

2nd Street Strategies

2ND STREET SUMMIT

Context

Since the 1880s, 2nd Street has always been the commercial heart of historic Jackson Ward. Recognized as being the nation's first Black Wall Street, 2nd Street is the commercial cornerstone to Jackson Ward's prominence as the Harlem of the South and the Birthplace of Black Capitalism. In its heyday from the turn of the century to the 1940s, the street featured numerous Black-owned businesses, including banks, insurance companies, hotels, theaters, professional offices, and social clubs (just to name a few). Highway construction and urban renewal efforts led to the street's decline beginning in the 1950s. In the 1980s, renewed interest in preserving Jackson Ward history caused a resurgence of 2nd Street, leading to the establishment of the annual 2nd Street Festival, preservation of the Maggie Walker National Historic Site, and restoration of the Hippodrome. In recent years, 2nd Street has faced hurdles in maintaining occupancy within its commercial buildings. Market challenges and changes in the nation's economic landscape contributed to 2nd Street's downturn, especially in the pandemic's aftermath.

Purpose and Intent of the Summit

The City of Richmond hosted the 2nd Street Summit on June 29th, 2024 from 9 am to 12:30 pm. The goal of the 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. Strategies included in this plan are specific to 2nd Street and the unified vision. It is intended to build upon the work completed in the Jackson Ward Community Plan, which looks at the whole Jackson Ward/Gilpin neighborhood and addresses larger themes and goals such as housing and infrastructure. The 2nd Street Summit was divided into 3 major segments: a walking tour of 2nd Street, visioning and strategy-making activities, and a collaborative drawing activity.

Results of the Summit

In total, 34 participants attended the 2nd Street Summit, with representation from long-time residents, property and business owners and their representatives, community leaders, and city staff. Over the course of the morning, participants reflected on the historical importance, and legacy of 2nd Street, worked together in groups to collaboratively envision a renewed 2nd Street, and outlined strategies to turn their visions into reality.

On the morning of the 2nd Street Summit, participants gathered at the Maggie L. Walker Statue and Memorial Plaza to begin the guided walking tour of 2nd Street. Along the walk, participants reflected on the street's history, importance, legacy, and current conditions, noting historical ties to black entrepreneurship, mid-century impacts on the fabric of the neighborhood, and the current streetscape environs. After the walking tour, the participants convened at The Speakeasy at the Hippodrome on 2nd Street, where they formed themselves into three small groups to engage in further discussions and workshoping. Each group crafted their own vision and strategies for the future of 2nd Street and produced a map illustration of their ideas. At the end of the Summit, each group presented their ideas to everyone in attendance. The three groups shared similar visions, goals, and priorities.

#001

Posted by **Vergia Hudson** on **09/24/2024** at **4:47pm** [Comment ID: 8266] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

I think this plan can help in many ways. 2nd street is only alive during the festival. They walk a mile to the store. Order food online when people could sell food from carts and trucks! Nothing over here but the Hippodrome. They don't go there. Let's wake up 2nd street and bring it back to life!

Composite Vision

After engagement with the community, a Vision was established.

2nd Street is a renowned, vibrant destination that serves the daily needs of residents and visitors. As the heart of the historic Jackson Ward neighborhood, this charming street confidently leads in fostering community, arts, culture, entertainment, and commerce. 2nd Street proudly displays and celebrates its rich Black history and culture, while warmly embracing a growing and diverse community of neighborhood residents, businesses, and visitors.

Jackson Ward Community Plan Strategies

Several strategies in the Jackson Ward Community Plan apply to 2nd Street, in addition to the larger neighborhood. These strategies speak to uplifting the rich culture through historic asset protection and promotion, propelling small businesses with grants and events, and creating a destination street with excellent urban design such as aesthetic architecture, art, landscaping and traffic design.

- 5A – Collaborate with local institutions to promote cultural assets of Jackson Ward (p. 127)
- 5B – Develop communications materials that highlight Jackson Ward’s destinations and events (p. 127)
- 5E – Create public art (p. 129)
- 13A – Develop streetscape design standards (p. 167)
- 13D – Raise awareness among business owners of the existing Façade Improvement Program (p. 171)
- 16C – Improve visibility along sidewalks and at intersections (p. 183)
- 21A – Support a flourishing ecosystem (p. 203)

2nd Street Strategies

The following strategies speak to 2nd Street specifically and support the unified vision for the street as a destination. All strategies were crafted as a group at the Summit and revised by staff after internal City stakeholder input. Priority goals and strategies include:

1) Improve the streetscape and public realm.

- a) Redesign 2nd Street to be a pedestrian-oriented “Mixed Use Street” (Better Streets Manual) that prioritizes walkability, pedestrian safety, and social street life. The newly designed street should feature wide sidewalks, incorporate traffic calming elements (bulb-outs), accommodate limited on-street parking and loading zones, and provide adequate space for streetscape enhancements (tree wells and street furniture within buffer zones).
- b) Plant street trees that provide shade along 2nd Street and side streets, prioritizing blocks where few to no street trees currently exist.
- c) Enhance pedestrian-scale lighting along the entire 2nd Street corridor.
- d) Incentivizing the creation of small neighborhood parks and flexible greenspace along the street, to include the lot behind the Maggie L. Walker National Historic Site.

2) Reduce the number of storefront vacancies and the amount of vacant lots.

- a) Expand grant/loan programs and economic incentives to 2nd Street businesses and property owners.
- b) Encourage the development of the RRHA property as a mixed-use, mixed income development to include townhouses, multifamily apartments, and commercial uses.

#002

Posted by **John Bonano** on **10/04/2024** at **12:01pm** [Comment ID: 8351] - [Link](#)

Suggestion

Agree: 0, Disagree: -4

I would also consider reducing some trees in certain areas. There are moments along this corridor which are too populated with trees which lowers visibility and a when introducing a sense of repetition you'll create a more cohesive experience.

#003

Posted by **John Bonano** on **10/04/2024** at **12:03pm** [Comment ID: 8352] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Rather than just starting with businesses, do also consider expanding galleries or public realm / non profits which pull patrons down the street. Ex. 1st Fridays typically flood the area with activity. An exhibit or artspace could draw more people down the street to explore.

Reply by **Josh** on **10/10/2024** at **2:13pm** [Comment ID: 8391] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

I agree! I go to Jackson Ward most first Fridays, but rarely have a reason to go to 2nd street. More gallery or art spaces would be cool.

#004

Posted by **Marilyn Campbell** on **10/14/2024** at **4:06pm** [Comment ID: 8434] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

There are so many untold stories of the businesses that existed in Jackson Ward over the century. The spirit of the history comes from its residents, descendants, those in the community. I believe the concept of a rotating paid residential task force may better assist the city in bringing to light the aspired glory. Just as Main St from Shockoe area, Jackson Ward should be a primary historical point of interest for Richmond. The health and wealth was not by one most are aware of ---Maggie Walker, but the unity of the common goal to uplift the people! How can we not better research and tell it! Tell it! Help others to recognize the significance. Improve City communications and info about its communities.

#005

Posted by **Daniel** on **10/08/2024** at **9:45am** [Comment ID: 8373] - [Link](#)

Suggestion

Agree: 2, Disagree: 0

Richmond 300 lays out a goal of 30% minimum urban tree canopy

(UTC) across the city. It may be helpful to determine the existing UTC and layout a strategy that accomplishes this 30% minimum along the 2nd corridor.

#006

Posted by **Mark A. Olinger** on **10/17/2024** at **8:53am** [Comment ID: 8441] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

I know it's easy to move right to "streetscape improvements" but understanding the market for 2nd St. (and other parts of Jackson Ward, esp. 1st St. which is paired w/2nd St. in very many significant ways), Marshall, Adams, N. Broad, Clay and 3rd St. is essential to making the commercial streets and nodes in the area to develop to their fullest potential. The area has been decimated and we need to work on that first.

#007

Posted by **Daniel** on **10/08/2024** at **9:50am** [Comment ID: 8375] - [Link](#)

Suggestion

Agree: 2, Disagree: 0

Widening sidewalks and deploying structured soils and/or silva cells will allow for healthy street trees without compromising the public ROW. With a hotter, wetter world, its important that we prioritize long-term solutions that achieve sustainability AND resilience so increasing tree canopy and installing stormwater BMPs like bioswales and permeable pavers/pavements make a big difference.

#008

Posted by **John Bonano** on **10/04/2024** at **12:04pm** [Comment ID: 8353] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

If you are promoting mixed use, consider reaching out to local food supply groups or introducing a bodega which offers quick grab food and drinks similar to strawberry street or Stellas market.

#009

Posted by **Daniel** on **10/08/2024** at **9:48am** [Comment ID: 8374] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

Vegetated bump outs, bioswales, and tree wells with curbcuts improve stormwater runoff management. It may be helpful to calculate the total runoff reductoin potential of a greenstreet design.

#010

Posted by **Mark A. Olinger** on **10/17/2024** at **8:57am** [Comment ID: 8442] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Make sure we provide sufficient on-street parking for visitors.

#011

Posted by **Mark A. Olinger** on **10/17/2024** at **9:03am** [Comment ID: 8443] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Property maintenance in the area has taken a huge hit throughout the area (including all the other areas). Fully capitalize at least the Facade Improvement Program (FIP) to really help those who want to do something. Pair that with a carrot/stick approach that would utilize Property Maintenance Code Enforcement to help identify commercial properties in the area that need work, but have them feed into the FIP. There may be people who are willing to invest with a matching grant. The City did over 35 FIP grants in the Arts District, but only a couple on 2nd. Needs an "energy infusion" so that entrepreneurs can see a future there.

#012

Posted by **Charlene** on **10/09/2024** at **7:19am** [Comment ID: 8377] - [Link](#)

Agree: 0, Disagree: -2

I don't understand the desire to limit street parking while also trying to increase the number of people coming to take advantage of the rich history and to support the businesses to allow them to flourish. Forcing people to use a parking deck blocks away will just discourage people who don't live in the neighborhood from coming and limit the parking available for residents.

Reply by **Jeremy** on **10/09/2024** at **2:44pm** [Comment ID: 8379] - [Link](#)

Agree: 2, Disagree: 0

I disagree. I already visit this area via bike, bus, and walking. Making it easier and safer to do these activities while discouraging driving and storing private cars on public streets is a good idea.

Reply by **Josh** on **10/10/2024** at **2:11pm** [Comment ID: 8390] - [Link](#)

Suggestion

Agree: 0, Disagree: -1

One solution could be to create a parking garage like the ones on Cary St. I think discouraging cars is good because this area is so central and easily accessible by a combination of bus/bike/walking.

Reply by **Laurance Wieder** on **10/16/2024** at **11:11am** [Comment ID: 8436] - [Link](#)

Agree: 0, Disagree: 0

There are parking garages and parking lots of Third Street; Marshall from Third to 8th is a desolation row of parking garages. Humans before cars.

- c) Coordinate shared parking with the nearby parking facilities, especially with the Greater Richmond Convention Center and other parking facilities along 3rd Street.

3) Uplift culture and history.

- a) Develop 2nd Street as a distinct historic and cultural destination through creative placemaking and branding.
- b) Establish a body to coordinate events and programming for 2nd Street so that it is lively and active year-round.
- c) Establish a Jackson Ward tourism/visitor’s center on 2nd Street in connection with the Maggie L. Walker National Historic Site.

A comprehensive listing of all strategies can be found in the table below.

Topic	Strategy	Time
HIGH QUALITY PLACES	STREETScape IMPROVEMENTS	
	Install seating along the entire stretch of 2 nd Street. Employ traditional and creative seating solutions, including affixed benches, movable tables and chairs, wall seating to provide opportunities for resting, dining, social gathering and people watching. Seating solutions should be sensitive to its environs, utilizing sidewalks, space under shade trees, parking lot spaces, and even on-street parking spaces (see strategy about City Parklet program).	S
	Begin planting street trees that provide shade along 2 nd Street and side streets, prioritizing blocks where few to no street trees currently exist (such as the 100 block of Marshall Street and the 600 block of N 2 nd Street). Careful consideration must be given to the placement/location of tree plantings in order to preserve tent and stage space for special events and festivals. <ul style="list-style-type: none"> • Develop a schedule to plant/replace trees in phases, starting with planting in empty tree wells, then replacing dead and declining trees, and then constructing brand new tree wells where none now exist. • Consult with the Urban Forestry Division to obtain any necessary permits and determine appropriate tree species for each tree well. • Work with the Urban Forestry Division, Office of Sustainability, Department of PRCF, the Chesapeake Bay Foundation, and other tree providers to obtain trees. • Identify spaces where new tree wells should be installed and where existing tree wells should be enlarged or reconstructed. 	S
	Encourage restaurant and coffee shop owners to apply to the city’s Sidewalk Café Program to increase outdoor dining options along the street.	S
	Request that Venture Richmond, community organizations, and others sponsor parklets in strategic locations through the city’s Parklet Program as an immediate solution for public outdoor seating.	S
	Develop a comprehensive streetscape and placemaking plan for the corridor. The plan should identify site-specific streetscape improvements priorities (block by block) and provide guidelines for infusing elements of placemaking wherever possible, all while maintaining the historic character of the street. Project phasing and costs should be included within the plan. Elements of the plan should include considerations for:	M-L

#013

Posted by **Finn Pollard** on **10/25/2024** at **1:16pm** [Comment ID: 8534] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

I'd suggest making sure that tree maintenance is in the strategies schedule as well since many young trees will need more help more support than more established ones.

#014

Posted by **Kelsy** on **10/10/2024** at **3:25pm** [Comment ID: 8394] - [Link](#)

Question

Agree: 0, Disagree: 0

How will this be accomplished? There should be equitable public engagement before any branding is implemented.

#015

Posted by **Sze Hui** on **10/09/2024** at **2:46pm** [Comment ID: 8380] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

Consider full pedestrianization for at least part of the year. Look to Montreal's Avenue Mont-Royal and Rue Wellington as inspiration on how to create a vibrant place in a car-free environment.
<https://www.mtl.org/en/experience/stepping-montreal-pedestrian-only-streets>

#016

Posted by **Eric King** on **10/10/2024** at **3:22pm** [Comment ID: 8393] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Show preference for female trees when possible to reduce pollen/allergies

#017

Posted by **Mark A. Olinger** on **10/17/2024** at **9:30am** [Comment ID: 8450] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Put all of 2nd St. in the OHD. Theoretically, almost every building along that stretch could be removed; yikes!

#018

Posted by **Eric King** on **10/10/2024** at **3:17pm** [Comment ID: 8392] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

Pro parklet

#019

Posted by **Angela** on **10/10/2024** at **10:39am** [Comment ID: 8387] - [Link](#)

Question

Agree: 0, Disagree: 0

I wasn't able to attend the Jackson Ward Summit meeting, so I'm not sure what was discussed about the current foot traffic in the neighborhood. We have several bus stops along the 2nd Street corridor, and I'm wondering if there was any discussion about relocating or limiting these stops, as they tend to attract trash and vagrancy.

#020

Posted by **Jeremy** on **10/09/2024** at **2:46pm** [Comment ID: 8381] - [Link](#)

Question

Agree: 1, Disagree: 0

Can we provide shade that would be immediate (shade sails, shade structures with seating) instead of only long-term tree solutions?

#021

Posted by **Nadejah** on **10/09/2024** at **2:14pm** [Comment ID: 8378] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

I love the idea of more greenery in the city. Please consider omitting options that are major pollinators. Those of us with severe allergies would like to enjoy without the endless presence of pollen blowing around and getting into our eyes and noses.

	<ul style="list-style-type: none"> • Widening sidewalks and creating a cohesive sidewalk surface along the corridor by replacing concrete sidewalks with the more appropriate brick sidewalks. • Enhancing lighting by installing pedestrian-scale decorative lampposts along the entire 2nd Street corridor, especially in the upper-600 block of N. 2nd Street where such lighting is absent. • Installing bulb-outs and curb extensions to shorten crosswalk distances, increase pedestrian visibility, and add spaces for street trees and low-lying vegetation. • Installing street furniture that complements the street’s historic charm. • Adding signage that is specific to 2nd Street, including street name signs, banners, pedestrian-scale wayfinding stations, and points-of-interest markers to highlight/complement the identity, attractions, history and charm of 2nd Street. • Installation of public art. • Burying powerlines and utilities underground. 	<p>023</p> <p>025</p> <p>026</p> <p>027</p> <p>028</p>
ACTIVATE 2ND STREET WITH EVENTS AND PROGRAMMING		
	<p>Establish a grassroots organization to coordinate 2nd Street events and programming. Develop a central events calendar to share details about events. Work with partners to organize daily programming and other events to activate the street so that 2nd Street is lively and active year-round. Some programming and event ideas that might appeal to neighborhood residents could include historic movie screenings and open mic nights at the Hippodrome, ice cream truck socials, and walking tours.</p>	S
COORDINATE SHARED PARKING		
	<p>Develop a parking plan that determines parking needs for residents, workers, and visitors, recommends where parking facilities should strategically be located, and also identifies which facilities should be reserved for residents/businesses and which facilities should be made available to the general public.</p>	S
	<p>Engage in shared parking agreements with nearby parking lots and garages, especially for special events that are anticipated to draw a large crowd.</p>	S
	<p>Design and install wayfinding and parking signage so drivers can easily locate public parking.</p>	M
URBAN DESIGN		
	<p>Through the zoning ordinance rewrite or some other zoning tool, ensure that new construction is compatible with the character of 2nd Street and the greater Jackson Ward neighborhood, placing emphasis on architecture and form in order to promote a cohesive, charming, and historically-sensitive mixed-use street.</p>	S
	<p>Encourage adaptive reuse and expansion of existing buildings where appropriate, to preserve historic charm and maintain affordability. In instances where buildings cannot be conserved, make every attempt to retain the facades of historically- and architecturally-significant buildings.</p>	S
	<p>Encourage infill development, especially of surface parking lots, into more productive uses, such as residential multifamily units with ground-floor activated storefronts and parking underground or to the rear. Construct building facades so that they meet the street in order to create a sense of enclosure along the corridor.</p>	M
	<p>Identify ways and sites to incorporate both permanent and temporary public art that celebrates the identity and uniqueness of the district. Examples include street art</p>	L

#022

Posted by **Eric King** on **10/10/2024** at **3:35pm** [Comment ID: 8397] - [Link](#)

Agree: 1, Disagree: 0

Yes

#023

Posted by **Finn Pollard** on **10/25/2024** at **1:16pm** [Comment ID: 8535] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

It would be helpful to strategically think about this step with the trees strategy in mind. If this is a project that is coming after tree plantings, I wonder if it would harm the recently planted trees through all the equipment it will take to do this process.

As well, I think working with the Urban Forestry Dept. to make sure trees planted won't upturn a lot of the bricks, in turn making it harder for people in a wheel chair to go down the sidewalk.

#024

Posted by **Mark A. Olinger** on **10/17/2024** at **9:06am** [Comment ID: 8444] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

We installed Wayfinding in this area. Build off of that for design consistency to highlight, especially for pedestrians, how to get around in the area.

#025

Posted by **Eric King** on **10/10/2024** at **3:29pm** [Comment ID: 8395] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Consider 'brick' pavers: cheaper and less likely to end up like the crumbling brick sidewalks in the Fan

#026

Posted by **Mark A. Olinger** on **10/17/2024** at **9:31am** [Comment ID: 8452] - [Link](#)

Agree: 0, Disagree: 0

Good idea. Over time, every sidewalk in JW should be brick.

#027

Posted by **Laurance Wieder** on **10/16/2024** at **11:18am** [Comment ID: 8438] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

All of Jackson Ward should have unique street signs that distinguish it as an historic district, like street signs in the Fan and in the Museum District.

#028

Posted by **Daniel** on **10/08/2024** at **10:02am** [Comment ID: 8376] - [Link](#)

Suggestion

Agree: 3, Disagree: 0

Aside from trees, it may be helpful to incorporate shade structures, sails, or awnings to lower the urban heat island effect.

	murals, decorative street furniture, statuary, sculpture, light projections, and installations that are interactive, creative, and characteristic of Jackson Ward’s values.	
	ZONING	
	Designate 2 nd Street as a Priority Street along its entire length from Broad Street to Duval Street. Prohibit future driveway cuts, require vehicular access be achieved through existing and new alley networks, and encourage buildings to face 2 nd Street as their primary frontage.	S
	Encourage the re-zoning of properties to more appropriate zoning districts that restrict automobile-oriented uses, reduce or eliminate the front setback requirement, and allow for cultural/entertainment uses along the corridor.	S
	In the zoning rewrite process, ensure that future zoning: <ul style="list-style-type: none"> allows for a variety of neighborhood-serving uses including restaurants, retail shops, offices, and personal services; allows for city nightlife to thrive along 2nd Street; and protects, promotes, and encourages small business to continue serving as the driving force of 2nd Street’s success. 	S
EQUITABLE TRANSPORTATION	PEDESTRIAN SAFETY AND WALKABILITY	
	Install bulb-outs at all intersections of 1 st , 2 nd , and 3 rd Streets intersecting with Marshall, Clay, and Leigh Streets to increase pedestrian visibility and shorten crosswalk lengths.	M
	Induce traffic calming by narrowing the vehicular travel lanes, providing bulb-outs at curbs and intersections, and installing raised intersections or mid-block raised crosswalks.	M
	Redesign 2 nd Street to be a pedestrian-oriented “Mixed Use Street” (Better Streets Manual) that prioritizes walkability, pedestrian safety, and social street life. The newly designed street should feature wide sidewalks, incorporate traffic calming elements (bulb-outs), accommodate limited on-street parking and loading zones, and provide adequate space for streetscape enhancements (tree wells and street furniture within buffer zones).	L
	ALLEYWAY NETWORK	
	Reserve right-of-way and/or easements for alleyways, especially in blocks that lack them, in order to enhance through-block pedestrian connectivity and provide space for off-street loading, delivery and garbage collection services. The alleyway network must parallel 2 nd Street and be wide enough (preferably, at least 16 feet in width) to accommodate service vehicles.	L
	Construct new alleys and improve existing ones with the installation of pedestrian-scale lighting, pervious paving material, and vegetative plantings to create a pleasant environment for alleyway users. Utilize Richmond’s Green Alley Program design standards.	L
DIVERSE ECONOMY	SUPPORT HISTORICAL AND CULTURAL TOURISM	
	Develop 2 nd Street as a distinct historic and cultural destination through creative placemaking and branding.	L
	Establish a Jackson Ward tourism/visitor’s center on 2 nd Street in connection with the Maggie L. Walker National Historic Site, to welcome visitors to the Jackson Ward neighborhood and inform them of its current happenings.	M
	Encourage the development of hot rooms within close proximity of the potential Jackson Ward tourism/visitors center.	L

#029

Posted by **Mark A. Olinger** on **10/17/2024** at **9:23am** [Comment ID: 8448] - [Link](#)

Question

Agree: 0, Disagree: 0

How is it possible that stretches of 2nd St. are not in the OHD? A question that includes other places as well.

#030

Posted by **Mark A. Olinger** on **10/17/2024** at **9:36am** [Comment ID: 8455] - [Link](#)

Agree: 0, Disagree: 0

Would suggest "preserve existing rights-of-way, and acquire through easement or acquisition..." so that access to rear of property and secondary access for parking, etc. can occur. Without alleys, everything is front-loaded. Not good.

#031

Posted by **Finn Pollard** on **10/25/2024** at **1:17pm** [Comment ID: 8536] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Also adding traffic calming measures around 3rd and Jackson where cars exit I-64 would be helpful to help people feel safer walking to 2nd St. from that area.

#032

Posted by **Eric King** on **10/10/2024** at **4:34pm** [Comment ID: 8407] - [Link](#)

Agree: 0, Disagree: 0

Yes

#033

Posted by **Finn Pollard** on **10/25/2024** at **1:18pm** [Comment ID: 8537] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

While a tourism center could be helpful I wonder if this plan is more so currently aimed at the people who currently live in Jackson Ward or to attract people to visit the street from outside of the city.

#034

Posted by **John B** on **10/04/2024** at **12:43pm** [Comment ID: 8358] - [Link](#)

Suggestion

Agree: 3, Disagree: -1

It would also be great to see a bus-only lane on second street. As it currently sits there are multiple high-frequency bus lines on 2nd street which would benefit from

protected infrastructure. It would also serve to reduce the effective crossing distance across second street and reduce traffic. As it is currently built 2nd street and 3rd streets are wide, fast, and uncomfortable to cross on foot. Bus lanes would both reduce the amount of car lanes required to cross and would serve multimodal transportation to this destination.

#035

Posted by **Mark A. Olinger** on **10/17/2024** at **9:33am** [Comment ID: 8453] - [Link](#)

Agree: 0, Disagree: 0

RO-2 should go away, too.

#036

Posted by **Eric King** on **10/10/2024** at **4:33pm** [Comment ID: 8406] - [Link](#)

Question

Agree: 0, Disagree: 0

What constitutes a 'Priority Street' in this context?

#037

Posted by **Angela** on **10/11/2024** at **6:00pm** [Comment ID: 8429] - [Link](#)

Question

Agree: 0, Disagree: 0

How would this affect street crossings, particularly on the block of 100 E. Clay Street? Could it direct additional traffic down this residential block, potentially causing significant issues?

#038

Posted by **Angela** on **10/10/2024** at **10:54am** [Comment ID: 8388] - [Link](#)

Suggestion

Agree: 0, Disagree: -1

The suggestion to reduce car lanes and allocate one lane for buses is impractical for our neighborhood. As a resident of Clay Street between 1st and 2nd Street, I have witnessed the severe traffic congestion caused by the addition of bike lanes on 1st Street, which was a terrible decision. Reducing 2nd Street to one car lane and one bus lane would significantly slow down traffic and divert it onto Clay Street, exacerbating congestion. During the review of these proposed projects, it is crucial to consider the impact on current and future residents.

Reply by **Kelsy** on **10/10/2024** at **3:31pm** [Comment ID: 8396] - [Link](#)

Agree: 0, Disagree: -1

I disagree. I ride my bike on the 1st street bike lane from Northside to my office in the Arts District everyday. Without the bike lane, I would be forced to ADD to the congestion by driving in a car that takes up much more space than my bike. The more appealing you can make biking or riding the bus for

people, the less traffic congestion we will have.

Reply by **Angela** on **10/14/2024** at **4:19pm** [Comment ID: 8435] - [Link](#)

Agree: 0, Disagree: 0

As a current resident of Jackson Ward, I frequently notice significant congestion caused by bike lanes that are rarely used, which reduce car traffic to one lane. With the traffic from Mama J's, buses, and cars trying to park or make left turns, there's daily noticeable congestion. Bike lanes don't relieve traffic congestion; instead, they add to it. My perspective comes from living in the neighborhood, not from the viewpoint of someone who benefits from these rarely used bike lanes.

#039

Posted by **John B** on **10/04/2024** at **12:30pm** [Comment ID: 8356] - [Link](#)

Suggestion

Agree: 3, Disagree: 0

It would be great to see this include through Adams St! This would integrate areas such as the Maggie Walker Statue at Adams/ Broad, the bus stops and Arts District Pulse Stations into the 2nd street ecosystem. Integrating Adams St. would also improve the area around the Bojangles statue on Leigh/ Adams and the bus stop for the 1 Northbound (as well as future NS BRT corridor).

#040

Posted by **Finn Pollard** on **10/25/2024** at **1:18pm** [Comment ID: 8538] - [Link](#)

Question

Agree: 0, Disagree: 0

Would this be in addition to the hotels that exist close by from the convention center?

#041

Posted by **John Bonano** on **10/04/2024** at **12:08pm** [Comment ID: 8354] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

Love this

#042

Posted by **Laurance Wieder** on **10/16/2024** at **11:29am** [Comment ID: 8439] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Planning needs to acknowledge and protect the mostly residential character of Historic Jackson Ward. 1st Street between Duval and Clay is entirely residential; ditto St James. From Adams to Belvidere, residences extend to Marshall St. 2nd Street is part of the neighborhood, not some commodity to be hyped with "branding" and

sectioned off from the local community.

#043

Posted by **Angela** on **10/11/2024** at **5:57pm** [Comment ID: 8428] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Since Jackson Ward is a residential neighborhood, I strongly recommend discouraging nightlife, such as nightclubs and late-night activities. These types of establishments often attract crime and violence, disrupting the otherwise quiet neighborhood. Jackson Ward should not adopt the atmosphere of other areas like The Fan and The Bottom.

#044

Posted by **Mark A. Olinger** on **10/17/2024** at **9:08am** [Comment ID: 8445] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

All of this is possible now, just make sure it translates in the rezoning.

#045

Posted by **Eric King** on **10/10/2024** at **4:59pm** [Comment ID: 8413] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Especially crossing Leigh

#046

Posted by **Angela** on **10/11/2024** at **5:54pm** [Comment ID: 8427] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

It's well known that Jackson Ward is one of the city's hot spots for the highest temperature readings. Repaving streets and adding more trees will help alleviate these high temperatures. For example, this year, we recorded consecutive days with temperatures as high as 109 degrees.

	REDUCE THE NUMBER OF VACANT AND ABANDONED BUILDINGS ALONG 2ND STREET	
	Identify vacant buildings and their owners. Provide education to property owners regarding funding opportunities to address code compliance and maintenance issues.	S
	Encourage and support business and property owners in opening pop-up establishments along 2nd Street in order to activate storefronts, increase visual appeal, and bring novelty to the street (especially during festivals and special events when pop-up establishments can be most successful). <ul style="list-style-type: none"> Establish a simple permitting process for pop-up establishments and short-term/temporary uses. Provide technical assistance to aid pop-up establishments in navigating through required permits, licenses, taxes, and utility connection. 	S
	Host stakeholder conversations with the properties owners to identify obstacles in getting their buildings occupied, leased, and rehabilitated. Work with property owners to overcome these challenges and prepare the spaces to be tenant-ready.	S
047	The City should consider acquiring long-abandoned vacant properties that have a long-standing history of tax delinquency.	L
	ECONOMIC DEVELOPMENT AND INCENTIVES	
	Promote existing businesses on 2nd Street.	S
	Promote the Façade Improvement Program to businesses along 2 nd Street by highlighting examples of the grant program's success on nearby buildings, and offer application workshops to interested property owners who are eligible for the program. Consider expanding the boundaries of the program northward to encompass the buildings at the corners of Jackson and 2 nd Streets.	S
	Educate property owners about the suite of economic development programs available to them, including Enterprise Zone funds, Commercial Area Revitalization Effort (CARE) funds, and Façade Improvement Program grants.	S
	Survey business owners and organize stakeholder meetings to understand the challenges they face when operating a business on 2 nd Street, their interests in the city's existing economic incentives, impediments to utilizing such incentives, and other issues they face.	S
	Evaluate existing grant programs for opportunities to modify these programs, with the aim to retain small businesses and attract the neighborhood-serving businesses that the community desires.	M
	Create economic incentives for the development of 2 nd Street, such as permit fee waivers and permit expediting.	S
	Build upon the existing civic infrastructure present within the Historic Jackson Ward Association and the Downtown Neighborhood Association to connect owners, engage in further discussions, and collaborate on investment efforts. <ul style="list-style-type: none"> Compile a directory of existing 2nd Street businesses, complete with location address, contact information, and business type. Gather monthly to coordinate efforts, share individual business pain points, and determine the best ways to advocate for 2nd Street's improvement. Coordinate programming and events. Identify funding sources (including government grants, corporate sponsorships, private donations, crowdfunding, etc.) and seek assistance to implement improvement projects. 	S

#047

Posted by **Eric King** on **10/10/2024** at **5:02pm** [Comment ID: 8416] - [Link](#)

Agree: 0, Disagree: 0

Yes

#048

Posted by **Finn Pollard** on **10/25/2024** at **1:20pm** [Comment ID: 8541] - [Link](#)

Question

Agree: 0, Disagree: 0

Would this be for any development or ones specific to people who are long time residents of 2nd St./ Greater Jackson Ward?

#049

Posted by **Finn Pollard** on **10/25/2024** at **1:19pm** [Comment ID: 8539] - [Link](#)

Agree: 0, Disagree: 0

This section is awesome.

#050

Posted by **Finn Pollard** on **10/25/2024** at **1:19pm** [Comment ID: 8540] - [Link](#)

Question

Agree: 0, Disagree: 0

Would the city be able to help further add funds to this grants program?

#051

Posted by **John B** on **10/04/2024** at **12:39pm** [Comment ID: 8357] - [Link](#)

Suggestion

Agree: 3, Disagree: 0

I love how the priority here is finding ways to support businesses in the area, and I think that's a really good way to address the issue. At the same time, I feel like there are several dilapidated buildings on 2nd St. and in the greater area with "For Lease" signs in the window. It feels like there are also predatory business owners who don't make efforts to maintain their property and contribute to the problem rather than the solution. It would be great to see some level of city enforcement on businesses that willingly leave their property vacant and in poor condition rather than selling or making necessary improvements.

#052

Posted by **Marilyn** on **10/16/2024** at **11:12am** [Comment ID: 8437] - [Link](#)

Agree: 1, Disagree: 0

Please form a small business hub. This would be for advice, loan referrals and

tracking landlords that have no vested interest in cleaning up their properties. The building on the corner of Marshall and 2nd has been vacant for over 12 years and is just a disgrace. The owner needs to be fined regularly.

#053

Posted by **Angela** on **10/11/2024** at **6:04pm** [Comment ID: 8430] - [Link](#)

Question

Agree: 1, Disagree: 0

How might the Facade Improvement Program affect long-standing minority-owned businesses in the area? The goal of these improvements should not be to encourage gentrification, which could displace businesses that have been established for years.

#054

Posted by **Mark A. Olinger** on **10/17/2024** at **9:38am** [Comment ID: 8456] - [Link](#)

Agree: 0, Disagree: 0

This should also include 1st St. (there is a history in this area where parts of the commercial uses in JW were left out of participation in the FIP. Still don't understand how that occurred.

	Create a 2 nd 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). The development group will identify funding opportunities, apply for development grants, undertake revitalization and improvement projects, provide small business development assistance and support, and offer services such as marketing, promotion, event planning, and stewardship of 2 nd Street.	L
INCLUSIVE HOUSING	GROW THE RESIDENTIAL BASE	
	Allow and encourage the development of live/work units to help foster entrepreneurialism.	S
	Encourage the development of the RRHA property as a mixed-use, mixed-income development to include townhouses, multifamily apartments, and commercial uses. Residential units directly abutting 2 nd Street should face the street as the priority road frontage.	M
	Locate housing units above ground-floor commercial spaces in existing buildings and new construction.	L
THRIVING ENVIRONMENT	ADD PARKS AND OPEN SPACE	
	Incentivize the creation of small neighborhood parks and flexible green space on parcels along the street, to include the vacant lot behind the Maggie L. Walker National Historic Site. Sites should connect to nearby greenway networks and vary in size and function to accommodate festivals, farmer's markets, and daily recreation and respite.	M
	INSTALL GREEN INFRASTRUCTURE	
	Place tall planter boxes along the curb and/or in parklets to increase vegetation, provide beauty, and act as a buffer between people and cars.	S
	In coordination with streetscape improvement efforts, design and construct a system of continuous streetside bioswales with curb-cut inlets to capture inflowing rainwater and channel it through tree wells/planting beds. This provides for additional water intake, low-maintenance watering of vegetation along the street, and reduced loads to the city's combined sewer overflow (CSO) system.	L
	REDUCE URBAN HEAT	
	Encourage storefronts to install light-colored awnings over the sidewalk to provide shade.	S
	Increase the number of street trees, shrubs, and vegetation along 2 nd Street to help combat Jackson Ward's high urban heat and reduce the neighborhood's energy costs.	L
INCREASE ACCESS TO HEALTHY FOOD		
Encourage the development of an urban, mixed-use grocery store. Market the increased residential population in surrounding neighborhoods and proximity to transit as factors to attract traditional and alternative grocery store models (including national chains and member-owned food co-ops).	L	

#055

Posted by **Eric King** on **10/10/2024** at **5:09pm** [Comment ID: 8421] - [Link](#)

Agree: 0, Disagree: 0

Yes

#056

Posted by **Finn Pollard** on **10/25/2024** at **1:20pm** [Comment ID: 8542] - [Link](#)

Question

Agree: 0, Disagree: 0

What is the break down of this? Will the universities each get a spot? How many spots will corporate stakeholders and HJWA get? Also, how are corporate stakeholders identified and chosen?

#057

Posted by **Finn Pollard** on **10/25/2024** at **1:21pm** [Comment ID: 8543] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Would make sure the zoning re-write easily allows for this through mixed-use

#058

Posted by **Finn Pollard** on **10/25/2024** at **1:22pm** [Comment ID: 8544] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Would make sure that these grocery stores/markets are on the smaller size while still being fully functioning and are infill development

#059

Posted by **John Bonano** on **10/04/2024** at **12:09pm** [Comment ID: 8355] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

I would take a look at scuffletown in the fan as a good example of this.

#060

Posted by **Marilyn Campbell** on **10/14/2024** at **3:47pm** [Comment ID: 8433] - [Link](#)

Agree: 2, Disagree: 0

Develop a grant funded program to assist homeowners in maintaining historic zoned property integrity. Examples: assistance with painting frontal areas, removing graffiti in alleys, window replacement, stairway or rail needs, Offer ironwork replacement if feasible. Could include as a match funding on some programs. Goal is to assist residents to stay in the home. As aging occurs, residents may be forced to move

versus code enforced historic designation requirements. It is important to avoid tactics that increase gentrification. You may build a better 2nd Street, but don't forget the existing--long standing residential base.

Idea Board for the Public Realm

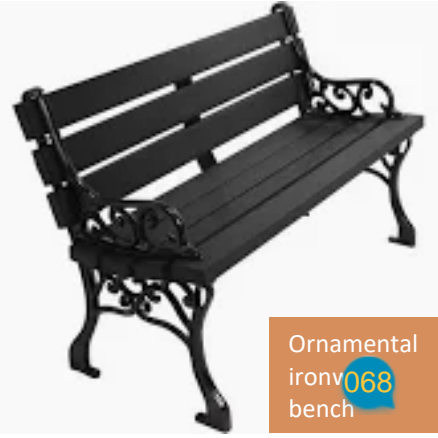
The images below are to illustrate ideas for possible seating, lighting, and streetscape improvements within the public realm. These only serve as ideas/examples—final selections will be refined and chosen during the preparation and development of a comprehensive streetscape plan. **What are your thoughts on these seating, lighting, and streetscape ideas?**



Planters **061**



Existing Lamp post ("Hanover Style")

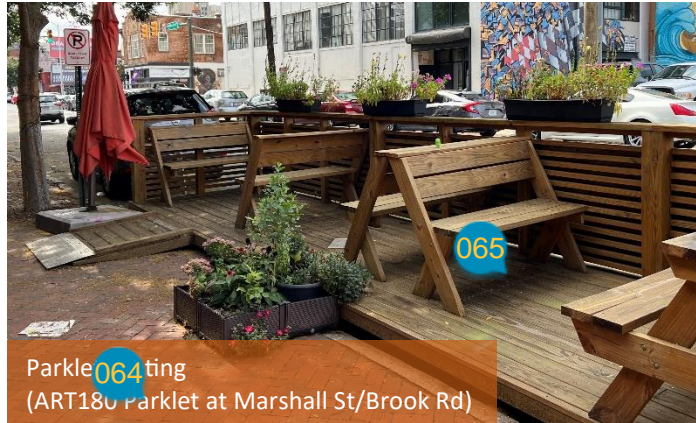


Ornamental iron bench **068**

Southern Aid Insurance Co. building, 3rd and Clay Streets



Circular Tree Bench



Parklet **064** (ART180 Parklet at Marshall St/Brook Rd)



062

Pedestrian lamp post



Plaza space with ornamental ironwork furniture and brick paving



Jackson Ward



Crosswalk art: "Funnycross" in Torrelodones, Madrid, Spain

#061

Posted by **Judy Castleman** on **10/04/2024** at **9:31am** [Comment ID: 8348] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Only a good feature if the City has a plan to water the plants. The same goes for street trees. Usually they plant, and put a gaiter around trunk and ignore until they die.

#062

Posted by **Mark A. Olinger** on **10/17/2024** at **9:19am** [Comment ID: 8446] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

This is landscape lighting. Should be replaced with pic of exist'g ped light.

#063

Posted by **Mark A. Olinger** on **10/17/2024** at **9:21am** [Comment ID: 8447] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

There already is a pedestrian-scale light in Jackson Ward. This pic should be removed and a pic of the exist'g fixture added.

#064

Posted by **Judy Castleman** on **10/04/2024** at **9:28am** [Comment ID: 8346] - [Link](#)

Suggestion

Agree: 0, Disagree: -3

This wood will not hold up and will be covered with graffiti.

#065

Posted by **Joseph Carlisle** on **10/04/2024** at **9:47am** [Comment ID: 8349] - [Link](#)

Suggestion

Agree: 2, Disagree: 0

Jackson Ward is a historically significant neighborhood in Richmond that has experienced its share of highs and lows. Revitalizing 2nd Street is crucial to the community's continued growth and success. By prioritizing pedestrian access and implementing human-scale design, we can draw more people and businesses to the area. Expanding space for outdoor dining and socializing would create a vibrant, welcoming atmosphere that benefits both Jackson Ward residents and visitors. A pedestrian-focused approach would bring new life to the neighborhood, and the transformation of 2nd Street could have a positive ripple effect throughout the entire city.

#066

Posted by **Hampton Carver** on **10/04/2024** at **2:37pm** [Comment ID: 8361] - [Link](#)

Suggestion

Agree: 2, Disagree: 0

Regarding trees and landscape -

RVA has a decades old habit of installing plants and then not maintaining them. They get trampled, deprived of water and often left in poor condition.

-Create large enough and deep enough tree wells to allow growth and health.

-Install heavy duty grates around the trees and maintain them.

Please do not allow the selection and planting of trees that do not provide shade. Do not allow the selection of trees with vertical growth, without canopy. This is a mistake. We need shade for aesthetics and for cooling. People prefer canopy. Look to the mistakes on Cary Street for lessons.

Slow the auto traffic. Make it pleasantly walkable, without compromising the merchants' needs for pickup and delivery.

#067

Posted by **Jeremy** on **10/09/2024** at **2:48pm** [Comment ID: 8382] - [Link](#)

Question

Agree: 0, Disagree: 0

How about shade structures/shade sails above seating areas as a way to provide immediate shade?

#068

Posted by **Judy Castleman** on **10/04/2024** at **9:30am** [Comment ID: 8347] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

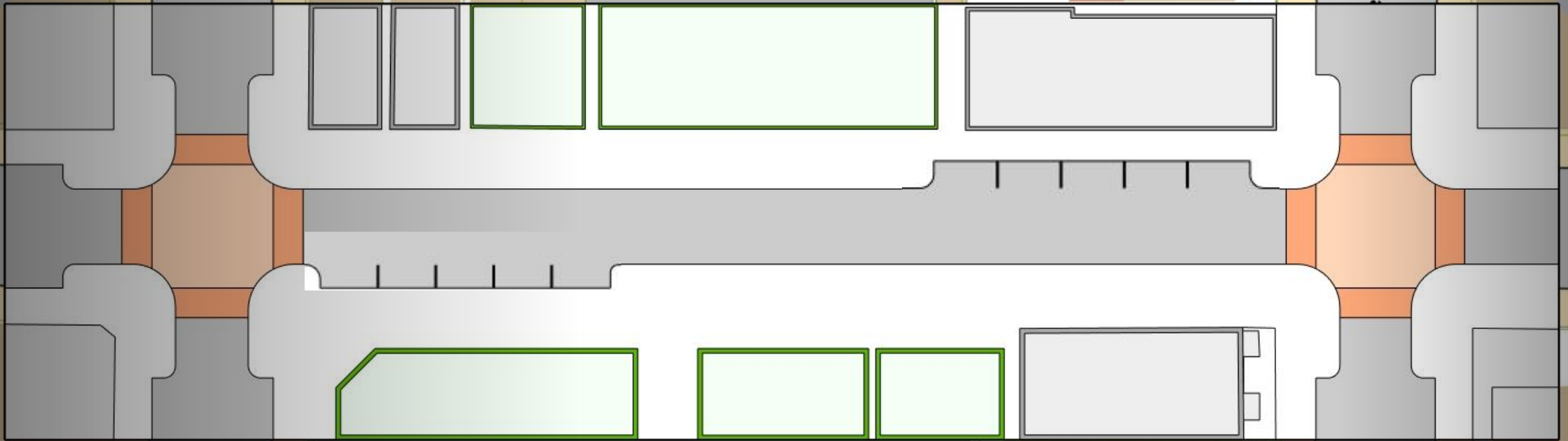
These benches should have manufactured wood, rather than real wood. You can look at the benches in Libby Hill Park, where they required real wood and see how they have deteriorated in a relatively short period of time, and need to be replaced.

2nd Street Transformation

Visioning Concepts



2nd Street Transformation



2nd

Cl

Visioning Concepts – Two lanes, widened sidewalks.

Marshall



Existing 2nd Street



Possible Future 2nd Street
Looking north

Underground utilities, gateway sign, wide sidewalks, street trees, lamp posts and banners, new awnings for shops

#001

Posted by **Stuart** on **10/11/2024** at **2:33pm** [Comment ID: 8426] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

It's very important that 2nd street be developed at the caliber hospitality and entertainment business as it was during the height of its success. This not only is about revival of Jackson Ward but complementing the needs of the struggling Convention Center. So, a black owned Hotel with the capacity of The Hilton or the Marriott covers much of what would really be boom for the area. Jobs, tourism and assisting other businesses in the area as well.

#002

Posted by **John B** on **10/04/2024** at **1:10pm** [Comment ID: 8359] - [Link](#)

Suggestion

Agree: 3, Disagree: 0

This looks so amazing!

It would be nice to see raised crosswalks to sidewalk level rather than at road level to provide additional traffic calming.

#003

Posted by **Laurance Wieder** on **09/17/2024** at **1:12pm** [Comment ID: 8258] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

This "redesign" replaces the landmark-protected red brick Jamerican Cuisine Restaurant and Lounge and its Jamaican-themed murals by Sir James Thornhill with some kind of mall-style sidewalk cafe. The "reimagination" of our neighborhood should protect and preserve the authentic. All the buildings that remain in Jackson Ward from before the Second World War were built by hand, brick on brick, not by the manipulation of architectural skins and pre-fab material. Please do not confuse real imagination with projected, computer-rendered fantasy.



Possible Future 2nd Street

View from Marshall St

Underground utilities, street lamps, banners, flower baskets, benches, theme waste cans, outdoor dining, infill buildings

#004

Posted by **Keonte Surita** on **10/07/2024** at **11:01am** [Comment ID: 8366] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

Wow this is a beautiful concept. I was an Art and science major so I understand the passion you have to have for your community to want to see a change. I spoke to someone working with the City of Richmond, during the festival. An I explained to him that my family and I moved to Richmond from NewYork many years ago. While here we religiously went to the 2nd street festival each year and too see it still prospers and the potential growth it has for future generations is so heartwarming. If there is anything I can do to assist please let me know. We need things like this in our communities.



Possible Future 2nd Street
Outdoor Dining

Outdoor seating and tables for restaurants, additional infill buildings, wide sidewalks



Possible Future 2nd Street
Outdoor Dining

Mature street trees that provide shade



Possible Future 2nd Street Transit Amenities

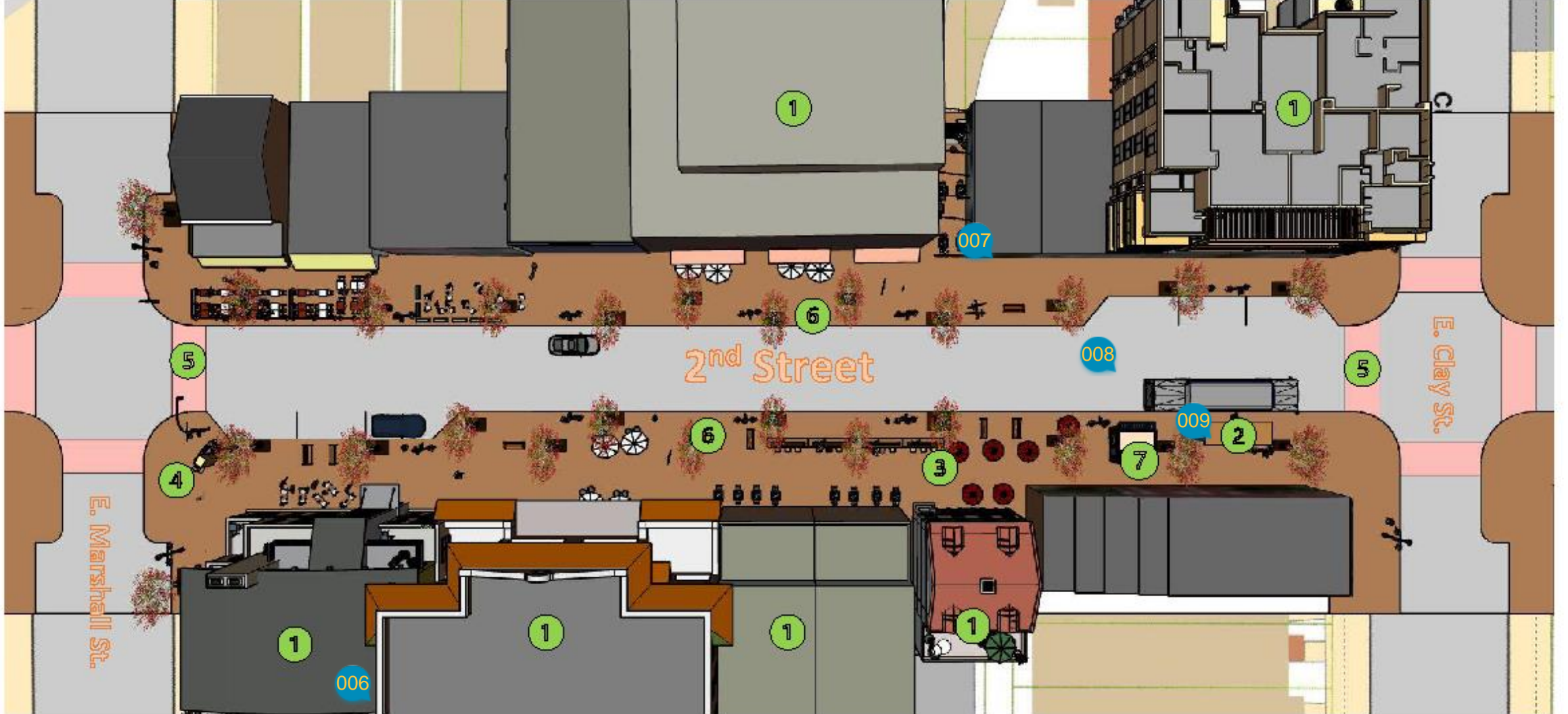
New bus shelter along a potential transit-only lane,
additional infill buildings

#005

Posted by **Kelsy** on **10/10/2024** at **3:37pm** [Comment ID: 8398] - [Link](#)

Agree: 0, Disagree: 0

This is great for encouraging ridership on the #2 route. It is already a great frequent line for getting to/from the heart of the city.



1. Mixed-use Infill
2. New GRTC Bus Stop
3. Outdoor Dining
4. New Gateway Entrance Sign
5. Crosswalks
6. Streetscape amenity zone (new street lamps, benches, planters, waste cans, bike racks, etc.)
7. Street vender (permanent)

#006

Posted by **Mark A. Olinger** on **10/17/2024** at **8:43am** [Comment ID: 8440] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

This corner has an approved plan for a tall building. That plan included access to parking. I don't see anything on here that would permit that, unless the access is off of Marshall (which needs another parking access point like it needs a hole in the head).

#007

Posted by **Alex Brackman** on **10/04/2024** at **11:09am** [Comment ID: 8350] - [Link](#)

Suggestion

Agree: 2, Disagree: 0

I enjoy this redesign a lot! The only thing I would add is there seems to be enough room on that road to make the lanes even smaller, and to add a protected bike lane, or if not a bike lane make the sidewalks even wider, a rule of thumb any project in this city should follow, is more space for people, less space for cars.

#008

Posted by **Stuart** on **10/11/2024** at **2:27pm** [Comment ID: 8425] - [Link](#)

Suggestion

Agree: 0, Disagree: 0

I 'm thinking along the lines of actually block off a section of 2nd street designated for pedestrian traffic only

#009

Posted by **John B** on **10/04/2024** at **1:14pm** [Comment ID: 8360] - [Link](#)

Suggestion

Agree: 1, Disagree: 0

I feel like styling this bus stop more similarly to a BRT station would help integrate the transit in to the urban design- Having the bus stop be raised sufficiently to allow for level boarding onto the bus, for example, would both increase efficiency at boarding and unloading, would make it easier for riders with disabilities, and would make the bus top look more like a light rail stop which is more visually appealing.