



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





SYNTHESIZE ALL THE EXISTING PLANS,
CONCEPTS, AND PROPOSALS TO FIND
SHARED ELEMENTS AND CONFLICTS



ULI VA Task



Photo courtesy of Enrichmond

ULI VA Methodology





Master Plan
Richmond,
2000-2020

Shockoe
Economic
Revitalization
Strategy

The Pulse
Corridor Plan

Richmond
Riverfront Plan

Shockoe Valley
Streets
Improvement
Project

A Community
Proposal for the
Shockoe Bottom
Memorial Park

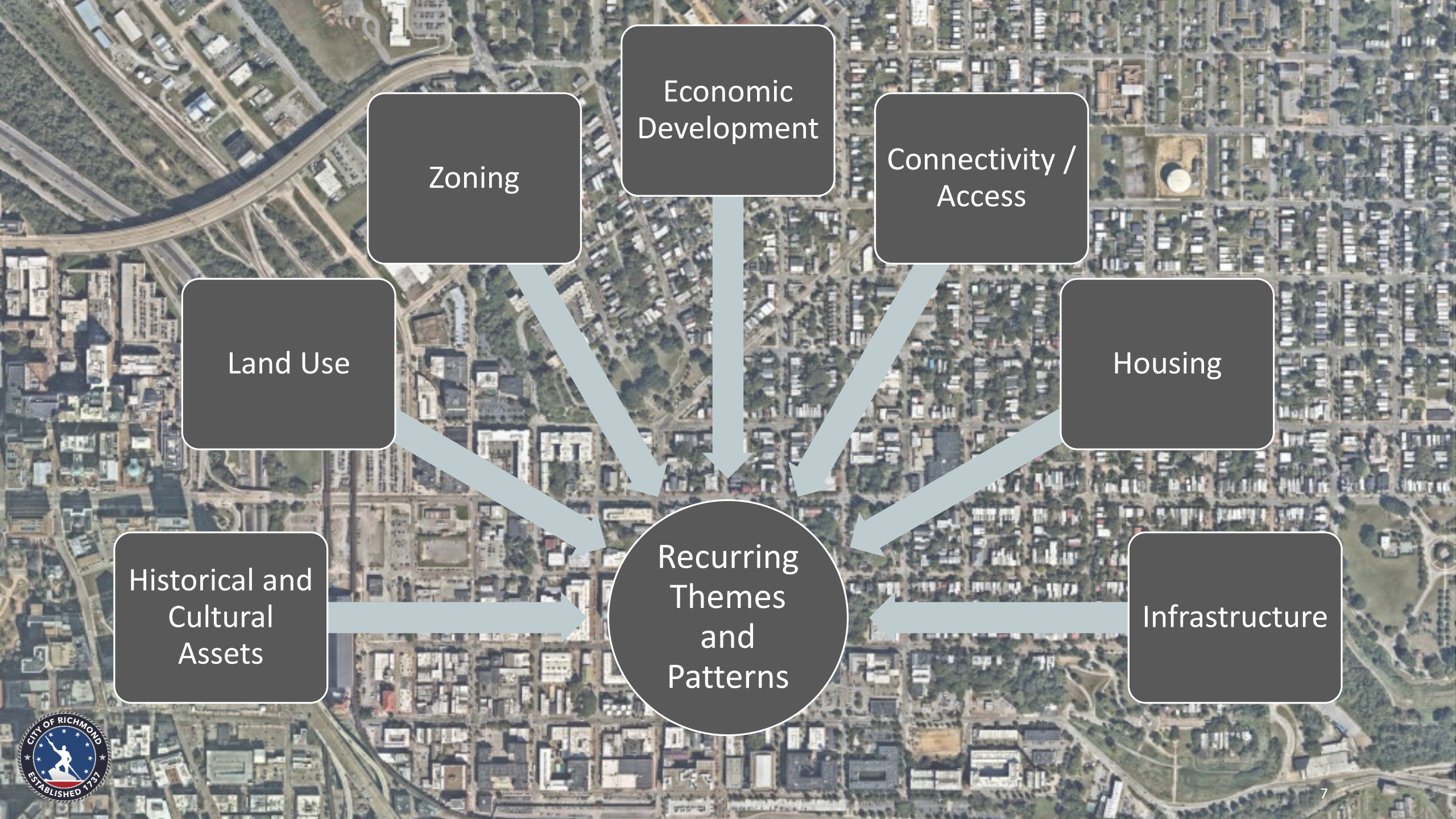
Richmond
Downtown Plan

Cultural Context
and Thematic
Study / Dutton
Report

SmithGroup
Lumpkin's Jail
Site Plan

Prior
Plans and
Studies





Economic Development

Zoning

Connectivity / Access

Land Use

Housing

Historical and Cultural Assets

Infrastructure

Recurring Themes and Patterns



Results

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

Category	Item	Source	Notes	Impact	Timeline	Responsible	Status	Next Steps
Board	Board Meeting	Board Meeting	Board Meeting	Board Meeting	Board Meeting	Board Meeting	Board Meeting	Board Meeting
Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Business	Business	Business	Business	Business	Business	Business	Business	Business
Community	Community	Community	Community	Community	Community	Community	Community	Community
Events	Events	Events	Events	Events	Events	Events	Events	Events
Work	Work	Work	Work	Work	Work	Work	Work	Work





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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



	A COMMUNITY PROPOSAL FOR THE SHOCKOE BOTTOM MEMORIAL PARK	Shockoe Economic Revitalization Strategy	THE PULSE CORRIDOR PLAN	LUMPKIN'S SLAVE JAIL SITE
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

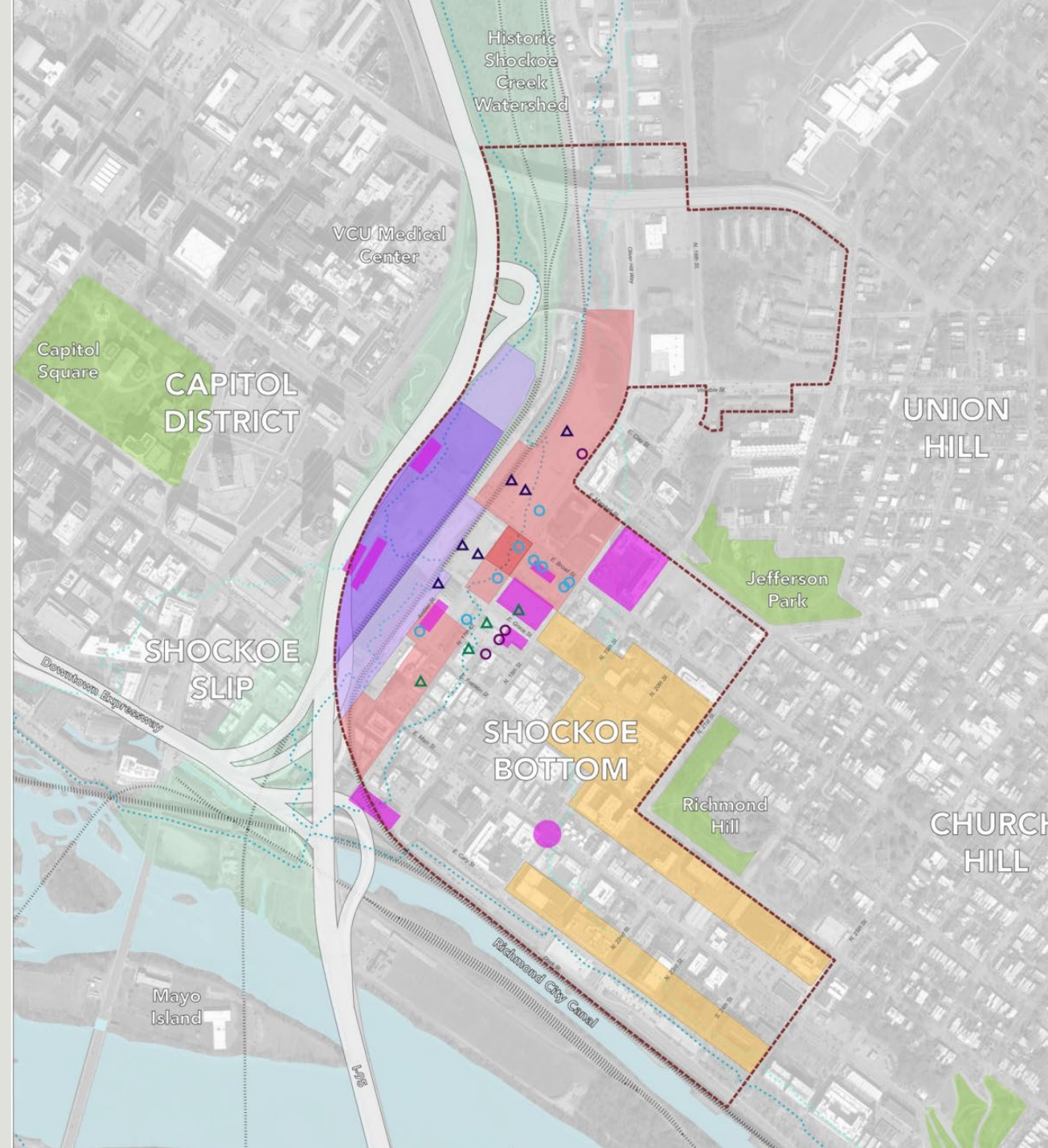
Takeaway: Different language, compatible ideas



The Structure:

Baseline Agreement Areas

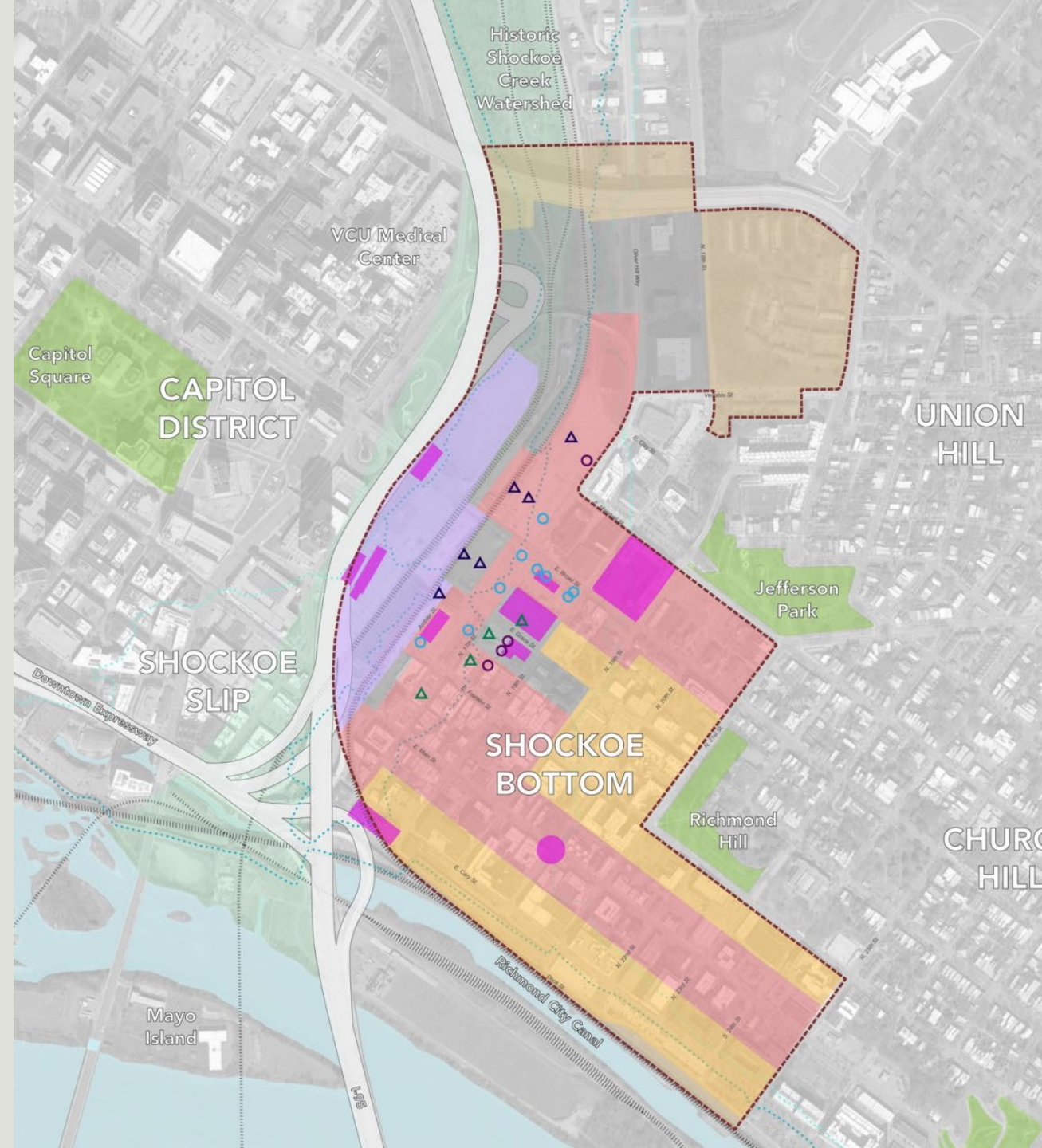
Consensus between all land-use plan maps when layered



The Narrative:

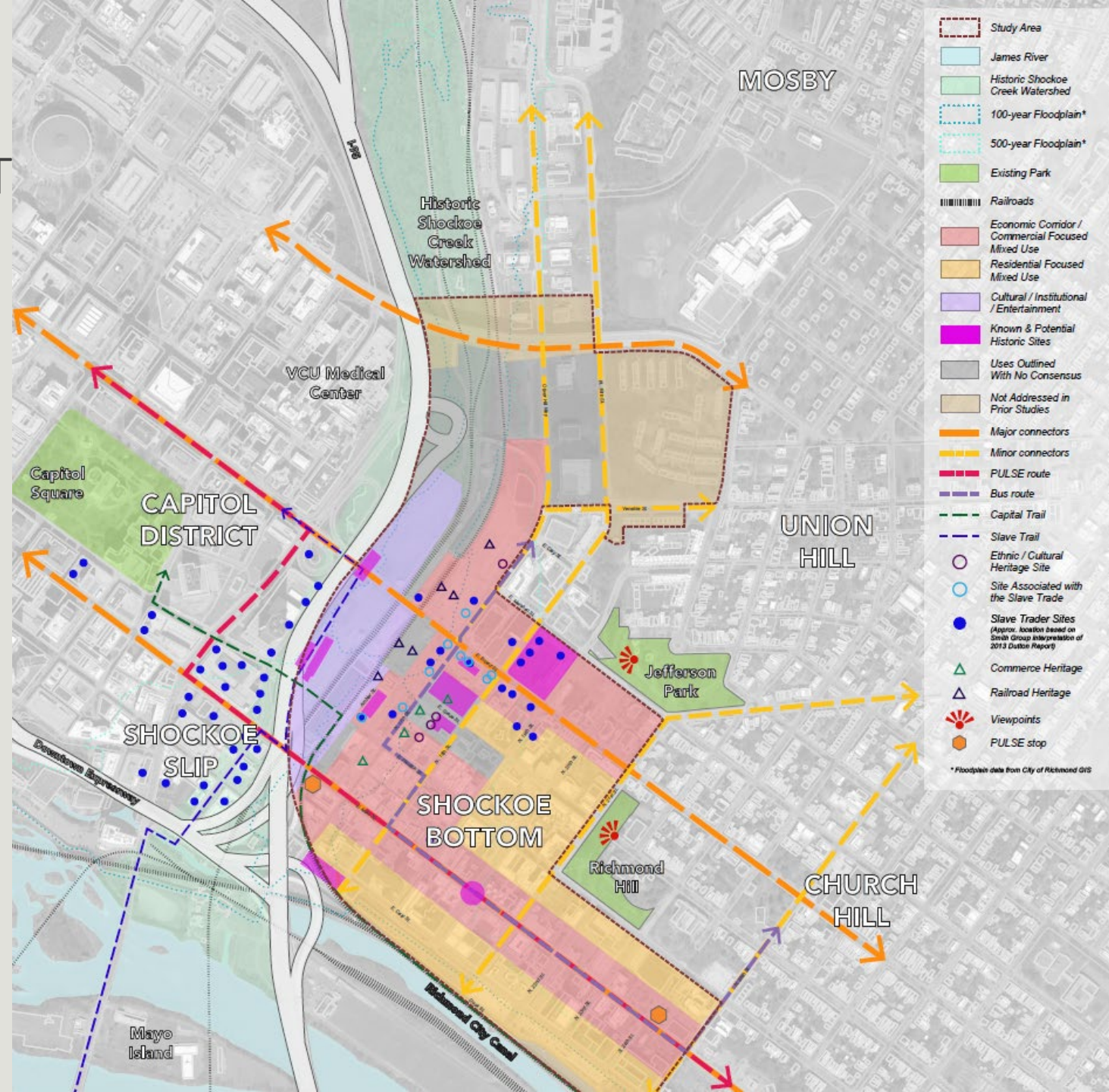
Interpreted Agreement Areas

Consensus between all plan narratives when analyzed for intent



Composite Map

STRUCTURE, NARRATIVE, CONTEXT





Connecting the Spokes

Capitol District

Church Hill

Historic Neighborhoods

Farmer's Market

Riverfront Amenities

Central Business District

Shockoe Slip

Slave Trail



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BEGIN CONVERSATIONS WITH POTENTIAL FUNDING PARTNERS TO GAUGE INTEREST AND CAPACITY



Photo Courtesy Ned Oliver/Richmond Times Dispatch

\$32 Million

FUNDING TO DATE IN THIS AREA



\$0.2 Million

CURRENT ANNUAL FUNDING FOR SHOCKOE VALLEY
WATERSHED PROGRAM MANAGEMENT SUPPORT



\$2.3 Million

CURRENT ANNUAL FUNDING FOR AREA
STREET AND STREETScape IMPROVEMENTS



\$1-2 Million

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



The Shockoe Alliance



Photo courtesy of Richmond Slave Trail Commission



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.





An Environmentally Sustainable Community

An Equitable Community

A Safe, Highly Connected, Efficient, Multi-Modal Transportation Network

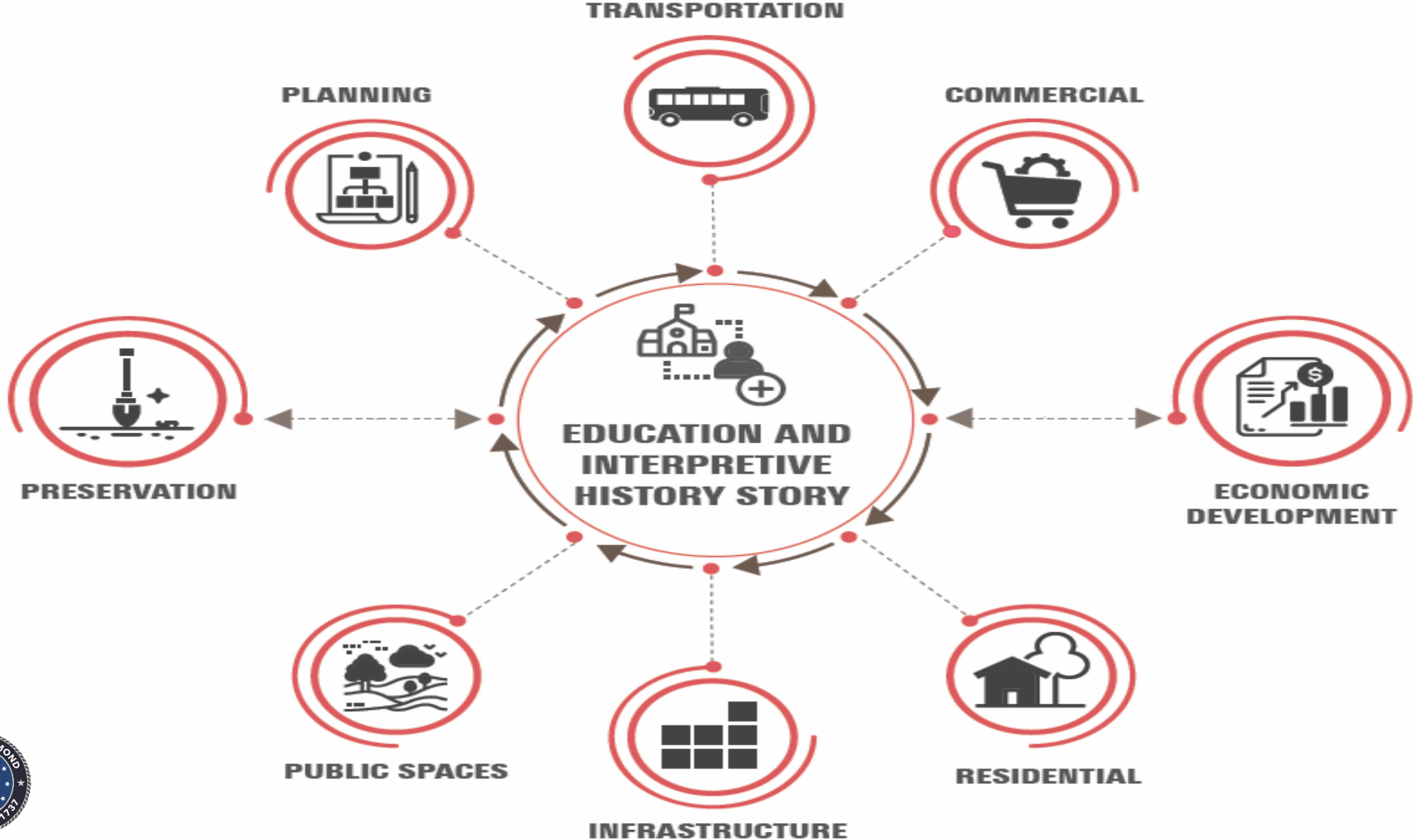
A Unique Sense of Place

The Vision

A Vibrant Center and Economically Sustainable, Functioning Neighborhood



SHOCKOE VISION





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