

Toward a Unified Vision: SHOCKOE BOTTOM



ROSE FELLOWSHIP | ULI VIRGINIA | CITY OF RICHMOND

Rose Fellows Homework Assignments

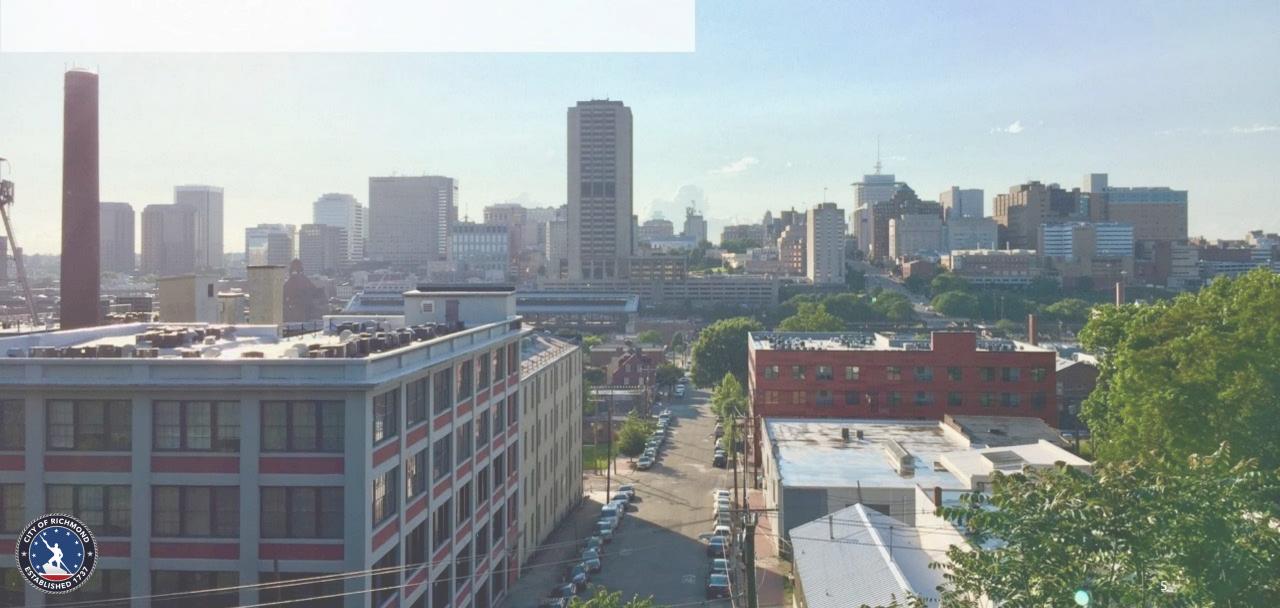
- Synthesize all the existing plans, concepts and proposals to find shared elements and conflicts
- Begin conversations with potential funding partners to gauge interest and capacity
- Develop an inclusive community engagement strategy
- Create an archeological do-no-harm policy until a vision is established
- Research examples of truth and reconciliation processes with local community, private sector and institutions
- •Hire/designate a full-time project manager for Shockoe Bottom



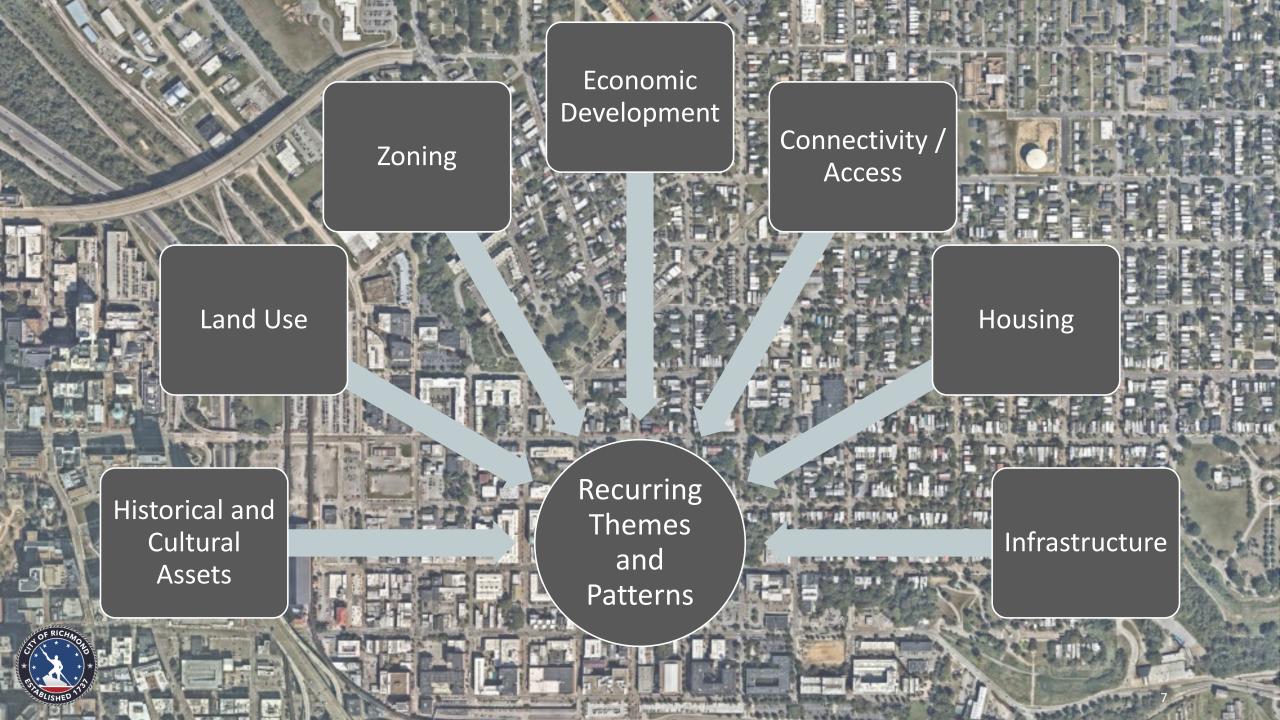




ULI VA Methodology





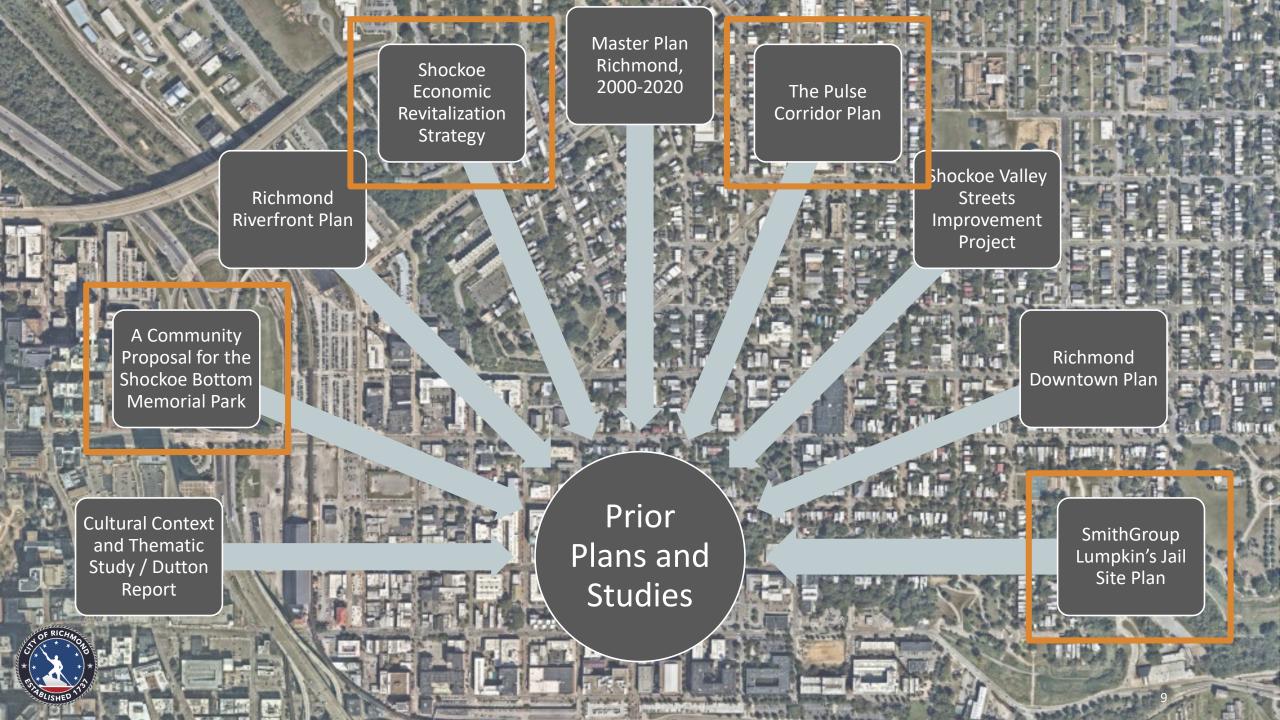


Results

An extensive overview, a merging of perspectives, with work still to do

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A COMMUNITY PROPOSAL FOR THE SHOCKOE BOTTOM MEMORIAL PARK

Shockoe Economic Revitalization Strategy

THE PULSE CORRIDOR PLAN

LUMPKIN'S SLAVE JAIL SITE / DEVIL'S HALF ACRE PROJECT

Focus: Key Plans

A range of land-use plans representing a variety of stakeholders and dissimilar boundaries



Economic	Markets, mixed use retail	Innovation Economy District	Nodal and Corridor Mixed-use	Not in Scope
Residential	Mixed use housing	Urban Village	Neighborhood Mixed- use	Not in Scope
Cultural / Institutional	Outdoor museum	Entertainment / Cultural District Heritage District	Institutional Use	Cultural site

Takeaway: Different language, compatible ideas

Shockoe Economic Revitalization Strategy

THE PULSE

CORRIDOR PLAN

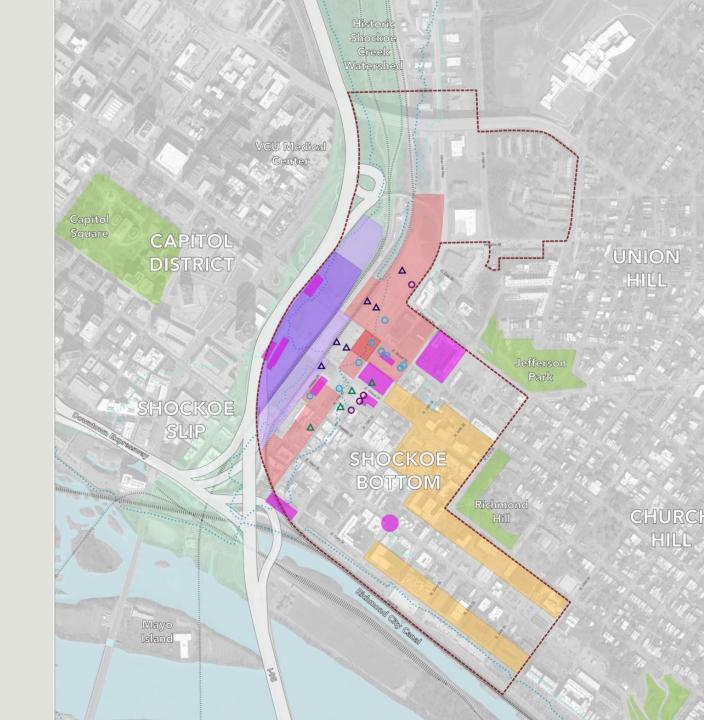


LUMPKIN'S SLAVE JAIL SITE

The Structure:

Baseline Agreement Areas

Consensus between all land-use plan maps when layered

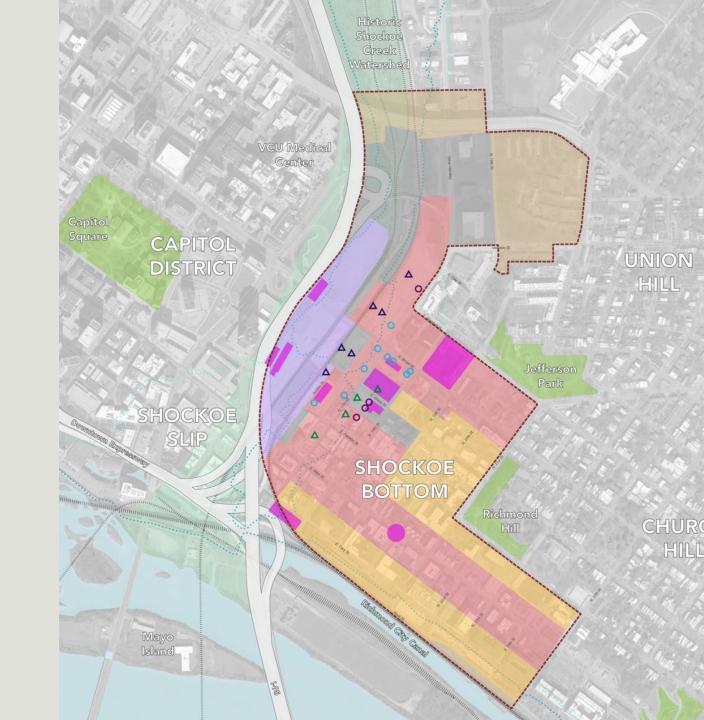




The Narrative:

Interpreted Agreement Areas

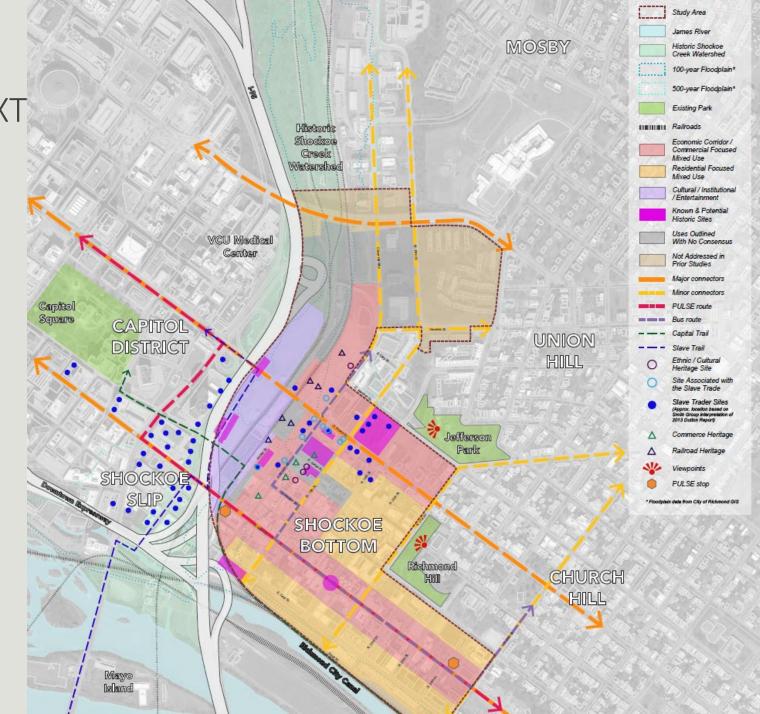
Consensus between all plan narratives when analyzed for intent



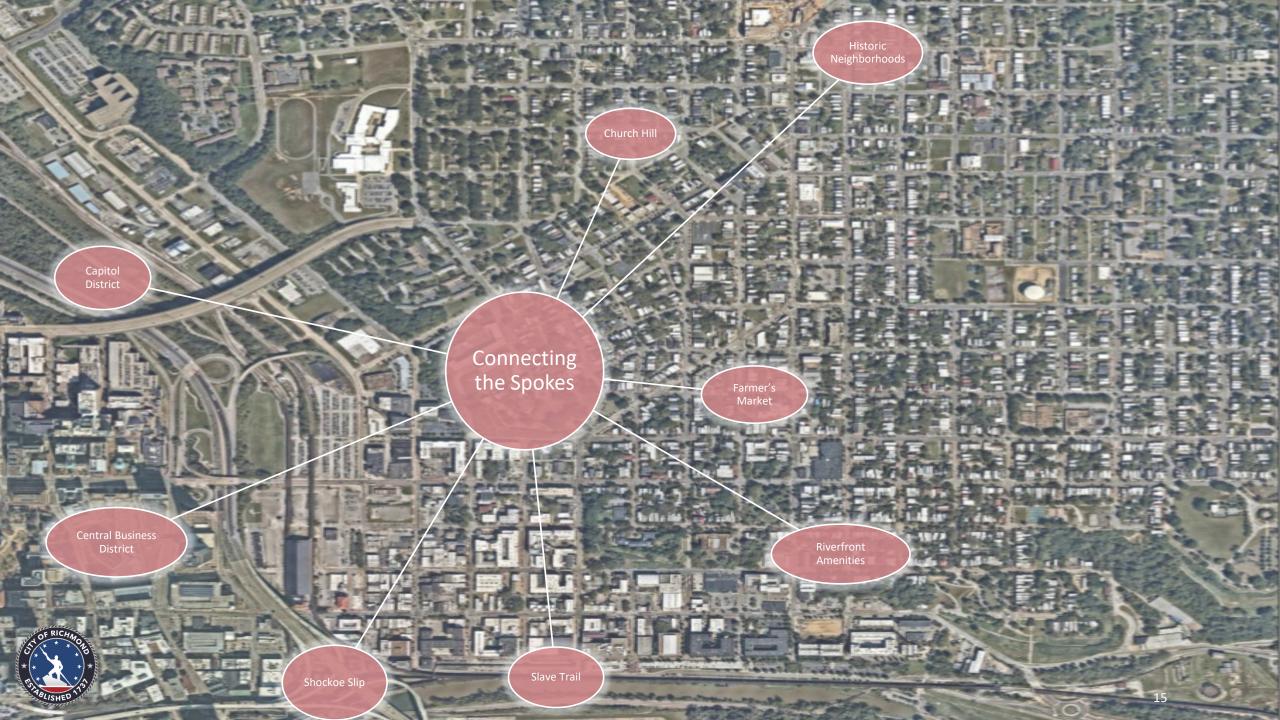


Composite Map

STRUCTURE, NARRATIVE, CONTEXT







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BEGIN CONVERSATIONS WITH POTENTIAL FUNDING PARTNERS TO GAUGE INTEREST AND CAPACITY



\$32 Million

FUNDING TO DATE IN THIS AREA



\$0.2 Million

CURRENT ANNUAL FUNDING FOR SHOCKOE VALLEY WATERSHED PROGRAM MANAGEMENT SUPPORT



\$23 Million

CURRENT ANNUAL FUNDING FOR AREA STREET AND STREETSCAPE IMPROVEMENTS



\$12 Millon

ESTIMATE IN NEW OPERATING AND CAPITAL FUNDING, PRIORITIZED YEAR-TO-YEAR, GOING FORWARD



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DEVELOP AN INCLUSIVE COMMUNITY ENGAGEMENT STRATEGY

CREATE AN ARCHEOLOGICAL
DO-NO-HARM POLICY UNTIL A
VISION IS ESTABLISHED

RESEARCH EXAMPLES OF TRUTH
AND RECONCILIATION
PROCESSES WITH LOCAL
COMMUNITY, PRIVATE SECTOR
AND INSTITUTIONS

HIRE/DESIGNATE A FULL-TIME PROJECT MANAGER FOR SHOCKOE BOTTOM

A Year of Progress

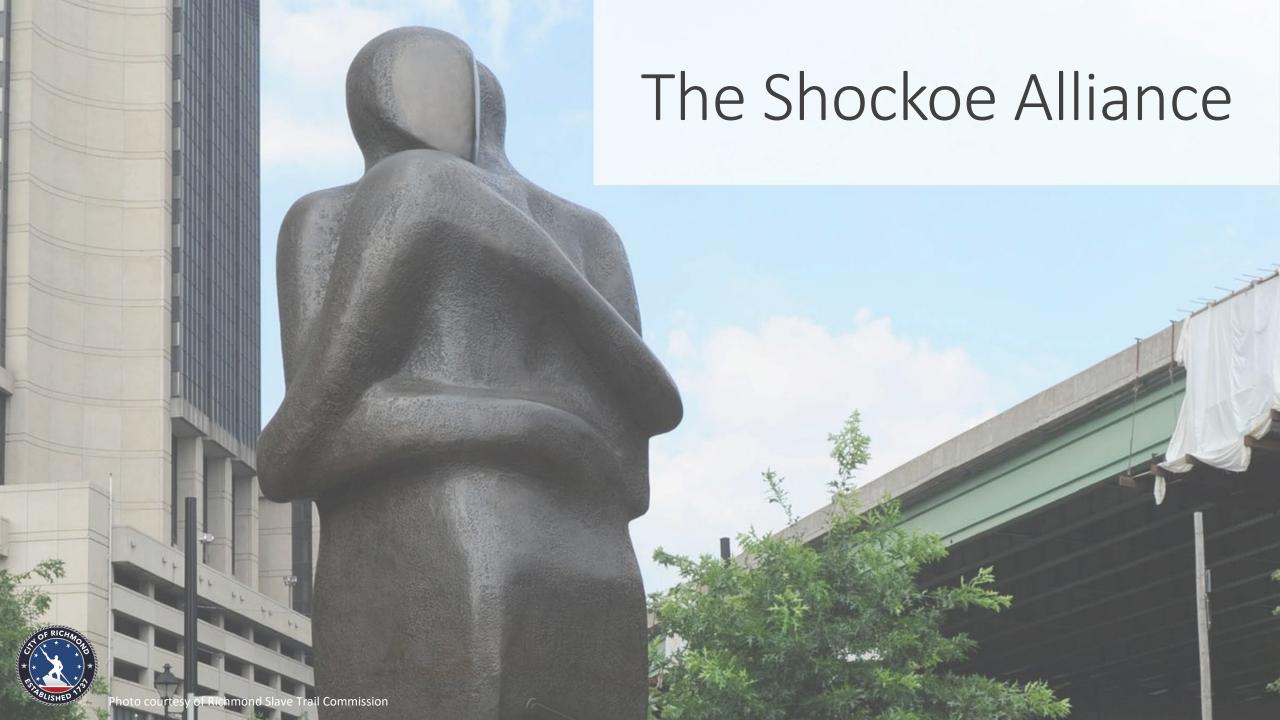
- Created of Senior Policy Advisor on Mayor's staff to lead the project
- Instituted summer planning internship
- Reviewed past studies
- Completed ULI Agreement Mapping
- Completed the Bus Rapid Transit
- Received \$75,000 grant through Preservation Virginia-Historic for cultural economic impact study
- Hired project manager Kimley Horne



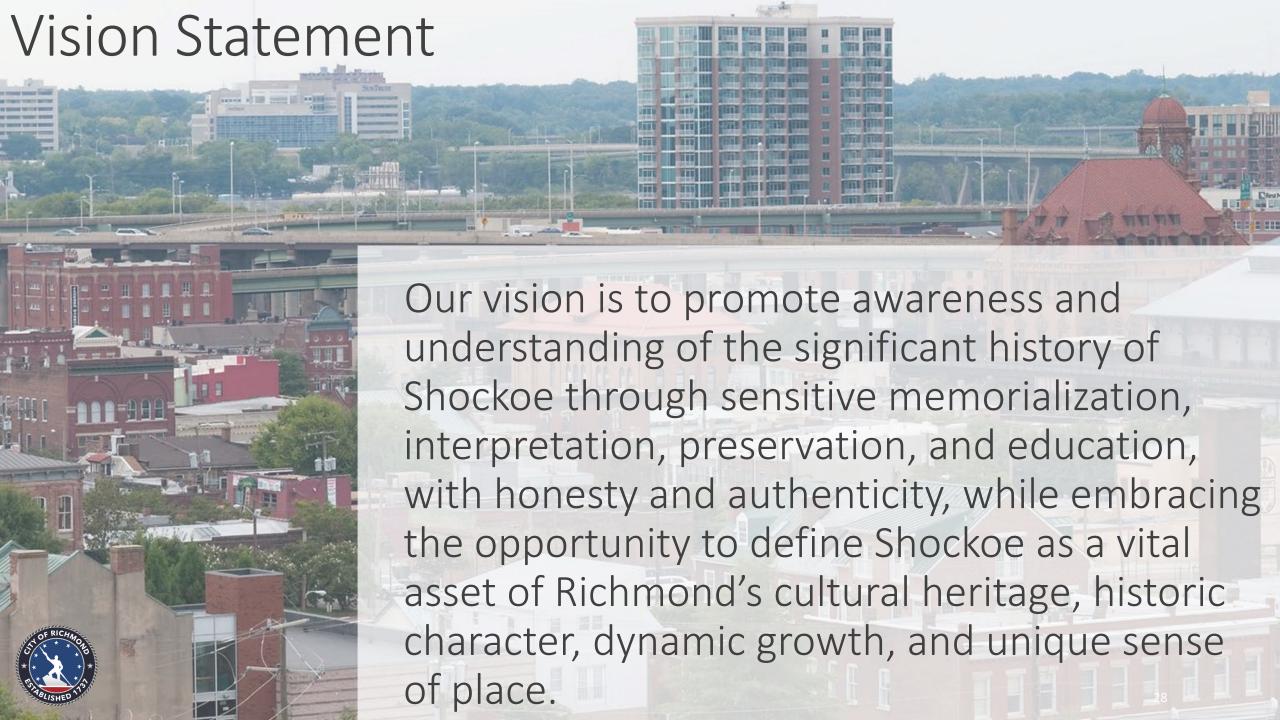
A Year of Progress

- Collaborating with DOT EIS for High Speed Rail
- Finalized mission and vision statements
- Facilitated public engagement of shared vision
- Established History and Culture Commission
- Completing the Farmer's Market Public Space for community gathering
- Hosting American Genealogical Society Conference 2020
- Formed the Shockoe Alliance



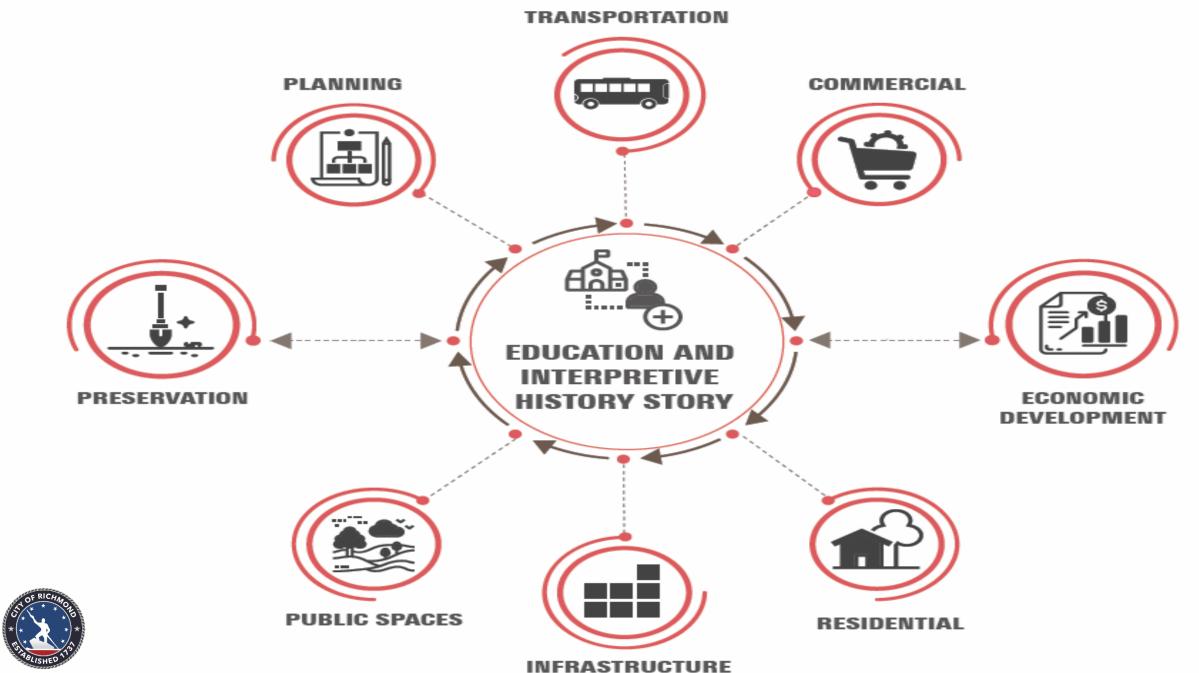








SHOCKOE VISION





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