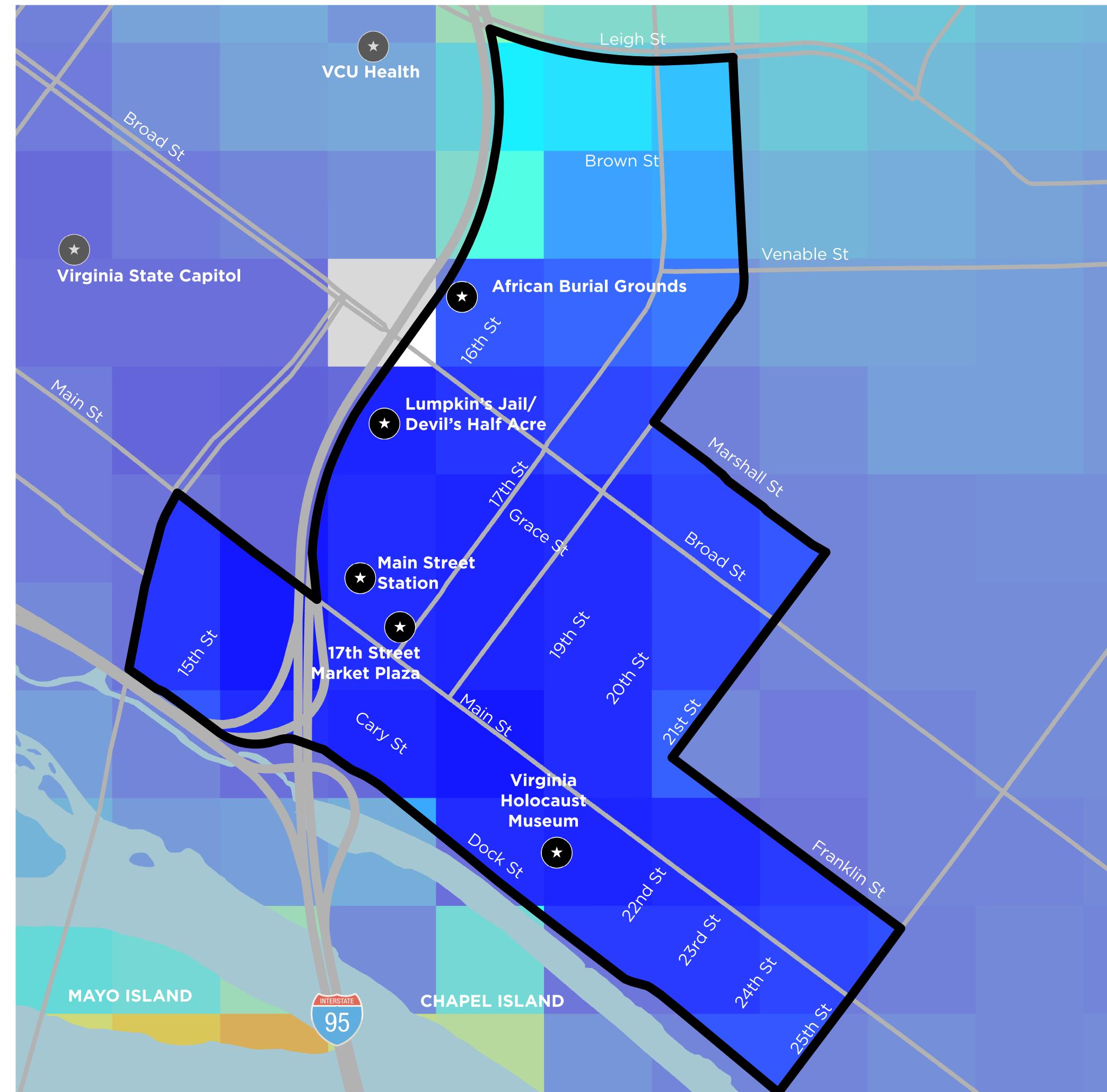
WalkScore®

WalkScore® is a mapping tool that assigns values between 0 and 100 to measure the walkability of any address. Walkability is a term used to describe how the design of a neighborhood can encourage more or less walking. The WalkScore® is calculated based on how close amenities are to a specific place in the city, and does reflect the safety or comfort a walker experiences on a given trip.

The majority of Shockoe can be described as a "Walker's Paradise," meaning daily errands do not require a car.



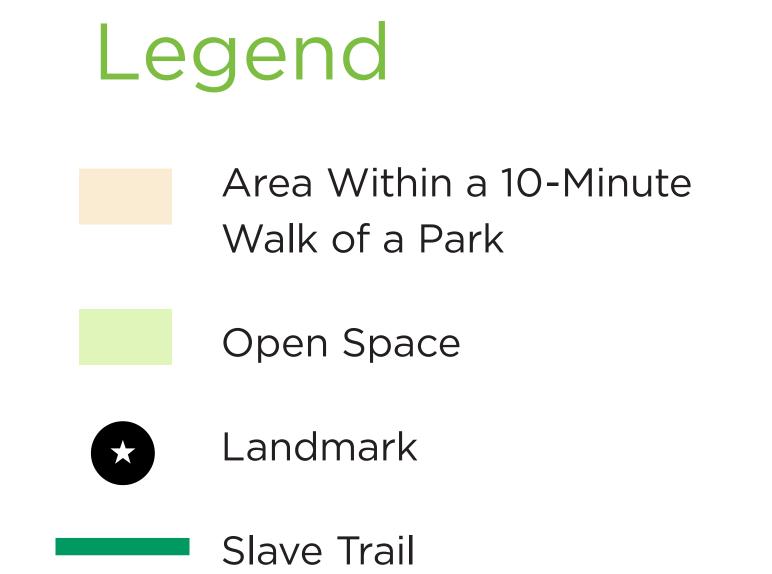
Data source: City of Richmond, Planning and Development Review (2017)



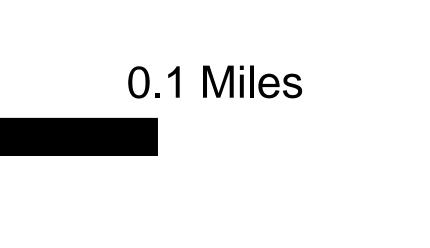
0.1 0.05 0

0.1 Miles

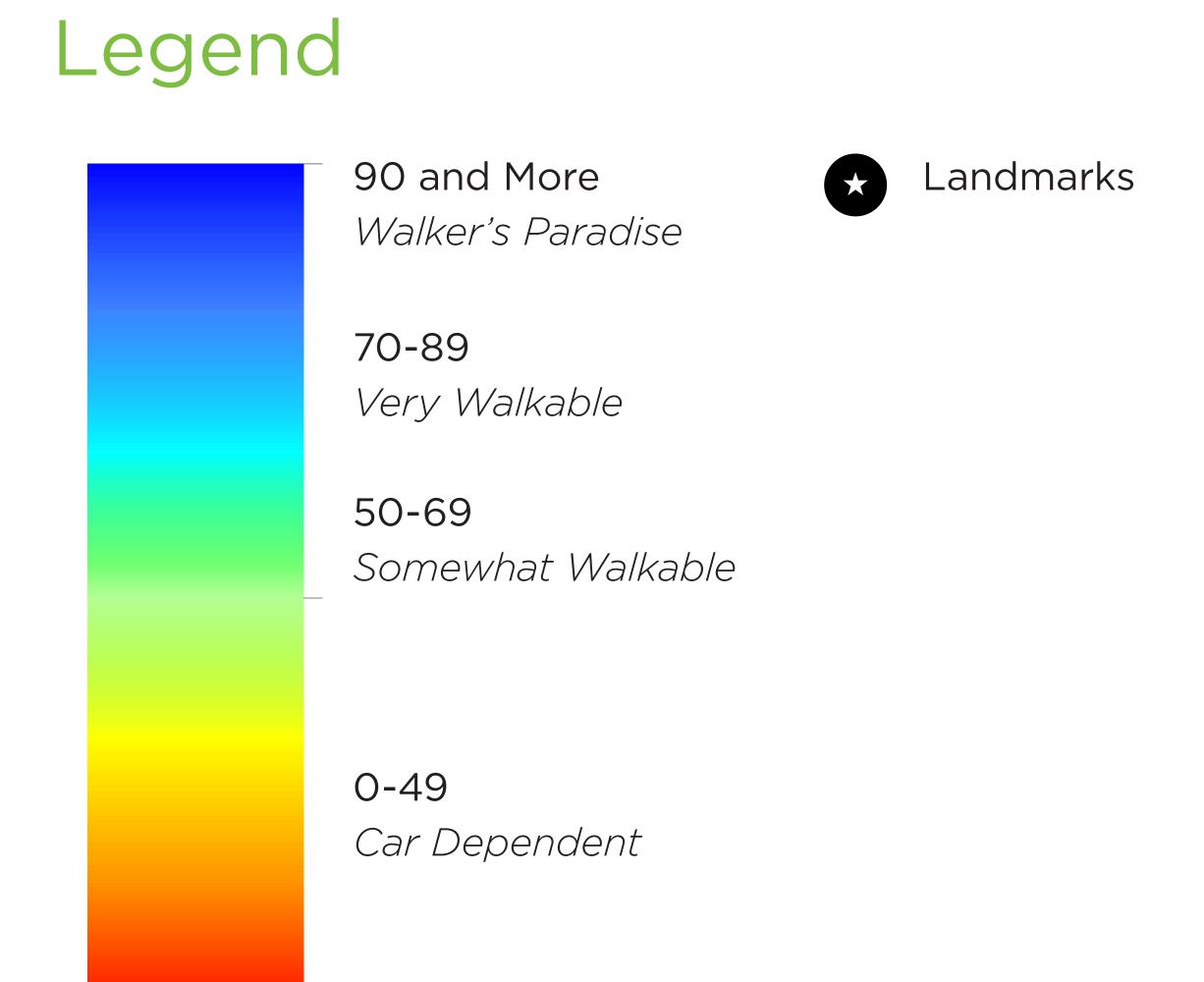
WalkScore® (2016)



Capital Trail



0.1 0.05 0



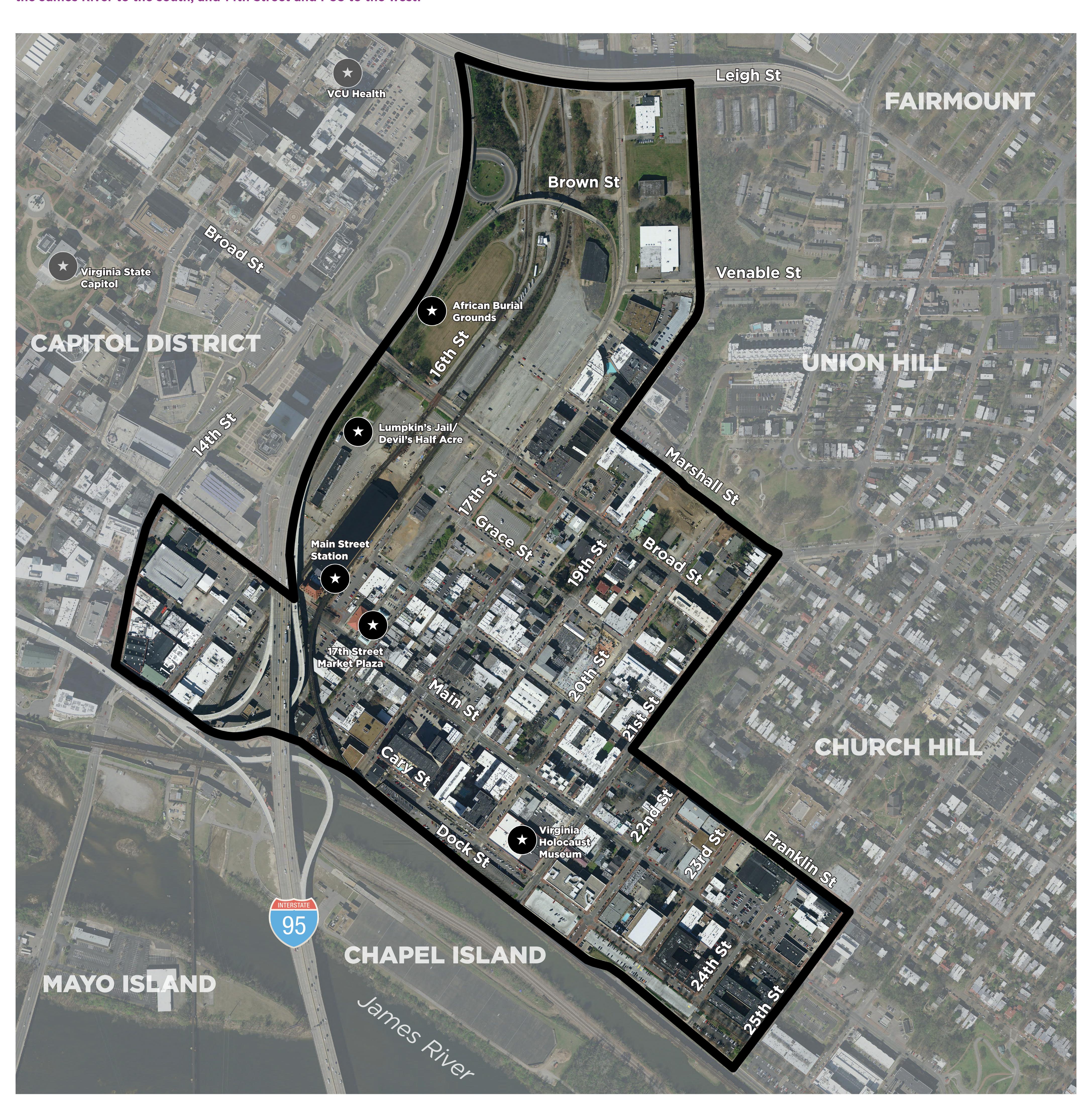
Consider this ...

How would you address the fact that Shockoe is very walkable but has limited park space within the immediate area? Consider this ...

Do you agree with the high Walkscore® in Shockoe? Do you agree that it is a "Walker's Paradise"?

Shockoe Small Area Plan Study Area

The Shockoe Small Area Plan is an area equivalent to about 50 city blocks. The primary boundaries are Leigh Street to the north, the Church Hill neighborhood to the east, the James River to the south, and 14th Street and I-95 to the west.



Data source: Virginia Base Mapping Program (2017)

Legend

Study Area

Landmarks

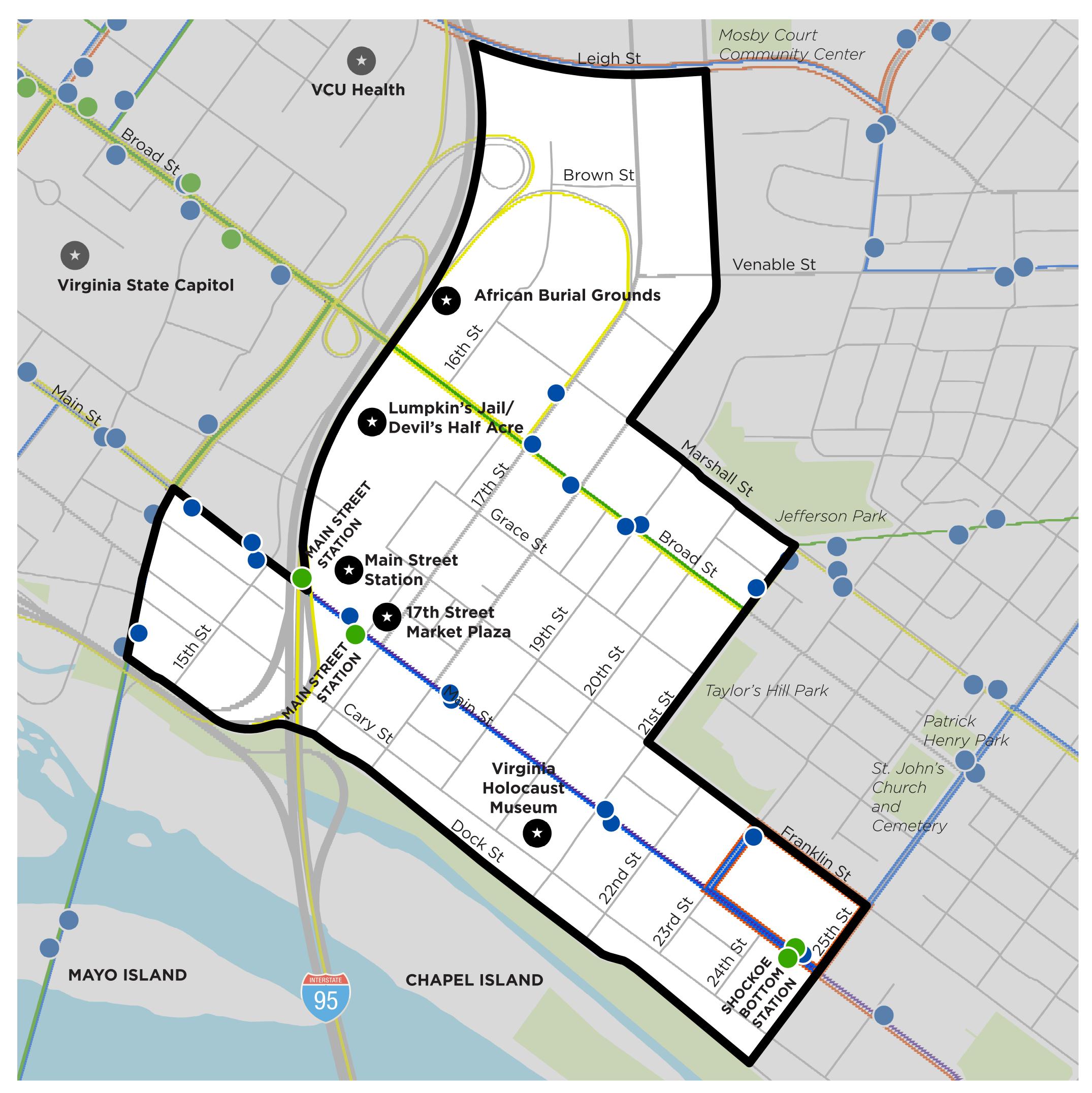
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Transportation Nodes and Connections

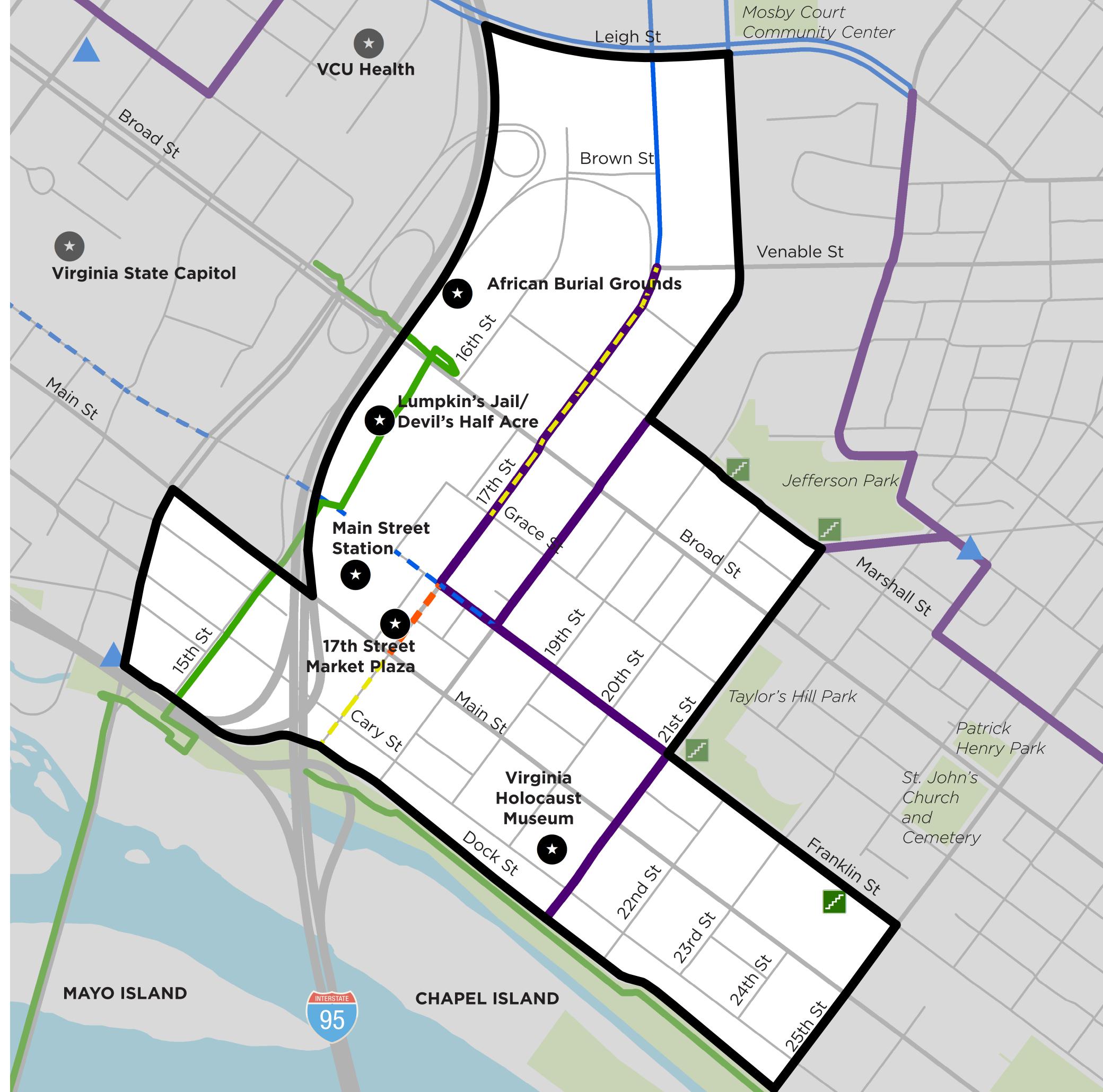
The map below shows the location of the Greater Richmond Transit Company (GRTC) bus system following the implementation of the Richmond Transit Network Plan (RTNP) as well as the Pulse Bus Rapid Transit (BRT) system, both of which launched in June 2018. The routes displayed on this map are different colors based on how frequently a bus will arrive at a stop on the route during the daytime on a week day.

Bicycle and Pedestrian Facilities

Bicycle and pedestrian facilities are an important element of the transportation system, providing options to travelers and commuters. Facilities within and surrounding Shockoe include: bike lanes, cycle tracks, sharrows, and bike share.



Landmarks



Data source: City of Richmond, Department of Public Works (2018)



Data source: GRTC (2018)

Pulse Stations **GRTC** Bus Stops

Pulse Route

Bus Routes (run every 60 minutes) Bus Routes (run every 30 minutes)

Bus Routes (run every 15 minutes)

Other Bus Routes and Shuttles



Bike Lane, Existing

Bike Lane, Future

Bike-Walk Street, Existing Bike-Walk Street, Future

Cycletrack, Existing Cycletrack, Future



0.1 0.05 0

0.1 Miles

Shared Use Path, Existing

Sharrows, Existing ■ ■ Sharrows, Future

Bike Share Stations

Pedestrian Steps Landmarks





0.1 0.05 0

0.1 Miles



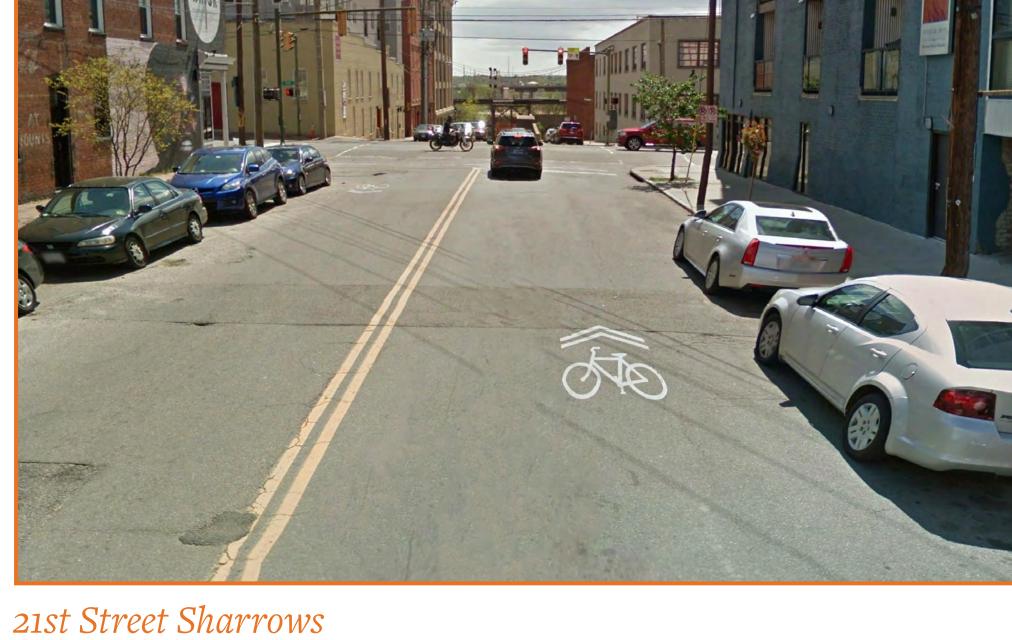




- How does the Pulse and improved bike facilities affect your perception of Shockoe as a good place to live, work, or visit?
- What is the relationship between public transit and equitable communities?
- What do you think of the biking and walking experience in Shockoe?







Water and Shockoe

The 100-year floodplain represents areas that have a 1% chance of flooding in a given year, or once every 100 years. The 500-year floodplain represents areas that have a 0.02% chance of flooding in a given year, or once every 500 years. Building in the 100-year floodplain is very difficult because of building codes that require specific building methods in these areas and because flood insurance is costly.



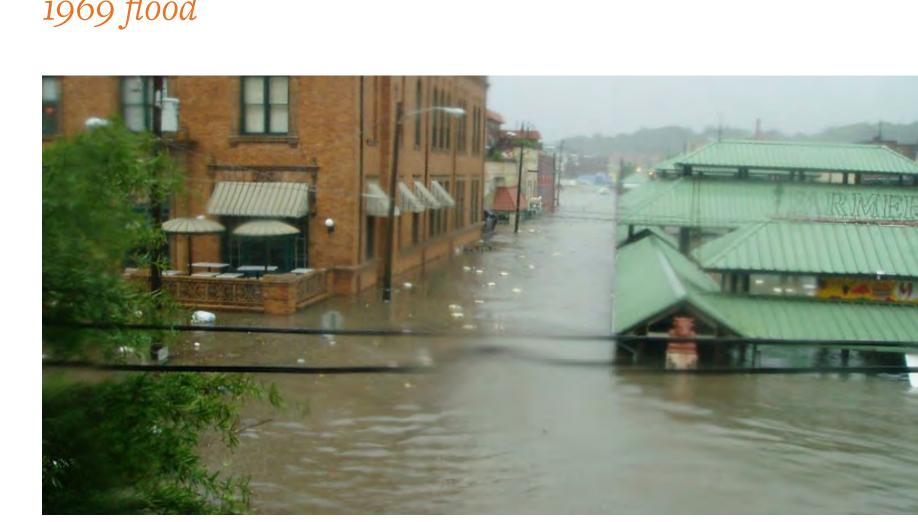












Legend

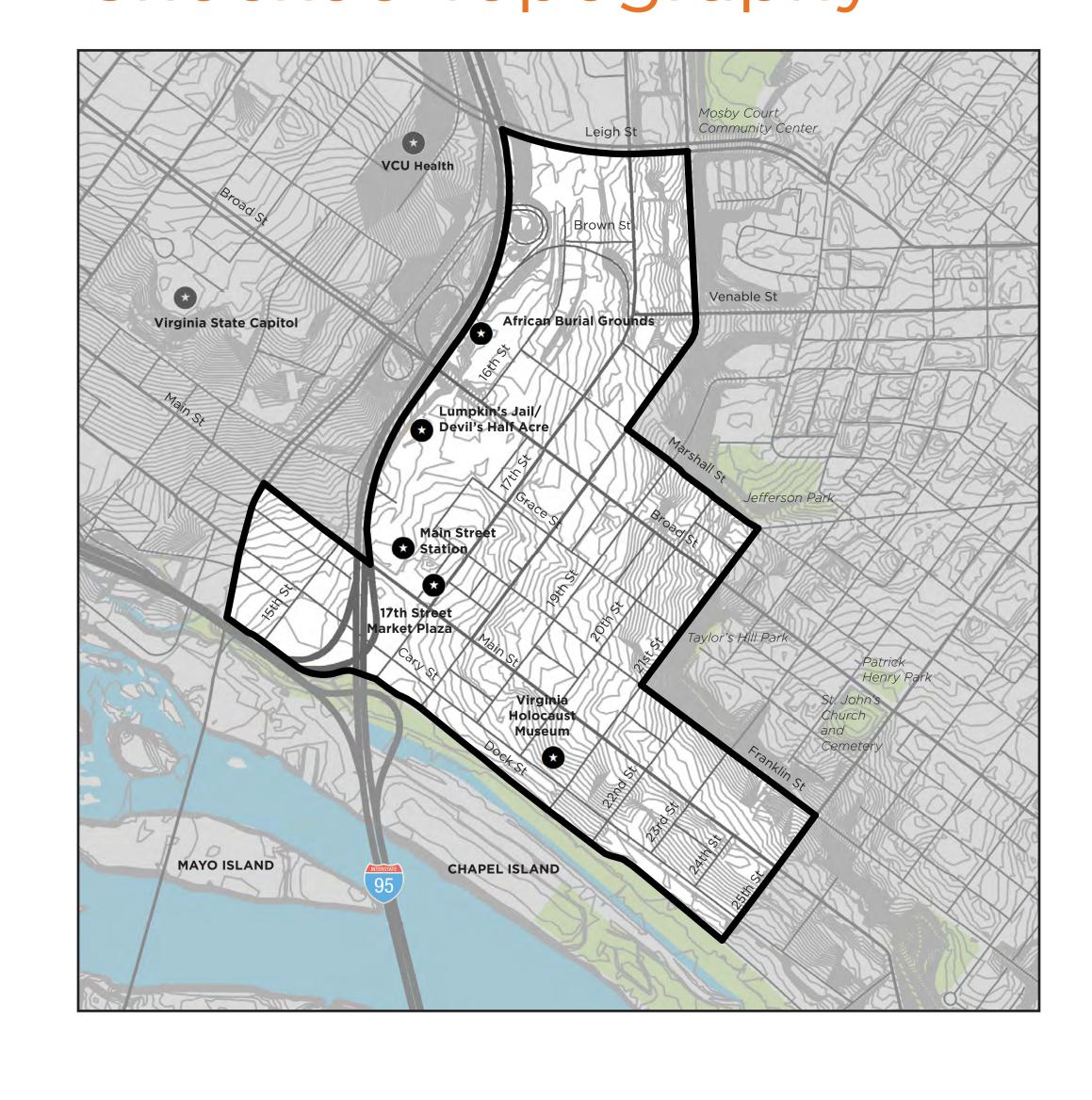
100-Year Floodplain 500-Year Floodplain

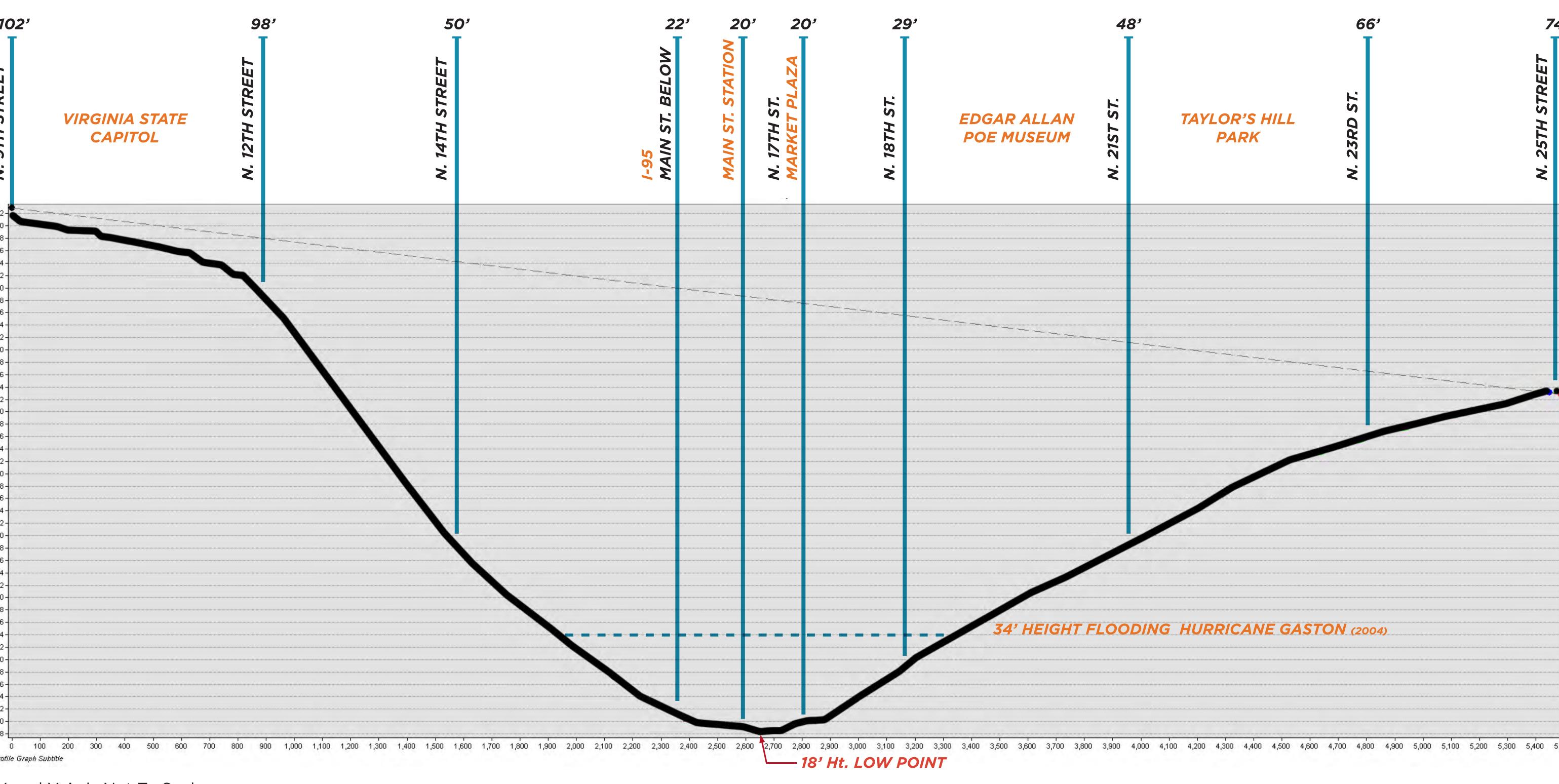
Landmarks

Data source: The floodplains are from the Digital Flood Insurance Rate Map (DFIRM) database, which is administered by the Federal Emergency Management Agency (FEMA). Floodplain areas may change in the near future because the FEMA is redrawing maps to account for the increase in intense rain events and the increase in flooding that Richmond will experience due to the changing climate.

Main Street Section: from 9th to 25th

Shockoe Topography





X and Y Axis Not To Scale

Shockoe Alliance Mission and Vision

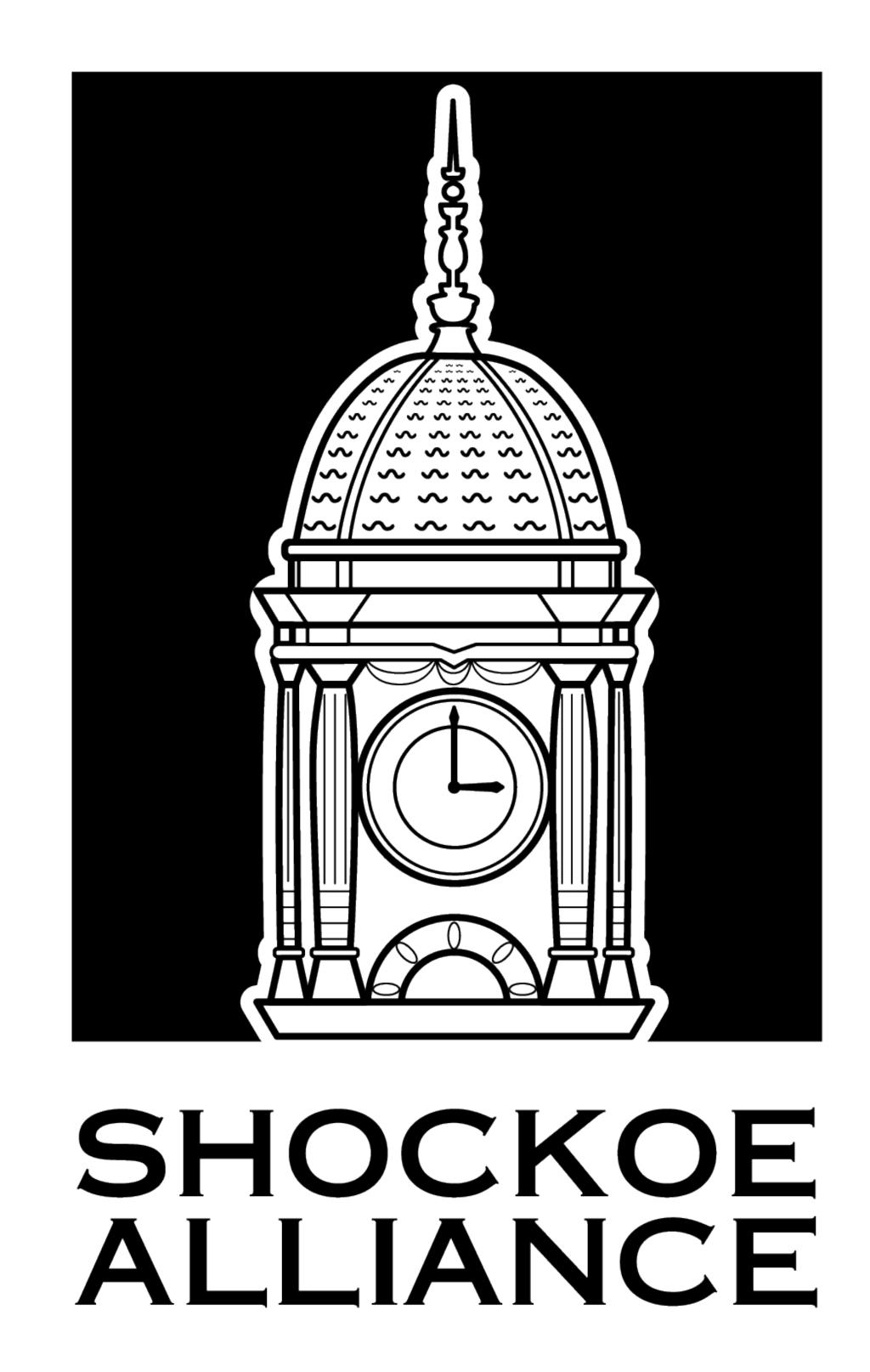
Mission Statement

The City of Richmond's Shockoe Alliance is charged with guiding design and implementation of concepts and recommendations for the future of Shockoe as a holistic area rooted in history and informed by those with shared interests to advance these efforts in support of the mission.

The Shockoe Alliance aims to strike a balance among preservation, interpretation, restoration, and development, using Shockoe's wealth of cultural and historical memory to maximize its impact on the contemporary community in the form of economic development, recreation, and education.

Vision Statement

Our vision is to promote awareness and understanding of the significant history of Shockoe through sensitive memorialization, interpretation, preservation, and education, with honesty and authenticity, while embracing the opportunity to define Shockoe as a vital asset of Richmond's cultural heritage, historic character, dynamic growth, and unique sense of place.



Sub-principles of the Vision



A Unique Sense of Place

- Highlights the significant stories and history of this area through artful, sensitive, and community driven methods
- Develops a mix of uses for a vibrant, live-work-play neighborhood
- Creates unique public spaces for unstructured and programmed community gatherings
- Fosters high-quality architecture and site design integrating the historic character of place—appropriately-scaled, with forward-thinking design that is uniquely Richmond
- Establishes an urban form that is both authentic and unique to this place



An Equitable Community

Develops an equitable mix of market-rate, work-force, and affordable housing types with a range of options for home ownership and rental lifestyles to foster a mix of incomes and a diverse, inclusive multi-generational community



An Environmentally-Sustainable Community

- Adapted to the Shockoe watershed, considering the opportunities and challenges it presents in the modern urban environment
- Developed as an historical eco-district that is intentional in design to be healthful, clean, beautiful, and an innovation center for clean air and water practices and technologies



A Safe, Highly-Connected, Efficient, Multimodal Transportation Network

- Establishes a safe, highly-connected, pedestrian-centered community
- Integrates reliable, efficient transit options
- Integrates public amenities with strong connectivity to the riverfront, open spaces, residential neighborhoods, and local destinations
- Balances land use with multimodal transportation system solutions



A Vibrant Center, Economically Sustainable, Equitable, and Inclusive Neighborhood

- Generates a destination for new business and promotes growth of
- existing businesses
 Attracts a mix of compatible and complementary uses to create a vibrant center with a variety of housing, services, retail, office and
- entertainment uses to attract residents and business
 Maximizes efficient land use through use of integrated parking solutions and reduction in surface parking lots
- Provides opportunities for culturally-significant development to flourish in Shockoe and enhance the economic development with community assets such as museums, public art, memorials, walking tours, cultural programs, and other interpretive elements.

Membership

The membership goal is to engage a broad range of perspectives to best support the Mission Statement and achieve the goals of the Vision Statement. Currently, the Alliance has representation from the following subject matters and stakeholder perspectives:

Virginia House of Delegates

City of Richmond, City Council

City of Richmond - Mayor's Office

City of Richmond - DED
City of Richmond - DPU
City of Richmond - DPW

City of Richmond - PDR

Sacred Ground Historical Reclammation Project
Shockoe Bottom Neighborhood Association

Preservation Virginia

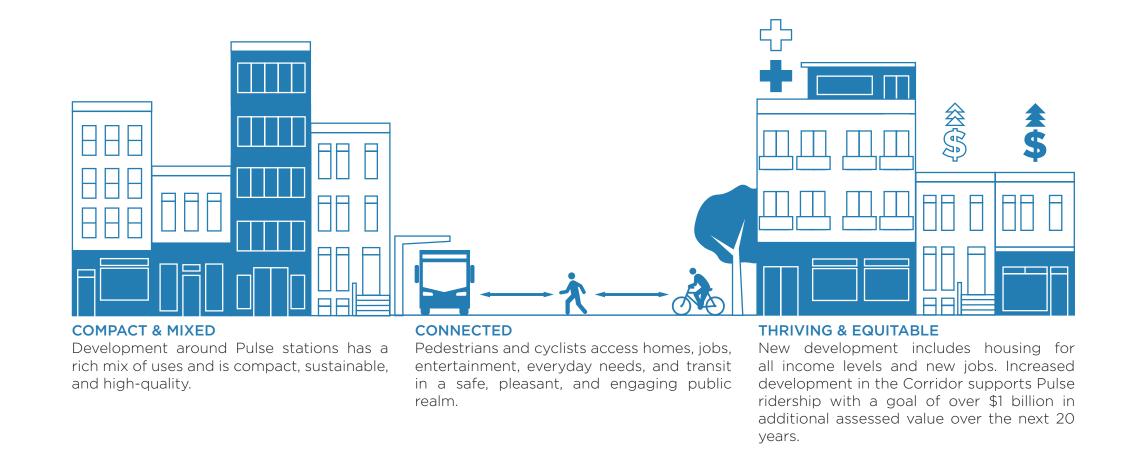
Hirschler Law

Shockoe Partnership

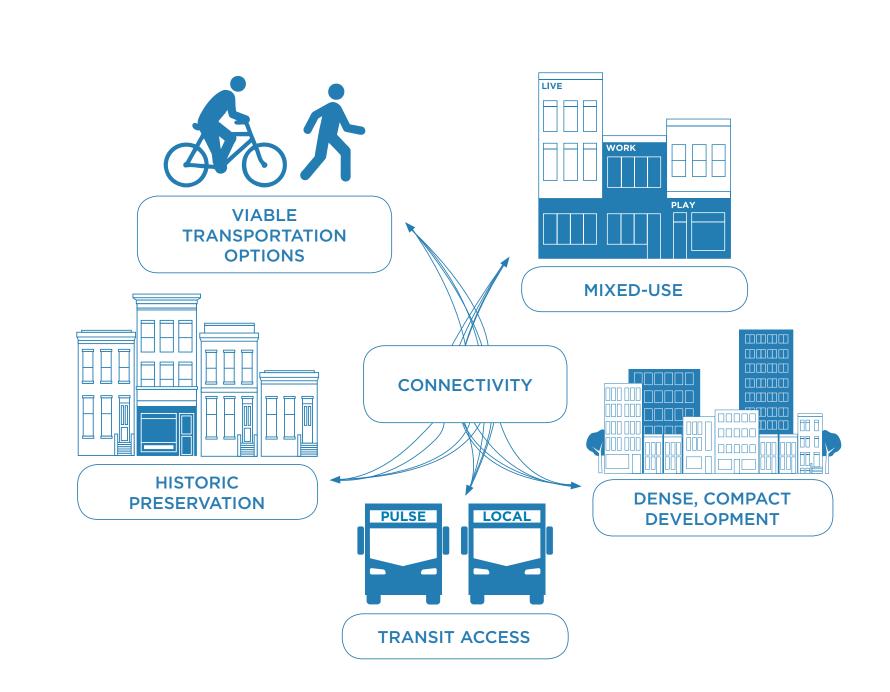
Kimley-Horn and Associates

Pulse Corridor Plan

Goals



Principles of Transit Oriented Development



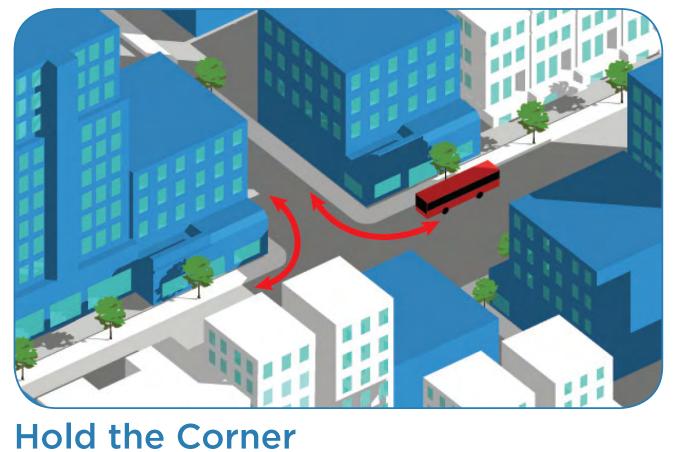
Main Street Station Area Vision

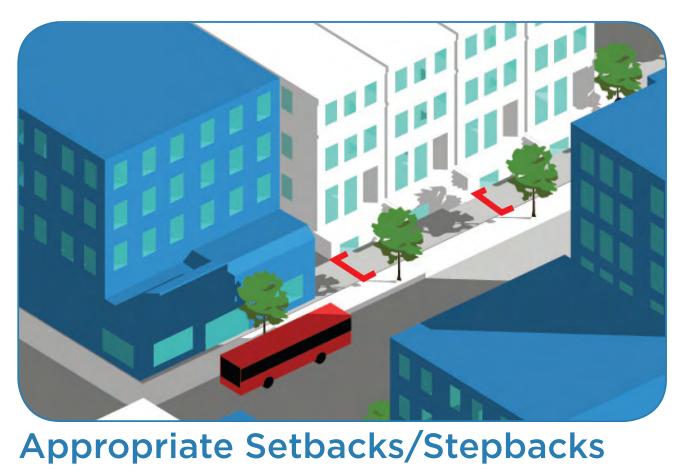
Main Street Station continues to serve as the multimodal transportation hub of Richmond by augmenting its offerings to include bikeshare, bus rapid transit (BRT) service, and high-speed rail service. Uses around Main Street Station support the bustle of a train station with amenities that serve commuters, visitors, and a growing residential and employment base. Ongoing efforts to commemorate, memorialize, and interpret the historic and cultural significance of Shockoe Bottom are supported as a key part of the neighborhood identity and are a priority for City investment.

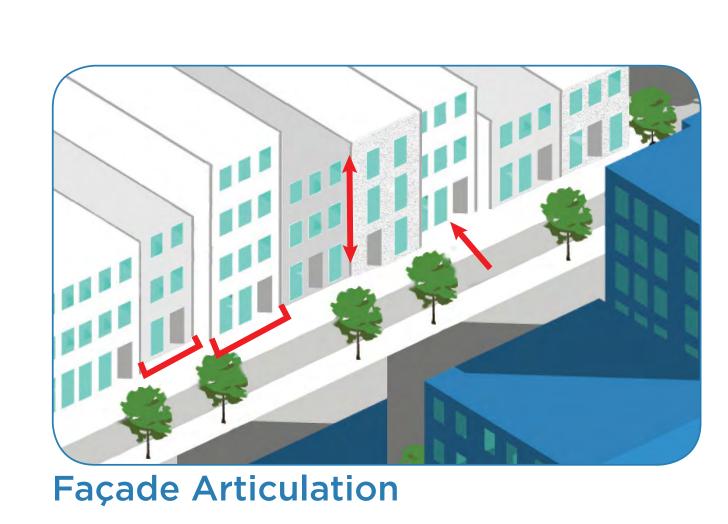
Shockoe Bottom Station Area Vision

E. Main Street continues to be a primary commercial street through the East End. Existing active ground floor uses are complemented by new infill development with street-oriented commercial uses. New development promotes better connections to the Virginia Capital Trail, the Low Line, and other Riverfront amenities and public spaces, while respecting the viewshed of the "view that named Richmond" from Libby Hill Park to the James River. The historic character of the greater neighborhood continues to be a great asset that new development respects and is inspired by, continuing to attract new visitors, residents, and businesses to the area.

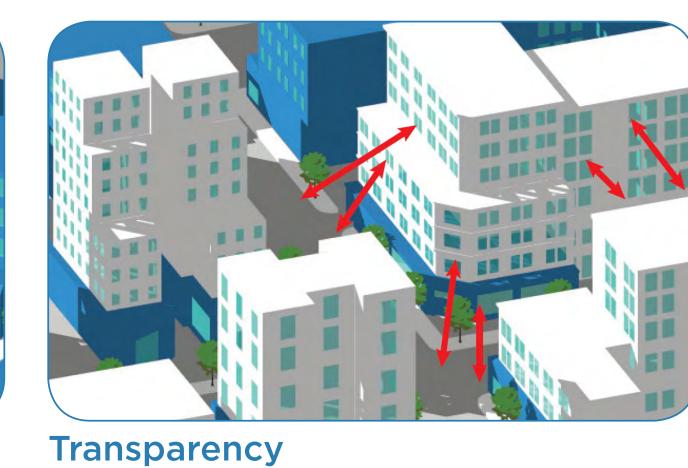
Corridor-wide Design Elements





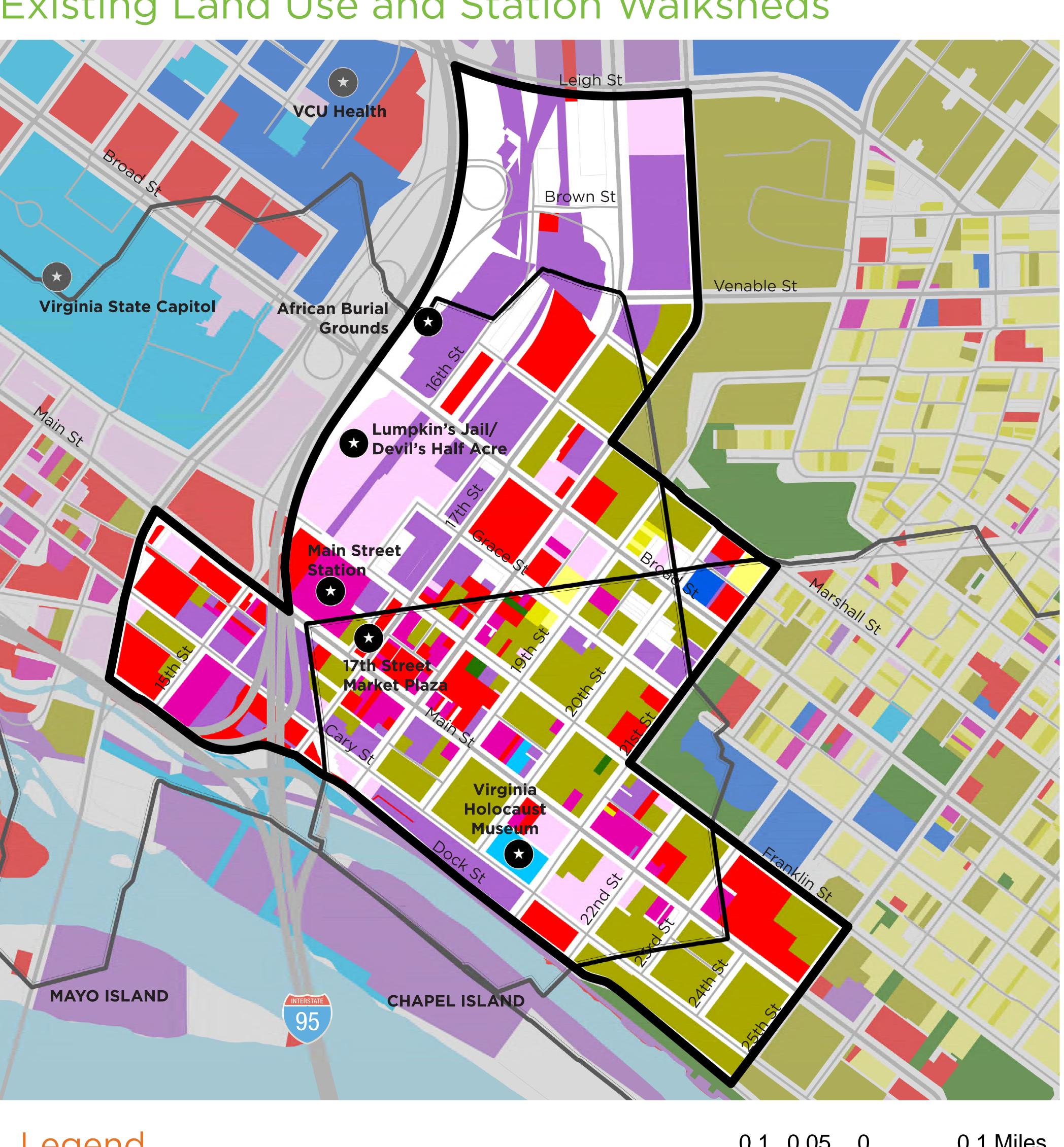


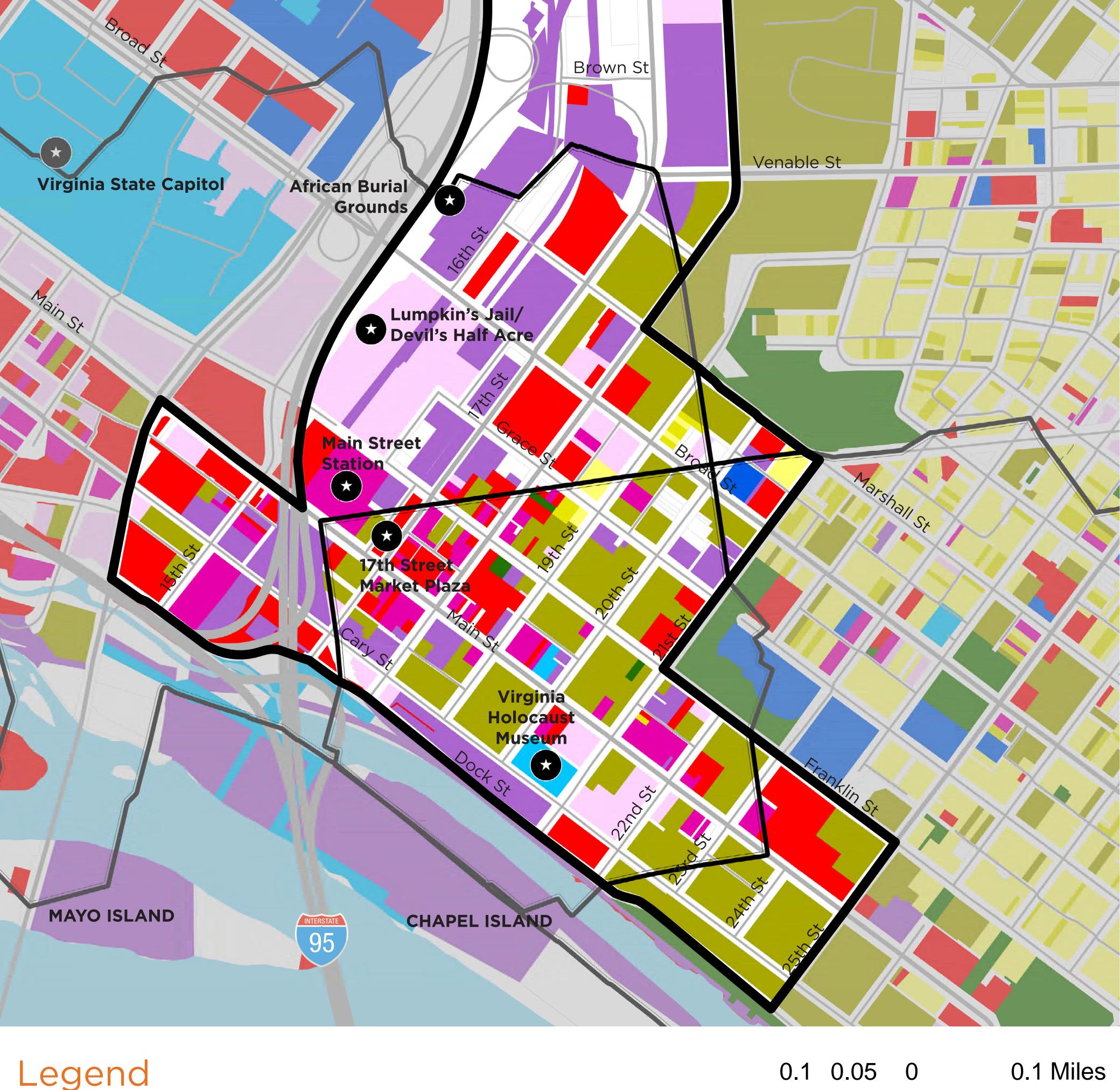




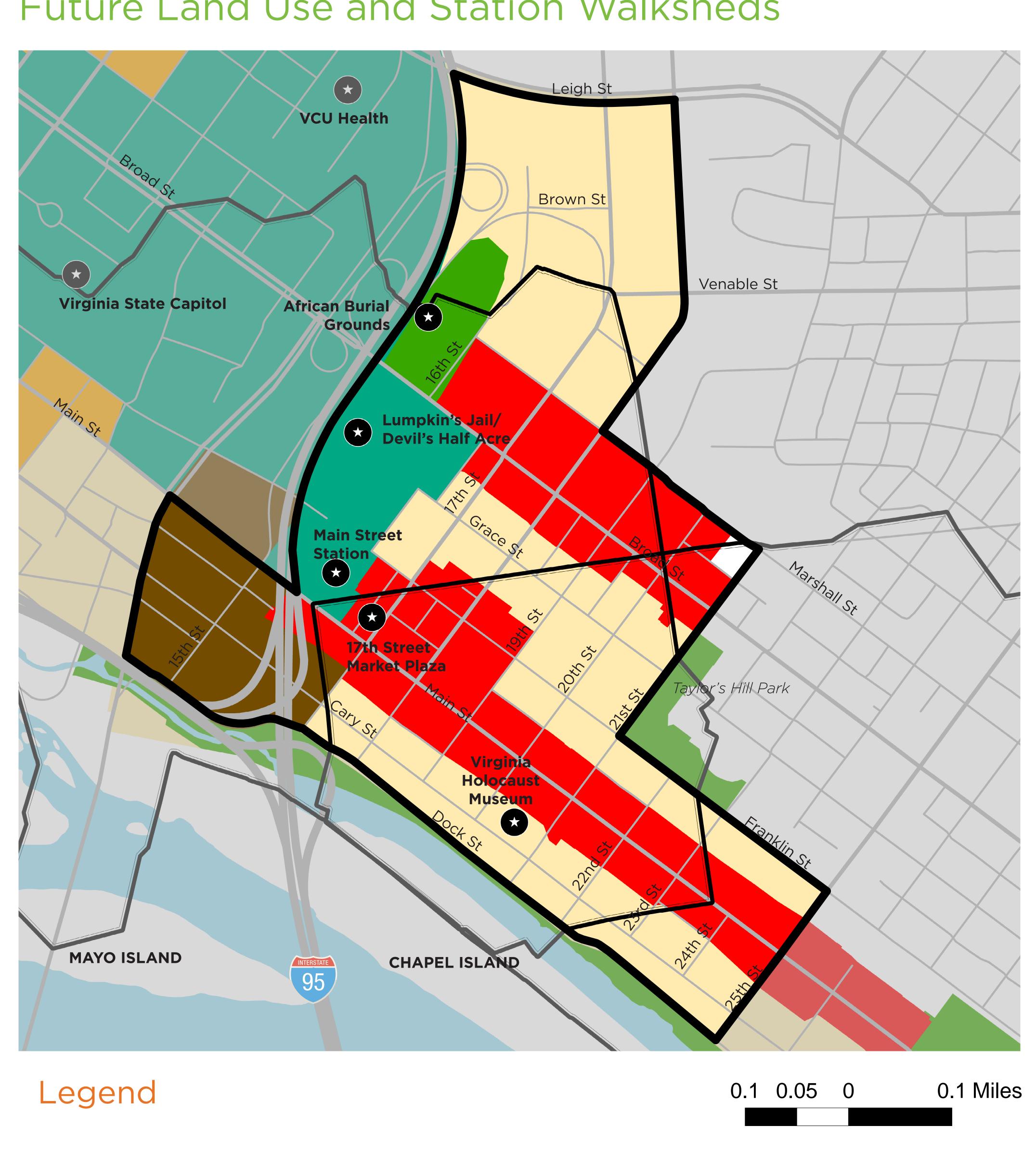


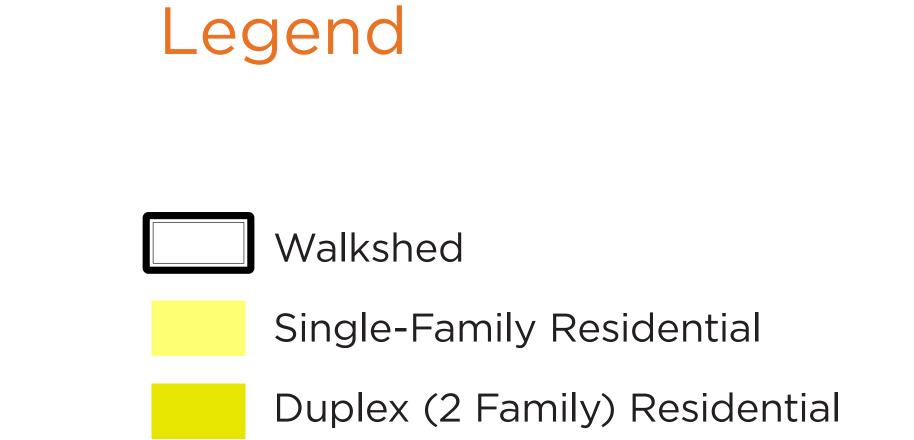
Existing Land Use and Station Walksheds



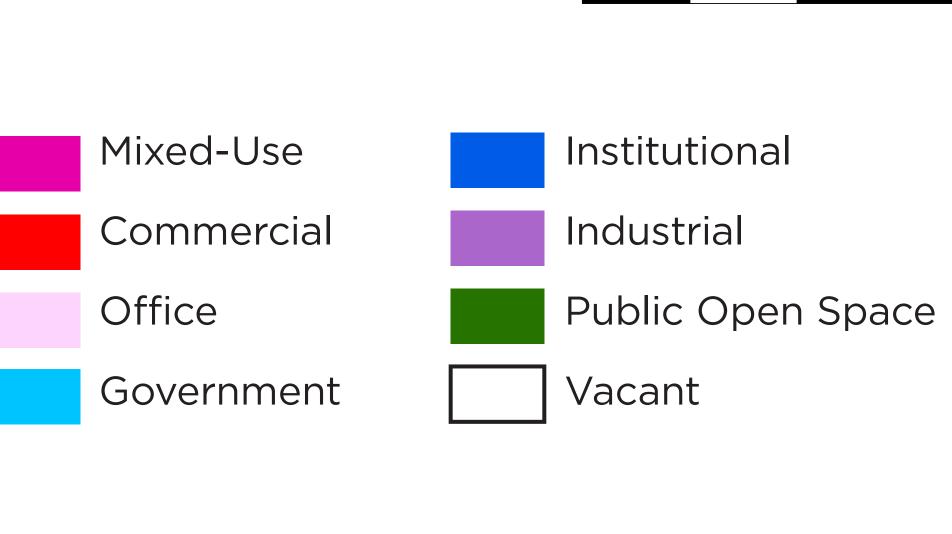


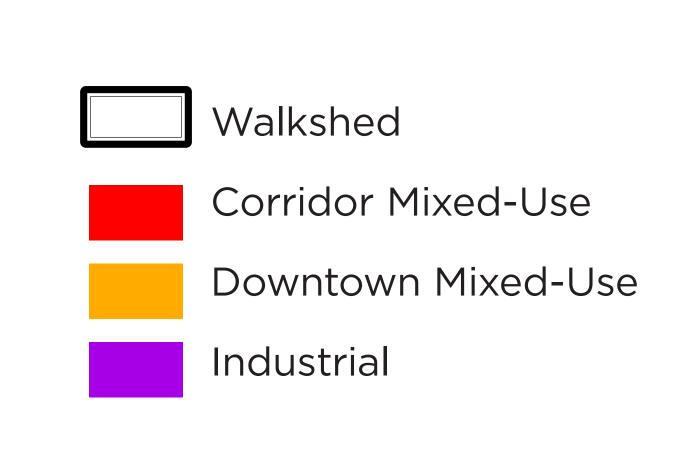






Multi-Family Residential





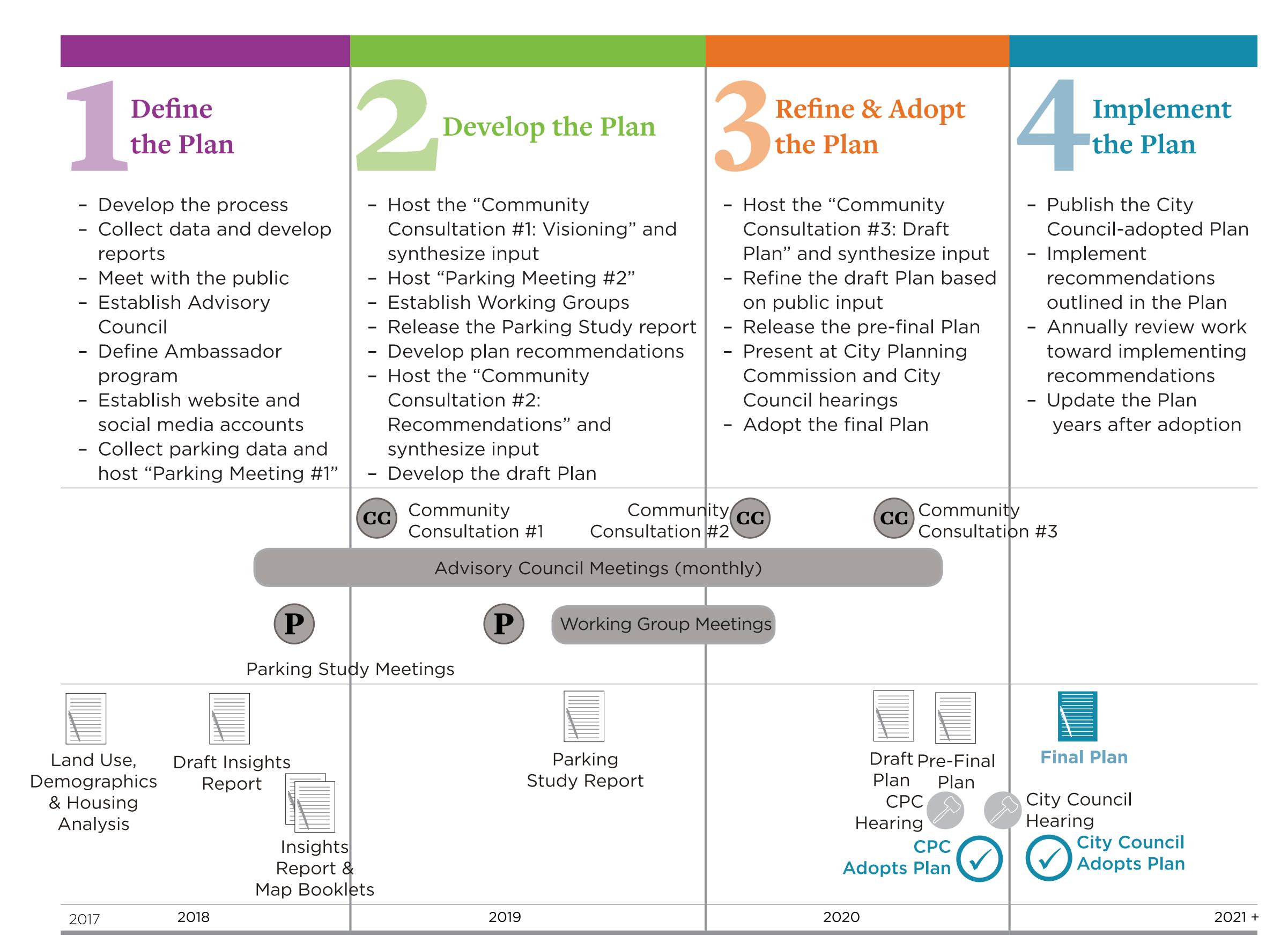


Richmond 300

What is Richmond 300?

Richmond 300: A Guide for Growth is the name of the City's new Master Plan. The Richmond 300 document has not yet been developed—we are just starting the update process. Richmond 300 will establish a 20-year vision for the City's growth and be developed with extensive community engagement.

Richmond 300 Process



CC = Community Consultation. AC = Advisory Council. P = Parking. CPC = City Planning Commission

Why is it called Richmond 300?

Richmond was founded in 1737. As we look forward to the city's 300th anniversary in 2037, how do we want Richmond to look and work? How do we want our residents and businesses to feel and grow over the next 20 years so that when we celebrate our 300th anniversary we are proud of where we are?

Why does the City need a Master Plan?

The City is only 62.5 square miles. The Master Plan helps determine how to plan for growth within the limited footprint of the City. The Master Plan provides guidance on re-zoning land, allocating capital improvement funding, public infrastructure and building projects, and economic development. The Master Plan sets policy related to housing, economic development, infrastructure, zoning, land use, transportation, and more. The last City-wide Master Plan was adopted in 2001.

www.richmond300.com

Richmond 300 community outreach efforts have included:

40
Community Meetings
and Events

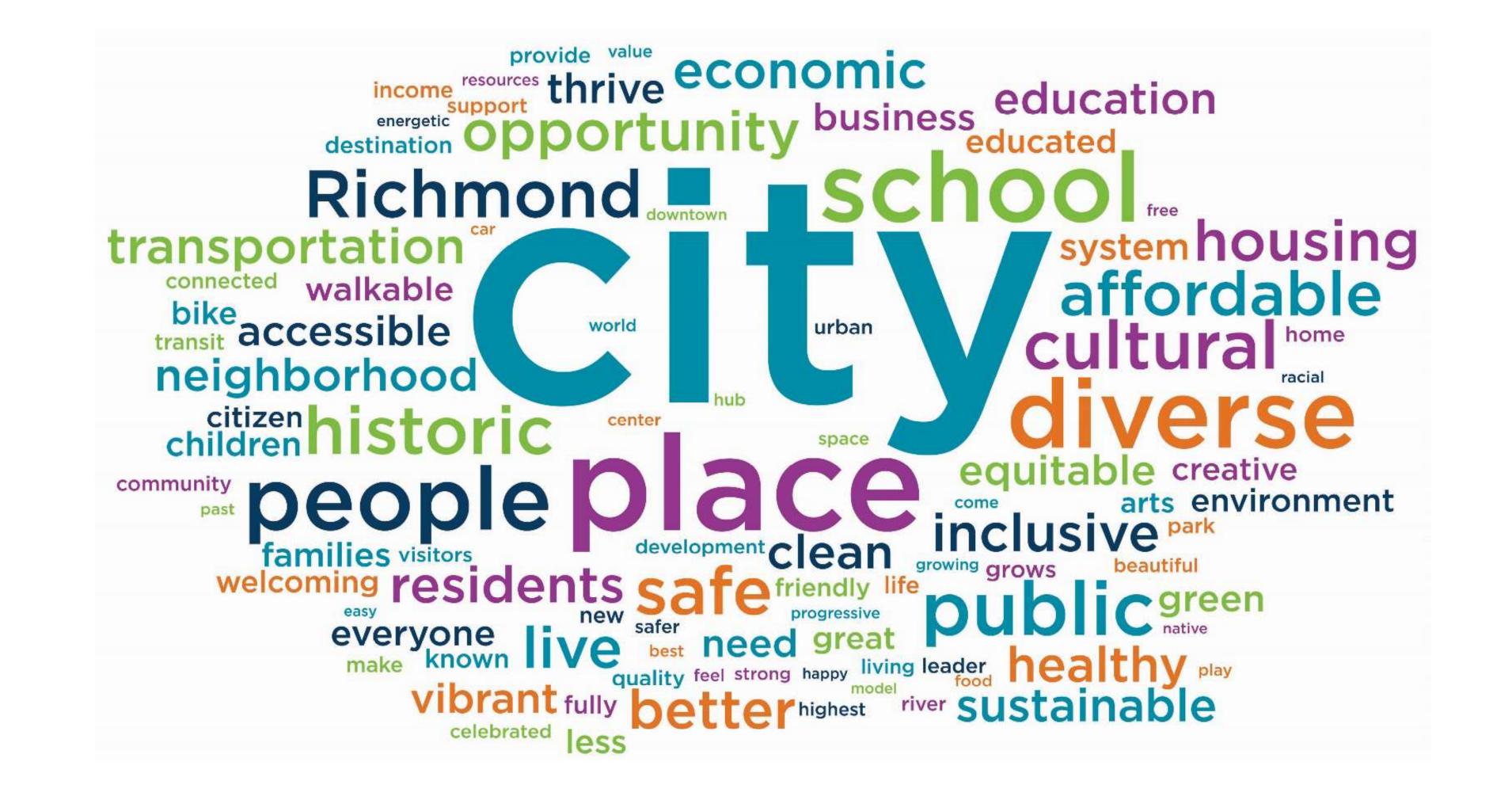
2,300+ Email Subscribers

Festivals and Other Public Events

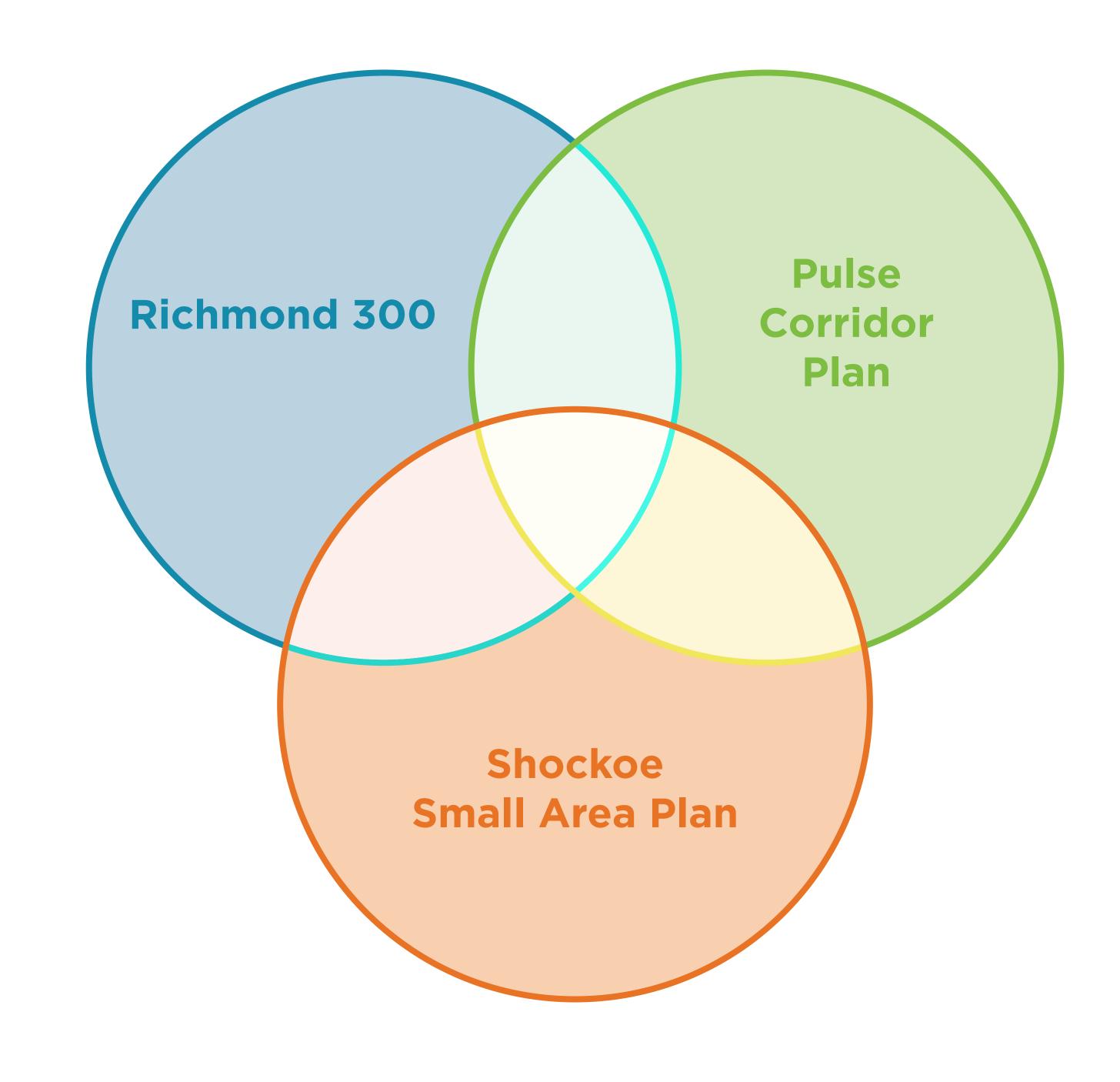
Open Houses, with over 250 attendees

750 +
Online Surveys
Completed

The most commonly used words to come out of the Richmond 300 visioning exercise were:

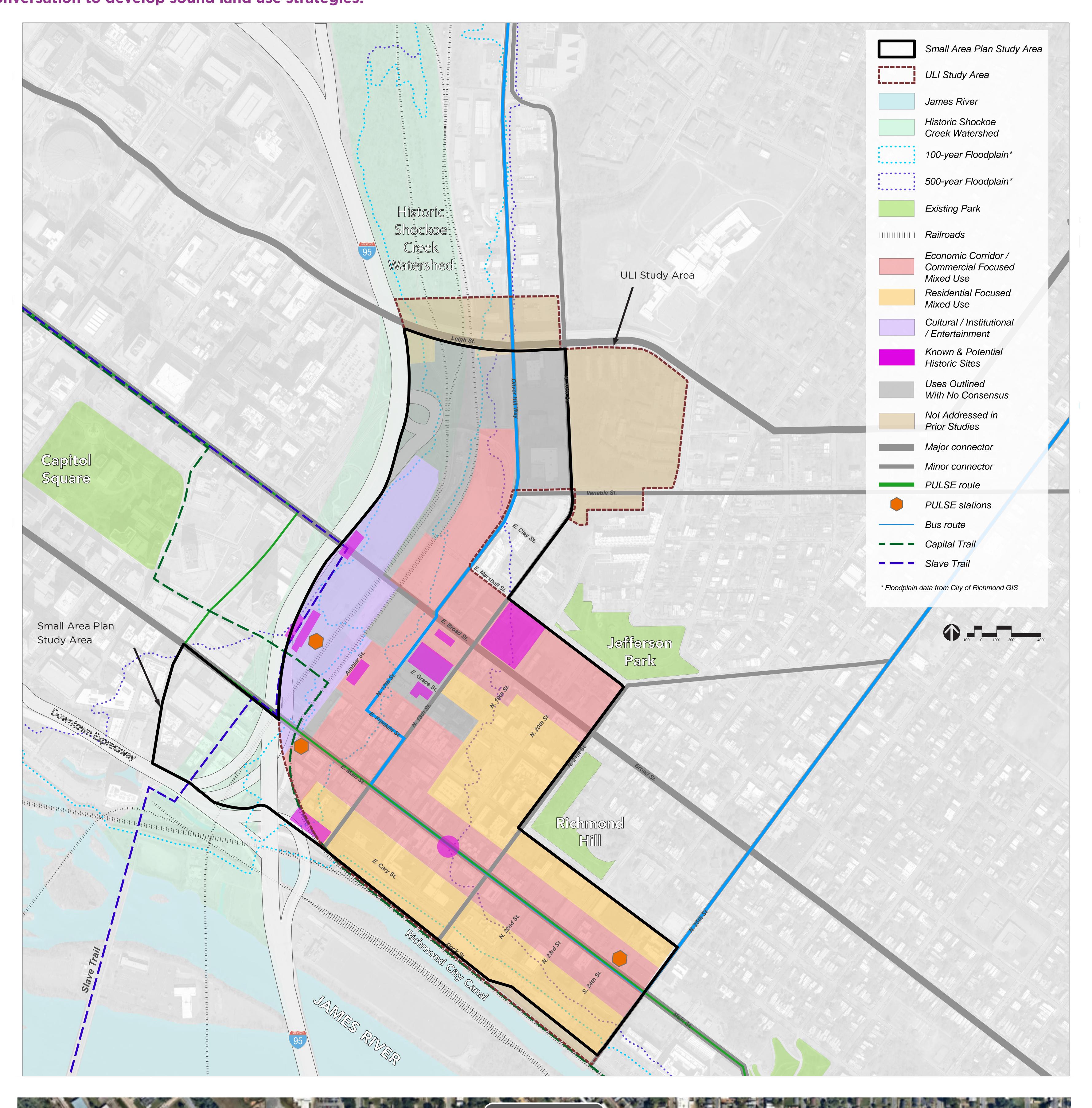


The Shockoe Small Area Plan will build off of other planning efforts like Richmond 300 and Pulse Corridor Plan.



Urban Land Institute (ULI) Composite Map

ULI Virginia, in support of the 2018 Urban Land Institute Rose Fellowship program, conducted a simple planning exercise to compare prior planning studies in the Shockoe area. The analysis compared land use plans from various studies to find areas of agreement as a basis for future planning efforts and identified areas that need more community conversation to develop sound land use strategies.





Heritage Site Projects

LUMPKIN'S SLAVE JAIL/DEVIL'S HALF ACRE

Overview

In 1619 the first enslaved Africans were brought to America to the colony of Jamestown, Virginia.

By the middle of the 1840s, the importation of human chattel from Africa had been outlawed and domestic slave trading had replaced international in supplying forced labor. New Orleans and Richmond became the hubs for the transfer, sale, and exchange of enslaved peoples from the various locations throughout the United States.

The site of Lumpkin's Slave Jail—where countless men, women, and children were imprisoned—represents the many holding pens, auction houses, and related sites that developed to support the thriving economy of the slave trade.

In 2006, the Richmond Slave Trail Commission (RSTC) commissioned an archaeological assessment, and subsequently, archaeological excavation (2008) by The James River Institute for Archaeology to search for any remnants of the Lumpkin's Slave Jail Site. That search yielded the remarkably-intact remains of the Lumpkin's Slave Jail complex as well as more than 16,000 artifacts.

Project Status

- Pre-design phase of services for interpretation, commemoration, and education have been concluded, including program development and a community engagement process to inform the design development phase of work.
- Preliminary engineering studies will be conducted to analyze stormwater and flood plain impacts to the project, which in turn will inform the location, size, and architecture of any structures associated with the heritage site.
- The design phase of work will be coordinated with development of the Shockoe Small Area Plan. This collaboration will help to ensure that a revitalization strategy and physical plan for Shockoe responds to plans for the Lumpkin's Slave Jail/Devil's Half Acre (LSJ/DHA) project, to provide strong connectivity—both visual and physical—and creates spaces that integrate the heritage site project into the overall fabric of the Shockoe neighborhood.

Lead Consultant

SmithGroup, Washington, DC



Completed Phases



Initial Archaeological Investigations

✓ Slave Trail Development

- Burial Ground Purchase Initial Funding of Lumpkin's Slave Jail
- Site / Devil's Half Acre Project



Project Participants

Current Phase



- Fundraising Organizational Planning
- Research and Interpretive Story Development
- Design and Documentation · Bid, Fabrication and Construction
- Operational Plan

SLAVE TRAIL IMPROVEMENTS

Overview

Designed as a walking path, the Richmond Slave Trail chronicles the history of the trade in enslaved Africans from their homeland to Virginia until 1778, and away from Virginia, especially Richmond, to other locations in the Americas until 1865. The trail begins at the Manchester Docks, which, alongside Rocketts Landing on the north side of the river, operated as a major port in the massive down river slave trade, making Richmond the largest source of enslaved African Americans on the east coast of America from 1830 to 1860. The trail follows the footsteps of those who crossed the James River, chained together in a coffle. Once reaching the northern riverbank, the trail then follows a route through the slave markets and auction houses of Richmond, beside the Reconciliation Statue commemorating the international triangular slave trade and on to the site of the notorious Lumpkin's Slave Jail and leading on to the Negro Burial Ground and the First African Baptist Church, a center of African-American life in pre-Civil War Richmond.

Three key components comprise the Improvements to the City of Richmond Slave Trail between Ancarrow's Landing and the Floodwall Enclosure at Brander Street west of the I-95/James River Bridge.

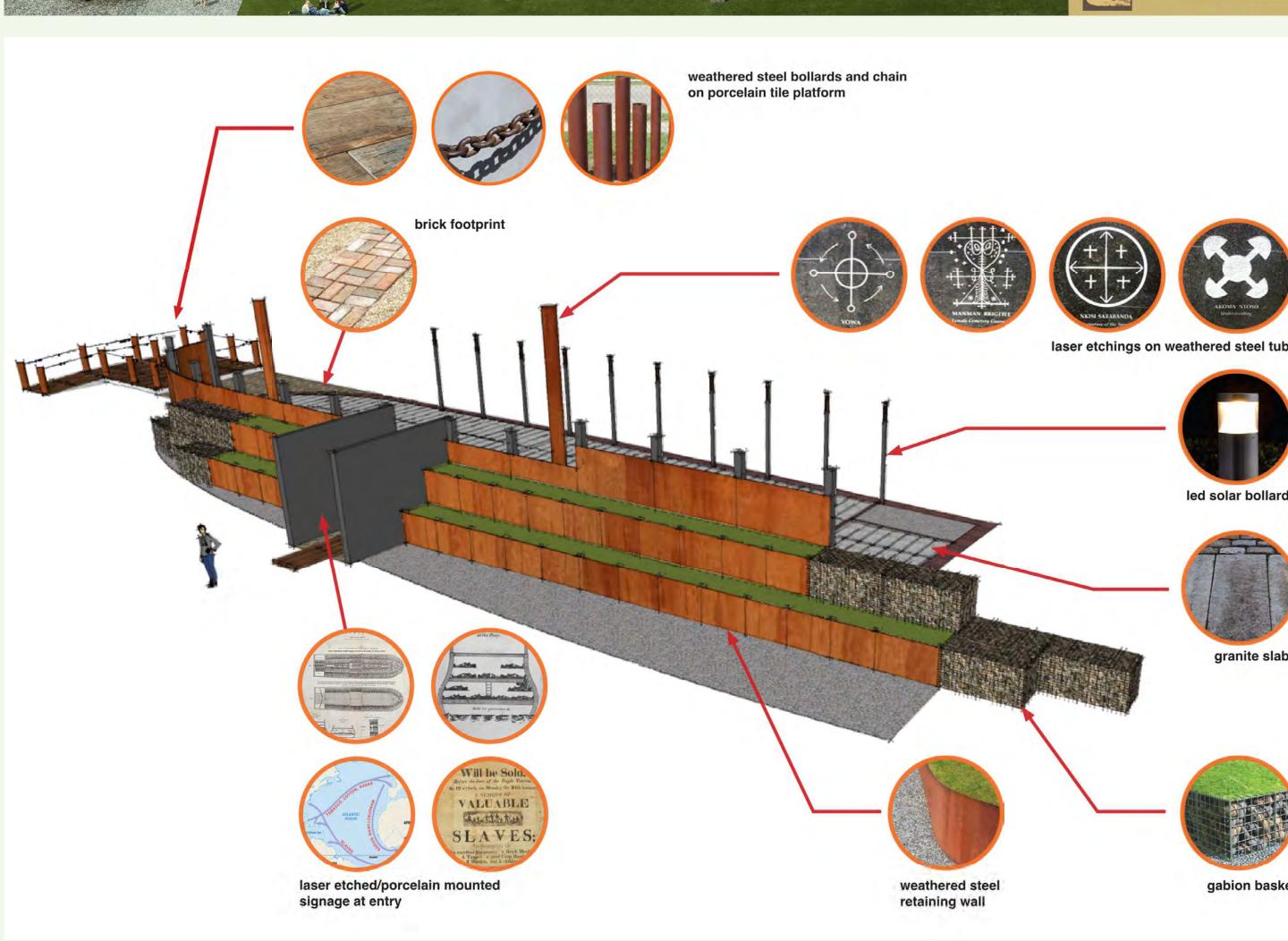
- 1. A new trailhead/orientation amphitheater in the grassy field between the James River and the Ancarrow's parking area, clearly marks the beginning of the Richmond Slave Trail while orienting users to the historical and cultural significance of the trail. It serves as a gathering point and small amphitheater for guided tours, an experiential exhibit, and wayfinding for selfguided users. The interactive trailhead is sited in the Ancarrow's Landing field adjacent to the river and pointing upstream, as a transatlantic slave trading ship would effectively dock along the banks of the James River to counteract current.
- 2. Maintains the route of the Richmond Slave Trail but provides necessary improvements along the trail between Ancarrow's Landing and the I-95/James River Bridge. New wooden fencing will be added in locations requested by the owner, and one of the dated pedestrian bridges will be replaced to increase structural integrity. Natural wood mulch will continue as the trail's surface material to maintain the historic experience of walking the trail.
- 3. Provides directional clarity for multiple users at the area underneath the I-95 bridge overpass at the Brander Street floodwall closure. A 6'-0" wide, clearly marked bike and pedestrian lane buffered by a 2'-0" wide painted striped buffer separates trail users from vehicular traffic on Brander Street. The trail subdivides after the furthest west bridge column to bring pedestrian users onto the existing trail as it enters the wooded area east of the bridge, while pavement markings direct cyclists to the existing bike trail paralleling Brander Street.

Project Status

Lead Consultant

Baskervill/VHB Design development phase





Data source: Courtesy of Baskervill

WINFREE COTTAGE

Overview

Emily, an enslaved African, was given a cottage by her former owner in 1866. That structure was saved in 2002 from destruction and then parked in Shockoe Bottom on a flatbed where the paint-flecked clapboard walls weathered Hurricane Gaston's waters in 2004. Then came a move to a spot near Main Street Station, where the small house remains, awaiting a useful rehabilitation.

Emily Winfree was born into slavery in 1834. The mother of six died at age 85, on January 10, 1919, and was interred in Mt. Olivet Cemetery, a burial ground for blacks that was later absorbed into Maury Cemetery.

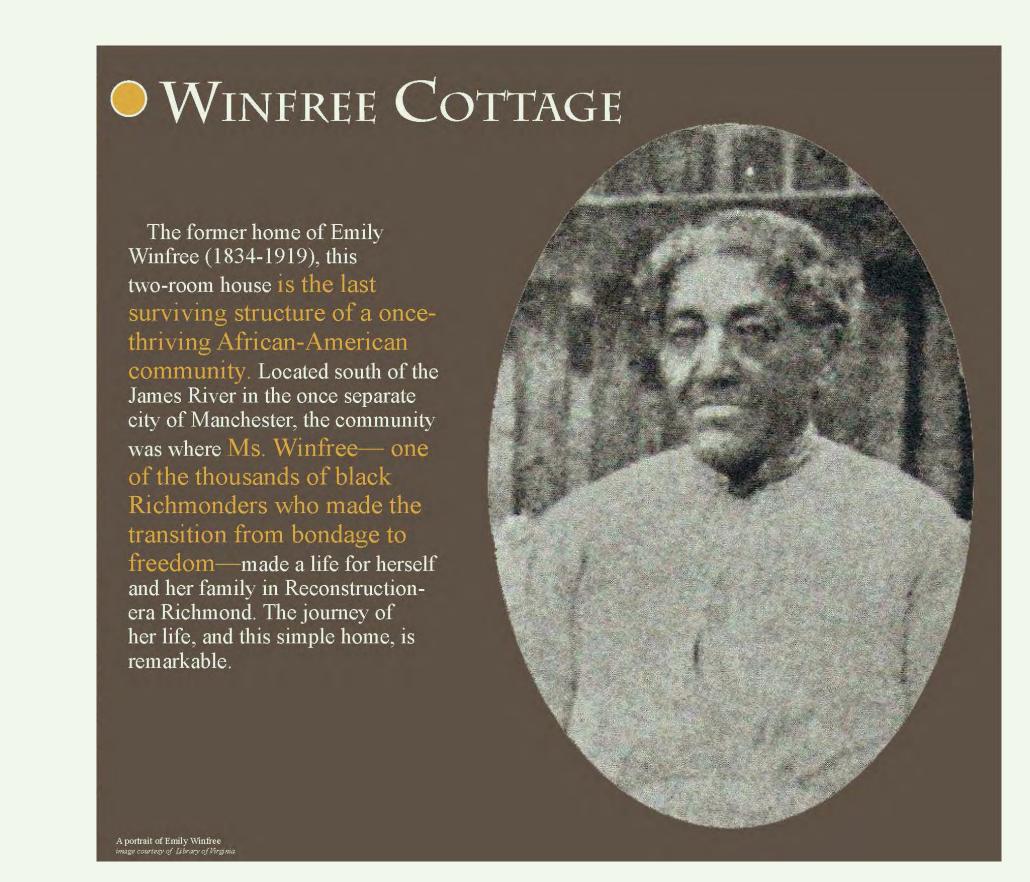
In 1866, Emily's former owner, perhaps out of a reward for service or some other kind of personal acknowledgment, spent \$800 to purchase her a two-room, 700-square-foot cottage in Manchester, then an independent city south of Richmond. Along with the cottage, he also gave his former slave 100 acres. She signed the deed with an "X." The Winfrees lived in one half of the place, which was 24 feet wide and 12 feet deep, with a two-sided fireplace, and rented out the rest. The former owner has been identified as David Winfree, described as a prosperous Chesterfield County farmer. He fathered some, perhaps all, of Emily's children.



Lead Consultant

Design development phase

Baskervill, Richmond



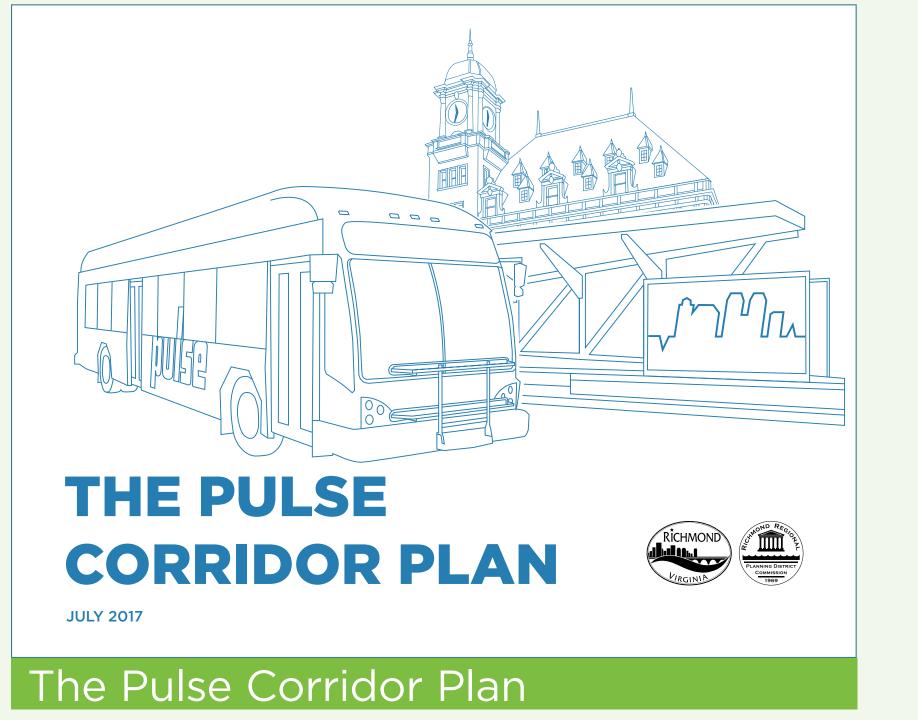


Data source: Courtesy of Baskervill & Richmond Times

Previous Studies in Shockoe

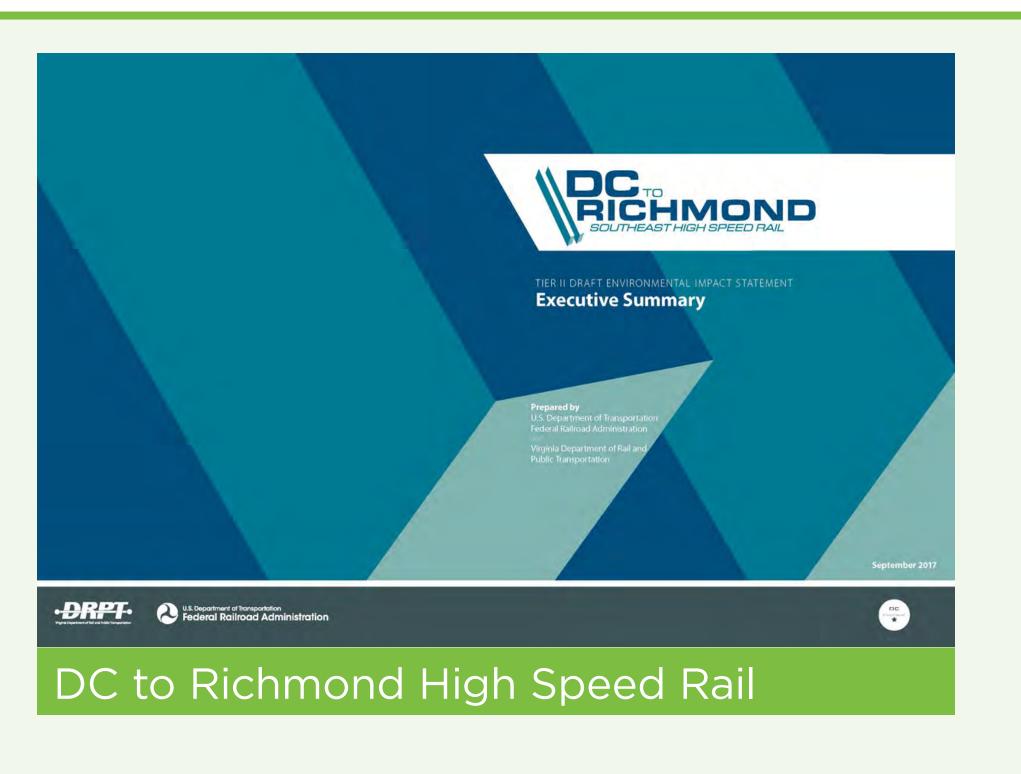
Adopted Plans



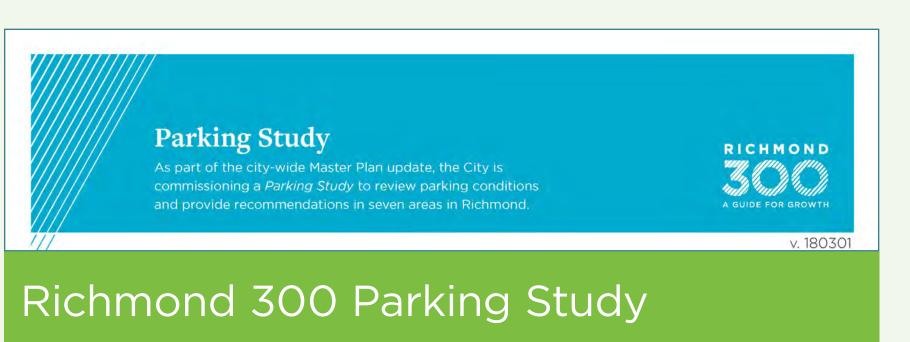


Ongoing Plans

City of Richmond







RICHMOND

RICHMOND PLANNING &
DEVELOPMENT REVIEW

A GUIDE FOR GROWTH Richmond 300 Insights Report Preservation

Virginia

Preservation Virginia, Shockoe Bottom

Equitable Redevelopment Study

Shockoe Bottom Equitable Redevelopment Study

National Trust for Historic Preservation Save the past. Enrich the future.

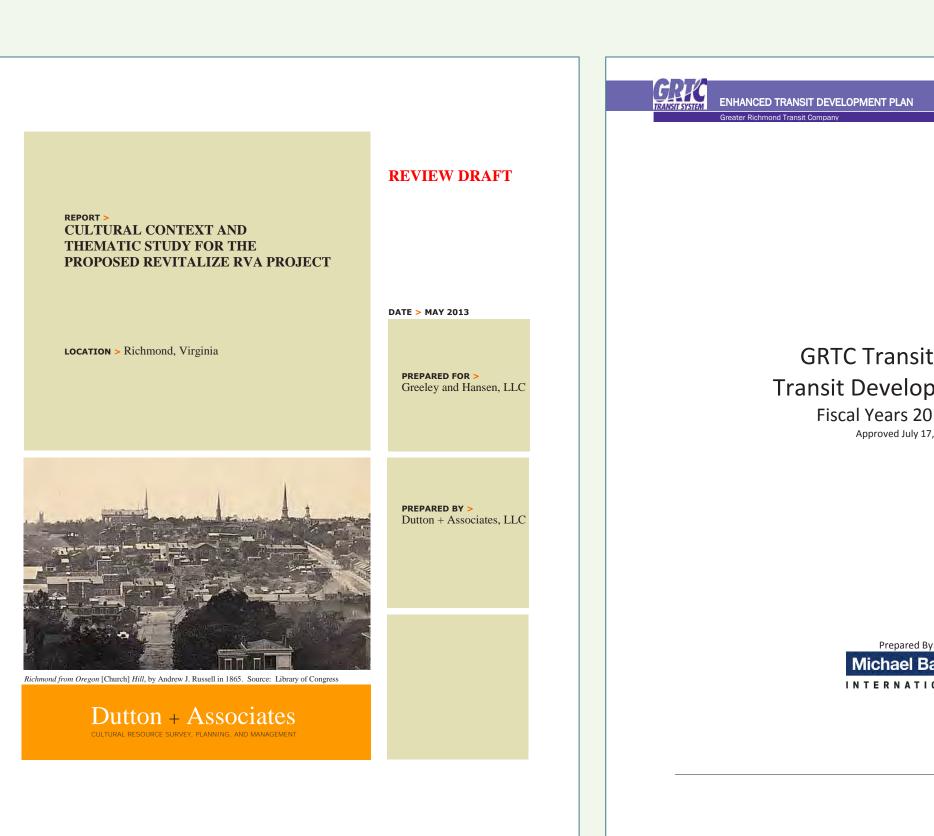
Insights Report

September 2018

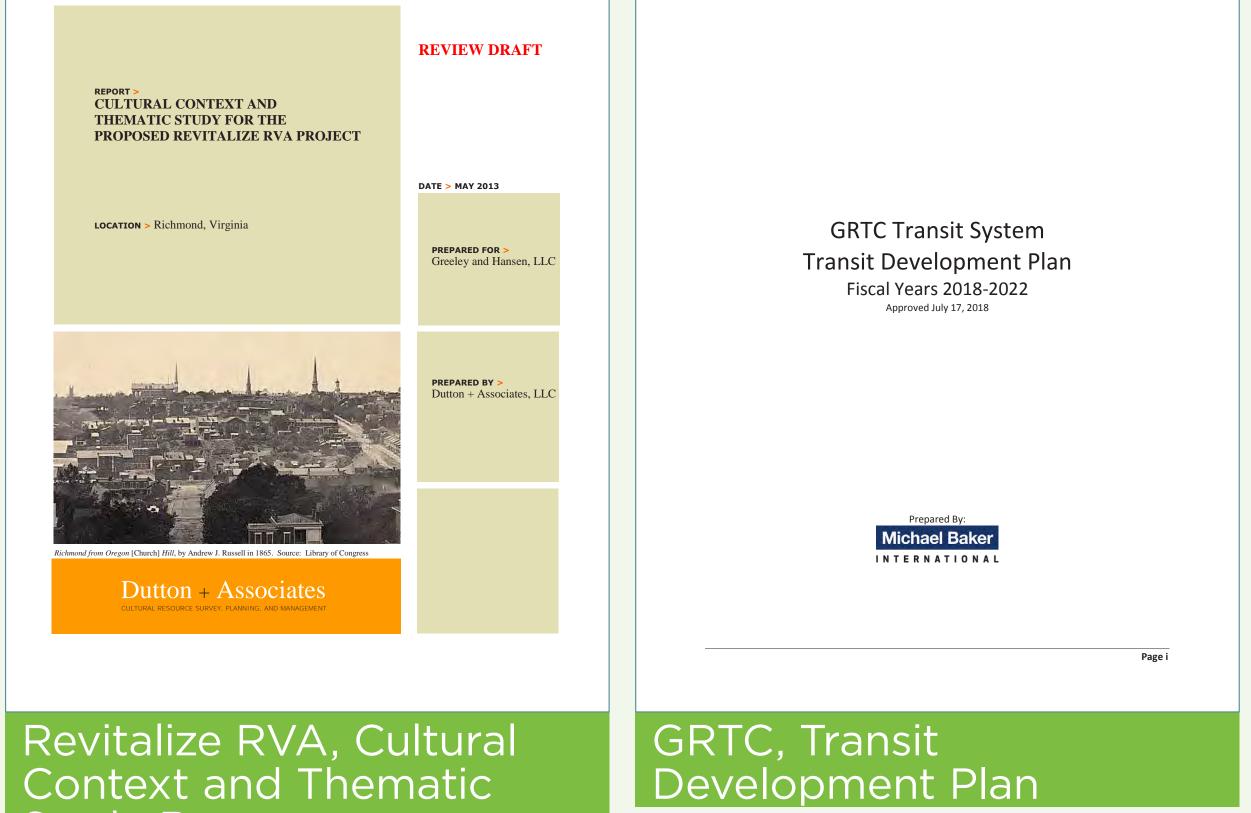
Past Plans and Studies

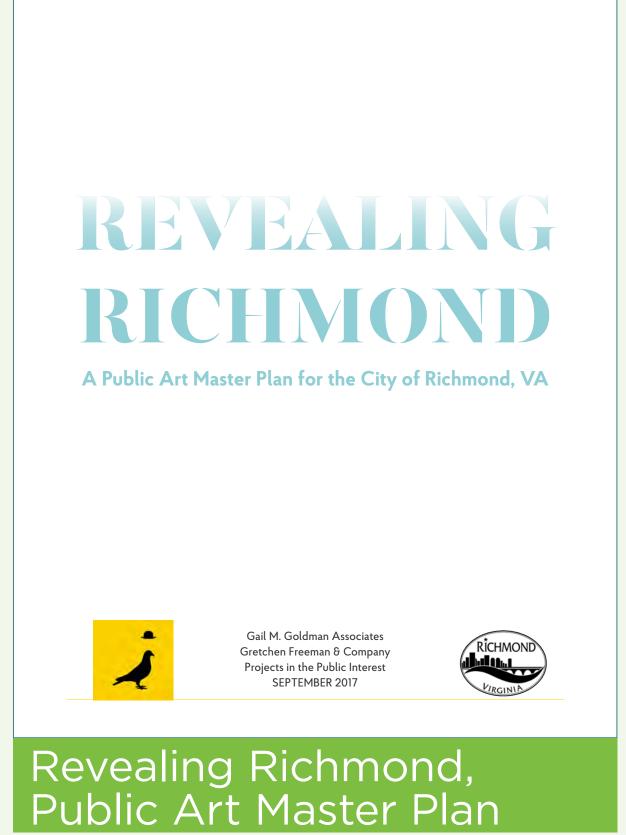


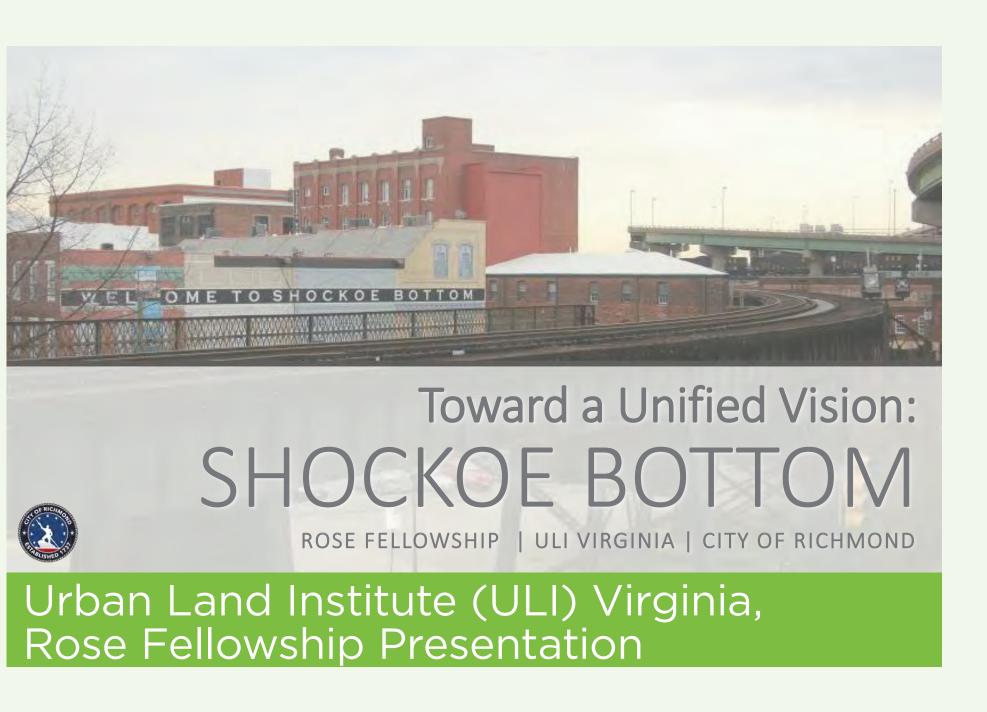


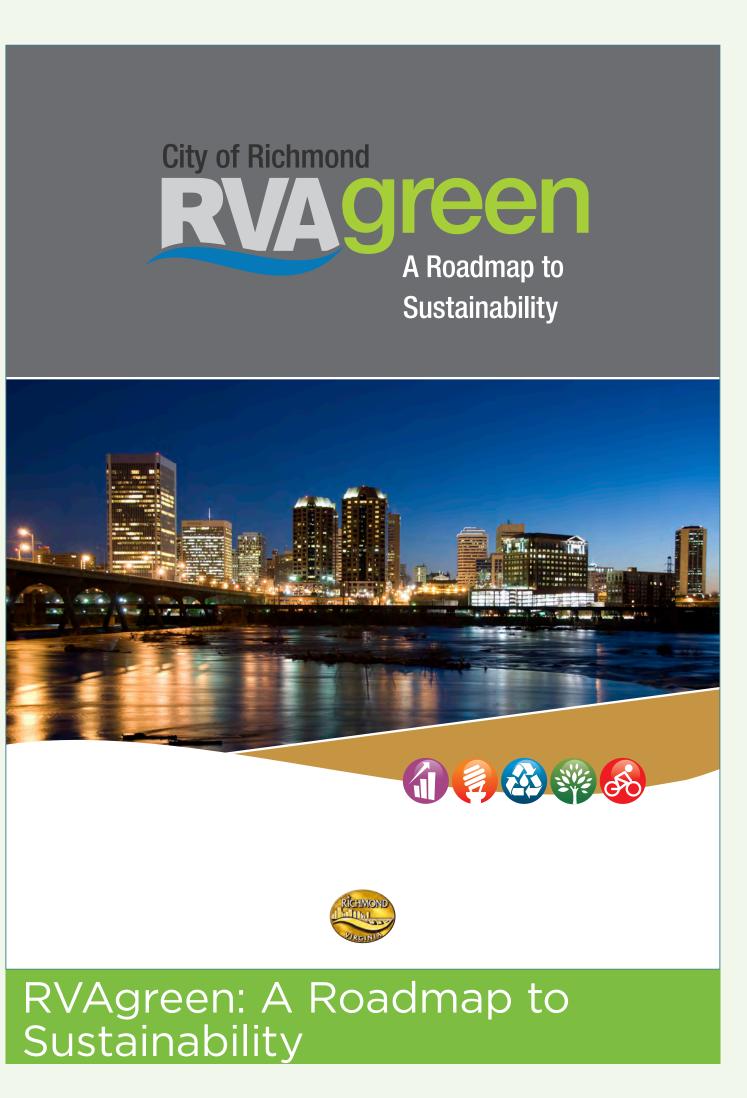


Study Report

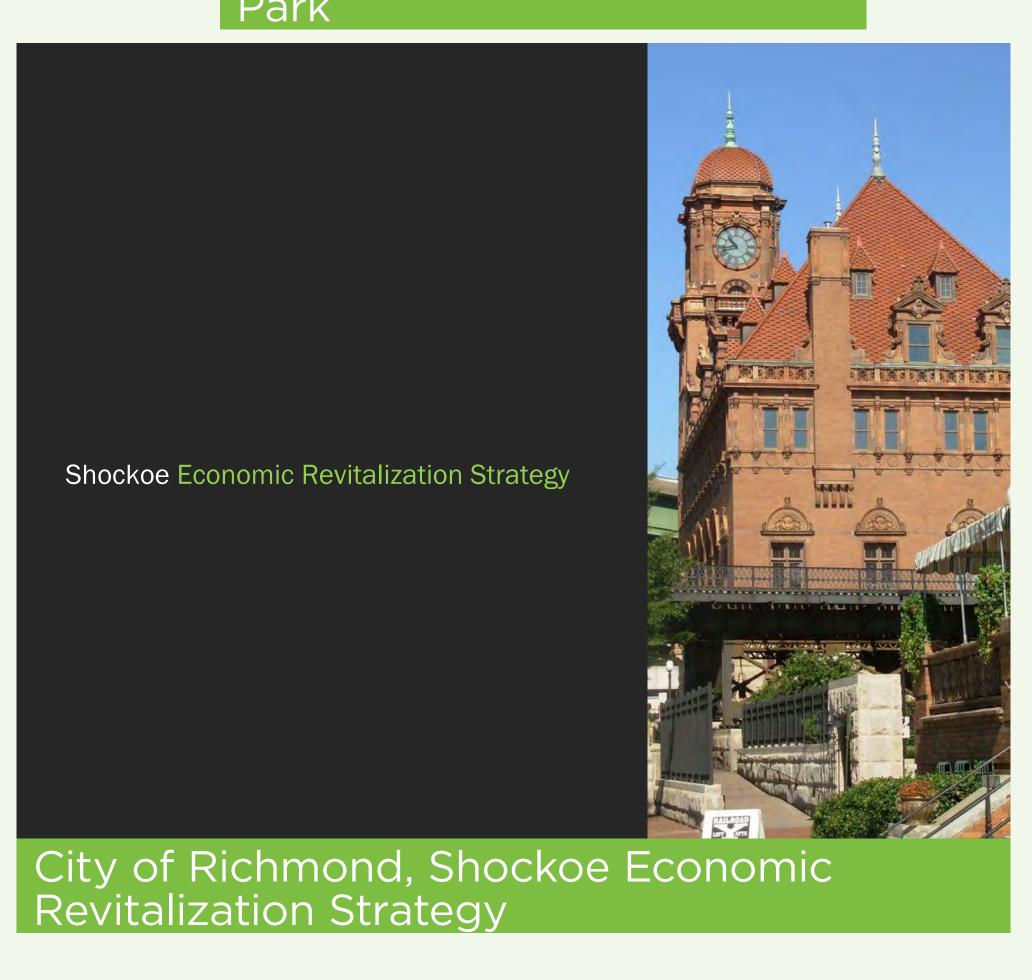




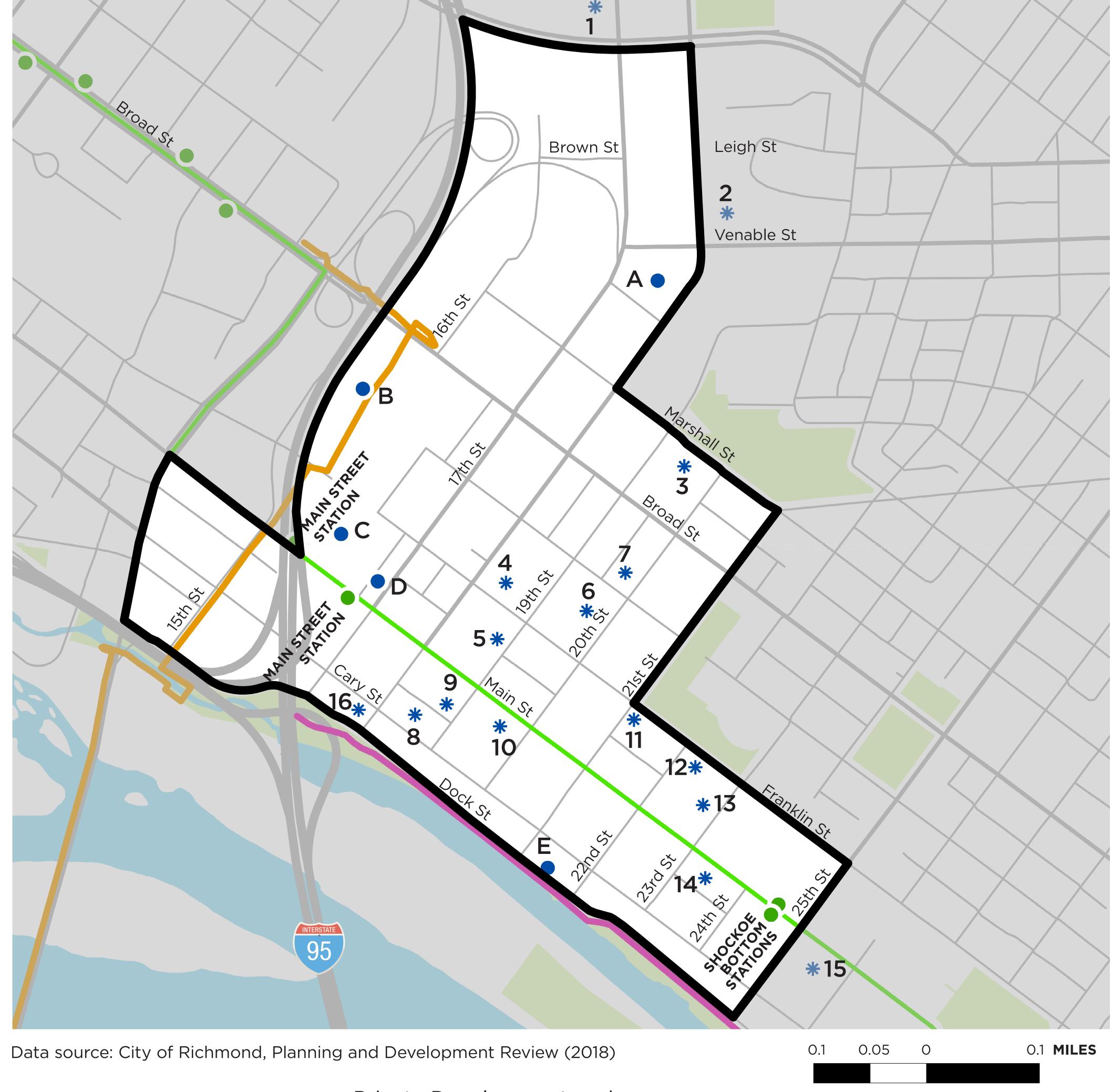








Public Infrastructure and Private Projects (2014–2019)



Private Development and Legend Number of Residential Units

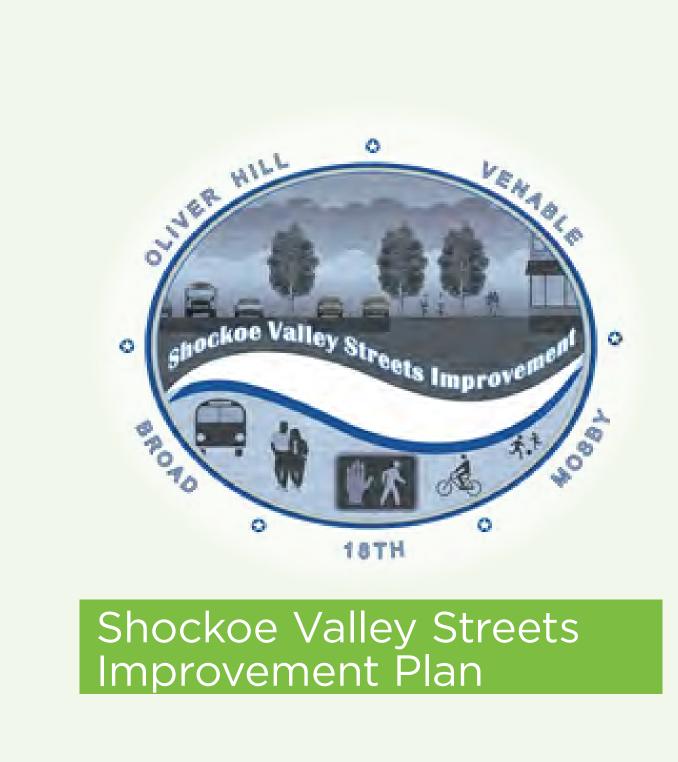
	Nun	nber of Residential Units	
Private Projects		Herod Seeds	110
	2	1900 Venable	151
Public Projects	3	Vida East	178
	4	Lofts at Franklin Street	27
Slave Trail	5	1809 E. Franklin & 6 N. 19th	TBD
	6	The Edge	156
— Capital Trail		Terrace 202	57
	8	Overview — Riverside	130
Pulse Station	9	Overview — City Side	76
	10	Upper Lofts at Canal Walk	111
— Pulse Route	11	2101 East Franklin	4
	12	Garber Gables at Franklin Place	59
	13	2220 East Main	82
	1/1	2727 Fact Main	71

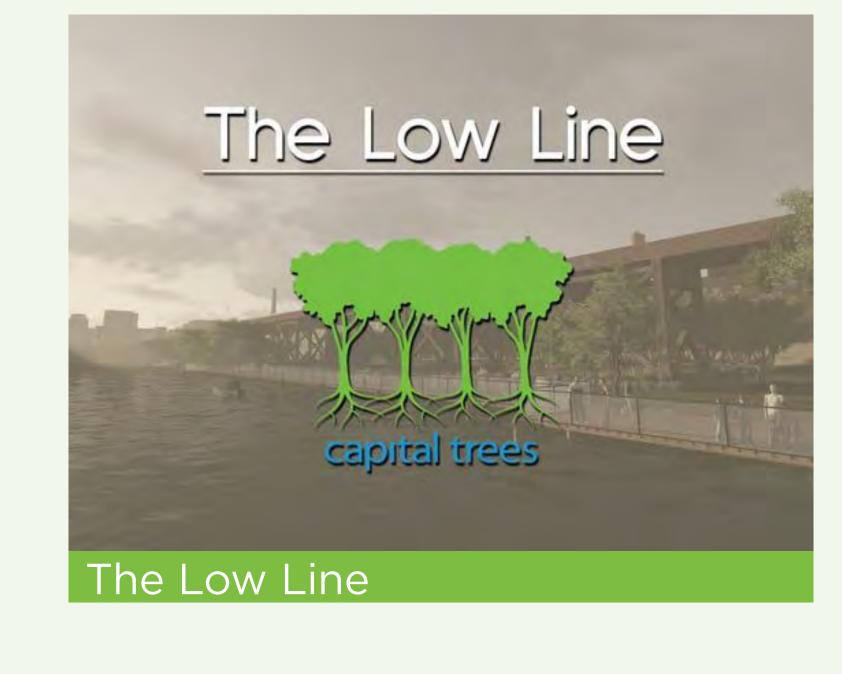
14 | 2323 East Main **15** Main 2525 N/A 16 1717 East Cary (Commercial)

Public Projects A Shockoe Valley Streets B Lumpkin's Jail/Devil's Half Acre

C Main Street Station **D** 17th Street Market Plaza E The Low Line

Active Projects



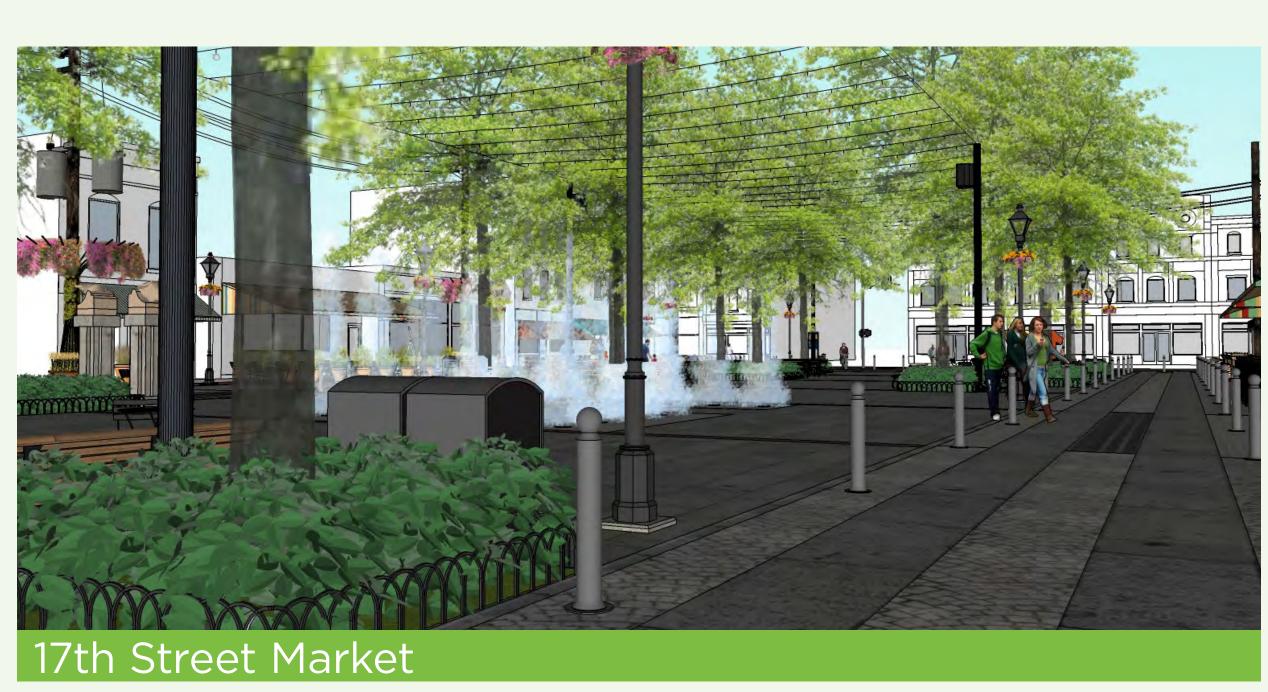


Completed Projects









5. Visioning and Priorities

A Draft Vision Statement for Shockoe drafted by the Shockoe Alliance:

The vision for a revitalized Shockoe is to promote awareness and understanding of the significant history of Shockoe through sensitive memorialization, interpretation, preservation, and education, with honesty and authenticity, while embracing the opportunity to define Shockoe as a vital asset of Richmond's cultural heritage, historic character, dynamic growth, and unique sense of place.

6. Shockoe Stories

Tell Us Yours!

GOAL: Obtain and curate stories from Shockoe residents, workers, visitors, and people with any connection to Shockoe. Help us understand Shockoe's history, character, and meaning.

We need YOUR HELP to collect stories to capture the spirit of Shockoe through:

- Recorded voices
- Video recordings
- Written recollections

HOW can you help?

- Sign up to tell us your stories about Shockoe.
- Tell us about others you know with great stories to share.
- Sign up to help us collect these stories to share with the community, City, and beyond!



1987: Live music scene at the Bird in Hand restaurant in Shockoe Bottom. (Reprinted from Richmond Times Dispatch, September 11, 2018)

7. Young Planners



A Draft Vision Statement for Shockoe drafted by the Shockoe Alliance:

The vision for a revitalized Shockoe is to promote awareness and understanding of the significant history of Shockoe through sensitive memorialization, interpretation, preservation, and education, with honesty and authenticity, while embracing the opportunity to define Shockoe as a vital asset of Richmond's cultural heritage, historic character, dynamic growth, and unique sense of place.



Think about it.

- 1. Shockoe Vision Statement: How relevant is the Shockoe Vision Statement to you and issues of importance to Richmond's youth?
- 2. What key elements of great communities are missing from Shockoe today? What is needed to make Shockoe an attractive place to live, work, and socialize for Richmond's youth, tomorrow?
- 3. How does Shockoe's history inform the way you perceive Shockoe today? How can we reflect this history into plans to make Shockoe a great community in the future?
- 4. What does it mean to you for a community to be characterized as inclusive and equitable?