



The 2<sup>nd</sup> Street Summit took place on June 29, 2024. The goal of the 2<sup>nd</sup> Street Summit was to bring residents, businesses, property owners, and community leaders together to discuss the future vision for 2nd Street and identify specific strategies that the community could implement to propel 2nd Street further towards that vision. The 2<sup>nd</sup> Street Summit included three major sessions: a walking tour of 2<sup>nd</sup> Street, visioning and strategy-making activities, and a dynamic drawing activity. In total, 34 participants attended the 2<sup>nd</sup> Street Summit.

**Promotion**

The 2<sup>nd</sup> Street Summit was promoted by means of a postcard mailing, flyers, email, civic association meetings, and city website.

- Postcards were mailed to all property owners who owned parcels within the area bounded by 1<sup>st</sup> Street to the west, Duval Street to the north, 3<sup>rd</sup> Street to the east, and Broad Street to the south. Property owners were invited to attend and were encouraged to send a representative on their behalf if they could not attend.
- Flyers advertising the event were also created. Community ambassadors walked door to door distributing these flyers to businesses along 2<sup>nd</sup> Street.
- The Historic Jackson Ward Association helped spread the word to their members at their regular civic association meeting.
- Information about the event was also included in the Richmond 300 newsletter and was sent out to those signed up on the Richmond 300 mailing list.
- Information about the event was also posted on the PDR-Jackson Ward webpage of the city website.

**Public Meeting Summary**

PDR staff held the 2<sup>nd</sup> Street Summit on June 29, 2024. The walking tour began at Maggie L. Walker Statue and Memorial Plaza. After the tour, attendees convened at The Speakeasy at the Hippodrome, an event venue located on 2<sup>nd</sup> Street, to engage in further activities and discussion. In total, 34 participants attended the Summit. Participants included longtime Jackson Ward residents, business owners, property owners, and organizational/civic leaders.

Distributed Materials: 2<sup>nd</sup> Street Summit presentation, Local Enterprise Zone Incentive Program handout, CARE Incentive Program handout, “Anatomy of a Strategy” handout, and a “Richmond Alternative School Renaming” flyer.

**Public Meeting Attendance**

Activity/Session	City Staff	Public	Total
Walking Tour (Location – Maggie L. Walker Statue and Memorial Plaza; Broad and N. 2nd Street corridor)	5	9	14
Visioning and Strategy-making activities	6	25	31

**Jackson Ward Community Plan – 2<sup>nd</sup> Street Summit  
Report – June 2024**



DEPARTMENT OF  
**PLANNING AND  
DEVELOPMENT  
REVIEW**

**JACKSON WARD**  
COMMUNITY PLAN

(Location – The Speakeasy at the Hippodrome)			
Dynamic Drawing (Location – The Speakeasy at the Hippodrome)	6	25	31
<b>Total Participants</b>	<b>9</b>	<b>25</b>	<b>34</b>



## Breakdown of Each Group's Work

### GROUP 1

Members: Shanza Isom, Scott Teodorski, Laurance Wieder, Shalana Austin, Debbie P. Jackson (Cheddar Jackson), Katherine Jordan, Quinn Mathlin, Sam Lewis

What Main Streets have you been to that you remember fondly?

- Upper Broadway, Manhattan
- Shockoe Bottom Main, RVA
- Broadway, Nashville
- Savannah Riverwalk
- Bay Street, Buford SC
- Charleston SC

What are some of your favorite things about 2<sup>nd</sup> Street?

- Sense of community
- Historical aspect: scale and architecture
- Sights → things to look at that grab attention and inspire curiosity
- “real place” → diverse/woven into the fabric of the community
- Food
- Special “je ne sais quoi” that draws people
- Festivals
- Traditions
- Conveniently located/accessible by transportation

What characteristics do your favorite main streets have that 2<sup>nd</sup> Street is missing?

- Historic elements – arch, signs
  - History is accessible and highlighted. It is where the people are.
- Arch is open to the pedestrian street
- Landscaping (colors, greenery)
- Music and culture (street)
- High and low
- Homey and luxe
- Responds to community needs
- Welcoming atmosphere
- Food (variety, local good!)
- Accessible (getting there, no need to leave, have everything you need)
- Safety (managed traffic, walkable)
- Benches and shade

Vision: 2<sup>nd</sup> Street, a vivacious destination that is the core foundation of rich history that fosters entertainment, community, and culture. 2<sup>nd</sup> Street is celebrated for its diversity, affordability, and accessibility. Welcome!





## GROUP 2

Members: Syed Yarmohammad, Walter Funn, Stephanie Pooler (NPS), Andrea Wieder, Gary Ford (Mocha Temple #7), Samuel Branch, Marianne Pitts, Frankie Dickerson, Janet Armstead, Theodore S. Holmes

What Main Streets have you been to that you remember fondly?

- Charm
- Culture
- Tourism

What are some of your favorite things about 2<sup>nd</sup> Street?

- Historic Character
- Proximity to parking decks → needs education
- Connection to Jackson Ward to the riverfront
- Near DT but not DT (downtown)

What characteristics do your favorite main streets have that 2<sup>nd</sup> Street is missing?

- Shops/stores
- \*Parking\*
- Venues
- \*Vibrant/Jazz/Entertainment (History)
- Safety (driving and walking around) (Bikes/buses)
- Tagging for parking
- Sidewalk improvement

Vision: 2<sup>nd</sup> Street is a safe, clean, and vibrant maintained neighborhood that has a variety of shopping, venues, and historic charm. 2<sup>nd</sup> Street is celebrated for historic black culture, and family entertainment. We value a growing diverse community that continues to interpret Jackson Ward.

Top Strategies to Improve 2<sup>nd</sup> Street:

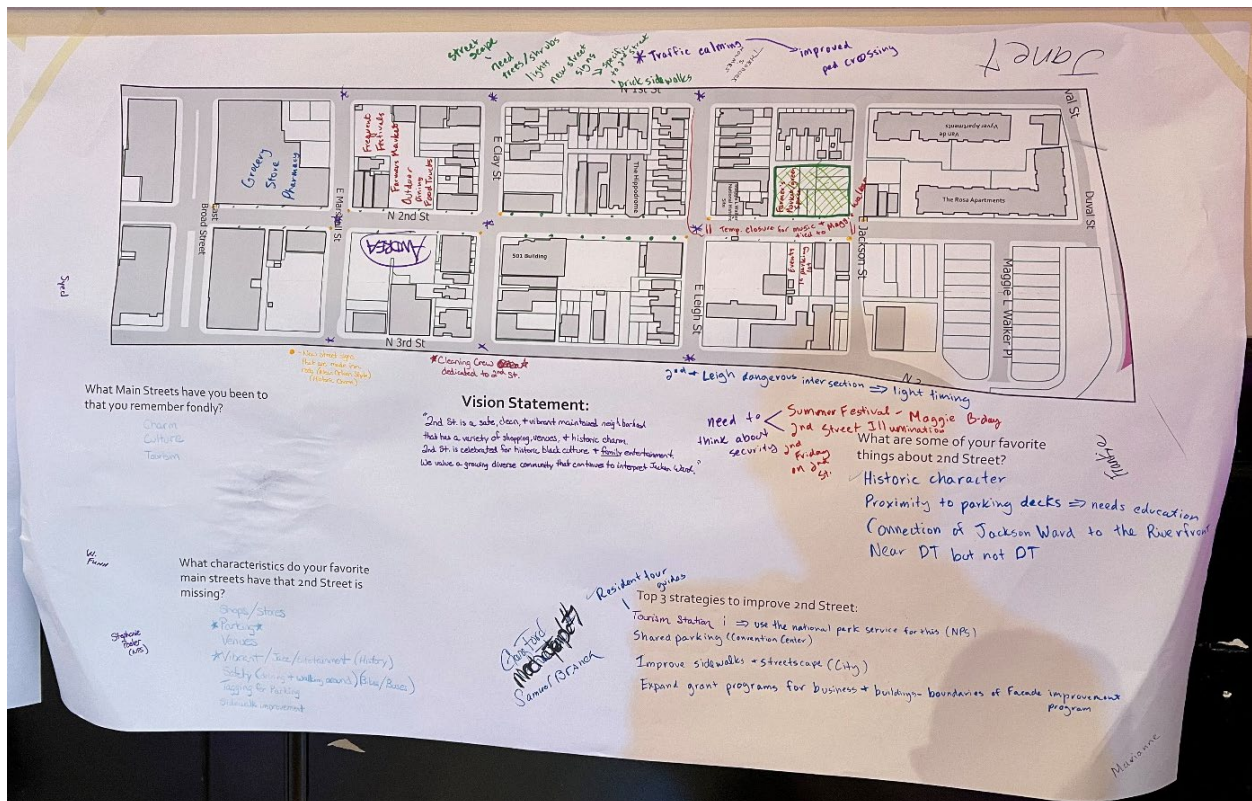
- Tourism Station
  - Resident tour guides
  - Use the National Park Service for this (NPS)
- Shared Parking (Convention Center)
- Improve sidewalks and streetscape (City)
- Expand grant programs for business and buildings - boundaries of façade improvement program

Standout Drawn Elements on Map:

- Grocery store/ pharmacy close to Broad Street
- Streetscape improvements (trees/shrubs/lights/ new street signs specific to 2<sup>nd</sup> St/ brick sidewalks) all along 2<sup>nd</sup> Street from Broad to Jackson Sts
- New street signs that are made of iron rods (New Orleans style) (historic charm) at all intersections from Broad to Jackson Sts
- Cleaning crew dedicated to 2<sup>nd</sup> Street



- Traffic calming (including improved pedestrian crosswalks) at all intersections along 2<sup>nd</sup> St, 1<sup>st</sup> St, and 3<sup>rd</sup> St intersecting with Marshall, Clay and Leigh.
- Marshall and 1<sup>st</sup> Parking lot reimagined as Frequent festivals, farmers market, outdoor dining, and food trucks
- Vacant lots behind Maggie Walker NHS reimagined as farmer’s market/green space
- Temporary closure of 2<sup>nd</sup> St between Leigh and Jackson Sts for music and tied to Maggie Walker
- Events in Parking lot near Mocha Temple #7
- 2<sup>nd</sup> and Leigh dangerous intersection → light timing
- Events
  - Summer festival → Maggie B-day
  - 2<sup>nd</sup> Street Illumination
  - 2<sup>nd</sup> Friday on 2<sup>nd</sup> Street
  - Need to think about security



### GROUP 3

Members: Carter Walker, Janis Allen, Brian Robertson, Anedra Bourne, Mike Hopkins, Kay Lina, Marilyn Milio, Jane Lively, Kyle Redican

What Main Streets have you been to that you remember fondly?

- Sense of Place – ownership (business and residential)

What are some of your favorite things about 2<sup>nd</sup> Street?

- Walkability
  - Grocery store (Kroger)
  - spidering out to other places
- Sense of place
- Coffee, hairdresser
- Hippodrome (African American film artist movie premier)
- Architectural fabric
  - Potential
  - So close to everything
- 2<sup>nd</sup> Street Festival (50-60k on weekend)
  - Extrapolate every year
  - destination

What characteristics do your favorite main streets have that 2<sup>nd</sup> Street is missing?

- Trees
- Buried power lines
- Beale Street
  - infill street-facing areas (reduce street side parking/gaps)
  - nonprofit specifically to redevelop Beale Street
  - special group/initiative
  - hot enough foot traffic with teeth missing
- Green space
- Carytown, King Street (Alexandria)
  - Feeling of constantly vibrant
- Walkability → Charleston, Savannah
- City needs to put money and intention behind it
- Using below street level space (Savannah)
- Artistic, broader/wider
- Incentives for property owners to allow redevelopment
- Balance affordability with ability to afford/support retail
- Cedar Lane

Vision: 2<sup>nd</sup> Street is a thriving, vibrant destination that champions arts, culture, history, and food, and values community.



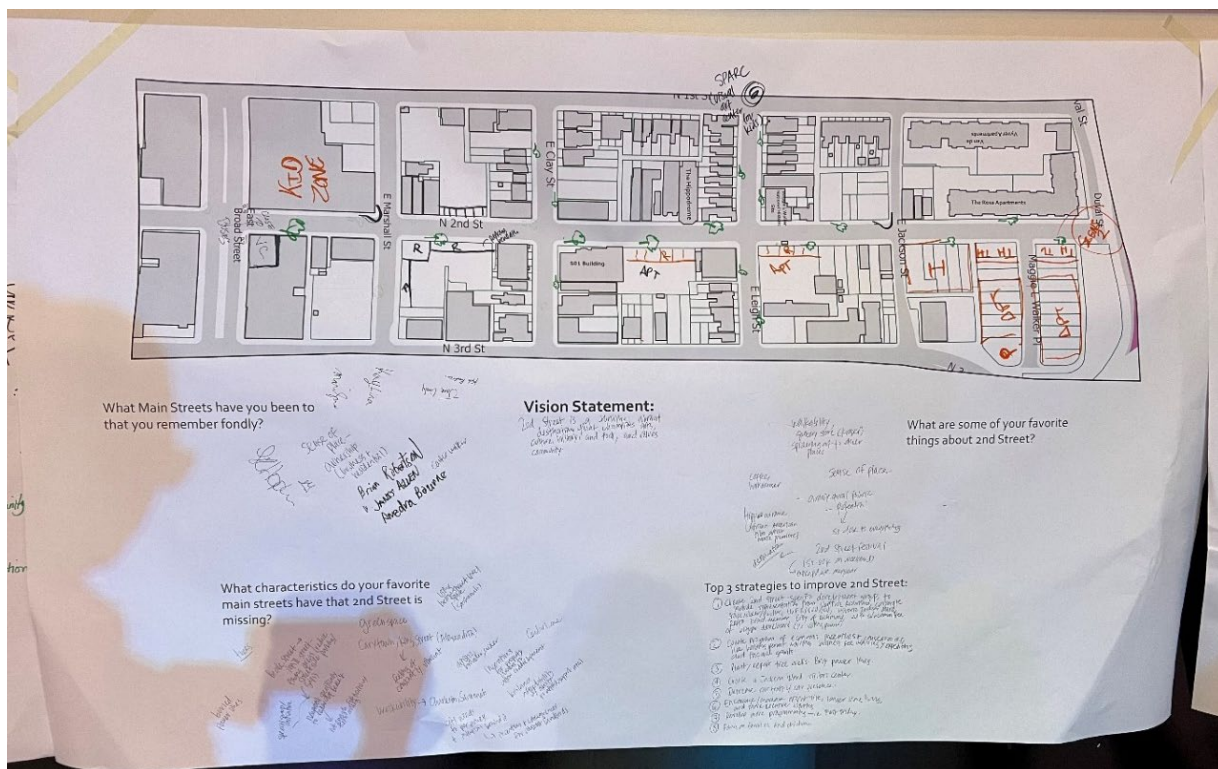


Top Strategies to Improve 2<sup>nd</sup> Street:

1. Create 2<sup>nd</sup> Street-specific development group, to include representation from Venture Richmond, corporate stakeholder/anchor, U of R/VUU/VCU, Historic Jackson Ward, RRHA board member, City of Richmond, with subcommittee of bigger developers (no voting power).
2. Create program of economic incentives and consequences, like building permit waiving, business fee waiving, expediting, and façade grants.
3. Plant/ repair tree wells. Bury power lines.
4. Create a Jackson Ward visitors center.
5. Decrease car traffic/ car presence.
6. Encourage/increase nightlife, longer store hours, and more creative lighting.
7. Develop more programming – i.e. First Friday.
8. Focus on families and children.

Standout Drawn Elements on Map:

- Visitor’s Center at Broad Street, close to buses/transit
- Kids Zone close to Broad Street
- Street trees along entire stretch of 2<sup>nd</sup> St, and also along Clay and Leigh Sts
- Bulb-outs at some corners
- SPARC visual arts center for kids near Leigh and 1<sup>st</sup> Sts
- Parking lots reimagined as retail storefronts facing 2<sup>nd</sup> St, with apts behind and parking beneath
- Vacant parcels at the northeast corner of 2<sup>nd</sup> and Jackson Sts reimagined as a hotel
- Apartments at the Maggie L Walker Place cul-de-sac, with townhomes facing 2<sup>nd</sup> Street
- Signs 2 at Duval Street





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### Comparison of the Three Vision Statements

2<sup>nd</sup> Street, a **vivacious destination** that is the core foundation of **rich history** that fosters **entertainment**, **community**, and **culture**. 2<sup>nd</sup> Street is celebrated for its **diversity**, affordability, and accessibility. Welcome!

2<sup>nd</sup> Street is a safe, clean, and **vibrant** maintained neighborhood that has a variety of shopping, venues, and **historic charm**. 2<sup>nd</sup> Street is celebrated for **historic** black **culture**, and family **entertainment**. We value a growing **diverse** **community** that continues to interpret Jackson Ward.

2<sup>nd</sup> Street is a thriving, **vibrant destination** that champions arts, **culture**, **history**, and food, and values **community**.

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### Common Strategies/Map Drawings

Though the groups worked independently, they each presented similar strategies and ideas, showcasing that the Summit participants largely share the same vision for the future of 2<sup>nd</sup> Street. Notably, all three groups expressed desire for more events and programming, more economic incentives to spur investment, more street trees and landscaping, and more lighting.

- (3) More events and programming
- (3) More economic incentives/programs
- (3) Street trees/landscaping
- (3) Additional lighting
- (2) A tourism station/visitors center
- (2) Vacant lot behind Maggie Walker NHS reimaged as greenspace
- (2) Vacant parcels at the northeast corner of 2<sup>nd</sup> and Jackson Sts reimaged as a hotel
- (2) Shared parking with Convention Center
- (2) Residential uses at Maggie Walker Place cul-de-sac
- (2) Temporary street closures
- (2) New signage

### Next Steps

PDR Staff will review the information, visions and drawings provided by each small group. Staff will compile and synthesize the results and share it with all Summit attendees and the general public. Staff will update the Jackson Ward Community Plan to include the visions, strategies and recommendations that resulted from the Summit. The Richmond 300 Master Plan will subsequently be amended to include the Jackson Ward Community Plan.