JACKSON WARD

COMMUNITY PLAN

RICHMOND, VA

OCTOBER 2026

ACKNOWLEDGMENTS

Richmond Redevelopment & Housing Authority

Lead Grantee & Housing Lead

Steven Nesmith - Chief Executive Officer
Sherrill Hampton - Senior Vice President, Real Estate & Community Development
Alicia Garcia - Vice President (former), Real Estate & Community Development
Darrell Davis - Senior Vice President (former), Real Estate & Community Development
Desi Wynter - Vice President (former), Real Estate & Community Development
Carter Walker - Senior Project Manager (former), Real Estate & Community Development

City of Richmond

Co-Lead Grantee & Housing, People, and Neighborhood Lead

Sharon Ebert - Deputy Chief Administrative Officer
Sherrill Hampton - Director (former), Housing & Community Development
Maritza Pechin, AICP - Deputy Director (former), Office of Equitable Development
Yessenia Revilla - Planner (former), Office of Equitable Development
Samantha Lewis - Planner (former), Office of Equitable Development
Kevin Vonck, Ph.D. - Director, Planning & Development Review
Marianne Pitts - Senior Deputy Director, Planning & Development Review
Erica Banks - Planner, Planning & Development Review
LaJuan Neal - Planner, Planning & Development Review
Saunder Johnson - Planning Clerk (former), Planning & Development Review

Richmond Henrico Health District

Plan Partner

Jackie Lawrence, MSW - Director of Health Equity/ Population Health Manager (former)
Robert Becker - Housing Equity Advisor

Storefront for Community Design

Community Engagement Lead

Shawn Balon, PLA, ASLA - Executive Director (former)
Kai Banks - Youth Innovation Director
Erin Hayes - Design + Engagement Intern
Natalie Diaz - Design Education Intern

LRK

Planning Coordinator

Nando Micale, FAIA, AICP, PP - Principal in Charge
Danielle Lake, AIA - Associate & Project Manager
Sadie Middleton - Urban Designer

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Timmons Group

Scott Wiley, Principal, Landscape Architecture
Shawn Balon - Studio Director, Landscape Architecture
Chris Johnson - Project Engineer III
Chris Gregory - Landscape Designer III

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Donovan Duncan - Executive Vice President
Alicia Walter - Regional Vice President
Tyronda Minter - Vice President, Education Initiatives
Erika Wilson - Vice President, Marketing and Communications
Nicole Brown - Operations Director

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Alex Rooke - Family Lifeline
Alex Williams - Richmond Henrico Health District
Alexander Beverly
Alisa Bryant - Gilpin Resident
Amy McDaniel - Habitat for Humanity
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Angie Hart - HumanKind
Anitra DeVaughn - Gilpin Resident
Aria Kirkland-Harris - Ebenezer Baptist Church
Autumn Doswell - Gilpin Informed Resident
Barrett Hardiman - RRHA Commissioner
Briana Duclos - Strategies To Elevate People (STEP) Program
Candice Turner - Maggie Walker Community Land Trust
Carol Adams - Richmond Police Department
Charlene Pitchford - Gilpin Court Tenant Council, RRHA Board of Commissioners
Cynthia Warren - Gilpin Resident
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Dawn Oleksy - City of Richmond
Deborah Brown
Derrick Wadley - Office of Community Wealth Building
Dominic Barrett - City of Richmond
Dona Huang - Richmond Henrico Health District
Donte McCutchen - NIA of Greater Richmond
Dreame Boyd - Gilpin Informed Resident
Ellen Flicker - Richmond Henrico Health District
Erica Sims - Maggie Walker Community Land Trust
Eva Colen - City of Richmond Office of Children and Families
Faye Thompson - Gilpin Resident
Grace Washington - J+G Workforce
Grady Hart - Richmond Public Schools (former)
Iesha Williams - Richmond Henrico Health District
Jack Berry - Richmond Region Tourism/Greater Richmond Convention Center
Jacquetta Gosier - Richmond Behavioral Health Authority
Janice Burke - ChildSavers
Janis Allen - Historic Jackson Ward Association
Jenee Pearson - City of Richmond
Josette Coleman - Bless Cookies Community Network
Josh Bilder - Sterling Bilder LLC
Justine Blincoe - Greater Richmond Fit4Kids
Kathleen Kramer - Enterprise Community Development
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Khari Patterson - City of Richmond
Kiara Harris - Gilpin Informed Resident
Kim Tyler - City of Richmond Ambassador
LaToya Gray-Sparks - Virginia Commonwealth University
Lawanda Dunn - Richmond Henrico Health District
Lawrence Wieder - Historic Jackson Ward Association
Lee Householder - project:HOMES
Lisa Moon Harris
Madelyn Peay - Richmond Metropolitan Habitat for Humanity
Marie Cousins - Historic Jackson Ward Association
Marion Cake - project:HOMES
Mark James - Virginia Union University
Marquetta Brooks
Marsha Latney
Martin Harrison - Richmond Redevelopment & Housing Authority
Mary Kay Huss - Richmond Metropolitan Habitat for Humanity (former)
Mecca Harris - ART 180
Mingo Peterson - Virginia Union University
Natasha Webster - Gilpin Resident
Natsumi Oba - Hanbury Architects
Nick Cooper - Hanbury Architects
Oldson Duclos - Jackson Ward Resident
Pat Purcell - Family Lifeline
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Paula Williams - Gilpin Informed Resident
Phoebe
Ralph Stuckey - Richmond Redevelopment & Housing Authority
Reagan Tomlinson - Jackson Ward Resident
Renada Lewis - Healthy Hearts Plus II
Robert Lester - Club 533
Ronald Thurston - Gilpin Resident
Ross Catrow - Richmond Henrico Health District
Ruth Morrison - Richmond Henrico Health District
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Shawnetta Bagley - Gilpin Resident
Sherrilyn Hicks - City of Richmond
Sparkle Veronica Taylor - Gilpin Resident
Stephanie Jones - Virginia Commonwealth University
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Tanya Simms - Richmond Henrico Health District
Teenora Thurston - Gilpin Resident
Tiescha White - Gilpin Resident
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EXECUTIVE SUMMARY 1

Maggie Walker Plaza (Source: Virginia DHR, Calder Loth, 2019)

INTRODUCTION

The Jackson Ward Community Plan is one created with the community of Jackson Ward. The historic neighborhood, once known as "The Harlem of the South," was divided in 1957 by the construction of the Richmond-Petersburg Turnpike (now I-95/I-64). This construction left the public housing community, Gilpin Court, physically isolated from the rest of Jackson Ward and the city of Richmond.

With the need for redevelopment of the 781-unit public housing community, the Richmond Redevelopment Housing Authority (RRHA), in partnership with the City of Richmond and the Richmond Henrico Health District (RHHD), was awarded a Department of Housing and Urban Development (HUD) Choice Neighborhood Planning Grant. Through this planning grant award, the organizations have collectively worked alongside the residents of Gilpin Court and community members of Jackson Ward to develop the Jackson Ward Community Plan.

Through extensive community outreach, RRHA, the City, and RHHD worked with residents and community leaders for a two-year engagement process to create an overall vision, themes, and goals for the community plan. The planning process stressed transparency between residents and the agencies starting with listening sessions to understand the history of Jackson Ward. Placing an emphasis on history and past injustices that occurred in the community, the engagement process grew into a partnership with residents and community members. Through large community events, Working Group meetings, and focus group sessions, residents and stakeholders provided feedback and insight for the future of Jackson Ward.

With the selected developer, HRI Communities and people lead, Urban Strategies, the Jackson Ward Community Plan will serve as a guide for the redevelopment of Gilpin Court and further adopted by the Richmond City Council as an amendment to the City Master Plan. The goals identified in this plan reflect the community feedback and insight that focus on economic and personal growth, as well as diverse housing opportunities for all Jackson Ward residents.

Implementation will begin prior to full scale redevelopment of Gilpin Court. Defined as big moves in the implementation chapter of this community plan, five goals will be the catalytic next steps for progress as a part of the redevelopment of Gilpin Court. These big moves include establishing a small business hub, creating a Jackson Ward Civic Network, Re-zoning Jackson Ward, continuing the work of the Reconnect Jackson Ward Project, and Implementing the Build-First strategy for replacement housing for Gilpin families. These next steps will keep the project moving ahead while keeping the community engaged prior to active development taking place on site at Gilpin Court.

Gilpin Court Apartments

GLOSSARY OF TERMS

Affordable Housing – Housing is considered affordable if a family pays no more than 30% of its household income on housing- related costs.

Anchor Institutions – Anchor institutions are businesses and organizations firmly established within a neighborhood. They have regional significance and serve as economic and cultural drivers, generating jobs, creating local business opportunities, and contributing in significant ways to the development of human, social, and cultural capital.

Area Median Income (AMI) – Area Median Income is the midpoint of a region's income distribution — half of families earn more than the median and half earn less than the median.

CDBG – HUD's Community Development Block Grant program providing communities with resources to address a wide range of needs and priorities relating to housing and economic opportunity.

CN – Choice Neighborhoods. Sponsored by HUD, Choice Neighborhoods Planning Grants support the development of comprehensive neighborhood revitalization plans that focus on three core goals: Housing, People, and Neighborhoods. To achieve these goals, communities must develop a comprehensive neighborhood revitalization strategy or "Transformation Plan."

CNI – Choice Neighborhoods Initiative.

Early Action Activities – Up to $150,000 of CN Planning Grant funds can be used for limited physical neighborhood improvements during the two-year planning process.

Evidence-based Practice – This term refers to the use of the best available conclusions or findings from research and studies as a basis for determining the best practices and predictions of outcomes in a field.

Extremely Low Income – Households with an income under 30% of AMI.

FQHC – Federally Qualified Health Centers are community-based health care providers that receive funds to provide primary care services in underserved areas. They must meet a stringent set of requirements, including providing care on a sliding fee scale based on the ability to pay.

FMR – Fair Market Rent is the rent amount, including utilities (except telephone), to rent privately-owned, decent, safe and sanitary rental housing of a modest (non-luxury) nature.

HCV – Housing Choice Voucher is commonly known as a Section 8 voucher. With a HCV, the participant is free to choose any housing that meets the requirements of the program and is not limited to units located in subsidized housing projects.

Low Income – Households with income between 30% and 60% of AMI.

HUD – U.S. Department of Housing and Urban Development.

LEED – Leadership in Energy and Environmental Design (a green building and neighborhood certification program).

LIHTC – HUD's Low Income Housing Tax Credit program provides a tax incentive to subsidize the acquisition, construction, and rehabilitation of affordable rental housing for low- and moderate-income tenants. These credits are issued by the Texas Department of Housing & Community Affairs.

9% Credits – The 9% credit is a competitive tax credit allocation for the construction of affordable rental housing. It typically covers most of the cost of new construction. Tax credit units have set rents and prospective tenants must meet income limit requirements.

4% Credits – The 4% tax credit is not competitive, and does not cover the total cost of new construction. As a result it is typically claimed for rehabilitated affordable housing and new construction affordable units that are financed with tax-exempt bonds or other subsidies.

Market-Rate Housing – Housing units unrestricted by income.

Non-Replacement Housing – New housing proposed by the Choice Plan that is not intended to replace Gilpin Court units.

Part I Violent Crimes – Aggravated assault, rape, murder, and robbery are classified as Part I Violent Crimes.

Public Housing – Public housing was established to provide decent and safe rental housing for eligible low-income families, the elderly, and persons with disabilities. Rent is 30% of income. All existing units at Gilpin Court are public housing.

PBV – Project-Based Voucher units are part of the Housing Choice Voucher program, also known as Section 8. PBVs are tied to a unit.

RAD – HUD's Rental Assistance Demonstration program supports public housing agencies in preserving and improving public housing, and increasing residents' stability and choice by converting public housing properties' regulatory status to become permanently affordable Section 8 housing.

QAP – A Qualified Allocation Plan describes the process of distributing LIHTC.

Renewable Energy/Low-Impact Design – Energy from natural resources such as sunlight and geothermal heat that is naturally replenished.

Replacement Housing – This refers to rental housing (public housing and PBV housing) that will replace any Gilpin Court units that are demolished, disposed of, or reduced.

School Readiness – This refers to a set of expectations, guidelines or developmental milestones that describe what all children need to know before entering kindergarten.

TDC – Total development costs.

Section 8 Housing - Section 8 is a common name for the Housing Choice Voucher Program that allows private landlords to rent apartments and homes at fair market rates to qualified low-income tenants. Housing choice vouchers are administered locally by public housing agencies with funds from HUD.

Transformation Plan – Communities that receive a CN Planning Grant from HUD must develop and implement a comprehensive neighborhood revitalization strategy that addresses the three core goals of the Choice Neighborhoods Initiative (Housing, People, Neighborhood). The Transformation Plan becomes the guiding document for the revitalization of the public and/ or assisted housing units while at the same time, directing transformation of the neighborhood and creating positive outcomes for families.

Wealth Building – Community wealth building aims to address wealth disparities by improving collective and individual asset-ownership and creating a more stable and inclusive local economy. Strategies can include expanding affordable homeownership, investing in the capacity of local businesses, and increasing job training.

Workforce Housing – Rental or homeownership housing that is affordable to households earning between 60 and 120 percent of area median income.

VISION

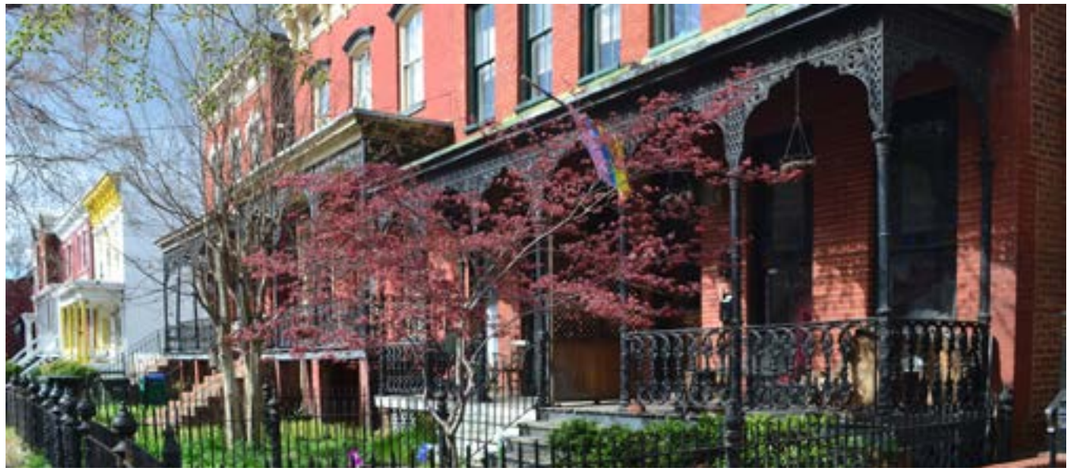
Jackson Ward is an interconnected neighborhood that celebrates Black history, ownership, and culture while supporting a diverse community of current and future residents with quality housing, healthy spaces, and its community traditions of local arts, education, and entrepreneurship.

MAJOR THEMES

The five major themes outlined in the plan and their associated policy recommendations and action steps will bring the Jackson Ward vision to life. The five themes are:

1. **Grow a Diverse, Equitable, and Inclusive Economy:** Jackson Ward is renewed as a center for Black education, business, arts, and culture. As a dynamic center for minority-owned and locally owned businesses with a network of educational and capital support, Jackson Ward residents can move into well-paying career paths and entrepreneurial enterprises. Jackson Ward children have access to schools and after school activities that prepare them for post-secondary career paths; building an ecosystem that lets young people follow their passions in a career that meets their needs and leads to a fulfilling life.
2. **Build Inclusive Housing Options:** Jackson Ward is a national model for how to effectively include affordable housing throughout the entire community. The redevelopment of Gilpin Court supports existing residents and attracts new residents to a community with a variety of newly constructed, high-quality affordable and market-rate homeownership and rental housing opportunities. Existing residents of Jackson Ward can remain in their changing community due to the successes of policies that prevent involuntary displacement.
3. **Create High-Quality Places:** Jackson Ward's unique character and urban fabric are preserved and incorporated in the redevelopment of Gilpin. While predominantly a residential neighborhood, Jackson Ward also includes easily accessible goods and services such as restaurants, shops, public facilities, parks, and other amenities.
4. **Expand Equitable Transportation:** Jackson Ward residents, visitors, and employees can seamlessly access services within the neighborhood, the city, and the region via a safe multi-modal transportation network. Jackson Ward is "one neighborhood" because infrastructure investments have reinforced the historic walkable grid making the highway fade from the foreground to the background.
5. **Sustain a Thriving Environment:** Jackson Ward provides residents with a sustainable and healthy places to live, work, and play. The entire neighborhood incorporates parks, trees, and other features to support a flourishing ecosystem. The thriving environment provides healthy opportunities for exercise, connection with neighbors, and green spaces for all. New buildings incorporate the latest sustainable building technologies. Existing buildings are retrofitted to improve energy efficiency.

PLAN ORGANIZATION & COMPONENTS



Historic Jackson Ward row houses (Source: Virginia DHR, Calder Loth, 2019)

The Jackson Ward Community Plan structure mirrors the format of the City's master plan, Richmond 300: A Guide for Growth. Richmond 300 provides city-wide recommendations for creating a more equitable, sustainable, and beautiful future for all Richmonders. Richmond 300 envisioned Jackson Ward as a better connected neighborhood that continues to be a mixed-use residential neighborhood with emphasis in improving connections across the highway to reunite the northern and southern parts of Jackson Ward.

The transformation of Gilpin Court was highlighted as a primary next step in the master plan to reimagine Jackson Ward as a mixed-use, mixed-income, walkable, and transit-adjacent community that provides both housing and jobs for residents.

While following the Richmond 300 structure, this plan prioritizes the Choice Neighborhoods primary goals of Neighborhood, People, and Housing. Each of which fit neatly into the major themes of Richmond 300 and have been organized into the goals, strategies, and metrics of this Community Plan. To emphasize the alignment of this plan with the Choice Goals, each goal has an icon indicating its relevance.

NEIGHBORHOOD **PEOPLE** **HOUSING**

THIS PLAN USES THREE KEY COMPONENTS:

VISION: A statement articulating what we want the neighborhood to look and feel like in the future.

GOAL: Broad, long-term aim that defines fulfillment of the vision.

STRATEGY: A policy, infrastructure improvement, partnership, or other activity required to achieve an objective, create a critical condition, or overcome a barrier.

Inspired by Richmond 300, this plan is organized into **five major themes**.

"[R]econnect the historically Black neighborhood of Jackson Ward by building over the highway, create a redevelopment plan for Gilpin Court, and provide park access to allow all Richmonders to live within a 10-minute walk of a park – all initiatives founded in long overdue racial justice."

Mayor Levar M. Stoney, Richmond 300: A Guide for Growth

JACKSON WARD COMMUNITY PLAN GOALS

Below are the goals of the Jackson Ward Community Plan developed through robust community engagement, dedicated focus groups, and ongoing partnerships. As indicated by an icon below, each goal seeks to fulfill at least one, if not multiple, Neighborhood, Housing, and People goals of the HUD Choice Neighborhoods Program.

Theme 1: Diverse Economy

Jackson Ward is renewed as a center for Black education, business, arts, and culture.

As a dynamic center for minority-owned and locally owned businesses with a network of educational and capital support, Jackson Ward residents can move into well-paying career paths and entrepreneurial enterprises. Jackson Ward children have access to schools and after school activities that prepare them for post-secondary career paths; building an ecosystem that lets young people follow their passions in a career that meets their needs and leads to a fulfilling career path.

Goal 1: Early Learning & Kindergarten Readiness

Prepare all Gilpin Court children for success in kindergarten by supporting parents and caregivers, increasing access, participation and awareness in quality early childhood care and education (ECCE) for Gilpin Court families with children under 5.

Goal 2: K-12 Success

Support Gilpin Court school-aged children and their families so that they are successful in school and proficient in reading and math.

Goal 3: Graduation Rates, Post-Secondary Education, & Workforce Readiness

Gilpin Court youth graduate from high school on time and ready to succeed in postsecondary education and/or employment.

Goal 4: Employment & Economic Mobility

Foster a dynamic center for access to employment opportunities, thriving minority businesses, and emerging entrepreneurship.

Goal 5: Tourism, Arts, and Culture

Promote cultural assets, attract new visitors, and develop and engage with new and existing programs for Jackson Ward to expand its prominence as an arts district.

Theme 2: Inclusive Housing

Jackson Ward is a national model for how to effectively include affordable housing throughout the entire community.

The redevelopment of Gilpin Court supports existing residents and attracts new residents to a community with a variety of newly constructed, high-quality affordable and market-rate homeownership and rental housing opportunities. Existing residents of Jackson Ward can remain in their changing community due to the successes of policies that prevent involuntary displacement.

Goal 6: Diverse Housing Options

The redevelopment of Gilpin Court will consist of new construction housing opportunities with varying densities of mixed-use, mixed-income housing that reflects the diversity, historic scale, and landmarks of the Gilpin/Jackson Ward community.

Goal 7: Pathways to Homeownership

Create pathways to homeownership for first-time homebuyers.

Goal 8: Resident Preparedness

Prepare residents of Jackson Ward for the redevelopment of Gilpin Court.

Goal 9: Displacement Prevention

Develop equitable housing options for the growing community to enable residents to remain in Jackson Ward.

Goal 10: Expanding Housing Opportunities

Enable choice for residents.

Theme 3: High Quality Places

Jackson Ward's unique character and urban fabric are preserved and incorporated in the redevelopment of Gilpin.

While predominantly a residential neighborhood, Jackson Ward also includes easily accessible goods and services such as restaurants, shops, public facilities, parks, and other amenities.

Goal 11: Land Use and Historic Preservation

Preserve and expand the mixed-use development pattern of Jackson Ward.

Goal 12: Publicly Owned Assets

Adapt public facilities and public open space to the needs of the changing community, including opportunities for community members to gather outside their homes.

Goal 13: Urban Design

Establish a beautiful and unique neighborhood.

Goal 14: Planning Engagement

Foster a culture of collaborative planning and implementation that elevates and empowers residents in the decision-making process. Cultivate a greater sense of community in the redeveloped and connected Jackson Ward neighborhood.

Goal 15: Safety and Security

Create a safe neighborhood.

SPOTLIGHT: 2ND STREET SUMMIT

The Jackson Ward Community Plan is a living document. After completion of the initial draft, residents recognized a need for additional planning that focused on the historic core of the neighborhood. Beginning in June 2024, the 2nd Street Summit brought together residents, business owners, and community leaders to establish a vision for the street and identify strategies to restore 2nd Street as the cultural and economic epicenter of the neighborhood. Implementation strategies related to the 2nd Street Summit can be found in Appendix A.

Theme 4: Equitable Transportation

Jackson Ward residents, visitors, and employees are able to seamlessly move between parts of the neighborhood and the rest of city and the region via a multi-modal transportation network.

Jackson Ward feels like one neighborhood because infrastructure and design investments have made the highway fade from the foreground to the background.

Goal 16: Vision Zero

Increase safety of intersections and streets in Jackson Ward to enable people of all ages and abilities to access services throughout the neighborhood.

Goal 17: Non-Car Network

Eliminate gaps in the sidewalk, transit, and biking infrastructure so that it is easy to move within and through Jackson Ward without a car.

Goal 18: Streets, Bridges, and Connections

Create more street and bridge connections to make it easier to move within and through Jackson Ward.

Theme 5: Thriving Environment

Jackson Ward provides residents with sustainable and healthy places to live, work, and play.

The entire neighborhood incorporates parks, trees, and other features to support a flourishing ecosystem. The thriving environment provides healthy opportunities for exercise, connection with neighbors, and green spaces for all. New buildings incorporate the latest sustainable building technologies. Existing buildings are retrofitted to improve energy efficiency.

Goal 19: Healthy People

Provide opportunities to improve the health of Gilpin Court and Jackson Ward residents.

Goal 20: Green Buildings

Expand and align programs for owners of existing buildings to upgrade and improve energy efficiency and incorporate green technology and energy saving techniques in new buildings.

Goal 21: Resilient Community

Positively adapt to the effects of climate change by reducing the heat island effect and designing the built environment to withstand increased rain and other precipitation events.

PLAN DEVELOPMENT

Purpose

The Jackson Ward Community Plan is a small area plan that guides the comprehensive growth and revitalization of the Jackson Ward neighborhood. Once adopted as an official element of the City's master plan, Richmond 300: A Guide for Growth, this plan provides greater detail to guide the redevelopment of Gilpin Court and neighborhood investment throughout Jackson Ward. This Plan was created with neighborhood residents and stakeholders, represents the vision, wants, and needs of the community and should guide future decision-making. The implementation of this Plan will see the redevelopment of Gilpin Court, critical neighborhood improvements catalyzing further investment, and the people who live here uplifted to better employment, higher income, and improved health and educational outcomes.

Choice Neighborhoods Initiative

In fall of 2020, Richmond Redevelopment and Housing Authority and the City of Richmond obtained a Choice Neighborhoods Planning grant from The Department of Housing and Urban Development (HUD) to develop this Community Plan. The HUD Choice Neighborhood program uses public and private dollars to support local redevelopment strategies and is intended to serve as the guiding document for the revitalization of public housing units while simultaneously directing the transformation of the surrounding neighborhood and positive outcomes for families. These programs generally address struggling neighborhoods and assist in creating a catalyst for improvements in the neighborhood. The program is centered around three core goals: people, neighborhood, and housing.

Neighborhood Context

Jackson Ward is an urban mixed-use historic neighborhood located in Downtown Richmond. The neighborhood is surrounded by strong and growing anchor institutions and neighborhoods as shown in Figure 1.

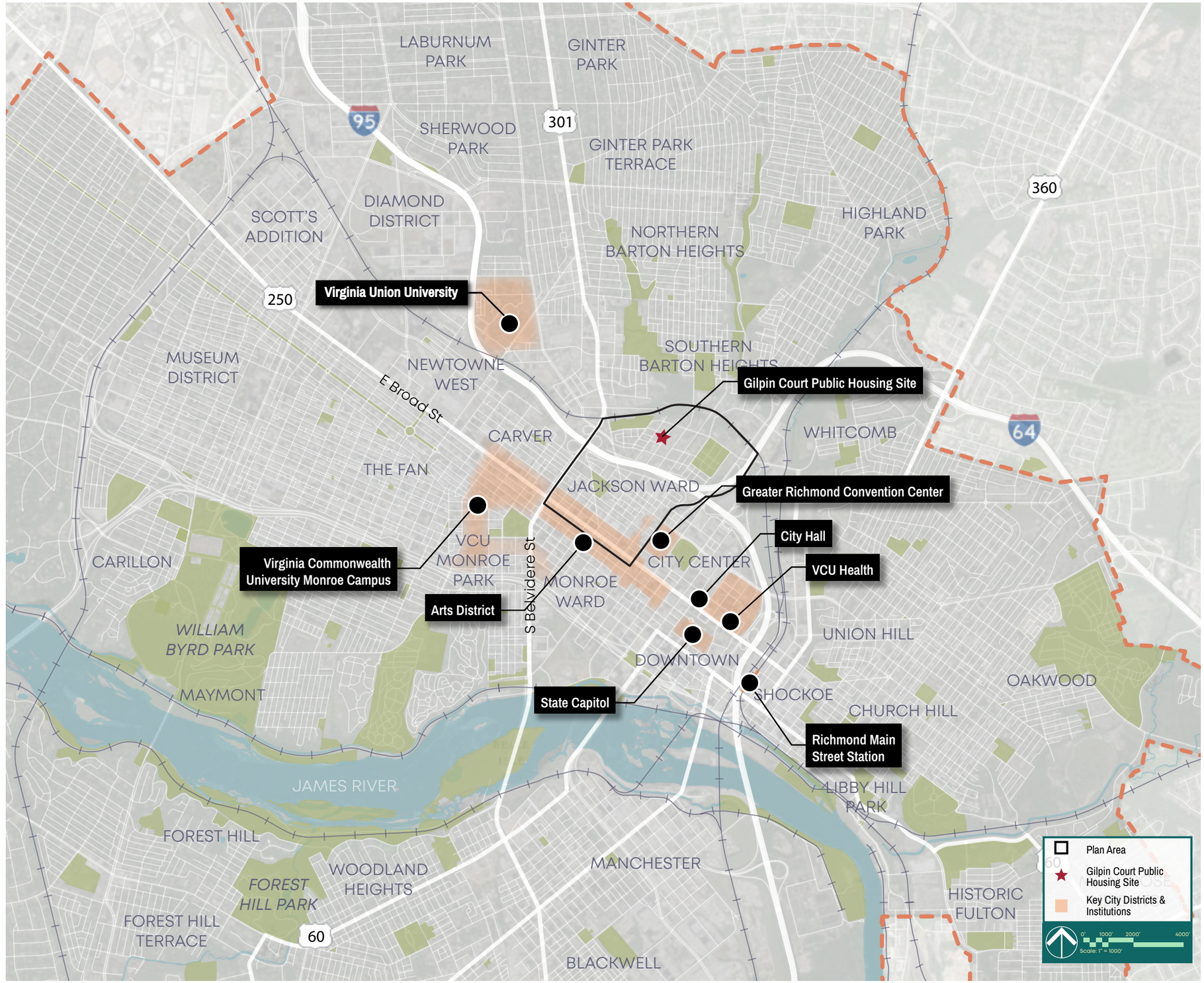
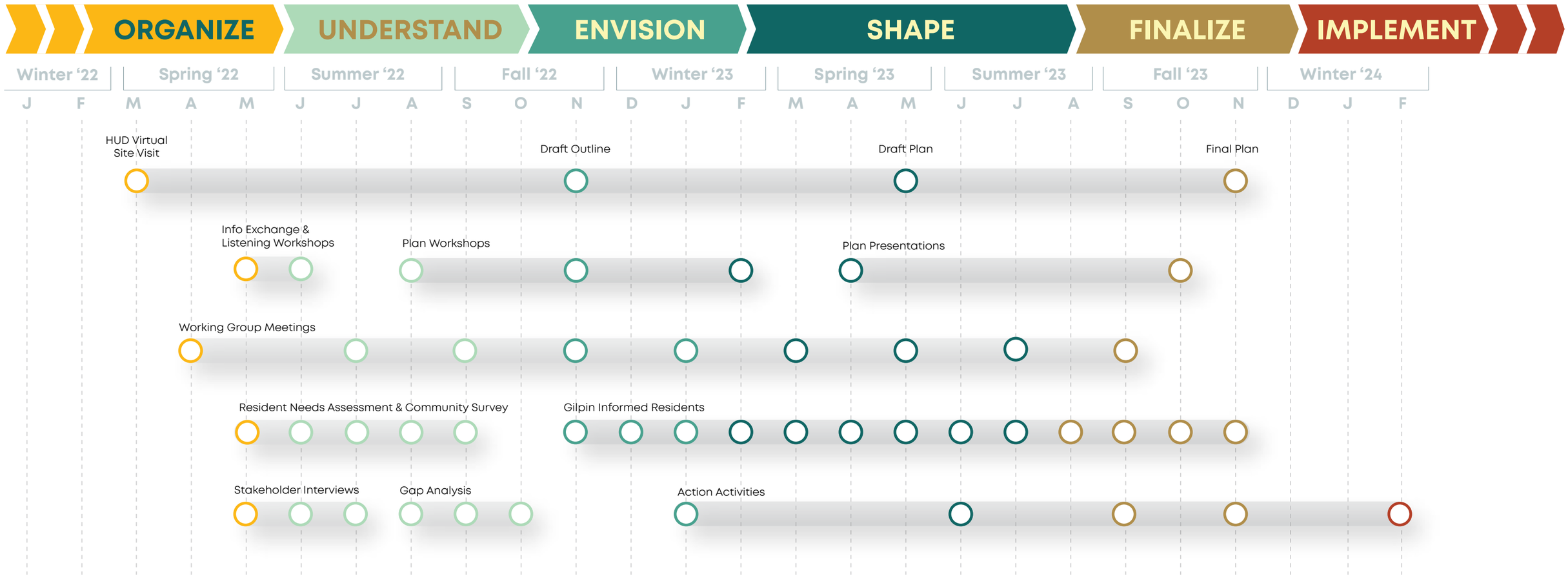


Figure 1 // City Scale Site Map

PLANNING PROCESS



Where are we in the process?

Our approach to the two-year Choice Neighborhoods Planning Initiative is a five-phase process to develop plan strategies and an implementation framework. During each phase, Gilpin Court and Jackson Ward residents at large, community leaders, key stakeholders, government agencies, and elected officials have been involved to provide direction, feedback, and ideas along the way.

The ORGANIZE and UNDERSTAND phases were used to design a community engagement strategy based on trust, establishing a team that will lead the plan to implementation, listening and learning from the community, establishing a mutual understanding of the physical neighborhood, focused stakeholder interviews, and building a basis for the Community Plan through engagement, surveys, and existing conditions analysis.

The ENVISION phase revolved around developing draft goals and a vision for the community following planning workshops that take an assets-based approach to leveraging history, culture, natural features, and People as integral to revitalization strategies.

In the Shape phase, the planning team worked with residents and stakeholders to help define and prioritize initiatives and investments. Building off these phases, comments from the community were incorporated to FINALIZE the transformation plan to begin to IMPLEMENT the redevelopment of Gilpin Court and integrate strategies for all of Jackson Ward.

NEIGHBORHOOD CONTEXT 2

THE HISTORY OF JACKSON WARD

In 1871, Jackson Ward was established as a new sixth voting district within the city of Richmond, specifically designated to include a majority of Richmond's African American population (NPS, 2021). This land was initially inhabited by immigrants of German and Jewish descent as well as free and enslaved African Americans. In 1800, the Richmond population was composed of 2,293 enslaved Blacks and 607 free Blacks, many of whom made their homes within the boundaries of the neighborhood. Following the Civil War and the abolition of slavery, the Black population in Jackson Ward continued to grow (Scott, 1950).

Because of the restrictive laws and regulations that made it difficult for African American residents to find opportunities outside of the Jackson Ward community, the area became one of the most vibrant Black cultural and business centers in the United States. There were several small, black-owned businesses, such as barbers, tailors and blacksmiths, in Jackson Ward prior to emancipation but the greatest growth occurred in the late nineteenth and early twentieth centuries. In the 1920s and 1940s, Jackson Ward was known as both the "Harlem of the South" and the "Black Wall Street" (HJWA, 2021). By the 1930's, there were more than 8,000 African Americans living and working in Jackson Ward (Taylor, 1994).

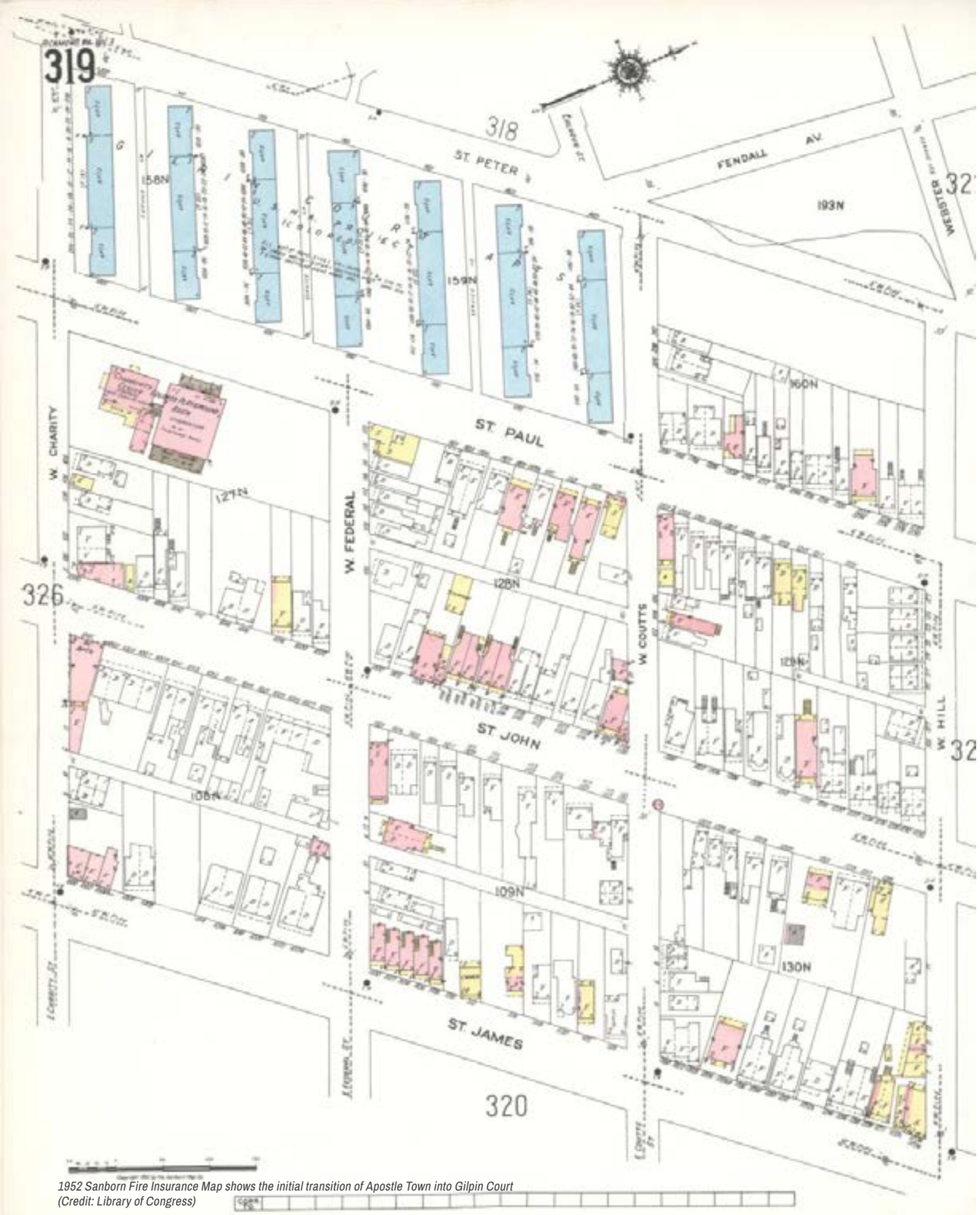
Jackson Ward's emergence as a place for entertainment and performance helped to give the community its name as "the Harlem of the South." In 1913, the Hippodrome Theater was opened as a vaudeville and movie theater, but subsequently became a destination point for African American entertainment and nightlife.

This historic overlay of Jackson Ward in Figure 2 illustrates the drastic change in urban morphology resultant of development and infrastructure in less than one hundred years.

West side of 1st Street, Between Baker & Charity Streets

The St. Luke Building, located on the corner of St. James St. and W Baker St.

Figure 2 // Historical Map



1952 Sanborn Fire Insurance Map shows the initial transition of Apostle Town into Gilpin Court (Credit: Library of Congress)

THE HISTORY OF GILPIN COURT

USHA Awards City's Housing $750,000 More

First of Projects To Be Located Off Chamberlayne

1941 news article announcing additional funds for the Gilpin construction

Numerous political and social restrictions were put in place to further segregate and isolate African Americans. Central to restricting the growth and development of African American communities was the practice of redlining, in which maps were created to identify potential areas of growth for cities. As a result of intentional redlining to pack the Black vote into one ward, Jackson Ward became a community that was overcrowded and underfunded (Gillespy, 2020).

The Housing Act of 1937 authorized public housing programs and created the United States Housing Authority to make loans to public housing agencies to assist in the development, acquisition, or administration of low-rent housing and slum clearance projects. As a result of the act, in 1940, the City established the Richmond Housing Authority, now the Richmond Redevelopment and Housing Authority (RRHA) and in October of that year, the United States Housing Authority allotted $1.97 million for two slum clearance projects in Richmond.

For its first project, Apostle Town, a section of Jackson Ward, which included some of Richmond's "worst slum conditions" was selected for clearance and the construction of new low-rent apartments (RRHA Annual Report, 1940-1941). The decision was made in an attempt to improve living conditions in the neighborhood. To build the Gilpin Court complex, two hundred homes, many of them owned by whites and occupied by African Americans, in Apostle Town were demolished to allow for the construction of 301 new apartment-style housing units (RTD, May 29, 1943, June 7, 1947). Later, in 1957, an additional extension of Gilpin Court was constructed to create the 781-unit public housing community. The community was completed in 1971 with the construction of Fay Towers, a two hundred (200) high-rise building constructed as senior housing. The property spans approximately thirty-eight (38) acres over the Jackson Ward neighborhood.

A VERY BRIEF HISTORY

The following timeline is not intended to be fully exhaustive, but rather share some major facts about the history of Jackson Ward.

1700-1800

1790s

The Skipwith Cottage is Built

Abraham Peyton Skipwith, a freed Black person, purchased parcels of land on the northern edge of the city, becoming the first Black landowner in what would become Jackson Ward. He built a gambrel-roofed cottage, one of the city's oldest documented dwellings.

1858

Ebenezer Baptist Church

Established as the first African Baptist Church.

1871

Jackson Ward Established

Jackson Ward was established as a voting district (or ward) in Reconstruction-era Richmond. The boundaries were intentionally drawn to dilute Black voting power in city politics.

Population: 9,735
Area: 2.40 square miles

1884

John Mitchell Jr. & The Richmond Planet newspaper

John Mitchell Jr. was an activist and became the editor of the Richmond Planet, an African American weekly newspaper, promoting civil rights, racial justice, and racial pride.

1888

1st Black-owned Bank Chartered in the U.S. was Established in Jackson Ward

Savings Bank of the Grand Fountain of the United Order of True Reformers was established by the True Reformers in W.W. Browne's former home.

1900s

1902

First Mechanics' Bank

John Mitchell Jr. chartered the First Mechanics' Bank in Jackson Ward. It marks a momentous time for African American enterprise in the Jackson Ward neighborhood.

1903

1st Black Woman-Owned Bank

Maggie Walker opens the St. Luke Penny Savings Bank, becoming the nation's first Black woman bank founder and president.

1904

Richmond Streetcar Boycott

John Mitchell Jr. organized a streetcar boycott to protest Jim Crow streetcars laws allowing transportation companies to segregate based on local choice.

1914

Hippodrome Theater Opens

Hippodrome opens as vaudeville & theater.

1930s

Jackson Ward Demographics

Jackson Ward is home to 8,000 African Americans.

1900s

1955-1958

Highway Construction

Richmond Petersburg Turnpike is constructed (re-designated to I-95); divides the Jackson Ward neighborhood into 2 separate communities. The construction displaced thousands of Black residents and destroyed hundreds of homes and Black businesses.

1967

Hippodrome closes

The Hippodrome Theater closes.

1976-1978

Jackson Ward as Landmark

Southern portion of Jackson Ward is listed on the National Register of Historic Places, becoming the nation's first Black urban neighborhood to be historically registered. It is also designated as a National Historic Landmark. At the same time, urban renewal demolishes approx. 150 homes in Jackson Ward, further dividing the community.

1941

Construction of Gilpin Court

Richmond Redevelopment Housing Authority begins construction of Gilpin Court, the city's first public housing community. Gilpin Court opens housing to tenants in the 1943, demolishing Apostle Town.

1957

Construction of Gilpin Court Expansion

1970

Construction of Gilpin Court Expansion

1991

Black History Recognition

The Black History Museum & Cultural Center of Virginia opens at 100 Clay Street in Jackson Ward, and was later moved to the armory, seen below.

2000s

2020

JXN Project Establishment

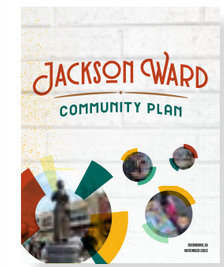
The JXN Project forms to elevate and celebrate the long, rich legacy of Jackson Ward.

Richmond 300

The Richmond 300 Masterplan adopted as a guide for growth to 2037; includes vision for reconnecting Jackson Ward.

2023

Jackson Ward Community Plan (JWCP) completed.



2017

Maggie Walker Monument

Maggie Lena Walker monument unveils at Adam & Broad Streets.

WHY JACKSON WARD?

Opportunities & Constraints

The Gilpin Court public housing site calls Jackson Ward home, a neighborhood that was once called the "Harlem of the South" and contains many significant historical and cultural assets (Figure 3 // Neighborhood Assets). Yet the neighborhood's story as a haven for free Blacks and immigrants is also one of structural disinvestment over time. A rich history of African American cultural and economic prosperity contrasts with a current neighborhood struggling from the discriminatory planning decisions that set off the economic decline, segregation, generational and concentrated poverty, and physical isolation.

The Richmond Black History Museum

In 1957, the construction of the Richmond-Petersburg Turnpike (now I-95/I-64) tore the neighborhood into two, leaving Gilpin Court physically isolated from the rest of Jackson Ward and the city. In today's Jackson Ward North, where Gilpin Court broke ground in 1941, the poverty rate is eighty percent (80%), nearly 3.5 times that of the City of Richmond. The poverty rate in Jackson Ward South is thirty-eight percent (38%). In 2017-2019, Jackson Ward had a violent crime rate that is 2.4 times the city rate.

Gilpin Court Apartments

Gilpin Court is the oldest public housing development in Richmond and the largest between Washington, D.C., and Atlanta. The buildings are in a state of general deterioration and do not meet current design standards. When combined with the neighborhood's proximity to economic centers and cultural landmarks, designing a more cohesive neighborhood with high-quality housing has transformative potential for the neighborhood and Gilpin Court.

The Charles S. Gilpin Community Farm

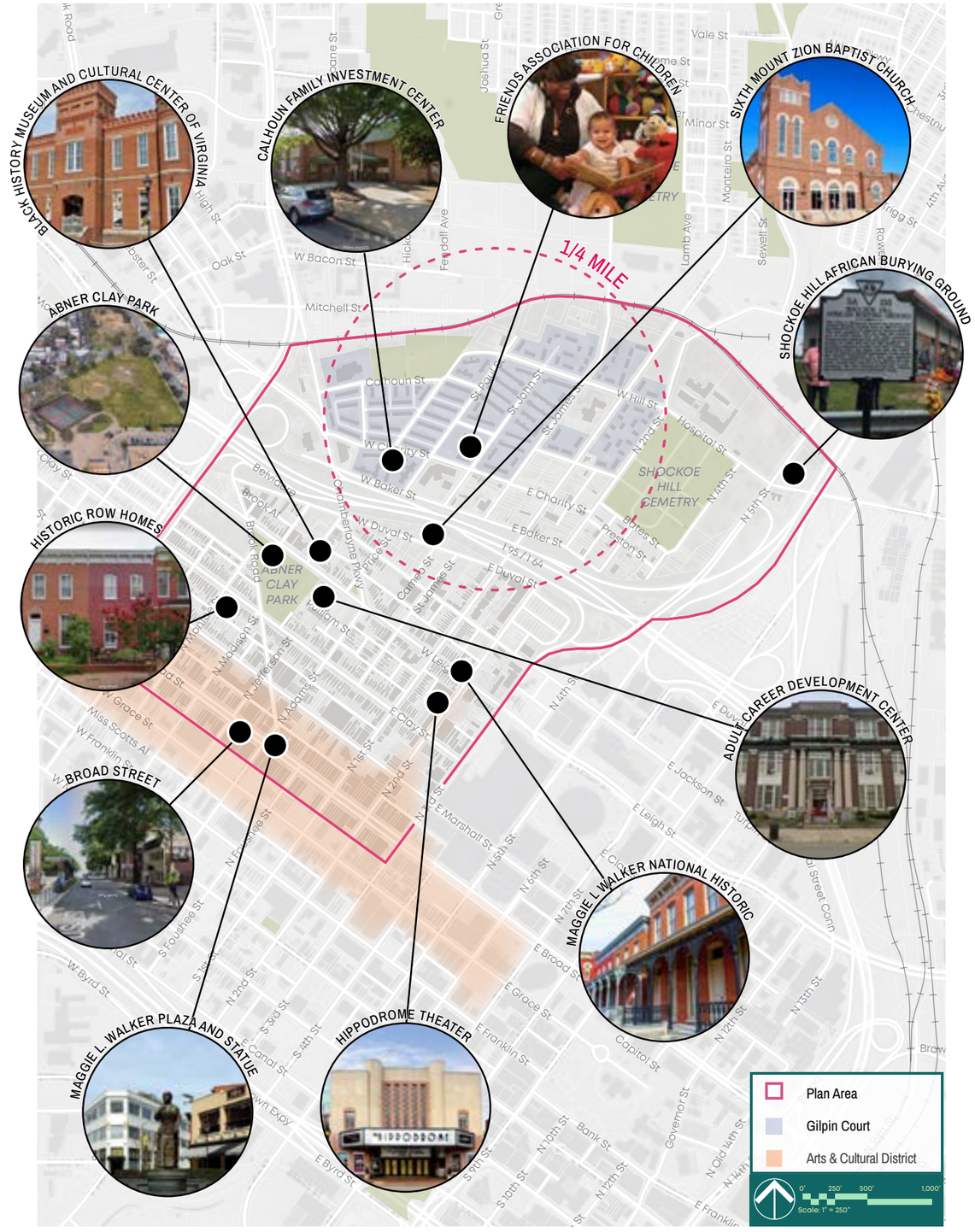


Figure 3 // Neighborhood Assets

DEMOGRAPHICS & TRENDS

Jackson Ward's population has been increasing since 2000, but is far from approaching 1940 levels.

In 1940, Jackson Ward, which included what is now known as Gilpin Court, had almost 11,000 residents. However, the mid-20th century saw a large decrease in the area's population with urban renewal projects such as the construction of RRHA's first public housing site, Gilpin Court, in 1942, and the construction of the Richmond-Henrico Turnpike in the mid-1950s. The turnpike split the neighborhood geographically, cutting off the northern part of Jackson Ward. This separation created a whole new space in the city.

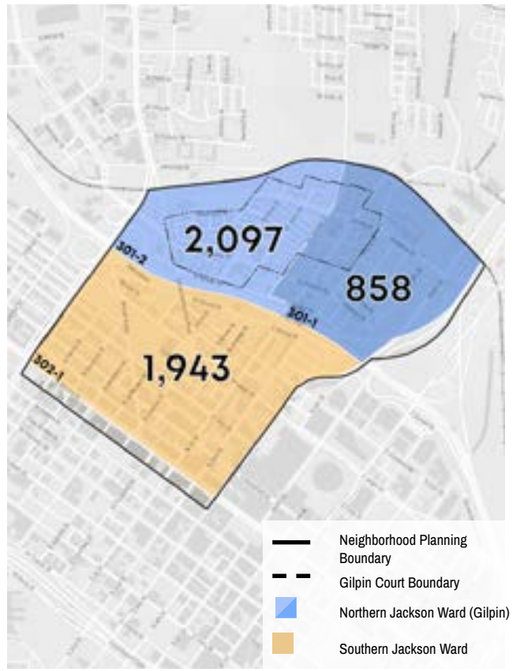


Figure 4 // Population by Census Tract in Jackson Ward 2020

Source: ACS 5-Year Estimates 2016-2020

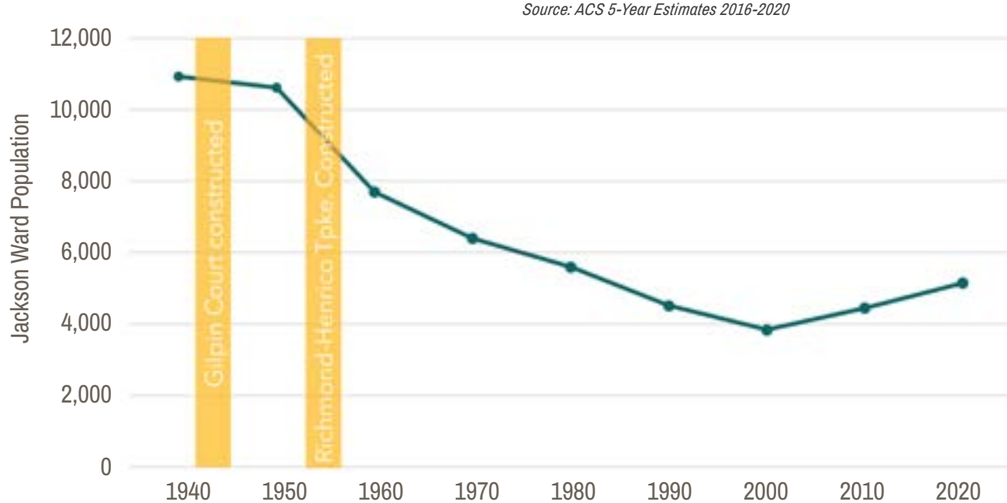


Figure 5 // Population in Jackson Ward

Source: Census Estimates 1940-2010, ACS 5-Year Estimates 2016-2020

Race and Age Distribution is distinct from the city.

Jackson Ward's population in 2020 was generally younger than that of the city as a whole. Nearly fifty percent (50%) of people in Gilpin Court are under the age of 18 and ten percent (10%) are over the age of 65. Race is also distinct in comparison to the rest of the city. Gilpin Court's population is ninety-six percent (96%) Black. Jackson Ward's population is about fifty-five percent (55%) Black, compared to the city's forty-six percent (46%).

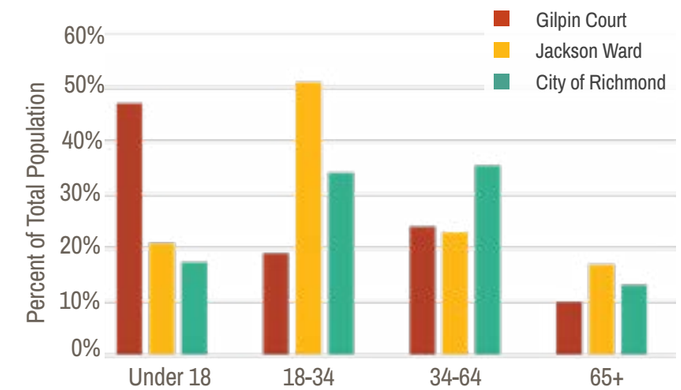


Figure 7 // Race & Age in 2020

Source: ACS 5-Year Estimates 2016-2020

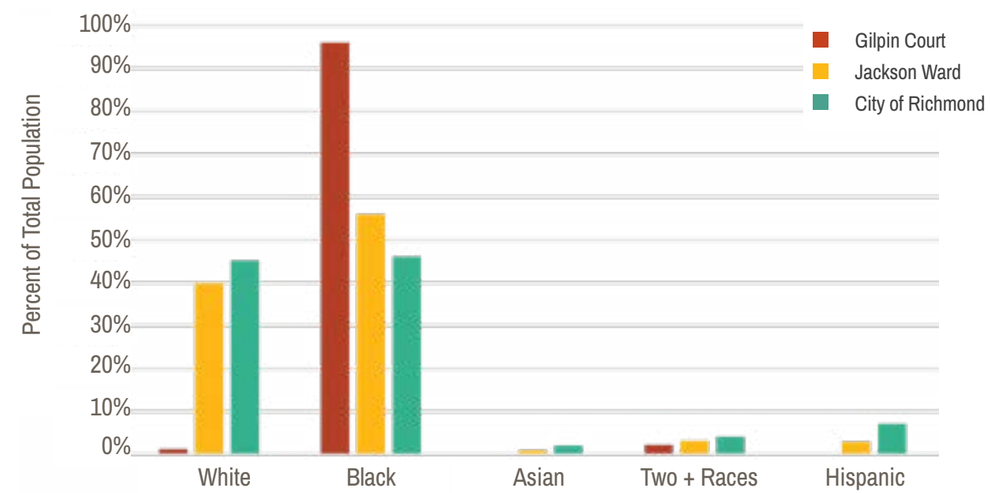


Figure 6 // Race & Ethnicity in 2020

Source: ACS 5-Year Estimates 2016-2020

INCOME & EDUCATION

There is a diversity of incomes and educational attainment in Jackson Ward.

The city and Jackson Ward have a diversity of incomes, however, nearly thirty five percent (35%) of Jackson Ward households earn between $10,000 and $20,000. The average household income for Gilpin families is $12,005. Most Gilpin Court households earn below $30,000. Jackson Ward and Gilpin Court's median household incomes are below that of the city's. One of the biggest reasons for this disparity is the fact that people are only eligible to live in Gilpin Court if they make below a certain income.

Like income, the city has a diversity of educational attainment, with the majority of people earning a bachelor's degree or completing some college. An encouraging fact is that most people in Gilpin earned a high school diploma or a General Educational Development (GED). In Jackson Ward there is a greater spread of educational attainment with nearly twenty percent (20%) of residents holding a master's degree.

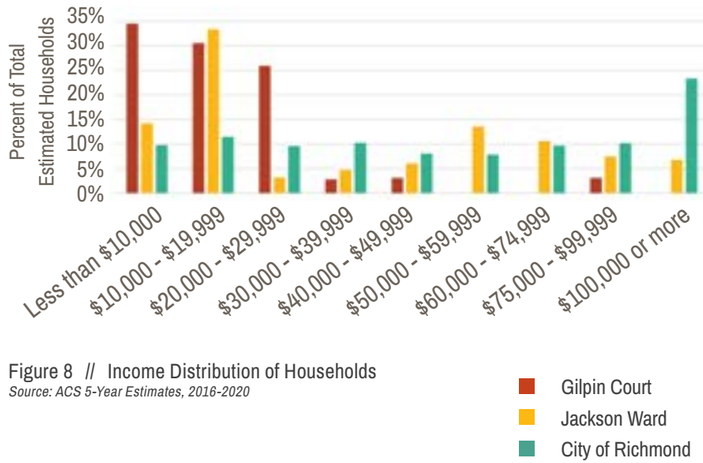


Figure 8 // Income Distribution of Households
Source: ACS 5-Year Estimates, 2016-2020

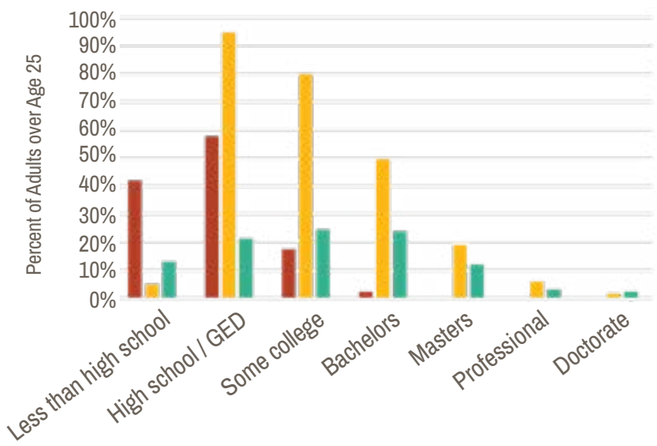


Figure 9 // Educational Attainment in 2020
Source: ACS 5-Year Estimates, 2016-2020

Economic Indicator	Jackson Ward	Gilpin Court	City of Richmond
Median Household Income	$35,900	$12,005	$51, 447
Overall Poverty Rate	46%	57%	21%

Table 2 // Income & Poverty in Jackson Ward vs. City of Richmond, 2020
Source: ACS 5-Year Estimates (2016-2020)

HOUSING

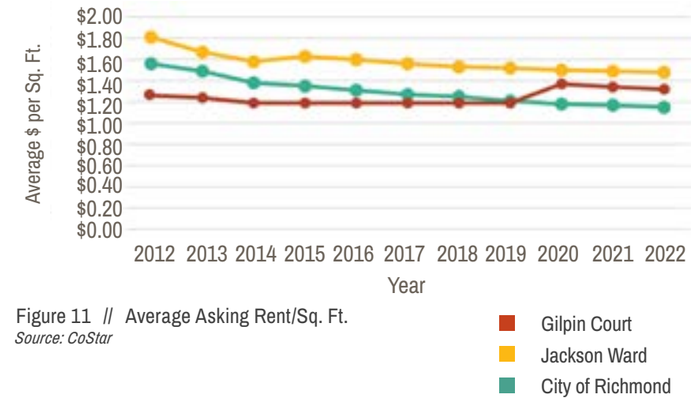


Figure 11 // Average Asking Rent/Sq. Ft.
Source: CoStar

Rent has gone up in Jackson Ward, following trends in the city overall.

Rent in Jackson Ward closely follows the city's trends, whereas rent in Gilpin Court has mostly been stable. One reason for this is that Gilpin Court is publicly subsidized housing and families pay thirty percent (30%) of their income as regulated by the Department of Housing and Urban Development (HUD).

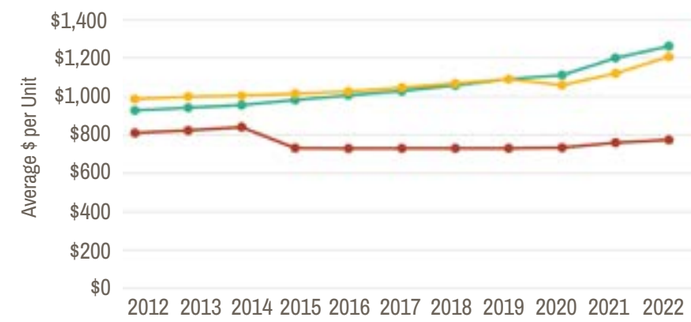


Figure 10 // Average Asking Rent/Unit
Source: CoStar

Home sale prices have more than doubled (when adjusted for inflation) in just a ten-year period.

The average sale price of single family property transfers has increased nearly $200,000 since 2011. Likewise, the average sale price per square foot for the city has increased by $100. Out of 1,316 total parcels, 562 were transferred at least once between 2011 and the first half of 2022 (43%). Out of those 562, 27% were transferred at least twice.

	2011-2012	2021-2022
Average Sale Price	$165,810.97*	$372,310.80
Average Sale Price per Square Foot	$70.68*	$172.42

Table 3 // Average Property Transfer Prices (Single Family), City of Richmond
Source: City of Richmond Assessor's Office

**Accounts for inflation*

PUBLIC HOUSING IN JACKSON WARD

Gilpin Court will be transformed into a community of choice. The current 781 public housing community will be redeveloped through the new construction of a mixed-use, mixed-income community. The newly constructed community will have units set aside as replacement units for families who wish to return to Gilpin while also being comprised of low-and-moderate income rental units and market-rate rental units. In addition to rental units, the newly constructed Gilpin will have opportunities for homeownership.

This rebuild and transition from public housing to mixed-use development has already taken place in Jackson Ward with the development of two senior sites. Through the Rental Assistance Demonstration (RAD) Program, residents from Fay Towers were relocated to The Rosa and Baker School as Project-Based Rental Assistance (PBRA) units. The redevelopment of Gilpin Court will complete the redevelopment of public housing in Jackson Ward.

Existing Conditions

In June 2021, Richmond Redevelopment & Housing Authority (RRHA) commissioned D3G to complete a Physical Needs Assessment (PNA) at Gilpin Court. The inspection included structural elements, building systems, and on-site infrastructure.

The layout and design of the current Gilpin Court does not align with the rest of the Jackson Ward Community. Gilpin Court is an approximately thirty-eight (38) acre site that is isolated from the rest of Jackson Ward due to the construction of the highway in 1955 and the existing rail line. While physically disconnected from the rest of Jackson Ward, its oversized brick masonry, use of precast concrete panels, painted stucco, and vinyl siding sets Gilpin apart from the architectural character of Jackson Ward with more traditional materials. The entrance to each dwelling unit has limited visibility from the street or, in some instances, no visibility from adjacent streets. As a result, spaces to be avoided have been created in lieu of community gathering spaces.

Buildings in Gilpin Court are set aside from the rest of Jackson Ward.

The units at Gilpin Court do not meet the needs of residents nor do they compare to modern-day construction. The units at Gilpin lack adequate maneuvering space based on fixture placement in bathrooms and the layout of closets in the bedrooms. Additionally, no fully compliant handicapped-accessible units exist at Gilpin. Many areas of the site do not include accessible routes to on-site amenities.

Gilpin Court has a lack of defensible space related to building layout and orientation. In the community, there is an unclear division between public and private spaces, non-delineated boundaries for front- and back yards, significant distances from the street to units, overgrown vegetation, and varying topography create safety issues. Additionally, most of the buildings have their ends or backs facing the street. This orientation creates a security concern with few opportunities for "eyes on the street." Underutilized open space between the buildings creates security issues and a lack of defensible space for residents and the community.

Residents at Gilpin Court must use window AC units, as the community is not equipped with central air.

Streets in North Jackson Ward around Gilpin Court are in need of infrastructure updates.

Typical interior of a unit in Gilpin Court.

Exterior conditions of Gilpin Court.

Lack of ventilation creates bathroom ceiling issues.

VACANCY

Nearly one quarter of parcels in Jackson Ward are vacant.

Jackson Ward as a whole has seen several periods of decline in the last century. The recent resurgence of investment in the area has brought new life to the southern area of Jackson Ward, but that same liveliness has not touched Jackson Ward north of I-95/I-64.

There remain several acres of vacant land in key areas. Some of this land is City-owned or owned by Richmond Redevelopment and Housing Authority (RRHA). The rest of the land is privately owned. The City's Facade Improvement Program provides grants to property owners and tenants located within the Arts & Cultural District to improve their building façades. In Jackson Ward, this includes properties in the blocks along Broad Street and the properties that front 2nd Street south of Leigh Street. However, those funds are not available to the rest of the neighborhood.

Vacant parcels in Jackson Ward

22%

of parcels in the study area are vacant.

6 INDIVIDUALS OR INSTITUTIONS OWN BOTH THE MOST ACRES OF VACANT LAND AND THE MOST NUMBER OF VACANT PARCELS IN JACKSON WARD.

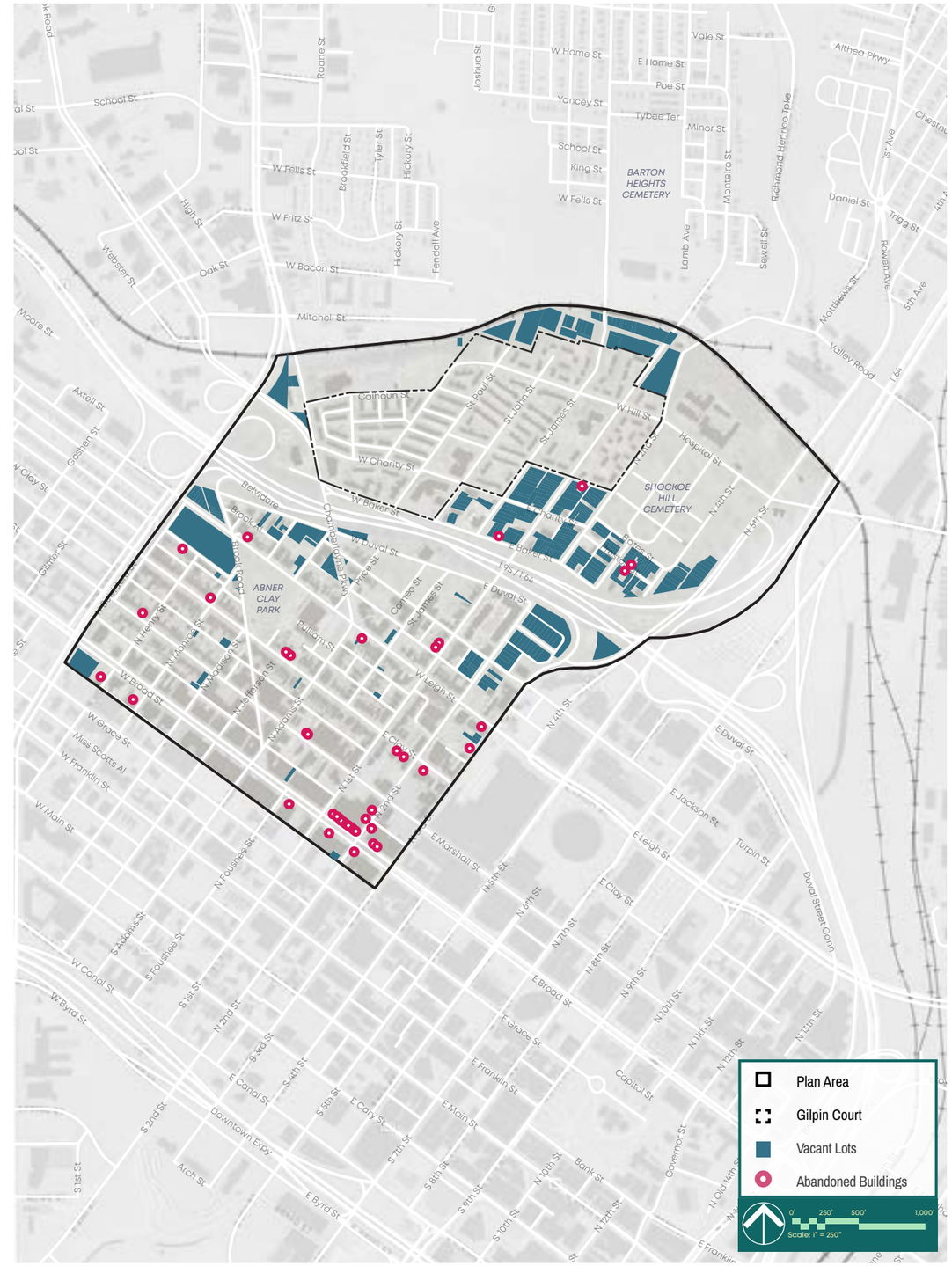


Figure 12 // Vacant & Abandoned Properties

TRANSPORTATION & EMPLOYMENT ACCESS

Many jobs are coming to Richmond and transit connectivity is crucial.

Transportation past policies have economically stymied Gilpin by cutting it off from essential services, basic quality of life amenities and access to jobs. The core goal of equitable transportation of this plan is to bring back the connected transportation network that used to exist in Jackson Ward. This is crucial since many jobs are going to be created in the downtown area in the next 10 years. Safe, convenient, reliable, affordable infrastructure is critical to connect Jackson Ward residents with future employment and services. Some projects that will be generating jobs in a mile radius from Jackson Ward are:

The expansion of the CoStar research facility in Richmond, Virginia, will sit on the banks of the James River. (CoStar)

Co-Star Group

Commercial real estate data provider **CoStar Group** plans to expand its research and technology center in Richmond, investing $460 million to build a two-building complex to create a corporate campus that's expected to bring 2,000 new jobs to the banks of the James River. When the CoStar project is finished, the Washington, D.C.-based firm will have a more than 1 million square-foot hub along the James River. CoStar will also become the largest technology company and one of the largest private employers in Richmond. At full build-out, the expanded Richmond campus is expected to house more than 3,000 CoStar employees in research, technology, operations, marketing, and sales.

CoStar's expanded campus in Richmond is expected to house more than 3,000 employees at full build-out. (CoStar Group rendering)

City Center Phase One

The 9.473-acre site known as the City Center Phase One will create meaningful employment opportunities for residents during both the construction and operations portion of the project. The development of City Center will include opportunities for minority business enterprises and emerging small businesses as contractors and vendors in the operations of buildings, and as tenants in office and retail spaces.

City Center Phase One will include a 500-key convention headquarter hotel with meeting spaces to support business and group activities. The redevelopment of City Center will include developing a signature Class-A office space, addressing the needs of employers and employees in a new pandemic-influenced world, including biotech and life sciences-focused research buildings.

The redevelopment of City Center will also create a significant number of new housing units, including units affordable to households with incomes as low as 60% of the Area Median Income (AMI) to households earning 110% of the AMI. The plan will include for-sale housing to households with incomes as low as 80% of the AMI. Ground floor space will be activated with retail uses at ground level where appropriate which will support the daytime and nighttime needs and activities of the new community.

City Center Rendering (City of Richmond)

City Center Phase One parcels are adjacent to Jackson Ward (City of Richmond)

TRANSPORTATION & EMPLOYMENT ACCESS

VCU Health's Adult Outpatient Pavilion

Opened in 2021, the 17-story building is located at the corner of North 10th and East Leigh streets, on the VCU Health campus in downtown Richmond. The 615,000-square foot facility consolidates twenty-six (26) medical specialties. The pavilion will serve about 200,000 patients annually and provides employment opportunities for Richmond residents.

VCU Health's new Adult Outpatient Pavilion in downtown Richmond (Aerial photo: Allen Jones, University Marketing)

Fall Line Trail

The 43-mile Fall Line Trail (FLT) is expected to go through Jackson Ward and connect points of interest & landmarks. While bicycles are still popular forms of recreation, some workers ride bicycles and e-bikes to work in the city. Other cities have bike-to-work programs that usually take the form of a tax incentive, where tax-free bonuses are added to an employee's paycheck each month for cycling to work instead of driving a personal car. With the implementation of the FLT similar programs could be implemented as well.

The 43-mile Fall Line trail from Ashland to Petersburg. (PLANRVA)

The Pulse BRT

The Pulse bus rapid transit (BRT) brought next-level transit service to Broad Street in 2018. The implementation of a BRT service (from Rockett's Landing to Willow Lawn) has boosted economic activity and increased population density in the surrounding areas (and this includes Jackson Ward). The Pulse corridor experienced an overall improvement in economic activities, including job growth, change in the nature of jobs from manufacturing and warehousing to office-based activities, an increase in construction activities, and an increase in property values. Current studies are exploring the idea of creating new BRT routes. These new routes will connect the city with adjacent counties (Henrico and Chesterfield) and will provide workers with access to jobs even outside the city.

Pulse bus lane on Broad Street (City of Richmond)

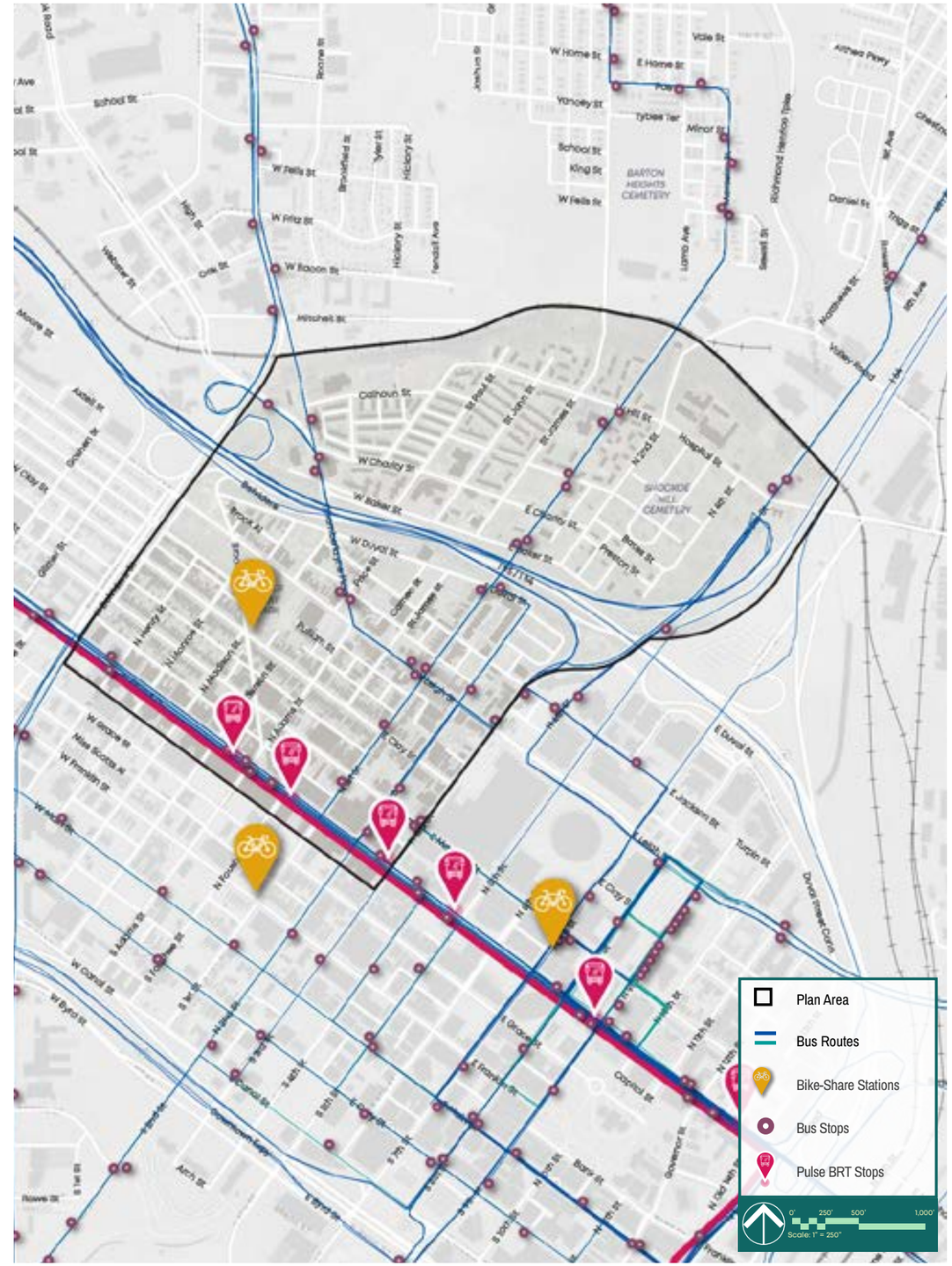


Figure 13 // Transit Map

SMALL BUSINESSES & ECONOMIC DEVELOPMENT

Jackson Ward is home to many Black-owned businesses.

The Black-owned business scene is growing in Richmond and in Jackson Ward. Several events throughout the year support these businesses like the Richmond Black Restaurant Experience and the 2nd Street Festival which celebrates the history of Jackson Ward and highlights the rich culture in the neighborhood. Currently, all of the businesses are located near Broad Street in the southern part of Jackson Ward, where the 2nd Street Festival takes place.

Organizations such as the Jackson Ward Collective support Black-owned businesses in Jackson Ward with business coaching, hosting an annual gathering of business owners, and leveraging networks, resources, and information to reinforce a sustainable Black community. Tourism and local businesses are also supported by the BLK RVA collaborative which promotes the Black experience and encourages African American tourism in the Richmond region.

35,000

Number of attendees at the 2021 2nd Street Festival.

Source: Venture Richmond

36,000

Total square feet of available retail space in Jackson Ward in 2022.

Source: CoStar

Velma Johnson (aka Mama J) of Mama J's Kitchen. As of 2021, Mama J's has been voted by Style Weekly readers as the "Best Soul Food Restaurant" three years in a row.

2nd Street Festival 2017.

Elegba Folklore Society performance.

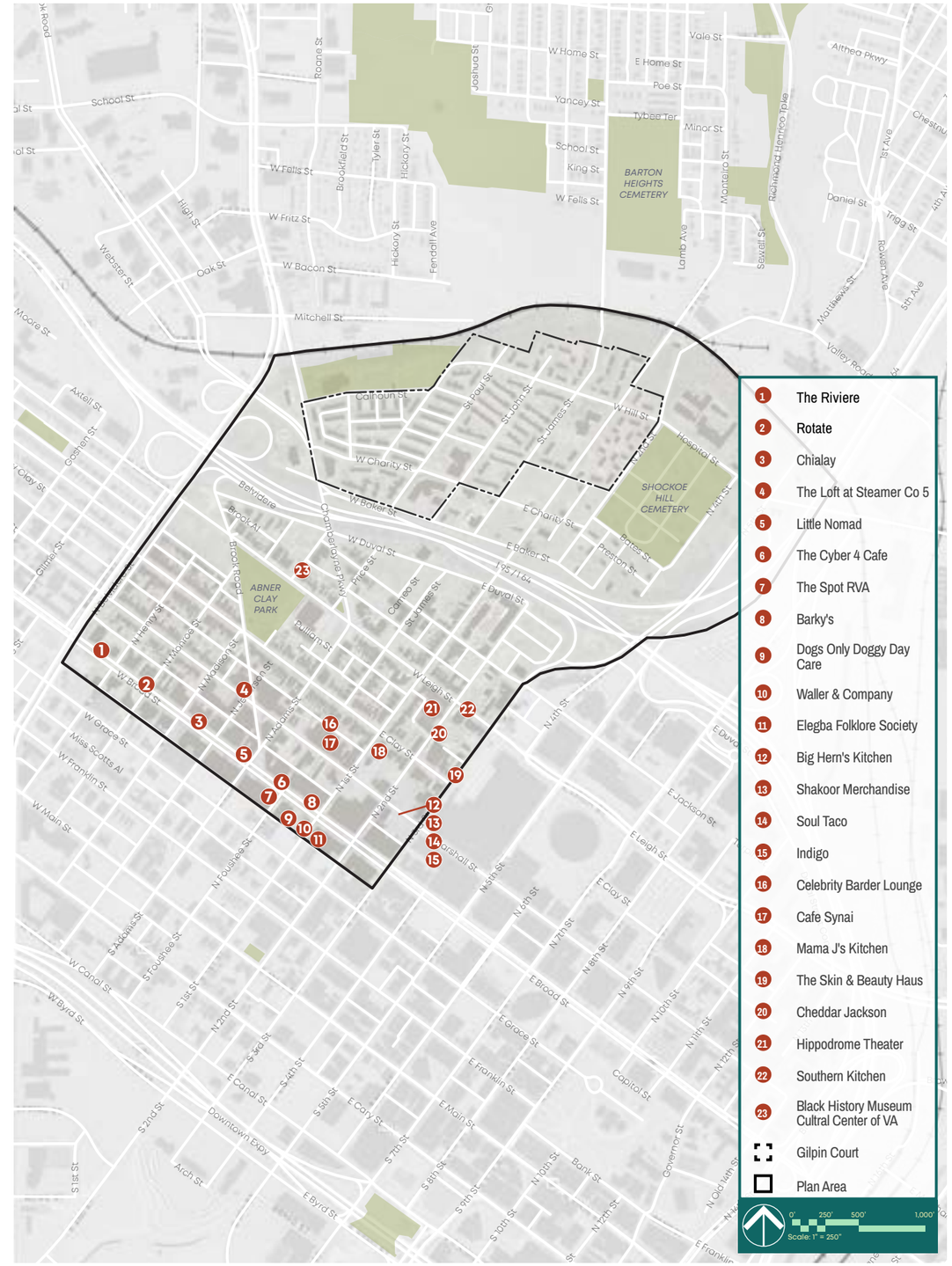


Figure 14 // Black-owned Businesses

HISTORY, ARTS, CULTURE, & PLACEMAKING

Jackson Ward is one of Richmond's biggest hubs for history, arts, and culture.

The City-designated Arts District encompasses part of Jackson Ward. The Arts District houses theaters, art galleries, music venues, and several popular restaurants. Jackson Ward and Gilpin Court also boast a rich history of Black excellence in commerce, the arts, and hospitality. Several great artists such as Louis Armstrong and Ella Fitzgerald could be found playing at the Hippodrome Theater or staying at the Eggleston Hotel. Jackson Ward was also the hometown of Bill 'Bojangles' Robinson, Maggie L. Walker, and Charles Gilpin. These great people and more are memorialized today through the neighborhood's many murals and statues.

The Hippodrome Theater

Maggie Walker Statue Unveiling 2017

Unveiling a new mural that celebrates the city's first Black career firefighters from Engine Company #9.

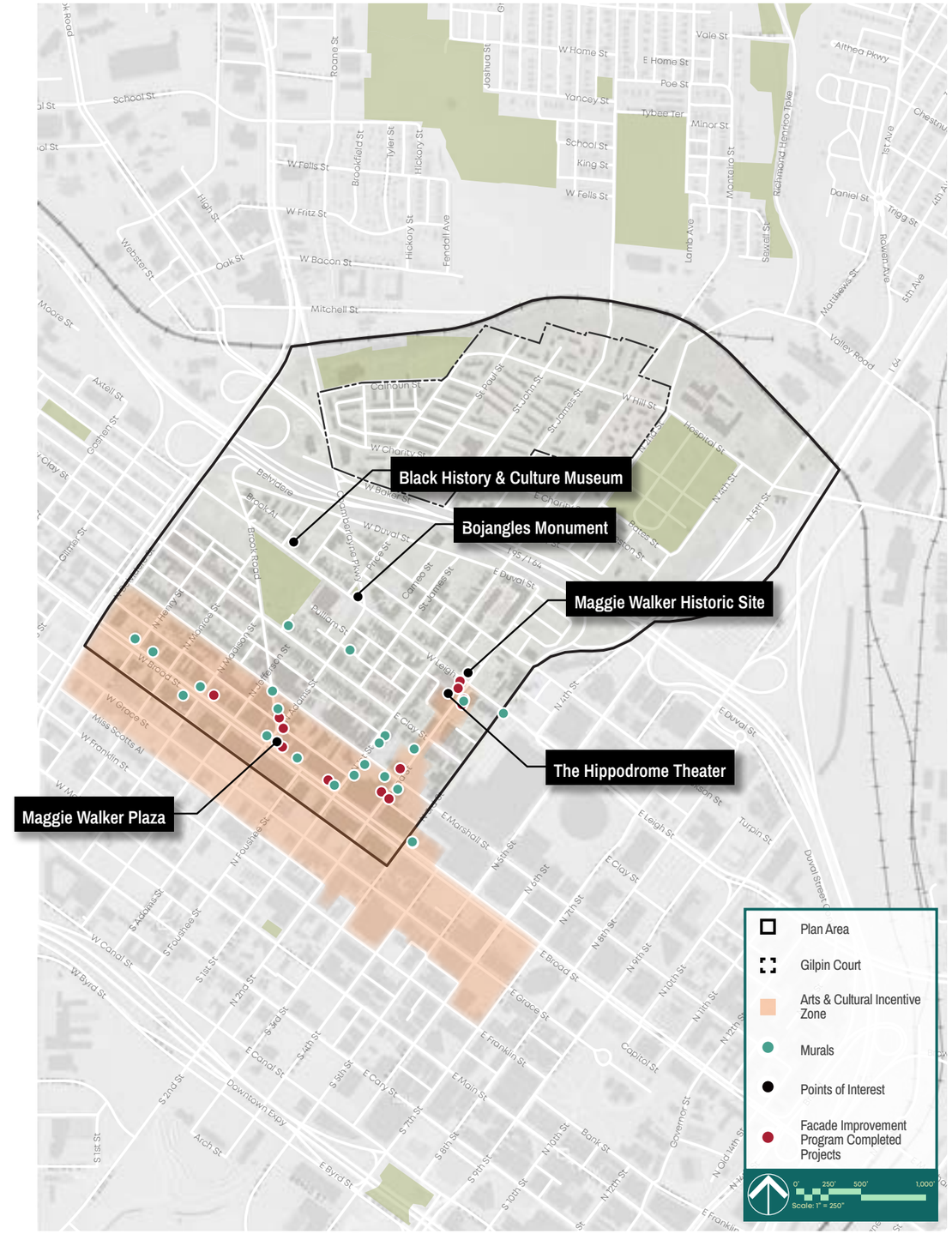


Figure 15 // Cultural Assets Map

HISTORIC DISTRICTS

Parts of Jackson Ward are designated a City Old and Historic District.

Nearly half of Jackson Ward is also a National Historic District. The City Old & Historic District designation protects historic buildings from significant alteration, thus preserving the existing architecture and the unique culture of the neighborhood. However, the designation does not apply to areas in the northern part of the neighborhood, leaving part of its history underrepresented in the architecture and fabric of the place at a local and national level.

A Jackson Ward house

Jackson Ward National Historic Landmark District marker on Chamberlayne & Duval Street.

Maggie L Walker's home in Jackson Ward.

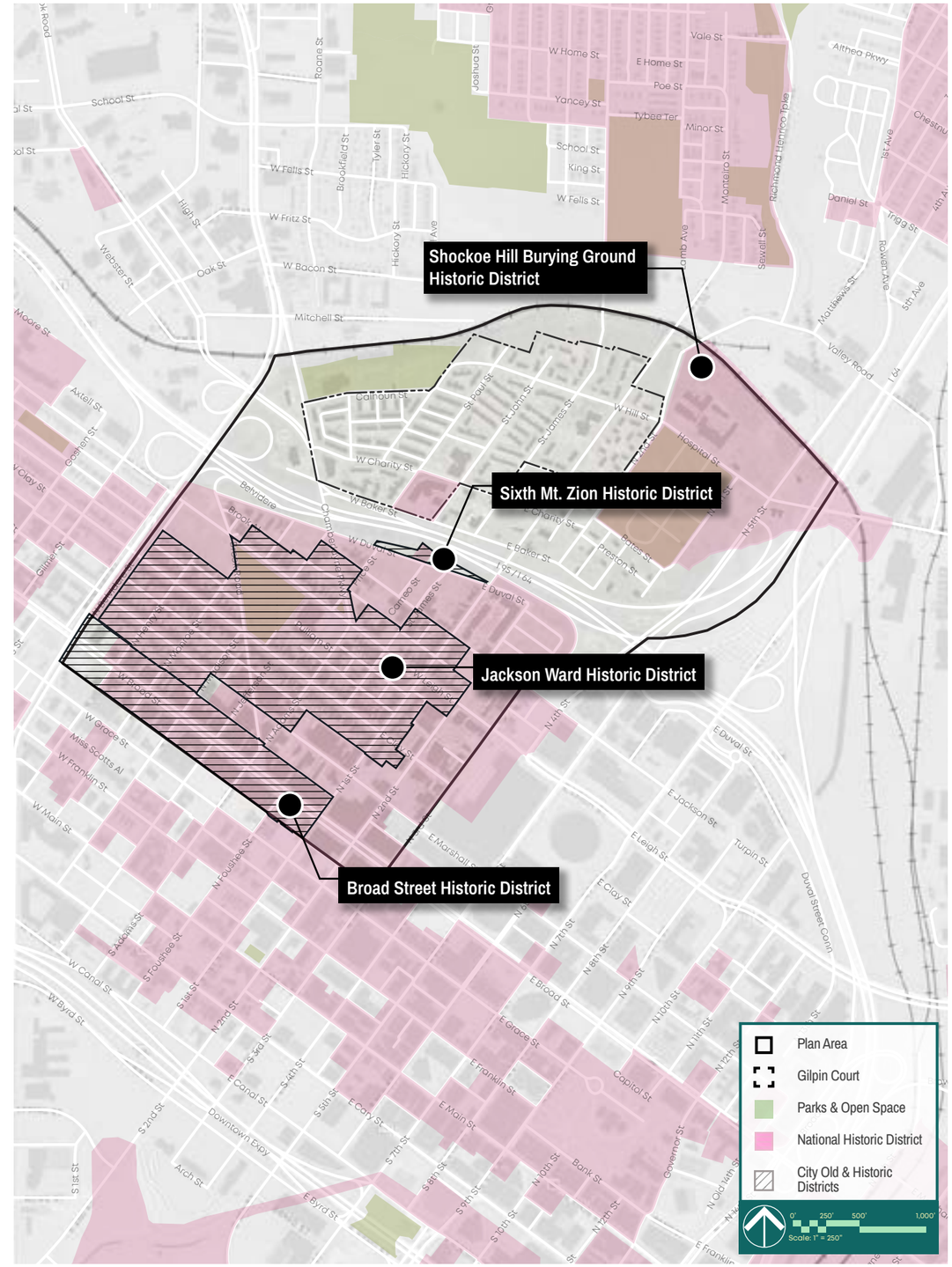


Figure 16 // City Old & Historic Districts

PREVIOUS PLANS

As part of the existing conditions analysis, the project team reviewed fifteen (15) plans that were developed for Jackson Ward from 1978 to 2014 and found many common themes. Jackson Ward's place in history as a center of Black culture and commerce is well established and the 40 blocks that make up the historic district are some of the least altered blocks in Richmond. Across all plans it was acknowledged that 1st and 2nd Street was the historic commercial center. Plans consistently arranged for 2nd Street to remain the commercial center of the neighborhood and planned to grow it into a cultural and entertainment destination. This was especially important given that in later years 2nd Street was located closest to the Greater Richmond Convention Center, which was expected to produce a spillover effect from events at the convention center into Jackson Ward. The revitalization of 2nd Street was anchored by the restoration of the Hippodrome and the preservation and expansion of the Maggie Walker House National Historic Site.

Plans consistently included enhancements and improvements to the public infrastructure such as widened sidewalks, street trees, benches, trash cans, and adequate lighting. Plans also included goals related to façade improvements and the rehabilitation of vacant or distressed property.

All plan documents acknowledged that Jackson Ward and Gilpin Court were historically one neighborhood that was split by I-95. There are three plans that focus exclusively on North Jackson Ward / Gilpin Court. Two of those plans considered the idea of reconnecting the areas. The idea of a deck or additional bridges was floated in the 2009 North Jackson Ward plan. An earlier plan suggested rebuilding the social fabric by using the existing 1st Street bridge over I-95 but stopped short of suggesting any other type of connection. Each plan for North Jackson Ward/ Gilpin Court envisioned a mixed use, low-density homeownership community. The 2000 North Jackson Ward Neighborhood Strategy suggested a complete elimination or substantial reduction of Gilpin Court using HOPE VI funds.

The Jackson Ward Neighborhood Plan (2014)

The Maggie Walker House National Historic Site

HOPE VI WAS A FEDERAL PROGRAM THAT BEGAN IN 1994. THE PROGRAM AIMED TO CONVERT CROWDED PUBLIC HOUSING INTO LOWER DENSITY MIXED-USE COMMUNITIES. IN 2010, HOPE VI WAS REPLACED BY THE EXPANDED CHOICE NEIGHBORHOODS INITIATIVE IN 2010.

ALIGNMENT WITH OTHER PLANNING EFFORTS

Several other planning efforts are incorporated into the development of this plan. The scope and area of impact of these discrete efforts are integral to the existing conditions, opportunities, and constraints analysis of this process and creates a framework for a synthesized Community Plan. Brief summaries of the most relevant and proximate to Jackson Ward are included below.

Reconnect Jackson Ward

Born out of the Richmond 300 Master Plan's vision for new infrastructure to reconnect Jackson Ward, the Reconnect Jackson Ward Feasibility Study seeks to engage the community to evaluate and develop viable options for new transportation connections and public spaces in this area.

The Reconnect Jackson Ward Project

Belvidere Street Interchange Reconstruction

The Virginia Department of Transportation (VDOT) is working on a plan to reconstruct the Belvidere and Chamberlayne Street Interchange to address the existing safety and operational concerns along I-95/64 and the arterial network.

Belvidere Street Interchange

Calhoun Center and Park Renovation

The renovation of Calhoun Center and the improvements of Calhoun Park are supported by the Mayor and City Council through awarded funding from the city's American Rescue Plan Act (ARPA) funds. RRHA will transfer the Calhoun Center to the Department of Parks, Recreation, and Community Facilities (PRCF) to renovate the Calhoun Center to meet the needs of the Gilpin community residents. The renovation will focus on bringing the long-closed aquatics facility back on-line and will update existing recreation and office spaces.

The Calhoun Family Investment Center

ALIGNMENT WITH OTHER PLANNING EFFORTS

Shockoe Hill African Burying Ground

In April 2016, the City of Richmond acquired 1.2 acres of the original 2-acre burying ground that the City set aside for “free people of color and slaves” in 1816. The African burying ground was expanded several times both officially and informally and when closed in 1879 had received an estimated 22,000 burials. After its closing, the Shockoe Hill African Burying Ground was erased from the landscape through a series of municipal projects including road expansions, railroad and highway construction, and finally the sale of the remaining portion in 1960 to Sun Oil Company for the construction of a service station. The City will be initiating a public process to determine how to best interpret and memorialize the site.

The Shockoe Hill African Burying Ground Site

The JXN Project: The Skipwith-Roper Homecoming

The JXN Project, also known as JXN, is a research-based reparative historic preservation non-profit organization that is dedicated to driving restorative truth telling and redemptive storytelling by capturing the pivotal role of Richmond, Virginia, in particular Jackson Ward, and recontextualizing its origin story as the nation’s first historically registered Black urban neighborhood — which is an often under-told narrative in the evolution of the Black American experience. "The Skipwith-Roper Homecoming" is an initiative to reconstruct the home of the ward's first known Black homeowner, Abraham Peyton Skipwith, as a national historic site for interpretative purposes to tell a fuller history of the Black American experience through the untold story of the life, lineage, and legacy of the "Founding Father of Jackson Ward" as part of America250 in 2026.

The Skipwith-Roper Homecoming Project

The Fall Line Trail

The Fall Line trail links seven independent localities on its 43-mile journey through Central Virginia: the Town of Ashland, Hanover County, Henrico County, the City of Richmond, Chesterfield County, the City of Colonial Heights, and the City of Petersburg. The trail is anticipated to run through the Jackson Ward community and connect historical points of interest.

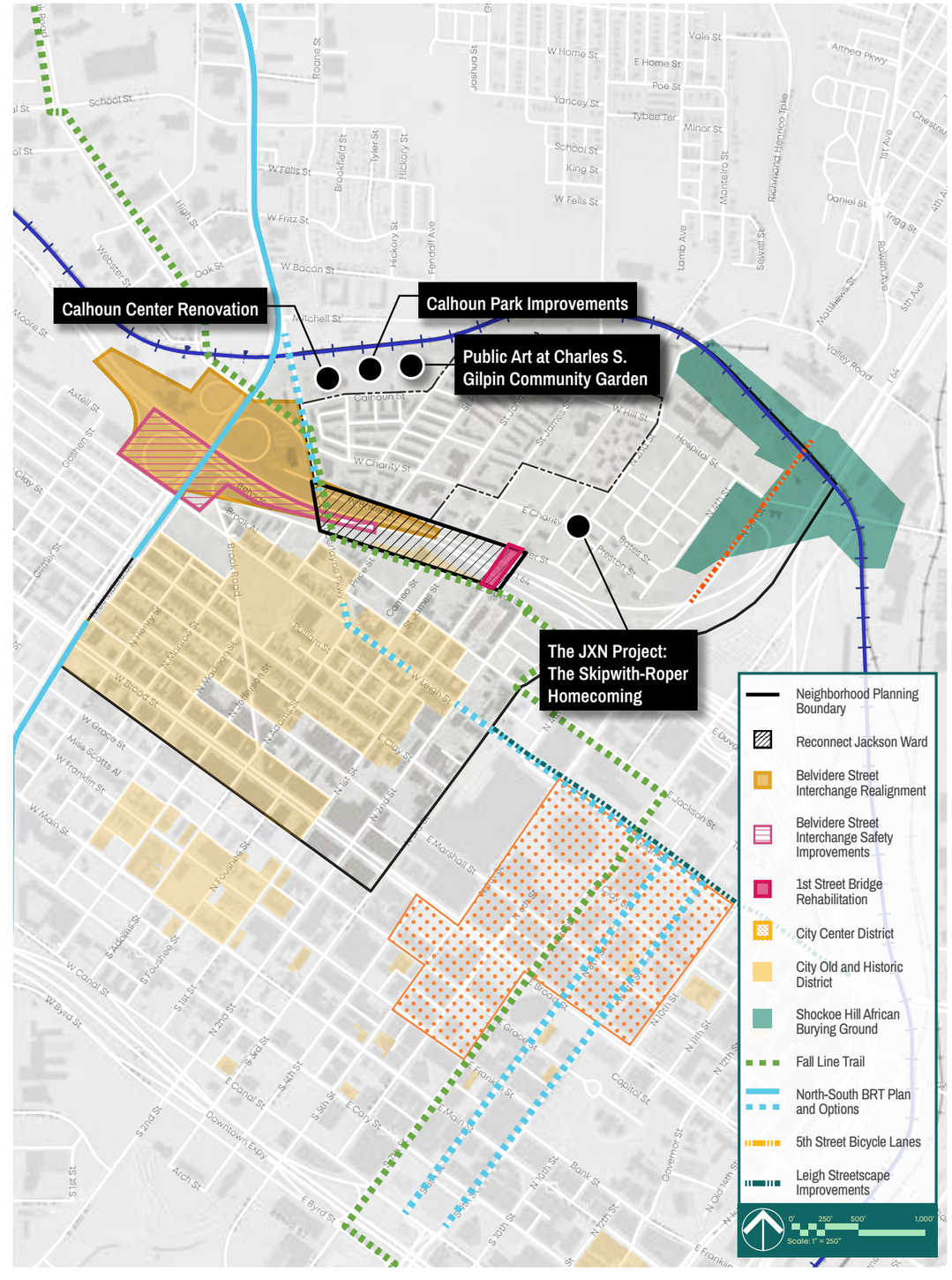


Figure 17 // Planned Projects Map

ALIGNMENT WITH OTHER PLANNING EFFORTS

1st Street Bridge Rehabilitation

As part of the Richmond I-95 Bridges Rehabilitation project, VDOT is leading the effort to rehabilitate and repair five bridges at 1st Street, 4th Street, 5th Street, 7th Street, and Broad Street over I-95. The project is meant to address structural deficiencies and improve vertical clearance over the interstate. Construction of the project is ongoing with an anticipated completion at the end of 2024.

Typical Bridge Section Created by VDOT

City Center Innovation District

In 2021, the Richmond Department of Planning and Development Review prepared a plan for the redevelopment of the City Center, which was approved and triggered a master plan amendment to include the City Center Innovation District Small Area Plan. The plan involves turning the City Center into a place where the economy, social life, and culture all come together to create a life sciences innovation district. The City rezoned the area in 2022 and is in the process of selecting a developer to demolish the Coliseum and develop a mixed-use district anchored by a convention center hotel and a park.

Figure 18 // Proposed City Center District Zoning

Proposed City Old and Historic Districts Expansion with potential Design Overlay

Two resolutions were approved on September 27, 2021 by the City of Richmond. The first resolution calls for a study to be done on Richmond's zoning maps to designate the Jackson Ward neighborhood as a design overlay district (Res. 2021-R062). The second calls for a study to be conducted on the Richmond Zoning map to expand the Jackson Ward Old and Historic District. This project aims to expand the designation in an effort to protect the history of Jackson Ward and its architecture. A preliminary analysis has found that this resolution would add 352 new parcels and 166 new structures to the City Old & Historic Districts list. The two resolutions are non-binding and are intended to compel staff to research the two options for preserving and enhancing the character of Jackson Ward.

Sixth Mount Zion Baptist Church

North-South Bus Rapid Transit Options

In 2018, the City of Richmond revised their bus network to upgrade bus lines with expanded service and the city's first bus rapid transit (BRT) line. Since the changes were implemented, ridership has significantly increased and development in areas along the BRT line has occurred faster than in other areas of Richmond, showing the benefits of a reliable and efficient bus network. However, the bus line in Richmond only travels an East-West route, with the Pulse BRT providing limited service to areas North and South. A study began in 2021 to identify a potential North-South corridor for a new bus rapid transit line, which will help to identify next steps for line development and implementation.

Figure 19 // Route of The Pulse BRT Line

5th Street Bicycle Lanes

The City of Richmond's Department of Public Works is planning to implement separated bicycle lanes in the near future, extending north and south of Hospital Street on 5th.

Two-Way Bike Lane on 1st Street

Leigh Streetscape Improvements

Funding is currently allocated in VDOT's Six-Year Improvement program (FY2020 - 2025) for the City of Richmond to implement a planned streetscape redesign along Leigh Street from 3rd Street to the Martin Luther King, Jr. Memorial Bridge. The project will update the existing roadway, which was constructed in the 1970s, to accommodate people who walk, bike, and use transit through access management (medians, lane balance, and consolidating entrances), shared use paths, sidewalks, and other streetscape amenities.

Leigh Street

COMMERCIAL & RESIDENTIAL MARKET STUDIES

Introduction

The following highlights from the Retail Market Analysis (W-ZHA, 2023) and Residential Market Study (Zimmerman/Volk Associates, 2023) provide an initial understanding of development possibilities in Gilpin Court and Jackson Ward at large. Completed market studies are included in Appendix B.

Commercial Overview

Today Jackson Ward is not a unified market, split in half by I-95/I-64, which compromises its potential for retail and services investment. Improving connections, mixed-income housing development in Gilpin Court, and bridging I-95/I-64 will go a long way to strengthening Jackson Ward as a market. The opportunities for additional service and professional office establishment infill will increase as the Arts & Cultural District strengthens.

The corner of Belvidere Street and Leigh Street is a development opportunity. Potentially part of a mixed-use development, this site is well positioned for a pharmacy or small general merchandise store. The vacant commercial space is an optimal location for a small grocery store and coffee shop. 1st Street is another opportunity area for development, however commercial investment at 1st will likely occur only with Reconnect Jackson Ward bridge/deck connection. Mixed-use buildings fronting 1st Street and W Baker Street should be designed to accommodate commercial space (high ceilings, deep bays), but allow residential in the near-term. Key corners along Chamberlayne Parkway are also possible commercial investment locations in Gilpin Court. Redevelopment should prioritize building design that allows for different uses on the ground floor.

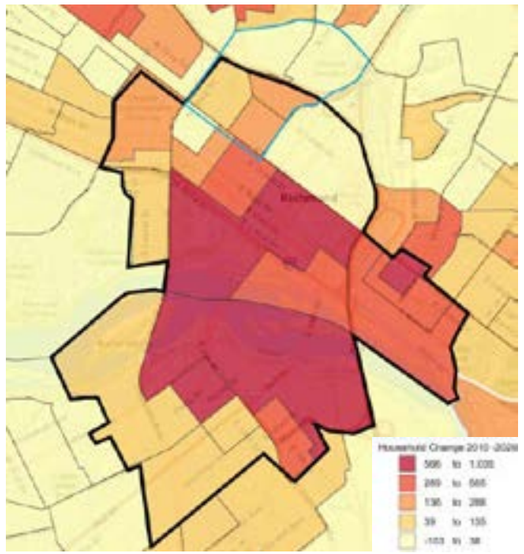


Figure 20 // Household Change (2010-2020)
Source: 2010 U.S. Census; American Community Survey, 2016-2020 5-Year Est.; W-ZHA

Employment Trends

Downtown captured almost eighty-percent (80%) of the city's new jobs between 2010 and 2019. Jackson Ward is proximate to local jobs as Downtown Richmond successfully grows, though a lack of infrastructure impedes access for the northern part of the neighborhood, which includes Gilpin Court.

Population & Household Trends

Downtown Richmond accounted for over forty-percent (40%) of the City's household growth between 2010 and 2022. Market forces are driving residential development and rehabilitation in many Downtown neighborhoods, including Jackson Ward. ESRI, a geospatial data company, projects that there will be over 16,100 Downtown households which more than doubles the 2010 census.

Residential Overview

The optimum residential mix for housing units for the redevelopment of Gilpin Court was derived from housing preferences, financial capacities, and lifestyle characteristics of the target households. The optimum market position of the market-rate component of the redevelopment is predicated on: the location, visibility and physical attributes of Gilpin Court; the rental housing market context in the Richmond market area; and Zimmerman/Volk Associates' extensive experience with mixed-income urban development and redevelopment.

Incoming Households

As determined by the target market methodology, an annual average of 23,000 households represent the potential market for new and existing housing units within the city each year over the next five years. Approximately forty-five percent (45%) of the annual potential market will be moving to Richmond from outside the city limits.

Rental Distribution

The income ranges of the annual potential rental market are summarized in Table 3; the percentages shown represent the optimum mix of new rental housing units based on income. The market-rate component includes households with incomes above 80 percent of the AMI. Just under 65 percent of the target households have incomes at 80 percent AMI or below. Based on the incomes and financial capabilities of the 35.1 percent (395 households) with incomes above 80 percent of the AMI.

The largest group of households that represent the market for new market-rate rental units in the Gilpin Court redevelopment are younger singles and couples at over three-quarters of the market. Just under 55 percent are only able to afford rents between $750 and $1,250 per month. More than a third are able to pay rents between $1,250 and $1,750 per month. The second largest group is traditional and non-traditional families, at 13.5 percent of the market; 28 percent of these households have incomes that support rents between $750 and $1,250 per month.

AMI Range	No. of Households Per Year	Percentage Per Year
Below 30% (public housing replacement units)	347	26.1%
31% to 60% (tax-credit units)	313	23.4%
61% to 80% (affordable units)	158	11.8%
81% to 100% (market-rate units)	131	9.8%
100% and up (market-rate units)	385	28.9%
Total	**1,334**	**100.0%**

Table 4 // Target Household Distribution by AMI; Average Annual Market Potential for New Rental Units within the Gilpin Court Development Area Each Year Over the Next Five Years
Source: Zimmerman/Volk Associates, Inc., 2023

A plurality, 38 percent, can afford rents between $1,250 and $1,750 per month. Empty nesters and retirees are the smallest segment of the market, at 9.6 percent; nearly 28 percent have the income and assets to support rents exceeding $1,750 per month or more—the same percentage can only afford monthly rents between $750 and $1,250. Over 44 percent are able to pay rents ranging between $1,250 and $1,750 per month.

How fast will new units lease up?

Given current economic conditions, Zimmerman/Volk Associates has determined that a capture of 20 to 25 percent of the annual potential market for new mixed-income rental housing units could be achievable at the Gilpin Court redevelopment over the next five years. It is possible that a recession could occur at some point; absorption of the market-rate component could potentially be reduced if household mobility is delayed or postponed in response.

PLANNING PROCESS 3

PLANNING PROCESS & ENGAGEMENT METHODOLOGY

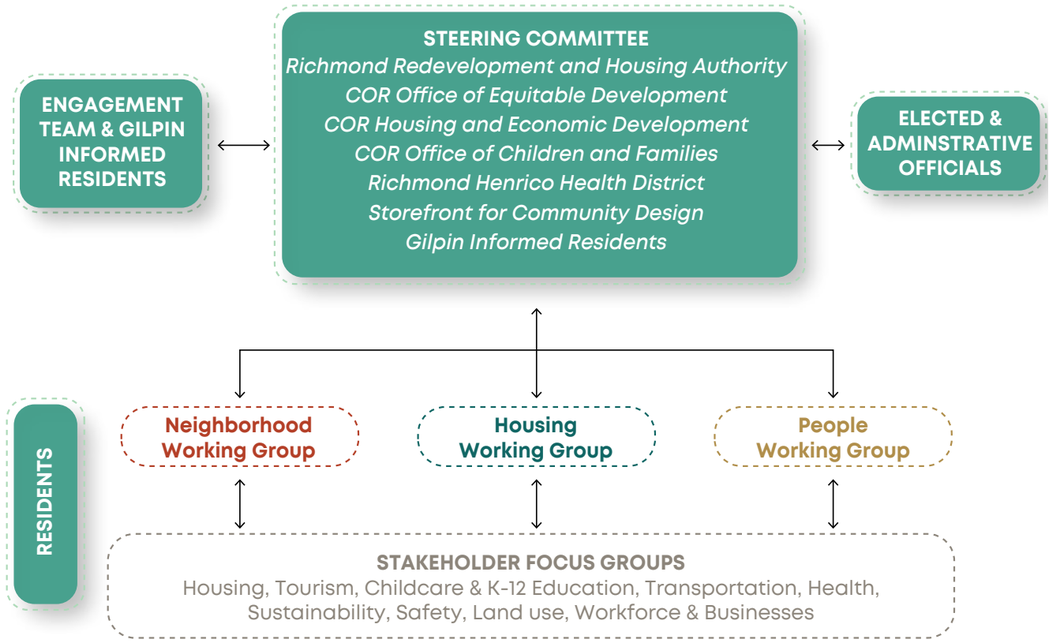


Figure 21 // Team Organization

The goal of engagement for this plan has been to include residents of Gilpin Court in a focused and intentional manner while also including community members from the broader neighborhood in the development of the community plan. Since the spring of 2022, the process has centered on building meaningful connections and gathering honest and open feedback. This process has allowed the project team to collectively identify gaps in services, current conditions, potential improvements, and the vision for the community's future.

Understanding the need for trusted community partners, RRHA, the City, and RHHD has partnered with Storefront for Community Design (SFCD) as the Engagement Lead to facilitate and collaborate in connecting with residents and community members in various ways. The Engagement Schedule (seen in the figure on the opposite page) has been designed to meet regularly at a variety of scales including larger townhall meetings, focused discussions, workshops, and small-scale activities.

Steering Committee

Led by RRHA. Meets bi-weekly to ensure the overall process stays on target, guide decision-making, represent community interests, report to HUD, and develop the Plan based on input from Technical Committees, Working Groups, & feedback from Community Engagement. (RRHA, City, RHHD, LRK, SFCD)

Community Engagement Team

Led by SFCD. Meets monthly to develop content for resident and community engagement, facilitate engagement activities, promote/advertise engagement opportunities, and identify a variety of activities to reach residents and community members throughout the process. (SFCD, LRK, City, RRHA, RHHD, GIR)

Working Groups

Led by City. Meets once per quarter to understand the Choice Neighborhoods goals, synthesize resident and community feedback and assist in developing the goals and strategies for the Plan. Organized into three groups (Neighborhood, Housing, and People), they provide insight into the community from a granular level, identify strengths, weaknesses, and opportunities for their particular focus area, and help the Project Management Committee prioritize strategies that meet the goals for feedback from the community at large. (City, RRHA, RHHD, SFCD, Non-profits, Government Agencies, Local Institutions, Gilpin Court Residents, Jackson Ward Community Members)

Stakeholder Group

Led by SFCD. This group meets as needed, but participated in a series of focused discussions in the Summer of 2022 to make recommendations to the Project Management Committee based on data provided by the team, their experiences, and expertise living and working in Jackson Ward. Each participant represents their institution/entity according to their specific content area and in the best interests of the community. (City, RRHA, RHHD, SFCD, Non-profits, Government Agencies, Local Institutions, Gilpin Court Residents, Jackson Ward Community Members)

Gilpin Informed Residents

Led by RHHD. Meets weekly to administer the Resident Household Needs Assessment, complete training on the Choice Process, and develop knowledge and skills pertaining to planning and urban design approaches, communications, and leadership. As ambassadors to the Gilpin Community, this group has taken a more active role in engagement activities and decision-making in the planning process and will continue through implementation. (RHHD, RRHA, City, LRK, SFCD)

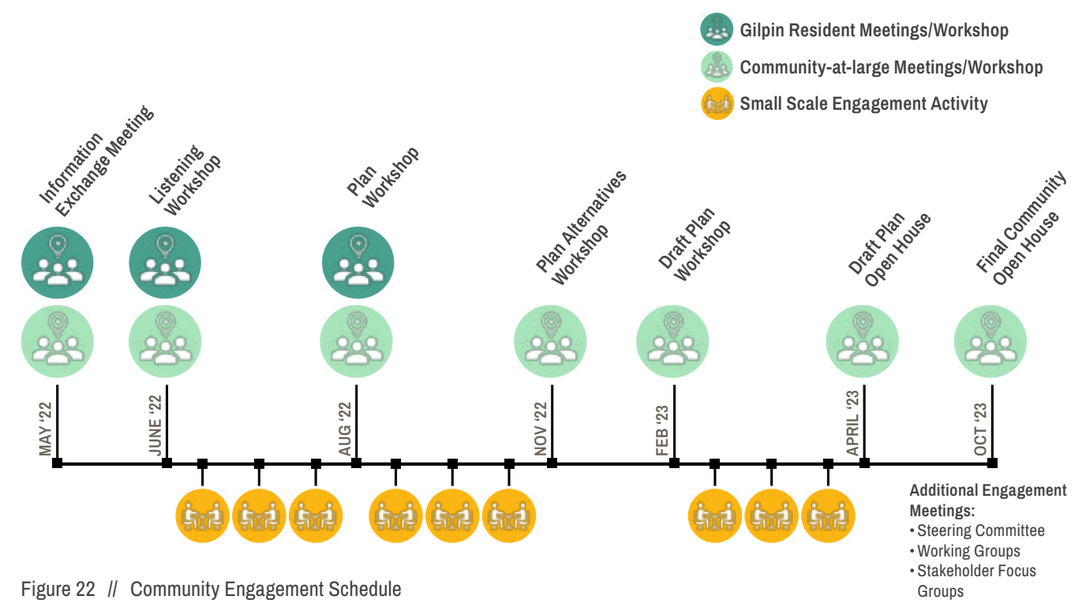


Figure 22 // Community Engagement Schedule

Resident Listening Session at Gilpin Court in Summer 2022. (Source: SFCD)

RESIDENT & COMMUNITY ENGAGEMENT

Community engagement for the Jackson Ward Community Plan kicked off in the spring of 2022 with a variety of events and activities for Gilpin Residents, the Jackson Ward community at-large, and key stakeholders to participate.

Working Groups: April 2022

April 12, 2022: Jackson Ward Working Groups Kick-off Session *(38 participants)*

On April 12, the Jackson Ward Community Plan team held a virtual kickoff meeting with working group members to provide an overview of the project. After a Q&A session, participants attended breakout groups specific to their area of interest (housing, people, or neighborhood). Each working group developed a list of stakeholders that they thought should be included in future stakeholder focus groups and working group meetings.

Community Events: May 2022

In mid-May, the Jackson Ward Community Plan team held two community meetings to bring Gilpin Court and Jackson Ward residents, planning experts, elected officials, and community members together to learn about the project goals and timeline.

May 10, 2022: Gilpin Court Resident Info Exchange Meeting *(23 participants)*

On May 10, the team met with Gilpin Court residents at Fay Towers for the Gilpin Resident Information Exchange Meeting. Residents learned about the program and goals of each component of the project—housing, people, and neighborhood. Specific topics related to the Gilpin Court site, relocation, and housing options were also presented.

Jackson Ward Working Groups kick off meeting held at the Richmond Public Library. (Source: SFCD)

Gilpin Court Resident Information Exchange Meeting held at Fay Towers (Source: SFCD)

Gilpin Court Resident Information Exchange Meeting held at Fay Towers (Source: SFCD)

May 12, 2022: Jackson Ward Community Expo *(35 participants)*

On May 12, the team hosted a Community Expo at the Hippodrome Theater inviting the community-at-large. Community members learned about the program and goals of each component of the project and had the opportunity to voice their excitement and concerns for the project. The Expo also brought project partners together who are working on planning projects throughout the neighborhood. To provide clarity, the project management team presented a story map of the projects currently being implemented or planned. Afterward, community members were invited to visit interactive stations to learn more about each component of the project and provide initial thoughts and ideas for the community plan. In future stakeholder focus groups and working group meetings.

Community Events: June 2022

In mid-June, the Jackson Ward Community Plan team held two listening workshops with Gilpin Court and Jackson Ward residents, planning experts, and stakeholders. The meetings provided a review of the Choice Neighborhood Plan (CNP) process.
Above all, they were an opportunity for everyone to share input about the current conditions of Gilpin Court and Jackson Ward, as well as their hopes for the future.

June 14, 2022: Gilpin Court Resident Listening Workshop *(42 participants)*

On June 14th, the team met with residents at Fay Towers for the Gilpin Court Resident Listening Workshop. They presented a review of the project timeline, input gathered from the residents and Jackson Ward community so far, and the next steps for developing goals, strategies, and the final community plan.

The team also presented site-specific topics related to relocation and housing options. After a brief Q&A forum, residents split into break-out groups to dive deeper into topics of interest, as well as to share their stories and discuss the current conditions of the neighborhood. Facilitators generated questions based on the three components of the project—housing, people, and neighborhood.

Jackson Ward Community Expo held at the Hippodrome Theater. (Source: SFCD)

Gilpin Court Resident Listening Workshop held at Fay Towers. (Source: SFCD)

Residents provided feedback on ideas for the Early Action Activity project. (Source: SFCD)

At the end of the workshop, everyone had the chance to vote for two of five Early Action Activities, which came from a pool of neighborhood improvement ideas brought to prior community meetings in May. The Calhoun Center Plaza and Splash Pad was voted as the favorite.

June 16, 2022: Jackson Ward Community Listening Workshop *(21 participants)*

On June 16th, the team hosted a Community Listening Workshop at Gallery5, calling on residents throughout Jackson Ward. After the break-out discussions, each group shared a statement describing what they hoped Jackson Ward would look like in ten years. Like at the Resident Workshop, community members then had a chance to vote for two Early Action Activities. The Calhoun Center Plaza and Splash Pad again proved the most popular.

Focus Groups & Working Groups: July 2022

In July, the Jackson Ward Community Plan team hosted focus groups, working group meetings, and a morning event at Storefront for Community Design.

July 11-29, 2022 – Stakeholder Focus Group meetings *(38 participants)*

In July, the team hosted nine (9) focus group meetings that invited stakeholders to participate in a small group one-hour conversation that focused on one of the three Choice Neighborhoods goals: neighborhood, people, and housing. Stakeholders met at Storefront for Community Design's office and team leads from Richmond Redevelopment and Housing Authority, City of Richmond, and Richmond Henrico Health District facilitated the one-hour conversations.

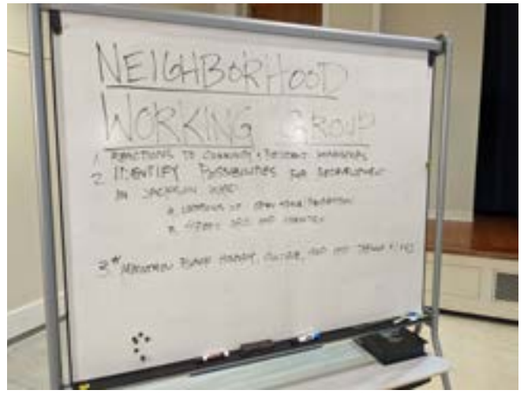
Community members in break out groups during the Listening Session. (Source: SFCD)

Jackson Ward Community Listening Session held at Gallery5. (Source: SFCD)

Working group meeting held at the Public Library. (Source: SFCD)

July 26, 2022: Jackson Ward Working Groups Meeting *(21 participants)*

On July 26, the team hosted a working groups meeting at the Richmond Public Library. Prior to breakout groups, the team provided an update on the Jackson Ward Community Plan. After a Q&A session, working groups focused on a list of questions specific to their focus area (housing, people, and neighborhood).



The Neighborhood Working Group focused on maintaining Black history, culture, and art through engagement and redevelopment. (Source: SFCD)

Small Engagement: July 2022

July 27, 2022: Storefront Conversations for Jackson Ward *(4 participants)*

In July, Storefront for Community Design hosted a morning event with coffee and breakfast snacks. Community members were encouraged to stop by, learn about the engagement process for the project, ask questions, and provide feedback.

Working Groups broke out into discussions across the three Choice goals of Neighborhood, People, and Housing. (Source: SFCD)

Community Events: August 2022

In August, the Jackson Ward Community Plan team held two workshops with Gilpin Court and Jackson Ward residents, planning experts, and stakeholders. The meetings provided a review of the Choice Neighborhoods Plan (CNP) process and an opportunity for everyone to share input and generate ideas for the future of Jackson Ward.

August 6, 2022: Gilpin Court Resident Plan Workshop *(12 participants)*

On August 6th, the team met with residents at Calhoun Center for the Gilpin Court Resident Plan Workshop. Several interactive stations filled the space, creating avenues for residents to learn about the project, help them learn more about urban design and housing, and to give them platforms to generate ideas.

Community members provide feedback and share their visions for the future of Jackson Ward. (Source: SFCD)

The interactive stations included:

- A presentation about the Choice Neighborhood Plan (CNP) process and what has been completed to date.
- A learning activity about housing types, such as single-family homes, town-homes, and apartments. Attendees learned about architectural styles and voted on favorites.
- An activity about neighborhood urban blocks and amenities. For example, one block may include row homes, a church, and mixed-use buildings with apartments above ground floor commercial space.
- One-on-one discussions about how the community plan can assist with improving quality of life.

The goal of the plan workshop was to:

- Build an understanding of how families live in Gilpin Court and the broader Jackson Ward Neighborhood
- Identify possibilities for redevelopment in the neighborhood
- Generate ideas for potential parks, services, safety, and neighborhood amenities
- Review next steps in the process.

August 18, 2022: Jackson Ward Community Plan Workshop *(17 participants)*

On August 18, the team hosted another Community Plan Workshop at Third Street Bethel AME Church, calling on residents throughout Jackson Ward. Like at the Resident Workshop, community members interacted with stations throughout the space and generated ideas for elements of the community plan focused on neighborhood, housing, and people.

One activity new to the Community Plan Workshop was a Lego exercise to build urban blocks for the neighborhood. The activity explained different housing types like duplexes, triplexes, and town-homes. It showed how different block configurations can be designed with these housing types. Residents were challenged to create their own urban block using their favorite housing types.

Community Plan Workshop held at Third Street Bethel AME Church. (Source: SFCD)

Residents and community members engage with different stations focused on Housing, Neighborhood, and People. (Source: SFCD)

A LEGO block activity gave residents an opportunity to play and imagine the future of Gilpin Court. (Source: SFCD)

Small Engagement: August 2022

August 4-5, 2022 – Youth Design Workshop *(12 participants)*

In August, Storefront for Community Design hosted a design camp for youth ages 13-18. As part of the design camp, participants participated in a guided tour by Gary Flowers, Walking the Ward, to learn about the Jackson Ward community and its history. They also visited a vacant site in the Jackson Ward neighborhood and created a plan based on what they thought was needed in the Jackson Ward community. Participants included youth in the Jackson Ward neighborhood and across the city of Richmond.

SFCD hosted a Youth Design Workshop as part of their summer design camp. (Source: SFCD)

Students visited and designed a concept for a vacant site in Jackson Ward. (Source: SFCD)

Working Groups: September 2022

September 27, 2022: Jackson Ward Working Groups Meeting *(23 participants)*

On September 27, the Jackson Ward Community Plan team held a virtual meeting with working group members to provide a project update and review the draft vision and goals. The meeting kicked off with all attendees in a virtual room together to review the draft vision and provide comments. Afterwards, participants attended breakout rooms specific to their area of interest (housing, people, or neighborhood). Each working group reviewed and revised the draft goals presented by each team lead of that working group.

Community Events: November 2022

November 1, 2022: Jackson Ward Plan Alternatives Workshop *(77 participants)*

On November 1, the Jackson Ward Community Plan team held three plan alternatives workshops with Gilpin Court and Jackson Ward residents, planning experts, and stakeholders. The workshop sessions, hosted at Calhoun Center, took place at 10am, 1pm, and 4pm and provided a review of the Choice Neighborhood Plan (CNP) process and an opportunity for everyone to share input and generate ideas for the future of Jackson Ward.

Plan Alternatives Workshop was held in November of 2022.. (Source: SFCD)

As attendees ventured through the workshop, they interacted with variety of activities to educate them on the history of Jackson Ward and CNP engagement process, draft vision and goals developed from past community meetings, urban design block types, and housing types.

Each station also provided a platform to generate ideas. The interactive stations included:

- The Story of Jackson Ward timeline providing attendees the opportunity to learn about the history of Jackson Ward, share missing elements, and provide a platform to tell their own story.
- Review of the draft project vision and the goals for housing, people, and neighborhood.
- Like the August meetings, an activity to learn about neighborhood urban blocks and amenities was provided. For example, one block may include row homes, a church, and mixed-use buildings with apartments above ground floor commercial space. Attendees were also asked to vote for their preferred amenities and architecture styles.

The goal of the plan workshop was to:

- Confirm plan goals & strategies
- Discuss plan alternatives (different possible design options for the site)
- Review the next steps in the process of drafting the formal Community Plan

Plan Alternatives Workshop held at the Calhoun Center. (Source: SFCD)

Attendees learned about the legacy of Jackson Ward while sharing their own histories and experiences living in the neighborhood. (Source: SFCD)

Residents, community members, and key stakeholders attended the workshop sharing feedback on strategies of the Plan. (Source: SFCD)

Small Engagement: December 2022

December 7, 2022: Gilpin Informed Residents Marketing Workshop *(7 participants)*

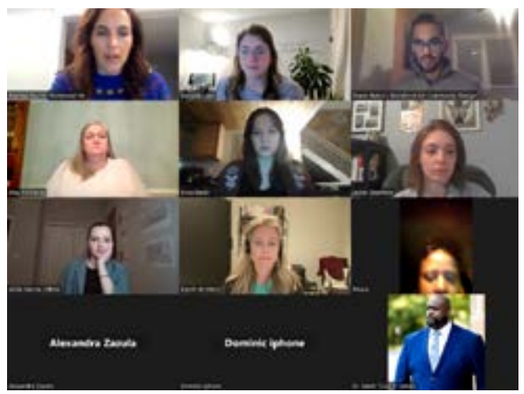
In December, Storefront for Community Design collaborated with staff from The Ivy Group and RHHD to host a design workshop with Gilpin Informed Residents to brainstorm ideas for marketing and communicating the Jackson Ward Community Plan to Gilpin Court Residents. Residents also discussed ideas for the upcoming community-at-large meeting in February 2023 including a small resource fair that was implemented at the community event.

Gilpin Informed Residents met with SFCD to plan for community events. (Source: SFCD)

Working Groups: December 2022

December 14, 2022: Jackson Ward Working Groups Meeting *(25 participants)*

On December 14, the Jackson Ward Community Plan team held a virtual meeting with working group members to provide a project update and review the draft vision and goals. The meeting kicked off with all attendees in a virtual room together to review the five themes that structure the plan and the draft goals. The attendees then attended three out of five virtual breakout sessions to discuss and share draft strategies under each goal. Attendees were asked to complete a post-meeting survey to provide additional feedback and ideas for strategies.



Working Groups met virtually in December 2022. (Source: SFCD)

Community Events: February 2023

February 11, 2023: Jackson Ward Plan Draft Plan Event *(22 participants)*

On February 11, the Jackson Ward Community Plan team held three draft plan event sessions with Gilpin Court and Jackson Ward residents, planning experts, and stakeholders. The sessions, hosted at Calhoun Center, took place at 10am, 1pm, and 4pm and provided a review of the Choice Neighborhood Plan (CNP) process and an opportunity for everyone to share input and generate ideas for the future of Jackson Ward.

The Calhoun Center's gymnasium was transformed into a community space with interactive stations. Upon arrival, attendees received a passport map to guide them through many activities to learn about the project, explore maps of current conditions and proposed improvements, and review the community plan's vision, themes, and goals.

Each station also provided a platform to share comments and generate ideas. The interactive stations included:

- **Resource Fair:** A group of Gilpin Informed Residents introduced a brand new element to provide resources from local organizations. Vendors included RRHA Property Management, RRHA Tenant Selection, RRHA Resident Services, Office of Community Wealth Building, and Richmond Behavioral Health Authority.
- **Maps**: In collaboration with design and planning professionals, attendees explored two interactive maps that showed current conditions of the Jackson Ward neighborhood and proposed improvements stemming from community input from previous meetings.

Gilpin residents and their children played with Legos to imagine the future design of Gilpin Court. (Source: SFCD)

The February Draft Plan Event gave residents an opportunity to provide feedback and share their experience living in Gilpin Court. (Source: SFCD)

Residents provided feedback on neighborhood strategies for Jackson Ward. (Source: SFCD)

- **The Vision**: Attendees reviewed the draft vision statement and provided feedback along a spectrum to represent their opinions. Of those who did so, 70% agreed with the statement, 21% had a mixed response, and 8% did not agree.
- **Themes and Goals**: Residents joined volunteers and experts to explore maps that helped to visualize goals for each theme. For instance, the map for Inclusive Housing displayed housing currently under construction, housing in the planning stages, and proposed housing. Attendees provided feedback on the maps and plan goals.
- **Listening Station**: At this station, residents sat with team members, sharing their ideas and voicing their concerns.
- **The Story of Jackson Ward**: A continuation from the November Plan Alternatives Workshop, residents viewed the timeline to learn about Jackson Ward's history, shared missing elements, and told their own story.

The goal of the plan workshop was to:

- Review the draft vision and provide feedback
- Review the draft themes and goals
- Discuss draft plan (different possible design options for the site)
- Review the next steps in the process of drafting the formal Community Plan

Focus Groups: March 2023

March 6-24th, 2023
(nearly 100 participants)

In March, the project team hosted twelve focus group meetings to receive community feedback for the draft strategies in preparation for the Community Plan Event in April.

Meetings focused on the following topics:

- Housing (3 meetings, total of 25 participants)
- Tourism (20 participants)
- Childcare & K-12 Education (10 participants)
- Transportation (17 participants)
- Health (10 participants)
- Sustainability (10 participants)
- Safety (10 participants)
- Land Use (2 meetings, total of 33 participants
- Workforce & Businesses (19 participants)

Focus groups met to discuss key topic areas to develop goals and strategies for the plan. (Source: SFCD)

Community Events: April 2023

April 18 and April 19, 2023: Jackson Ward Draft Plan Event *(52 participants)*

In April, the project team hosted in-person and virtual events. On April 18, the Jackson Ward Community Plan team held an in-person event with Gilpin Court and Jackson Ward residents, planning experts, and stakeholders. The event, hosted at Calhoun Center, took place at 6pm and provided an update of the Choice Neighborhood Plan (CNP) process and an opportunity for everyone to share input and generate ideas for the future of Jackson Ward.

With help from the Gilpin Informed Residents, the project team presented the latest version of the draft plan. They discussed changes to the draft goals and strategies, updates on the engagement process, and ways residents can get involved and stay informed.

Afterward, attendees gave their feedback on the plan strategies at interactive stations including:

- **Maps:** In collaboration with design and planning professionals, attendees explored two interactive maps that showed current conditions of the Jackson Ward neighborhood and proposed improvements stemming from community input from previous meetings.
- **Draft goals and strategies:** Residents joined volunteers and experts to review draft strategies and provided feedback. Participants were also encouraged to sign up for future focus groups to help finalize the strategies.

On April 19, the project team and Gilpin Informed Residents hosted a virtual session that included a presentation and Q&A session. Virtual participants were encouraged to complete a survey to provide feedback on the strategies presented at both meetings. The virtual presentation was posted on RRHA's website and can be viewed by residents.

The goal of the plan workshop was to:

- View the latest iteration of the draft plan based on input from the last 10 months
- Review the draft strategies
- Review the next steps in the process of drafting the formal Community Plan

The April Draft Plan Event had interactive stations for residents to provide feedback on goals and strategies for the plan. (Source: SFCD)

The Planning Team provided an update on process and the Gilpin Informed Residents shared their experience with their community. (Source: SFCD)

Focus Groups: August 2023

August 2023: Jackson Ward Focus Groups *(45 Participants)*

In August, the project team hosted five virtual focus group meetings to receive community feedback for the draft strategies in preparation for the final Community Plan Event in October. Themes included safety, education, workforce and business development, tourism, health, and land use.

Attendees raised and discussed many ideas during the meetings, including:

- Safety should be a main feature in the design of Gilpin's redevelopment.
- Residents should have improved access to services like mental healthcare and workforce development.
- There should be a "hub," a one-stop destination to receive resources from the multiple partners offering services in the community.

The October 2023 Jackson Ward Final Plan Event was a community celebration with food, resources, and family fun. (Source: SFCD)

Community Events: October 2023

October 12, 2023: Jackson Ward Plan Final Plan Event *(150 Participants)*

In October, Gilpin Court and Jackson Ward residents, planning experts, and stakeholders attended the final Community Plan event. On October 12, we transformed the Calhoun Recreation Center Area Park into a fun family event.

The event unveiled the Final Community Plan and provided opportunity for community members to ask questions. Additionally, the final design of the Early Action Activity, a new splash pad in the Calhoun Recreation Park, was on display. The splash pad will feature bronze plaques that will commemorate neighborhood makers, and residents recommended community members who have made a difference in the neighborhood.

Most importantly, the event celebrated the hard work from the past 18 months of design, conversation, and community engagement. A branded Jackson Ward Community Plan tote bag was a gift to every attendee. A bouncy house maze was a huge hit along with games like football toss, unicorn ring toss, and a big Connect Four. Residents enjoyed hot dogs and hamburgers, freshly made funnel cakes, and snow cones. The Gilpin Informed Residents hosted an amazing station of community resources alongside local community vendors.

The goal of the event was to:

- Celebrate the 18-month process.
- Unveil and review the final Jackson Ward Community Plan.
- Review the next steps in the process of the final community plan and implementation.

At the Jackson Ward Plan Celebration Event residents provided input into the legacy markers to be incorporated in the Splashpad Early Action Activity design. (Source: SFCD)

The **Gilpin Informed Residents** build relationships, share information, and actively engage their neighbors.

"Gilpin Informed Residents (GIR) is a small but mighty group of passionate Gilpin Court residents who are building relationships, shaping plans, and making sure resident voices are heard every step of the way during the Jackson Ward community planning efforts."

Richmond Redevelopment and Housing Authority

RESIDENT LEADERSHIP: GILPIN INFORMED RESIDENTS

The Gilpin Informed Residents (GIRs) are a team of Gilpin Court residents who work together to involve and educate other residents about the redevelopment and future opportunities. The GIRs are hired part-time by the Richmond Henrico Health District with funding support from the City to educate and engage residents. Their job includes learning, thinking, planning, and lots of hard work.

The GIRs first job was to conduct the resident assessments. For six months, the GIRs knocked on doors and attended events to gather resident answers to the survey questions. The survey was an effort to gather information and to begin informing residents about the planning process. While administering the survey, the GIRs spent quality time with each resident getting to know them and sharing information about the planning process. The GIRs worked to complete surveys with 490 residents, and talked with many more about the process.

Once the hands-on effort of the survey was complete, the GIRs moved into more direct outreach to residents about the plan. The GIRs focus on how to creatively inform and educate other residents without overwhelming them. Much of the outreach included putting up flyers, door-knocking, and having a presence at community events to offer information on the Community Plan. In addition, the GIRs hold a weekly online information session, design many of their own flyers, collaborate with the rest of the Choice team about communications and outreach materials, develop other focused surveys, and talk to residents almost anywhere.

Throughout the process, the GIRs have learned about their own community and resources. They educated themselves about the resources available to residents, from service providers, planners, mental health professionals, healthy homes experts, and small business coaches. In some cases the GIRs have been able to learn by using the resources themselves. The self-education has also focused on communication skills, organization skills, networking, and working as a team.

The Gilpin Informed Residents group is a hired position where residents are directly involved in the planning process.

The Gilpin Informed Residents meet weekly at the Calhoun Center Resource Center.

The GIRs have been active in the planning process itself, voicing their opinions and sharing what they have heard and know about the community. The GIRs have participated in Working Groups, Community Events, Focus Groups, and informal discussions, providing input as well as learning from others. The GIRs bring a valued and fresh perspective, learning to speak up and feeling empowered that their voice and thinking will be heard. The GIRs are advocates for themselves and their fellow residents, and are dedicated to ensuring the voices of residents are conveyed through the planning process and future redevelopment.

Training Sessions Held by GIRs at Weekly Meetings

- Climate Impacts
- Finding Resources for Residents
- Reviewing the Development Plan
- Facilitating communication between the planning team and the residents
- Listening Skills
- How to Use Vouchers
- Homeownership
- Mental Health
- Resident Safety
- Lessons from Creighton
- Narcan and Substance Abuse
- Small Business Start-Ups
- Workforce Development
- Grant Writing
- Healthy Homes
- Understanding Data
- Home Visiting and Supporting Young Parents
- Understanding the Splashpad
- Professionalism
- The Role of USI in the Plan
- Communication Tactics
- Public Relations

Kiara Harris, GIR, welcomes the community and shares her experience being part of the planning process. (Source: SFCD)

Stephanie Robertson, GIR, invites her neighbors to share their insight and contribute to the plan. (Source: SFCD)

Paula Williams, GIR, provided insight and lessons learned from administering the Resident Needs Assessment. (Source: SFCD)

SPOTLIGHT: GIRS IN THE COMMUNITY

Residents win gift cards after participating in the Resident Quiz activity organized by the GIRs. (Source: RHHD)

GIRs conducted youth outreach during the summer of 2023 to get their insight into the plan and share resources with their families. (Source: RHHD)

Dreame Boyd, Stephanie Robertson, & Kiara Harris sharing resources at one of many tabling sessions in Gilpin Court. (Source: RHHD)

The GIRs are looking forward to the hard work of implementing the plan. They are committed to staying involved for the long haul, educating and engaging residents so everyone can enjoy the opportunities of this plan. Below are a few areas where the GIRs continue to gain leadership experience and intentional connections with their community:

PUBLIC SPEAKING - sharing their knowledge and expertise of the planning process with their neighbors.

RESIDENT QUIZ - creating a fun game that became a great opportunity to educate residents about the plan and other local resources.

TABLING - weekly sessions to share resources, often effectively engaging with other neighbors just passing by.

CASUAL CONVERSATIONS - being ready to talk about the plan and the opportunities it provides at any time. Residents trust the GIRs and will often stop by their homes, on the street, or in the store as they have recognized their roles in the process.

OUTREACH - working with the communications consultants on the planning team to develop materials, but also producing their own flyers and social media posts.

CODE-SWITCHING - showing their cultural competency in a variety of settings with both the Gilpin Court community and in a formal setting with City and RRHA leadership.

FUTURE ENGAGEMENT - GIRs have drafted a detailed scope of work for their team to continue engagement through the implementation of this plan.

RESIDENT LEADERSHIP: GILPIN TENANT COUNCIL

Under the Code of Federal Regulations (CFR), HUD recognizes the importance of resident involvement in creating a positive living environment and in actively participating in the overall mission of public housing. Under these guidelines, residents have the right to organize and elect tenant council leaders to work together with the housing authority to represent their interests. After being elected, the role of the Tenant Council is to improve the quality of life and resident satisfaction and participate in self-help initiatives that enable residents to create a positive living environment for families living in public housing.

The purpose of the Tenant Council is to address issues of common concern to all residents which include:

- Promoting harmony and understanding among the residents of the community.
- Facilitating the existence of a collaborative working relationship between the residents of the community and the Richmond Redevelopment and Housing Authority (RRHA).
- Promoting the health and safety of all residents living in the community.
- Facilitating resident connection (to the extent possible) with the services and resources that the residents need to promote advancement towards family economic self-sufficiency, positive social and academic development for youth, and healthy living for all residents.
- Providing a democratic forum for the communication of concerns of all residents.
- Promoting greater participation on the part of the residents in civic and community affairs.
- Providing recommendations (when appropriate) on the policies and procedures of the RRHA as they may affect the residents of the community.

Roles & Responsibilities

In 2023, the Gilpin Tenant Council consisted of five elected members:

- Tenant Council President, Annie Mahdee
- Tenant Council Vice President, Christian Campbell
- Secretary of Tenant Council, Janice Hives
- Treasurer, Charlene Pitchford
- Sergeant at Arms, Andrea Cornelius

Under the leadership of Ms. Annie Mahdee and her board, the Gilpin Tenant Council worked to provide critical feedback to the Jackson Ward Community Plan under the areas of:

- Offering support, feedback, and a letter of support for the award of the Choice Neighborhood Planning Grant.
- Attending community outreach meetings to discuss the community plan.
- Playing a role in the three working groups revolving around neighborhood, people, and housing.

In 2026, under the leadership of Ms. Charlene Pitchford and her board, the Gilpin Tenant Council has continued these efforts. The five elected members serving in 2026 are:

- Tenant Council President, Charlene Pitchford
- Tenant Council Vice President, Christian Campbell
- Tenant Council Secretary, Elanda Goode
- Tenant Council Treasurer, Andrea Cornelius
- Tenant Council Sergeant at Arms, Janice Hives

EARLY ACTION ACTIVITY

Through the HUD Choice Neighborhoods Program, the Early Action Activity is a first step in building momentum towards a shared vision for the future. As a community-driven, small-scale, physical improvement, the Early Action Activity supports the planning process by engaging the community, building capacity, fostering social cohesion, and reinforces the overall planning process. This project must be responsive to neighborhoods' needs and be completed during the planning process.

The Calhoun Center Splash Pad Conceptual Rendering (Source: Timmons Group)

Project Context

The Calhoun Recreation Area project aims to enhance existing features in the park and revitalize access to recreational resources within the Gilpin Court community. The Calhoun Recreation Area is located within the Gilpin Court Community. The existing outdoor recreational resources include newly paved basketball courts, a playground, a sports field, and the Charles Gilpin Community Farm. Through public meetings, surveys, and events on site the community identified a splash pad as the priority project to not only kick-off the development of the Recreation Area Master Plan but to serve as the Early Action Activity.

Site Concerns

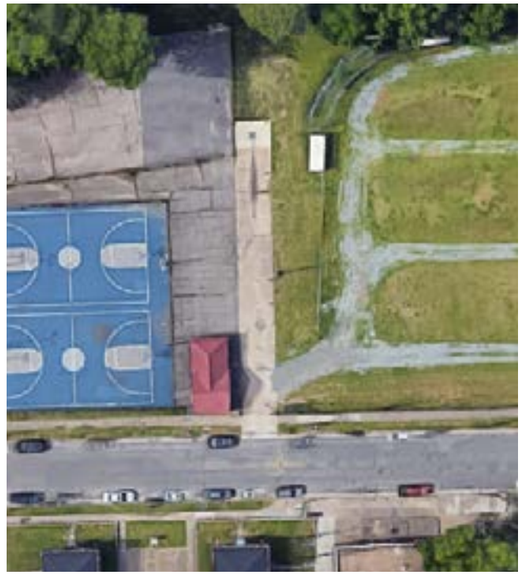
The Gilpin Court community identified the following concerns with the site: difficult to navigate for seniors, need for environment that promotes safety and visibility, and the need for more shade. Partners of this project acknowledge that despite the hours of operation, from sunrise to sunset, residents will likely still use the park facilities after the sun sets. Pedestrian scale lighting is planned for safety, wayfinding, and navigation at night. While proposed lighting is not meant to encourage the use of the park outside of official hours, it will increase the perception of safety and discourage vandalism. Additional concerns voiced by the community and stakeholder groups aim to address the lack of storage on site (particularly for garden activities and pop-up events), disorganized placement of fencing, and proper screening of the dumpsters near the playground.

Community Driven Design

PRCF conducted a survey available both online and in paper format distributed by PRCF Recreation Staff and the Brothers Concerned for Gilpin Court support group to residents of Gilpin and visitors to the Calhoun Center. The survey was open from April to May 2022 and received a total of 122 unique responses. The highest priority amenity for outdoor improvement for residents was a splash pad.

The Calhoun Center Splash Pad Concept Plan

The splash pad will be designed specifically for the Calhoun Center plan and will incorporate prefabricated sprayers. (Source: Timmons Group)



Existing Conditions

These results were utilized to inform conceptual designs that were then put in front of community members at four in-person meetings held by the Jackson Ward Community Neighborhood Plan's team members. Residents were again asked to prioritize their favorite features and designs. The splash pad element remained the highest priority and was selected further emphasized the survey work conducted by PCRF previously.
The overall Calhoun Recreation Area Master Plan received preliminary approval from the City of Richmond Planning Commission's Urban Design Committee. Design and development of the Splash Pad is underway. This summer and early fall, the Splash Pad will be submitted for a construction permit and procurement, bidding, and contracting will be finalized. Construction will occur through the winter and the Splash Pad Grand Opening is expected in May 2024, just in time for summer.

For more information on the Master Plan, refer to the Implementation Chapter and Appendix C of this document.

Figure 23 // The Calhoun Recreation Area Master Plan - Splash Pad Early Action Activity highlighted in yellow

The Calhoun Center Splash Pad Conceptual Renderings

RESIDENT NEEDS ASSESSMENT RESULTS

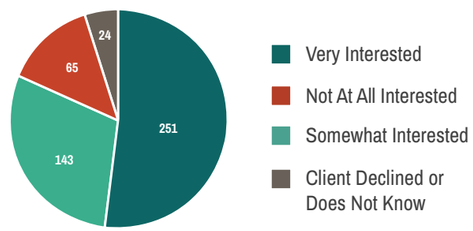
RHHD administered the Gilpin Resident Needs Assessment from May through December 2022. The Gilpin Informed Residents (GIRs) were recruited to go door to door to ask these questions. Assessments were also available at community plan meetings and other events in the neighborhood. Residents could also fill it out online using a QR code that was available at several locations in the neighborhood.

The City of Richmond staff analyzed the data and grouped findings by the five major themes that are identified in the plan. Data presented in this summary reflects the goals of the major themes that were identified through numerous community meetings; however, the full draft report and analysis of the Resident Needs Assessment is attached in Appendix D of this document.

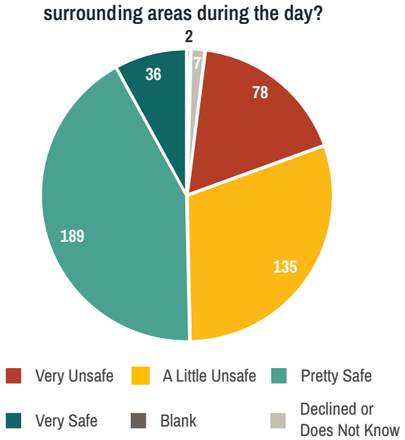
490 of the 800 Gilpin Court households (61%) responded to the assessment. Most heads of household are under the age 36 years old. The mean age for adult residents in Gilpin Court is 47 years old. The largest age group is 25-34 years old. The majority of adults, 72%, are under the age of 45. On average, child residents are 7.4 years old. 34% of children are under the age of 6. Households, on average, are small with an average of 1-2 people but can range up to seven members.

What do you consider to be the Top 3 strengths of Jackson Ward? (percent of responses with strength in top 3)

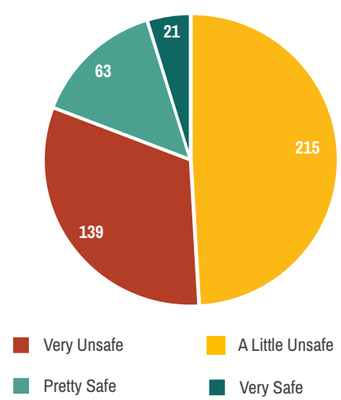
How interested are you in owning your own home?



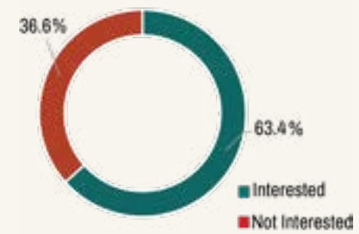
How safe do you feel in your neighborhood and the surrounding areas during the day?



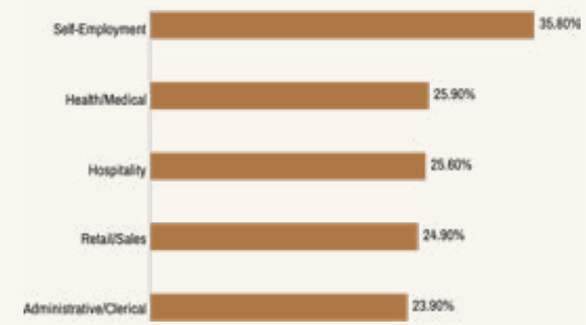
How safe do you feel in your neighborhood and the surrounding areas after dark?



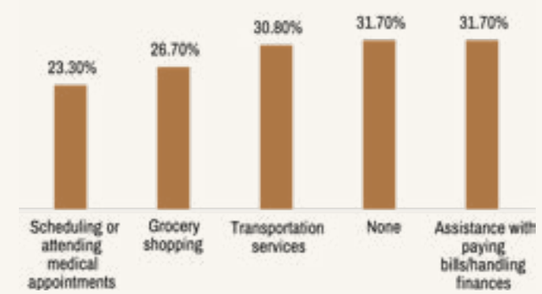
Interested in Further Education



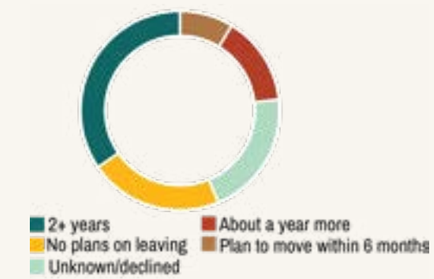
Top Job Interests



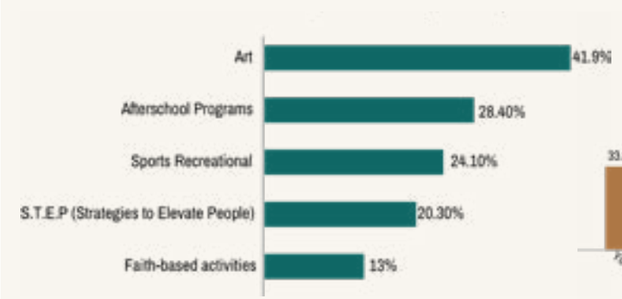
Senior Services Needed



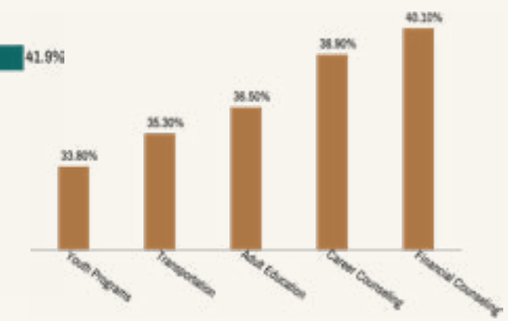
Plans to Stay in Jackson Ward



Top Enrichment Program Participation



Neighborhood Service Needs



COMMUNITY SURVEY RESULTS

From May through October 2022, the Jackson Ward Community Survey was available online and by paper at community meetings. Highlights from the 84 total survey responses are included below; however, for the full draft report and analysis of the Community Survey, please refer to Appendix D of this document.

Survey participants viewed the history, culture, and location of Jackson Ward as the neighborhood's strongest characteristics. Forty-one percent (41%) of respondents have a graduate-level education, while three respondents (6%) have not completed high school. With mixed educational attainment levels, over one-third of respondents indicated financial resources as the primary barrier to furthering their education. In terms of job opportunity, the top preferred industries for job seekers are Health/Medical and Self-Employment. Respondents are most interested in small business training, budgeting/finances training, and improving their computer skills.

Very few respondents listed walking or taking public transit as their primary ways to get around. Respondents indicated that they are less likely to take the bus due to personal safety concerns, bus service not going where respondents are traveling, too long of bus rides, or low bus service frequency. Though roughly one half of respondents indicated they feel "pretty safe" in Jackson Ward during the day, 22% of respondents shared that they feel unsafe. Nearly 20% of respondents chose better street lighting as the top safety feature needed in Jackson Ward.

WHAT DO YOU CONSIDER TO BE THE TOP 3 STRENGTHS OF JACKSON WARD?

Figure 24 // Highest Level of Education

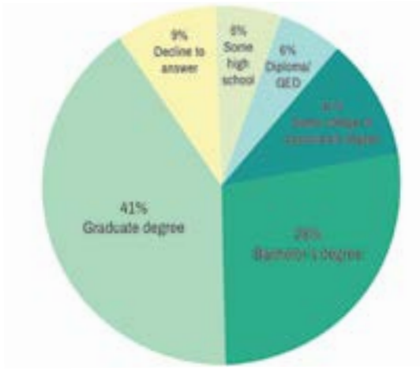


Figure 25 // Employment Status

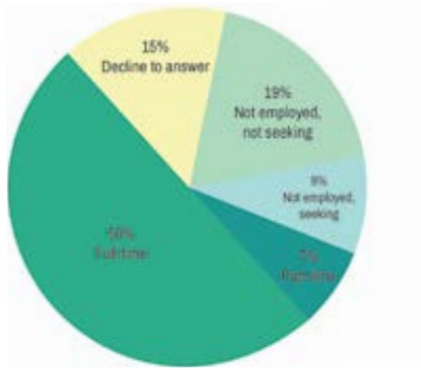
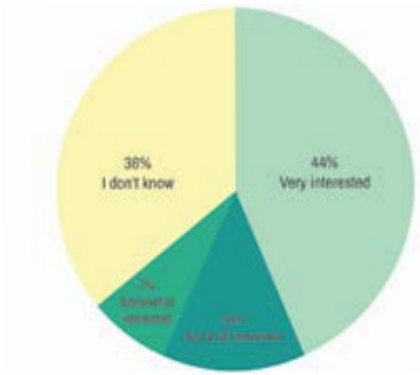
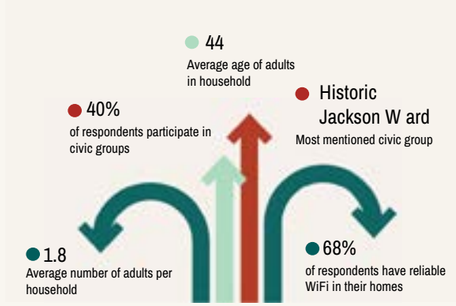
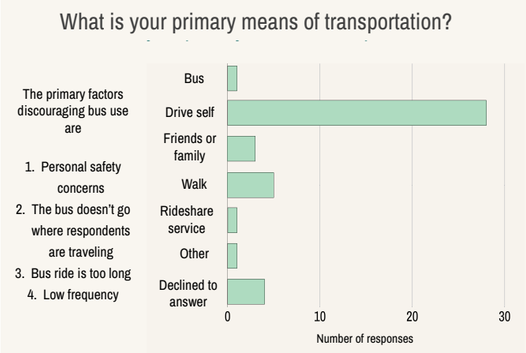
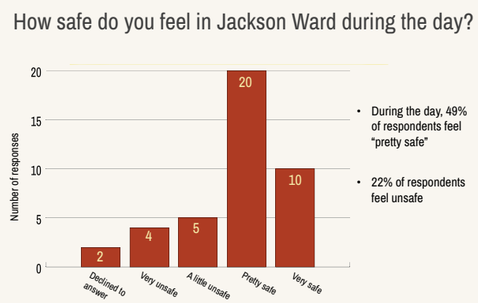


Figure 26 // Interest in Homeownership









THE PLAN 4

VISION

Jackson Ward is an interconnected neighborhood that celebrates Black history, ownership, and culture while supporting a diverse community of current and future residents with quality housing, healthy spaces, and its community traditions of local arts, education, and entrepreneurship.

MAJOR THEMES

The five major themes outlined in the plan and their associated policy recommendations and action steps will bring the Jackson Ward vision to life. The five themes are:

1. **Grow a Diverse, Equitable, and Inclusive Economy:** Jackson Ward is renewed as a center for Black education, business, arts, and culture. As a dynamic center for minority-owned and locally owned businesses with a network of educational and capital support, Jackson Ward residents can move into well-paying career paths and entrepreneurial enterprises. Jackson Ward children have access to schools and after school activities that prepare them for post-secondary career paths; building an ecosystem that lets young people follow their passions in a career that meets their needs and leads to a fulfilling life.
2. **Build Inclusive Housing Options:** Jackson Ward is a national model for how to effectively include affordable housing throughout the entire community. The redevelopment of Gilpin Court supports existing residents and attracts new residents to a community with a variety of high-quality affordable and market-rate homeownership and rental housing opportunities. Existing residents of Jackson Ward can remain in their changing community due to the successes of policies that prevent involuntary displacement.
3. **Create High-Quality Places:** Jackson Ward's unique character and urban fabric are preserved and incorporated in the redevelopment of Gilpin. While predominantly a residential neighborhood, Jackson Ward also includes easily accessible goods and services such as restaurants, shops, public facilities, parks, and other amenities.
4. **Expand Equitable Transportation:** Jackson Ward residents, visitors, and employees can seamlessly access services within the neighborhood, the city, and the region via a safe multi-modal transportation network. Jackson Ward is "one neighborhood" because infrastructure investments have reinforced the historic walkable grid making the highway fade from the foreground to the background.
5. **Sustain a Thriving Environment:** Jackson Ward provides residents with a sustainable and healthy places to live, work, and play. The entire neighborhood incorporates parks, trees, and other features to support a flourishing ecosystem. The thriving environment provides healthy opportunities for exercise, connection with neighbors, and green spaces for all. New buildings incorporate the latest sustainable building technologies. Existing buildings are retrofitted to improve energy efficiency.

PLAN ORGANIZATION & COMPONENTS

Jackson Ward row houses (Source: Virginia DHR, Calder Loth, 2019)

The Jackson Ward Community Plan structure mirrors the format of the City's master plan, Richmond 300: A Guide for Growth. Richmond 300 provides city-wide recommendations for creating a more equitable, sustainable, and beautiful future for all Richmonders. Richmond 300 envisioned Jackson Ward as a better connected neighborhood that continues to be a mixed-use residential neighborhood with emphasis in improving connections across the highway to reunite the northern and southern parts of Jackson Ward.

The transformation of Gilpin Court was highlighted as a primary next step in the master plan to reimagine Jackson Ward as a mixed-use, mixed-income, walkable, and transit-adjacent community that provides both housing and jobs for residents.

While following the Richmond 300 structure, this plan prioritizes the Choice Neighborhoods primary goals of Neighborhood, People, and Housing. Each of which fit neatly into the major themes of Richmond 300 and have been organized into the goals, strategies, and metrics of this Community Plan. To emphasize the alignment of this plan with the Choice Goals, each goal has an icon indicating its relevance.

THIS PLAN USES THREE KEY COMPONENTS:

VISION: A statement articulating what we want the neighborhood to look and feel like in the future.

GOAL: Broad, long-term aim that defines fulfillment of the vision.

STRATEGY: A policy, infrastructure improvement, partnership, or other activity required to achieve an objective, create a critical condition, or overcome a barrier.

CHOICE NEIGHBORHOOD PLAN

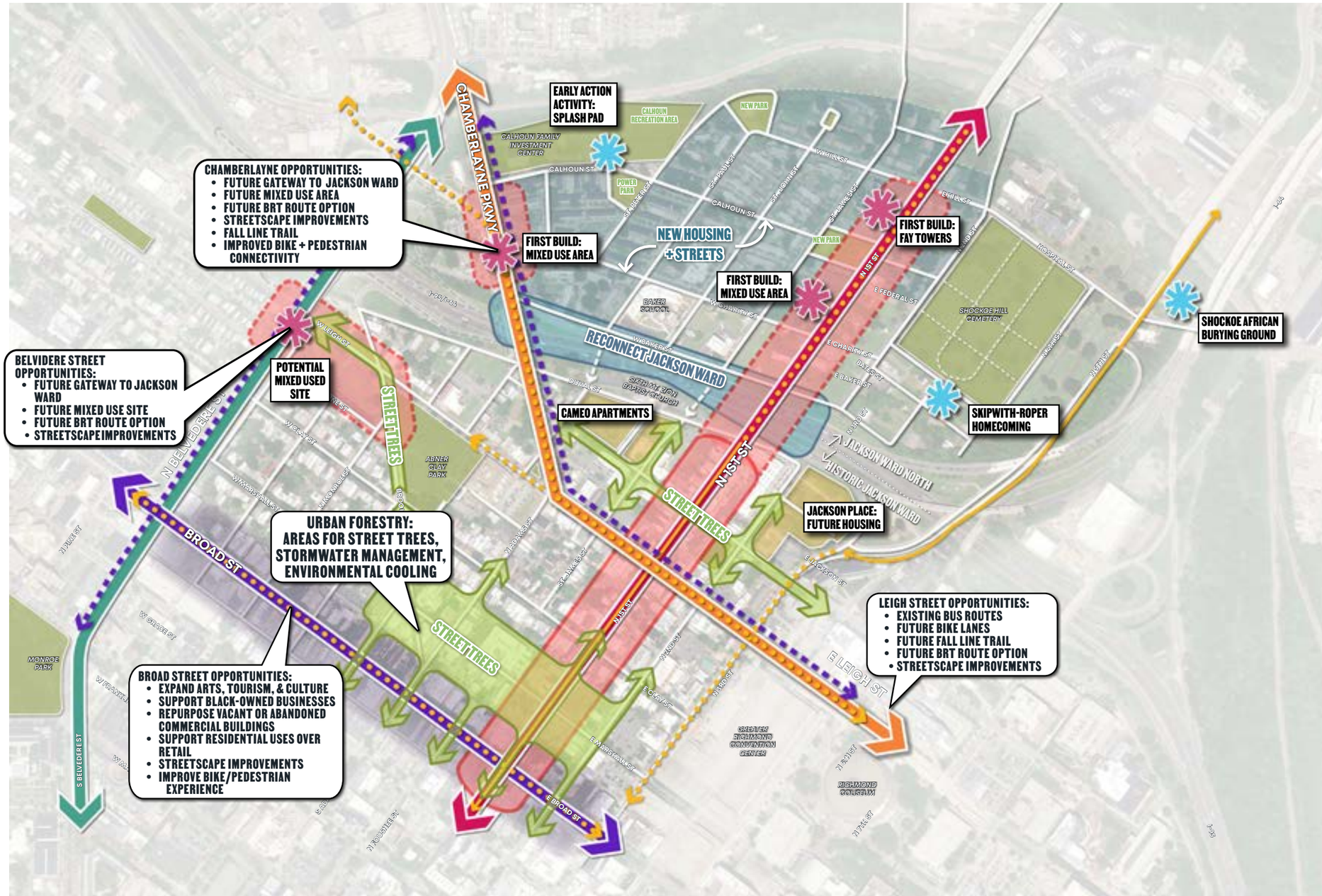


Figure 27 // Strategies & Opportunity Areas

The Choice Neighborhood Plan integrates physical improvements and revitalization of Jackson Ward with the redevelopment of Gilpin Court. Strategies include:

- Reinforcing commercial corridors along North 1st Street and Chamberlayne Parkway.
- Reconnecting Jackson Ward across the highway through a potential cap or improved connections.
- Improving urban forestry through new street trees and protecting existing heritage trees.
- Strengthening mobility corridors along North 1st Street, Chamberlayne Parkway, East Leigh Street, Broad Street, and Belvidere Street.
- Revitalizing Broad Street as a vibrant commercial and cultural corridor.
- Identifying key opportunity sites for mixed use private or anchor institution development along North 1st Street, Chamberlayne Parkway, and Belvidere Street.
- Prioritizing First Build Sites as the catalyst for redeveloping Gilpin Court and introducing mixed income housing to the neighborhood.

- First Build Sites
- Community Landmarks
- Gilpin Court Redevelopment Area
- Planned Housing Developments
- Broad Street Commercial Area
- Existing Mixed Use Area
- Future Mixed Use Area
- Reconnect Jackson Ward Project Area
- Areas for Urban Forestry / Tree Planting
- Broad Street
- Chamberlayne Parkway + Leigh Street
- First Street
- Belvidere Street
- Proposed BRT Route
- Existing Bike Lanes
- Proposed Bike Lanes & Fall Line Trail

DIVERSE ECONOMY

Jackson Ward is renewed as a center for Black education, business, arts, and culture.

As a dynamic center for minority-owned and locally-owned businesses with a network of educational and capital support, Jackson Ward residents can move into well-paying career paths and entrepreneurial enterprises. Jackson Ward children have access to schools and after-school activities that prepare them for post-secondary career paths; building an ecosystem that lets young people follow their passions in a career that meets their needs and leads to a fulfilling career path.

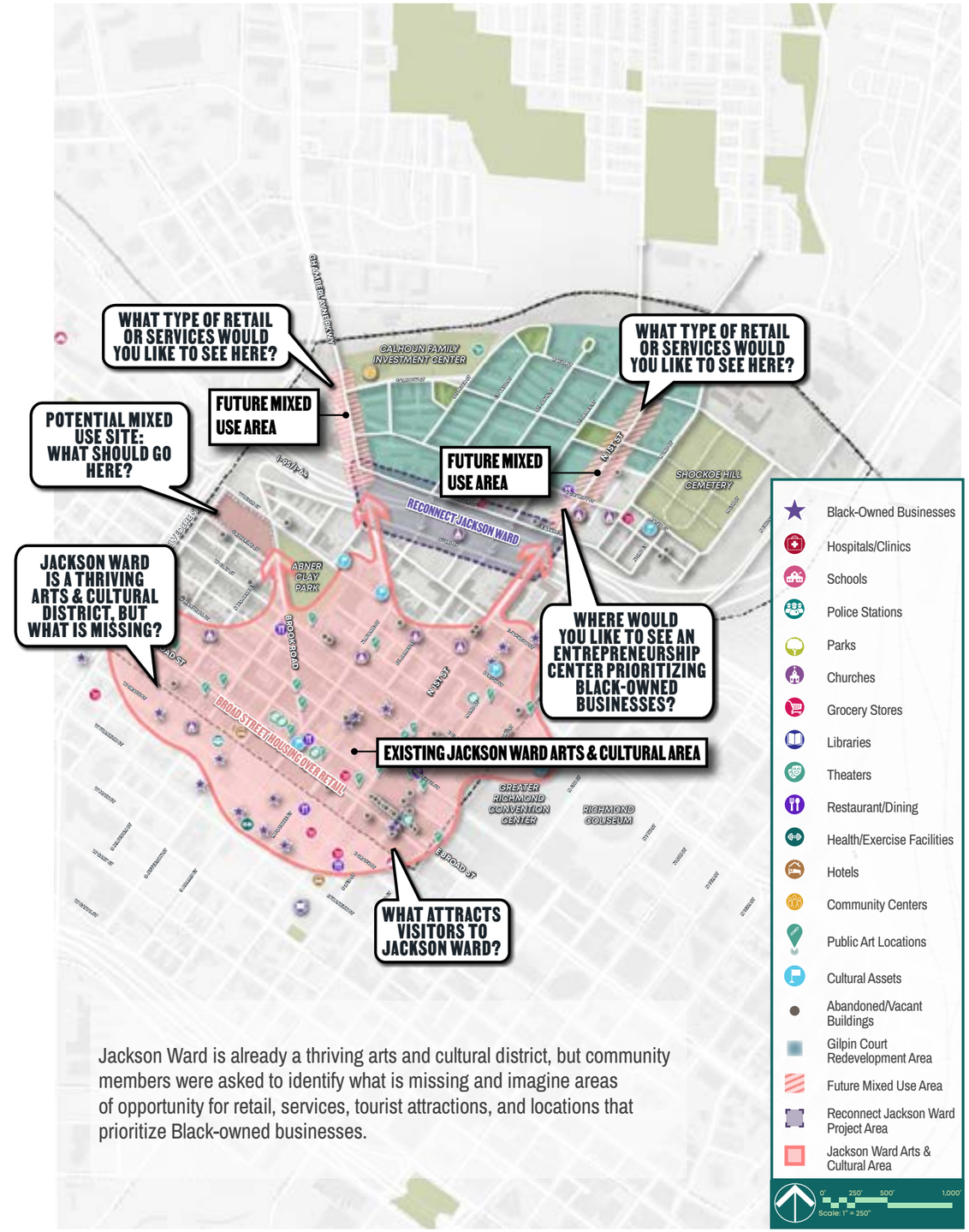
GOALS

1. Early Learning & Kindergarten Readiness
2. K-12 Success
3. Graduation Rates, Post Secondary Education, & Workforce Readiness
4. Employment & Economic Mobility
5. Tourism, Arts, & Culture

Jackson Ward is renewed as a **center for Black education, business, arts, and culture.**

"We envision a Jackson Ward that invests in the people," said one group. "Somewhere that builds culture from the ground up, honors history, works to change the perception of safety and combats systemic racism."

June Community Listening Workshop



Jackson Ward is already a thriving arts and cultural district, but community members were asked to identify what is missing and imagine areas of opportunity for retail, services, tourist attractions, and locations that prioritize Black-owned businesses.

Figure 28 // Diverse Economy Map

GOAL 1: EARLY LEARNING & KINDERGARTEN READINESS

PREPARE ALL GILPIN COURT CHILDREN FOR SUCCESS IN KINDERGARTEN BY SUPPORTING PARENTS AND CAREGIVERS AND INCREASING ACCESS, PARTICIPATION AND AWARENESS IN QUALITY EARLY CHILDHOOD CARE AND EDUCATION (ECCE) FOR GILPIN COURT FAMILIES WITH CHILDREN UNDER 5.

Strategy A: Increase parent and caregiver awareness of the value of quality early learning experiences and assist parents and caregivers in locating and securing ECCE services for their children.

Overwhelmingly, parents and caregivers in Gilpin Court choose to care for their children under 5 in their homes. Gilpin Informed Residents, who are all mothers, explained that they and their neighbors would be concerned about the well-being and safety of their children in congregant care settings staffed by strangers. Broadly, child care for children under 5 is perceived as a convenience that allows parents to work.

Office of Children and Families will coordinate with Thrive Birth to Five, whose Child Well-Being Team facilitates family and community engagement and advocacy activities in Richmond, as well as the Richmond Henrico Health District and the Gilpin Informed Residents to launch a Gilpin Court initiative to train a team of parents, grandparents and caregivers to serve as community ambassadors for early childhood care and education.

The ambassadors will work with Virginia Public Media's Department of Early Childhood Care and Education to promote the value of quality early learning experiences in the neighborhood. They will partner with Healthy Hearts Plus II to connect with community doulas supporting pregnant people in Gilpin Court to start outreach and awareness building early. They will also engage with the Children's Hospital of Richmond's pediatrics primary care team to share resources and information in primary care visits. Finally, they will partner with Thrive Birth to Five's Coordinated Enrollment Team and ChildSavers's Child Development Services Team to strengthen communications between ECCE providers and families as well as to add capacity by supporting enrollment activities in Gilpin Court.

TIMEFRAME
Medium-term

NEXT STEPS
- Expand peer parenting education and parent navigation so that more parents and caregivers have the knowledge and skills they need to confidently parent their young children and support their children's early learning experiences.
- Engage residents in the development of a public awareness and enrollment campaign that builds understanding of the value of early learning experiences and how to access those experiences, including how to access Child Care Subsidy, Mixed Delivery, Head Start, and Virginia Preschool Initiative programs.

LEAD
City of Richmond Office Children and Families

PARTNERS
City of Richmond Office of Community Wealth Building, ChildSavers, Little Hands Virginia, Children's Hospital of Richmond, FRIENDS Association for Children, Healthy Hearts Plus II, Greater Richmond Stop Child Abuse Now (SCAN), Thrive Birth to Five, Virginia Public Media (VPM), Richmond Public Libraries*

Strategy B: Provide targeted supports to parents and caregivers with children under 5 so that they can advocate for their children and promote healthy early childhood development at home.

All parents care deeply for their children, and Gilpin Court parents are no exception. In addition to supporting efforts to enroll more children in quality ECCE programs, Gilpin ECCE community ambassadors will also support their neighbors to promote healthy early childhood development at home. To implement this strategy, the The Office of Children and Families will partner with the ambassadors to identify specific needs and then coordinate with relevant agencies to address those needs through community-based programming in the Calhoun Center.

TIMEFRAME
Medium-term

NEXT STEPS
- OCF will collaborate with philanthropy to support the expansion of Healthy Hearts II's Mommies, Bellies, Babies, and Daddies: Lap Baby Ready Set Learn program.
- OCF will coordinate with partners to connect Gilpin families with the research-backed RVA Basics program so that parents and caregivers can further support the cognitive and social-emotional development of their infants and children under three.
- OCF will coordinate with Little Hands of Virginia to establish the ambassadors as a verified referral source so that ambassadors can request donations and deliveries of items that would assist parents in Gilpin Court.
- OCF will also support the coordination of Family Lifeline with the ambassadors to build awareness of the value of home visiting and increase the number of families who self-refer to participate in Family Lifeline's nationally-recognized Children's Health Involving Parents (CHIP) home visiting program, which supports families with children from birth to 5.
- OCF and the ambassadors will work with a variety of interested partners –to promote family-friendly activities to Gilpin families, connect Gilpin families to free museum memberships, and host family-friendly events in Calhoun Center and Gilpin Court.
- OCF will coordinate with Imagination Library RVA, Richmond's Dolly Parton Imagination Library affiliate, the ambassadors and other relevant partners to enroll Gilpin children so that they can receive a new book every month until they turn 5.

LEAD
City of Richmond Office of Children and Families, Dept of Planning and Development Review

PARTNERS
Little Hands Virginia, Children's Hospital of Richmond, United Way of Greater Richmond, FRIENDS Association for Children, Healthy Hearts Plus II, Greater Richmond Stop Child Abuse Now (SCAN), Thrive Birth to Five, Virginia Public Media, Family Lifeline*, Communities in Schools Richmond, Children's Museum of Richmond, Art180, Imagination Library RVA*, City of Richmond Department of Parks, Recreation and Community Facilities*, Richmond Public Libraries*, Venture Richmond

GOAL 2: K-12 SUCCESS

SUPPORT GILPIN COURT SCHOOL-AGED CHILDREN AND THEIR FAMILIES SO THAT THEY ARE SUCCESSFUL IN SCHOOL AND PROFICIENT IN READING AND MATH.

Without a public school in the footprint, Gilpin Court residents and partners are taking the lead on supporting Gilpin children to be successful in school and in life.

School-aged children living in Gilpin Court are zoned to three schools outside of the footprint: George W. Carver Elementary School, Albert Hill Middle School, and Thomas Jefferson ("TJ") High School. All three schools have communities other than Gilpin Court zoned to them. Of the three, Carver Elementary School's enrollment is most representative of Gilpin Court children; while the school zone is expansive geographically and covers a large and diverse swath of Richmond's residents, Gilpin Court children comprise the majority of Carver's enrollment. In comparison, both Hill and TJ are schools of choice in Richmond Public Schools and attract children from all over the city through the district's open enrollment process.

Notably, Richmond lacks the charter school presence that is common in similar cities, so school choice tends to be limited to out-of-zone schools and private schools.

Child participating in Early Childhood Education program (Source: University of Virginia Center for the Advanced Study of Teaching and Learning)

Strategy A: Reduce chronic absenteeism.

Richmond Public Schools, like public school districts across the country, is facing an attendance crisis. 42 percent of students were chronically absent in School Year 2022-2023, having missed more than 10 percent of school days; that rate is consistent across Black and Low Income subgroups. Attendance is a critical factor to academic proficiency, and chronic absenteeism is taking a toll on Carver students' academic outcomes. Just 20 percent of Carver students in grades 3 through 5 were proficient in reading during SY22-23 compared to 47 percent of RPS students and 73 percent of Virginia public school students. Black and Low Income students underperformed, with just 19 percent of 3rd to 5th graders showing reading proficiency compared with 42 and 41 percent of RPS Black and Low Income students. Students fared worse in math: just 8 percent of Carver students in 3rd through 5th grade performed on or above grade level in math in SY22-23 compared with 44 percent of RPS students.

To improve academic outcomes, Gilpin Court residents and partners will collaborate to reduce chronic absenteeism. First, the Office of Children and Families has partnered with RPS to hold an engagement session in the Calhoun Center in November 2023 so that Gilpin families can participate in the district's efforts to craft a new five-year strategic plan. Gilpin families will have the opportunity to inform district-wide priorities and build relationships with RPS staff in the Office of Engagement.

Second, the Office of Children and Families (OCF) will coordinate with the Richmond Public Schools Education Foundation (RPSEF) to partner with Gilpin Informed Residents in order to design and implement an attendance campaign that centers youth and family voice and directly addresses Gilpin families' motivations and concerns about school in a case for daily school attendance.

Third, OCF and RPSEF will collaborate with Communities in Schools Richmond and RRHA to hold parent engagement meetings in the Calhoun Center. These meetings will engage parents and caregivers in activities that build their understanding about how to navigate their children's school and how to advocate for their children. Additionally, this collaborative will invite Parent-Teacher Associations from each zoned school to meet in Calhoun Center at least once each quarter.

Through targeted engagement with school-based afterschool care providers (Department of Parks and Recreation at Carver and NextUp RVA at Hill) and FRIENDS Association, OCF will reduce the barrier to attendance presented by perceived lack of access to before- and afterschool programming.

Finally, OCF will partner with Richmond Henrico Health District and the Children's Hospital of Richmond to ensure that high rates of Gilpin children continue to complete regular, preventative primary care visits so that poor health is not a barrier to attendance.

TIMEFRAME
Medium-term

NEXT STEPS
- Collaboratively design and implement attendance campaign with residents that center youth and family voice and increase understanding of the value of daily attendance
- Strengthen student, community, and family connections to their schools by holding PTA meetings in the Calhoun Center; engaging caregivers in activities to build knowledge about engagement with schools and advocacy for their children
- Engage Gilpin Court residents in the development of the Richmond Public Schools strategic plan by holding an engagement session in the Calhoun Center
- Reduce barriers to attendance by addressing health and before- and afterschool child care needs

LEAD
City of Richmond Office of Children and Families

PARTNERS
Richmond Public Schools Education Foundation, Communities in Schools Richmond, Children's Hospital of Richmond, FRIENDS Association for Children, NextUp RVA, Richmond Public Libraries*, Richmond Public Schools*, Greater Richmond Stop Child Abuse Now (SCAN), Virginia Public Media (VPM)

Strategy B: Expand access to quality out-of-school time (OST) programming that support in-school learning.

In 2018, Mayor Levar M. Stoney committed to universalizing access to school-based, full-time afterschool programming at all RPS elementary and middle schools. Both Carver and Hill have school-based programs that run five days/week, serve meals, and provide transportation home. Carver's program, run by the City's Department of Parks, Recreation and Community Facilities (PRCF) costs $120 per year with the option to request financial assistance or full scholarship. Hill's program, run by NextUp RVA, is free of cost. RPS provides the following in-kind supports: facilities use, custodial services, security, transportation and food services.

In 2022, recognizing the need for more positive, productive experiences for youth, the City invested $1 million to establish a new Positive Youth Development (PYD) Fund at NextUp RVA in order to direct public funds to small, grassroots, community-based OST programs during the school year and summer for ages 12-19. The City continues to invest $1 million annually to maintain these programs.

Additionally, to further strengthen OST opportunities in Richmond, OCF will dedicate resources to providing backbone supports for a coordinated OST system, to include youth and community advisory committees. OCF will reserve seats on each committee for Gilpin residents to ensure their voices are heard in conversations about the future of OST in Richmond.

Broadly, Gilpin children, youth and their families have expressed two priorities: more programming in the neighborhood and greater access to programming and events outside of the neighborhood.

To grow Gilpin-based programs, OCF, which manages the PYD Fund grant contract, will direct NextUp to prioritize location of PYD programs in the Calhoun Center. OCF will also collaborate with PRCF and other OST partners like Boys & Girls Clubs of Metro Richmond, Greater Richmond Fit4Kids, Richmond Public Libraries and the Mayor's Youth Academy to operate youth programs in Calhoun.

To expand access to programs and events outside of the neighborhood, OCF will partner with the City's Office of Equitable Transit and Mobility, which will pursue grant funding and administer programs that provide transportation to and from programs and events for Gilpin children and youth.

Finally, with City funding support, NextUp RVA will launch an online OST program locator tool that is accessible by mobile devices so that children, youth and families can easily find OST programs.

In addition to OST programming, Gilpin families have expressed a desire for mentorship programs. OCF will coordinate with Virginia Union University and the Urban League of Greater Richmond to establish and/or expand mentorship programs in Gilpin Court.

TIMEFRAME
Short-term

NEXT STEPS
- Promote available programs to Gilpin Court families through multiple channels, including an online program locator accessible by mobile devices.
- Engage Gilpin Court residents in youth and community advisory bodies for OST planning and target public and philanthropic funding to support preferred OST programs/activities.
- Hold programs in the Calhoun Center.
- Expand access to mentoring programs that engage Gilpin Court youth at school and in their neighborhood.
- Provide transportation to and from events and programs outside of Gilpin Court.

LEAD
City of Richmond Office of Children and Families

PARTNERS
City of Richmond Office of Community Wealth Building, City of Richmond Department of Parks, Recreation and Community Facilities, City of Richmond Office of Equitable Transit and Mobility, Richmond Public Libraries*, Richmond Public Schools Education Foundation, Children's Museum of Richmond, Art180, United Way of Greater Richmond, FRIENDS Association, NextUp RVA, Boys & Girls Club of Metro Richmond, Greater Richmond Fit4Kids, Virginia Union University*, Urban League of Greater Richmond*

Youth who attended the November 2022 public meetings asked for the expansion of after-school activities in Gilpin. (Source: City of Richmond, VA)

GOAL 3: GRADUATION RATES, POST-SECONDARY EDUCATION, & WORKFORCE READINESS

GILPIN COURT YOUTH GRADUATE FROM HIGH SCHOOL ON TIME AND READY TO SUCCEED IN POSTSECONDARY EDUCATION AND/OR EMPLOYMENT.

Strategy A: Provide middle and high school students with targeted career and college planning, including exposure to postsecondary opportunities.

Gilpin residents and partners have made clear their desire to connect youth to postsecondary opportunities while they're still in school. Research shows that supporting middle and high school students with career and college planning helps increase high school completion and on-time graduation rates.

OCF will coordinate with key OST partners, including NextUp RVA and Boys & Girls Clubs of Greater Richmond, to ensure that their programs that serve Gilpin youth intentionally make connections to postsecondary opportunities.

Mayor's Youth Academy (MYA), operated by the City's Office of Community Wealth Building (OWCB), provides career exposure, soft skill development and career navigation programs to RPS high school students. OCF will partner with MYA to target Gilpin youth at TJ for participation in these programs, and collaborate with RRHA to identify opportunities to hold some events in Gilpin.

Great Expectations Scholarship Program (GRASP) operates in every RPS high school and offers financial aid advising and workshops for postsecondary education/training; they also award scholarships for college. GRASP will partner with OCF to ensure Gilpin students are aware of their services and have access to them.

GRASP administers the Pathways Program, which was established by an investment by Mayor Levar Stoney in 2023 in order to support low income RPS high school students to and through community college.

The Pathways Program braids MYA and GRASP programming together during a student's senior year of high school and then provides a last-dollar scholarship plus living stipend for up to three years of enrollment in either Reynolds Community College or Brightpoint Community College, the two Virginia Community College System institutions that serve the Richmond region. OCF manages the grant contract for Pathways Program and will work with GRASP to prioritize Gilpin students for participation in the program.

TIMEFRAME
Medium-term

NEXT STEPS
- Incorporate exposure to postsecondary opportunities into OST programs in which Gilpin Court youth participate.
- Strengthen outreach and promotion of existing opportunities to Gilpin Court youth and caregivers and start outreach and promotion earlier.
- Expand programming that familiarizes youth with postsecondary opportunities and supports their navigation of those opportunities.
- Target Gilpin Court youth enrolled at Thomas Jefferson High School for the Pathways Program.

LEAD
City of Richmond Office of Children and Families

PARTNERS
City of Richmond Office of Community Wealth Building, City of Richmond Office of Equitable Transit and Mobility, Art180, United Way of Greater Richmond, Great Aspirations Scholarship Program (GRASP), Boys and Girls Clubs of Metro Richmond, NextUp RVA*

Strategy B: Provide work-based learning experiences and apprenticeships to youth that incentivize high school graduation.

During conversations with residents through community engagement sessions and surveys, as well as informal interactions, consensus emerged about connecting youth to work-based learning opportunities that prepared them for a career and helped them stay focused on high school graduation.

OCF will collaborate with OCWB's Mayor's Youth Academy to conduct targeted enrollment activities for Gilpin youth in their Summer Work-Based Learning Program. Each summer, MYA partners with City of Richmond departments, Kings Dominion and a number of regional employers to place youth aged 14-24 in summer jobs for seven weeks. Participants are compensated for their work and receive additional supports through MYA programs that aim to develop youth's soft skills so that they can seek and retain employment in the future. OCF will support MYA to engage directly with Gilpin youth in order to identify what summer opportunities youth would like to pursue; from that point, OCF will engage additional partners including Urban League of Greater Richmond, Art180, Boys & Girls Clubs of Metro Richmond, Greater Richmond Fit4Kids, the City of Richmond's Department of Economic Development, the City of Richmond's Office of Minority Business Development, and the United Way to ensure that we've collectively pursued all options to offer every opportunity desired by youth in Gilpin.

Additionally, OCF will convene MYA and the City's Office of Equitable Transit and Mobility each spring to proactively plan for transportation to and from summer job sites, with a focus on Gilpin youth.

TIMEFRAME
Medium-term

NEXT STEPS
- Provide compensation for work-based learning (WBL) opportunities.
- Incorporate WBL into partnerships/agreements with developers and employers.
- Supplement WBL with additional supports.
- Provide transportation to WBL sites.

LEAD
City of Richmond Office of Children and Families

PARTNERS
City of Richmond Office of Community Wealth Building, City of Richmond Office of Equitable Transit and Mobility, Richmond Public Schools Education Foundation, Art180, United Way of Greater Richmond, Boys & Girls Clubs of Metro Richmond, Greater Richmond Fit4Kids, Urban League of Greater Richmond

Strategy C: Partner with the Greater Richmond Transit Company (GRTC) to establish frequent, reliable, and quick routes to schools and other educational venues.

Only twenty-five percent (25%) of assessment respondents report driving themselves as a primary means of transportation. Expanding transportation options, both at GRTC and within the school system, can significantly help improve educational options and access to other educational venues such as the Science Museum and the library system. Publicly accessible transit should connect residents to out-of-school programming, libraries, community centers, and cultural opportunities to support and enrich educational experiences.

TIMEFRAME
Medium-term

NEXT STEPS
- Develop relationships with GRTC and school transportation leaders.
- Identify gaps in service maps and determine causes for those gaps; if funding-related, identify revenue to expand transit.
- Connect residents with the existing CDL School Bus endorsement credentialing programs.
- Develop plan for small-scale improvements/pilot projects on transit and education.

LEAD
GRTC

PARTNERS
See Partnership Grid.

Greater Richmond Transit Company operates several transit opportunities including Bus Rapid Transit, Specialized Transportation, and Link Microtransit. (Source: GRTC)

Strategy D: Ensure high school seniors graduate on time.

The Pathways Program was established through an investment by Mayor Levar Stoney in 2023 to support low-income Richmond Public School (RPS) high school students to and through community college. The Pathways Program compliments the city's Mayors Youth Academy (MYA) and Great Aspirations Scholarship Program (GRASP) during a student's senior year of high school and provides a last-dollar scholarship plus living stipend for up to three years of enrollment in either Virginia Community College institutions that serve the Richmond region. The Office of Children and Families (OCF) manages the grant contract for the Pathways Program and will work with GRASP to prioritize Gilpin students for participation in the program.

TIMEFRAME
Medium-term

NEXT STEPS
Secure leverage letters from partners and agree on a path to advance the strategy.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
See Partnership Grid

Strategy E: Provide scholarship opportunities to Jackson Ward residents.

According to data from April 2023, the average household income for Gilpin residents is $12,066, which is twenty-three percent (23%) of the city's median household income ($51,447). Per the Resident Assessment, twenty-one percent (21%) of Gilpin residents wish to engage in some form of academic program and twenty-four percent (24%) would like to pursue a vocational training program. Scholarships to any post-secondary educational or job training program will help residents achieve vocational desires and aspirations.

TIMEFRAME
Short-term

NEXT STEPS
- Identify current scholarship opportunities.
- Develop and implement outreach programs to make residents aware of these opportunities.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
See Partnership Grid

SPOTLIGHT: MAYOR'S YOUTH ACADEMY

The Mayor's Youth Academy is a workforce development program designed to engage youth, ages 14-24, in a productive career exploration program by using a work-based learning approach. MYA seeks to assist youth in identifying, clarifying, and exploring career interests. The Great Aspirations Scholarship Program (GRASP) is a charitable non-profit organization that aids students and families in obtaining funding for post-secondary education.

(Source: Richmond Office of Community Wealth Building)

Strategy F: Host post-secondary education classes in the neighborhood.

Residents of Jackson Ward have a large interest in furthering their education. According to data from the resident assessment, sixty-three percent (63%) of respondents in Gilpin Court expressed interest in post-high school education opportunities. Their interests included training for running small businesses and computer skills, with fully forty-four percent (44%) interested in learning about starting a small business. Per the community assessment, Jackson Ward residents as a whole also have an interest in small business training and technology skills. By forming and leveraging new and existing partnerships with institutions and organizations, classes can be offered to residents to assist with post-secondary education opportunities in the neighborhood. This will not only include training residents most desire but also courses to obtain certifications, apprenticeship opportunities, and credentialing in a variety of career sectors. Additional programs that focus on installation, maintenance, and repairs for green technology in the community and throughout the city can serve multiple goals in this plan.

TIME FRAME
Long-term

NEXT STEPS
- Develop a list of all current post-secondary classes given in or near the community.
- Advertise existing classes within the community.
- Educate case managers on educational opportunities.

LEAD
Richmond Henrico Health District

PARTNERS
See Partnership Grid

RPS teachers and student (Source: Brianna Scott, VPN)

Strategy G: Explore creating a Richmond chapter of the YouthBuild program.

The Department of Labor's YouthBuild program is a community-based pre-apprenticeship program that provides job training and educational opportunities for individuals ages 16-24 who have dropped out of high school. Through this program, individuals learn vocational skills. This program allows participants to obtain vocational training while also working toward earning a high school diploma or equivalent. This program offers significant support for mentorship opportunities, additional education obtainment, counseling services and participation in community engagement.

TIME FRAME
Short-term

NEXT STEPS
Connect with Department of Labor.

LEAD
RRHA, City of Richmond

PARTNERS
See Partnership Grid.

Strategy H: Establish a small business hub in Jackson Ward.

Jackson Ward is proudly known as the birthplace of Black entrepreneurship. The community of Jackson Ward is home to a variety of small businesses. With forty-four percent (44%) of Gilpin residents interested in starting a small business, a small business hub will serve as a center for businesses to utilize for information and assistance. Services may include information on registering as a small, minority, or woman-owned business, applying for small business grants, information on how to apply for subcontracting opportunities, educational courses, and more.

TIME FRAME
Long-term

NEXT STEPS
- Identify all groups currently working to support businesses in the community.
- Identify all businesses in the community.
- Promote networking among community businesses.

LEAD
City of Richmond Dept of Economic Development

PARTNERS
See Partnership Grid.

YouthBuild program participants on a job site (Source: YouthBuild Charter School of California)

Strategy I: Connect with established organizations to provide education and outreach.

Sixty-nine percent (69%) of residents are unemployed and forty-four percent (44%) are interested in self-employment. As many residents have interest in owning their own business and obtaining additional education, collaborations with other organizations like the Jackson Ward Collective and other Black community-based organizations will assist with guidance on becoming entrepreneurs, provide mentorships, and connect residents to work opportunities.

TIME FRAME
Short-term

NEXT STEPS
- Identify all groups currently working to support businesses in the community.
- Identify all businesses in the community.
- Promote networking among community businesses.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
See Partnership Grid.

Mayor Stoney holds community meeting at Gilpin Court (Source: vpm.org)

EDUCATION PARTNERSHIP GRID

The chart below shows committed partners that have been engaged in the planning process and who have committed to provide resources to advance education strategies in service to target families. Partners will provide these services to ensure that children living in Gilpin Court will enter kindergarten ready to learn, be proficient in core academic subjects and graduate from high school college- and workforce- ready.

Organization	Contributions to Gilpin Residents	Residents Served
ART180	Will provide programming and events for young people and our community using art as the tool for self-knowledge and joy. As well as a safe space for teens to relax, create, and explore new mediums of art and production.	740 youth (6-18)
Boys & Girls Clubs of Metro Richmond	Will provide OST programming for middle and high school aged youth	740 youth (6-18)
Children's Hospital of Richmond at VCU	Provides a range of clinical healthcare services for children from birth through early adulthood.	993 youth (0-18)
ChildSavers	Will provide free or low-cost training, technical assistance, and resources for child care providers to deliver quality care including training and professional development opportunities that include credentialing, mentoring, and nutrition education.	490 families
Children's Museum of Richmond	Will provide museum visitation, educational programming, family play groups, book bank, and outreach events	490 families
City of Richmond Department of Parks, Recreation and Community Facilities	Will offer a variety of programming for youth, teens, adults and seniors throughout the City of Richmond for free or reduced cost, including youth athletics, summer camps, after school programs, aquatics, etc.	1,138 residents
City of Richmond Office of Community Wealth Building	Will offer employment and training services, financial literacy services, and youth development services.	1,138 residents

Organization	Contributions to Gilpin Residents	Residents Served
City of Richmond Office of Equitable Transit and Mobility	Micro-mobility access such as RVA bikeshare	Citywide
Communities In Schools Richmond	Will support K-12 students through early interventions and enrichment opportunities by working with the community inside schools to address the various needs of students in high poverty neighborhoods by coordinating the efforts and resources of partners, volunteers, and community organizations with specific targeted responses to non-instructional needs.	740 youth (6-18)
The Community Foundation	Will provide investment in early childhood development and education	253 youth (0-5)
Family Lifeline	Will provide early childhood home visiting	253 youth (0-5)
FRIENDS Association	Will provide early childhood development programs, and enrichment activities for school aged youth before and after school. Also offers summer, music education and performing arts programming.	709 youth (0-12)
Great Aspirations Scholarship Program (GRASP)	Will provide financial aid advising and workshops for post-secondary education and training, and awarding scholarships for college.	740 youth (6-18)
Greater Richmond Fit4Kids	Will train elementary teachers on using movement in their classrooms, provide OST programs, and limited high school summer internships.	740 youth (6-18)

Figure 29 // Education Partnership Grid

Organization	Contributions to Gilpin Residents	Residents Served
Greater Richmond Stop Child Abuse Now (SCAN)	Provides the Circle Preschool Program, a therapeutic preschool for children who have experienced trauma and prepare them for long-term educational success.	253 youth (0-5)
Healthy Hearts Plus II	Provides breastfeeding and parenting support (Ready, Set, Learn) through education utilizing a unique urbanized curriculum that speaks directly to the concerns of the women who are pregnant and parent children in under-served areas. Leverages technology through virtual interaction to overcome barriers related to geography or transportation, making it easier for families to participate in programs and access resources.	490 families
Imagination Library RVA	Will provide an early childhood book gifting program.	253 youth (0-5)
The Literacy Lab	Will serve children from age 3 to grade 3. Embeds full-time, rigorously-trained tutors in early childhood centers and elementary schools through the Leading Men Fellowship and Virginia Reading Corps. Provides professional development to educators through SEEDS of Early Learning training.	253 youth (0-5)
Little Hands Virginia	Will provide diaper distribution through the Diaper Bank to families with infants/toddlers and provide an Individual Request Program for specific items a child needs.	253 youth (0-5)
Mayor's Youth Academy	Will provide a workforce development program.	740 youth (6-18)
NextUp RVA	Will offer enrichment programs in STEM, Leadership & Mentoring, Arts & Humanities and Sports & Health.	740 youth (6-18)

Organization	Contributions to Gilpin Residents	Residents Served
The Robins Foundation	Will provide support for early childhood care and education as well as parent support.	253 youth (0-5)
Richmond Public Library	Will provide range of early childhood learning and literacy programs.	740 youth
Richmond Public Schools Education Foundation	Will provide a college and career advising program as well as after school programs and activities.	740 youth (6-18)
Thrive Birth to Five	Ready Region Central, VQB5 (quality measurement), Mixed Delivery (funding for slots), Family Engagement, Coordinated Enrollment, The Basics.	253 youth (0-5)
United Way of Greater Richmond & Petersburg	Will fund additional investments into existing early learning providers located in the footprint.	253 youth (0-5)
Urban League of Greater Richmond	Will provide resources to help minority students successfully graduate from high school and college and secure successful careers.	740 youth (6-18)
Venture Richmond	Will collaborate with Gilpin Informed Residents and Richmond Public Schools to develop philanthropic resources and community relationships that improve student learning and achievement in preparation for success in college, career, and community.	993 youth (0-18)
Virginia Public Media (VPM)	VPM offers free access to PBS KIDS content, educational content through the Science Matters initiative, plus local events and outreach.	490 families
Virginia Union University	Will provide mentoring programs, enrichment programs, Upward Bound, and TRIO programs.	740 youth (6-18)

GOAL 4: EMPLOYMENT & ECONOMIC MOBILITY

FOSTER A DYNAMIC CENTER FOR ACCESS TO EMPLOYMENT OPPORTUNITIES, THRIVING MINORITY BUSINESSES, AND EMERGING ENTREPRENEURSHIP.

With forty-three percent (43%) of residents unemployed and holding a high school diploma or GED, the Jackson Ward community needs its eligible workforce prepared for living wage employment opportunities. Results from the Needs Assessment indicated that residents are interested in developing computer skills, small business training, vocational training, budgeting and finance, leadership training, and college preparation, among others.

The strategies below will assist in expanding available employment opportunities to intentionally support individuals' desired employment choices.

Hatch Kitchen is a facility specializing in growth and development support for existing food and beverage businesses. (Source: Hatch Richmond)

Strategy A: Provide Gilpin Court and Jackson Ward youth access to and support for workforce training programs.

The school-age population of Gilpin Court families represents forty-five percent (45%) of the total population. During focus groups, residents voiced the need for youth and young adults to explore different careers and have access to scholarships, apprenticeships, and technical opportunities to build economic capacity within their neighborhood. Residents shared that there are few employment opportunities within the neighborhood, and secondary education and training programs are located outside of the neighborhood and are often offered during the hours youth cannot participate.

TIMEFRAME
Medium-term

NEXT STEPS
- Connect with VUU to provide on-site training opportunities for opportunity youth.
- Connect with VUU to provide mentorship programs.
- Implement a bi-annual workforce exploration session for high school youth.
- Partner with community college, to access scholarships opportunities.
- Partner with workforce agencies to provide on the job training and internship.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
Virginia Union University, RRHA, City of Richmond Office of Children and Families, Office of Community Wealth Building

Strategy B: Develop pathways for work-able Gilpin Court and Jackson Ward adults to train and earn a living wage.

Jackson Ward residents and community members raised concerns about the limited opportunities for youth and young adults to experience wealth-building opportunities within their community. Partnering with local colleges and training institutions to provide skill-building and trade certifications builds the capacity of individuals to earn living wage jobs, a critical step to building a thriving community. Working with partners to offer classes closer to the community is vital to creating access to opportunity within the neighborhood.

TIMEFRAME
Medium-term

NEXT STEPS
- Work with local community colleges to build technical training cohort that will earn residents a starting wage of $20.00 an hour.
- Work with employers to create apprenticeship opportunities in the trades field.
- Work with residents with limited employment history to integrate into the workforce.
- Connect the work-able adults to industry-focused coordinated pathways of economic mobility.
- Engage with new and existing employers to offer entry-level positions to residents with a clear path to advance to higher earning positions.
- Work with VUU to develop Center for Human and Family Empowerment on-site at Gilpin Court to support employment opportunities for residents.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
Virginia Union University, RRHA, Office of Community Wealth Building

Strategy C: Increase access for Gilpin Court residents to entrepreneurial opportunities and education.

Unemployed adults in the community have listed limited training and education opportunities in their fields of interest. Many residents are interested in entrepreneurial opportunities but lack the resources and knowledge to fulfill their goals successfully. The strategies below will assist in expanding available employment opportunities to intentionally support individuals' desired employment choices.

TIMEFRAME
Short-term

NEXT STEPS
- Partner with the Developer, RRHA and City to create opportunities for MWBE contractors to apply as subcontractors.
- Work with local HUB to support and provide on-site entrepreneurial programming to Gilpin Court residents.
- Provide and support M/WBE applications for Section 3 opportunities (see Strategy F).

LEAD
City of Richmond Human Services Portfolio

PARTNERS
HRI Communities, RRHA, Office of Community Wealth Building, USI-CDFI, VCU

The Elegba Folklore Society is a lively celebration of African and African American culture. The cultural center is home to a large variety of art and imports, guided historical tours, and performances. Elegba Folklore Society aims to promote an understanding of the present by valuing the past. (Source: Clement Britt)

Strategy D: Align grant opportunities to elevate and assist locally-owned and minority businesses.

Small businesses play a critical role in the economy, driving economic growth and spurring innovation. According to Venture Richmond, Jackson Ward has experienced a revival in black-owned businesses and opportunities for those who own a small business in the neighborhood. The neighborhood has a variety of local businesses ranging from restaurants, salons, medical practices, etc. Further, many Gilpin residents have a desire to start their own small businesses to further support the economic activity of Jackson Ward. Grants to businesses to pay their starting costs and sustaining grants to pay yearly fees for keeping a business are needed.

TIME FRAME
Medium-term

NEXT STEPS
Identify available community capital.

LEAD
Office of Minority Business Development

PARTNERS
Community capital organizations, Metropolitan Business League

Strategy E: Create a safe and welcoming street environment that encourages activity.

Safe, accessible streets that people of all ages and abilities can use can support local businesses and encourage economic development. Based on responses from the community and resident assessment, the residents of Jackson Ward and Gilpin Court want to see walking improvements in the neighborhood. Implementing improvements to neighborhood streets can increase patronage of local businesses, expand employment opportunities, and spur greater investment in the community. Street improvements can start small and further grow through the infrastructure work to be completed with the redevelopment of Gilpin Court. Street changes can start with trash clean up which majority of residents would like to see per the Resident and Community Assessments.

TIME FRAME
Medium-term

NEXT STEPS
Prioritize the steps in Goal 13: Urban Design.

LEAD
City of Richmond Dept of Planning and Development Review

PARTNERS
Dept of Public Works, Dept of Public Utilities

Strategy F: Increase Section 3 Opportunities for Jackson Ward residents.

Thirty-five percent (35%) of Jackson Ward families have stated self-employment as an interest. In order to create positive self-employment opportunities for small businesses, it is key to work with current contractors and suppliers to assist individuals in obtaining the needed skills to have successful and sustainable opportunities. The first step in the process is working with partners to create a pathway to entrepreneurship that has measurable success.

TIME FRAME
Short-Term

NEXT STEPS
- Identify and further explore residents with the desire for self-employment.
- Create a needs assessment designed to identify self-employment readiness.
- Connect with current contractors to identify current opportunities to expand positions.
- Work with Community Colleges to create intentional curriculum to prepare applicants for positions.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
VCU

Maggie Walker Plaza unveiling (Source: Ernest Nixon)

GOAL 5: TOURISM, ARTS, & CULTURE

PROMOTE CULTURAL ASSETS, ATTRACT NEW VISITORS, AND DEVELOP AND ENGAGE WITH NEW AND EXISTING PROGRAMS FOR JACKSON WARD TO EXPAND ITS PROMINENCE AS AN ARTS DISTRICT.

Strategy A: Collaborate with local institutions to promote cultural assets of Jackson Ward.

Jackson Ward has a rich, deeply rooted history throughout the entire neighborhood. The community is known as the birthplace of Black entrepreneurship and is home to historic figures like the nation's first Black female bank president Maggie Walker, and dancer Bill "Bojangles" Robinson. Jackson Ward is home to historical sites like the Hippodrome Theater and Sixth Mount Zion Baptist Church. Such sites and rich history are strengths of the neighborhood. Expanding and marketing walking tour opportunities will showcase Jackson Ward's history, art, and culture. Opportunities to further emphasize the rich history of the neighborhood include creating and integrating Jackson Ward and Gilpin interactive exhibits to showcase oral histories and written experiences of legacy residents.

TIME FRAME
Short-term

NEXT STEPS
Identify funding to expand on the rich history of Jackson Ward.

LEAD
City of Richmond History and Culture Commission

PARTNERS
Virginia Museum of History and Culture, Black History Museum, Richmond Public Schools, JXN Foundation, Valentine Museum, Historic Richmond Foundation, community experts, Public Art Commission

Strategy B: Develop communications materials that highlight Jackson Ward's destinations and events.

A physical and electronic Jackson Ward asset map showing cultural venues, historic markers, art and mural installations, restaurants, and local businesses will help orient visitors, residents, and investors to the cultural attractions in Jackson Ward. A physical and electronic year-round central events calendar can serve as the message board for sharing the details of community gatherings, parades, festivals, street performances, pop-up food courts, parklets, and sellers' markets. This will also educate and encourage organizations to use Jackson Ward venues, artists, and businesses for regional events.

TIME FRAME
Short-term

NEXT STEPS
Identify funding to produce and promote the events and attractions in Jackson Ward.

LEAD
Richmond Region Tourism, City of Richmond

PARTNERS
Venture Richmond, Historic Richmond Foundation

Strategy C: Establish an arts-based collective to develop community- and stakeholder-led projects.

The arts-based collective will align and advocate for the various arts organizations in Jackson Ward. The goal of the collective may be to have a physical space within Jackson Ward to run programming and host events that engage youth. But at a minimum, the collective can coalesce arts groups in Jackson Ward to build awareness and advocate for arts-based organizations.

TIME FRAME
Short-term

NEXT STEPS
Host a networking event to promote the idea and gauge interests in the arts community.

LEAD
Public Art Commission

PARTNERS
Art 180, local theaters, local artists in Jackson Ward

Black HIstory Museum exhibit (Source: Richmond Region Tourism)

Strategy D: Establish a streateries ordinance.

Streatery means a private, on-street, outdoor dining establishment that occupies a portion of a parking lane that is closed to motor vehicle parking, used either as an extension of, and connected visually to, and for use by patrons of, a nearby food and beverage establishment at which is subject to all the terms and conditions of the nearby restaurant's food service permits and alcohol licenses. Jackson Ward is home to many restaurants that would greatly benefit from additional seating. Allowing streateries can help activate the urban realm and help restaurants generate more business.

TIME FRAME
Short-term

NEXT STEPS
Participate in the zoning rewrite.

LEAD
City of Richmond Dept of Planning and Development Review

PARTNERS
Jackson Ward restaurant owners

Max's Cafe sidewalk seating (Source: City of Richmond, VA)

Strategy E: Create public art.

Public art is a tool to transform public spaces and create tourism. Throughout the Jackson Ward community, public art shares the history of the neighborhood. Utilizing expertise and funding opportunities of Public Art Commission (PAC) to execute a greater amount of permanent art installations within Jackson Ward can draw attention to Jackson Ward's rich history of entrepreneurs and historic figures. Public art will help to tell the story of historic Jackson Ward and bring in more tourism.

TIME FRAME
Short-term

NEXT STEPS
- Host a meeting to determine the spaces for permanent art.
- Promote the opportunity to artists.
- Collect ideas from residents and artists.

LEAD
City of Richmond - Public Art Commission

PARTNERS
Gilpin and Jackson Ward residents, local artist community, Historic Jackson Ward Association

Painted storm drain (Source: Richmond Office of Strategic Communications and Civic Engagement)

Strategy F: Improve the built environment around historic and cultural sites.

Creating safe and welcoming gathering places and environments around areas of cultural, historic, and artistic significance brings in more people to these spaces. Design features and signage along Jackson Ward's boundaries will distinguish the area as a destination. Designing the Fall Line Trail to come through Jackson Ward will bring trail users to various attractions throughout Jackson Ward and the Arts District (see Goal 11: Land Use and Historic Preservation, Goal 13: Urban Design, and Goal 17: Non-Car Network).

TIME FRAME
Short-term

NEXT STEPS
- Participate in the zoning rewrite.
- Meet with the City to determine which cultural sites to prioritize for improvements.

LEAD
City of Richmond

PARTNERS
Maggie Walker House (NPS), Historic Jackson Ward Association, Historic Richmond Foundation, Richmond Region Tourism, Venture Richmond

Jackson Ward is a National Historic Landmark District (Source: vpm.org)

INCLUSIVE HOUSING

GOALS

6. Diverse Housing Options
7. Pathways to Homeownership
8. Resident Preparedness
9. Displacement Prevention
10. Expanding Housing Opportunities

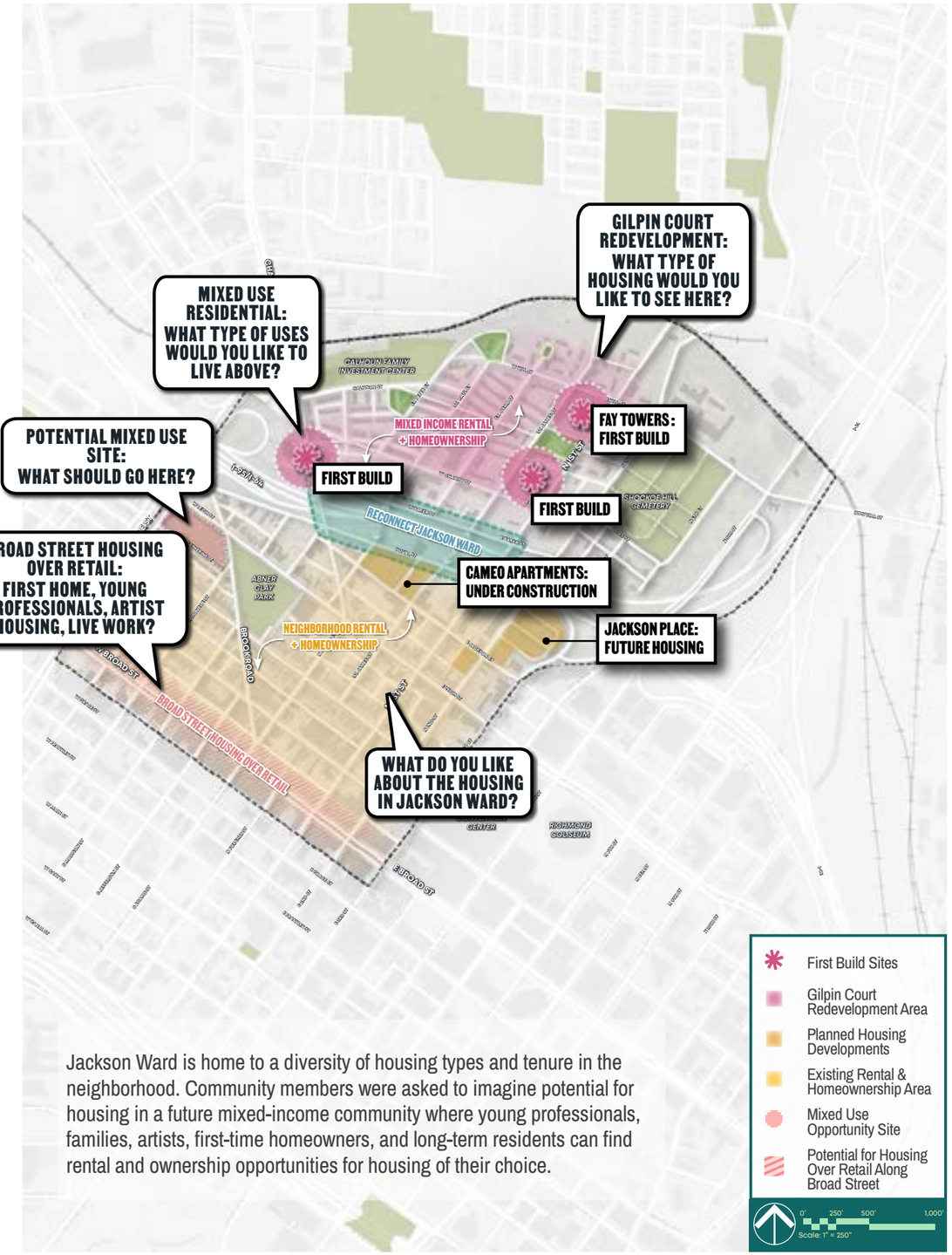
Jackson Ward is a national model for how to effectively include affordable housing throughout the entire community.

The redevelopment of Gilpin Court supports existing residents and attracts new residents to a community with a variety of newly constructed, high-quality affordable and market-rate homeownership and rental housing opportunities. Existing residents of Jackson Ward can remain in their changing community due to the successes of policies that prevent involuntary displacement.

Jackson Ward is a national model for how to **effectively include affordable housing throughout the entire community.**

"It is going to be a different way of living for current Gilpin residents. They will be more integrated into the community. And you do that with mixed-income and density in a way that is attractive. You start with the urban design and layout, and areas where the concepts of density are appropriate."

Community Stakeholder



Jackson Ward is home to a diversity of housing types and tenure in the neighborhood. Community members were asked to imagine potential for housing in a future mixed-income community where young professionals, families, artists, first-time homeowners, and long-term residents can find rental and ownership opportunities for housing of their choice.

Figure 30 // Inclusive Housing Map

GOAL 6: DIVERSE HOUSING OPTIONS

THE REDEVELOPMENT OF GILPIN COURT WILL BE NEW CONSTRUCTION WITH VARYING DENSITIES OF MIXED-USE, MIXED-INCOME HOUSING THAT REFLECT THE DIVERSITY, HISTORIC SCALE, AND LANDMARKS OF THE GILPIN/JACKSON WARD COMMUNITY.

Strategy A: Build a variety of new construction rental and homeownership opportunities for all levels of income.

Jackson Ward is a diverse neighborhood (i.e., in age, race, income, family size, etc.). Housing options need to be developed to match the range of current and future diversity in the community. This includes constructing rental and homeownership housing ranging from apartments, single-family homes, townhomes, condominiums, and co-ops. The new construction of these units will occur on the Gilpin Court site and on parcels owned by RRHA outside of the Gilpin Court footprint. Housing options will also include accessible and supportive housing options. Fifty-two percent (52%) of residents were very interested and thirty-percent (30%) are somewhat interested in owning a home.

TIME FRAME
Mid-term

NEXT STEPS
Solicit Request for Proposals for development projects to take place on RRHA-owned properties outside of the Gilpin Court footprint.

LEAD
RRHA

PARTNER
HRI Communities

82%

of residents are very or somewhat interested in owning their own home

Source: Resident Needs Assessment

Strategy B: Develop income-based housing in the community using RRHA's Project-Based Voucher (PBV) Program.

There are currently 781 public housing units in the Gilpin Court community. Through the redevelopment of the public housing site, the units will be replaced with Project-Based Voucher (PBV) units. Additional PBV replacement units will be developed off-site on land owned by RRHA throughout Jackson Ward and the greater City of Richmond. These PBV apartments are deeply affordable units where residents will only pay 30% of their income. Existing residents of Gilpin Court will have the first right to return to the newly constructed apartments on-site and off-site.

TIME FRAME
Long-Term

NEXT STEPS
Solicit Request for Proposals for development projects to take place on RRHA-owned properties outside of the Gilpin Court footprint

LEAD
RRHA

PARTNERS
HRI Communities and local housing development partners

Strategy C: Incorporate funding sources to support the implementation of the plan.

To provide housing options at varying income levels, funding resources from the Federal, state, and local levels are needed. This funding will allow for very low-income, low-income, workforce, and moderate-income housing options to be developed. By utilizing funding sources from programs such as Low-Income Housing Tax Credits (LIHTC), National Housing Trust Fund dollars, HOME Funds, Community Development Block Grant (CDBG), Housing in Energy Efficiency (HIEE), and Virginia Housing REACH funds, varying income levels of housing will be developed for current and future residents of Jackson Ward.

TIME FRAME
Long-Term

NEXT STEPS
Work with partnering agencies to determine funding resources availability and application process.

LEAD
RRHA

PARTNERS
City of Richmond, Virginia Housing, Virginia Department of Housing and Community Development (DHCD), Federal Home Loan Bank of Atlanta

As part of the redevelopment plan for Gilpin Court, housing will be provided in a range of densities, styles, and tenure. (Source: LRK)

GOAL 7: PATHWAYS TO HOMEOWNERSHIP

CREATE PATHWAYS TO HOMEOWNERSHIP FOR FIRST-TIME HOMEBUYERS.

Strategy A: Partner with organizations to offer grant assistance to low-income and moderate-income homebuyers.

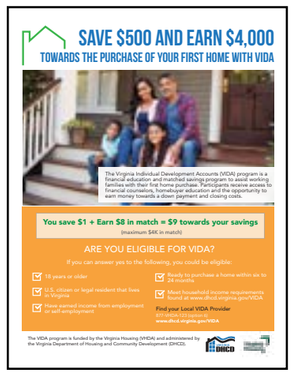
Saving for down payment assistance and covering closing costs can be a considerable barrier to homeownership. With rising home prices and interest rates, the path to homeownership can be challenging for low and middle-income first-time homebuyers. By working with partnering state agencies, residents will be informed and have access to down payment and closing cost assistance grants available to homebuyers as well as opportunities for residents to establish Individual Development Accounts (IDAs).

TIME FRAME
Mid-Term

NEXT STEPS
Meet with partnering agencies to discuss the different assistance programs available.

LEAD
City of Richmond Dept of Housing and Community Development

PARTNERS
Virginia Housing, Virginia Department of Housing and Community Development (DHCD), City of Richmond, Housing Opportunities Made Equal (HOME), Habitat for Humanity, OCWB



Flyer with information about VIDA program (Source: Virginia Housing)

Strategy B: Partner with local organizations to offer homeownership education opportunities.

When going from renting to homeownership, the process can be overwhelming. Homeownership courses are beneficial to assist first-time homebuyers to navigate the process. These education courses will inform potential homebuyers about topics such as budgeting, planning for home maintenance and additional costs, how to choose a lender, and credit counseling services. Additionally, by attending first-time homebuyer courses, residents may be entitled to grant assistance and benefits with partnering organizations.

TIME FRAME
Short-Term

NEXT STEPS
Create a one page document explaining different education courses available in the City of Richmond.

LEAD
City of Richmond Dept of Housing and Community Development

PARTNERS
Housing Opportunities Made Equal (HOME), Virginia Housing, Southside Community Development & Housing Corporation (SCDHC), Habitat for Humanity, OCWB, Maggie Walker Community Land Trust

Strategy C: Establish rent-to-own opportunities.

Per the resident assessment, fifty-two percent (52%) of residents were very interested in becoming homeowners. While residents may be in different situations on the pathway to homeownership, a lease-to-own option may work best for families interested in homeownership. In rent-to-own opportunities, a resident will lease the property with the option to buy at the end of the lease. This would allow time for residents to prepare themselves for homeownership (i.e., taking homeownership education courses, and establishing savings) while a set aside of their rent is placed into an escrow account to go towards a down payment.

TIME FRAME
Mid-Term

NEXT STEPS
Work with development partners to understand lease-to-own opportunities already available.

LEAD
RRHA

PARTNERS
Richmond Metropolitan Habitat for Humanity, Maggie Walker Community Land Trust

Strategy D: Utilize the Housing Choice Voucher Program for homeownership.

RRHA has authority for approximately four thousand (4,000) vouchers. Many current and future voucher residents have an interest in becoming homeowners with the assistance of their Housing Choice Voucher (HCV). RRHA is working on launching the HCV Homeownership Program to allow voucher participants who have been renting for one year in the City of Richmond to use their vouchers for homeownership. Through the HCV Homeownership Program, qualified residents will be able to go from renter to homeowner by working through the Program. Once a home is purchased, thirty percent (30%) of the resident's income will go towards their mortgage payment while the RRHA voucher subsidy would cover the rest of the mortgage.

TIME FRAME
Short-Term

NEXT STEPS
Launch the HCV Homeownership Program and have residents fill out interest forms.

LEAD
RRHA

PARTNERS
Local development partners, Virginia Housing, mortgage lenders

Residents of Gilpin Court and members of the Jackson Ward community at large have expressed a strong desire for homeownership opportunities in the neighborhood. (Source: LRK)

GOAL 8: RESIDENT PREPAREDNESS

PREPARE RESIDENTS OF GILPIN COURT AND JACKSON WARD FOR THE REDEVELOPMENT OF THE COMMUNITY.

Strategy A: Establish a Tenant Bill of Rights with the Gilpin residents.

It is pivotal for the residents of Gilpin Court to understand their rights during the redevelopment process. A Tenant Bill of Rights will be established in collaboration with the residents of Gilpin. This document will define residents' rights including housing options and their right to return to the newly developed Gilpin. This document will state the expectations of RRHA, the City, and the chosen development partner for the redevelopment and the residents of Gilpin Court. This document will be signed and executed by the City of Richmond Mayor and Council President, the CEO of RRHA, the chosen development partner, and the president of the Gilpin Tenant Council.

TIME FRAME
Short-Term

NEXT STEPS
- Develop Jackson Ward Civic Network.
- Hold a resident meeting about the Tenant Bill of Rights.

LEAD
RRHA

PARTNERS
City of Richmond, Gilpin Residents, Central Virginia Legal Aid Society, HRI Communities

31.7%

percent of seniors who report needing help managing finances

Source: Resident Needs Assessment

Strategy B: Provide families with customized services based on their specific needs.

Redevelopment efforts of Gilpin Court will affect residents throughout the Jackson Ward community. As each household will have specific needs, customized services will be offered to each family. An assessment will be conducted to determine what services each family may need during the redevelopment process. Based on their needs, residents will be referred to different services available. Understanding the redevelopment of Gilpin Court will affect all residents of Jackson Ward, these services will be made available to every household who may need assistance and resources.

TIME FRAME
Mid-Term

NEXT STEPS
Coordinate with partners to determine services available.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
RRHA Resident Services, Richmond Henrico Health District, Housing Opportunities Made Equal (HOME), Richmond Behavior Health Association (RBHA), Office of Community Wealth Building

Strategy C: Organize education courses for residents moving from public housing to private landlord rentals.

The public housing units in Gilpin Court will be redeveloped as Project Based Voucher units that may be managed by a private landlord. Additionally, residents living in Gilpin may elect to use a Tenant Protection Voucher as their housing option to rent from a private landlord. Often, renting from a private landlord has different requirements than those of RRHA. This can include items such as utility payments and having landlords run credit reports. Renting on the private market can be difficult to navigate. Support will be given to residents who need assistance navigating the private rental market. Education courses may include credit counseling, understanding how to set up utilities, making utility payments in addition to rent, understanding a lease, and what to expect in a unit tour prior to renting.

TIME FRAME
Mid-Term

NEXT STEPS
Meet with partnering agencies to discuss the different assistance programs available.

LEAD
City of Richmond Dept of Housing and Community Development

PARTNERS
RRHA Resident Services, Housing Opportunities Made Equal (HOME)

Public engagement meeting with community members. (Source: City of Richmond, VA)

The Van de Vyer Apartment Homes (Source: RRHA)

GOAL 9: DISPLACEMENT PREVENTION

DEVELOP EQUITABLE HOUSING OPTIONS FOR THE GROWING COMMUNITY TO ENABLE RESIDENTS TO REMAIN IN JACKSON WARD.

Strategy A: Develop deeply and moderately affordable housing in Jackson Ward.

The median income for Gilpin households is around $12,000. For a household of four (4), this income equates to below thirty percent (30%) of the Area Median Income (AMI). Similarly, in census tract 302, which accounts for South Jackson Ward, the median income is estimated at $34,575. For a family of four, this household income is around thirty percent of AMI. In South Jackson Ward, approximately twenty-four percent (24%) of households have an income between $50,000-$74,999. Households in this income bracket fall into the 50%-80% of AMI categories. To prevent displacement for Jackson Ward residents, there is a need for housing units for households that make 30% - 80% of AMI. To meet the housing needs of these families, low- and moderate-income housing will be developed in Jackson Ward.

TIME FRAME
Long-Term

NEXT STEPS
Solicit Requests for Proposals for development projects to add Project Based Voucher units in their development.

LEAD
RRHA

PARTNERS
Development partners in the City of Richmond

Strategy B: Promote housing repair programs.

Per the Jackson Ward Community Assessment and Gilpin Resident Assessment, the majority of respondents have no plans of leaving Jackson Ward. Similarly, a majority of respondents' most desired neighborhood improvements are for homes to be fixed up and/or improved. Throughout the Commonwealth of Virginia, there are programs that allocate funding for homeowners for home repairs. Home repair programs are available for low and moderate-income residents, disabled residents, and veterans. RRHA will work with the partnering agencies that have funding for home repairs to market these programs to the Jackson Ward residents.

TIME FRAME
Short-Term

NEXT STEPS
Meet with partnering agencies to discuss the different assistance programs available

LEAD
RRHA

PARTNERS
Virginia Department of Housing and Community Development (DHCD), project:HOMES, Virginia Housing, Virginia Department of Historic Resources, Rebuilding Together

"Diverse socioeconomic groups live together peacefully. I know my neighbors and believe this day-to-day interaction of different types of people is a unique quality of Jackson Ward."

Jackson Ward Resident

GOAL 10: EXPANDING HOUSING OPPORTUNITIES

ENABLE CHOICE FOR RESIDENTS.

Developments across the City of Richmond have PBV units serving families at or below 30% AMI.

Strategy A: Expand partnerships with development partners to construct Project Based Voucher (PBV) units.

Project-based vouchers (PBV) are units that have voucher subsidy tied to them allowing families to pay thirty percent (30%) of their income while the Housing Assistance Payment (HAP) pays the remaining portion of the rent. The redevelopment of Gilpin Court will include newly constructed on-site and off-site Project-Based Voucher (PBV) units. In addition to using land owned by RRHA to develop off-site PBV units, there is an opportunity to have private developers construct additional off-site PBV units for Gilpin families to relocate to. While RRHA has a multitude of partners constructing new PBV units annually, there is space for new development partners to construct additional PBV units. To expand the utilization of Project Based Vouchers, RRHA will reach out to developers who do not already participate in the PBV Program, informing them of the Program and the benefits of participation.

TIME FRAME
Short-term

NEXT STEPS
- Solicit Requests for Proposals for development projects to add Project Based Voucher units in their development.
- Support the ongoing efforts within the community to expand affordable housing options, such as the recent repeal of citywide parking minimums.

LEAD
RRHA

PARTNERS
Local development partners, City of Richmond

Strategy B: Promote the Housing Choice Voucher Program (HCVP) to landlords.

RRHA administers the Housing Choice Voucher (HCV) Program for the City of Richmond. In the HCV Program, thirty percent (30%) of a family's adjusted monthly income goes towards their rent and the voucher subsidy covers the rest of the rent. Currently, RRHA works with over 2,000 landlords with the HCV Program and is looking to expand landlord participation. RRHA's HCV Program will launch a landlord engagement campaign to inform non-participating landlords in the city about the program and encourage participation.

TIME FRAME
Short-term

NEXT STEPS
Host a landlord meet and greet.

LEAD
RRHA

PARTNERS
Local landlords, Property Managers Association, Richmond Realtors

Strategy C: Identify publicly owned vacant properties and build housing.

Throughout the City of Richmond, there are vacant parcels. Many of the vacant parcels are contiguous lots that are also vacant that would allow for multi-family developments or attached homeownership units. These lots can be used to develop low and moderate-income housing for renters and prospective homebuyers. The low-income housing units constructed on these vacant lots will serve as replacement housing options for Gilpin families who select to relocate to off-site Project-Based Voucher units. RRHA and The City will partner together to determine which publicly owned land is feasible for housing development.

TIME FRAME
Short-term

NEXT STEPS
Work with the City of Richmond to identify surplus and abandoned properties.

LEAD
RRHA

PARTNERS
The City of Richmond, HRI Communities, local development partners

Figure 31 // Possible Future Homeownership (yellow) and Mixed-Use (red) areas

Figure 32 // Vacant lots within Jackson Ward and Gilpin

CHOICE HOUSING PLAN: THE FUTURE OF GILPIN COURT

At the completion of this plan Gilpin Court will no longer be 100 percent public housing and will instead provide opportunities for residents to remain "on-site" or move "off-site." Affordable and market rate housing will be intermixed with replacement homes – in the same buildings, as neighbors, indistinguishable from one another.

Through engagement with residents of Gilpin Court, Jackson Ward community members, and key stakeholders, the planning team developed concept plans that allow for a mix of incomes and tenancy within the future Gilpin Court. Primary goals of the site plan include the following:

- Realign the historic grid and reinforce north-south connections from neighborhoods to the north to Historic Jackson Ward and downtown;
- Focus higher density mixed-use development along Chamberlayne Parkway and North 1st Street;
- Incorporate architectural styles and residential density reminiscent of Historic Jackson Ward and the City of Richmond at-large;
- Minimize off-street parking and maximize alley-loaded development; and
- Provide ample recreation space and community amenities at a variety of scales and a diversity of programming.

In developing the site plan with residents and key stakeholders, the design team arrived at two concepts:

Alternative Concept 1: This approach creates a linear park along the new alignment of Calhoun Street reaching from the Calhoun Family Investment Center to the Shockoe Hill Cemetery. This creates a more formal organization of green space fronted by medium density housing typologies like garden style walkup apartments that maintain the scale of historic Jackson Ward. This scheme has fewer units overall with medium-density housing typologies facing the linear green space along the new Calhoun Street.

Alternative Concept 2: This approach aims to maximize density along Calhoun Street, emphasizing the east-west connection between the mixed-use corridors of Chamberlayne Parkway and North 1st Street. A park across from the Baker School Apartments, a senior housing development, offers an intergenerational recreation space and expands the open space system further into the neighborhood. This concept prioritizes a wider range of housing options with high-density buildings focused along the new Calhoun Street acting as a prominent east-west corridor.

Community members shared their experience living in Gilpin and expressed their expectations for the redevelopment. (Source:SFCD)

Developing the plan included careful analysis of the historic grid and opportunities to restore connections to Historic Jackson Ward. (Source: City of Richmond)

ALTERNATIVE CONCEPT PLANS

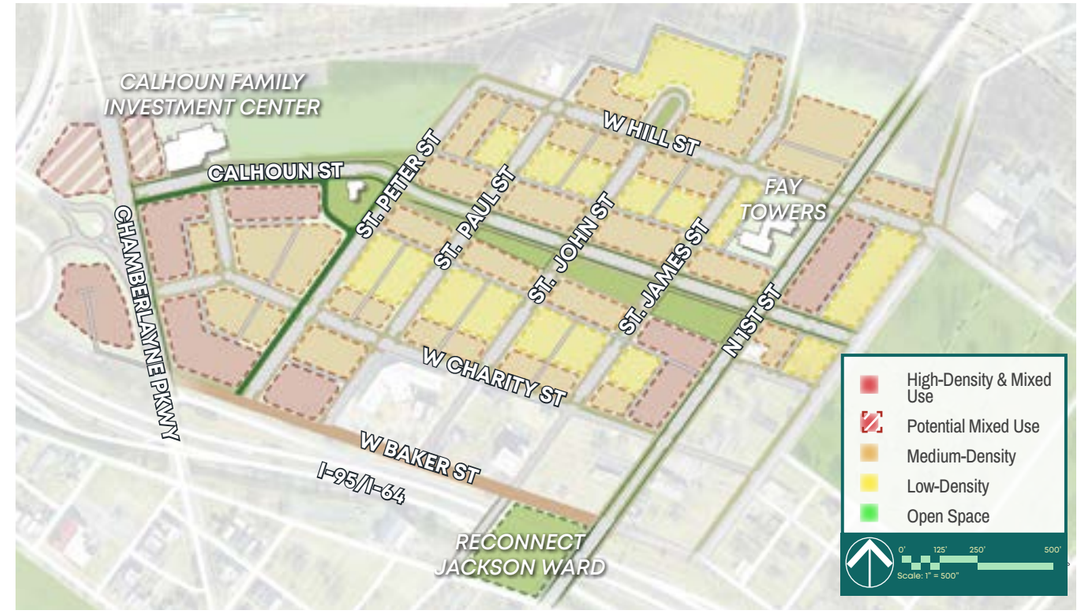


Figure 33 // Alternative Concept 1

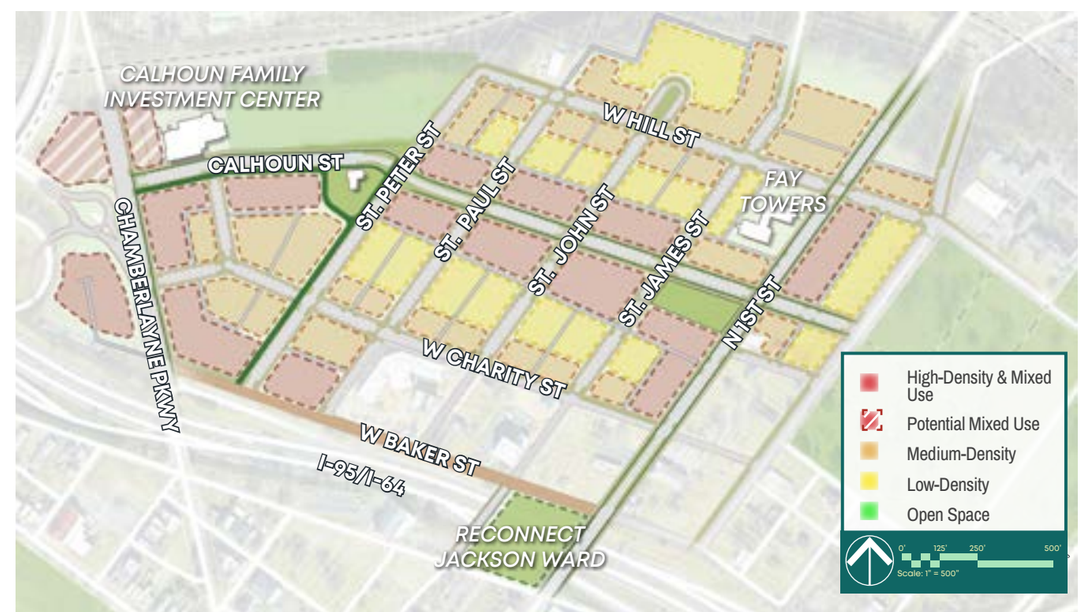


Figure 34 // Alternative Concept 2

PROPOSED HOUSING CONCEPT PLAN

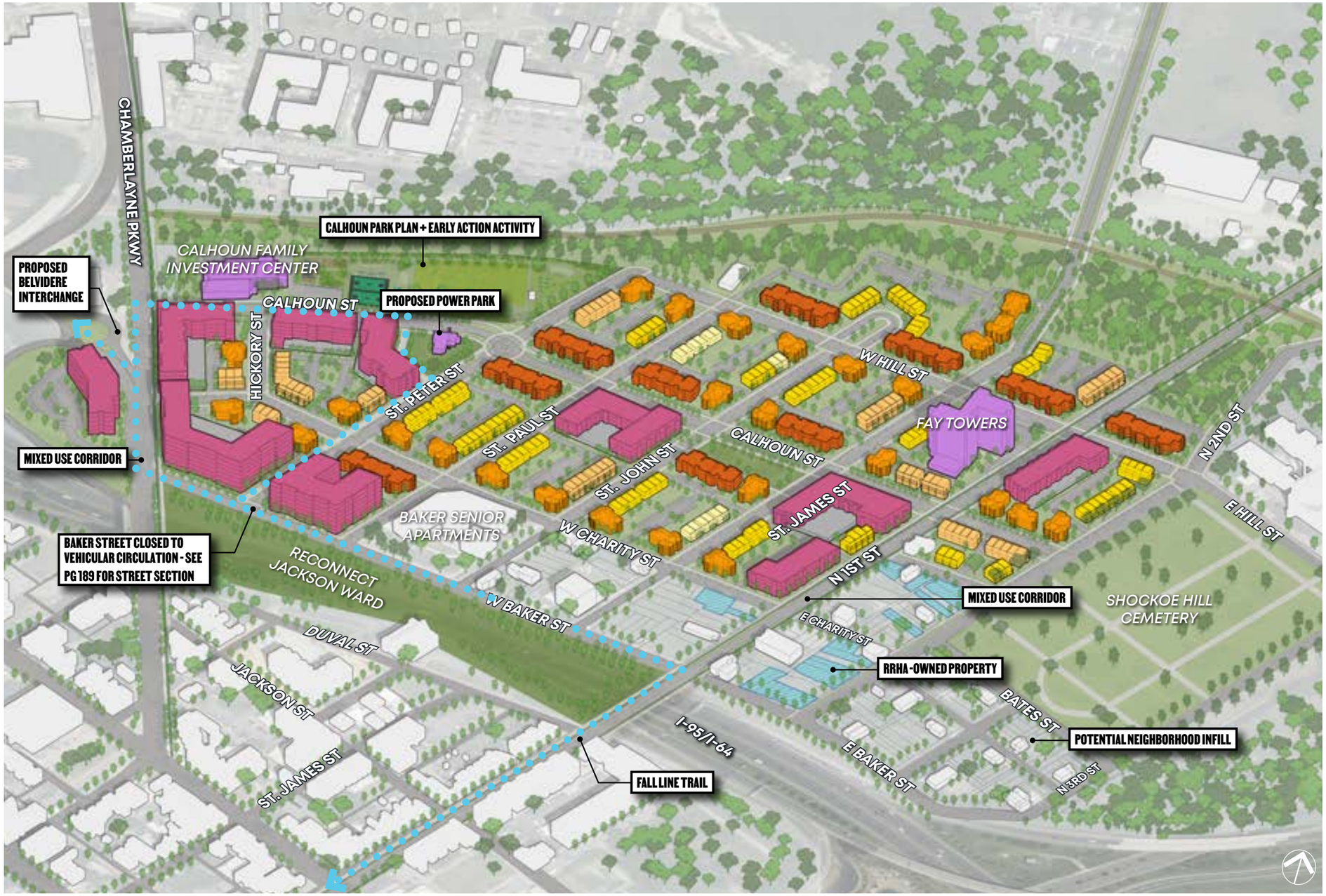


Figure 35 // Proposed Concept Plan

DESIGN APPROACH

The Proposed Concept Plan is a hybrid of Alternative Concepts 1 and 2 shown on page 147. The design emphasizes the north-south connections to Historic Jackson Ward and realigns the east-west streets to break down the superblocks of the current Gilpin Court site. All blocks are alley-loaded with internal and street parking throughout the site. Higher density mixed-use development is focused along Chamberlayne Parkway and North 1st Street, accentuating the market potential and proximity to downtown. A typical residential block includes a mix of densities that allows for ample front porches reminiscent of Historic Jackson Ward. The Calhoun Recreation Center Plan is central to the open space and park approach to the plan but is complemented by smaller scale park spaces that are surrounded by a variety of densities. The Power Plant Park proposes to preserve the historic building in its place and reimagine it as a community gathering hub and gallery space for storytelling and celebration of the legacy and history of Gilpin Court. The design includes a total of 1,300 new dwelling units.

A VARIETY OF HOMES

The housing plan seeks to develop newly constructed housing units that align with the architectural style of the Jackson Ward community and reintroduce the historic street grid. To address housing needs, there will be a mix of low, medium, and high-density housing developed on the Gilpin Court site. The design of each building will focus on high-quality materials and high-quality design. The units developed will be low-income, moderate-income, and market-rate units. Because of the scale of the housing program and the length of the development timeline, the designs will be able to respond to market demand over time.

- Elevator Multifamily
- Large Garden Walk-up
- Small Garden Walk-up
- Stacked Flat
- Townhome
- Duplex
- RRHA-Owned Property
- Open Space

HOUSING TYPOLOGIES

DUPLEX

Duplexes are reminiscent of the historic rowhomes throughout Jackson Ward. These two units can be side-by-side or stacked one-over-one in the same building, and are options for-sale or for-rent.

Duplex on Solar Row (Source: Mick Anders)

Example of a Two Bedroom unit

TOWNHOME & STACKED FLAT

Attached single-family for-sale or for-rent Townhomes and Stacked Flats are virtually indistinguishable from the street, but allow for varying densities across the neighborhood and provide lifestyle options for residents.

"Piggyback Condo" Stacked Flat in Alexandria, VA (Source: CameronStation.com)

Example of a Two-Story Three Bedroom unit

SMALL & LARGE GARDEN WALK-UP

Attached multifamily for-sale or for-rent 3-story garden apartments match the historic character of Richmond and allow for higher residential densities at lower intensity than Mixed-use Elevator Buildings.

Sixplex in Richmond (Source: REdefine Property Management)

The Foundry in South Bend, IN (Source: Ken West)

Example of a One-Story Three Bedroom unit

MIXED-USE ELEVATOR APARTMENT

Mixed-use Elevator Buildings feature mostly for-rent apartments and ground floor amenity or commercial space to activate the street level. Parking structures may exist within the Mixed-use Elevator Building, concealed by street-level retail or residential units.

The Current in Richmond (Source: Lynx Ventures)

Example of a One Bedroom unit

THE POWER PARK AT CALHOUN & ST. PETER STREETS

TYPICAL RESIDENTIAL STREET

THE NEW DEVELOPMENT WILL PRIORITIZE A VARIETY OF HOUSING OPTIONS THAT FRONT A PEDESTRIAN AND BIKE-FRIENDLY SHARED STREET. RAIN GARDENS AND STORMWATER MANAGEMENT STRATEGIES WILL BE INTEGRATED THROUGHOUT THE NEIGHBORHOOD, WHILE THE NEW CONSTRUCTION WILL KNIT SEAMLESSLY INTO THE CHARACTER OF HISTORIC JACKSON WARD.

CHAMBERLAYNE PARKWAY COMMERCIAL CORRIDOR

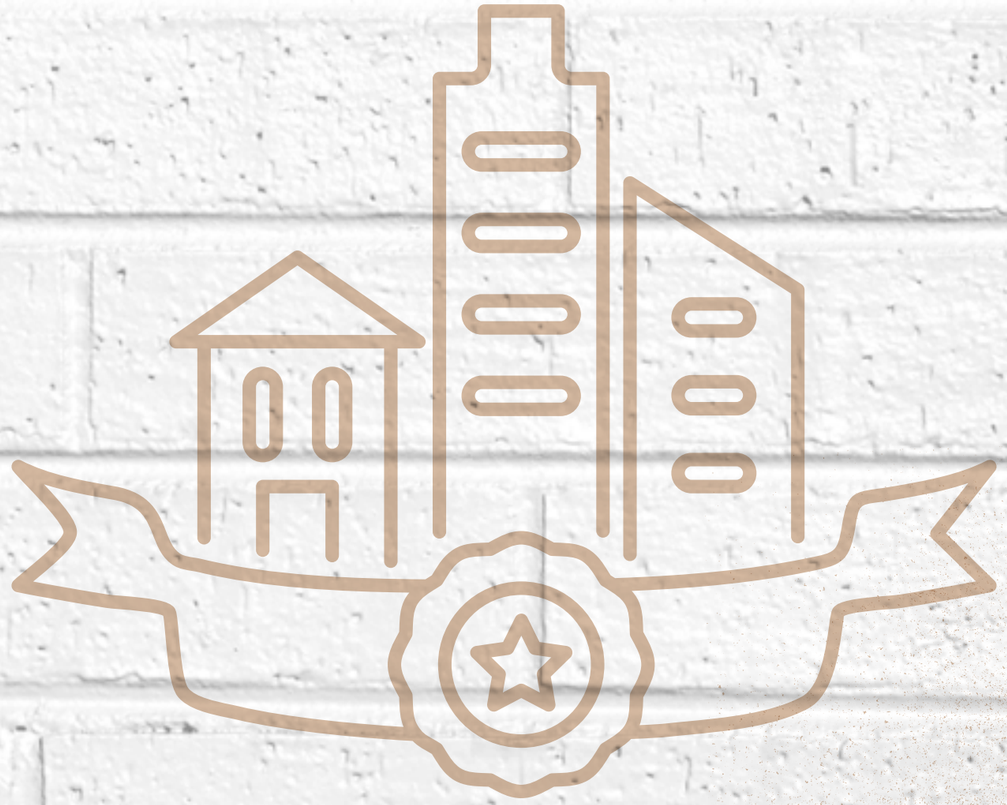
HIGH-QUALITY PLACES

GOALS

11. Land Use and Historic Preservation
12. Publicly Owned Assets
13. Urban Design
14. Planning Engagement
15. Safety & Security

Jackson Ward's unique character and urban fabric are preserved and incorporated in the redevelopment of Gilpin.

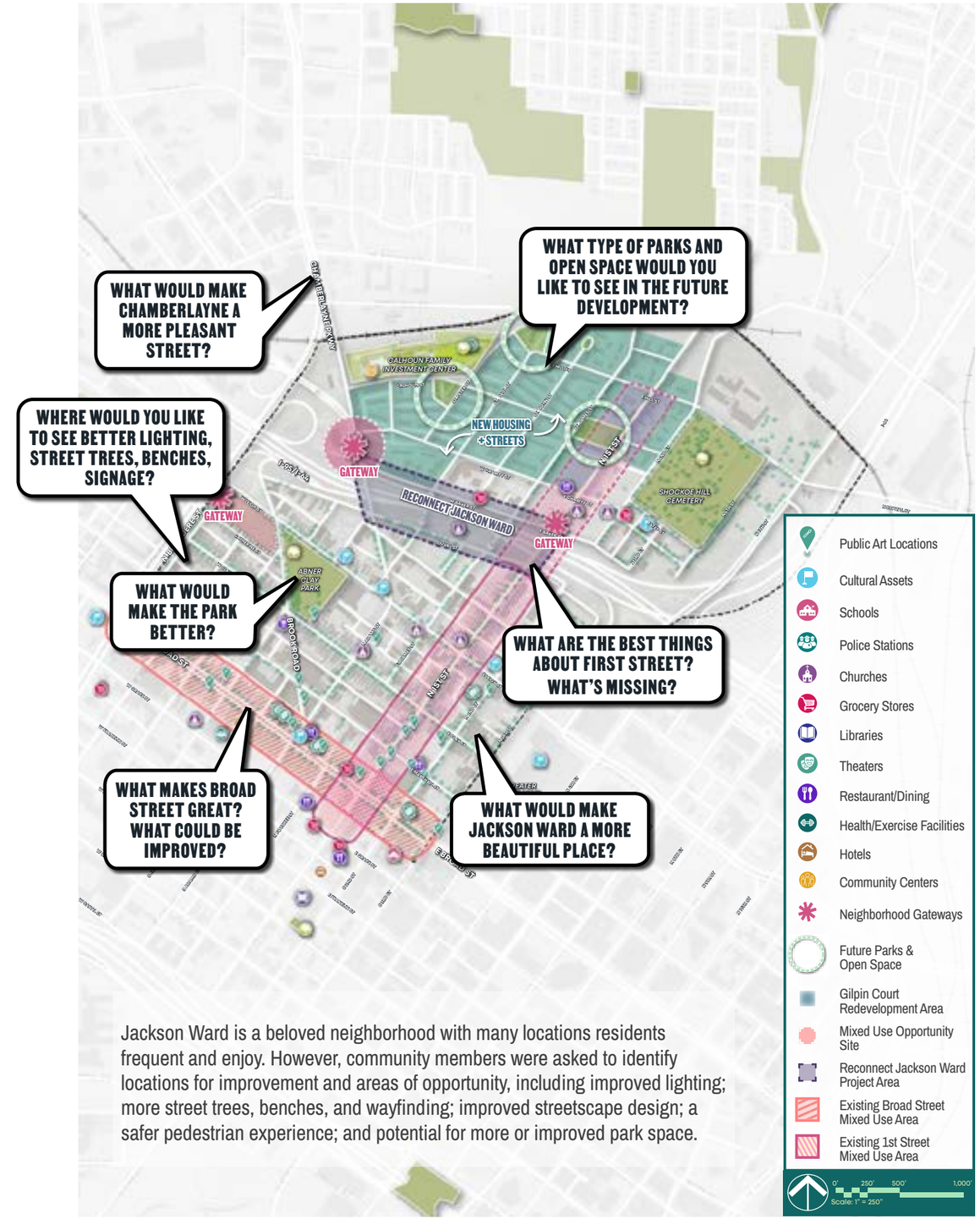
While predominantly a residential neighborhood, Jackson Ward also includes easily accessible goods and services such as restaurants, shops, public facilities, parks, and other amenities.



Jackson Ward's unique character and urban fabric **are preserved and incorporated in the redevelopment of Gilpin.**

"History and culture come from the ground up. You can't just put up a sign and there's no way you can look forward without looking backwards. At the end of the day, history is about telling your story in your community. If we're going to be great, we should know our culture and how to know each other."

Jackson Ward Community Member



Jackson Ward is a beloved neighborhood with many locations residents frequent and enjoy. However, community members were asked to identify locations for improvement and areas of opportunity, including improved lighting; more street trees, benches, and wayfinding; improved streetscape design; a safer pedestrian experience; and potential for more or improved park space.

Figure 36 // High Quality Places Map

GOAL 11: LAND USE & HISTORIC PRESERVATION

PRESERVE AND EXPAND THE MIXED-USE DEVELOPMENT PATTERN OF JACKSON WARD.

Strategy A: Rezone properties to align zoning with the future land use map and the Gilpin redevelopment plan.

Historically, Jackson Ward has been known as a mixed-use community. The commercial core of the neighborhood was Second Street, often referred to as "The Deuce." Along Second Street were establishments such as beauty parlors, hotels, real estate companies, banks, barbers, insurance companies, repair shops, drugstores, restaurants, and grocers that activated the streets. The Jackson Ward community was a cohesive mix of residential and commercial space that featured the finest ironwork in the City of Richmond. The new zoning districts for Jackson Ward should require form-based design elements that claim excellence in design with high-quality materials and well-executed architectural details that align with the rest of Jackson Ward. The new districts should allow high-density buildings, active ground floors, require that main entrances to businesses and residents front the street, have appropriate setbacks and step backs, transparency, and avoid monolithic façades. Mixed-use commercial buildings should cluster along Broad Street, Chamberlayne Rd, 1st Street (North of 95/64), and 2nd Street (North of Broad) and prioritize residential uses in other parts of the neighborhood. See Future Land Use Map in Appendix E of this document.

TIME FRAME
Short-term

NEXT STEPS
Incorporate rezoning into the overall Zoning Ordinance Rewrite project, set to commence in 2024.

LEAD
City of Richmond Dept of Planning and Development Review

PARTNERS
Historic Jackson Ward Association

Strategy B: Expand the City Old and Historic District.

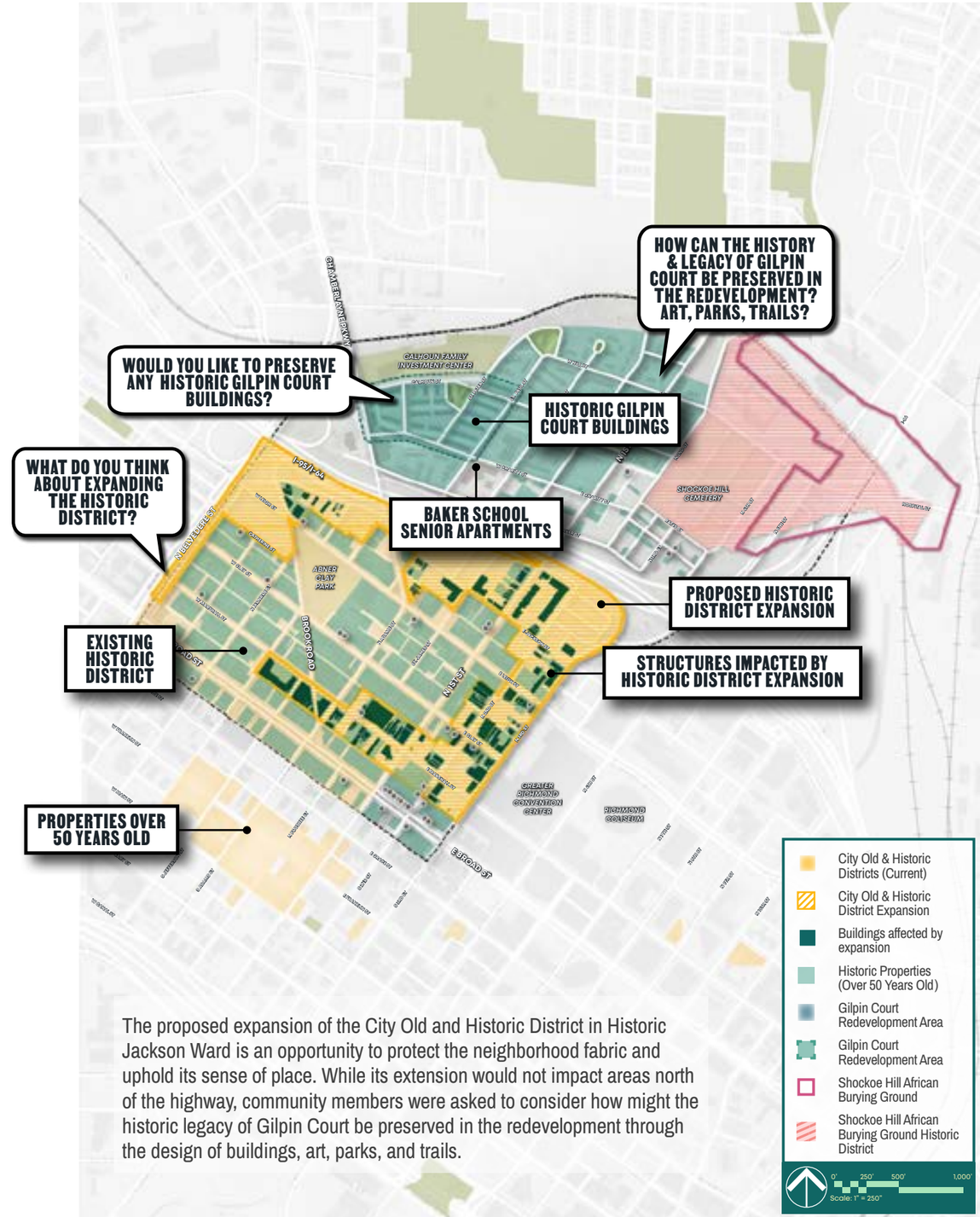
The existing City Old and Historic District includes a portion of the areas south of the highway and does not include areas north of the highway, even though there are historic assets north of the highway. Expanding the District would provide zoning protections that protect the historic fabric and regulate the design of new structures. Expanding the District is one way to knit the historic neighborhood fabric back together and protect existing culturally, historically, and architecturally significant buildings, sites, structures, cemeteries, and landscapes that contribute to neighborhood authenticity and sense of place. The City Old and Historic District is the main tool the City has to regulate form and design of historic areas. However, the City plans to launch a comprehensive rewrite of the Zoning Ordinance in 2024, to include a pattern book, a neighborhood character analysis that examines the built form of Richmond's unique neighborhoods and develop zoning categories that preserve and enhance those places. The intent of expanding the District could also be achieved by creating new zoning districts via the Zoning Ordinance rewrite that preserve and enhance the unique character of Jackson Ward.

TIME FRAME
Short-term

NEXT STEPS
- Conduct a public process to review and discuss the potential new City Old and Historic District boundary expansion, and commence the process to update the Zoning Ordinance accordingly.
- Incorporate the preservation and enhancement of the historic character of Jackson Ward into the overall Zoning Ordinance Rewrite project, set to commence in 2024.

LEAD
City of Richmond Dept of Planning and Development Review

PARTNERS
Historic Jackson Ward Association



The proposed expansion of the City Old and Historic District in Historic Jackson Ward is an opportunity to protect the neighborhood fabric and uphold its sense of place. While its extension would not impact areas north of the highway, community members were asked to consider how might the historic legacy of Gilpin Court be preserved in the redevelopment through the design of buildings, art, parks, and trails.

Figure 37 // Historic Preservation Map

Above: Proposed Splash Pad Early Action Activity as part of the larger master plan for the Calhoun Recreation Area. (Source: Timmons Group)

Right: Current conditions of Calhoun Recreation Area. (Source: City of Richmond, VA)

GOAL 12: PUBLICLY OWNED ASSETS

ADAPT PUBLIC FACILITIES & PUBLIC OPEN SPACE TO THE NEEDS OF THE DIVERSE COMMUNITY, INCLUDING OPPORTUNITIES FOR COMMUNITY MEMBERS TO GATHER OUTSIDE THEIR HOMES.

Strategy A: Reposition the Calhoun Recreation Center to once again be a vibrant community center.

The City allocated $8 million from its American Rescue Plan Act (ARPA) funding to renovate the Calhoun Center, which is in disrepair. RRHA is in the process of transferring the Center to the City. Once the Center is owned by the City, the Dept. of Parks, Recreation, and Community Facilities (PRCF) will undertake a renovation effort. The renovated Center should accommodate spaces and programming that meet residents' needs for social, cultural, spiritual, recreational, and overall wellness. The renovated Center should include a website/app and exterior electronic sign that shares programming information with the community. Residents should create a resident advisory committee to coordinate with PRCF on current and future programing of the Calhoun Center.

TIME FRAME
Medium-term

NEXT STEPS
- RRHA to obtain HUD approval for the disposition of the Calhoun Center.
- PRCF to engage a resident advisory board and the community at-large in the programming and design of the renovated Calhoun Center.

LEAD
Department of Parks, Recreation and Community Facilities

PARTNERS
Gilpin residents, Historic Jackson Ward Association

Strategy B: Implement the plan for reimagining the Calhoun Center outdoor recreation area.

In 2022 PRCF developed and administered a survey for reimagining the green space east of the Calhoun Center which is owned by the City. As part of the Early Action Activity of the Jackson Ward Community Plan, the Office of Equitable Development (OED) in partnership with PRCF developed a master plan for reimaging the outdoor space based on resident feedback. Residents listed athletic playfields and a barbecue area as the top park features they would like to have. The Calhoun Center outdoor recreation area features those items as well as a splash pad, walking paths, shade structures, improvements to the garden area, and spaces for all ages. Specifically, in relation to this plan, residents voted for the park's splash pad to be the Early Action Activity. This activity will kick off the implementation of the park's master plan and is scheduled to be complete in May of 2024.

TIME FRAME
Short-term

NEXT STEPS
- Build the Early Action Activity, the splash pad, in 2024.
- Design and fund phase 2 of the outdoor recreation area improvements. Include community engagement in the design of phase 2.

LEAD
Department of Parks, Recreation and Community Facilities

PARTNERS
City of Richmond Dept of Planning and Development Review, Dept of Housing and Community Development, US Dept of Housing and Urban Development, Dept of Public Utilities, Dept of Public Works, Office of Sustainability

Strategy C: Apply sustainable design standards.

Sustainable design maximizes building performance and reduces negative impacts on residents and the environment. According to the Department of Energy, sustainable design principles aim to: optimize site potential, minimize non-renewable energy consumption and waste, use environmentally preferable products, protect and conserve water, improve indoor air quality, enhance operational and maintenance practices, and create healthy and productive environments. The City is in the process of developing Sustainable Design Standards that will apply to the new construction and major renovation of all City-owned properties. As the City undertakes projects on City-owned buildings in Jackson Ward, the City should apply the new Standards. Additionally, RRHA will work in accordance with HUD Choice Neighborhood Initiative guidelines for climate resiliency in the redevelopment of Gilpin Court.

TIME FRAME
Short-term

NEXT STEPS
Procure sustainability consultant.

LEAD
City of Richmond, Office of Sustainability

PARTNERS
City of Richmond, all departments

Strategy D: Provide residents with broadband internet.

Per the resident assessment, twenty-six percent (26%) of residents report needing access to Wi-Fi connection. Broadband connectivity plays an important role for improving outcomes. Most personal business is done over the internet. Accessing a bank account, setting up a utility payment, enrolling children in camps or school activities, and scheduling personal appointments are critical to wellbeing. Through connectivity, individuals are able to seek employment more effectively, can access education, connect with medical providers, and obtain social support.

TIME FRAME
Short-term

NEXT STEPS
- Explore funding options.
- Identify places without strong internet.
- Build relationships with internet providers.

LEAD
City of Richmond Dept of Planning and Development Review

PARTNERS
All Points Broadband

The Calhoun Center will undergo a renovation following transfer from RRHA to the City of Richmond (Source: LRK)

Bloomberg Philanthropies Asphalt Art Initiative at the intersection of West Marshall and Brook in Jackson Ward (Source: City of Richmond, VA)

GOAL 13: URBAN DESIGN

ESTABLISH A BEAUTIFUL AND UNIQUE NEIGHBORHOOD.

Strategy A: Develop streetscape design standards.

Streetscape is a term that is used to describe the natural and built fabric of the street. Streetscape includes buildings, street surfaces, and fixtures. When streetscapes are unified throughout an entire community, it can improve the visual experience for residents and visitors. Streetscape design can also calm traffic in a community by breaking up streets that experience speeding and enhance the walkability of an area. Per the resident assessment, recorded thirty-four percent (34%) of respondents want to see walking and street improvements throughout the neighborhood. The streetscape design standards will apply to all developments in the Gilpin/Jackson Ward neighborhood and align with the historic character of Jackson Ward. The design standards will include installing benches, planters, flowers, trashcans, and pedestrian lighting on main corridors (i.e., Broad Street, First Street, and Chamberlayne) and streets facing parks.

TIME FRAME
Short-term

NEXT STEPS
- Identify and hire a consultant firm to create streetscape design standards.
- Prioritize, with partners, areas of high improvement need, and implement design standards in those areas first.

LEAD
City of Richmond, Dept of Planning and Development Review, Dept of Public Works, Dept of Public Utilities, Urban Design Committee

PARTNERS
RRHA, Gilpin Tenant Council, Historic Jackson Ward Association, Broad Street businesses, Downtown Neighborhood Association

Streetscape design standards and best practices will be integrated into the redevelopment area of Gilpin Court to improve walkability, safety, and reinforce the neighborhood character. (Source: LRK)

New parks are proposed within the redevelopment area of Gilpin Court including the adaptive reuse of the existing power plant on-site into a public space to be enjoyed by the entire community. (Source: LRK)

Strategy B: Establish an open space network.

Throughout the community engagement process for this plan, residents of Gilpin Court and Jackson Ward expressed a need for more green space. The desired spaces were areas that could be enjoyed by community members of all ages and abilities. As Gilpin Court is redeveloped, the new development sites should include green spaces that are interconnected to form a network of continuous green space that connects over the highway to the southern half of Jackson Ward. The Reconnect Jackson Ward project should include linear park space and/or a large central park area. Green spaces will be comfortable for all ages and mobilities and the entire network may include playgrounds, water features, urban agriculture, and areas for reflection, recreation, and community gathering.

TIME FRAME
Short-term

NEXT STEPS

- Explore how the City can change its regulations to take advantage of Virginia House Bill 1510, which authorizes localities to provide local incentives and regulatory flexibility to encourage the preservation, restoration, or development of urban green space through (i) a reduction in permit fees or (ii) a streamlined process for the approval of permits.
- Implement the Early Action Activity.
- Explore funding for phase 2 of the Calhoun Center's outdoor recreation area improvements.
- Engage residents and community members in the planning and design processes for any new green space included within the redevelopment of Gilpin Court.
- Launch the planning and implementation process for the Reconnect Jackson Ward Plan.

LEAD
City of Richmond Dept of Planning and Development Review, Office of Sustainability, PRCF

PARTNERS
Local development partners, Richmond Henrico Health District, Historic Jackson Ward Association, Gilpin Informed Residents

Figure 38 // Jackson Ward Open Space

Venture Richmond operates the Clean & Safe Partnership picking up litter and cleaning up graffiti throughout downtown.(Source: Venture Richmond)

Strategy C: Implement an anti-litter and graffiti removal campaign.

Fifty-five percent (55%) of residents listed trash and litter removal as a top neighborhood priority. A clean community fosters ownership and pride. All development types including residential, commercial, and multifamily should have proper street facilities for disposal. Commercial and multifamily building types should have dumpster corrals and cleanliness standards.

TIME FRAME
Short-term

NEXT STEPS
- Identify areas of high trash accumulation and place dumpsters or street trash cans in those areas.
- Set up a monthly clean-up weekend that brings together all stakeholders to collect loose trash and litter.
- Explore trash and litter education with the James River Association to educate residents on where litter and trash ultimately end up (the river).
- Encourage the James River Association to paint the storm drains to bring attention to the damage trash and litter can do to the environment.
- Communicate with Venture Richmond to find ways the city and residents can assist Venture Richmond with their Clean and Safe program to give the Broad Street graffiti and trash more attention.

LEAD
City of Richmond, Dept of Public Works, Waste Management/recycling companies

PARTNERS
Waste management companies, Jackson Ward and RRHA residents, Broad Street businesses, Venture Richmond, James River Association

Strategy D: Raise awareness among business owners of the existing Facade Improvement Program.

The Façade Improvement Program (FIP) provides grants to businesses located within the Arts & Cultural District to improve their building façades. Funded by the City in 2013 & 2022, the program is managed and administered by the Department of Planning & Development Review (PDR) and the Economic Development Authority (EDA). As of 2023, the City has awarded 35 grants to owners and tenants to improve their building façades.

TIME FRAME
Short-term

NEXT STEPS
- Provide more information to businesses along Broad Street and 2nd Street in the Arts District by going door-to-door and campaigning for this program.
- Use City social media to spread program information.
- Partner with organizations and the local news to promote the program on their social media channels.

LEAD
City of Richmond, Dept of Economic Development

PARTNERS
Arts District businesses, Venture Richmond, local news stations (channels 6, 8, 12), local papers (Richmond Free Press, Richmond Times Dispatch, Style Weekly, Richmond BizSense, Virginia Public Media)

Before and after facade project within the Arts and Cultural District (Source: City of Richmond, VA)

GOAL 14: PLANNING ENGAGEMENT

FOSTER A CULTURE OF COLLABORATIVE PLANNING AND IMPLEMENTATION THAT ELEVATES AND EMPOWERS RESIDENTS IN THE DECISION-MAKING PROCESS. CULTIVATE A GREATER SENSE OF COMMUNITY IN THE REDEVELOPED AND CONNECTED JACKSON WARD NEIGHBORHOOD.

Strategy A: Explore creating a Jackson Ward civic network.

There are a multitude of groups working within the Jackson Ward neighborhood. The Jackson Ward neighborhood has its own civic association and Gilpin Court has a HUD-recognized tenant council association and the Gilpin Informed Residents group. A multi-generational network of existing and emerging leaders will strengthen collaboration among community groups and the public. A network of organizations will increase resident participation, engagement, and decision-making in the neighborhood's future. Ultimately, this network will center residents' needs in the planning process.

TIME FRAME
Short-term

NEXT STEPS
Communicate with all current and active neighborhood networks and begin discussions about the structure of a network of civic organizations.

LEAD
City of Richmond Human Services Portfolio, Historic Jackson Ward Association, Arts District, Gilpin Tenant Council, Downtown Neighborhood Association, Broad Street businesses

PARTNERS
City of Richmond, Venture Richmond, Richmond Region Tourism

Strategy B: Collaborate with the City and community on efforts currently happening in Jackson Ward.

As mentioned in this plan, there are many ongoing projects in the community. The varying efforts are being led by RRHA, the City of Richmond, the Virginia Department of Transportation, and organizations that have a presence in the Jackson Ward community. With many projects taking place in the neighborhood, efforts should be aligned on current projects such as the Shockoe Hill African Burying Ground project, The JXN Project, the JWC Foundation, Reconnect Jackson Ward, the Fall Line Trail, City Center Redevelopment, Leigh Street improvement, North-South BRT, DC2RVA S-line, RVAGreen 2050, Richmond Connects, and the Cultural Heritage Stewardship Plan. Improved alignment will increase participation for engagement sessions, events, and not overwhelm the neighborhood.

TIME FRAME
Long-term

NEXT STEPS
- Discuss with neighborhood and community groups the best way to not overwhelm residents and businesses.
- Establish an online hub of recent updates to all the named projects.

LEAD
City of Richmond, all departments

PARTNERS
Downtown businesses, neighborhood civic organizations

Strategy C: Create a full-time position that oversees the implementation of the Jackson Ward Community Plan.

This includes maintaining an online information hub for events, resources, news, programs, city projects, community needs, and identifies resources for the Jackson Ward community. Schedule periodic "progress report" meetings with Gilpin Informed Residents and an appointed liaison to discuss effectiveness of strategies and community needs. Continuously refine community engagement strategies and identify new tools and methods for engagement that will educate and empower the community moving forward. Maintain engagement momentum from the Choice Neighborhoods planning process.

TIME FRAME
Long-term

NEXT STEPS
Identify and coordinate funding of this position.

LEAD
City of Richmond

PARTNERS
RRHA, HRI Communities

Strategy D: Create a Reparations Task Force.

The construction of the interstate not only bifurcated the neighborhood of Jackson Ward but also displaced many who were forced out under eminent domain. A task force would exist to study and analyze the long-term effects of racist policies and actions in Richmond and recommend potential remediation strategies. Through research, identify descendants that were displaced by the construction of the highway and public housing and conduct additional community engagement and research.

TIME FRAME
Short-term

NEXT STEPS
- Present the findings of the Jackson Ward 1950 Census project to stakeholders and the community by spring 2024; identify funding and a timeframe to continue to project for the 1950 census.
- Convene educational meetings to discuss reparation issues; identify interested residents; hold first task force meeting by June 2024.

LEAD
City of Richmond, Dept of Planning & Development Review

PARTNERS
University of Richmond, VCU, VUU, RRHA, Richmond Henrico Health District, STEP, Kinfolk, 2Love, JXN Project, Elegba Folklore Society, Historic Jackson Ward Association

"We have to make sure that we are being intentional about the decisions we're making about this community, [how will this] help embody the community that has always been here?"

Jackson Ward Resident

GOAL 15: SAFETY & SECURITY

CREATE A SAFE NEIGHBORHOOD.

Strategy A: Connect residents to opportunities.

Identified in Goals 1-5 residents are asking for education, training, wellness, apprenticeships, and recreation programs. Crime emerges out of a lack of resources and opportunity. Connecting people to programs can help divert people from committing crimes. Fifty-four percent (54%) of residents report that youth crime and violence prevention programs would make them feel safer in the neighborhood.

TIME FRAME
Short-term

NEXT STEPS
- Identify organizations, both public and private, that are already doing the work that residents desire to be a part of, and invite those organization in to provide more information and sign people up for programs.
- Host a convention of the organizations, where residents can sign up for programs.

LEAD
City of Richmond, all departments

PARTNERS
Job training programs, apprenticeship programs, local colleges and community colleges, health and wellness organizations, recreation and after school programs. Specific partners to be identified by planning team staff and City staff in collaboration with the Gilpin Informed Residents group.

Strategy B: Provide programming space for community restorative justice.

According to the Department of Justice, the primary goal of restorative justice is the empowerment of victims, offenders, and communities; communities first must be empowered to control their own conflicts, the apparatus of criminal justice processes. Local communities have five general needs that arise from conflict: a sense of justice, community empowerment in conflict resolution, re-establishment of peaceful relationships, a sense of safety and hopefulness, and concrete actions to prevent the recurrence of similar conflicts. The need for safe, common ground is important for restorative justice to take place effectively. Public spaces like the Calhoun Center can be utilized to facilitate and promote community and healing (See Goal 12: Publicly Owned Assets).

TIME FRAME
Long-term

NEXT STEPS
- Design community spaces into the new neighborhood improvements.
- Identify current restorative justice efforts.
- Seek additional funding for restorative justice work.
- Promote use of restorative justice in the community.

LEAD
Virginia Center for Inclusive Communities, City of Richmond

PARTNERS
RRHA, Historic Jackson Ward Association

> "Where does the story get told so it can be passed along? We withstood redlining, built community, a public housing project was built that lifted up so many professionals into better places."
>
> *Jackson Ward Resident*

Strategy C: Collaborate with Gilpin residents to implement a trauma-informed care training team.

Trauma-informed care is an approach that implies someone likely has a history of trauma and acknowledges the impact it may have on someone's response. This approach is used to not trigger past traumas individuals may have when being provided services. Trauma-informed care considers the physical and mental effects of trauma. During focus group meetings, residents expressed the need for first responders to have trauma-informed care training to better serve residents of the neighborhood. Through trauma-informed care, responders will be able to better understand how to serve and work alongside residents. With staff trained in trauma-informed care, Urban Strategies will bring their expertise to Richmond to further expand the trauma-informed network.

TIME FRAME
Long-term

NEXT STEPS
- Establish regular training sessions for RRHA staff, key partners, and Gilpin Informed Residents.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
RRHA, Gilpin Informed Residents, Richmond Police Department, RPS, Virginia Center for Inclusive Communities

Strategy D: Increase communication between RRHA and Gilpin residents.

In Fall of 2023, RRHA hired a new security force, Sentry Security to patrol the public housing communities Prior to any implementation of a security force in the Gilpin community, informed sessions took place between RRHA and the residents of Gilpin Court to ensure there is an understanding of what the security group will mean for residents and what the security contract may entail. The security force patrols the community through on-the-ground patrols and partners with law enforcement agencies like the Richmond Police Department. Continued communication will take place between RRHA, residents, and Sentry Force to promote community safety and trust.

TIME FRAME
Short-term

NEXT STEPS
RRHA will promote the resident tip line for residents to reach out to regarding security concerns.

LEAD
RRHA

PARTNERS
Sentry Force Security, City of Richmond Police Department

Traditional Jackson Ward home (Credit: Small & Associates Real Estate, Inc.)

Strategy E: Upgrade and add additional street lighting within redeveloped Gilpin.

Four percent (4%) of residents living in Gilpin Court feel safe at night. Street lighting can improve the feeling of safety after dark. Lighting can improve the quality of the streets in the neighborhood and bring connectivity between North and South Jackson Ward by using the same design characteristics of streetlights in Jackson Ward for cohesiveness (See Goal 13: Urban Design).

TIME FRAME
Short-term

NEXT STEPS
- Identify and repair existing broken streetlights.
- Identify areas in high need and install new streetlights.

LEAD
City of Richmond, Dept of Public Works

PARTNERS
RRHA, HRIC

Strategy F: Enforce convenience store property maintenance.

During community meetings, residents expressed safety concerns around community convenience stores. Some of these stores are out of compliance with city maintenance requirements. To address concerns of safety, the City of Richmond Property Maintenance and Code Enforcement will begin taking a closer look at convenience store property to ensure property upkeep. This can further a sense of a safer community and a more beautiful neighborhood.

TIME FRAME
Short-term

NEXT STEPS
- Host a meeting with store owners to get their perspective on the issues at their stores.
- Help identify measures owners can take to prevent loitering.
- Explore funding opportunities to provide property upkeep and additional security measures.

LEAD
City of Richmond Property Maintenance and Code Enforcement

PARTNERS
Store owners, City of Richmond Police Department

Strategy G: Create a Jackson Ward-wide task force to promote safety in general and facilitate communication around safety issues.

Jackson Ward residents need to be front and center on promoting safety in their community. Residents can understand safety issues and suggest solutions. Empowered residents can take the lead in promoting creative solutions to improve safety. While plenty of ideas exist, from police walking patrols, neighborhood watch programs, kickball with kids, to conflict resolution skills, residents will take the lead in deciding what will work in their community and making it happen.

TIME FRAME
Short-term

NEXT STEPS
- Convene neighborhood meetings on safety issues.
- Identify interested residents and host first task force meeting by June 2024.

LEAD
City of Richmond Police Department, Historic Jackson Ward Association, Gilpin Tenant Council

PARTNERS
RRHA, STEP, Kinfolk, 2Love, Richmond Henrico Health District

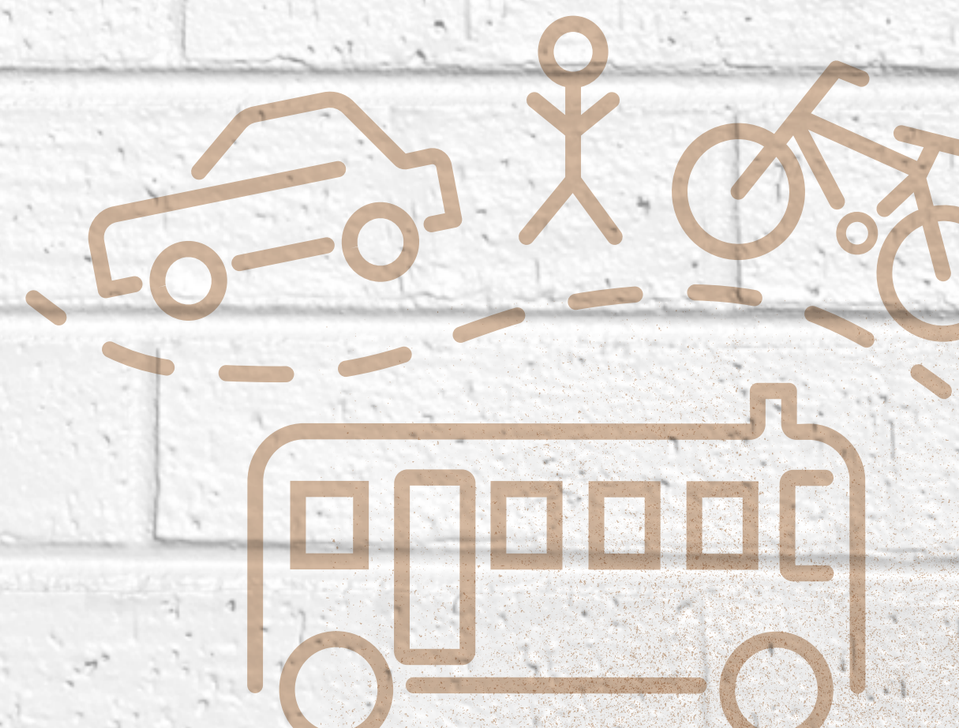
GOALS

16. Vision Zero
17. Non-Car Network
18. Streets, Bridges, and Connections

EQUITABLE TRANSPORTATION

Jackson Ward residents, visitors, and employees can seamlessly access services within the neighborhood, the city, and the region via a safe multi-modal transportation network.

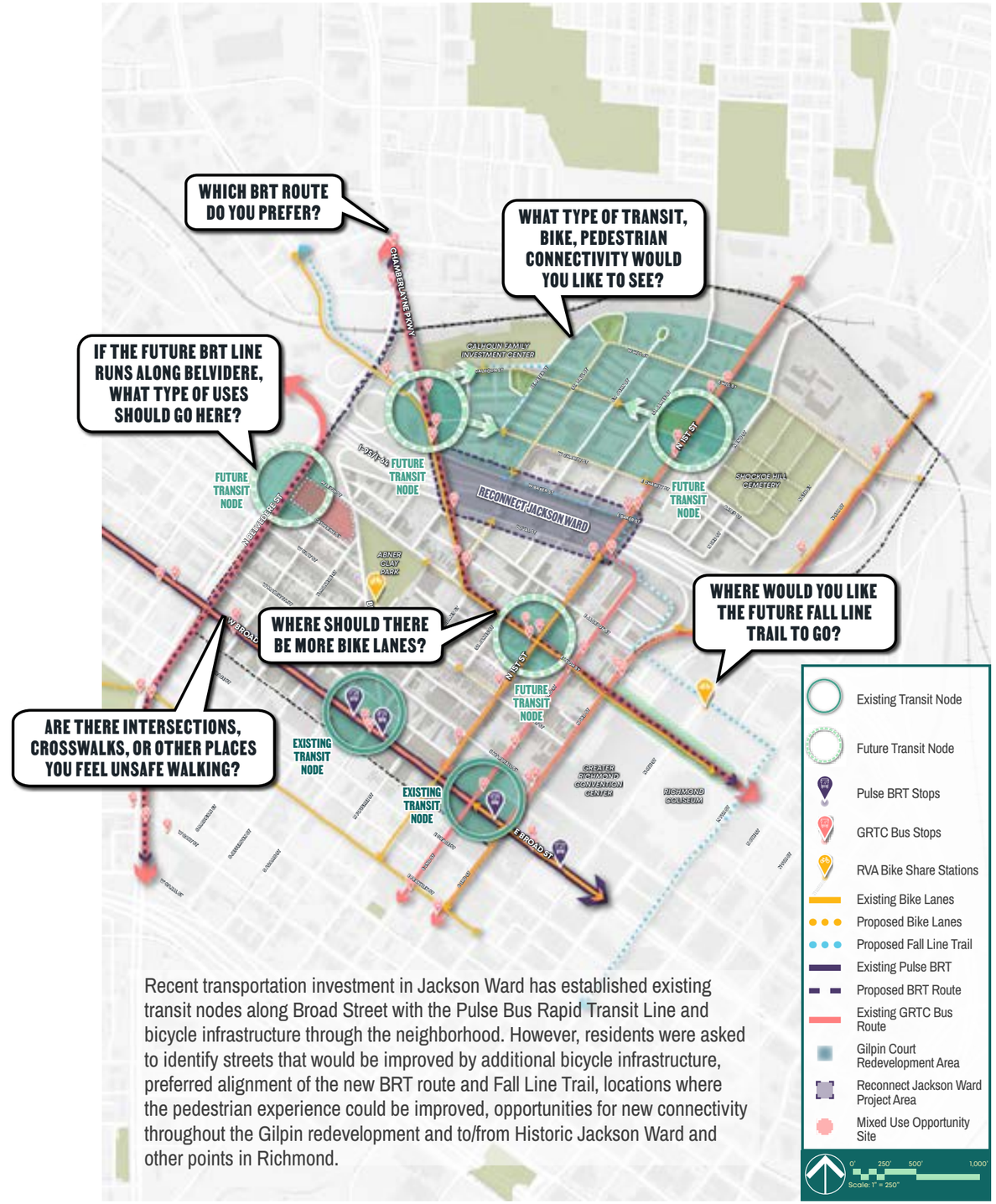
Jackson Ward is one neighborhood because infrastructure investments have reinforced the historic walkable grid making the highway fade from the foreground to the background.



Jackson Ward residents, visitors, and employees are able to **seamlessly move between parts of the neighborhood and the rest of the city via a multi-modal transportation network.**

"Gilpin Court is Jackson Ward. It was directly connected before Interstate 95 was built."
Gilpin Court Resident

Richmond PULSE Bus Rapid Transit (Credit: GRTC)



Recent transportation investment in Jackson Ward has established existing transit nodes along Broad Street with the Pulse Bus Rapid Transit Line and bicycle infrastructure through the neighborhood. However, residents were asked to identify streets that would be improved by additional bicycle infrastructure, preferred alignment of the new BRT route and Fall Line Trail, locations where the pedestrian experience could be improved, opportunities for new connectivity throughout the Gilpin redevelopment and to/from Historic Jackson Ward and other points in Richmond.

Figure 39 // Equitable Transportation Map

GOAL 16: VISION ZERO

INCREASE SAFETY OF INTERSECTIONS AND STREETS IN JACKSON WARD TO ENABLE PEOPLE OF ALL AGES AND ABILITIES TO ACCESS SERVICES THROUGHOUT THE NEIGHBORHOOD.

Biking in a protected bike lane (Credit: City of Richmond, VA)

Strategy A: Implement the Vision Zero Action Plan.

The Vision Zero Action Plan reflects a review of local crash data, research of best practices from other places, and outreach to agencies and organizations at the local, regional, and State levels. The identified actions in the Vision Zero Plan involve street engineering, enforcement, driver and pedestrian education, emergency response, and equity. Focusing on the High Injury Street Network and at locations showing higher crash frequencies, Vision Zero will employ systemic safety treatments as well as proven safety measures to reduce the potential and severity of crashes.

TIME FRAME
Long-term

NEXT STEPS
Host Vision Zero workshops where residents can express their concerns and prioritize solutions to combat traffic fatalities.

LEAD
City of Richmond Dept of Public Works

PARTNERS
Historic Jackson Ward Association, Gilpin Residents

Strategy B: Conduct strategic traffic enforcement campaigns.

Campaigns are designed to reach all users of the transportation system, particularly drivers stopping for pedestrians crossing the street. A Safe Systems Approach to roadway safety utilizes a multi-layered approach: safe road users, safe vehicles, safe speeds, safe roads, and post-crash care. This must be supported through a safety culture that is reinforced through education and enforcement. Enforcement means reinforcing good behaviors from drivers and pedestrians. Changing behaviors to support safer outcomes has a greater effect than issuing tickets in the aftermath of a crash that has resulted in a severe injury or fatality.

TIME FRAME
Long-term

NEXT STEPS
Create an action plan to target traffic enforcement campaigns in Jackson Ward.

LEAD
City of Richmond Dept of Public Works

PARTNERS
Richmond Police Department, Office of Strategic Communications and Engagement, Bike Walk RVA

Strategy C: Improve visibility along sidewalks and at intersections.

Improve street and pedestrian lighting, with consideration of historical design, to reduce crashes in crosswalks and intersections at night (See Goal 15: Safety and Security). Careful attention to lighting is critical to ensure pedestrian safety. The City will employ best practices to reduce the potential for fatal and severe pedestrian collisions that occur at night. To enhance visibility, implement corner clearance parking near alleys and at all roadway intersections. Opportunities for features such as curb extensions which reduce the crossing distance, or placement of “bike corrals” for bike parking will be implemented.

TIME FRAME
Long-term

NEXT STEPS
Encourage residents to express concerns and prioritize solutions for intersection safety as part of Vision Zero workshops.

LEAD
Dept of Public Works, Richmond Police Department

PARTNERS
Venture Richmond

GOAL 17: NON-CAR NETWORK

ELIMINATE GAPS IN SIDEWALK, TRANSIT, AND BIKING INFRASTRUCTURE SO THAT IT IS SAFE AND CONVENIENT TO MOVE WITHIN AND THROUGH JACKSON WARD WITHOUT A CAR.

1st Street Bike Infrastructure (Credit: City of Richmond, VA)

Strategy A: Provide ADA accessible routes through the community.

Twenty-seven percent (27%) of households have at least one family member with a disability. The City has, and will continue to, replace and install pedestrian ramps at intersections to improve ADA access. Sidewalks should be thoughtfully designed to accommodate users of all abilities. GRTC can assist by providing ADA accessible transit infrastructure at bus stops and the transit hub.

TIME FRAME
Short-term

NEXT STEPS
- Identify places where ADA pedestrian ramps are needed, and prioritize implementation.
- Specify the width of sidewalks in various parts of Jackson Ward and in the redeveloped Gilpin Court to ensure new development complies with standards.

LEAD
Dept of Public Works, or procured design standards consultant

PARTNERS
GRTC, Broad Street businesses, Jackson Ward residents

Strategy B: Improve bus signage and trip planning.

Fourteen percent (14%) of residents indicated that the bus is too confusing. By installing GRTC trip planning kiosks (with QR codes for virtual accessibility) that assist users in determining their routes at bus stops, riders can be informed about timing of the buses and which direction the bus is heading. Additional signage will increase the visibility of bus stop signs to better guide transit users. Paper maps can be made available at the trip planning kiosk.

TIME FRAME
Short-term

NEXT STEPS
Publicize and create QR codes that allow riders to install a trip planning app with real-time information (currently Transit Royale).

LEAD
GRTC

PARTNERS
Office of Equitable Transit and Mobility, PlanRVA, RVA Rapid Transit

Strategy C: Continue to provide frequent transit service in Jackson Ward and Gilpin.

Thirty percent (30% of residents rely on public transportation as their primary method of transportation. GRTC should explore extending transit service hours to provide more transportation options for workers that work outside of 9-to-5 hours. Engage in the North/South BRT study to continue to provide frequent transit service in Jackson Ward.

TIME FRAME
Short-term

NEXT STEPS
Engage GRTC with residents to identify highly needed routes.

LEAD
GRTC

PARTNERS
RVA Rapid Transit, Venture Richmond, Richmond Region Tourism

Strategy D: Improve safety and comfort at transit stops.

Twenty-two percent (22% of residents reported worrying about their personal safety when using the bus. Building all-weather comfortable and safe shelters can reduce this. Explore creating a women-led GRTC task force to identify ways to improve safety and comfort while using the GRTC system.

TIME FRAME
Short-term

NEXT STEPS
Engage GRTC and partners in a task force to improve bus shelter hospitality.

LEAD
GRTC

PARTNERS
Office of Equitable Transit and Mobility, RVA Rapid Transit, Dept of Public Works

Strategy E: Increase access to last-mile connectors.

Public transportation may stop far from final destinations and oftentimes require a second mode of transportation. Introducing other modes of transportation can increase their use and eliminate gaps in the transit infrastructure. Establish a bike-share station and scooter corrals in all of Jackson Ward and Gilpin Court to promote greater use of public and carless transportation.

TIME FRAME
Short-term

NEXT STEPS
- Identify funding to build a new bike share station.
- Begin discussions with scooter companies to place more scooters at GRTC stops in Jackson Ward.

LEAD
GRTC

PARTNERS
Office of Equitable Transit and Mobility, RVA Rapid Transit, RVA Bike Share, private scooter companies

Strategy F: Continue to build and improve sidewalks and bicycle infrastructure.

Implement the Richmond Connects Bike Master Plan, which is under development. Implement the Leigh Street Streetscape Project. Route the Fall Line Trail through Jackson Ward (See Goal 5: Tourism, Arts, Culture). Close Baker Street from Brook Road to 1st Street to vehicle traffic and make it a shared use path/greenway.

TIME FRAME
Long-term

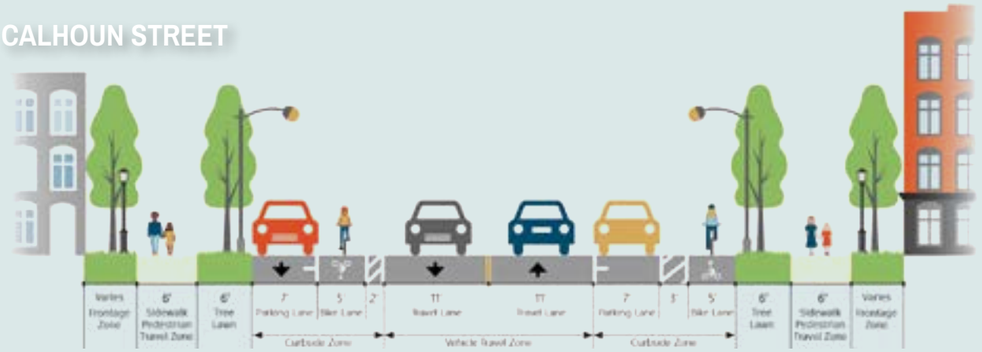
NEXT STEPS
Engage partners on improving bicycle infrastructure throughout Jackson Ward.

LEAD
DPW

PARTNERS
GRTC, Dept of Planning and Development Review, VDOT, Fall Line Trail

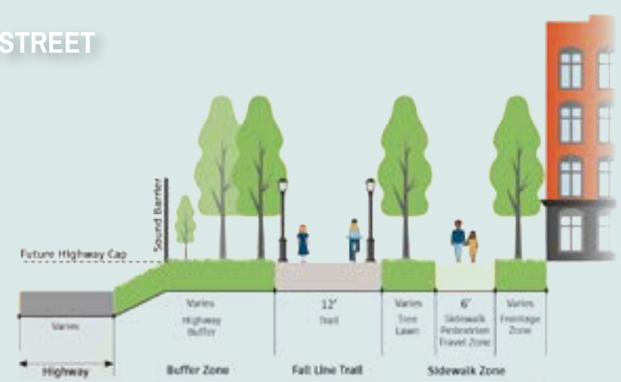
STREET TYPOLOGIES

CALHOUN STREET



TYPICAL NEIGHBORHOOD RESIDENTIAL STREET

WEST BAKER STREET

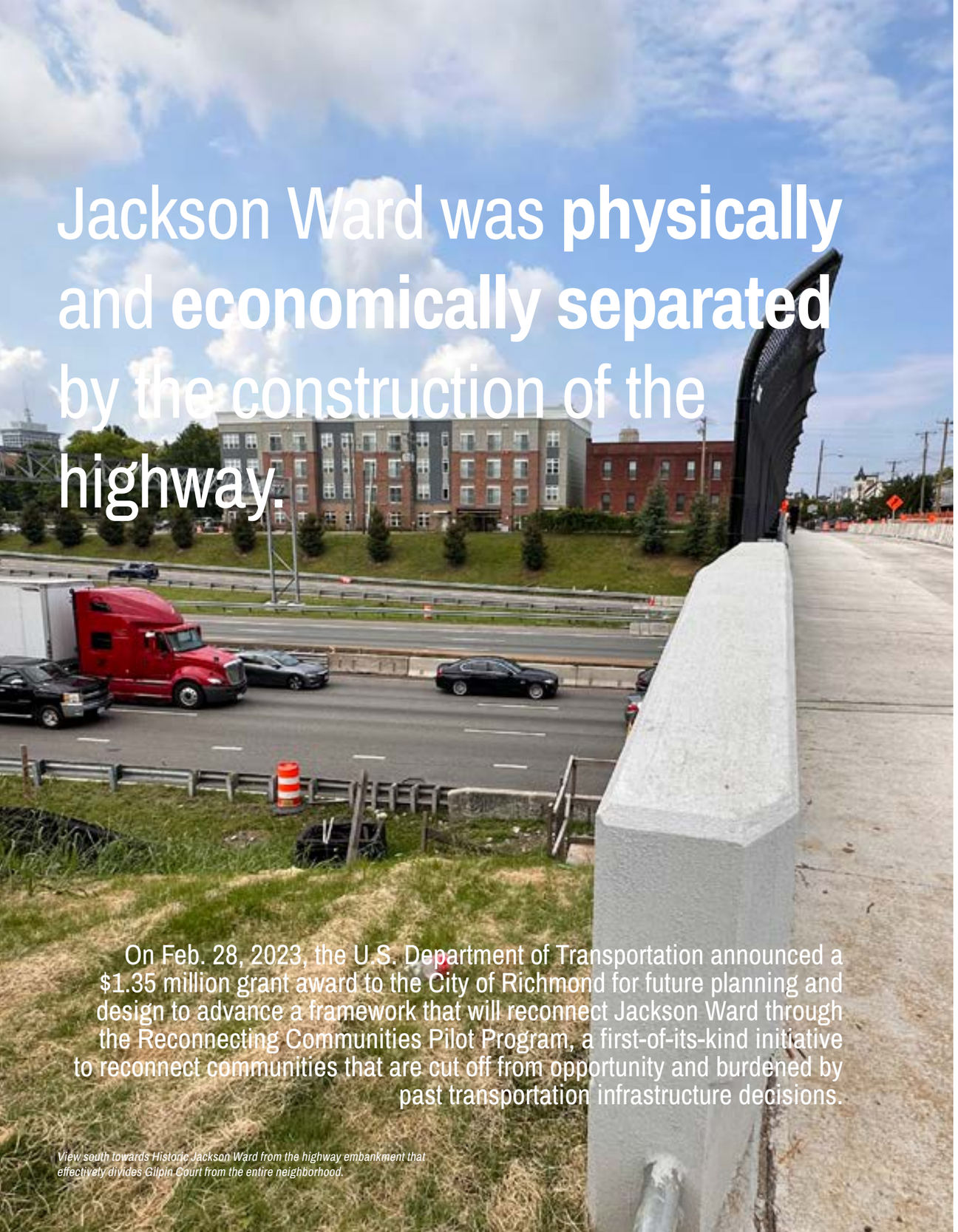


In its commitment to Vision Zero, the City of Richmond's Better Streets Manual (2018) endeavors to design streets that support the mobility and safety of all users. With reference to these guidelines, this plan illustrates street typologies that are safe, green, active, healthy, multimodal, and smart.

CALHOUN STREET will serve as a neighborhood connector street primarily serving residential land uses, possibly with some integrated businesses. This is two-way street with street parking and bicycle lanes on both sides. The sidewalk zone includes a tree lawn, pedestrian travel zone, and building frontage zone that can accommodate stormwater management, landscaping, and utilities. Buildings on either side of Calhoun Street will vary between 3-5 stories and provide direct access to multifamily residences on the ground floor.

TYPICAL NEIGHBORHOOD RESIDENTIAL STREETS within the redevelopment serve residential land uses with lower levels of motor vehicle traffic. These streets have ample sidewalks and offer on-street parking. Typically, these streets are no more than two travel lanes (one in each direction) and are key to north-south connections from Gilpin to Historic Jackson Ward. Buildings on either side of these streets will typically range from 2-4 stories and will provide ample frontage space to accommodate front porches and direct residential access to single family and multifamily residences on the ground floor.

WEST BAKER STREET, from Chamberlayne Parkway to North 1st Street, will become a pedestrian and bicycle shared use path as part of the Fall Line Trail alignment. Access to the new development blocks will be provided on north-south streets and Baker will become a green buffer between the existing highway and the Gilpin Court redevelopment.



Jackson Ward was **physically** and **economically separated** by the construction of the highway.

On Feb. 28, 2023, the U.S. Department of Transportation announced a $1.35 million grant award to the City of Richmond for future planning and design to advance a framework that will reconnect Jackson Ward through the Reconnecting Communities Pilot Program, a first-of-its-kind initiative to reconnect communities that are cut off from opportunity and burdened by past transportation infrastructure decisions.

View south towards Historic Jackson Ward from the highway embankment that effectively divides Gilpin Court from the entire neighborhood.

GOAL 18: STREETS, BRIDGES, & CONNECTIONS

CREATE MORE STREET AND BRIDGE CONNECTIONS TO MAKE IT EASIER TO MOVE WITHIN AND THROUGH JACKSON WARD.

Reconnect Jackson Ward Concept (Source: City of Richmond, VA)

Strategy A: Build bridges to connect Gilpin to Downtown and Northside.

Build a multimodal path or bridge and/or park over the highway to reconnect Gilpin Court to Jackson Ward (See the Reconnect Jackson Ward project). Build a bridge to eliminate the at-grade rail crossing at St. James Street and improve connectivity to adjacent neighborhoods.

TIME FRAME
Long-term

NEXT STEPS
- Secure funds from USDOT.
- Hire a consultant team to continue the planning efforts outlined in the Reconnect Jackson Ward feasibility study.

LEAD
City of Richmond, Dept of Planning and Development Review

PARTNERS
CSX, USDOT, VDOT, Historic Jackson Ward Association, Dept of Economic Development, Reconnect Jackson Ward Steering Committee, Dept of Public Works, Office of Equitable Transit and Mobility, Gilpin Tenant Council

Strategy B: Implement infrastructure improvements as phases of Gilpin Court are redeveloped.

The current infrastructure in Gilpin Court needs complete replacement. With the early portion of Gilpin Court being constructed in the 1940s, there are parts of the community that consist of superblocks, which are remnants of the past. Further, the current street network of Gilpin does not have alleyways that allow for ease of waste pickup by the Department of Public Works. Each phase of the redevelopment plan will include infrastructure investments that improve connectivity, safety, access, and the overall beauty of the public realm.

Eliminating superblocks will enhance the pedestrian experience and recreate the neighborhood that once existed. In order to design a street grid that supports walkable urbanism, blocks should have sides greater than 200 feet, but less than 600 feet, with a perimeter less than 1,800 feet.

TIME FRAME
Long-term

NEXT STEPS
- Progress the Gilpin Court redevelopment plan through Planning Review approvals.
- Work with the development team and City departments to develop a phasing plan for infrastructure improvements that align with the housing plan for Gilpin Court.

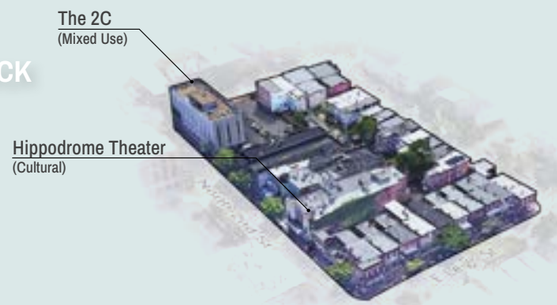
LEAD
HRI Communities

PARTNERS
RRHA, City of Richmond Department of Planning and Development Review, Department of Public Works

BLOCK TYPOLOGIES

LARGE BLOCK
Multi-Family Residential
Commercial
Residential

MEDIUM BLOCK
Mixed Use
Cultural
Residential



SMALL BLOCK
Institutional
Residential

Figure 40 // Block Typologies

When reimagining the Gilpin Court Public Housing site, the planning team looked to the scale and density of Historic Jackson Ward blocks to guide the future redevelopment. The urban form of Jackson Ward allows for a mix of uses, on-street parking, alley service, and a range of residential building densities throughout the neighborhood. The analysis of this historic block structure is distilled into three typologies: Large, Medium, and Small.

LARGE BLOCK: characterized by mixed use development along the long sides of the block, higher-density multi-family residential buildings with podium parking, as well as a variety of smaller scale residential and commercial uses serving the neighborhood. An alley typically runs through the middle of the block providing access for parking, service, and loading.

MEDIUM BLOCK: typical through out Historic Jackson Ward, this block is slightly smaller in length but is still maximized on all sides by a mix of residential, commercial, and cultural uses. Alleys may turn to provide access to parking, rear yards, and loading areas for the range of uses present in the block.

SMALL BLOCK: nearly square in shape, the small block typology is predominantly made up of low-density residential and institutional uses, like community churches. The block is bifurcated by a single alley that provides service and rear yard access to the single family, rowhouse, and duplex residential buildings.

GOALS

19. Healthy People
20. Green Structures
21. Resilient Community

THRIVING ENVIRONMENT

Jackson Ward provides residents with sustainable and healthy places to live, work, and play.

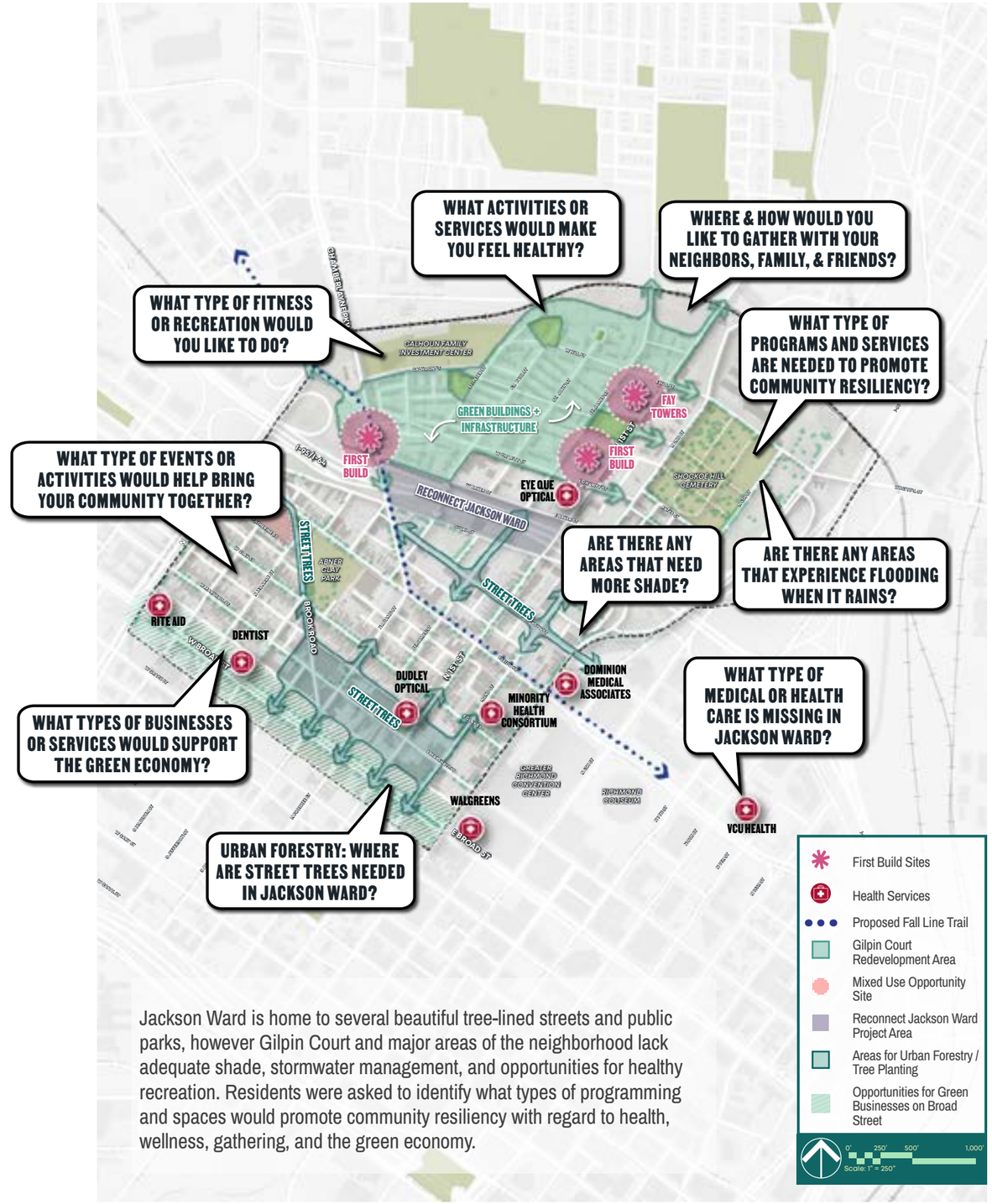
The entire neighborhood incorporates parks, trees, and other features to support a flourishing ecosystem. The thriving environment provides healthy opportunities for exercise, connection with neighbors, and green spaces for all. New buildings incorporate the latest sustainable building technologies. Existing buildings are retrofitted to improve energy efficiency.

Jackson Ward provides residents with **sustainable and healthy places to live, work, and play.**

"We need to invest in the people, children, schools, and define what community means. Build culture from the ground up, honor history, work to change the perception of safety and combat systemic racism."

Jackson Ward Community Member

Redmond Downtown Park, Redmond, Washington (Credit: Brett Ryan Studios)



Jackson Ward is home to several beautiful tree-lined streets and public parks, however Gilpin Court and major areas of the neighborhood lack adequate shade, stormwater management, and opportunities for healthy recreation. Residents were asked to identify what types of programming and spaces would promote community resiliency with regard to health, wellness, gathering, and the green economy.

Figure 41 // Thriving Environment Map

GOAL 19: HEALTHY PEOPLE

PROVIDE OPPORTUNITIES TO IMPROVE THE HEALTH OF GILPIN COURT AND JACKSON WARD RESIDENTS.

Charles S. Gilpin Community Farm (Source: LRK)

Strategy A: Create a connected and healthy food environment.

Healthier eating will greatly promote healthier lifestyles. Thirty-six percent (36%) of adults living in Gilpin Court report having a weight problem. A connected and healthy food environment can also help build a stronger sense of community as it provides opportunities for people to work together and share. Expanding the work of the community garden while including education about healthy food will engage more people, fostering a sense of community, and get residents outdoors. Additionally, eleven percent (11%) of residents reported wanting access to a garden. More community garden spaces, including planter boxes, throughout Jackson Ward will help promote fellowship among neighbors and individual skills. Partnerships with local markets to expand existing delivery options that are EBT-friendly, will provide more fresh food options and access to healthy choices.

TIME FRAME
Short-term

NEXT STEPS
- Collect and publicize healthy food delivery options, including Community Supported Agriculture.
- Support existing and promote the expansion of community gardens, including “planter boxes.”
- Promote existing farmers markets and healthy food options through out the community.
- Start a healthy cooking and gardening education curriculum and increase participation in healthy food activities.
- Hold a yearly healthy food expo with a focus on Black-owned businesses.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
KinFolk Community, Healthy Hearts Plus II, River City Market, Bless Cookies Community Network

Strategy B: Promote healthy living through targeted social media campaigns and events.

Adults and children living in Gilpin Court have reported having a chronic health condition. Asthma, depression, and hypertension were the three most common health conditions in adults. Thirty-seven (37%) of children were reported to have asthma and nearly ten percent (10%) of children living in Gilpin are overweight. Promoting healthy living can prevent and reduce chronic illness and disease. Regular health-related efforts will also keep people connected to the health system. Building on the Yearly Health Expo can be a focus for this work where all partners use social media as a tool to promote health campaigns and improve education.

TIME FRAME
Short-term

NEXT STEPS
- Begin regular educational events on disease management.
- Create monthly educational events and establish creative outreach.
- Focus on promotion of the yearly health expo.
- Promote passive healthy in community by establishing walking trails, trees, and safety.
- Intentional health promotion through social media and communication that shares the benefits and behaviors of wellness and healthy living.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
Richmond Henrico Health District, KinFolk Community, VCU Health, Red Cross, AARP, Senior Connections

Strategy C: Support Jackson Ward families in securing Primary Care Physicians and attending regularly scheduled appointments.

Ninety-one percent (91%) of Jackson Ward families are eligible for Medicaid and/or Medicare. Ensuring individuals are attending regularly scheduled doctors’ visits and dental apartments is critical in helping residents maintain a healthy lifestyle.

TIME FRAME
Short-term

NEXT STEPS
- Partner with local health providers and clinics.
- Connect families to providers for on-going medical services.
- Ensure access to services are reliable and culturally sensitive.
- Provide on-going support to families in maintaining their health goals.
- Ensure access to medications for chronic health conditions.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
Virginia Department of Health, Federally Qualified Health Clinics, Richmond Henrico Health District

Strategy D: Expand, improve, and create more options for culturally appropriate substance abuse prevention and treatment programs, mental health services, group programs, and peer specialist groups.

Substance abuse in all its forms is a substantial challenge for residents of Gilpin Court, sucking away money, health, and initiative. Similarly, mental health issues are significant with twenty-four percent (24%) of residents reporting experiences with depression alone. Effective programs exist in Richmond, but their reach is limited for Gilpin Court residents. Establishing on-site groups led by culturally appropriate mental health care is essential to a holistic health care approach. Support groups, including youth-led activities, are especially important to create an environment that supports mental and physical health.

TIME FRAME
Medium-term

NEXT STEPS
- Work with existing providers to address services based on resident needs.
- Create safe spaces for individuals to share their thoughts.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
SCAN, YWCA, Alcoholics Anonymous, Narcotics Anonymous, Free Health Clinic Network

Strategy E: Create a robust support network for pregnant people and young parents.

Starting life healthy can make all the difference. Support systems for pregnant people and parents of young children can help future and new parents understand pre- and post-natal care and issues that may arise for new and soon-to-be parents. Promote collaboration with knowledgeable and trusted community partners in the women and children's health sectors to provide health information and engagement with residents.

TIME FRAME
Long-term

NEXT STEPS
- Convene a meeting with relevant partners and community members to brainstorm ideas for outreach and educational sessions.
- Determine the timeline, structure, locations and potential participants for outreach and educational sessions.
- Increase outreach in the community to provide educational materials to inform residents about the variety of services and supports available for women and children.
- Host educational sessions for community members to support communication, feedback and discussions of important of health-related topics such as women's health, doula support and early prenatal care, post-partum support, infant care, parenting support, early childhood health etc.
- Work with existing providers to address services based on resident needs.
- Create safe spaces for individuals to share their thoughts.

LEAD
Richmond Henrico Health District

PARTNERS
YWCA, Family Lifeline, Birth in Color RVA, Healthy Hearts Plus II

Strategy F: Ensure residents have an opportunity to participate in sports programs.

According to the resident needs assessment, twenty-four percent (24%) of Gilpin Court children participate in sports. Athletics at all ages is healthy, fosters a sense of community and pride, and encourages active habits across generations. Nearly thirty-seven percent (37%) of adults have stress and anxiety as a chronic health condition in Gilpin. Adult leagues and athletic participation can serve as a stress reliever. Overall, physical activity can increase general health and reduce health risk for heart disease. Team play also presents opportunities to build mentorship between generations and bring leadership skills to young athletes.

TIME FRAME
Short-term

NEXT STEPS
- Create eligible slots for Jackson Ward families.
- Work with local sports program to ensure inclusion for Jackson Ward Youth.
- Identify possible coaches among residents.
- Establish a Sports Equipment Recycling/Donation program to connect kids with the necessary resources to participate.
- Connect with local organizations and the Richmond City Parks department to discuss starting a team in Gilpin.

LEAD
City of Richmond Human Services Portfolio

PARTNERS
Boys and Girls Club, YMCA, City of Richmond Parks and Recreation, SCOR Richmond, Recreation Soccer

Active habits, including sports, can bring countless benefits at any age. (Credit: Richmond Region Tourism Photo Library)

GOAL 20: GREEN STRUCTURES

EXPAND AND ALIGN PROGRAMS FOR OWNERS OF EXISTING BUILDINGS TO UPGRADE AND IMPROVE ENERGY EFFICIENCY AND INCORPORATE GREEN TECHNOLOGY AND ENERGY SAVING TECHNIQUES IN NEW BUILDINGS.

Strategy A: Identify opportunities to implement renewable energy for buildings.

The recently adopted Climate Equity Action Plan 2030 identified that lower-income residents, renters, and Black Indigenous People of Color (BIPOC) households face higher energy burdens. Making existing structures more sustainable, encouraging renewable energy and sustainable design in new residential and commercial development, and expanding opportunities for residents to invest in community green energy programs (ex: community solar, submeter future development) will help alleviate Jackson Ward's energy burden.

TIME FRAME
Long-term

NEXT STEPS
Create Sustainable Design Guidelines for City-owned facilities

LEAD
Office of Sustainability

PARTNERS
DPW, DPU, Dominion Energy, HRI Communities

Strategy B: Establish routine maintenance schedules for public housing units.

Properly maintaining green technology and energy efficiency systems in buildings and sites increases the longevity and effectiveness of these systems and technologies. This is an opportunity to partner with programs that provide solar energy education and quality green job training for residents.

TIME FRAME
Long-term

NEXT STEPS
RRHA & HRI Communities to identify programs and partnerships for the creation and maintenance of all green technology and energy efficient systems

LEAD
RRHA

PARTNERS
HRI Communities

Balancing historic preservation with energy efficiency is a key to Long-term resiliency in Jackson Ward (Source: Richmond Region Tourism)

Strategy C: Evaluate the total effect of new developments on public utilities.

Reduce negative and harmful impacts of development on natural resources by promoting sustainable design guidelines such as the use of green roofs and low albedo or light-colored roofs to reduce heat while developing PODs. Implement flood management street design such as curb cuts, covered planters to collect rain, pervious surfaces, cool pavement material, and other environmental design elements to reduce urban heat and prevent localized street flooding.

TIME FRAME
Long-term

NEXT STEPS
Gather and present information and statistics regarding existing public utilities conditions for comparison post-development

LEAD
City of Richmond Department of Public Works, Department of Utilities, Planning and Development Review

PARTNERS
Internal city process; no partners necessary

Strategy D: Align historic preservation and energy efficiency goals.

Educate property owners in City Old and Historic Districts about federal income tax credits and incentives for sustainable energy products from The Inflation Reduction Act. Reducing the carbon footprint and energy consumption of historic structures can help to conserve energy, reduce energy cost and waste, and reduce greenhouse gas emissions while preserving historic charm.

TIME FRAME
Long-term

NEXT STEPS
Identify eligible properties that will benefit from tax credits using City Old and Historic District boundaries, as defined by the City of Richmond.

LEAD
City of Richmond, Commission of Architectural Review

PARTNERS
Dominion Energy

GOAL 21: RESILIENT COMMUNITY

POSITIVELY ADAPT TO THE EFFECTS OF CLIMATE CHANGE BY REDUCING THE HEAT ISLAND EFFECT & DESIGNING THE BUILT ENVIRONMENT TO WITHSTAND INCREASED RAIN AND OTHER PRECIPITATION EVENTS.

Strategy A: Support a flourishing ecosystem.

Flourishing ecosystems are catalysts for healthy communities. Healthy ecosystems help filter air and water, recycle nutrients to provide healthy soil, and regulate climate. Planting native species helps to reduce cost and maintenance and increases biodiversity. Hosting community planting days can increase the urban tree canopy by identifying spaces for new trees and further strengthen community relationships while strengthening ecosystems.

TIME FRAME
Long-term

NEXT STEPS
Identify prospective planting areas in Jackson Ward to present to community members.

LEAD
City of Richmond Urban Forestry, Office of Sustainability

PARTNERS
DPW, City Arborist, Virginia Master Naturalists, Master Gardeners, Truetimber

Strategy B: Increase community green and open spaces.

Create welcoming network of pocket parks, linear parks, walking trails, and other usable and safe outdoor spaces (See Goal 13, Urban Design and Goal 17, Non-Car Network). Promote Shockoe Cemetery as a publicly accessible green space for community use and enjoyment. Provide shaded areas for residents in the public realm such as pavilions, benches under trees, and shade sails on buildings that front the sidewalk.

TIME FRAME
Long-term

NEXT STEPS
Conduct community engagement in Jackson Ward to determine what features and design elements are most desired in green and open spaces.

LEAD
Dept of Parks and Recreation

PARTNERS
Groundwork RVA, Historic Jackson Ward Association

Stormwater Management in Seattle, Washington (Credit: Seattle Public Utilities)

Strategy C: Create a comprehensive database of sites that experience routine rain flooding events.

This database could help appropriate staff regularly maintain the stormwater catchment systems in areas that experience routine rain flooding events. Water supply and electricity disruption can also be better managed with the identification of areas that experience intense flooding during storms.

TIME FRAME
Long-term

NEXT STEPS
Conduct a field survey through GIS applications to map areas of significant flooding and power outages.

LEAD
Office of Sustainability

PARTNERS
PDR

Strategy D: Establish a resiliency hub.

The Calhoun Center is an example of a location where residents could go during emergencies, extreme weather events, or anytime of the year for access to resources. To further promote climate resiliency in Jackson Ward, locations that become resiliency hubs could periodically provide self-sufficiency workshops, resources, and tools. (Example: Free rain barrels given to households through partnerships with existing Richmond-based nonprofits.)

TIME FRAME
Long-term

NEXT STEPS
Hire a grant writer to identify and complete various grant and funding opportunities regarding the creation of resiliency hubs.

LEAD
Office of Sustainability

PARTNERS
Virginia Department of Health, Richmond Public Libraries

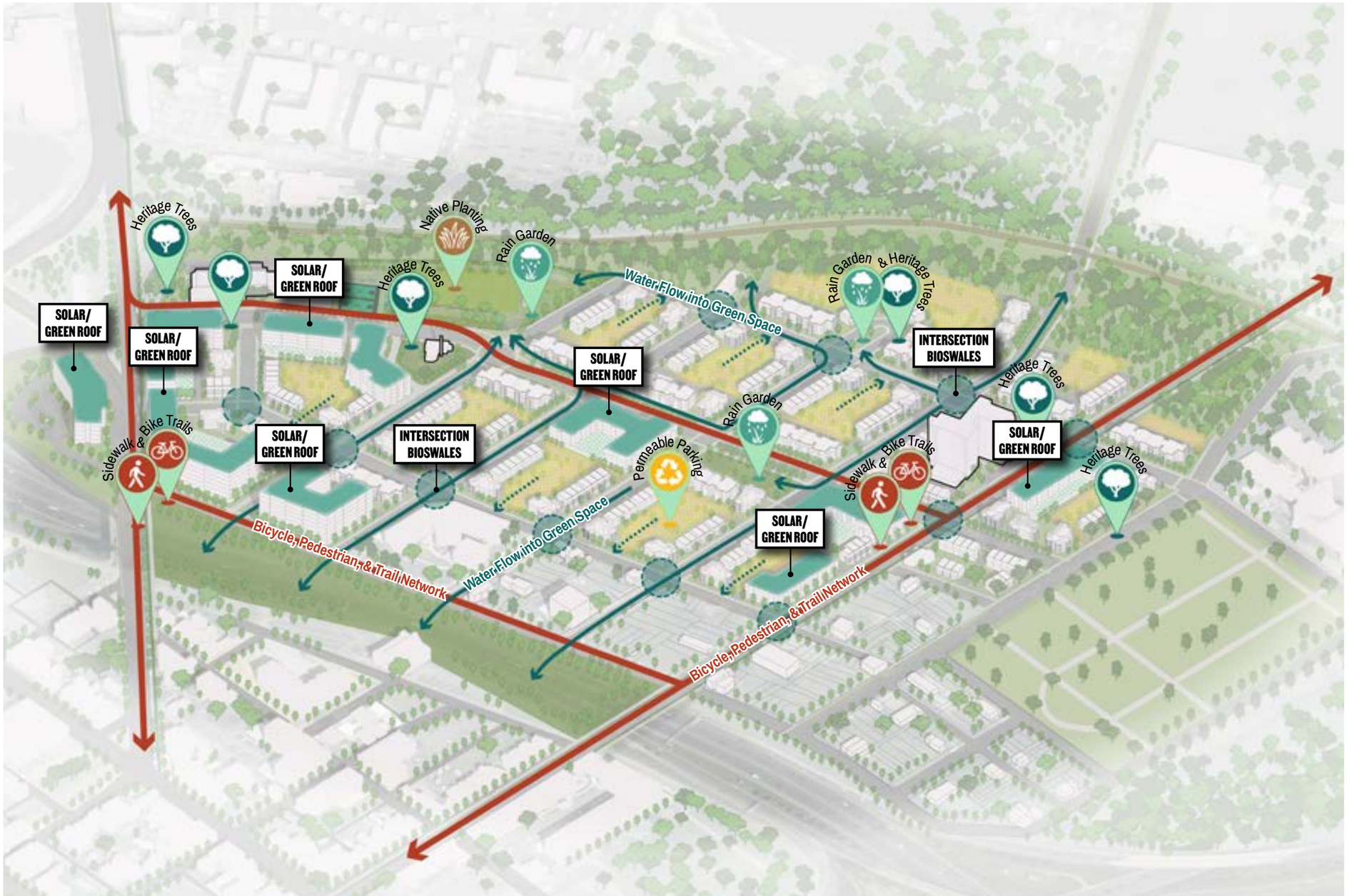
SPOTLIGHT: LEED NEIGHBORHOOD DEVELOPMENT

LEED for Neighborhood Development (LEED-ND) is US rating system that integrates the principles of smart growth, urbanism, and green building in a national system for neighborhood design. LEED certification provides independent, third-party verification that a development's location and design meet accepted high levels of environmentally responsible, sustainable development. Through stakeholder engagement and professional expertise, the Jackson Ward Community Plan will be eligible to secure Stage 1 conditional approval under this rating system. For more information, see the LEED-ND scorecard in Appendix F of this document.

(Source: US Green Building Council)

LEED-ND

ENERGY EFFICIENCY, SUSTAINABILITY, & RESILIENCY



A RESILIENT COMMUNITY

The redevelopment plan will promote sustainable and healthy places for residents of Jackson Ward to live, work, and play. The neighborhood of Jackson Ward will incorporate parks, trees, native species rain gardens, and other features that support a thriving ecosystem. Newly developed buildings will incorporate sustainable building design and certifications so the redeveloped Gilpin will be resistant to natural disasters and promote healthy air and water quality. Furthermore, the Phase I Environmental Assessment of Gilpin Court did not indicate any necessary mitigation or remediation.

Parks and bioswales planted with native species are located throughout the site to mitigate flooding during major rain events. Street trees will be planted and heritage trees preserved to maximize shade for pedestrians and cyclists and to keep home interiors cool during the summer, reducing the urban heat island effect and home energy use. Surface parking areas behind homes will be constructed of permeable paving materials to absorb rainfall and reduce runoff, and native plants and shade trees planted. On large multifamily buildings with podium parking structures, green roofs and amenity decks will provide residents with cooler buildings and elevated, garden-like outdoor space to enjoy.

The new Calhoun Park and the Reconnect Jackson Ward interstate cap park will provide both green space for resident recreation and natural habitat restoration for native plants and wildlife. The cap park will also enhance pedestrian connectivity into downtown Richmond, providing residents with an enjoyable space to pass over the highway and reach more of Richmond without a car.

The new street network throughout Gilpin includes dedicated bicycle and pedestrian facilities. Mixed-use multifamily buildings and parks are sprinkled through the site in a way that encourages residents to walk and bike to run errands, grab dinner, or play. Wide 10' sidewalks and protected bike lanes tie into the Fall Line Trail, connecting residents to the greater Richmond area trail networks. This non-car network will play a role in reducing emissions and improving physical activity.

IMPLEMENTATION 5

IMPLEMENTING THE PLAN

The goals and strategies outlined in this Plan were created in a collective effort among Gilpin Court and Jackson Ward residents, stakeholders, and community organizations; the City of Richmond; Richmond Redevelopment & Housing Authority (RRHA); Urban Strategies; and Richmond Henrico Health District (RHHD).

Collectively we now embark on the implementation of this Plan. The goals are ambitious, but the strategies have been co-created with the community to be realistic and implementable.

With renewed dedication, we arrive at this vision:

Jackson Ward is an interconnected neighborhood that celebrates Black history, ownership, and culture while supporting a diverse community of current and future residents with quality housing, healthy spaces, and its community traditions of local arts, education, and entrepreneurship.

This collective, community vision has driven the goals and strategies of the Plan.

Figure 42 // Implementation Leads

Implementation Framework

The City of Richmond (City) will have primary responsibility for coordinating and implementing the Plan. The City and the Richmond Redevelopment & Housing Authority (RRHA) will partner to implement the elements of the Gilpin Court housing plan.

Implementation Leads

The City and RRHA will collaborate with the numerous organizations already working within Gilpin Court and the Jackson Ward neighborhood. Implementation of this Community Plan will rely heavily on their experiences, expertise, and success serving the neighborhood. As required by the Choice Neighborhoods Program, we have identified the following Leads:

The City and RRHA will serve as the **Housing Leads**. RRHA and selected developer HRI Communities (HRIC) will have lead responsibility in redeveloping the Gilpin Court community and properties controlled by RRHA. The City will have lead responsibility in overseeing and implementing housing components of the Plan for all other portions of the Jackson Ward neighborhood.

The City will serve as the **Neighborhood Lead** and will implement the neighborhood components of the Plan.

The City will serve as the **People Lead** and will implement the people components of the Plan with assistance from RRHA and various community partners.

Ongoing Engagement and Capacity Building

Under the direction of the Health District, the Gilpin Informed Residents has been formed to act as resident ambassadors to keep their neighbors informed about what is happening with the Community Plan and encourage engagement. The co-leads intend to maintain this partnership as a core connection to the Gilpin Court community.

In addition, the City and RRHA will establish an ongoing steering committee to provide advice, and ensure implementation and achievements of the project. This committee will be comprised of the Gilpin Informed Residents, Gilpin Tenant Council members, Jackson Ward community members, and stakeholders of the community.

Outside of the steering committee, RRHA, HRI Communities, and the City will meet with Gilpin Court and Jackson Ward residents to discuss the housing plan. Meetings will be held regularly to cover an array of topics regarding the redevelopment of Gilpin Court. This will include meetings about the Section 18 process and what it means for residents, relocation with meetings specifically focusing on the Housing Choice Voucher and Project Based Voucher Program, design concept meetings, resident preparedness meetings, and general information and project update meetings. These meetings will provide RRHA, HRI Communities, and the City continued community insight for implementing the housing plan, while also offering regular updates to residents regarding the redevelopment plan.

BIG MOVES FOR IMPLEMENTATION

The Jackson Ward Community Plan outlines many goals and recommendations to achieve the vision outlined by many community members and stakeholders. We have outlined six big moves that are critical next steps towards implementation:

Establish a Small Business Hub

To implement Goal 3, Strategy H of this plan, a small business hub will be established in the Jackson Ward community. The initiative will be led by the City of Richmond. A small business hub will support small business owners with resources, classes, and grants to get them started. It will connect residents to opportunities for personal advancement and set up paths for businesses to thrive. The hub could utilize existing community infrastructure or find a new home in the redeveloped neighborhood.

Rezone Jackson Ward

To set up the study area for success in the future, and to implement Goal 11, Strategy A of this plan, rezoning the land in accordance with the needs of the Community Plan is necessary. Rezoning the land can lead to more housing, quality transportation options, and a variety of uses ranging from everyday goods and services to specialty stores and entertainment venues. Led by the City of Richmond Department of Planning and Development Review, the City will incorporate rezoning the neighborhood as a part of the Zoning Ordinance Rewrite.

Institute a Jackson Ward Civic Network

There are a multitude of groups working within the Jackson Ward neighborhood. The Jackson Ward neighborhood has its own civic association and Gilpin Court has a HUD-recognized tenant council association and the Gilpin Informed Residents group. A multi-generational network of existing and emerging leaders will strengthen collaboration among community groups and the public.

To align with Goal 14, Strategy A of this plan, a civic association network will be established. A network of organizations will increase resident participation, engagement, and decision-making in the neighborhood's future. Ultimately, this network will center residents' needs in the planning process. This next step will be led by the City of Richmond Human Services Portfolio with partners from Historic Jackson Ward Association, Gilpin Tenant Council, The Arts District, and Downtown Neighborhood Association.

Reconnect Jackson Ward

On Feb. 28, 2023, the U.S. Department of Transportation announced a $1.35 million grant award to the City of Richmond for future planning and design to advance a framework that will reconnect Jackson Ward. The funding is through the Reconnecting Communities Pilot Program, a first-of-its-kind initiative to reconnect communities that are cut off from opportunity and burdened by past transportation infrastructure decisions. Improving access and reconnecting Jackson Ward through the creation of new bridge(s) or freeway lid will contribute to the success of the Community Plan.

The City of Richmond will lead the Reconnect Jackson Ward project through partnering with the U.S. Department of Transportation, Virginia Department of Transportation, Gilpin Tenant Council, the Reconnect Jackson Ward Steering Committee, Department of Public Works, and the Office of Equitable Transit and Mobility. The next step in this process will be to hire a consultant team to continue the planning efforts of the Reconnect Jackson Ward Feasibility Study. (See Goal 18, Strategy A).

Implement the Fall Line Trail

Implementing the Fall Line Trail within Jackson Ward will bring attention and celebrate the history of the neighborhood. Several famous individuals called Jackson Ward home, like Maggie Walker and Bill 'Bojangles' Robinson. The Fall Line Trail can help display and tell the story of Jackson Ward through art and keep the spirit of historic Jackson Ward. This next step will assist in implementing Goal 5, Strategy F of the transformation plan led by the City of Richmond. The next steps are to determine which cultural sites in Jackson Ward need to be prioritized for improvements.

Planning for the Reconnect Jackson Ward project is underway (Source: Reconnect Jackson Ward)

Develop a Build-First Strategy

In order to implement Goals 6 (Diverse Housing Options) and 10 (Expanding Housing Opportunities) of this transformation plan, RRHA will acquire property and secure financing to build new-units on vacant land north of the highway and begin implementation (phases 1 & 2) of the Gilpin housing redevelopment program prior to the demolition of Gilpin. This will include the redevelopment of Fay Towers (phase 1) & development of RRHA-owned vacant parcels (phase 2) prior to the demolition of Gilpin. This includes a total of approximately 325 dwelling units. Approximately 110 units will be set aside as replacement units for Gilpin Court. These activities, which will be led by RRHA, HRI Communities, and local development partners, will help to set up the stage for the implementation of the plan.

The transformative Fall Line Trail will extend through Jackson Ward. (Source: Fall Line VA)

RRHA is working to acquire property and develop a Build First Strategy as the first step in realizing the housing goals of this Plan. (Source: LRK)

Community input for the Early Action Activity (Credit: Timmons Group)

EARLY START ACCOMPLISHMENTS

During the planning process, RRHA, the City of Richmond, and their partners have been taking action steps to begin the implementation component of the community plan. These early start accomplishments include:

Parking Minimums

In April 2023, the City Council approved removing parking minimums from the city's zoning rules. Prior to the council's vote, developers in the City of Richmond were required to build off-street parking spaces for new developments based on the total floor area constructed, the number of dwelling units, or the type of use of the project. Now, with the minimums removed, developers do not have to provide off-street parking or loading spaces. With these standards removed from zoning regulations, the space once used for parking can be used to develop additional housing and promote modes of public transportation. The parking requirement removal will specifically assist with this community plan as a larger amount of housing can be developed on land that once would have been needed for parking at Gilpin Court.

Calhoun Center Disposition

Goal 12, Strategy A of this plan calls for the repositioning of the Calhoun Center. As part of this strategy, RRHA intends to dispose of the Calhoun Center to the City of Richmond. Once the Calhoun Center is transferred to the city's Department of Parks, Recreation, and Community Facilities the city will use the allocated $8 million of American Rescue Plan Act funds to renovate the community space. For RRHA to transfer ownership of the Calhoun Center, RRHA must obtain approval from the Department of Housing and Urban Development. In May 2023, the RRHA Board of Commissioners approved the submission of a Section 18 application for the Calhoun Center. The application was submitted to the Special Applications Center. In tandem with the application submission, RRHA and City of Richmond have been working collaboratively in drafting a Memorandum of Understanding to ensure that an agreement is in place by the time of HUD approval. This will allow for a smooth transition without any additional steps needing to take place.

Splash Pad (Early Action Activity) Progress

In November 2022, the overall Calhoun Recreation Area Master Plan received conceptual approval from the City of Richmond Planning Commission (CPC) and Urban Design Committee (UDC). On March 6, 2023, Early Action Activity (EAA) was approved by HUD.

On April 21, 2023, stakeholders convened a kick-off meeting on site. In attendance were Gilpin residents, Timmons Group architects and engineers, City of Richmond employees from the Parks and Planning departments, and Richmond Henrico Health District representatives.

The next step in the EAA is for the City to open the invitation for bidding on the construction of the splash pad at Calhoun Recreation Area.

Scheduled Task	Target Date
Survey, environmental, utility location	May 2023
HUD Environmental Review / CE	July 2023
Schematic Design	June 2023
Design Development	June 2023
Urban Design Committee	July 2023
Construction Documents / Permit Drawings	July 2023
Permitting	Oct 2023–Aug 2026
Invitation for Bid Development & Process	Nov 2023
Bid Opening	Dec 2023
Bid Closing and Award	Jan 2024
Mobilization, Demolition, Site Prep	Jan/Feb 2024
Demo, Site Prep, Construction	Jun-Aug 2026
Construction and Ribbon Cutting	Jun-Aug 2026

PEOPLE LEAD

The City of Richmond will serve as the People Lead.

The Office of Community Wealth Building (OCWB) will be the City's lead agency tasked with coordinating services within the city with: Dept of Social Services; Dept. of Justice Services; Office of Neighborhood Services; Dept. of Parks, Recreation, and Community Facilities; Dept. of Housing and Community Development; and the Dept. of Economic Development.

Additionally, OCWB will coordinate with other quasi-government agencies including Richmond Redevelopment and Housing Authority, Richmond Public Library, Richmond Behavioral Health Authority, and Richmond Henrico Health District.

Together OCWB and its partners will deliver a multitude of resident-centered services to ensure households have the support, stability and access to economic opportunities and mobility.

Urban Strategies joined the planning team during the summer of 2023 and has engaged with Gilpin Court Residents and the larger Jackson Ward community through Focus Group Meetings and Community Events. (Source: SFCD & Urban Strategies)

DATA COLLECTION & PERFORMANCE TRACKING

All of the People, Housing, and Neighborhood metrics will be tracked by the Lead Agency identified in the above sections. An updated Insights Report and Resident Assessments are anticipated to measure progress and identify any changes or new needs.

This section includes a detailed matrix summarizing all of the Plan's goals and strategies. It will be used to track responsible partners and metrics to aid in monitoring progress.

*Additional implementation goals and strategies related to the 2nd Street Summit can be found in Appendix A.

Strategies	Applicable Metrics	Potential Partners	Plan Component
DIVERSE ECONOMY			
Goal 1: Early Learning & Kindergarten Readiness			
A: Increase parent and caregiver awareness of the value of quality early learning experiences and assist parents and caregivers in locating and securing ECCE services for their children.	# of parents and caregivers that access quality early services for their children.	Thrive Birth to Five, Virginia Public Media (VPM), Hearty Hearts Plus II, Children's Hospital of Richmond, ChildSavers, and others	
B: Provide targeted supports to parents and caregivers with children under 5 so that they can advocate for their children and promote healthy early childhood development at home.	# of parents and caregivers that provide early learning opportunities to their children at home.	Family Lifeline, Imagination Library RVA, Little Hands of Virginia, Children's Hospital of Richmond, United Way of Greater Richmond, and others	
Goal 2: K-12 Success			
A: Reduce Chronic Absenteeism.	% of students chronically absent for the school year	Richmond Public Schools Education Foundation, Communities in Schools Richmond, NextUp RVA, FRIENDS Association for Children	
B: Expand access to quality out of school time programming that support in-school learning.	# and % of target resident students at or above grade level according to state assessments in at least the grades required by the Elementary and Second Education Act	Richmond Public Schools Education Foundation, Virginia Union University, Urban League of Greater Richmond, NextUp RVA, Boys & Girls Club of Metro Richmond, and others	

Strategies	Applicable Metrics	Potential Partners	Plan Component
Goal 3: Graduation Rates, Post Secondary Education, & Workforce Readiness			
A: Provide middle and high school students with targeted career and college planning, including exposure to post-secondary opportunities.	# and % of target resident students that graduated high school on time	NextUp RVA, Great Aspirations Scholarship Program (GRASP), Boys & Girls Club of Metro Richmond, Art 180, United Way of Greater Richmond	
B: Provide work-based learning experiences and apprenticeships to youth that incentivize high school graduation.	# of residents graduating from a vocational school & higher education	Richmond Public Schools Education Foundation, Art180, United Way of Greater Richmond, Boys & Girls Clubs of Metro Richmond, Greater Richmond Fit4Kids, Urban League of Greater Richmond	
C: Partner with Greater Richmond Transit Company (GRTC) to establish frequent, reliable, and quick routes to school and other educational venues.	# of routes by GRTC in Jackson Ward and time of stops	Greater Richmond Transit Company (GRTC)	
D: Ensure high school seniors graduate on time.	# of seniors in the graduating class graduating each year	See Partnership Grid	
E: Provide scholarship opportunities to Jackson Ward residents.	# of opportunities for Gilpin residents	See Partnership Grid	
F: Host post-secondary education classes in the neighborhood.	% of increased household incomes	See Partnership Grid	
G: Explore creating a Richmond chapter of the YouthBuild program.		See Partnership Grid	
H: Establish a small business hub in Jackson Ward.		See Partnership Grid	

Strategies	Applicable Metrics	Potential Partners	Plan Component
I: Connect with established organizations to provide education and outreach.	# of organizations that provide services	See Partnership Grid	
Goal 4: Employment & Economic Mobility			
A: Provide Gilpin Court and Jackson Ward youth access to and support for workforce training programs.	% of youth have a path of continued education / training at the time of graduation % of opportunity youth are enrolled in training / education programs	Virginia Union University	
B: Develop pathways for work-able Gilpin Court and Jackson Ward adults to train and earn a living wage.	% of work-able Jackson Ward adults are employed and Gilpin Court residents are earning a living wage	Virginia Union University	
C: Increase access for Gilpin Court residents to entrepreneurial opportunities and education.	# and % of residents enrolled in programming	HRI Communities, VCU	
D: Align grant opportunities to elevate and assist locally-owned and minority businesses.	# of local and minority businesses that receive government assisted grants	Community capital organizations, Metropolitan Business League	
E: Create a safe and welcoming street environment that encourages activity.			
F: Increase Section 3 Opportunities for Jackson Ward residents.	# of residents that obtain employment opportunities	VCU	
Goal 5: Tourism, Arts, & Culture			
A: Collaborate with local institutions to promote cultural assets of Jackson Ward.	# of institutions that promote cultural assets	Virginia Museum of History and Culture, Black History Museum, Richmond Public Schools, JXN Foundation, Valentine Museum, Historic Richmond Foundation, community experts	

Strategies	Applicable Metrics	Potential Partners	Plan Component
B: Develop communications materials that highlight Jackson Ward's destinations and events.		Richmond Region Tourism, Venture Richmond, Historic Richmond Foundation	
C: Establish an arts-based collective to develop community- and stakeholder-led projects.		Art 180, local theaters, local artists in Jackson Ward	
D: Establish a streateries ordinance.		Jackson Ward restaurant owners	
E: Create public art.	# of new art installments in the Jackson Ward community	Community residents, local artist community, and others	
F: Improve the built environment around historic and cultural sites.		Maggie Walker House, Historic Jackson Ward Association, Historic Richmond Foundation, Richmond Region Tourism, Venture Richmond	
INCLUSIVE HOUSING			
Goal 6: Diverse Housing Options			
A: Build a variety of new construction rental and homeownership opportunities for all levels of income.	Diverse housing types/units build in the Gilpin/Jackson Ward Community	HRI Communities	
B: Develop income-based housing in the community using RRHA's Project-Based Voucher (PBV) Program.	# of new affordable units in Gilpin/Jackson Ward	HRI Communities, local housing partners	
C: Incorporate funding sources to support the implementation of the plan.	# of funding sources used on development projects	Virginia Housing, Virginia Department of Housing and Community Development, Federal Home Loan Bank Atlanta	

Strategies	Applicable Metrics	Potential Partners	Plan Component
Goal 7: Pathways to Homeownership			
A: Partner with organizations to offer grant assistance to low-income and moderate-income homebuyers.	# of families who receive grants for first-time homebuying	Virginia Housing, Virginia Department of Housing and Community Development, Housing Opportunities Made Equal, Habitat for Humanity	
B: Partner with local organizations to offer homeownership education opportunities.	# of Gilpin/Jackson Ward residents who complete first-time homeownership courses	Housing Opportunities Made Equal, Virginia Housing, Southside Community Development & Housing Corporation, Habitat for Humanity, Maggie Walker Community Land Trust	
C: Establish rent-to-own opportunities.	# of homes created through rent-to-own opportunities	Richmond Metropolitan Habitat for Humanity, Maggie Walker Community Land Trust	
D: Utilize the Housing Choice Voucher Program for homeownership.	# of HCV participants using their voucher for homeownership	Local development partners, Virginia Housing, mortgage lenders	
Goal 8: Resident Preparedness			
A: Establish a Tenant Bill of Rights with the Gilpin residents.		Gilpin Residents, Central Virginia Legal Aid Society, HRI Communities	
B: Provide families with customized services based on their specific needs.	# of residents receiving assisted services by partner organizations.	Richmond Henrico Health District, Housing Opportunities Made Equal, Richmond Behavioral Health Association	
C: Organize education courses for residents moving from public housing to private landlord rentals.	# of courses offered to residents for relocation	Housing Opportunities Made Equal	
Goal 9: Displacement Prevention			
A: Develop deeply and moderately affordable housing in Jackson Ward.	# of new units at or below 80% of AMI	Development partners in the city	

Strategies	Applicable Metrics	Potential Partners	Plan Component
B: Promote housing repair programs.	# of new an expanded home improvements in Jackson Ward	Virginia Department of Housing and Community Development, project:HOMES, Virginia Housing, Virginia Department of Historic Resources, Rebuilding Together	
Goal 10: Expanding Housing Opportunities			
A: Expand partnerships with development partners to construct Project Based Voucher (PBV) units.	# of new developments with PBVs	Local development partners	
B: Promote the Housing Choice Voucher Program (HCVP) to landlords.	# of new landlords with HCV participants	Local landlords, Property Managers Association, Richmond realtors	
C: Identify publicly owned vacant properties and build housing.	# of publicly owned property used for housing development	HRI Communities, local development partners	
HIGH-QUALITY PLACES			
Goal 11: Land Use & Historic Preservation			
A: Rezone properties to align zoning with the future land use map and the Gilpin redevelopment plan.		Historic Jackson Ward Association	
B: Expand the City Old and Historic District.		Historic Jackson Ward Association	
Goal 12: Publicly Owned Assets			
A: Reposition the Calhoun Recreation Center to once again be a vibrant community center.		Gilpin residents, Historic Jackson Ward Association	
B: Implement the plan for reimagining the Calhoun Center outdoor recreation area.		U.S. Department of Housing and Urban Development	

Strategies	Applicable Metrics	Potential Partners	Plan Component
C: Apply sustainable design standards.	# of buildings that meet guidelines for climate resiliency		
D: Provide residents with broadband internet.	# of residents with broadband access	All Points Broadband	
Goal 13: Urban Design			
A: Develop streetscape design standards.		Neighborhood civic associations in Jackson Ward	
B: Establish an open space network.	# of open spaces with amenities and infrastructure	Local development partners, Richmond Henrico Health District, and others	
C: Implement an anti-litter and graffiti removal campaign.	# of buildings with graffiti removal	Waste management companies, Gilpin and Jackson Ward residents, Venture Richmond, James River Association	
D: Raise awareness among business owners of the existing Facade Improvement Program.	# of businesses to utilize the Façade Improvement Program in Jackson Ward	Venture Richmond, Richmond media & press	
Goal 14: Planning Engagement			
A: Explore creating a Jackson Ward civic network.		Historic Jackson Ward Association, Gilpin Tenant Council, Arts District, Downtown Neighborhood Association, and others	
B: Collaborate with the City and community on efforts currently happening in Jackson Ward.	# of community engagement events revolving around projects in Jackson Ward	Neighborhood Civic Associations, Downtown businesses	
C: Create a full-time position that oversees the implementation of the Jackson Ward Community Plan.			
D: Create a Reparations Task Force.		University of Richmond, VCU, VUU, RRHA, RHHD, STEP, Kinfolk, 2Love, JXN Project, Elegba Folklore Society, Historic Jackson Ward Association	

Strategies	Applicable Metrics	Potential Partners	Plan Component
Goal 15: Safety & Security			
A: Connect residents to opportunities.	# of residents enrolled in workforce/education programs	Job training and apprenticeship programs, colleges, and others	
B: Provide programming space for community restorative justice.		Virginia Center for Inclusive Communities, Historic Jackson Ward Association	
C: Collaborate with Gilpin residents to implement a trauma-informed care training team.		Gilpin Informed Residents, Richmond Public Schools, Virginia Center for Inclusive Communities	
D: Increase communication between RRHA and Gilpin residents.	# of community sessions held by RRHA	Sentry Force Security	
E: Upgrade and add additional street lighting within redeveloped Gilpin.		HRI Communities	
F: Enforce convenience store property maintenance.		Store owners	
G: Create a Jackson Ward-wide task force to promote safety in general and facilitate communication around safety issues.		Historic Jackson Ward Association, Gilpin Tenant Council, STEP, Kinfolk Community, 2Love, Richmond Henrico Health District	
EQUITABLE TRANSPORTATION			
Goal 16: Vision Zero			
A: Implement the Vision Zero Action Plan.		Gilpin Residents, Historic Jackson Ward Association	
B: Conduct strategic traffic enforcement campaigns.		BikeWalkRVA	
C: Improve visibility along sidewalks and at intersections.		Venture Richmond	

Strategies	Applicable Metrics	Potential Partners	Plan Component
Goal 17: Non-Car Network			
A: Provide ADA accessible routes through the community.	# of ADA routes in Gilpin/ Jackson Ward	GRTC, businesses, residents	
B: Improve bus signage and trip planning.	# of bus signs in Jackson Ward	GRTC, PlanRVA, RVA Rapid Transit	
C: Continue to provide frequent transit service in Jackson Ward and Gilpin.	# of stops by GRTC in Jackson Ward and time of stops	GRTC, RVA Rapid Transit, Venture Richmond, Richmond Region Tourism	
D: Improve safety and comfort at transit stops.	# of stops with comfort stations and lights	GRTC, RVA Rapid Transit	
E: Increase access to last-mile connectors.	# of last-mile connectors opportunities in Jackson Ward	GRTC, RVA Rapid Transit, RVA Bike Share, private scooter companies	
F: Continue to build and improve sidewalks and bicycle infrastructure.	# of bike lanes in Jackson Ward	GRTC, VDOT, Fall Line Trail	
Goal 18: Streets, Bridges, and Connections			
A: Build bridges to connect Gilpin to Downtown and Northside.		CSX, USDOT, VDOT, Historic Jackson Ward Association, Gilpin Tenant Council, Reconnect Jackson Ward Steering Committee	
B: Implement infrastructure improvements as phases of Gilpin Court are redeveloped.		HRI Communities	

Strategies	Applicable Metrics	Potential Partners	Plan Component
THRIVING ENVIRONMENT			
Goal 19: Healthy People			
A: Create a connected and healthy food environment.		KinFolk Community, Healthy Hearts Plus II, River City Market, Bless Cookies Community Network	
B: Promote healthy living through targeted social media campaigns and events.	# of events focused on healthy eating	Richmond Henrico Health District, KinFolk Community, VCU Health, Red Cross, AARP, Senior Connections	
C: Support Jackson Ward families in securing Primary Care Physicians and attending regularly scheduled appointments.		Virginia Department of Health, Federally Qualified Health Clinics, Richmond Henrico Health District	
D: Expand, improve, and create more options for culturally appropriate substance abuse prevention and treatment programs, mental health services, group programs, and peer specialist groups.		SCAN, YWCA, Alcoholics Anonymous, Narcotics Anonymous, Free Health Clinic Network	
E: Create a robust support network for pregnant people and young parents.		Richmond Henrico Health District, YWCA, Family Lifeline, Birth in Color RVA, Healthy Hearts Plus II	
F: Ensure residents have an opportunity to participate in sports programs.		Boys and Girls Club, YMCA, SCOR Richmond, Recreation Soccer	

Strategies	Applicable Metrics	Potential Partners	Plan Component
Goal 20: Green Structures			
A: Identify opportunities to implement renewable energy for buildings.		Dominion Energy, HRI Communities	
B: Establish routine maintenance schedules for public housing units.		HRI Communities	
C: Evaluate the total effect of new developments on public utilities.			
D: Align historic preservation and energy efficiency goals.		Dominion Energy	
Goal 21: Resilient Community			
A: Support a flourishing ecosystem.		Virginia Master Naturalists, Master Gardeners, Truetimber	
B: Increase community green and open spaces.	# of open spaces with amenities and infrastructure	Groundwork RVA, Historic Jackson Ward Association	
C: Create a comprehensive database of sites that experience routine rain flooding events.			
D: Establish a resiliency hub.		Virginia Department of Health	

GILPIN COURT HOUSING LEAD

The selected developer for the redevelopment of Gilpin Court is HRI Communities, LLC ("HRIC"). HRI Communities will partner with RRHA to lead the redevelopment effort of Gilpin Court.

HRIC is a national real estate company with a 40-year track record of creating high-quality, mixed-income, and affordable housing communities and revitalizing neighborhoods throughout the country with expertise in large-scale redevelopments carried out through public-private partnerships with local, state, and federal governmental entities. Through a vertically integrated approach, HRIC has established itself as the developer standard for revitalizing public housing projects under the HOPE VI and CNI programs, creating quality, new-construction housing that improves neighborhoods and addresses critical needs for reinvestment. HRIC is a one-stop shop for the development of significant real estate projects comprising a larger community revitalization. From conceptualizing to designing, structuring, and sourcing capital; managing regulatory and program requirements; implementing construction and operating the completed project, HRIC possesses, in-house, all of the expertise needed to manage complex development projects and ensure a successful outcome.

Using sustainable building practices, HRIC has completed 67 high-quality, housing projects including 6,714 total apartment units (3,279 of which are affordable), 490 for-sale condominiums, and 1,407 hotel rooms (within the mixed-use developments), representing $1.8 billion of total development costs. HRI Communities has expansive experience with the Choice Neighborhoods Initiative (CNI) through HUD.

The developer served as the housing lead for the implementation of the redevelopment of the Iberville/Tremé in New Orleans. Completed in 2019, the onsite redevelopment created 628 residential units (304 CNI replacement units, 151 LIHTC units without operating subsidy, and 227 market-rate units) and reconstructed the once-discarded public right of way/utility improvements.

Photos from the Iberville/Treme CNI On-Site Housing Development (Source: HRIC)

HRIC is working on a recently awarded CNI redevelopment in Lake Charles, Louisiana. They will serve as the housing lead for the redevelopment of the Lloyd Oaks housing community.

HRIC has experience working in Richmond as they led the redevelopment of the iconic Miller & Rhoads Department Store in downtown Richmond, on the edge of the Jackson Ward neighborhood. The department store was transformed into a 250-room hotel, 133 residential units, 17,700 square feet of meeting space, 6,700 square feet of retail and restaurant space, and a 220-space basement-level parking garage.

PROPOSED MIXED INCOME HOUSING STRATEGY

The Gilpin Court redevelopment plan incorporates a mixed-income housing strategy to ensure that an ample number of residential units are available to accommodate households at various income levels. This will enable Gilpin Court families the opportunity to stay or return to the transformed Gilpin, and also allow them and other residents to remain in the community as they earn more income and advance up the economic ladder.

At least 1,300 rental units will be constructed in the new Gilpin community. Affordable units will be integrated throughout. As new housing is built, rental units for different income bands will be interlaced and will be indistinguishable from units of other income levels. To ensure that there is a strong mix of rental units serving a variety of house-holds, the plan strives for an equal allotment of units for each income level within each block of development. Approximately 25% of total rental units will be replacement units for Gilpin Court families, serving extremely low-income households that earn at or below 30% AMI and/or are supported by project-based operating assistance (for example, Project Based Vouchers). Another 25% of units will be reserved for very low-income households that earn between 30% and 50% AMI. An additional 25% of units will be reserved for low-income households earning between 50% and 70% AMI. The remaining 25% of units will be reserved for households earning 70% AMI or greater, which is considered market rate for this area of the city. (NOTE: The 2026 Area Median Income for the Richmond Metropolitan Statistical Area is $113,500 for a household of 4 people and $79,500 for a household of one person.)

RRHA commits to one-for-one replacement of all existing 781 Gilpin Court public housing units. As part of this commitment, 450 replacement units will be constructed onsite within the new Gilpin community. The remaining replacement units will be integrated into other mixed-income developments located offsite in places like Jackson Ward, City Center, Shockoe, the Diamond District, Randolph and other areas of the city.

Opportunities for homeownership will also be part of the mixed-income housing strategy. Approximately 600 "for sale" units will be developed throughout Jackson Ward, to include single-family homes, townhomes, condos, and co-op units. Some of the units will be sold to households earning 60 to 80% AMI. Also, some homeownership units will be integrated into the new Gilpin community.

Renderings illustrating the new construction at Gilpin Court (Source: LRK)

A proposed redevelopment strategy estimating unit counts, costs, and specific breakdowns of unit types was created for the new Gilpin community and was accepted by HUD in 2024. The redevelopment strategy can be found in Appendix G and may need to be updated in the future.

The plan is estimated to be completed in block-by-block sections over the next ten years. In each construction block, there will be accessible units for persons with mobility, hearing, or visual disabilities. Additionally, construction blocks receiving funding from Virginia Housing will meet their Minimum Design and Construction Requirements. All new units will include modern amenities such as washers and dryers, modern appliances and cabinetry, and central air conditioning.

The development approach of the housing plan will not only create a mixed-income community but will also:

- Incorporate a variety of housing options to meet the needs of current and future residents.
- Build the infrastructure needed for a strong community.
- Attract economic investment and community amenities by creating additional market demand.
- Promote daily interactions between residents of different social circles and help expand networks.
- Naturally help bridge a person's access to more opportunities and equitable outcomes.
- Create a sustainable, diverse living environment and high quality of life for all.

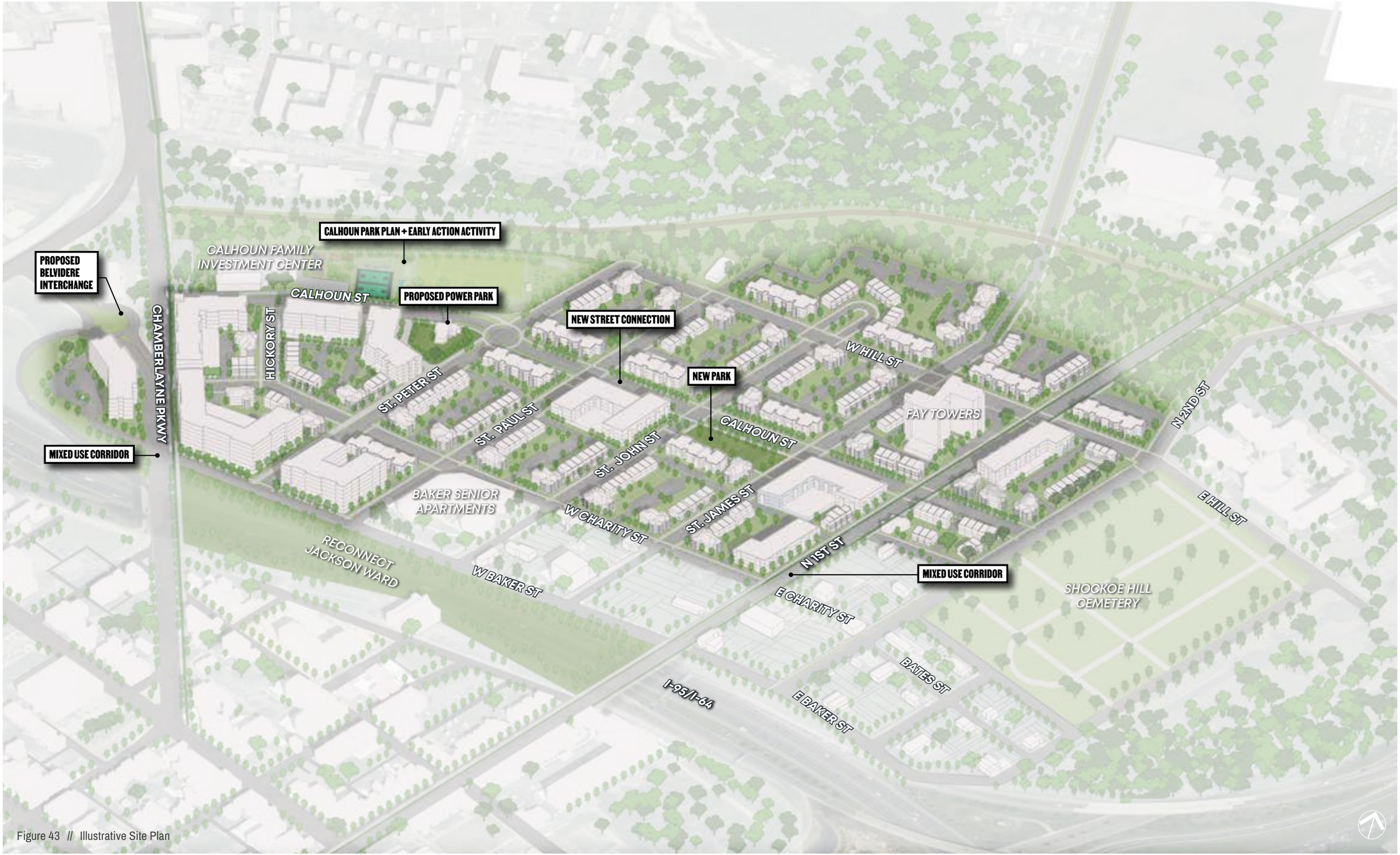


Figure 43 // Illustrative Site Plan

Jackson Ward

Community Plan

APPENDIX A

2nd Street Summit

REFERENCE

Abbreviations

DED	Richmond Department of Economic Development
DPU	Richmond Department of Public Utilities
DPW	Richmond Department of Public Works
GRTC	Greater Richmond Transit Company
HCD	Richmond Department of Housing and Community Development
HJWA	Historic Jackson Ward Association
NCS	Richmond Department of Neighborhood and Community Services
OOS	Richmond Office of Sustainability
PDR	Richmond Department of Planning and Development Review
PRCF	Richmond Department of Parks, Recreation, and Community Facilities
RPD	Richmond Police Department
RRHA	Richmond Redevelopment and Housing Authority
RRT	Richmond Region Tourism

Time Frame

ST	Short-term	2-4 years
MT	Medium-term	5-7 years
LT	Long-term	8+ years

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City of Richmond

Kevin Vonck, Director, PDR
Marianne Pitts, Sr. Deputy Director, PDR
Erica Banks, Planner/GIS Analyst, PDR
Samantha Lewis, Planner (former), PDR
LaJuan Neal, Planner, PDR
Jonathan Brown, Sr. Planner, PDR
Kimberly Chen, Sr. Manager (former), PDR
Alison Penczak, 2025 Mayor's Fellow (former), PDR
Smriti Murali, 2026 Mayor's Fellow (former), PDR

Katherine Jordan, City Councilperson, 2nd District
Sven Philipsen, City Council Liaison, 2nd District
Katie McConnell, Deputy Director (former), DED
Allison Beatty, Policy Analyst (former), DED
Justin Gardner, Crime Prevention Officer, RPD
Marvin Hicks, Richmond Public Library
Daniel Klein, Sustainability Coordinator, OOS

RRHA

Carter Walker, Sr. Project Manager, RRHA
Syed Yarmohammad, Urban Planner (former), RRHA

2nd Street Summit Participants

Janis Allen, President, HJWA
Janet Armstead, Board Member, HJWA
Shalana Austin, Jaeger Holdings & Properties I & II
Anedra Bourne, Venture Richmond
Samuel Branch, Mocha Temple No. 7 Shrine Club
Frank Dickerson
Gary Ford, Mocha Temple No. 7 Shrine Club
Walter Funn
Theodore Holmes, Holmes Studio & The Ealey Project
Michael Hopkins, Emerge Construction Group
Shanza Isom, Jaeger Holdings & Properties I & II
Brandon Jackson, Cheddar Jackson
Debbie Jackson, Cheddar Jackson
Kay Lina, Student, University of Richmond
Jane Lively, Student, University of Richmond
Quinn Mathlin, Jaeger Holdings & Properties I & II
Marilyn Milio, Emeritus Board Member, HJWA
Stephanie Pooler, Maggie Walker Nat'l Historic Site
Kyle Redican, Professor, University of Richmond
Brian Roberston, CEO, Marion Marketing Global
Scott Teodorski, Maggie Walker Nat'l Historic Site
Andrea Wieder, Jackson Ward Resident
Laurance Wieder, Jackson Ward Resident

Additional Community Partners

Lily Fasil, Restaurant Owner, Buna Kurs Ethiopian Cafe
Gary Flowers, Historian and Cultural Ambassador,
Walking the Ward with Gary Flowers
Caine Green, External Relations Officer, VCU Police
Tameka Jefferson, Sr. Manager, RRT
Nate Harris, General Manager,
Greater Richmond Convention Center
Kelly Marchal, Principal and Founder, Esprit de Merci
Matt Robinette, Vice President, RRT
Ron Stallings, President, Walker Row Partnership
Milton Vice, Vice President, Club 533
James Vigeant, President, The Ealey Project

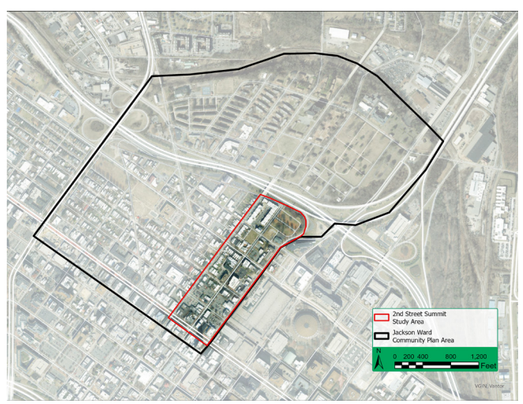
2ND STREET SUMMIT

Introduction to the 2nd Street Summit

Recognizing that much of the Jackson Ward Community Plan focused on planning for the transformation of Gilpin Court, members of the community requested that additional planning be done to give proper attention to areas located south of I-95. To achieve that goal, the 2nd Street Summit planning effort was organized in partnership between the City of Richmond and the Historic Jackson Ward Association. With a large focus on supporting small business, stimulating economic development, improving the public realm and placemaking, the intent is for the 2nd Street Summit planning effort to be nestled into the "Neighborhood" component of the Jackson Ward Community Plan.

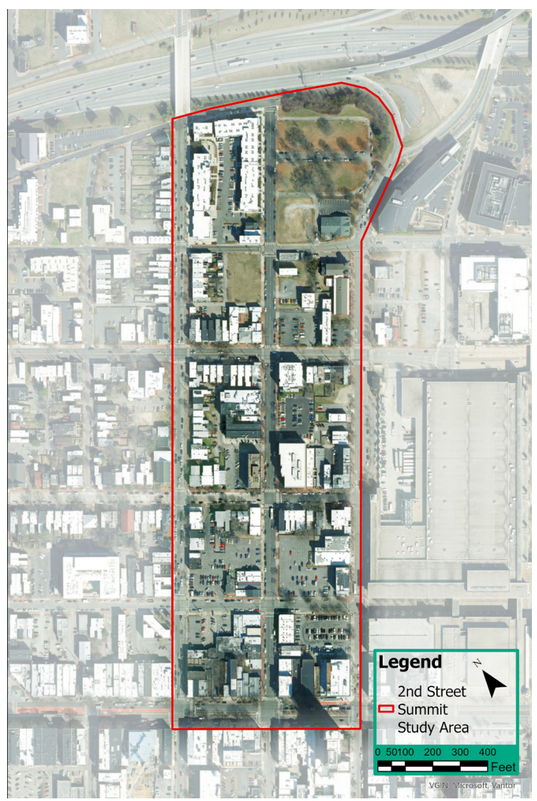
Historical Context

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.



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 history, 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. 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. 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 workshopping. 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.

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."

DRAFT STRATEGIES & COMMUNITY ENGAGEMENT

AN INITIAL SET OF STRATEGIES WERE DRAFTED BY CITY STAFF, INFORMED BY THOSE BRAINSTORMED AT THE 2ND STREET SUMMIT MEETING. MAJOR THEMES INCLUDED: IMPROVING THE STREETSCAPE AND PUBLIC REALM, REDUCING STOREFRONT VACANCIES AND VACANT LAND, AND UPLIFTING HISTORY AND CULTURE.

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 land.

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.

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.

THESE INITIAL STRATEGIES WOULD LATER BE REFINED FOLLOWING INTERNAL CITY STAFF DISCUSSIONS, COMMUNITY STAKEHOLDER INTERVIEWS, AND COMMUNITY ENGAGEMENT WITH JACKSON WARD RESIDENTS, BUSINESSES WITHIN THE 2ND STREET CORRIDOR, AND THE GENERAL PUBLIC AT LARGE.

BETWEEN FALL 2024 AND FALL 2025, ADDITIONAL COMMUNITY ENGAGEMENT WAS COMPLETED IN ORDER TO EDUCATE THE COMMUNITY ABOUT THE DRAFT STRATEGIES, RECEIVE INITIAL REACTIONS, GATHER FEEDBACK, AND SOLICIT ADDITIONAL IDEAS AND INPUT FROM A BROADER SEGMENT OF THE JACKSON WARD COMMUNITY. SOME OF THE MAJOR ENGAGEMENT TOUCHES INCLUDED:

2nd Street Summit Strategies Public Comment Period, Sept - Oct 2024

Following the Summit, city staff unveiled the draft strategies document to public comment. Community members were given the opportunity to review the draft document, make comments, and view and interact with each other's public comments online.

2024 Annual 2nd Street Festival, Oct 5-6, 2024

During the public comment period, city staff tabled with the Historic Jackson Ward Association at the 2nd Street Festival to educate the public about the 2nd Street Summit planning effort. The draft strategies were shared alongside conceptual renderings depicting the how 2nd Street could potentially look and feel in the future.

2nd Street Summit Strategies Community Meeting, Mar 3, 2025

An open house-style community meeting was hosted at Buna Kurs Ethiopian Cafe on 2nd Street to share updates to the 2nd Street Summit strategies and conceptual renderings based on feedback received during the previous engagement efforts. Attendees also voted for their favorite strategies in order to indicate their preferences for how startegies should be prioritized for implementation.

2nd Street Strategies Business Survey, Mar 2025

An intentional effort was made to engage more deeply with businesses along the 2nd Street corridor. A business survey was developed and published online to gather additional insight specifically from the business community. City staff from the Department of Planning and Development Review and Department of Economic Development walked door-to-door on two occassions to distribute flyers announcing the online survey and ask businesses to complete it. Paper surveys were also distributed to businesses prefering paper.

2nd Street Business Safety Walk, Apr 11, 2025

In light of feedback recieved during the business survey, City staff contacted law enforcement partners at VCU Police and assisted them in completing a business safety walk. Together, VCU Police, the Richmond Police Department, and the Department of Planning and Development Review talked with business owners and management staff about their concerns and ideas for safety along 2nd Street. Feedback received was used to develop additional strategies regarding public safety.

2025 Annual 2nd Street Festival, Oct 4-5, 2025

At the 2nd Street Festival, the general public got the opportunity to engage with the latest draft of the 2nd Street Summit Strategies.

2ND STREET STRATEGIES

2nd Street Conceptual Renderings

Relation to the Strategies within the overarching Jackson Ward Community Plan

Several strategies in the Jackson Ward Community Plan apply to 2nd Street. 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)

As development projects and program investments unfold on 2nd Street, it is important that these Jackson Ward Community Plan strategies remain at the forefront and guide implementation.

2nd Street Summit Strategies

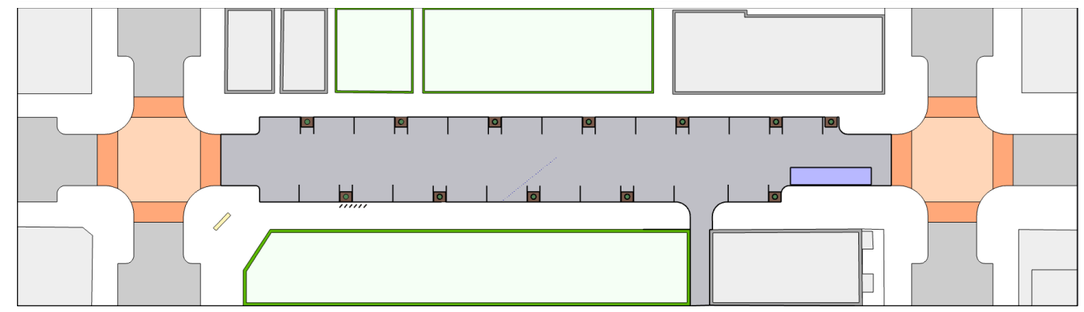
Specific strategies pertaining to the 2nd Street corridor have been developed to further the goals of the Summit and support the unified vision for the street as both a commercial hub for the neighborhood and destination for visitors alike. Initially informed by the 2nd Street Summit participants, the strategies have been drafted and refined repeatedly after engaging with additional community stakeholders throughout the planning process. Community meetings, events, surveys, stakeholder interviews, and other outreach methods were utilized in order to consult with residents, businesses in the study area, community institutions, city agenies, and other potential partners to ensure that the strategies are achievable and represent the voices of a broad community.

STREETSCAPE & PUBLIC REALM

OBJECTIVE 1: STREETSCAPE IMPROVEMENTS

Redesign 2nd Street to be a pedestrian-oriented "Mixed Use Street" (as described in the Better Streets Manual) that prioritizes walkability, traffic and pedestrian safety, and social street life. The newly-designed street should feature wide brick sidewalks, incorporate traffic calming elements, accommodate limited on-street parking and loading zones, and provide adequate space for streetscape enhancements (such as tree wells and street furniture), as depicted in the conceptual renderings.

Strategies	Metrics	Time Frame
Strategy 1A: Install seating along the entire stretch of 2nd Street. Employ traditional and creative seating solutions, including affixed benches, movable tables and chairs, and wall seating to provide opportunities for resting, dining, social gathering and people wathcing. Seating solutions should be sensitive to its environs, utilizing sidewalks, space under shade trees, parking lot spaces, and even on-street parking spaces where appropriate. **LEAD & PARTNERS** DPW, Property owners		ST
Strategy 1B: Begin planting street trees. Plant street trees that provide shade along 2nd 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 2nd 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. **NEXT STEPS** • Develop a schedule to plant/replace trees in phases, starting with planting in empty tree wells adjacent to existing buildings, then replacing dead and declining trees, and then constructing brand new tree wells where none now exist. Strategically anticipate and deprioritize areas where future development may soon occur and threaten the longevity of newly-installed trees, and consider waiting for when it is more appropriate to plant in these areas. • Consult with the Urban Forestry Division to obtain any necessary permits and determine appropriate tree species for each tree well/ planting site. • Work with the Urban Forestry Division, Office of Sustainability, Department of PRCF, the Chesapeake Bay Foundation, Richmond Tree Stewards, and other organizations to obtain and maintain trees. • Identify spaces where new tree wells should be installed and where existing tree wells should be enlarged or reconstructed. **LEAD & PARTNERS** DPW	# of planted tree wells, total # of trees within study area	ST
Strategy 1C: Install planter boxes. Place tall planter boxes along the curb and/or in parklets to mitigate heat, provide beauty, and act as a buffer between people and cars. **LEAD & PARTNERS** DPW, Property Owners		ST
Strategy 1D: Develop a comprehensive streetscape and placemaking plan. 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, construction costs, and maintenance/ operation costs should be included within the plan. Elements of the plan should include considerations for: • Widening sidewalks through public access easements during private development projects and creating a cohesive sidewalk surface along the corridor by replacing concrete sidewalks with the more appropriate brick-paver sidewalks. • Planting street trees, pertaining to the planting schedule (see Strategy 1B above). • 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, to deter crime and enhance both percieved and actual safety. • 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. • Installing and maintaining beautification elements (such as flowering plants and decorative fountains). • Adding signage that is specific to 2nd Street, including street name signs, pole banners, pedestrian-scale wayfinding stations, and points-of-interest markers to highlight/complement the identity, attractions, history and charm of 2nd Street. • Installing public art. • Burying powerlines and utilities underground. **LEAD & PARTNERS** DPW		MT - LT



Conceptual diagram of potential streetscape improvements for 2nd Street, with raised crosswalks and intersections (orange), full-width sidewalks and bulb-outs (white), gateway signage (yellow), on-street parking spaces, and tree wells (brown) for street trees.

STREETSCAPE & PUBLIC REALM

Strategies	Metrics	Time Frame
Strategy 1E: Install pedestrian safety and traffic calming infrastructure. Increase pedestrian safety by installing curb extensions ("bulb-outs") at all intersections, along with raised intersections or mid-block raised crosswalks in order to reduce vehicle speeds, increase pedestrian visibility and shorten crosswalk lengths. **LEAD & PARTNERS** DPW		MT
Strategy 1F: Add bus shelters and other transit amenities. Add bus shelters and other transit amenities at GRTC transit stops to provide transit riders with comfortable seating, shade, and shelter from the elements. Prioritize installing shelters in bulb-outs/curb extensions so that they are situated closer to transit lanes and out of the pedestrian walk zone. Establish a plan for routine upkeep and maintenance of the amenities. **LEAD & PARTNERS** GRTC	# of bus shelters in-stalled, # of transit stops with com-plete ameni-ties	MT

Conceptual rendering of a potential transit stop on 2nd Street, with a covered shelter and other amenities.

OBJECTIVE 2: URBAN DESIGN & PLACEMAKING

Restore 2nd Street's built environment by infusing the corridor with design elements that enhance the urban character, aesthetic appearance, and magical charm already present within the street. Support the existing pattern of development with new investments into the street's functionality, built form, beauty, and livability. New investments should not only reflect the social and cultural values of Jackson Ward, but also address the challenges facing the Jackson Ward community today.

Strategies	Metrics	Time Frame
Strategy 2A: Incentivize the reuse and preservation of existing buildings. Incentivize 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. **LEAD & PARTNERS** PDR, Property owners		ST
Strategy 2B: Encourage awnings and other shade-casting design elements to combat urban heat vulnerability. Encourage existing storefronts to install light-colored awnings over the sidewalk to provide shade. In new construction, consciously employ building design elements (such as overhanging eaves, porches, recessed storefront entrances, awnings, and shade sails) that cast shade, naturally cool the air, and provide opportunities to escape the sun. **LEAD & PARTNERS** Property owners		MT
Strategy 2C: Encourage infill development. 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. **LEAD & PARTNERS** PDR, Property owners		MT

STREETSCAPE & PUBLIC REALM

Strategies	Metrics	Time Frame
Strategy 2D: Create new, publicly-accessible parks and greenspace. Incentivize the creation of small neighborhood parks and flexible green space on vacant parcels along the street within new developments. Sites should connect to nearby greenway networks and vary in size and function to accommodate festivals, farmer's markets, temporary vending spaces (vendor booths/food trucks), and daily recreation and respite. **LEAD & PARTNERS** PDR, Property owners	# of new small parks	MT
Strategy 2E: Grow the urban tree canopy. Increase the urban tree canopy along 2nd Street to help combat Jackson Ward's high urban heat and reduce the neighborhood's energy costs. Seek to achieve 30% tree canopy coverage by preserve existing trees on public and private land, while also increasing the number of street trees, shrubs, and vegetation within the streetscape along 2nd Street. **LEAD & PARTNERS** OOS, DPW, Property owners	% of tree canopy, total # of trees	MT - LT
Strategy 2F: Install public art. Identify ways and sites to incorporate both permanent and temporary public art that celebrates the street's cultural identity and uniqueness. Examples might include street art murals, decorative street furniture, statuary, sculpture, light projections, and installations that are interactive, creative, and characteristic of Jackson Ward's values. **LEAD & PARTNERS** PDR, Property owners	# of new public art installa-tions	LT

Mural on 2nd Street.

Strategies	Metrics	Time Frame
Strategy 2G: Construct residential housing above commerical space. Locate housing units above ground-floor commercial spaces in existing buildings and new construction. **LEAD & PARTNERS** Property owners	# of mixed-use commer-cial/ res-idential buildings	LT
Strategy 2H: Create a coordinated alleyway network. Preserve existing alley rights-of-way, and acquire new alley rights-of-way through easement or acquisition, to create a multimodal alleyway network within the 2nd Street corridor that enhances through-block pedestrian connectivity, provides rear yard access, and provides space for off-street loading, delivery and garbage collection services. The alleyway network must parallel 2nd Street, incorporate safety features including lighting, and be wide enough (preferably, at least 16 feet in width) to accommodate service vehicles. **LEAD & PARTNERS** DPW, Property owners	# of linear feet of alleyway	LT

Conceptual rendering of potential infill development, streetscape improvements, placemaking elements, and on-street parking spaces on 2nd Street.

STREETSCAPE & PUBLIC REALM

OBJECTIVE 3: ZONING

Rezone 2nd Street to foster an active environment for business and recreation. New zoning should deprioritize automobile-oriented development, encourage a mixture of commercial uses that serve neighborhood residents and downtown visitors, and strengthen the historic pattern of development that is characteristic of the corridor.

Strategies	Metrics	Time Frame
Strategy 3A: Complement the historic character of the neighborhood. Through the zoning ordinance rewrite, the expansion of the Jackson Ward City Old and Historic District 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. **LEAD & PARTNERS** PDR		ST
Strategy 3B: Designate 2nd Street as a Priority Street. Designate 2nd Street as a Priority Street along its entire length from Broad Street to Duval Street. A priority street is a zoning designation that prohibits future driveway cuts, requires that vehicular access be achieved through existing and new alley networks, and encourages buildings to engage the street as a primary frontage and pedestrian access point. **LEAD & PARTNERS** PDR		ST
Strategy 3C: Designate the 200 block of Marshall Street as a Street Oriented Commercial Frontage street. Designate the 200 block of E. Marshall Street as a Street Oriented Commercial Frontage Street to introduce commerical uses within that block and bridge the gap between the Greater Richmond Convention Center and 2nd Street. A street-oriented commercial frontage street is a zoning designation that requires buildings to have active commercial ground floors fronting the street, and imposes certain design standards regarding building form. **LEAD & PARTNERS** PDR		ST

Strategies	Metrics	Time Frame
Strategy 3D: Reduce or eliminate automobile-oriented zoning. Rezone B-2 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. **LEAD & PARTNERS** PDR		ST
Strategy 3E: Permit neighborhood-serving uses and appropriate nightlife. In the zoning rewrite process, future zoning shall allow for a variety of neighborhood-serving uses (including restaurants, retail shops, offices, and personal services) and appropriate city nightlife to thrive along 2nd Street. **LEAD & PARTNERS** PDR		ST

The historic Taylor Mansion is now home to a restaurant, the Speakeasy Grill.

PUBLIC HEALTH, SAFETY, CLEANLINESS & APPEARANCE

OBJECTIVE 4: PUBLIC HEALTH AND SAFETY

Foster a safe and healthy environment along 2nd Street. Address unlawful activity through responsible community-led initiatives and partnerships with law enforcement that produce appropriate, positive outcomes.

Strategies	Metrics	Time Frame
Strategy 4A: Report incidents to the Richmond Police Department. Report all crimes to the RPD so that the police can document, respond to, and solve incidents, track statistics and trends, and allocate staff and financial resources as necessary. **LEAD & PARTNERS** Businesses, Residents	# of crimes reported	ST
Strategy 4B: Install security cameras to monitor and curb unlawful activity. Encourage property owners and businesses to install security camera equipment in spots that experience frequent instances of crime, and encourage participation in the Richmond Police Department's Connect Richmond program. Offer financial grants and equipment installation assistance to businesses that need the support. Commerical properties may be eligible for financial assistance through the CARE Priority Safety Improvements program. **LEAD & PARTNERS** RPD, DED	# of properties participating in the Connect Richmond program	ST
Strategy 4C: Provide restroom facilities for public use. Provide restroom facilities at the VCU Police headquarters for public use. Deploy signage that discourages public urination and alerts the public that restroom accommodations are available nearby at the police station. **LEAD & PARTNERS** VCU Police	# of public urination incidents reported	ST
Strategy 4D: Increase police patrolling in frequent crime areas. Increase police visibility as appropriate to serve as a signal of proactive security and a visual deterrent to crime. Continue positive interactions, helpful/ compassionate aid, and spontaneous conversation with community members to strengthen bonds between police officers and more members of the public. Patrol the area on foot and on bikes (not in cars), and continue issuing citations to curb unlawful activities if necessary. **LEAD & PARTNERS** RPD, VCU Police	# of man-hours patrolling study area, # of citations issued	MT

OBJECTIVE 5: CLEANLINESS AND APPEARANCE

Improve the appearance and cleanliness of the corridor to enhance community health, pride, and well-being. Address property neglect to prevent negative impacts from spilling over onto neighbors.

Strategies	Metrics	Time Frame
Strategy 5A: Continue graffiti removal and litter cleanup efforts. Report all graffiti tags to RVA311. Property owners, especially those who experience repeated graffiti tagging, are encouraged to sign the "Consent to Enter and Release of Liability Agreement" to facilitate prompt graffiti removal by the City's graffiti removal team. **LEAD & PARTNERS** DPW, Venture Richmond, Property owners	# of graffiti removal cases completed	ST
Strategy 5B: Disguise derelict buildings with attractive visual treatments. Give abandoned/blighted commercial and residential buildings a fresh face by applying creative facade wraps, decals, and "decorative board-up" treatments to boarded up doors and windows, in order to hide vacancies, camouflage plywood boards, and disguise the condition of abandoned/blighted buildings within the study area. **LEAD & PARTNERS** Property owners, PDR	# of buildings with visual treatments	ST
Strategy 5C: Encourage the use of the Commercial Real Estate Tax Abatement Program. Encourage the use of the city's Commercial Real Estate Tax Abatement Program to spur building improvements that eliminate blight along the southern end of the 2nd Street study area. (Properties located within the city's Local Enterprise Zone may be eligible for 10 years of partial real estate tax abatement.) **LEAD & PARTNERS** DED	# of buildings awarded with tax credits	MT
Strategy 5D: Obtain timely graffiti removal and property maintenance with increased code enforcement. Increase property maintenance code enforcement of buildings that are blighted, derelict, dilapidated, unsafe, hazardous, and in poor condition by use of corrective action, fines, city abatement, and tax liens. **LEAD & PARTNERS** PDR	# of buildings deemed blighted/ derelict/ unsafe	MT

VACANT BUILDINGS, PARKING LOTS, & UNDEVELOPED LAND

OBJECTIVE 6: VACANT STOREFRONTS AND BUILDINGS

Reduce the number of vacant storefronts and buildings around 2nd Street. Fill these existing spaces with more Jackson Ward neighbors, more businesses offering resident-desired retail and services, and more opportunities to further activate the area and contribute to the economic life of the local community.

Strategies	Metrics	Time Frame
Strategy 6A: Identify vacant storefront/building owners and provide education. Identify vacant buildings and their owners. Provide education to property owners regarding programs and funding opportunities to address code compliance and maintenance issues. **LEAD & PARTNERS** DED		ST
Strategy 6B: Encourage pop-up establishments. 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). • 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. **LEAD & PARTNERS** Property owners, PDR	# of pop-ups opened, # of days where popups occu-pied vacant store-fronts	ST
Strategy 6C: Establish a fresh foods market in an existing vacant storefront. Partner with community gardens and neighborhood food supply groups to establish within a vacant storefront a small fresh foods market that sells fresh produce, non-perishables, quick grab-and-go foods, and other essential foods. **LEAD & PARTNERS** Local community gardens		ST
Strategy 6D: Utilize the Spot Blight and Derelict Building Programs. Use the existing Spot Blight and Derelict Building Programs to encourage rehabilitation or the transfer of blighted properties. **LEAD & PARTNERS** PDR	# of blighted and derelict build-ings	LT

OBJECTIVE 7: COORDINATE SHARED PARKING

Effectively manage 2nd Street's limited but vital parking resources, in a way that balances efficient land use and reasonable convenience. Reduce the number of surface parking lots and prepare the properties for more productive uses. Strategically consolidate parking assets so that parking is simple, easy, and convenient. Ensure sufficient parking is made available to enhance business success, raise resident quality of life, and cement 2nd Street's long-term success as a magnetic destination for all.

Strategies	Metrics	Time Frame
Strategy 7A: Evaluate parking needs and explore solutions for 2nd Street. Update the Richmond 300 parking study to evaluate current parking supply and demand near 2nd Street; anticipate future parking needs for additional residents, businesses, and visitors; and explore pursuing opportunities for public/private parking asset development as available. **LEAD & PARTNERS** PDR, DPW		MT
Strategy 7B: Facilitate shared parking agreements. Facilitate conversations for establishing shared parking agreements between nearby property owners, especially for special events that are anticipated to draw a large crowd. **LEAD & PARTNERS** HJWA		ST
Strategy 7C: Install parking signage. Install parking signage so drivers can easily locate public parking. The wayfinding signage should be easily identifiable and consistent in design. **LEAD & PARTNERS** DPW		MT

A parking lot in the 400 block of N. 2nd Street.

VACANT BUILDINGS, PARKING LOTS, & UNDEVELOPED LAND

OBJECTIVE 8: ENCOURAGE DEVELOPMENT OF UNDEVELOPED AND UNDER-UTILIZED LAND
Activate vacant and undeveloped land with the construction of infill development that is appropriate for the neighborhood, complementary to the business community, admired by residents, and useful to visitors.

Strategies	Metrics	Time Frame
Strategy 8A: Encourage the development of the RRHA property near I-95. Encourage the development of the RRHA property as a mixed-use, mixed-income development to include homeownership options, and potentially include multifamily apartments and/or a hotel use, along with a pocket park. Residential units directly abutting 2nd Street should face the street as the priority road frontage. **LEAD & PARTNERS** RRHA		MT
Strategy 8B: Encourage the development of a grocery store. Encourage the development of an urban, mixed-use grocery store within a new building or as part of the rehabilitation of an existing building. Explore incentives related to this use, market proximity to transit, and emphasize recent population growth in surrounding neighborhoods as factors to attract traditional and alternative grocery store models (including large national chains, smaller independent/local grocers, and member-owned food co-ops). **LEAD & PARTNERS** Property owners, PDR		ST

Now vacant, this building at 320 N. 2nd Street most recently served as the offices for a nonprofit association before moving to a new location in 2012 and later selling the property to a new owner.

COMMERCE, SERVICE & COMMUNITY

OBJECTIVE 9: BUSINESS GROWTH AND SUPPORT

Grow the success of small businesses and entreprenuerial enterprise on 2nd Street. Acknowledge the enduring legacy and historical spirit of entreprenuership, self-reliance, and determination that lives on through today's businesses, and ensure that small business remains as the heartbeat of 2nd Street.

Strategies	Metrics	Time Frame
Strategy 9A: Forge stronger bonds amongst community business owners. 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. • Compile a directory of existing businesses, complete with location address, contact information, and business type. • Gather monthly to share individual business pain points, coordinate investment efforts, 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. **LEAD & PARTNERS** HJWA		ST
Strategy 9B: Promote existing economic development programs. Educate property and business owners about the suite of economic development programs available to them, including Enterprise Zone incentives, Commercial Area Revitalization Effort (CARE) funds, and Façade Improvement Program grants. Promote each program by highlighting individual business success stories and offer application workshops to eligible owners. **LEAD & PARTNERS** DED		ST
Strategy 9C: Evaluate existing incentive and grant programs. Evaluate existing incentive and grant programs for opportunities to increase participation, with the aim to retain small businesses and attract the neighborhood-serving businesses that the community desires. Consider expanding program boundaries, loosening requirements, refining eligibility criteria, and offering grants/low-interest loans as an alternative to rebate financing. **LEAD & PARTNERS** DED	# of parti-ciapting busi-nesses	ST

Strategies	Metrics	Time Frame
Strategy 9D: Foster entreprenuership by encouraging live/work spaces. Historically, it was common for shopkeepers and entreprenuers to establish businesses at their homes, or take up residence in the same space where they operated their business. Allow and encourage the development of live/work units to reinstate this tradition and help foster entrepreneurialism. Benefits of live/work spaces include expanded housing choice, eliminations in home-work commuting costs, and business-related cost savings. **LEAD & PARTNERS** PDR		ST
Strategy 9E: Explore establishing a minority business training center. Explore establishing a minority business training center and incubator hub, with the purpose of offering classes, advice, and technical assistance to business owners and aspiring entrepreneurs who wish to start, run, scale, and expand their businesses. **LEAD & PARTNERS** DED, Richmond Economic Development Authority		LT

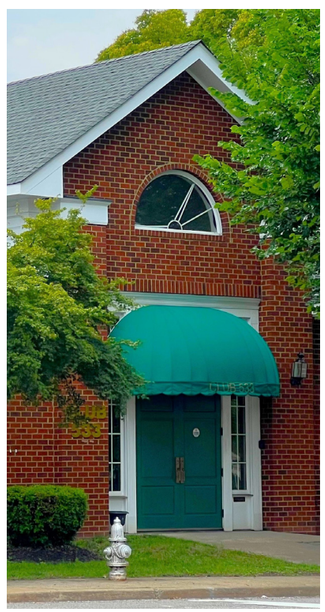
Small business is the foundation of Jackson Ward's strong economy.

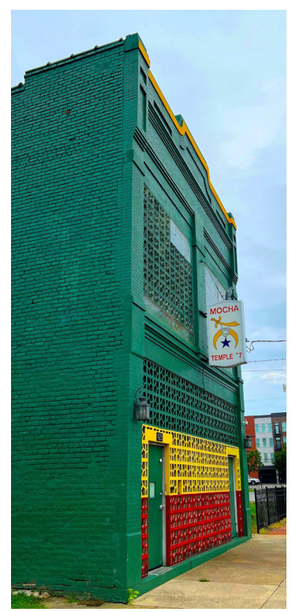
COMMERCE, SERVICE & COMMUNITY

OBJECTIVE 10: INSTITUTIONAL SUPPORT

Jackson Ward and 2nd Street have a rich history of service to its community. Churches, mutual aid and beneficial societies, and fraternal organizations advocated for community members and advanced community well-being. Today's churches, civic organizations, and social clubs carry on that legacy. Continue supporting such institutions in fulfilling their missions.

Strategies	Metrics	Time Frame
Strategy 10A: Work with 2nd Street institutions. Collaborate with 2nd Street institutions, such as Club 533, the Mocha Temple No.7 Shrine Club, 3rd Street Bethel AME Church, and the Maggie L. Walker National Historic Site, in addressing their parking needs and amplifying their presenses within Jackson Ward in order to fulfill their missions. Work with these institutions on finding solutions that allow them to remain in Jackson Ward, grow their memberships, drive social impact, and continue their traditions of service to the community. **LEAD & PARTNERS** NCS, PDR		ST





Club 533 (left), 3rd Street Bethel AME Church (middle), and Mocha Temple No. 7 Shrine Club (right) are neighborhood institutions that continue to advance community well-being in Jackson Ward today.

OBJECTIVE 11: COMMUNITY SUPPORT

Continue investing in programs and initiatives that uplift all community stakeholders, including residents within the 2nd Street corridor.

Strategies	Metrics	Time Frame
Strategy 11A: Offer low-cost design assistance for facade improvements. Provide low-cost or pro bono design assistance to property owners by partnering them with local design firms and professionals in order to restore building facades to their historic grandeur. Secure funding through the City of Richmond Façade Improvement Program or the Historic Richmond Façade Grant Program to implement the projects. **LEAD & PARTNERS** PDR, Historic Richmond Foundation, local design firms	# of facades im-proved	ST
Strategy 11B: Create a grant program for historic home repairs. Consider the creation of a grant program to assist homeowner-occupants with the costs of maintaining homes within historic districts, so that residents may be free from the pressures of displacement and/or be empowered to age in place. **LEAD & PARTNERS** PDR, HCD	# of grants awarded	ST
Strategy 11C: Create a 2nd Street development group. Create a 2nd Street-specific development group, to include representation from Venture Richmond, corporate stakeholder/anchor, U of R, VUU, VCU, Historic Jackson Ward Association, 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, property management, and stewardship of 2nd Street. **LEAD & PARTNERS** HJWA, Venture Richmond, City of Richmond, RRHA, local universities		ST

HISTORY & CULTURE

OBJECTIVE 12: EVENTS AND PROGRAMMING

Return 2nd Street back to its status as the cultural epicenter of Jackson Ward. Restore the everyday vibrancy and livliness that was once characteristic of the street during its heyday as part of the "Harlem of the South." Curate memorable experiences and activate 2nd Street with daily events and programming so that there is always something to do, see, and enjoy.

Strategies	Metrics	Time Frame
Strategy 12A: Establish a grassroots organization to coordinate events. 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. **LEAD & PARTNERS** HJWA	# of events held	ST
Strategy 12B: Organize events to coincide with other nearby flagship events. Organize events to coincide with high foot-traffic events occuring nearby. By capitalizing on the foot-traffic generated by such events (such as First Fridays Art Walk and conventions at the Greater Richmond Convention Center), 2nd Street's event planners will be better able to attract more visitors and patrons to the street. **LEAD & PARTNERS** HJWA, RRT	# of events held	ST

The Hippodrome Theater has served as a magnet for recreation and entertainment in Jackson Ward for decades.

OBJECTIVE 13: HISTORIC AND CULTURAL TOURISM

Develop 2nd Street as a distinct, captivating historic and cultural destination through creative placemaking, branding, and promotion. Celebrate the rich history and culture of the Jackson Ward neighborhood and support tourism by attracting Richmonders and visitors alike. Allow them to learn about our storied past and experience the charm and magic of Jackson Ward.

Strategies	Metrics	Time Frame
Strategy 13A: Promote Jackson Ward and 2nd Street history and culture. Continue to promote Jackson Ward's and 2nd Street's historical and cultural importance (Birthplace of Black Capitalism, Black Wall Street, and Harlem of the South) to Richmonders and to a national audience by communicating its storied past in commerce, art, entertainment, innovation, civil rights, service, entrepreneurship, and community resolve. **LEAD & PARTNERS** Venture Richmond, RRT, HJWA		MT
Strategy 13B: Develop promotional materials to aid hotels and visitor's centers in marketing 2nd Street as an enjoyable and fun destination. Partner with metro area visitor's centers, surrounding hotels and the Greater Richmond Convention Center to promote 2nd Street as a cultural destination for their guests and visitors to experience. Develop promotional pamphlets and materials for display at these locations, and create an online and paper directory of Nearby Shops and Restaurants for marketing to their guests/attendees. (Richmond Region Tourism Visitor Centers at the VMFA, RIC Airport, Valentine Museum) | Virginia Welcome Center at Main Street Station | Marriott | Hilton | Linden Row | Quirk | The Moxy | Jefferson Hotel | etc.) **LEAD & PARTNERS** Venture Richmond, RRT, HJWA		MT

The Maggie L. Walker National Historic Site preserves the home of one of Jackson Ward's revered icons, Maggie Lena Walker.

HISTORY & CULTURE

Strategies	Metrics	Time Frame
Strategy 13C: Highlight important historic sites through signage, art, and technology. Continue to highlight the history of important sites located along/near 2nd Street with commemorative plaques, art, and interpretive displays. Acknowledgment of sites should include existing establishments as well as prominent buildings lost to demolition. **LEAD & PARTNERS** DPW	# of sites com-memo-rated	MT
Strategy 13D: Establish a Jackson Ward tourism/ visitor's center. Establish a Jackson Ward tourism/visitor's center on 2nd Street in connection with the Maggie L. Walker National Historic Site, to welcome visitors to the Jackson Ward neighborhood, educate them about its past, and inform them of its current happenings. **LEAD & PARTNERS** HJWA, Maggie L. Walker National Historic Site		LT
Strategy 13E: Encourage more hotel rooms near key attractions. Encourage the development of hotel rooms within close proximity of the potential Jackson Ward tourism/visitors center and the Greater Richmond Convention Center. **LEAD & PARTNERS** DED	# of new hotel rooms	ST
Strategy 13F: Promote transit as a convenient way to visit 2nd Street. With limited parking available, market transit as a viable alternative to driving to 2nd Street. Promote GRTC Bus Route 2 as a convenient way to visit 2nd Street, with an easy-to-remember slogan such as "Ride the 2 to 2nd Street". **LEAD & PARTNERS** GRTC		ST

Jackson Ward historic marker.

"Jackson Ward Legacies" mural.

The Maggie L. Walker National Historic Site.

Residence on Leigh Street.

Clock tower and mural outside of Premier Bank.

APPENDIX B

Market Studies

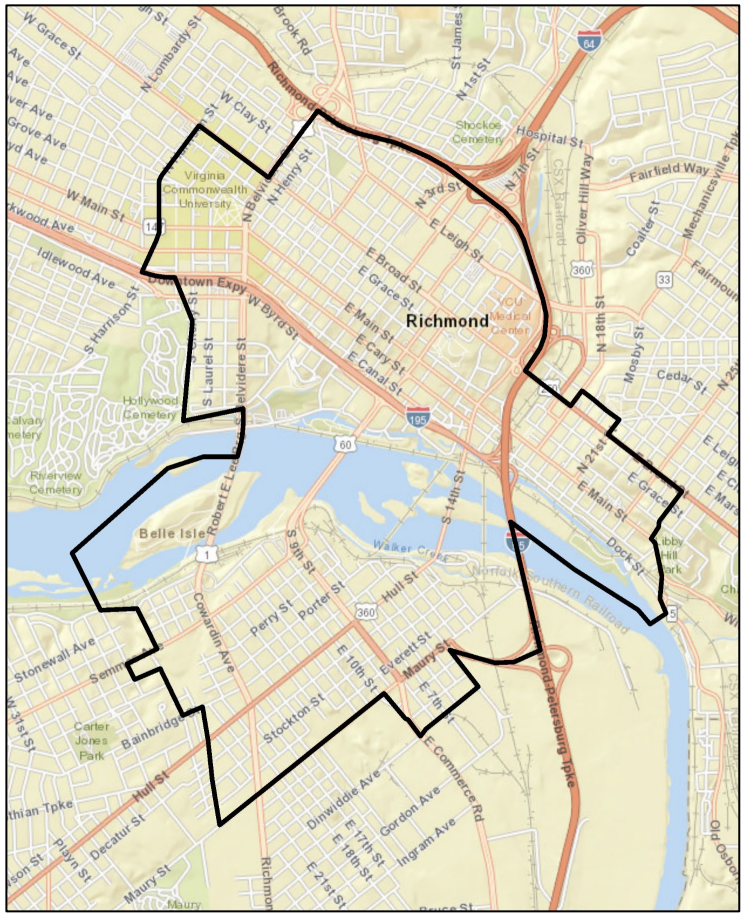
W-ZHA, LLC

Commercial Market Analysis
Preliminary Findings

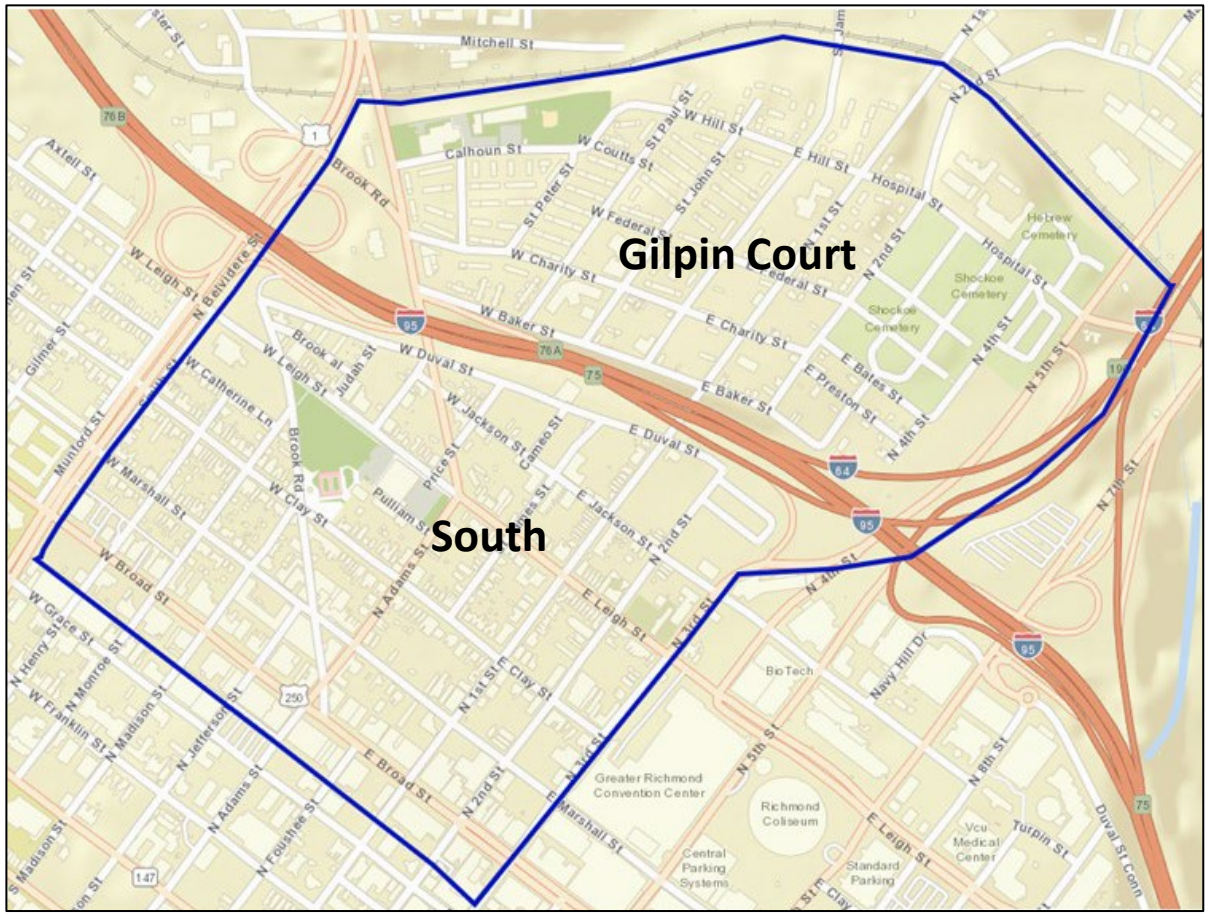
W-ZHA, LLC

Definitions: Downtown & Jackson Ward

Downtown



Jackson Ward



Jackson Ward – A Great Location in a Growing Downtown Market

W-ZHA, LLC

Population & Household Trends

Downtown Richmond has experienced strong growth over the last decade.

Impressively, the Downtown accounted for 70% of the City's household growth between 2010 and 2020.

Market forces are driving residential development and rehabilitation in many Downtown neighborhoods, including Jackson Ward south.

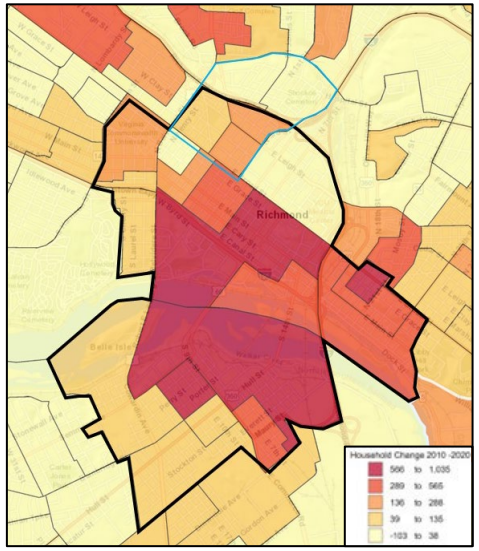
ESRI, a geospatial data company, projects that Downtown Richmond will continue to experience strong growth to 2027.

By 2027, there are projected to be over 16,000 Downtown households, more than double the census in 2010.

Population and Household Trends
Richmond Metropolitan Area, City of Richmond and Downtown Richmond
2010 - 2020

	Population				Households			
Area	2010	2020	Change	% Chng	2010	2020	Change	% Chng
Richmond MSA	1,186,663	1,282,067	95,404	8.0%	461,016	488,001	26,985	5.9%
City of Richmond	204,256	229,233	24,977	12.2%	87,183	91,005	3,822	4.4%
Downtown	17,424	21,586	4,162	23.9%	7,510	10,209	2,699	35.9%
Downtown % of City	8.5%	9.4%	16.7%		8.6%	11.2%	70.6%	

New Households: 2010 - 2020



Population and Household Projections
Richmond Metropolitan Area, City of Richmond and Downtown
2020 - 2027

	Population				Households			
Area	2020	2027	Change	% Chng	2020	2027	Change	% Chng
Richmond MSA	1,282,067	1,370,508	88,441	6.9%	488,001	543,952	55,951	11.5%
City of Richmond	229,233	235,874	6,641	2.9%	91,005	108,369	17,364	19.1%
Downtown	21,586	29,910	8,324	38.6%	10,209	16,142	5,933	58.1%
Downtown % of City	9.4%	12.7%	125.3%		11.2%	14.9%	34.2%	

Source: 2010 U.S. Census; American Community Survey 2016-2020 5-Year Estimates; W-ZHA

W-ZHA, LLC

Employment Trends

In 2019, there were 76,650 jobs in Downtown Richmond. Downtown contains half of the City's jobs.

Downtown captured almost 80% of the City's new jobs between 2010 and 2019.

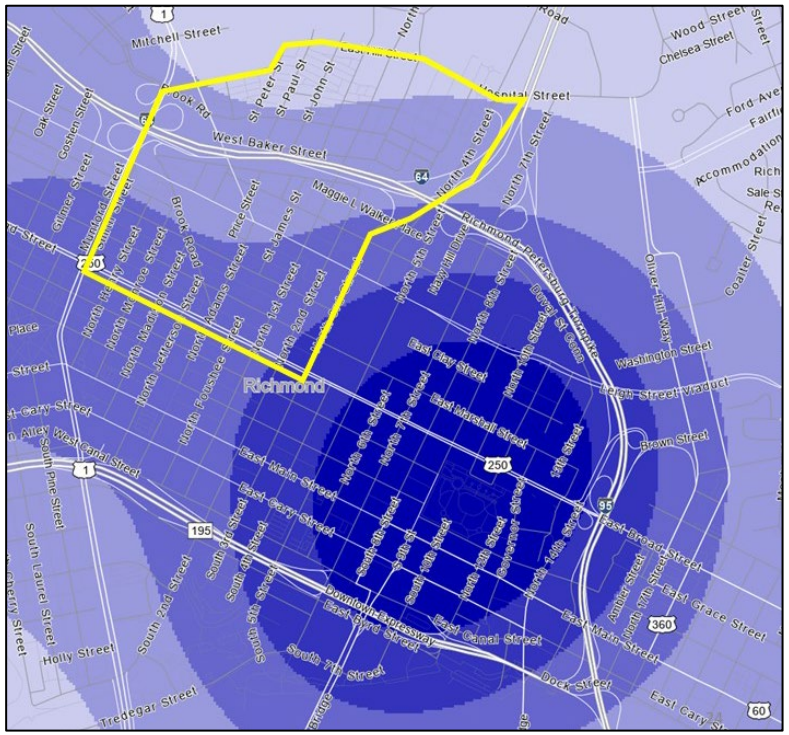
Downtown Richmond is successfully growing, which has a positive impact on the market.

The southern portion of Jackson Ward is proximate to jobs.

Jobs
Richmond Metropolitan Area, City of Richmond and Downtown
2010 - 2019

	2010	2019	Change #	Change %
Richmond MSA	522,791	612,216	89,425	17.1%
City of Richmond	136,257	153,540	17,283	12.7%
Downtown	63,002	76,650	13,648	21.7%
Downtown % of City	46.2%	49.9%	79.0%	

Downtown Job Concentration: 2019


Mitchell Street
West Baker Street
Hospital Street
Richmond
Washington Street
Brown Street
East Cary Street
East Main Street
Dock Street
Tredegar Street
Holly Street
South 2nd Street
South Laurel Street
South Pine Street
Oak Street
Gamer Street
Brook Road
Pine Street
St James St
North 1st Street
North 2nd Street
North 3rd Street
North 4th Street
North 5th Street
North 6th Street
North 7th Street
Chelsea Street
Wood Street
Oliver Hill Way
Coalter Street
Ford Ave
Accommodation
Rich
Sale St
Re
Place
Street
Cherry Street
Gary Street
Alley
West Canal Street
Maggie L Walker
Richmond Petersburg Turnpike
East Clay Street
East Marshall Street
Bowe St Coop
Boyd St Coop
Rowe St Coop
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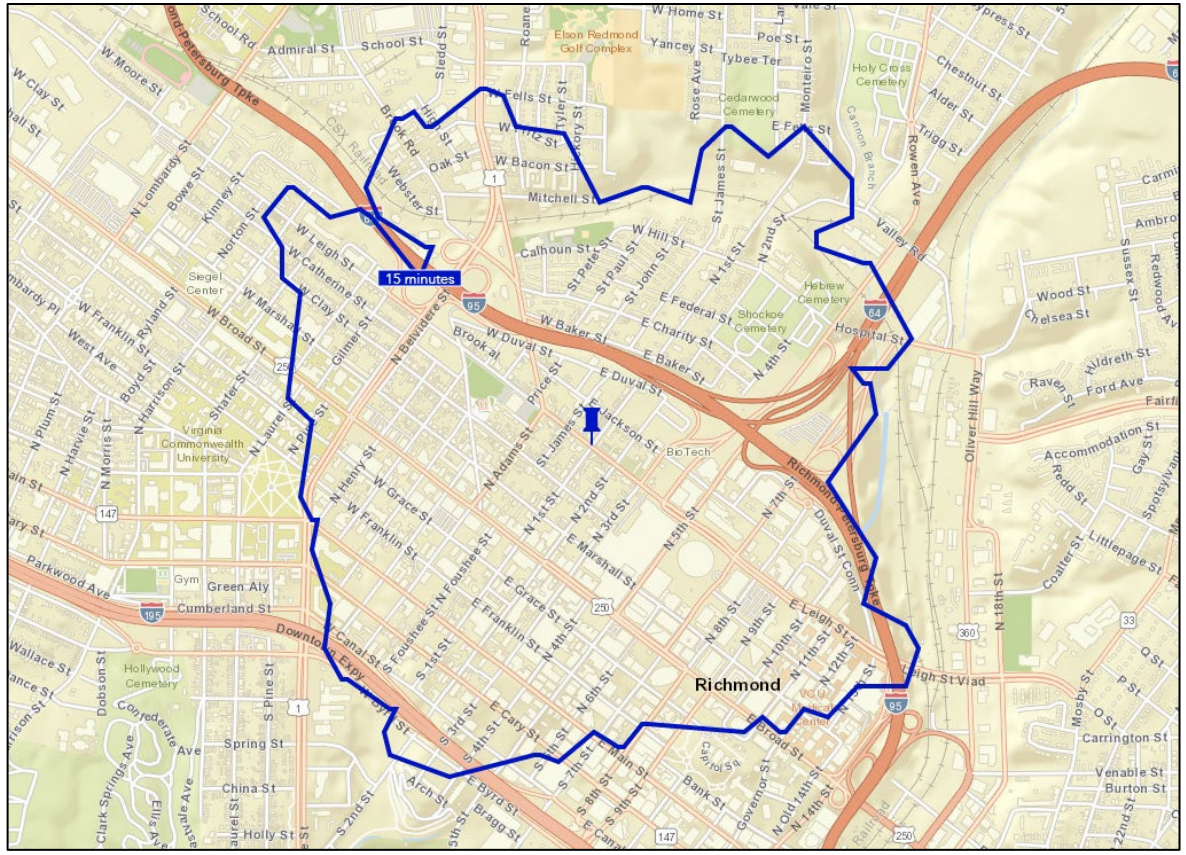
W-ZHA, LLC

Neighboring Uses

Within a 15-minute walk from the intersection of N. 1st Street and E. Leigh Street can get you to major employers and the following landmarks and destinations:

- Maggie L. Walker National Museum
- Black History Museum and Cultural Center of Virginia
- Broad Street Arts District
- Richmond Convention Center
- Richmond Coliseum
- VCU Medical Center
- Richmond Innovation District
- The Virginia State Capital
- Virginia Commonwealth University
- Various Entertainment Venues
- Major Hotels
- Numerous Restaurants, Bars and Shops

15-Minute Walkshed from Leigh St and 1st St



Source: ESRI; W-ZHA

W-ZHA, LLC

Road and Bus Access

Belvidere Street is the primary access from I-95/I-64 to Downtown Richmond. In 2019, Belvidere Street carried an average of 30,000 vehicles per day, which is high.

Broad Street is an important commercial spine for the City and Jackson Ward. It carries an average of 13,000 vehicles per day.

Leigh Street carries an average of 9,300 vehicles per day.

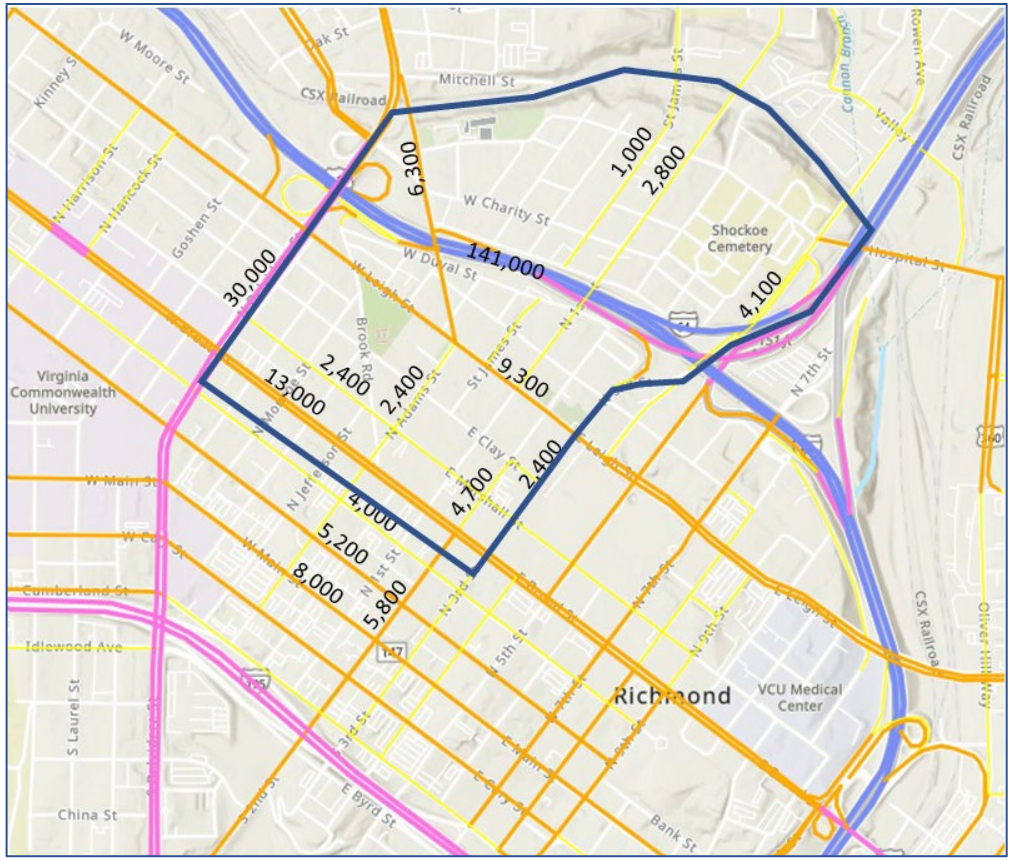
Chamberlayne Parkway averages 6,300 vehicles per day.

Many of the streets in Jackson Ward are one-way which reduces traffic volume. Notably 1st Street becomes one-way south at E. Duval Street.

Traffic volumes in Gilpin Court are low.

Jackson Ward residents and workers have access to bus service. Bus rapid transit is convenient to the southern portion of Jackson Ward.

Average Daily Vehicles Per Day



Source: VDOT Spatial Analysis Group (2019 Data); W-ZHA

Storefront Strength in Jackson Ward South

W-ZHA, LLC

Storefront Uses South

The map is based on a windshield survey taken in the summer of 2022. The map is intended to be illustrative; it is not an exhaustive survey.

A portion of south Jackson Ward is within Richmond's Arts & Culture District.

W Broad Street is the major commercial spine within the Arts & Cultural District with a mix of uses.

Broad Street has many storefronts and relatively strong occupancy in older buildings, except on the northside between 1st and 2nd where buildings are vacant.

As illustrated in yellow, N. 2nd Street has an eating and drinking cluster. N. 2nd Street benefits from large surface parking lots.

N. 1st Street has a cluster of neighborhood-serving service businesses between E. Marshall and E. Clay Streets.

Storefront Uses

Source: W-ZHA

W-ZHA, LLC

Storefront Uses South

The vacant commercial spaces on E. Jackson and 1st Street are newly constructed as part of the Van de Vyver apartment project.

The vacant commercial spaces on W. Marshall Street are newly constructed as part of The Penny apartment project.

The storefronts in these newer projects are standard retail "shell" spaces.

One challenge many urban neighborhoods face is having appropriate storefront space to efficiently accommodate relatively large users like grocery stores and general merchandise stores.

Storefront Uses

Source: W-ZHA

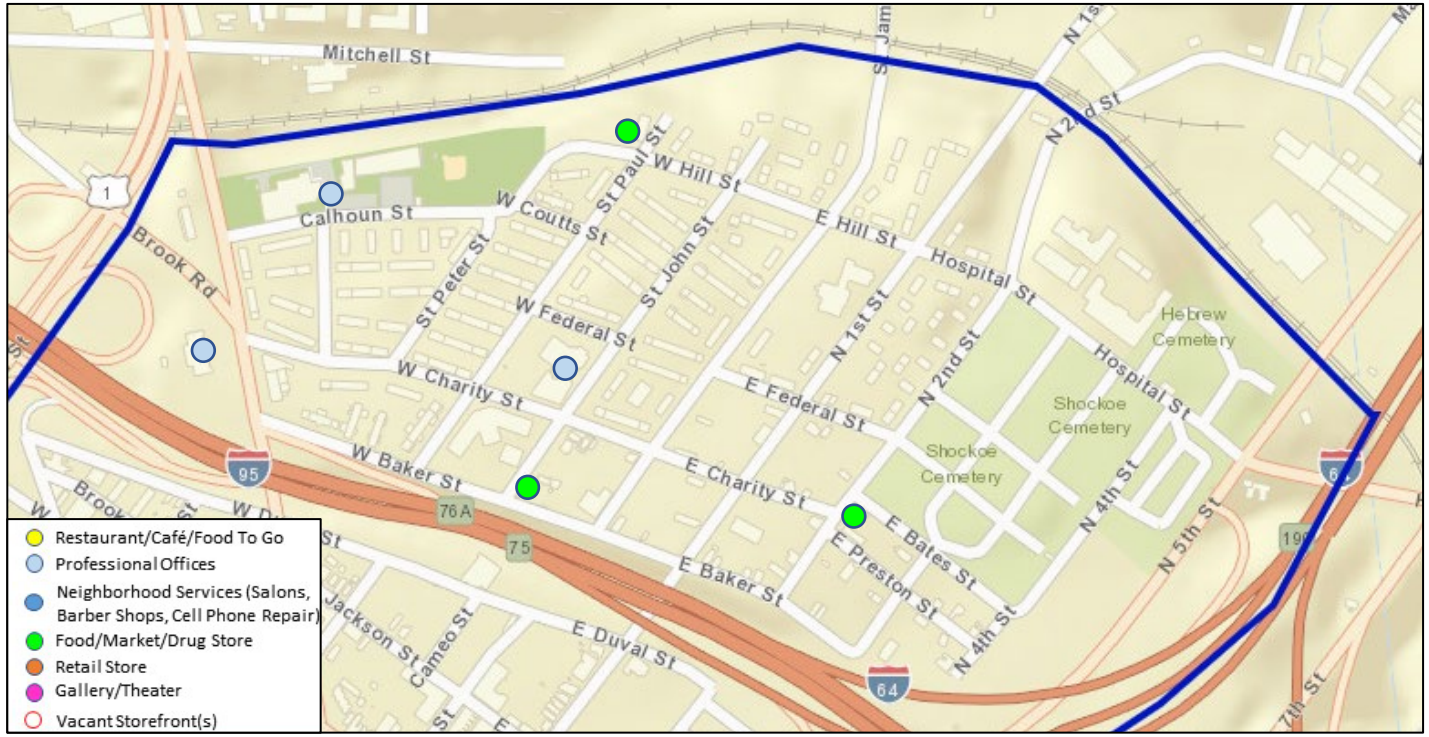
W-ZHA, LLC

Storefront Uses North

As is illustrated on the map, there are few storefronts in Gilpin Court.

There are three small markets in Gilpin Court as well as office spaces.

Storefront Uses



Source: W-ZHA

Jackson Ward Spending Potential Versus Sales

The Jackson Ward's population has relatively low spending potential per capita due to low incomes.

Jackson Ward is drawing spending from visitors, daytime employees, and others who reside outside of Jackson Ward for certain store-types.

There are surplus sales ("inflow") for:

- food service and drinking places
- clothing and accessories
- other miscellaneous stores, and
- health and personal care

Except for eat/drink, the magnitude of inflow ($1 - $1.5 million is modest and mostly a function of the low spending potential within Jackson Ward.

Note that there is spending "outflow" for groceries and general merchandise – store-types where convenience is important.

Jackson Ward satisfies the USDA's criteria for being a "food desert".

Jackson Ward contains a Rite Aid store on Belvidere and a Walgreens (pharmacy-only) on Broad Street – thus the sales inflow.

Retail Spending Potential Versus Sales by Store-Type
Primary Trade Area
2017

Store-Type	Spending Potential	Sales	Surplus/(Gap)
Motor Vehicles, Parts and Gasoline	$5,775,391	$0	($5,775,391)
Furniture and Home Furnishings	$977,362	$281,266	($696,096)
Electronics and Appliances	$884,924	$928,285	$43,361
Bldg Materials,Garden Equip. & Supply	$1,358,431	$0	($1,358,431)
Food & Beverage			
Grocery Stores	$4,636,901	$3,077,405	($1,559,496)
Specialty Food Stores	$147,708	$303,774	$156,066
Beer, Wine & Liquor Stores	$207,717	$1,630,786	$1,423,069
Health and Personal Care	$1,557,250	$3,051,090	$1,493,840
Clothing & Accessories	$1,369,245	$2,397,581	$1,028,336
General Merchandise	$4,956,009	$478,527	($4,477,482)
Other [1]	$1,730,546	$3,275,141	$1,544,595
Food Services and Drinking Places			
Special Food Services	$40,420	$304,766	$264,346
Drinking Places - Alcoholic Beverages	$39,503	$535,425	$495,922
Restaurants/Other Eating Places	$2,883,811	$6,746,402	$3,862,591

1. Includes sporting goods, hobby, books, office supplies, florists, stationary, gifts, etc.

Source: ESRI; W-ZHA

Market Potential

Arts & Cultural District

Because of its location, the Arts and Cultural District does not solely depend on the Jackson Ward neighborhood for its market support.

The Arts & Cultural District will benefit from projected Downtown growth – which is very strong.

The residential market will likely continue to revitalize the Jackson Ward neighborhood.

Downtown household growth coupled with job and visitor growth will support continued retail, eat/drink, service and office infill investment in the Arts and Cultural District.

Population and Household Projections
Downtown
2020 - 2030

	Population					Households				
Area	2020	2027	Extrapolate 2030	Change	% Chng	2020	2027	Extrapolate 2030	Change	% Chng
Downtown	21,586	29,910	34,397	12,811	59.3%	10,209	16,142	19,644	9,435	92.4%

Source: ESRI; W-ZHA

W-ZHA, LLC

Jackson Ward Projections

Neighborhood-serving land uses like a grocery, general merchandise and pharmacies draw most of their market support from the neighborhood.

The ESRI projections were extrapolated to 2030 (with no additional household loss in the northern portion of Jackson Ward).

The Choice Neighborhood program could potentially add an additional 900 housing units to Gilpin Court.

With Choice Neighborhood implementation, by 2030 Jackson Ward could contain approximately 3,640 households with significant growth occurring both north and south of I-95/I-64.

Population and Household Projections
Study Area
2020, 2027, Extrapolated to 2030

	Population					Households				
Census Tract & Block Group	2020	2027	Extrapolate 2030	Change	% Chng	2020	2027	Extrapolate 2030	Change	% Chng
North of Hwy	2,514	2,629	2,680	166	6.6%	1,029	994	994	(35)	(3.4%)
South of Hwy	2,630	2,866	2,974	344	13.1%	1,153	1,542	1,747	594	51.5%
Total	5,144	5,495	5,653	509	9.9%	2,182	2,536	2,741	559	25.6%
Potential: Net New CHOICE Housing								900		
Potential Total								3,641		

Source: ESRI; LRK; W-ZHA

W-ZHA, LLC

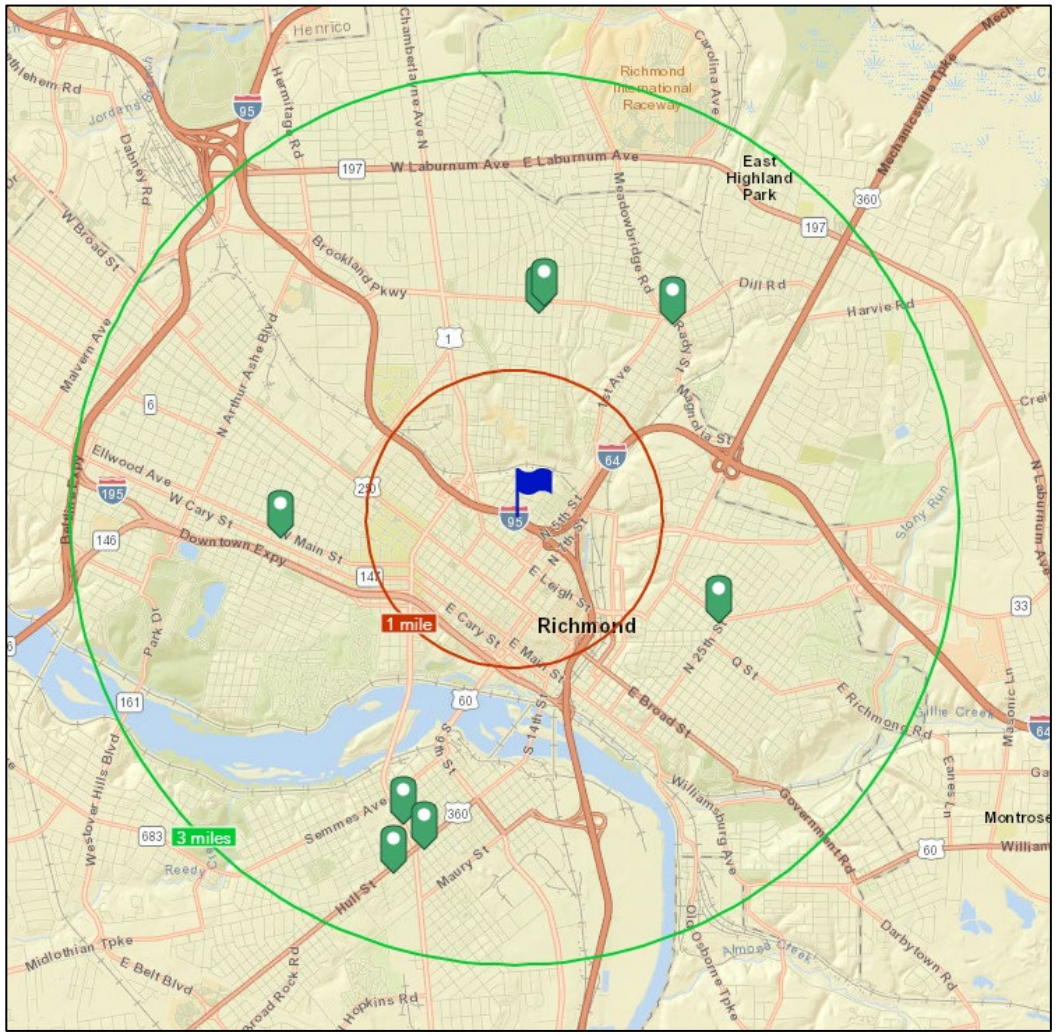
Discount General Merchandise

The map illustrates the locations of discount general merchandise stores like Dollar Tree, Dollar General, and Family Dollar.

There is no discount general merchandise store in the Downtown

There is sufficient market to support a small discount general merchandise store in Downtown. Jackson Ward would be a competitive location for such a store.

Discount General Merchandise (Dollar-Type) Stores



Source: ESRI; W-ZHA

W-ZHA, LLC

Supermarket Potential

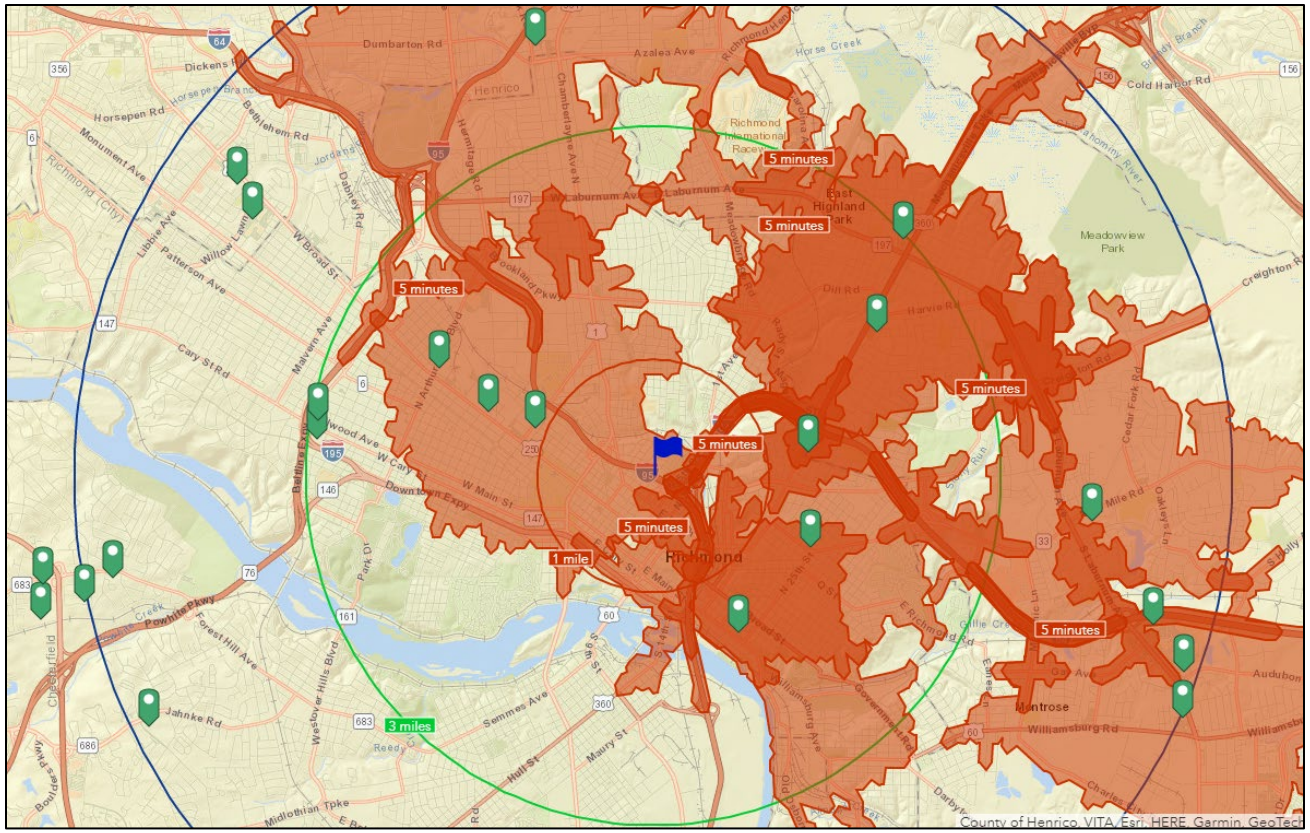
The map illustrates the 5-minute drive shed for supermarkets near Jackson Ward.

There is a market “gap” north of Jackson Ward, north and south of Brookland Park Boulevard.

Given its location on the edge of this gap and and supermarket competition, Jackson Ward is not well-positioned to capitalize on this market opportunity. A site on Brookland Park Boulevard would be more competitive.

Supermarkets average $585,000 in sales per week and serve market areas with 6,000 to 8,000 households.

Supermarket Trade Areas



Source: ESRI; W-ZHA

W-ZHA, LLC

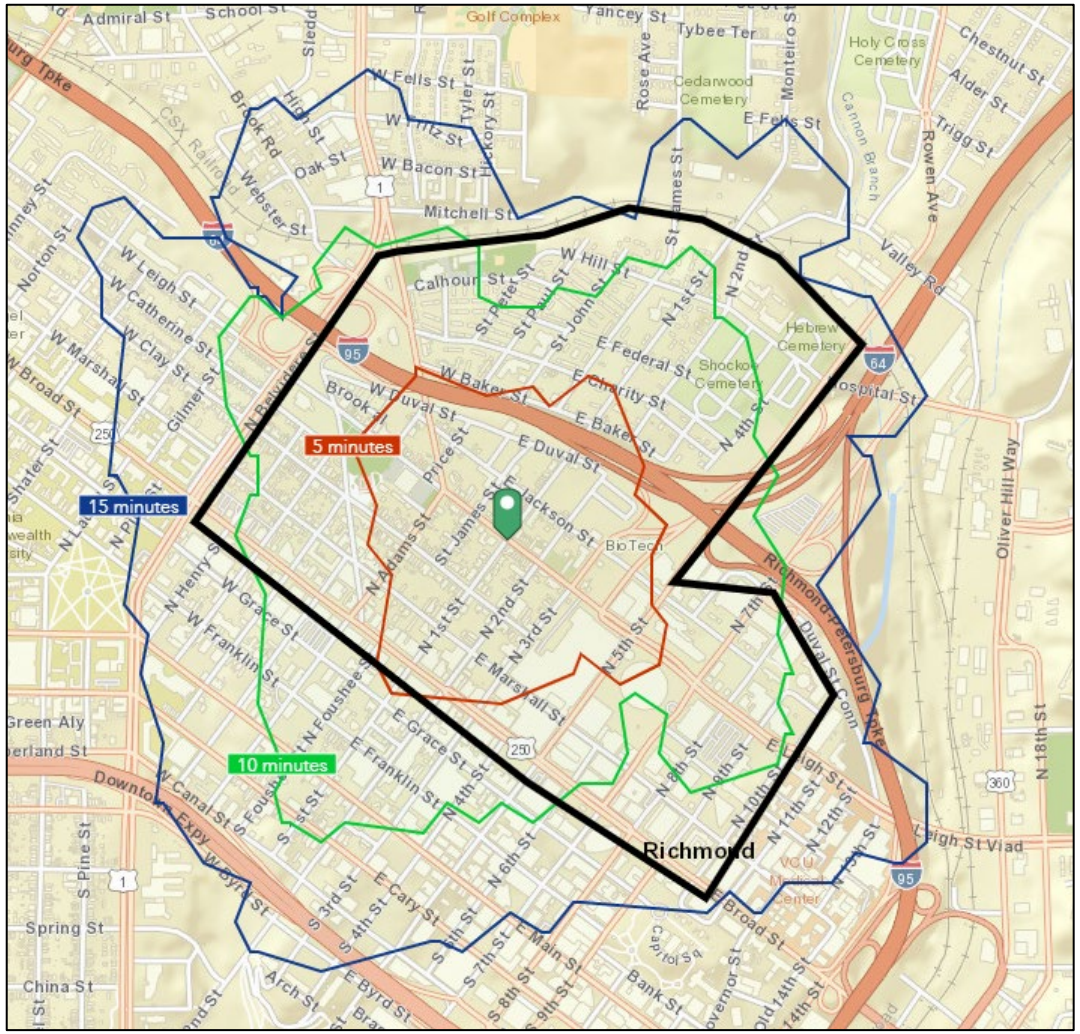
Grocery Potential

The map illustrates 5-, 10- and 15-minute walk time sheds from the intersection of 1st Street and Leigh Street. The black polygon represents a small grocery trade area.

There are approximately 5,000 people within the trade area today and 2,500 households. A small grocery typically requires approximately 3,000 households.

Properly located to capture market from employees, travelers, and visitors there is potentially sufficient market to support a small grocery in Jackson Ward over the forecast period.

Grocery Trade Area



Source: ESRI; W-ZHA

W-ZHA, LLC

Drug Stores/Pharmacies

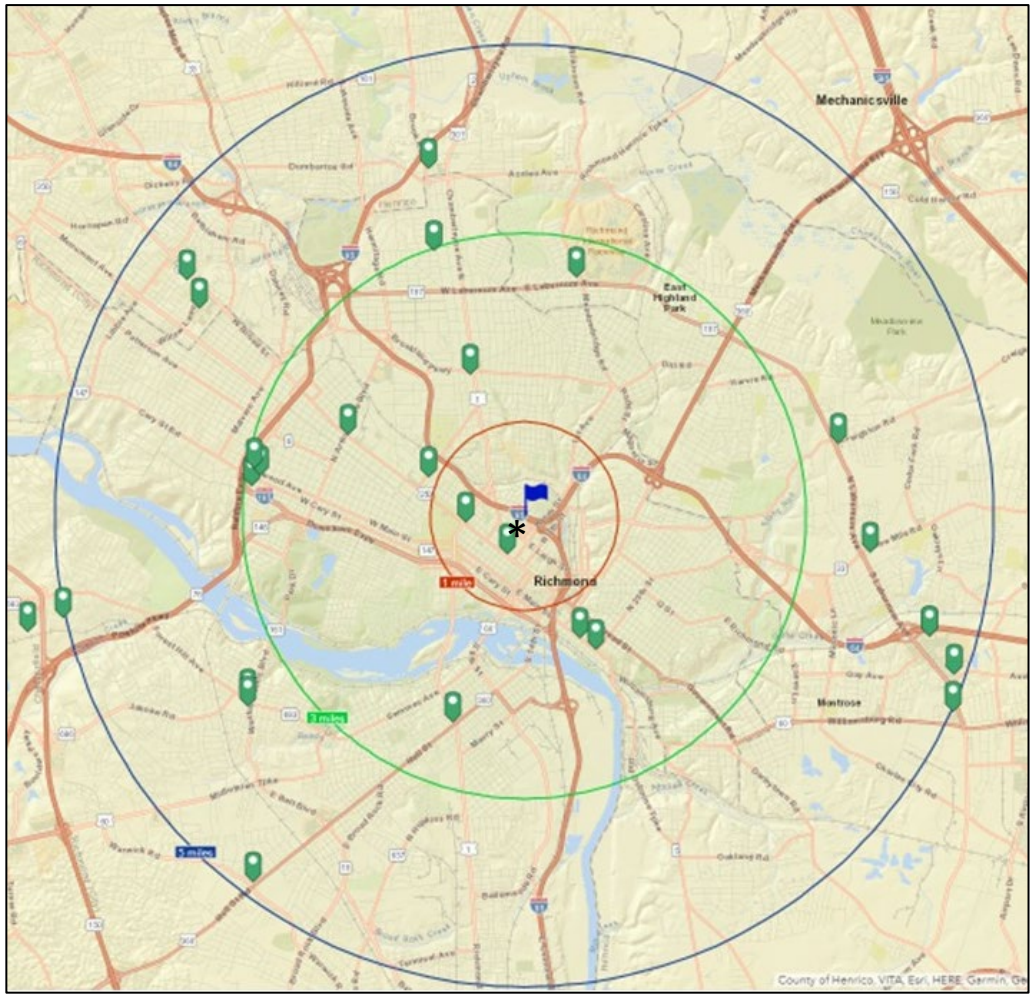
Today's full-service drug stores carry a range of goods including prescription and over-the-counter medications, health and beauty items, toiletries and consumable goods. Pharmacies tend to have a smaller trade areas than supermarkets and the pharmacy market is very competitive.

The Rite Aid at the corner of Broad and Belvidere is within walking distance to Jackson Ward south residents.

The Walgreens on Broad Street is a pharmacy-only.

The Downtown market is of sufficient size to support a standard Walgreens store. Properly sited Jackson Ward could potentially be a competitive location for a standard format Walgreens.

Major Drug Stores



* This is not a full-service drug store, just a pharmacy.

Source: ESRI; W-ZHA

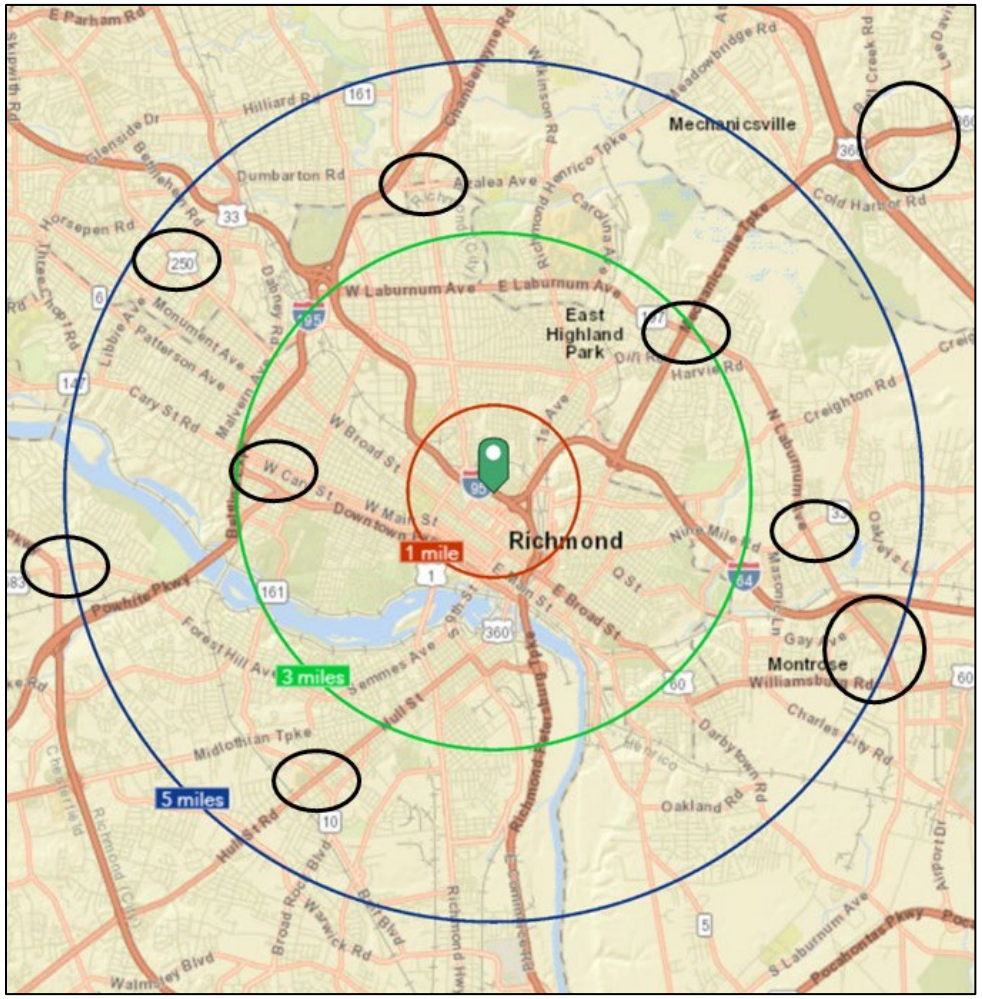
Community Shopping Centers

There are community shopping centers surrounding Jackson Ward within 3- to 5-miles.

These centers are accessible by car or bus.

Land scarcity and the competitive landscape challenges community center development potential within Jackson Ward.

Community Shopping Centers



The Challenge – Jackson Ward Is a Bifurcated Market.

Population & Household Characteristics

The northern and southern portions of Jackson Ward are very different from an economic and demographic perspective.

The northern portion of Jackson Ward is predominantly Black, young, low-income, without access to a vehicle, and employed in service or blue-collar occupations.

While not as high-income, people in Jackson Ward South are more like Downtown residents demographically.

To function as a neighborhood market and draw associated goods and services, it will be important to reduce the discrepancies between the northern and southern portions of Jackson Ward. Only then will Jackson Ward function as a unified market.

Comparison of Population and Household Characteristics
Downtown and Northern/Southern Portions of Jackson Ward

		Jackson Ward	
Characteristic	Downtown	Southern	Northern
Household Change 2010-20	36%	46%	(9%)
Households w/ Children	24%	10%	51%
Households w/ No Vehicle	19%	35%	79%
Median Household Income	$51,029	$35,600	$12,000
Diversity Index [1]	64.5	67.4	23.0
Median Age	25.8	28.0	24.5
Family Households	74%	25%	59%
Occupation: White Collar	70%	65%	39%

1. The Diversity Index measures the probability that two people from the same area will be from different race or ethnic groups. The lower the Index the more racially/ethnically homogeneous the population.

Source: ESRI; W-ZHA

W-ZHA, LLC

Location and Access: Walking

The Walk Score Heat Map shades in darker green those locations where it is easy to walk to goods, services and amenities. The lighter the color the less accessible goods, services and amenities are by foot.

In the southern portion of Jackson Ward, the Walk Scores are high:

At Broad and 2nd: ***Score 97 – Walkers Paradise***

At 1st and Leigh: ***Score 95 – Walker's Paradise***

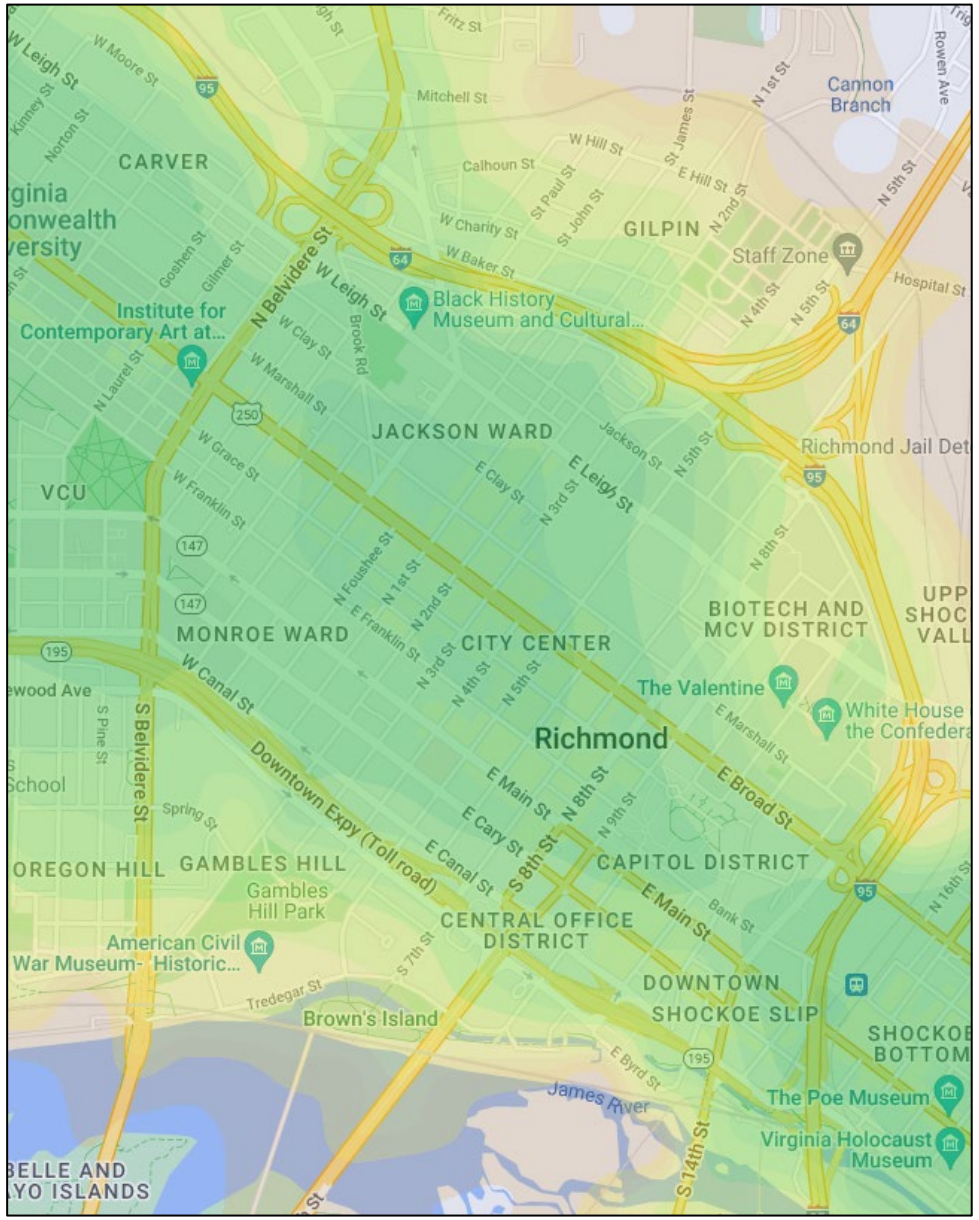
In the northern portion of Jackson Ward, the Walk Scores are moderate mostly because schools, parks and cultural centers are nearby:

At 1st and E Hill: ***Score 56 – Somewhat Walkable***

At Hickory and Calhoun: ***Score 69 – Somewhat Walkable***

Gilpin Court functions like an island. Creating better connections to/from Gilpin is critical to leverage Downtown growth and expand market opportunities for this part of Jackson Ward.

Walk Score Heat Map



Source: Walk Score; W-ZHA

Important Initiatives Influencing Jackson Ward's Future Market Potential.

W-ZHA, LLC

Choice Neighborhood Planning Grant

The Choice Neighborhood Planning Grant funds the development of community plan for Gilpin Court and all of Jackson Ward.

The purpose of the Community Plan is to stimulate affordable housing and economic development in Jackson Ward.

Having a plan supported by the community, RRHA, the City of Richmond and other stakeholders makes positive change more likely in the near-term.

CHOICE NEIGHBORHOODS

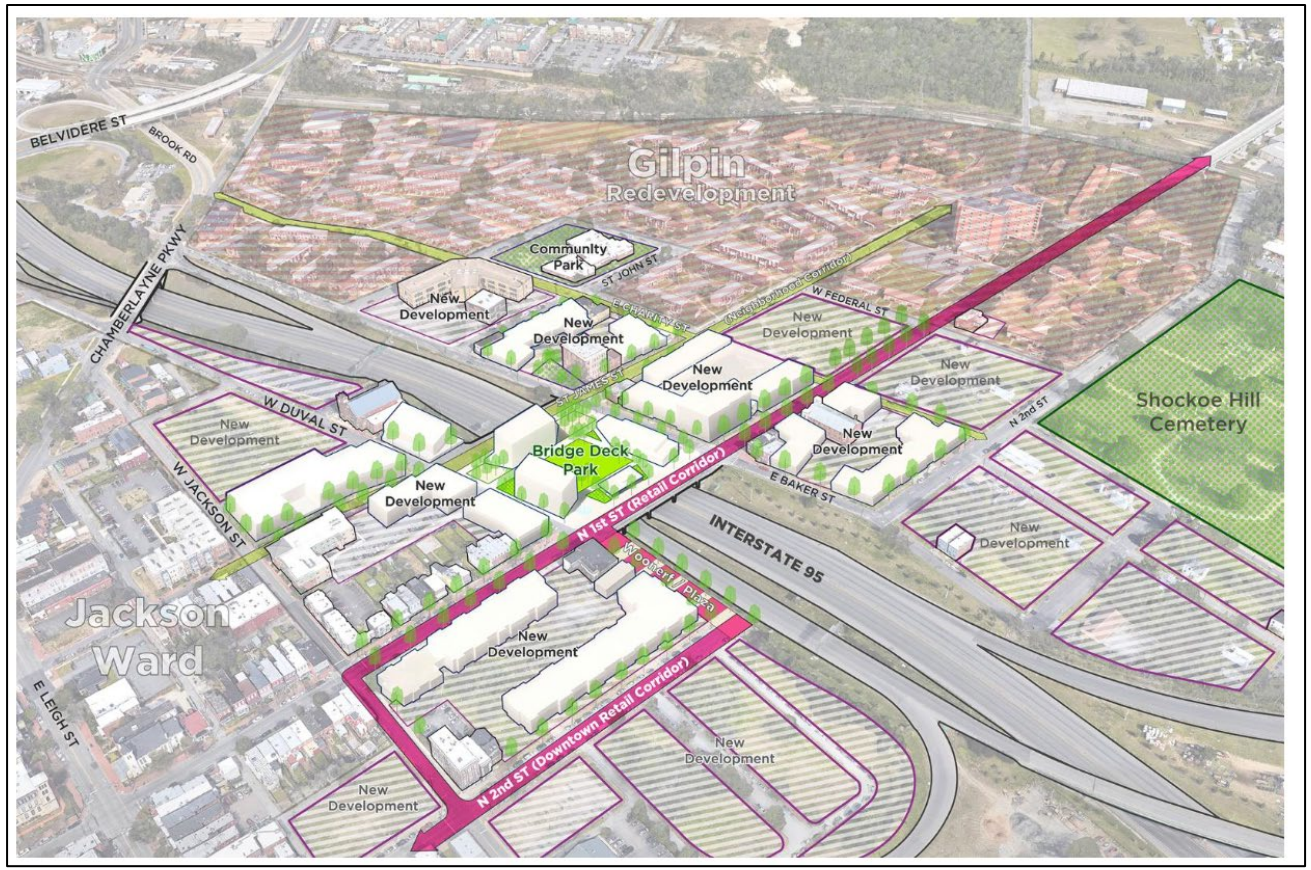
W-ZHA, LLC

Reconnect Jackson Ward

The Virginia Office of Intermodal Planning and Investment, in coordination with Virginia Department of Transportation and the City of Richmond, is conducting a feasibility study to develop options to reconnect Jackson Ward to the greater Richmond community.

A concept is to construct a bridge deck over I-95/I-64 to reconnect Gilpin Court with Jackson Ward south. Removing the I-95/I-64 barrier will have a significant impact on future commercial development potential north of the interstate.

By creating a center versus an edge condition, the bridge would transform the commercial market potential on the N. 1st Street blocks. The bridge will also strengthen the competitiveness of Van de Vyver's retail space.



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Belvidere Street Interchange Reconstruction Study

The Virginia Department of Transportation is proposing to improve safety and traffic flow by realigning the on-ramp from Belvidere to I-95 south/I-64 east and removing the existing slip ramp from Brook Road.

Also proposed are new sidewalks and crosswalks on Belvidere Street.

These improvements will strengthen the commercial development potential of sites at the Leigh Street and Belvidere Street corners.

W-ZHA, LLC

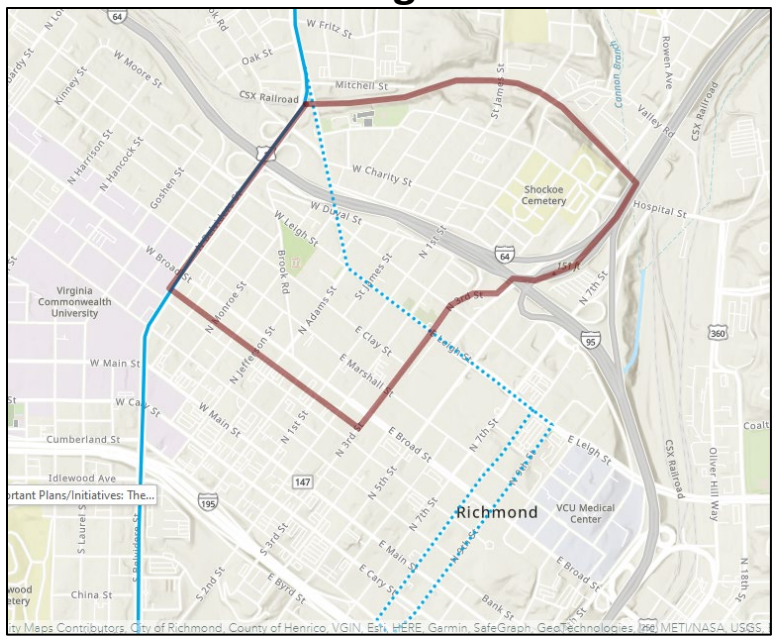
Transportation Connection Plans

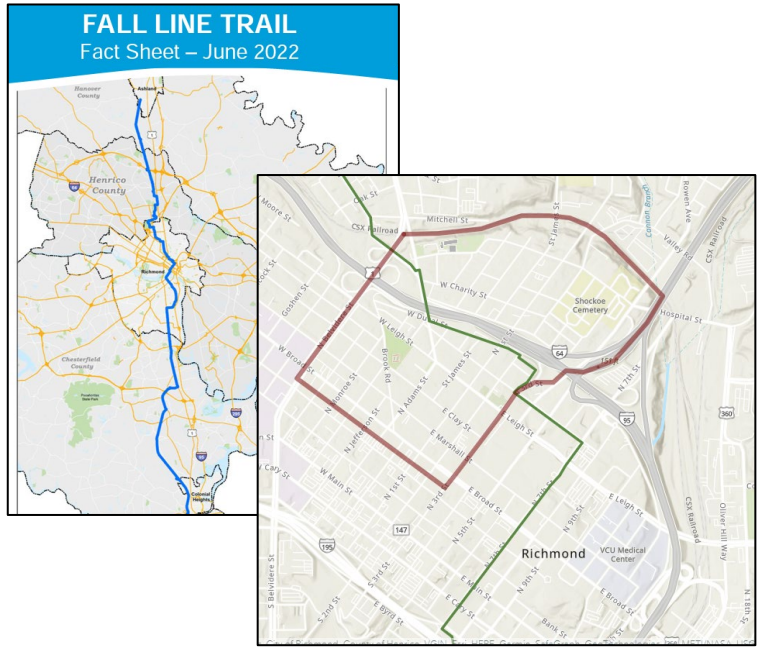
The Greater Washington Partnership engaged in a study to explore a North-South Bus Rapid Transit line to complement Richmond's East-West BRT line. A possible alignment of the North-South BRT runs along Leigh Street and Chamberlayne Parkway in Jackson Ward.

The Fall Line Trail is a biking and walking trail that is partially complete. The goal is to have the trail be a continuous 43 miles connecting seven municipalities in Central Virginia. The Fall Line Trail passes through Jackson Ward.

These transportation improvements would not only be neighborhood amenities, they would also enhance regional visibility and access to Jackson Ward.

North-South BRT Alignment Alternative





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The Arts & Cultural District

The Arts & Cultural District is an important revitalization initiative occurring within Jackson Ward.

As the Arts & Cultural District strengthens and evolves, the commercial market potential for spaces within Jackson Ward south will be enhanced. This market potential will include retail, restaurants and services as well as professional office.

Preliminary Conclusions and Recommendations

Conclusions and Opportunities

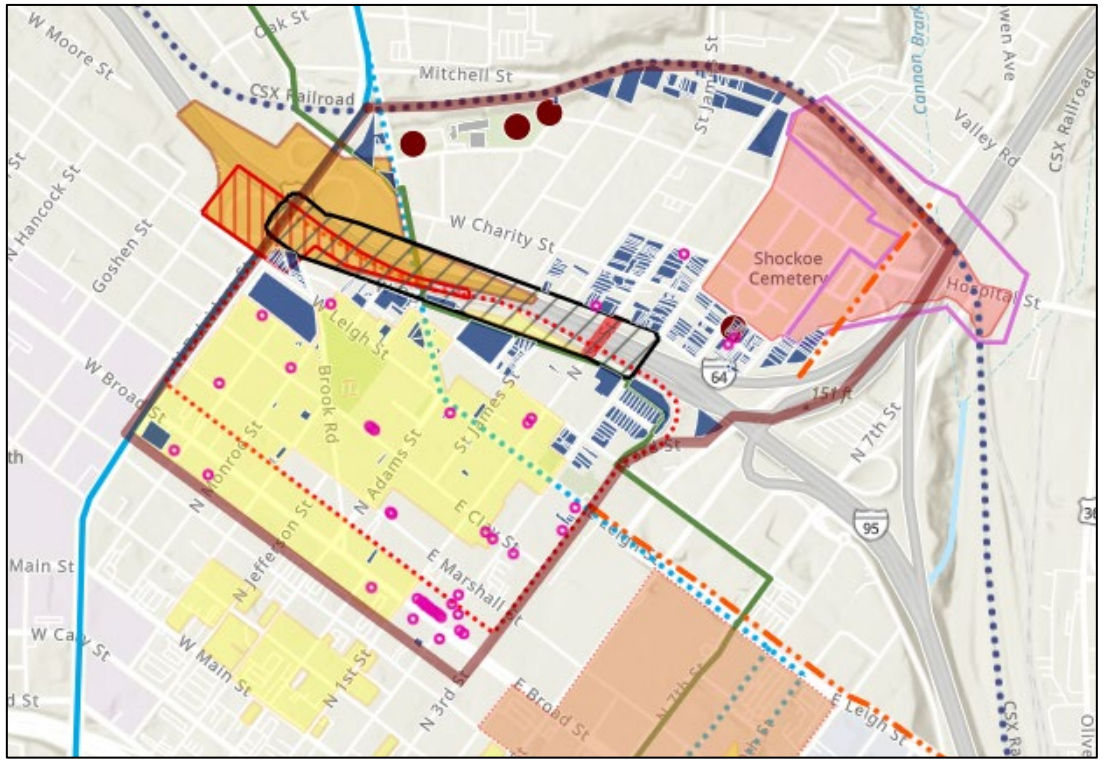
- Today Jackson Ward is not a unified market, which compromises its potential for retail and services investment. Improving connections, mixed-income housing development in Gilpin Court, and bridging I-95/I-64 will go a long way to strengthening Jackson Ward as a market.
- Jackson Ward South is well-located adjacent to the Convention Center and near residential and job centers.
  - Broad Street is a logical location for additional retail, eat/drink and arts investment. With Downtown's recent and projected growth there is sufficient market to occupy vacant storefronts on Broad Street, the challenge is getting buildings rehabilitated.
  - 2nd Street is developing a critical mass of eat/drink establishments. The prospects for future eat/drink business development is good given Downtown's projected growth.
  - The opportunities for additional service and professional office establishment infill will increase as the Arts & Cultural District strengthens. Vacant storefronts and office spaces from Clay Street south will likely be absorbed within 7 years.
- The corner of Belvidere Street and Leigh Street is a development opportunity. This location can capitalize on its access and visibility to the broader market. Potentially part of a mixed-use development, this site is well positioned for a pharmacy or small general merchandise store (for example, Dollar Tree).
- The vacant commercial space at the Van de Vyver project is standard "white box" retail space. This space is an optimal location small neighborhood grocery store and coffee shop. There should be sufficient market to support these uses within the forecast period.

W-ZHA, LLC

Conclusions and Opportunities

- As indicated in blue on the adjacent map, there are many vacant parcels in Gilpin Court. Today Gilpin Court has weak access, poor visibility and low population density.
- An opportunity area for development is 1st Street. Development in this area would help to accelerate the reintegration of the north and south portions of Jackson Ward.
- However, commercial investment at 1st will likely occur only with the bridge connection. Mixed-use buildings fronting 1st Street and W Baker Street should be designed to accommodate commercial space (high ceilings, deep bays), but allow residential in the near-term.
- Key corners along Chamberlayne Parkway are also possible commercial investment locations in Gilpin Court.
- Building design that allows for different uses on the ground floor should be encouraged as redevelopment occurs. Ground floor land use flexibility protects against storefront vacancy and ensures commercial vibrancy when the market is ripe.

Vacant Parcels



An Analysis of Residential Market Potential

The Gilpin Court Study Area

Richmond City, Virginia

March, 2023

Conducted by
ZIMMERMAN/VOLK ASSOCIATES, INC.
P.O. Box 4907
Clinton, New Jersey 08809

Draft

ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

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Rights and Study Ownership

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ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Gilpin Court Study Area
Richmond City, Virginia
March, 2023

INTRODUCTION

The purpose of this study is to determine the annual market potential and optimum market position for the market-rate component of new mixed-income rental and for-sale housing units that could be constructed within the redevelopment of the Gilpin Court public housing and acquisition properties located the City of Richmond, Virginia. The optimum market position for the market-rate component is derived from the housing preferences, financial capacities, and lifestyle characteristics of the target households with incomes at or above 80 percent AMI and is predicated on: the location, visibility, and physical attributes of the Study Area; the rental and ownership housing market context in the Richmond market area; and Zimmerman/Volk Associates' extensive experience with mixed-income urban development and redevelopment.

The extent and characteristics of the potential market for new housing units that could be developed within the Gilpin Court Study Area were identified using Zimmerman/Volk Associates' proprietary target market methodology. This methodology was developed in response to the challenges that are inherent in the application of conventional supply/demand analysis to urban development and redevelopment. Supply/demand analysis ignores the potential impact of newly-introduced housing supply on settlement patterns, which can be substantial when housing choices in the market are increased with new housing types that match the housing preferences and economic capabilities of the draw area households.

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In contrast to conventional supply/demand analysis, which is typically limited by supply-side dynamics and baseline demographic projection, target market analysis determines the depth and breadth of the potential market derived from the housing preferences and socio-economic characteristics of households in the defined draw areas. Because it considers not only basic demographic characteristics, such as income qualification and age, but also less frequently analyzed attributes such as lifestage, mobility rates, lifestyle patterns and household compatibility issues, the target market methodology is particularly effective in defining a realistic housing potential for urban development and redevelopment where often no directly-comparable properties exist.

Based on the target market methodology, then, this analysis examined the following:

- Where the potential renters and buyers of new and existing dwelling units that could be developed within the City of Richmond and the Gilpin Court Study Area currently live (the draw areas);
- How many households have the potential to move to the city and the Study Area each year (depth and breadth of the market);
- Who the households are that represent the potential market for new units in the Study Area (the target markets);
- What their housing preferences are in aggregate (rental or ownership, multi-family or single-family);
- What their range of affordability is by housing type (income qualifications);
- What are their current housing alternatives (the Richmond market context);
- What are the rents and prices of new market-rate units that could be developed within the Gilpin Court Study Area that correspond to target household financial capabilities (optimum market position); and
- How quickly they will rent or purchase the new units (absorption forecasts).

The target market methodology is described in detail in the METHODOLOGY document, provided separately.

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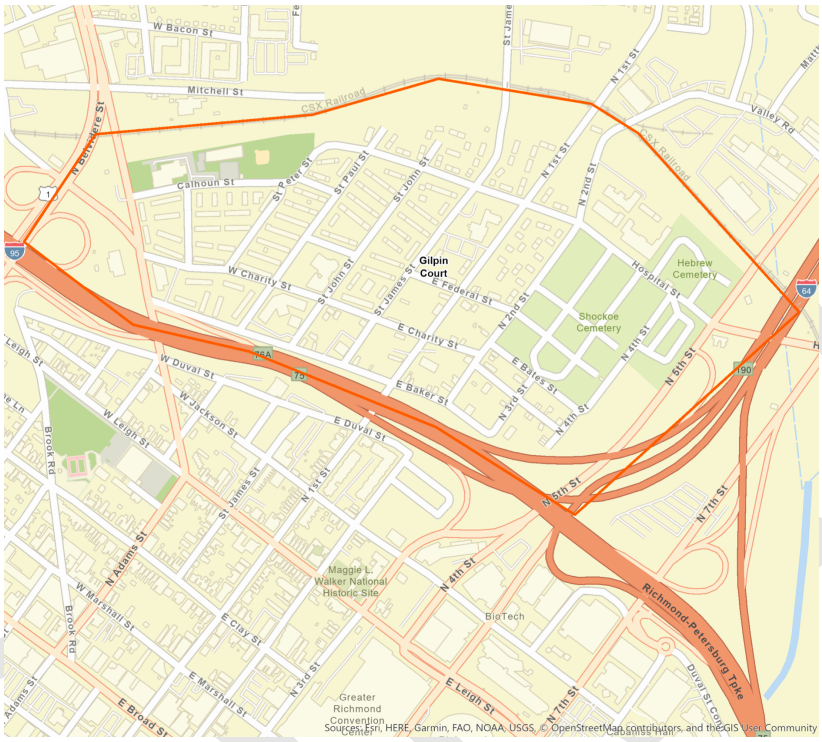
THE STUDY AREA

The Richmond Redevelopment & Housing Authority has received a Choice Neighborhood planning grant for the Jackson Ward neighborhood and Gilpin Court public housing property, and plans to build or redevelop over 380 mixed-income units at four locations in Gilpin Court prior to submittal of the Choice Neighborhood implementation grant application. Those four locations include: Frederic A. Fay towers; the parcels on either side of Chamberlayne Parkway currently occupied by RRHA offices; a vacant block bounded by East Charity Street, East Federal Street, St. James Street, and North 1st Street; and vacant lots south of East Charity and east of North 1st. The optimum market position detailed in this analysis pertains to these sites, therefore the Study Area is focused on Gilpin Court.

The Choice Neighborhood Plan Area is generally bounded by the CSX rail line to the north; I-64 to the east; the alley south of West Broad Street to the south; and North Belvedere Street to the west. (*See* Choice Neighborhood Plan Area map below.)

CHOICE NEIGHBORHOOD PLAN AREA

The Gilpin Court Study Area, which for the purposes of this study, is bounded by the CSX rail line to the north, I-64 to the east, I-95 to the south, and North Belvedere Street to the west. (*See* Study Area map below.)



THE GILPIN COURT STUDY AREA

According to Claritas, Inc., Richmond has an estimated median household income of $57,700 in 2023, 21 percent lower than the national median of $73,300, and median housing value of $318,000, four percent higher than the national median of $305,400. At $22,000, the median household income in the Choice Neighborhood Plan Area is 70 percent lower than the national median, and almost 62 percent lower than the Richmond median. The median housing value in the Choice Neighborhood Plan Area is $328,200, nearly 7.5 percent above the national median and three percent above the Richmond median value.

There has been significant residential development in Richmond City in recent years as well as above-average increases in the area median income designated by the Department of Housing and

Urban Development (HUD), serving to drive up housing values of both rental and for-sale units throughout the city. The new dwelling units that have been constructed in the past few years, both rental and for-sale, have been of considerably higher value than existing units. As a result, there is likely to be important market potential across all incomes for new housing that could be developed within the Gilpin Court Study Area.

Target market analysis determined the specific target markets for the Study Area by filtering the overall market as follows:

- Identifying the annual market potential for Richmond City.
- Including the full income range of potential renter and buyer households in the Study Area—from those qualified for public housing to households that can afford market-rate units.

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CITY-WIDE ANNUAL AVERAGE MARKET POTENTIAL

Where are the potential renters and buyers of new and existing housing units in Richmond City likely to move from?

The most recent Richmond City migration and mobility data—as derived from taxpayer records compiled by the Internal Revenue Service from 2015 through 2019 and from the most recent American Community Survey for Richmond City—shows that the draw areas for new and existing housing units located in Richmond City include the following:

- The local draw area, covering households who live in Richmond City.
- The Henrico County draw area, covering households with the potential to move to Richmond City from Henrico County, Virginia.
- The Chesterfield County draw area, covering households with the potential to move to Richmond City from Chesterfield County, Virginia.
- The national draw area, covering households with the potential to move to Richmond City from all other U.S. counties.

As derived from the migration, mobility, and target market analyses, then, the draw area distribution of market potential (those households of all incomes with the potential to move within or to Richmond City each year over the next five years) is shown on the following table:

Annual Average Market Potential by Draw Area
Richmond City, Virginia

Richmond City:	51.0%
Henrico County:	11.9%
Chesterfield County:	8.8%
Balance of the U.S.:	28.3%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

How many households have the potential to move within and to Richmond each year over the next five years?

As determined by the target market methodology, which accounts for household mobility within Richmond City as well as migration and mobility patterns for households currently living in all other counties, an annual average of 23,630 households of all incomes represent the potential market for new and existing housing units within Richmond each year over the next five years. An estimated 49 percent of the annual potential market will be moving to Richmond City from outside the city limits.

ANNUAL AVERAGE MARKET POTENTIAL FOR THE GILPIN COURT STUDY AREA

Where are the potential renters and buyers of new and existing housing units in the Gilpin Court Study Area likely to move from?

After discounting for those segments of the potential market that have preferences for new or existing housing in suburban and rural areas, the distribution of draw area market potential for new units that could be developed within the Gilpin Court Study Area is summarized on the following table:

Annual Average Market Potential by Draw Area
The Gilpin Court Study Area
Richmond City, Virginia

Richmond City:	64.1%
Henrico County:	8.4%
Chesterfield County:	3.9%
Balance of the U.S.:	23.6%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

How many households have the potential to move to new and existing housing units in the Gilpin Court Study Area each year over the next five years?

Based on this analysis, which accounts for household mobility within Richmond City, as well as migration and mobility patterns for households currently living in all other cities and counties across the country, an annual average of 2,205 younger singles and couples, empty nesters and retirees, and traditional and non-traditional families represent the potential market for new and existing housing

units of any type or tenure, rental or for-sale, located in the Gilpin Court Study Area each year over the next five years.

What are their housing preferences in aggregate?

The tenure and housing preferences of the draw area households are outlined on the following table (*see also* Table 1 *following the text*):

Annual Average Potential Market for New and Existing Housing Units
The Gilpin Court Study Area
Richmond City, Virginia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	1,334	60.5%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	185	8.4%
Single-family attached for-sale (townhouses, fee-simple/ condominium ownership)	225	10.2%
Single-family detached for-sale (houses, fee-simple ownership	461	20.9%
Total	2,205	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The 2,205 households that represent the annual potential market for new and existing housing units in the Gilpin Court Study Area have also been segmented by income, based on the Richmond, VA MSA median family income (AMI), which, as determined by HUD in 2022, is $101,000 for a family of four, and are shown on the table following this page.

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Fiscal Year 2022 Income Limits
Richmond City, Virginia

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN *	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	$21,150	$35,250	$56,400
Two	$24,200	$40,300	$64,450
Three	$27,200	$45,350	$72,500
Four	$30,200	$50,350	$80,550
Five	$32,650	$54,400	$87,000
Six	$37,190	$58,450	$93,450
Seven	$41,910	$62,450	$99,900
Eight	$46,630	$66,500	$106,350

* The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent very low income limits. Consequently, the extremely low income limits may equal the very low (50 percent) income limits.

SOURCE: U.S. Department of Housing and Urban Development.

This study is also examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median are shown on the following table:

Additional Income Limits
Richmond City, Virginia

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	$42,300	$70,700
Two	$48,350	$80,800
Three	$54,400	$90,900
Four	$60,400	$101,000
Five	$65,250	$109,100
Six	$70,100	$117,200
Seven	$74,900	$125,250
Eight	$79,750	$133,350

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

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What is their range of affordability by housing type?

The combined tenure and housing type preferences and financial capabilities of the 2,205 target households are shown on the following table (*reference again* Table 1):

Tenure/Housing Type Propensities by Income
Annual Average Market Potential For New and Existing Housing Units
The Gilpin Court Study Area
Richmond City, Virginia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	1,334	60.5%
< 30% AMI	347	15.7%
30% to 60% AMI	313	14.2%
60% to 80% AMI	158	7.2%
80% to 100% AMI	131	5.9%
> 100% AMI	385	17.5%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	185	8.4%
< 30% AMI	43	2.0%
30% to 60% AMI	38	1.7%
60% to 80% AMI	19	0.9%
80% to 100% AMI	16	0.7%
> 100% AMI	69	3.1%
Single-family attached for-sale (townhouses, fee-simple/ condominium ownership)	225	10.2%
< 30% AMI	47	2.1%
30% to 60% AMI	52	2.4%
60% to 80% AMI	23	1.0%
80% to 100% AMI	21	1.0%
> 100% AMI	82	3.7%
Single-family detached for-sale (houses, fee-simple ownership)	461	20.9%
< 30% AMI	89	4.0%
30% to 60% AMI	104	4.7%
60% to 80% AMI	55	2.5%
80% to 100% AMI	49	2.2%
> 100% AMI	164	7.5%
Total	2,205	100.0%

NOTE: For fiscal year 2022, the Richmond, VA MSA median family income (AMI), is $101,000 for a family of four.

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

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Summarizing the incomes and financial capabilities of the 2,205 target households that represent the annual potential market for new units in the Study Area, just under 24 percent (526 households) have incomes at 30 percent or less than the AMI; 23 percent (507 households) have incomes between 30 and 60 percent AMI; 11.6 percent (255 households) have incomes between 60 and 80 percent AMI; 9.8 percent (217 households) have incomes between 80 and 100 percent AMI; and 31.7 percent (700 households) have incomes above 100 percent AMI.

TARGET MARKET ANALYSIS

Who are the households that represent the potential market for new housing units within the Gilpin Court Study Area?

As determined by the target market analysis, then, the general market segments by lifestage that represent the potential market for new and existing rental units in the Gilpin Court Study Area include (*see also* Table 2 *following the text*):

- Younger singles and childless couples—54.9 percent;
- Traditional and non-traditional family households—24 percent; and
- Empty nesters and retirees—21.1 percent.

A quarter of the younger households have incomes below 30 percent AMI, 22.8 percent have incomes ranging between 30 and 60 percent AMI, 11.6 percent earn between 60 and 80 percent of the AMI, 10 percent have incomes between 80 and 100 percent, and the remaining 30.7 percent have annual incomes above 100 percent of the AMI.

In general, the older singles and couples (empty nesters and retirees) have higher annual incomes than the younger singles and couples: just over 21 percent have annual incomes that fall below 30 percent AMI, just under 21 percent have incomes between 30 and 60 percent AMI, 10.5 percent between 60 and 80 percent AMI, 9.7 percent between 80 and 100 percent AMI, and 37.8 percent earn more than 100 percent of the AMI.

The family-oriented households that represent the potential market are a mix of smaller, compact families and non-traditional families. An estimated 23.8 percent have incomes below 30 percent AMI,

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25.3 percent between 30 and 60 percent AMI, 12.5 percent between 60 and 80 percent AMI, 9.6 percent between 80 and 100 percent AMI and 28.9 percent above 100 percent AMI.

THE CURRENT CONTEXT

What are their current residential alternatives?

In February 2023, Zimmerman/Volk Associates compiled data from a variety of sources, including individual property and rental websites, on 41 selected rental properties, representing over 7,700 rental apartments in the Gilpin Court market area. (*See* Table *3 following the text.*)

Redfin's Walk Score has been included with each property listing. Although Walk Score measures only distance, and metrics such as intersection density and block lengths to grade the walkability of a specific address or neighborhood, it has grown in importance as a value criterion. Walk Scores above 90 indicate a "Walker's Paradise," where daily activities do not require a car. Walk Scores between 70 and 90 are considered to be very walkable, where most errands can be accomplished on foot, and Walk Scores between 50 and 69 are regarded as somewhat walkable, where some errands can be accomplished on foot. Walk Scores below 50 indicate that most or almost all errands require a vehicle.

The impact on housing values of walkability as calculated by Walk Score only begins to be measurable when Walk Scores reach 70 or above. Fourteen rental properties included in the survey have Walk scores above 90, a Walker's Paradise, including two in the Jackson Ward neighborhood, and another seven have Walk scores above 70, very walkable.

Base rent, unit sizes and rents per square foot for the 41 properties included in the survey are summarized on the following pages.

—Studio Units (18 properties)—

- Rents for studios range from $1,000 per month, at the Landmark at Marshall Broad on East Marshall Street in Jackson Ward, to $1,675 per month, at Otis on Roseneath Road in Scott's Addition.

- Studio units range in size from 324 square feet at the Landmark at Marshall Broad, to 726 square feet at The Current on Hull Street in Old Town Manchester.
- Studio rents per square foot range between $1.98 at Mezzo Lofts on West Broad Street in Jackson Ward to $3.58 at Tapestry West on Maywill Street in the West End.

—One-Bedroom Units (40 properties)—

- The lowest rent for a one-bedroom, one-bath apartment in the surveyed properties is $1,100 per month at the Landmark at Marshall Broad, and the highest rent is $2,180 per month for a one-bedroom at Scott's View on West Clay Street in Scott's Addition, which opened in 2019.
- One-bedroom units range in size from 400 square feet to 1,103 square feet at Landmark at Marshall Broad.
- One-bedroom rents per square foot range between $1.23 at Hill Standard, built in 2020 on Forest Hill Avenue in Forest View, to $3.00 at Ascend on West Broad Street in Newtowne West.

—Two-Bedroom Units (40 properties)—

- Two-bedroom apartments include one, one-and-a-half, two, two-and-a-half, or three bathrooms. Rents for two-bedroom flats range from $1,257 per month for a two-bedroom, one bath unit at South Bank on Stockton Street to $5,136 per month for a two-bedroom two-bath at Tapestry West.
- Two-bedroom one-bath apartments range in size from 688 square feet at VIV at Scotts Collection on West Clay Street in Scott's Addition to 1,976 square feet for a two-bedroom three-bath two-story apartment at East 51 at Rocketts Landing on Old Main Street
- Two-bedroom two-bath apartments' rents per square foot fall between $0.98 at Port City on Richmond Highway in Maury and $4.22 at Tapestry West.

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—Three–Bedroom Units (11 properties)—

- Three-bedroom units include two-, two-and-a-half-, and three-bath flats. Rents for range between $1,571 per month for a two-bath apartment at Port City and $3,721 per month for a three bath at East 51 at Rocketts Landing.
- Three-bedroom units range in size from 1,158 square feet for a three-bath student apartment at Ascend, to 2,759 square feet for a two-and-a-half bath townhouse at The Westbrook at Brewers Row in The Diamond area.
- Three-bedroom rents per square foot fall between $1.18 at The Westbrook at Brewers Row and $2.46 at Ascend.

The rental market in Richmond is booming, with few vacant units and a lot of new construction. At least forty properties have been built in the past five years. Out of the 41 properties surveyed, 10 were still in lease-up, 21 were at 95 percent occupancy or more, and the rest, except one for which there was no information available, were above 90 percent occupancy. Community amenities at most of the properties provide a full range of activities, including fitness centers, business centers or co-working spaces, clubhouses or residents' lounges, pools, picnic areas, dog parks, and electric vehicle (EV) charging stations.

—Multi-Family and Single-Family Attached For-Sale Properties—

Six new condominium buildings and townhouse developments built in the past five years were listed for sale in the Richmond market area at the time of the survey in February 2023. (*See* Table 4 *following the text*.) There were two condominium resale listings with asking prices of $387,000 and $587,000 for a 1,507-square-foot, two-bedroom, two-and-a-half-bath ($257 per square foot) and a 2,052-square-foot three-bedroom, three-and-a-half bath ($286 per square foot) at the Village of Rocketts Landing, both two-story condominiums; one built in 2018 and the other in 2020. In the same development, there were two new construction listings from 2021, a 1,611 square foot, two-bedroom, two-and-a-half bath unit for $464,485 ($288 per square foot), and a 1,992 square foot, three-bedroom, three-and-a-half-bath unit for $500,549 ($251 per square foot).

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Thirteen two-story condominiums built in 2022 are in Carver at Carver Square on North Lombardy Street. These Carver Square listings include two two-bedroom, two-and-a-half bath units with asking prices of $379,000 and $395,990 with 1,573 and 1,574 square feet of living space ($242 and $252 per square foot), and 11 three-bedroom, two-and-a-half bath units with asking prices from $395,338 to $559,957 with 1,573 to 2,416 square feet of living area ($200 to $256 per square foot). Four two-story condominium listings in The Diamond at The Outpost at Brewers Row on Overbrook Road and Overbrook Lane built in 2022 consist of three-bedroom, two-and-a-half bath units with asking prices from $488,900 to $603,570, and 1,517 to 2,516 square feet of living area ($240 to $322 per square foot). One four-bedroom, two-and-a-half bath unit is priced at $619,430 for 2,516 square feet ($246 per square foot).

In Swansboro, there were five income-restricted affordable listings for three-bedroom, two-and-a-half bath townhouses of 1,320 square feet each, all still under construction at The Hollands on McDonough Street and listed at $241,433 ($183 per square foot). In Monroe Ward, there were three listings of townhouses still under construction at Foushee Mews on East Main Street: two three-bedroom, three-and-a-half bath units with asking prices of $810,900 and $814,900 for 2,350 square feet of living area ($345 and $347 per square foot) and one three-bedroom, two-and-a-half bath townhouse listed at $839,900 also of 2,350 square feet ($357 per square foot). In Old Town Manchester, at McRae & Lacy on West 7th Street, there were two townhouses under construction: one with an asking price of $896,865 for a three-bedroom, three-and-a-half bath, and the second one at $951,505 for a four-bedroom, four-and-a-half bath, both with a living area of 3,068 square feet ($292 and $310 per square foot respectively).

OPTIMUM MARKET POSITION: THE GILPIN COURT STUDY AREA

What are the rents and prices of new units that could be developed within the Gilpin Court Study Area that correspond to target household financial capabilities?

A goal of the Choice Neighborhood initiative is to provide new housing within the Gilpin Court Study Area that serves a range of households, from public housing residents to those who can afford market-rate rents and prices. The Choice Neighborhood Plan Area, which includes Jackson Ward as

well as the Gilpin Court public housing property, contains a variety of high-density housing types—multi-family rentals and condominiums, and single-family attached townhouses comprise 93 percent of housing units. Single-family detached housing represents just seven percent of all Plan Area units, and only two percent of the Gilpin Court Study Area units. To continue the residential context of the Study Area then, new construction has therefore been limited to multi-family rental and for-sale, and for-sale single-family attached.

The combined housing preferences (excluding single-family detached) by tenure and by income of those households with the financial capabilities to support new market-rate housing units in the Study Area (incomes at or above 80 percent of the AMI for new rental units and 100 percent of the AMI for new for-sale units) are shown on the following table (*reference again* Table 1):

Annual Average Market Potential For New Market-Rate Units
The Gilpin Court Study Area
Richmond City, Virginia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	516	77.4%
80% to 100% AMI	131	19.6%
> 100% AMI	385	57.8%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	69	10.3%
> 100% AMI	69	10.3%
Single-family attached for-sale (townhouses, fee-simple/ condominium ownership)	82	12.3%
> 100% AMI	82	12.3%
Total	667	100.0%

NOTE: For fiscal year 2022, the Richmond, VA MSA median family income (AMI), is $101,000 for a family of four.

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—Multi-Family Rental Distribution by Rent Range—

As noted above, the rents for the market-rate component of new rental housing units that could be developed in the Study Area are derived from the financial capabilities of those target households with annual incomes at or above 80 percent AMI, which ranges from $56,400 for a single-person

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household through $87,000 for a five-person household). (Typical household sizes in urban neighborhoods range between one and three persons per non-family household, and larger family households range between two to five persons per household.)

The number of households able to afford the specified rent ranges detailed on the following table was determined by calculating a monthly rental payment—excluding utilities and ranging between 25 and 30 percent of annual gross income. (Although it is quite possible that many households will pay up to 40 percent of their annual gross incomes in rent, HUD recommends that a tenant pay no more than 30 percent of gross income for rent *including* utilities.)

Therefore, based on the incomes and financial capabilities of the 516 households with incomes above 80 percent of the AMI who represent the target markets for new market-rate rental units in the Gilpin Court Study Area (*as shown on* Table 5 *following the text*), the distribution of annual market potential by rent range is summarized on the following table:

Target Group Distribution by Rent Range
Annual Average Market Potential
New Market-Rate Rental Units
The Gilpin Court Study Area
Richmond City, Virginia

MONTHLY RENT RANGE	UNITS PER YEAR	PERCENTAGE
$1,250–$1,500	32	6.2%
$1,500–$1,750	88	17.1%
$1,750–$2,000	141	27.3%
$2,000–$2,250	114	22.1%
$2,250–$2,500	73	14.1%
$2,250–$2,500	41	8.0%
$2,250–$2,500	13	2.5%
$3,000 and up	14	2.7%
Total:	516	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—For-Sale Distributions by Price Range—

Newly-constructed market-rate multi-family and single-family attached ownership housing, including condominiums (multi-family for-sale) and townhouses (single-family attached for-sale) comprises an

estimated 17.3 percent of the annual potential market for multi-family and attached for-sale housing in the Gilpin Court Study Area. Mixed-income for-sale housing in the Gilpin Court Study Area can be achieved by developing fee-simple townhouses, although in Richmond, the comparative lack and very high values of newly-constructed condominiums may make condominium development, even in a mixed-income context, more feasible.

—Multi-Family For-Sale Distribution by Price Range—

The price ranges detailed on the following table were determined by calculating a 10 percent down payment, with a monthly mortgage on the balance at an interest rate of six percent, including utilities, and a total payment that does not exceed approximately 30 percent of annual gross income. (*Reference* Table 6 *following the text.*)

Based on the incomes and financial capabilities of the 69 households that represent the annual potential market for new market-rate multi-family dwelling units, the distribution of annual market potential by price ranges is shown on the following table:

Target Group Distribution by Price Range
Annual Average Market Potential
New Multi-Family For-Sale Units
The Gilpin Court Study Area
Richmond City, Virginia

PRICE RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
$250,000–$275,000	18	26.2%
$275,000–$300,000	17	24.6%
$300,000–$325,000	15	21.7%
$325,000–$350,000	9	13.0%
$350,000 and up	10	14.5%
Total:	69	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—Single-Family Attached For-Sale Distribution by Price Range—

As with the multi-family for-sale market potential, the price ranges detailed on the following table were determined by calculating a 10 percent down payment, with a monthly mortgage on the balance at an interest rate of six percent, including utilities, and a total payment that does not exceed approximately 30 percent of annual gross income.

Based on the incomes and financial capabilities of the 82 households that represent the annual potential market for new market-rate single-family attached units (townhouses), the distribution of annual market potential by price ranges is shown on the following table:

Target Group Distribution by Price Range
Annual Average Market Potential
New Single-Family Attached For-Sale Units
The Gilpin Court Study Area
Richmond City, Virginia

PRICE RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
$250,000–$275,000	20	24.4%
$275,000–$300,000	18	22.0%
$300,000–$325,000	15	18.3%
$325,000–$350,000	14	17.0%
$350,000 and up	15	18.3%
Total:	82	100.0%

—OPTIMUM MARKET POSITION: MARKET-RATE UNITS, GILPIN COURT STUDY AREA—

The optimum market position for the market-rate component of new mixed-income dwelling units that could potentially be developed within the Gilpin Court Study Area has been derived from a variety of factors, including but not limited to:

- The new unit rental and ownership propensities, and incomes and assets of the target draw area households.
- The current housing market in the Study Area and in the city, with substantial increases in rents and prices for existing units and new construction in recent years.

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Based on those criteria, the optimum market position for the market-rate component of new mixed-income multi-family rental and for-sale and single-family attached units within the Gilpin Court Study Area is shown on the following table. Also covered is the optimum market position for affordable (or workforce) housing units for households who are just below the level of affordability for market-rate units. (*See also* Table 8 *following the text.*)

Optimum Market Position: Market-Rate and Affordable Rents and Prices
Annual Average Market Potential
The Gilpin Court Study Area
Richmond City, Virginia

Percent Mix	Unit Configuration	Base Rent/Price Per Month	Unit Size	Base Rent/Price Per Sq. Ft.
		Multi-Family For-Rent		
Households With Incomes Between 60% and 80% AMI				
65%	1br/1ba	$1,050 to $1,100	550 to 600 sf	$1.83 to $1.91 psf
15%	2br/1ba	$1,350 to $1,500	800 to 900 sf	$1.67 to $1.69 psf
20%	3br/1ba	$1,675 to $1,875	1,100 to 1,250 sf	$1.50 to $1.52 psf
Households With Incomes Above 80% AMI				
		Fay Tower Update: 1st Residential Floor Rents		
23%	Studio/1ba	$1,200	470	$2.55 psf
31%	1br/1ba	$1,450 to $1,550	650 to 730 sf	$2.12 to $2.23 psf
46%	2br/2ba	$1,650 to $1,900	790 to 1,010 sf	$1.88 to $2.09 psf
		New Construction		
35%	Studio/1ba	$1,350 to $1,400	500 to 550 sf	$2.55 to $2.70 psf
35%	1br/1ba	$1,600 to $1,725	600 to 700 sf	$2.46 to $2.67 psf
20%	2br/2ba	$2,125 to $2,275	1,000 to 1,100 sf	$2.07 to $2.13 psf
10%	3br/2ba	$2,575 to $2,725	1,250 to 1,350 sf	$2.02 to $2.06 psf

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PERCENT MIX	UNIT CONFIGURATION	BASE RENT/PRICE PER MONTH	UNIT SIZE	BASE RENT/PRICE PER SQ. FT.
		MULTI-FAMILY FOR-SALE		
		NEW CONSTRUCTION		
HOUSEHOLDS WITH INCOMES BETWEEN 60% AND 100% AMI				
60%	1br/1ba	$155,000 to $170,000	650 to 750 sf	$227 to $238 psf
20%	2br/1ba	$190,000 to $205,000	900 to 1,000 sf	$205 to $211 psf
20%	3br/1.5ba	$240,000 to $255,000	1,200 to 1,300 sf	$196 to $200 psf
HOUSEHOLDS WITH INCOMES ABOVE 100% AMI				
45%	1br/1ba	$195,000 to $225,000	700 to 850 sf	$265 to $279 psf
35%	2br/2ba	$275,000 to $300,000	1,000 to 1,100 sf	$273 to $275 psf
20%	3br/2ba	$350,000 to $400,000	1,300 to 1,500 sf	$267 to $269 psf
		SINGLE-FAMILY ATTACHED FOR-SALE		
		NEW CONSTRUCTION		
HOUSEHOLDS WITH INCOMES BETWEEN 60% AND 100% AMI				
50%	2br/1ba	$185,000 to $195,000	850 to 950 sf	$205 to $218 psf
20%	2br/1.5ba	$210,000 to $220,000	1,050 to 1,150 sf	$191 to $200 psf
30%	3br/1.5ba	$255,000 to $265,000	1,400 to 1,550 sf	$171 to $182 psf
HOUSEHOLDS WITH INCOMES ABOVE 100% AMI				
55%	2br/1.5ba	$285,000 to $325,000	1,000 to 1,200 sf	$271 to $285 psf
30%	3br/2.5ba	$345,000 to $365,000	1,250 to 1,350 sf	$270 to $276 psf
15%	3br/3.5ba	$395,000 to $425,000	1,450 to 1,600 sf	$266 to $272 psf

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

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Rents and prices are in year 2023 dollars and are exclusive of consumer options or upgrades. The broad range of proposed rents and prices for newly-created units within the Study Area are within the economic capabilities of the target households and, thus, are sustainable by the market over time. It should be noted that, due to location visibility and connectivity, the site of the current RRHA offices may rent for up to 100 dollars more than comparable units in other parts of the Study Area. The redevelopment potential for market-rate units in Fay Towers remains viable, with clear views of downtown available from some units. The parcel acquisition strategy targeting property around East Charity Street between 1st and 2nd Street could support ownership building types ranging from stacked duplexes, single-family rowhouses and townhouses, to mansion condominiums containing four to twelve units.

MARKET CAPTURE

How fast will new units lease or sell?

Based on 35 years' experience using the target market methodology in 47 states, Zimmerman/Volk Associates has developed and refined a capture rate methodology scaled to study area size (number of target market households) and context (proposed rents and prices). Zimmerman/Volk Associates has determined that, for a study area with the size and characteristics of the Gilpin Court Study Area, a capture rate of between 15 and 20 percent of the annual average number of potential renters and buyers is supportable each year over the next five years, assuming the production of appropriately-positioned new housing.

Based on these market capture rates, forecasts of annual average absorption of new mixed-income rental apartments, and for-sale condominiums and townhouses within the Gilpin Court Study Area over the next five years is shown on the table following this page and covers all income ranges (*see again* Table 8).

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Annual Forecast Absorption
At 15 to 20 Percent
The Gilpin Court Study Area
Richmond City, Virginia

INCOME RANGE	ANNUAL UNITS ABSORBED		
RENTAL APARTMENTS			
<30% AMI	52	–	69
30% to 60% AMI	47	–	63
60% to 80% AMI	24	–	32
At or above 80% AMI	77	–	103
Subtotal	200	–	267
CONDOMINIUMS			
<30% AMI	6	–	9
30% to 60% AMI	6	–	8
60% to 80% AMI	3	–	4
80% to 100% AMI	2	–	3
At or above 100% AMI	10	–	14
Subtotal	27	–	38
FOR-SALE TOWNHOUSES			
<30% AMI	7	–	9
30% to 60% AMI	8	–	10
60% to 80% AMI	3	–	5
80% to 100% AMI	3	–	4
At or above 100% AMI	12	–	16
Subtotal	33	–	44
Total All	260	–	349

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The annual forecast absorption of the market-rate component—rental units affordable to households with incomes at or above 80 percent of the AMI, and for-sale units affordable to households with incomes at or above 100 percent of the AMI—ranges between 77 and 103 new rental units per year, 10 to 14 new condominiums, and 12 to 16 new for-sale townhouses per year and is predicated on the unit configurations, sizes, and rents/prices as outlined in the optimum market position above. The strong market-rate component should help support the development of public housing replacement units, and could comprise a significant number of the new units constructed if there is sufficient land and density to ensure replacement of all public housing units and a sufficient number of tax credit units.

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These capture rates are well within the target market methodology's parameters of feasibility for new urban mixed-income construction.

Please note that the target market capture rates of the potential renter and buyer pool are a unique and highly-refined measure of market feasibility. Target market capture rates are not equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

> The **target market capture rate** is derived by dividing the annual forecast absorption by the number of households that have the potential to move to the site in a given year.
>
> The **penetration rate** is derived by dividing the total number of dwelling units planned for a property by the total number of draw area households, sometimes qualified by income.
>
> The **traffic conversion rate** is derived by dividing the total number of buyers or renters by the total number of prospects that have visited a site.

Because the prospective market for a property is more precisely defined using target market methodology, a substantially smaller number of households are qualified; as a result, target market capture rates are higher than the more grossly-derived penetration rates. The resulting higher capture rates remain well within the range of feasibility.

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Table 1

Annual Market Potential For New And Existing Housing Units

Distribution Of Annual Average Number Of Draw Area Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Based On Housing Preferences And Income Levels

The Gilpin Court Study Area

Richmond City, Virginia

	Richmond City; Henrico County; Chesterfield County; Balance of U.S. Draw Areas
Annual Number Of Households With The Potential To Rent/Purchase Within Richmond City	23,630
Annual Number Of Target Market Households With Potential To Rent/Purchase Within The Gilpin Court Study Area	2,205

Annual Market Potential

	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	*Subtotal*
Multi-Family For-Rent:	347	313	158	131	385	**1,334**
Multi-Family For-Sale:	43	38	19	16	69	**185**
Single-Family Attached For-Sale:	47	52	23	21	82	**225**
Single-Family Detached For-Sale:	89	104	55	49	164	**461**
Total:	**526**	**507**	**255**	**217**	**700**	**2,205**
Percent:	**23.9%**	**23.0%**	**11.6%**	**9.8%**	**31.7%**	**100.0%**

Note: For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 2

Annual Market Potential By Lifestage And Income

Derived From Purchase And Rental Propensities Of Draw Area Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years Based On Housing Preferences And Income Levels

The Gilpin Court Study Area

Richmond City, Virginia

	Total	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*
Number of Households:	**2,205**	**526**	**507**	**255**	**217**	**700**
Empty Nesters & Retirees	21.1%	18.6%	19.1%	19.2%	20.7%	25.1%
Traditional & Non-Traditional Families	24.0%	24.0%	26.4%	25.9%	23.5%	21.9%
Younger Singles & Couples	54.9%	57.4%	54.5%	54.9%	55.8%	53.0%
	100.0%	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Note: For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
. . . . .Richmond City									
. . . . . Jackson Ward									
Landmark at									
Marshall Broad	**31**	. . . . .	*Apartments*						**In lease-up.**
(1920)		Studio/1ba	$1,000	to	324	to	$2.44	to	*Controlled access,*
5 East Marshall Street			$1,300		532		$3.09		*laundry,*
Landmark Prop. Services, Inc.		1br/1ba	$1,100	to	400	to	$1.46	to	*and dog park.*
98 Walk score			$1,611		1,103		$2.75		
		2br/2ba	$2,040		1,444		$1.41		
The Penny									
at Jackson Ward	**169**	. . . . .	*Apartments*						**93% occupancy**
(2019)		Studio/1ba	$1,064	to	491	to	$2.11	to	*Pool, fitness studio,*
2 West Marshall Street			$1,248		592		$2.17		*controlled access,*
Gates Hudson		1br/1ba	$1,296	to	540	to	$2.13	to	*and courtyard*
97 Walk score			$2,163		1,015		$2.40		*lounge areas.*
		2br/2ba	$1,600	to	825		$1.94	to	
			$1,630				$1.98		
. . . . . City Center									
The Mezzo Lofts	**107**	. . . . .	*Apartments*						**95% occupancy**
(1960; 2018)		Studio/1ba	$1,008	to	510	to	$1.98	to	*Pool, and*
17 West Broad Street			$1,149		533		$2.16		*controlled access.*
Gates Hudson		1br/1ba	$1,229	to	610	to	$1.87	to	
97 Walk score			$1,268		679		$2.01		
		2br/1ba	$1,338	to	727	to	$1.84	to	
			$1,569		805		$1.95		
		2br/2ba	$1,756		1,031		$1.70		
		3br/2ba	n/a		1,347		n/a		
Residences at									
Richmond Trust	**188**	. . . . .	*Apartments*						**In lease-up**
(2022)		Studio/1ba	$1,135	to	384	to	$2.87	to	*Fitness center,*
629 East Main Street			$1,670		581		$2.96		*clubhouse, rooftop*
DF Multifamily by Drucker-Falk		1br/1ba	$1,520	to	510	to	$2.11	to	*terrace, business*
94 Walk score			$1,795		851		$2.98		*center, grill, lounge,*
		. . . . . *Two-level loft*							*conference room,*
		2br/2ba	$2,340		1,158		$2.02		*and controlled access.*
Centennial Terrace	**53**	. . . . .	*Apartments*						**n/a**
(2021)		Studio/1ba	$1,166	to	506	to	$2.07	to	*Fitness center,*
507 East Main Street			$1,242		600		$2.30		*social club, lounge,*
Dodson Commercial		1br/1ba	$1,353	to	498	to	$2.72	to	*rooftop terrace,*
95 Walk score			$1,425		516		$2.76		*deck, and grills.*
		2br/2ba	$2,651		1,022		$2.59		

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
. . . . . Richmond City (continued)									
. . . . . City Center (continued)									
The Locks Tower	**237**		*. . . . . Apartments . . . . .*						**97% occupancy**
(2019)		1br/1ba	$1,301	to	566	to	$2.30	to	*Rooftop pool,*
1001 East Byrd Street			$1,685		718		$2.35		*sky lounge, fitness*
PRG Real Estate		2br/2ba	$2,058	to	978	to	$1.93	to	*center, EV chargers,*
75 Walk score			$3,568		1,852		$2.10		*and pet washing station.*
Stumpf Flats on Main	**24**		*. . . . . Apartments . . . . .*						**100% occupancy**
(2020)		1br/1ba	$1,524	to	614	to	$2.35	to	*Storage,*
728 East Main Street			$1,534		653		$2.48		*pet friendly.*
DF Multifamily by Drucker-Falk									
94 Walk score									
. . . . . Shockoe Bottom									
Main2525	**216**		*. . . . . Apartments . . . . .*						**94% occupancy**
(2020)		Studio/1ba	$1,095		443		$2.47		*Pool, roof terrace,*
2525 East Main Street		1br/1ba	$1,395	to	605	to	$2.31	to	*fitness center, and*
Property Results, LLC			$1,995		861		$2.32		*community room.*
89 Walk score		2br/2ba	$1,695		1,075		$1.58		
The Waterford									
at Rocketts Landing	**203**		*. . . . . Apartments . . . . .*						**In lease-up**
(2023)		1br/1ba	$1,255	to	550	to	$1.91	to	*Pool, fitness center,*
4401 East Main Street			$1,650		864		$2.28		*biking trail,*
PRG Real Estate		2br/2ba	$1,738	to	864	to	$1.65		*BBQ & picnic area,*
42 Walk score			$2,350		1,428		$2.01		*coworking space,*
									and pet spa.
Shiplock Views	**180**		*. . . . . Apartments . . . . .*						**98% occupancy**
(2021)		1br/1ba	$1,490	to	662	to	$2.25	to	*Pool, rooftop sky*
2801 East Main Street			$1,565		670		$2.34		*lounge, grill stations,*
DF Multifamily by Drucker-Falk		2br/2ba	$1,975	to	914	to	$2.16		*fire pits, pool tables,*
79 Walk score			$1,985		920				*fitness center, yoga*
									room, coffee bar, and
									EV chargers.
. . . . . Virginia Union									
Sphere	**224**		*. . . . . Apartments . . . . .*						**In lease-up**
(2023)		Studio/1ba	$1,114	to	497	to	$2.24	to	*Pool, sun deck,*
2005 Brook Road			$1,310		552		$2.37		*coworking space,*
Greystar		1br/1ba	$1,515	to	595	to	$2.55	to	*fitness center,*
65 Walk score			$1,983		736		$2.69		*lounge, clubhouse,*
		2br/2ba	$2,172	to	915	to	$2.37	to	*grilling &*
			$2,399		982		$2.44		*dining area.*
		3br/2ba	$2,690		1,263		$2.13		

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
			. . . . . Richmond City (continued)						
			. . . . . Old Town Manchester						
South Falls Tower	**255**		*. . . . . Apartments . . . . .*						**96% occupancy**
(2021)		Studio/1ba	$1,122	to	433	to	$2.59	to	*Pool, lounge,*
111 Hull Street			$1,576		442		$3.57		*fitness center,*
PRG Real Estate		1br/1ba	$1,252	to	554	to	$1.87	to	*and yoga room.*
53 Walk score			$1,545		826		$2.26		
		2br/2ba	$1,585	to	865	to	$1.83	to	
			$2,450		1,187		$2.06		
The Railyard Flats	**42**		*. . . . . Apartments . . . . .*						**In lease-up**
(2022)		1br/1ba	$1,150	to	468	to	$2.26	to	*Controlled access,*
104 East 2nd Street			$1,509		668		$2.46		*and keyless entry.*
Real Property Mgmt		2br/2ba	$1,869	to	803	to	$2.26	to	
53 Walk score			$2,249		997		$2.33		
The Current	**215**		*. . . . . Apartments . . . . .*						**91% occupancy**
(2021)		Studio/1ba	$1,195	to	435	to	$2.13	to	*Pool, sundeck,*
400 Hull Street			$1,545		726		$2.75		*fitness studio,*
Drucker-Falk		1br/1ba	$1,460	to	653	to	$2.22	to	*meeting rooms,*
66 Walk score			$1,750		788		$2.24		*courtyard, fire pits,*
		2br/2ba	$1,925	to	927	to	$2.08	to	*grills, EV chargers,*
			$2,130		965		$2.21		*and bark park.*
South Bank	**150**		*. . . . . Apartments . . . . .*						**93% occupancy**
(2006; 2018)		Studio/1ba	$1,203		496		$2.43		*Rooftop deck,*
307 Stockton Street		1br/1ba	$1,218	to	574	to	$1.69	to	*fitness center,*
Atrium Management Company			$1,516		899		$2.12		*business center,*
58 Walk score		2br/1ba	$1,257	to	815	to	$1.41	to	*clubhouse,*
			$1,605		1,138		$1.54		*grill area, pool*
		2br/2ba	$1,613	to	835	to	$1.23	to	*table, and*
			$1,828		1,485		$1.93		*pet spa.*
Rivers Edge	**212**		*. . . . . Apartments . . . . .*						**97% occupancy**
(2018)		1br/1ba	$1,303	to	511	to	$2.14	to	*Pool, plaza deck,*
505 Porter Street			$1,633		764		$2.55		*sky lounge, fitness*
		2br/2ba	$1,693	to	1,018	to	$1.53	to	*center, conference*
62 Walk score			$2,178		1,426		$1.66		*room, and pet park.*
Overlook at City View	**141**		*. . . . . Apartments . . . . .*						**98% occupancy**
(2020)		Studio/1ba	$1,330		488		$2.73		*Pool, sundeck, sky*
500 Bainbridge Street		1br/1ba	$1,430	to	670	to	$2.13		*lounge, clubhouse,*
Cushman & Wakefield			$1,505		707				*fitness center, and*
72 Walk score		1br/1.5ba	$1,349		698		$1.93		*adventure room.*
		2br/2ba	$1,799		894		$2.01		
		2br/2.5ba	$2,055	to	1,001	to	$2.00	to	
			$2,075		1,039		$2.05		
		3br/3ba	$2,565		1,334		$1.92		

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
. . . . . Richmond City (continued)									
. . . . . Maury									
Port City Apts	**147**	*. . . . . Apartments . . . . .*							**n/a**
(2021)		1br/1ba	$1,133	to	553	to	$1.89	to	*Pool, fitness center,*
800 Richmond Highway			$1,511		801		$2.05		*community center,*
S.L. Nusbaum Realty Co.		2br/2ba	$1,360	to	705	to	$0.98	to	*controlled access,*
33 Walk score			$1,814		1,848		$1.93		*gaming tables,*
		3br/2ba	$1,571	to	1,219	to	$1.22	to	*and dog park.*
			$1,833		1,501		$1.29		
. . . . . Forest View									
Hill Standard	**16**	*. . . . . Apartments . . . . .*							**94% occupancy**
(2020)		1br/1ba	$1,225		808	to	$1.23	to	*Community plaza,*
4910-4930 Forest Hill Avenue					997		$1.52		*and tasting room.*
Cushman & Wakefield		2br/2ba	$1,943		1,271		$1.53		
78 Walk score									
. . . . . Upper Shockoe Valley									
Vida East	**178**	*. . . . . Apartments . . . . .*							**95% occupancy**
(2018)		Studio/1ba	n/a		351	to	n/a		*Pool, courtyard,*
1903 East Marshall Street					520				*fire pit, skyline*
Bonaventure		1br/1ba	$1,243	to	427	to	$1.72	to	*lounge, clubhouse,*
92 Walk score			$1,398		813		$2.91		*fitness center,*
		2br/2ba	$1,463	to	706	to	$1.33	to	*coffee bar, and*
			$1,583		1,192		$2.07		*theater room.*
. . . . . Southern Barton Heights									
The James	**270**	*. . . Student Apartments . . . . .*							**100% occupancy**
(1969)		1br/1ba	$1,269		840		$1.51		*Pool, sundeck,*
601 West Bacon Street		*. . . . . Student Townhouses . . . . .*							*computer center,*
Campus Life & Style		2br/2ba	$1,794		1,057		$1.70		*clubhouse, grill,*
58 Walk score		3br/3ba	$2,637		1,266		$2.08		*fitness center, and*
		4br/4ba	$3,196		1,570		$2.04		*laundry facilities.*
. . . . . The Fan									
Circ Apartments	**106**	*. . . . . Apartments . . . . .*							**97% occupancy**
(2020)		1br/1ba	$1,323	to	550	to	$2.31	to	*Fitness center,*
1137 West Grace Street			$1,503		651		$2.41		*terraces, and*
PRG Real Estate		2br/2ba	$1,993	to	883	to	$2.16	to	*EV chargers.*
95 Walk score			$2,868		1,329		$2.26		

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
. . . . . Richmond City (continued)									
. . . . . Newtowne West									
Ascend	**168**	*. . . Student Apartments . . . . .*							**n/a**
(2022)		Studio/1ba	$1,324	to	455	to	$2.91		*Pool, tanning deck,*
1600 West Broad Street			$1,340		460				*grilling station,*
Coastal Ridge		1br/1ba	$1,580	to	527	to	$2.86	to	*rooftop lounge,*
96 Walk score			$1,620		566		$3.00		*fitness center,*
		2br/2ba	$1,988	to	787	to	$2.53	to	*social club room,*
			$2,048		796		$2.57		*coffee bar,*
		3br/3ba	$2,847		1,158		$2.46		*study rooms,*
		4br/4ba	$3,460	to	1,382	to	$2.39	to	*wellness room,*
			$3,640		1,524		$2.50		*and clubhouse.*
. . . . . Manchester									
The Jamestown	**269**	*. . . . . Apartments . . . . .*							**96% occupancy**
(2021)		1br/1ba	$1,385	to	630	to	$2.20	to	*Pool, sun shelf,*
500 West 14th Street			$1,884		663		$2.84		*fitness & yoga center,*
Fogelman		2br/2ba	$2,132	to	1,036	to	$1.72	to	*rooftop lounge, sky*
58 Walk score			$2,499		1,453		$2.06		*media lounge, office*
		3br/2ba	$2,758		1,356		$2.03		*space, grills, game*
									room, pet park & spa,
									and EV chargers.
. . . . . Rocketts Landing									
East 51									
at Rocketts Landing	**283**	*. . . . . Apartments . . . . .*							**93% occupancy**
(2018)		Studio/1ba	n/a		480		n/a		*Two pools, deck,*
5101 Old Main Street		1br/1ba	$1,386	to	597	to	$2.26	to	*fitness center,*
PRG Real Estate			$1,770		783		$2.32		*roof terrace,*
31 Walk score		2br/2ba	$1,593	to	862	to	$1.85	to	*clubhouse, lounge,*
			$2,312		1,128		$2.05		*grill, EV chargers,*
		. . . . . Two-story Apartments							*key fob entry,*
		1br/2ba	n/a		632		n/a		*controlled access,*
		2br/3ba	n/a		1,976		n/a		*recycling,*
		3br/3ba	$3,721		2,190		$1.70		*and bark park.*
. . . . . Scott's Addition									
Symbol Scotts Addition	**202**	*. . . . . Apartments . . . . .*							**99% occupancy**
(2018)		1br/1ba	$1,399	to	565	to	$1.93	to	*Pool, clubhouse,*
1814 Highpoint Avenue			$1,499		775		$2.48		*lounge areas,*
SteelHead Management		1br/1.5ba	$1,549		784		$1.98		*fitness center, pet*
65 Walk score		2br/2ba	$2,012	to	1,135	to	$1.67	to	*spa, EV chargers,*
			$1,935		1,162		$1.77		*controlled access, gas*
		2br/2.5ba	n/a		1,154		n/a		*grilling stations, and*
		3br/3ba	n/a		1,510	to	n/a		*iMac business center.*
					1,771				

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
			. . . . . Richmond City (continued)						
			. . . . . Scott's Addition (continued)						
Scout Scotts Addition	**218**		*. . . . . Apartments . . . . .*						**97% occupancy**
(2020)		1br/1ba	$1,418	to	694	to	$2.04	to	*Pool, fitness center,*
947 Myers Street			$1,955		720		$2.72		*rooftop deck, grill,*
SteelHead Management		2br/2ba	$2,208		1,200		$1.84		*controlled access,*
86 Walk score									*bark park, pet spa,*
									and iMac lounge.
Otis	**350**		*. . . . . Apartments . . . . .*						**In lease-up**
(2023)		Studio/1ba	$1,430	to	507	to	$2.41	to	*Pool, cabana,*
1661 Roseneath Road			$1,675		695		$2.82		*deck, lounge,*
Greystar		1br/1ba	$1,635	to	601	to	$2.06	to	*courtyard, grills,*
67 Walk score			$1,765		857		$2.72		*fitness center,*
		2br/2ba	$1,940	to	877	to	$2.21	to	*coworking booths,*
			$2,785		1,213		$2.30		*and pet spa*
			. . . . . Townhouses						*& dog park.*
		2br/2.5ba	$2,900	to	1,377	to	$2.11	to	
			$3,800		1,414		$2.69		
Scott's View	**345**		*. . . . . Apartments . . . . .*						**92% occupancy**
(2019)		1br/1ba	$1,433	to	545	to	$2.63	to	*Pool, fitness center,*
3410 West Clay Street			$2,180		815		$2.67		*laundry facilities,*
Main Street Realty		2br/2ba	$2,277	to	910	to	$2.50	to	*recreation room,*
83 Walk score			$2,314		920		$2.52		*sundeck, grill,*
									picnic area, and
									controlled access.
The Nest	**118**		*. . . . . Apartments . . . . .*						**95% occupancy**
(2019)		1br/1ba	$1,453	to	596	to	$2.16	to	*Pool, fitness room,*
3113 West Marshall Street			$1,696		785		$2.44		*lounge, pet grooming*
Atrium Management Company		2br/2ba	$2,055	to	970	to	$2.06	to	*station, and*
92 Walk score			$2,250		1,091		$2.12		*EV chargers.*
Ink	**82**		*. . . . . Apartments . . . . .*						**95% occupancy**
(2022)		1br/1ba	$1,535	to	585	to	$2.23	to	*Pool, sundeck,*
3000 West Clay Street			$1,855		830		$2.62		*coworking spaces,*
Greystar		2br/2ba	n/a		1,038	to	n/a		*lounge, courtyard,*
90 Walk score					1,130				*grills, fitness center,*
									and dog wash.

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
			. . . . . Richmond City (continued)						
			. . . . . Scott's Addition (continued)						
GEM at Scotts Collection	**71**		*. . . . . Apartments . . . . .*						**In lease-up**
(2022)		1br/1ba	$1,555	to	552	to	$2.48	to	*Pool, fitness center,*
3001 West Leigh Street			$1,775		716		$2.82		*lounge, courtyard,*
Greystar		2br/1ba	$1,735	to	690		$2.51	to	*roof patio, grills,*
90 Walk score			$1,795				$2.60		*fire pit, bocce ball*
		2br/1.5ba	$2,570	to	949		$2.71	to	*court, coworking*
			$2,650				$2.79		*spaces, coffee*
		2br/2ba	$2,485	to	865	to	$2.57	to	*station, and*
			$2,905		1,131		$2.87		*dog wash station.*
Ella Scotts Addition	**250**		*. . . . . Apartments . . . . .*						**97% occupancy**
(2020)		1br/1ba	$1,572	to	674	to	$2.18	to	*Pool, deck, loungers,*
3810 West Broad Street			$1,697		780		$2.33		*fitness & yoga studio,*
SteelHead Management		2br/2ba	$2,197	to	1,095	to	$1.99	to	*grills, fireplace,*
69 Walk score			$2,400		1,204		$2.01		*rooftop lounge, and*
									bark park & pet spa.
The Icon	**289**		*. . . . . Apartments . . . . .*						**In lease-up.**
(2021)		1br/1ba	$1,619	to	650	to	$2.49	to	*Pool, fitness center,*
1209 McTavish Avenue			$1,775		698		$2.54		*laundry facilities,*
Main Street Realty		2br/2ba	$2,195	to	908	to	$2.32	to	*picnic area, and*
92 Walk score			$2,425		1,044		$2.42		*controlled access.*
VIV at Scotts Collection	**58**		*. . . . . Apartments . . . . .*						**97% occupancy**
(2022)		1br/1ba	$1,894	to	700	to	$2.71	to	*Pool, sundeck,*
2900 West Clay Street			$2,072		710		$2.92		*lounge, grills,*
Greystar		2br/1ba	n/a		688		n/a		*fire pits, courtyard,*
92 Walk score		2br/2ba	n/a		1,072		n/a		*fitness center,*
									coworking spaces,
									and dog wash station.
			. . . . . The Diamond						
The Westbrook									
at Brewers Row	**225**		*. . . . . Apartments . . . . .*						**In lease-up**
(2022)		1br/1ba	$1,439	to	600	to	$2.40	to	*Pool, lounge,*
1601 Overbrook Road			$1,733		700		$2.48		*sunbathing deck,*
SteelHead Management		2br/2ba	$1,981	to	900	to	$2.20	to	*lounge chairs,*
48 Walk score			$3,000		1,200		$2.50		*fitness &*
		3br/2ba	$2,557	to	1,250	to	$2.05	to	*yoga studio,*
			$2,707		1,300		$2.08		*grilling station,*
			. . . . . Townhouses with garage						*sky lounge, fire pit,*
		3br/2.5ba	$2,952	to	1,748	to	$1.18	to	*bark park & pet spa.*
			$3,252		2,759		$1.69		

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
. . . . . Richmond City (continued)									
. . . . . Fulton Hill									
Artisan Hill	**204**	*. . . . . Apartments . . . . .*							**97% occupancy**
(2018)		2br/2ba	$1,545	to	880	to	$1.73	to	*Pool, fitness gym,*
1021 Carlisle Avenue			$2,565		1,483		$1.76		*controlled access,*
Artcraft Management									*rooftop terrace, and*
44 Walk score									*dog wash room.*
. . . . . West End									
Tapestry West	**260**	*. . . . . Apartments . . . . .*							**In lease-up**
(2022)		Studio/1ba	$1,560		436		$3.58		*Pool, clubroom,*
2031 Maywill Street		1br/1ba	$1,348	to	601	to	$2.24	to	*fitness center,*
			$2,049		799		$2.56		*grilling garden,*
55 Walk score		2br/2ba	$2,394	to	1,045	to	$2.29	to	*meditation room,*
			$5,136		1,216		$4.22		*business center,*
									coworking room,
									and pet spa.
. . . . . Ginter Park									
Canopy at Ginter Park	**301**	*. . . . . Apartments . . . . .*							**96% occupancy**
(2019)		1br/1ba	$1,625	to	726	to	$2.11	to	*Pool, fitness center,*
3200 Brook Road			$1,651		784		$2.24		*clubhouse, sundeck,*
BH		1br/1ba/garage	$1,854		699		$2.65		*yoga studio, sports*
29 Walk score		2br/2ba	$1,797	to	1,050	to	$1.71	to	*court, business*
			$2,396		1,327		$1.81		*center, grilling station,*
									fire pit, hammocks,
									dog park, and dog wash.
. . . . . Henrico County									
. . . . . City of Richmond									
Penstock Quarter Apts	**327**	*. . . . . Apartments . . . . .*							**99% occupancy**
(2018)		Studio/1ba	$1,429	to	455		$3.14	to	*Pool, sundeck,*
5001 Libbie Mill East Boulevard			$1,439				$3.16		*clubhouse, courtyard,*
Gumenick Properties		1br/1ba	$1,445	to	610		$2.37	to	*fitness center,*
48 Walk score			$1,485				$2.43		*media room,*
		2br/1ba	$2,153	to	916		$2.35	to	*controlled access,*
			$2,203				$2.41		*laundry facilities,*
		2br/1.5ba	$2,278	to	910		$2.50	to	*pet wash station,*
			$2,293				$2.52		*and dog park.*
		2br/2ba	$2,629		1,037		$2.54		

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Gilpin Court Market Area, City of Richmond, Virginia

February, 2023

Property (Date Opened) *Address*	*Number of Units*	*Unit Type*	*Reported Base Rent*		*Reported Unit Size*		*Rent per Sq. Ft.*		*Additional Information*
			. . . . . Henrico County (continued)						
			. . . . . City of Richmond (continued)						
Wellsmith Apartments	**349**		*. . . . . Apartments . . . . .*						**95% occupancy**
(2021)		Studio/1ba	$1,508	to	500		$3.02	to	*Pool, fitness center,*
5000 Libbie Mill East Boulevard			$1,513				$3.03		*wellness studio,*
Gumenick Properties		1br/1ba	$1,775	to	648	to	$2.39	to	*courtyards,*
50 Walk score			$2,120		886		$2.74		*makers lounge,*
		2br/2ba	$2,265	to	990	to	$2.29		*game lounge,*
			$2,620		1,144				*kitchen & fireplace*
		3br/2ba	n/a		1,337	to	n/a		*lounge, bike room,*
					1,565				*laundry facilities,*
									dog park & spa.

SOURCE: Zimmerman/Volk Associates, Inc.

Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings

Richmond City, Virginia

February, 2023

Property (Year Built) / *Address/Walk Score*	*Building Type*	*Unit Type*	*Asking Price*	*Unit Size*	*Asking Price Per Sq. Ft.*
. . . Richmond City . . .					
. . . Swansboro. . .					
… Under Construction Listings …					
The Hollands (2023)	*… Townhouses …*				
2312 McDonough Street	3br/2.5ba		$241,433	1,320	$183
2308 McDonough Street	3br/2.5ba		$241,433	1,320	$183
2300 McDonough Street	3br/2.5ba		$241,433	1,320	$183
2316 McDonough Street	3br/2.5ba		$241,433	1,320	$183
2304 McDonough Street	3br/2.5ba		$241,433	1,320	$183
43 Walk Score					
. . . Carver. . .					
… New Construction Listings …					
Carver Square (2022)	*.. Two-Story Condominiums …*				
1125 North Lombardy Street, Unit A	2br/2.5ba		$379,990	1,573	$242
1017 North Lombardy Street, Unit A	3br/2.5ba		$395,338	1,573	$251
1025 North Lombardy Street, Unit A	2br/2.5ba		$395,990	1,574	$252
1105 North Lombardy Street, Unit A	3br/2.5ba		$403,140	1,573	$256
1033 North Lombardy Street, Unit A	3br/2.5ba		$429,990	1,573	$273
1109 Norht Lombardy Street, Unit B	3br/2.5ba		$489,990	2,451	$200
1037 North Lombardy Street, Unit B	3br/2.5ba		$503,123	2,416	$208
1021 North Lombardy Street, Unit B	3br/2.5ba		$511,211	2,451	$209
1113 North Lombardy Street, Unit B	3br/2.5ba		$517,485	2,345	$221
1033 North Lombardy Street, Unit B	3br/2.5ba		$529,990	2,518	$210
1121 North Lombardy Street, Unit B	3br/2.5ba		$529,990	2,451	$216
1041 North Lombardy Street, Unit B	3br/2.5ba		$549,990	2,345	$235
1029 North Lombardy Street	3br/2.5ba		$559,957	2,416	$232
89 Walk Score					
. . . Rocketts Landing. . .					
… Resale Listings …					
Village of Rocketts Landing (2021)	*… Two-Story Condominiums …*				
5327 Old Main Street, Unit A (2018)	2br/2.5ba		$387,000	1,507	$257
5239 Old Main Street (2020)	3br/3.5ba		$587,000	2,052	$286
… New Construction Listings …					
5326 Old Main Street, Unit B (2021)	2br/2ba		$464,485	1,611	$288
5266 Old Main Street, Unit C (2021)	3br/3.5ba		$500,549	1,992	$251
21 Walk Score					

SOURCE: Zimmerman/Volk Associates, Inc.

Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings

Richmond City, Virginia

February, 2023

Property (Year Built) / *Address/Walk Score*	*Building Type*	*Unit Type*	*Asking Price*	*Unit Size*	*Asking Price Per Sq. Ft.*
. . . Richmond City (continued) . . .					
. . . The Diamond. . .					
… New Construction Listings …					
The Outpost at Brewers Row (2022)	*… Two-Story Condominiums …*				
1471 Overbrook Road, Unit A13	3br/2.5ba		$488,900	1,517	$322
1451 Overbrook Road, Unit A4	3br/2.5ba		$600,680	2,534	$237
1467 Overbrook Lane, Unit A12	3br/2.5ba		$603,570	2,516	$240
1475 Overbrook Road, Unit A16	4br/2.5ba		$619,430	2,516	$246
52 Walk Score					
. . . Monroe Ward. . .					
… Under Construction Listings …					
Foushee Mews (2023)	*… Townhouses …*				
9 East Main Street, Unit 16	3br/3.5ba		$810,900	2,350	$345
5 East Main Street, Unit 14	3br/3.5ba		$814,900	2,350	$347
3 East Main Street, Unit 13	3br/2.5ba		$839,900	2,350	$357
95 Walk Score					
. . . Old Town Manchester. . .					
… Under Construction Listings …					
McRae & Lacy (2023)	*… Townhouses …*				
417 West 7th Street, Unit 17	3br/3.5ba		$896,865	3,068	$292
425 West 7th Street, Unit 19	4br/4.5ba		$951,505	3,068	$310
55 Walk Score					

SOURCE: Zimmerman/Volk Associates, Inc.

Target Groups For Multi-Family For Rent
The Gilpin Court Study Area
Richmond City, Virginia

. . . . . *Number of Households* . . . . .

Empty Nesters & Retirees**	*0% to 30% AMI†*	*30% to 60% AMI†*	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent of Total*
Affluent Empty Nesters	0	0	0	0	1	1	0.1%
Suburban Establishment	1	1	1	1	2	6	0.4%
Urban Establishment	1	1	1	1	7	11	0.8%
Second City Establishment	0	0	0	0	3	3	0.2%
Mainstream Empty Nesters	3	4	2	2	8	19	1.4%
Middle-American Retirees	3	4	2	2	8	19	1.4%
Multi-Ethnic Empty Nesters	1	1	0	0	2	4	0.3%
Cosmopolitan Couples	3	3	2	1	7	16	1.2%
Blue-Collar Retirees	3	4	2	2	6	17	1.3%
Middle-Class Move-Downs	1	1	1	1	1	5	0.4%
Hometown Seniors	3	3	1	1	2	10	0.7%
Second City Seniors	33	21	8	7	13	82	6.1%
Subtotal:	52	43	20	18	60	193	14.5%
Traditional & Non-Traditional Families††							
Button-Down Families	0	1	0	0	3	4	0.3%
Unibox Transferees	2	4	3	3	10	22	1.6%
Fiber-Optic Families	0	0	0	0	2	2	0.1%
Late-Nest Suburbanites	3	4	2	2	9	20	1.5%
Multi-Ethnic Families	2	2	1	1	4	10	0.7%
Uptown Families	6	7	5	4	8	30	2.2%
In-Town Families	7	7	3	2	3	22	1.6%
Single-Parent Families	4	3	2	1	3	13	1.0%
Inner-City Families	2	2	1	1	0	6	0.4%
New American Strivers	43	38	16	9	13	119	8.9%
Subtotal:	69	68	33	23	55	248	18.6%

† For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

** Predominantly one- and two-person households.
†† Predominantly three -to five-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For Multi-Family For Rent
The Gilpin Court Study Area
Richmond City, Virginia

Younger Singles & Couples**	0% to 30% AMI†	30% to 60% AMI†	60% to 80% AMI†	80% to 100% AMI†	Above 100% AMI†	Total	Percent of Total
	. . . . . Number of Households						
New Bohemians	3	2	2	2	11	20	1.5%
The VIPs	8	9	6	6	30	59	4.4%
Fast-Track Professionals	25	28	21	21	95	190	14.2%
Suburban Achievers	2	3	2	1	3	11	0.8%
Suburban Strivers	26	28	14	12	32	112	8.4%
Small-City Singles	9	10	5	4	7	35	2.6%
Twentysomethings	75	63	31	25	55	249	18.7%
Downtown Couples	2	2	1	1	2	8	0.6%
Second-City Strivers	24	23	11	9	19	86	6.4%
Downtown Proud	7	5	2	2	6	22	1.6%
Multi-Ethnic Singles	45	29	10	7	10	101	7.6%
Subtotal:	226	202	105	90	270	893	66.9%
Total Households:	**347**	**313**	**158**	**131**	**385**	**1,334**	**100.0%**
Percent of Total:	**26.0%**	**23.5%**	**11.8%**	**9.8%**	**28.9%**	**100.0%**	

† For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

** Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For Multi-Family For Sale
The Gilpin Court Study Area
Richmond City, Virginia

	. . . . . Number of Households						
Empty Nesters & Retirees**	*0% to 30% AMI†*	*30% to 60% AMI†*	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent of Total*
Suburban Establishment	0	0	0	0	3	3	1.6%
Urban Establishment	0	0	0	0	2	2	1.1%
Second City Establishment	0	0	0	0	2	2	1.1%
Mainstream Empty Nesters	1	1	1	1	1	5	2.7%
Middle-American Retirees	1	1	1	1	2	6	3.2%
Multi-Ethnic Empty Nesters	0	0	0	0	1	1	0.5%
Cosmopolitan Couples	0	0	0	0	2	2	1.1%
Blue-Collar Retirees	1	1	1	0	1	4	2.2%
Middle-Class Move-Downs	1	1	0	0	1	3	1.6%
Hometown Seniors	1	1	0	0	0	2	1.1%
Second City Seniors	5	3	1	1	2	12	6.5%
Subtotal:	10	8	4	3	17	42	22.7%
Traditional & Non-Traditional Families††							
Button-Down Families	0	0	0	0	1	1	0.5%
Unibox Transferees	1	1	1	1	3	7	3.8%
Late-Nest Suburbanites	1	1	1	1	3	7	3.8%
Multi-Ethnic Families	0	0	0	0	1	1	0.5%
Uptown Families	1	2	1	1	2	7	3.8%
In-Town Families	1	1	0	0	1	3	1.6%
Single-Parent Families	1	1	0	0	0	2	1.1%
Inner-City Families	0	0	0	0	1	1	0.5%
New American Strivers	4	4	1	1	1	11	5.9%
Subtotal:	9	10	4	4	13	40	21.6%

† For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

** Predominantly one- and two-person households.
†† Predominantly three -to five-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For Multi-Family For Sale
The Gilpin Court Study Area
Richmond City, Virginia

. . . . . *Number of Households* . . . . .

Younger Singles & Couples**	*0% to 30% AMI†*	*30% to 60% AMI†*	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent of Total*
New Bohemians	0	0	0	0	3	3	1.6%
The VIPs	2	2	1	1	7	13	7.0%
Fast-Track Professionals	3	3	2	2	10	20	10.8%
Suburban Achievers	0	0	0	0	2	2	1.1%
Suburban Strivers	5	5	3	2	7	22	11.9%
Small-City Singles	1	1	1	0	1	4	2.2%
Twentysomethings	6	5	2	2	5	20	10.8%
Downtown Couples	0	0	0	0	1	1	0.5%
Second-City Strivers	2	2	1	1	2	8	4.3%
Downtown Proud	1	0	0	0	1	2	1.1%
Multi-Ethnic Singles	4	2	1	1	0	8	4.3%
Subtotal:	24	20	11	9	39	103	55.7%
Total Households:	**43**	**38**	**19**	**16**	**69**	**185**	100.0%
Percent of Total:	**23.2%**	**20.5%**	**10.3%**	**8.6%**	**37.3%**	**100.0%**	

† For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

** Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For Single-Family Attached For Sale

The Gilpin Court Study Area

Richmond City, Virginia

	. . . . . Number of Households						
Empty Nesters & Retirees**	*0% to 30% AMI†*	*30% to 60% AMI†*	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent of Total*
Affluent Empty Nesters	0	0	0	0	1	1	0.4%
Suburban Establishment	0	1	0	0	4	5	2.2%
Urban Establishment	0	0	0	0	2	2	0.9%
Second City Establishment	0	0	0	0	2	2	0.9%
Mainstream Empty Nesters	1	2	1	1	4	9	4.0%
Middle-American Retirees	1	2	1	1	4	9	4.0%
Multi-Ethnic Empty Nesters	0	0	0	0	2	2	0.9%
Cosmopolitan Couples	0	0	0	0	1	1	0.4%
Blue-Collar Retirees	1	2	1	1	2	7	3.1%
Middle-Class Move-Downs	1	1	0	0	1	3	1.3%
Hometown Seniors	1	1	0	0	1	3	1.3%
Second City Seniors	3	2	1	1	1	8	3.6%
Subtotal:	8	11	4	4	25	52	23.1%
Traditional & Non-Traditional Families††							
Button-Down Families	0	0	0	0	2	2	0.9%
Unibox Transferees	2	2	2	2	6	14	6.2%
Fiber-Optic Families	0	0	0	0	2	2	0.9%
Late-Nest Suburbanites	1	2	1	1	3	8	3.6%
Multi-Ethnic Families	0	1	0	0	2	3	1.3%
Uptown Families	2	3	2	1	4	12	5.3%
In-Town Families	2	2	1	1	1	7	3.1%
Single-Parent Families	1	1	0	0	1	3	1.3%
Inner-City Families	0	0	0	0	1	1	0.4%
New American Strivers	6	5	2	1	3	17	7.6%
Subtotal:	14	16	8	6	25	69	30.7%

† For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

** Predominantly one- and two-person households.

†† Predominantly three -to five-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Target Groups For Single-Family Attached For Sale

The Gilpin Court Study Area

Richmond City, Virginia

Younger Singles & Couples**	0% to 30% AMI†	30% to 60% AMI†	60% to 80% AMI†	80% to 100% AMI†	Above 100% AMI†	Total	Percent of Total
	. . . . . Number of Households						
New Bohemians	0	0	0	0	1	1	0.4%
The VIPs	2	2	1	1	6	12	5.3%
Fast-Track Professionals	1	2	1	1	6	11	4.9%
Suburban Achievers	1	1	1	1	0	4	1.8%
Suburban Strivers	6	7	3	3	8	27	12.0%
Small-City Singles	3	3	1	1	2	10	4.4%
Twentysomethings	4	4	2	2	3	15	6.7%
Downtown Couples	1	1	0	0	1	3	1.3%
Second-City Strivers	2	2	1	1	2	8	3.6%
Downtown Proud	0	0	0	0	1	1	0.4%
Multi-Ethnic Singles	5	3	1	1	2	12	5.3%
Subtotal:	25	25	11	11	32	104	46.2%
Total Households:	**47**	**52**	**23**	**21**	**82**	**225**	100.0%
Percent of Total:	**20.9%**	**23.1%**	**10.2%**	**9.3%**	**36.4%**	**100.0%**	

† For fiscal year 2022, Richmond, VA MSA Median Family Income for a family of four is $101,000.

** Predominantly one- and two-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 8

Optimum Market Position
The Gilpin Court Study Area
Richmond City, Virginia
March, 2023

Number of Households	*Housing Type/ Households by Income*	*Percent Mix*	*Base Rent Range**	*Base Unit Size Range*	*Base Rent Per Sq. Ft.**	*Annual Market Capture (Annual Absorption)*
1,334	**Multi-Family For-Rent**					**200 to 267**
347	Households With Incomes Below 30% AMI					52 69
313	Households With Incomes Between 30% and 60% AMI					47 63
158	Households With Incomes Between 60% and 80% AMI					24 32
	1br/1ba	65%	$1,050 to $1,100	550 to 600	$1.83 to $1.91	
	2br/1ba	15%	$1,350 to $1,500	800 to 900	$1.67 to $1.69	
	3br/1ba	20%	$1,675 to $1,875	1,100 to 1,250	$1.50 to $1.52	
	Weighted averages:		$1,267	736	$1.72	
516	Households With Incomes Above 80% AMI					77 103
	..... Fay Tower Update: 1st Residential Floor Rents					
	Studio/1ba	23%	$1,200	470	$2.55	
	1br/1ba	31%	$1,450 to $1,550	650 to 730	$2.12 to $2.23	
	2br/2ba	46%	$1,650 to $1,900	790 to 1,010	$1.88 to $2.09	
	Total Units:	**65**				
	Weighted averages:		$1,519	702	$2.16	
	..... New Construction					
	Studio/1ba	35%	$1,350 to $1,400	500 to 550	$2.55 to $2.70	
	1br/1ba	35%	$1,600 to $1,725	600 to 700	$2.46 to $2.67	
	2br/2ba	20%	$2,125 to $2,275	1,000 to 1,100	$2.07 to $2.13	
	3br/2ba	10%	$2,575 to $2,725	1,250 to 1,350	$2.02 to $2.06	
	Weighted averages:		$1,767	751	$2.35	

NOTE: For fiscal year 2022, Richmond, VA HUD Metro FMR Area Median Family Income for a family of four is $101,000.
Base rents and prices are in year 2023 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 8

Optimum Market Position
The Gilpin Court Study Area
Richmond City, Virginia
March, 2023

Number of Households	*Housing Type/ Households by Income*	*Percent Mix*	*Base Rent Range**	*Base Unit Size Range*	*Base Rent Per Sq. Ft.**	*Annual Market Capture (Annual Absorption)*
185	**Multi-Family For-Sale**					**27 to 38**
43	Households With Incomes Below 30% AMI					6 9
38	Households With Incomes Between 30% and 60% AMI					6 8
	..... *New Construction*					
19	Households With Incomes Between 60% and 80% AMI					3 4
16	Households With Incomes Between 80% and 100% AMI					2 3
	1br/1ba	60%	$155,000 to $170,000	650 to 750	$227 to $238	
	2br/1ba	20%	$190,000 to $205,000	900 to 1,000	$205 to $211	
	3br/1.5ba	20%	$240,000 to $255,000	1,200 to 1,300	$196 to $200	
	Weighted averages:		$186,500	860	$217	
69	Households With Incomes Above 100% AMI					10 14
	1br/1ba	45%	$195,000 to $225,000	700 to 850	$265 to $279	
	2br/2ba	35%	$275,000 to $300,000	1,000 to 1,100	$273 to $275	
	3br/2ba	20%	$350,000 to $400,000	1,300 to 1,500	$267 to $269	
	Weighted averages:		$269,850	995	$271	

NOTE: For fiscal year 2022, Richmond, VA HUD Metro FMR Area Median Family Income for a family of four is $101,000.
Base rents and prices are in year 2023 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 8

Optimum Market Position
The Gilpin Court Study Area
Richmond City, Virginia
March, 2023

Number of Households	*Housing Type/ Households by Income*	*Percent Mix*	*Base Rent Range**	*Base Unit Size Range*	*Base Rent Per Sq. Ft.**	*Annual Market Capture (Annual Absorption)*
225	**Single-Family Attached For-Sale**					**33 to 44**
47	Households With Incomes Below 30% AMI					7 9
52	Households With Incomes Between 30% and 60% AMI					8 10
	..... *New Construction*					
23	Households With Incomes Between 60% and 80% AMI					3 5
21	Households With Incomes Between 80% and 100% AMI					3 4
	2br/1ba	50%	$185,000 to $195,000	850 to 950	$205 to $218	
	2br/1.5ba	20%	$210,000 to $220,000	1,050 to 1,150	$191 to $200	
	3br/1.5ba	30%	$255,000 to $265,000	1,400 to 1,550	$171 to $182	
	Weighted averages:		$216,000	1,113	$194	
82	Households With Incomes Above 100% AMI					12 16
	2br/1.5ba	55%	$285,000 to $325,000	1,000 to 1,200	$271 to $285	
	3br/2.5ba	30%	$345,000 to $365,000	1,250 to 1,350	$270 to $276	
	3br/3.5ba	15%	$395,000 to $425,000	1,450 to 1,600	$266 to $272	
	Weighted averages:		$335,400	1,222	$274	

NOTE: For fiscal year 2022, Richmond, VA HUD Metro FMR Area Median Family Income for a family of four is $101,000.
Base rents and prices are in year 2023 dollars and exclude floor, view premiums, options, or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary residential target market methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.

ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

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METHODOLOGY

TARGET MARKET TABLES

— Appendix One—

An Analysis of Residential Market Potential

The Gilpin Court Study Area
Richmond City, Virginia

March, 2023

Conducted by
ZIMMERMAN/VOLK ASSOCIATES, INC.
P.O. Box 4907
Clinton, New Jersey 08809

ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

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ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Gilpin Court Study Area
Richmond City, Virginia

March, 2023

The technical analysis to determine the market potential for new mixed-income rental and for-sale housing units within the Gilpin Court Study Area in Richmond City, Virginia included:

- Determination of the draw areas for new and existing housing units within Richmond City, based on historical settlement patterns, the most recently available county-to-county migration data for the city from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for Richmond City and the Gilpin Court Study Area, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2022 income limits for below 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within Richmond City and the Gilpin Court Study Area.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to Richmond City. These data are maintained at the county and "county equivalent" level by the Internal Revenue Service—Richmond is a county equivalent—and provide a clear representation of mobility patterns. The IRS household migration data have been supplemented by population migration and mobility data for Richmond City from the most recent American Community Survey.

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households.

Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in national mobility. According to the American Community Survey, which measures population mobility, Richmond City—where 18.5 percent of the city's population either moved within or to the city between 2020 and 2021—has a considerably higher mobility rate than the national average of 13 percent.

Appendix One, Table 1.
Migration Trends

Analysis of Richmond City migration and mobility patterns from 2015 through 2019—the most recent data available from the Internal Revenue Service—shows that the number of households moving <u>into</u> Richmond peaked at 13,410 households in 2016, followed by the lowest number of in-migrants in 2018, when just 10,725 households moved into the city. Henrico County, directly to the northeast, accounted for 23.4 to over 25.8 percent of household migration into Richmond City. Chesterfield County, directly to the southwest, represented 17 to 18.5 percent of household in-

migration. No other county accounted for more than three percent of household migration into the city. (*Reference* Appendix One, Table 1.)

Households moving out of Richmond City also reached a recent peak in 2016, with 14,605 out-migrating households, up from the five-year low of 10,795 out-migrating households in 2015. Over the five-year study period, 29.4 to 31.4 percent of out-migrating Richmond City households have moved to Henrico County; and another 20.4 to 22.6 percent moved to Chesterfield County. Again, no other county accounted for more than three percent of household migration from Richmond City.

Net migration—the difference between households moving into the city and those moving out—showed net losses each year throughout the study period, except for the first year where the city showed a gain of 90 households. The lowest net loss of 240 households occurred in 2017, following the highest net loss of 1,195 households in 2016. In 2019, the most recent year for which data are available, there was a net loss of 1,005 households.

NOTE: Although net migration provides insights into a county's or city's historical ability to attract or retain households compared to other locations, it is those households likely to move into a county or city (gross in-migration) that represent external market potential.

Based on the Richmond City migration data, then, and supplemented by American Community Survey data for the city and Study Area, the draw areas have been refined as follows:

- The local draw area, covering households living in Richmond City.
- The Henrico County draw area, covering households with the potential to move to the city from Henrico County.
- The Chesterfield County draw area, covering households with the potential to move to the city from Chesterfield County.
- The national draw area, covering households with the potential to move to the city from all other U.S. counties.

Migration Methodology:

County-to-county migration is based on the year-to-year changes in the addresses shown on the population of returns from the Internal Revenue Service Individual Master File system. Data on migration patterns by county, or county equivalent, for the entire United States, include inflows and outflows. The data include the number of returns (which can be used to approximate the number of households), and the median and average incomes reported on the returns. American Community Survey data are also used to clarify migration and mobility patterns for geographic units smaller than the county level.

2023 TARGET MARKET CLASSIFICATION OF CITY HOUSEHOLDS—

Demographic and geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households into groups with common characteristics, not only by lifestage and demographic characteristics and socio-economic factors, but also by lifestyle preferences. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. Through sheer numbers the housing and lifestyle choices of the Millennials have had, and will continue to have, a profound effect on the nation as a whole and cities in particular. Those in the leading edge of the Zoomers, also known as Generation Z, the next generation following the Millennials, are now 26 years old and having a noticeable impact on this lifestage's housing preferences.
- Families, comprising both "traditional" families (married couples with one or more children) and "non-traditional" families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a

grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), still primarily Generation X, born between 1965 and 1976. However, the leading edge Millennials are now in their 40s, are marrying and having children, and are moving into the family lifestage.

- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. It is now the third largest generation in America, but as the Boomer generation ages, it will continue to have a significant impact on the nation's housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their mid-fifties, joining the Baby Boomers as empty nesters when their children leave home.

Appendix One, Table 2.
Target Market Classification—

According to Claritas, Inc., an estimated 104,510 households live in Richmond City in 2023. Median income in the city is estimated at $57,700, 21 percent lower than the national median of $73,300. The median reported value of owner-occupied dwelling units in Richmond City is estimated at $318,000, just over four percent higher than the national median of $305,400. (*Reference* Appendix One, Table 2.)

(The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

As characterized by lifestage, 46.6 percent of Richmond City's households are younger singles and couples (represented in nine Zimmerman/Volk Associates' target market groups). Another 28.3 percent are empty nesters and retirees (in 11 target market groups), and the remaining 25.1 percent are traditional and non-traditional families (in 15 groups).

Residential Target Market Methodology:

The proprietary residential target market methodology, invented by Zimmerman/Volk Associates in 1988 and continually refined, is an analytical technique, using the PRIZM household clustering system, that establishes the optimum market position for residential development of any property—from a specific site to an entire political jurisdiction—through cluster analysis of households living within designated draw areas. In contrast to conventional supply/demand analysis—which is based on supply-side dynamics and baseline demographic projections—the residential target market analysis establishes the optimum market position derived from the housing and lifestyle preferences of households in the draw area and within the framework of the local housing market context. Because it is based on detailed and location-specific household data, the residential target market methodology can establish the optimum market position even in locations where no closely-comparable properties exist.

In residential target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant "predictable variables," ranging from basic demographic characteristics, such as income qualification and age, to less-frequently considered attributes known as "behaviors," such as mobility rates, lifestage, and lifestyle patterns.

Mobility rates detail how frequently a household moves from one dwelling unit to another.

Lifestage denotes what stage of life the household is in, from initial household formation (typically when a young person moves out of his or her parents' household into his or her own dwelling unit), through family formation (typically, marriage and children), empty-nesting (after the last adult child has left the household), to retirement (typically, no longer employed full time).

Lifestyle patterns reflect the ways households choose to live, *e.g.*, an urban lifestyle includes residing in a dwelling unit in a city or town, most likely high-density, and implies the ability to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires a vehicle to access non-residential locations.

Over the past three decades, Zimmerman/Volk Associates has refined the analysis of these household clusters through the correlation of more than 500 data points related to housing preferences and consumer and lifestyle characteristics.

As a result of this process, Zimmerman/Volk Associates has categorized the housing and neighborhood propensities of 68 target market groups, the most affluent of which can afford the most expensive new ownership units and the least affluent are candidates for the least expensive existing rental apartments; a sizable percentage of the latter group require some form of housing assistance.

Once the draw areas for a property have been defined, then—through analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the residential target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of factors—including, but not limited to: household mobility rates; incomes; lifestyle characteristics and housing preferences; the location of the study area; and the current housing market context.

DETERMINATION OF THE ANNUAL AVERAGE POTENTIAL MARKET FOR RICHMOND CITY (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, detail the annual average number and type of households that have the potential to move within or to Richmond City each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

Appendix One, Table 3.
Internal Mobility (Households Moving <u>within</u> Richmond City)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from Claritas Inc. to determine the number of households in each

target market group that will move from one residence to another within a specific area or jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 12,050 households living in Richmond City have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years.

Younger singles and couples (as characterized within eight target market groups) are likely to make up 71.9 percent of these households; 16.2 percent are likely to be traditional and non-traditional families (in 12 market groups); and the remaining 12 percent are likely to be empty nesters and retirees (in 11 groups).

Appendix One, Tables 4 through 6
External Mobility (Households Moving to Richmond City from Outside the City Limits)—

These tables determine the annual average number of households in each target market group living in Henrico County, Chesterfield County, and the balance of the United States likely to move to Richmond City each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 7.
Annual Average Market Potential for the Richmond City—

This table summarizes Appendix One, Tables 3 through 6. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Richmond City each year over the next five years originating from households living in the designated draw areas. An average of 23,630 households of all incomes have the potential to move within or to the city each year over the next five years.

Younger singles and couples are likely to account for 56.6 percent of the annual potential market (in all 17 of Zimmerman/Volk Associates' younger target market groups); another 26 percent are likely

to be traditional and non-traditional families (in all 25 family groups); and 17.4 percent are likely to be empty nesters and retirees (in all 26 empty nester/retiree groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Richmond City is shown on the following table:

Annual Average Market Potential by Draw Area
Richmond City, Virginia

Richmond City:	51.0%
Henrico County:	11.9%
Chesterfield County:	8.8%
Balance of the U.S.:	28.3%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

DETERMINATION OF THE ANNUAL AVERAGE POTENTIAL MARKET FOR THE GILPIN COURT STUDY AREA—

The annual average potential market for new and existing housing units within the Gilpin Court Study Area includes the same draw areas as for the city as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, are likely to move to the Study Area each year over the next five years.

Appendix One, Tables 8 through 15.
Annual Average Market Potential for the Gilpin Court Study Area—

As determined by the target market methodology, then, an annual average of 2,205 of the 23,630 households of all incomes that represent the annual average market for new and existing housing units in Richmond City are a market for new and existing housing units of any kind located within the Study Area. Of these households, 54.9 percent are likely to be younger singles and couples (in 11 target market groups); 24 percent are likely to be traditional and non-traditional

families (in 10 market groups); and the remaining 21.1 percent are likely to be empty nesters and retirees (in 12 groups). (*Reference* Appendix One, Table 8.)

The distribution of the draw areas as a percentage of the potential market for the Gilpin Court Study Area is shown on the following table:

Annual Average Market Potential by Draw Area
The Gilpin Court Study Area
Richmond City, Virginia

Richmond City:	64.2%
Henrico County:	8.4%
Chesterfield County:	3.8%
Balance of the U.S.:	23.6%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The annual average of 2,205 draw area households of all incomes that have the potential to move within or to the Gilpin Court Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Of these 2,205 households, 60.5 percent (or 1,334 households) comprise the annual average potential market for new and existing rental units in the Study Area. The remaining 39.5 percent (or 871 households) comprise the annual average potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 9.)

Of the 871 buyer households of all incomes, 21.2 percent (or 185 households) comprise the annual average market potential for new and existing multi-family for-sale units (condominium apartments); another 25.8 percent (225 households) comprise the annual market potential for new and existing attached single-family for-sale units (rowhouse/townhouse/duplex); and 52.9 percent (461 households) comprise the annual market potential for new and existing single-family detached for-sale houses. (*Reference* Appendix One, Table 10.)

The income limits in Richmond by household size and percent of median family income—based on the Richmond, VA MSA median family income (AMI), which, as determined by the U.S. Department

of Housing and Urban Development (HUD) in 2022, is $101,000 for a family of four— are shown on the following table:

Fiscal Year 2022 Income Limits
Richmond City, Virginia

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN *	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	$21,150	$35,250	$56,400
Two	$24,200	$40,300	$64,450
Three	$27,200	$45,350	$72,500
Four	$30,200	$50,350	$80,550
Five	$32,650	$54,400	$87,000
Six	$37,190	$58,450	$93,450
Seven	$41,910	$62,450	$99,900
Eight	$46,630	$66,500	$106,350

* The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent very low income limits. Consequently, the extremely low income limits may equal the very low (50 percent) income limits.

SOURCE: U.S. Department of Housing and Urban Development.

This study is examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median are shown on the following table:

Additional Income Limits
Richmond City, Virginia

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	$42,300	$70,700
Two	$48,350	$80,800
Three	$54,400	$90,900
Four	$60,400	$101,000
Five	$65,250	$109,100
Six	$70,100	$117,200
Seven	$74,900	$125,250
Eight	$79,750	$133,350

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

RENTER HOUSEHOLD DISTRIBUTION

The 1,334 households that comprise the annual potential renter market have been grouped by income, using the income limits shown on the preceding tables, as shown on the following table (*see* Appendix One, Table 11):

Renter Households By Income
The Gilpin Court Study Area
Richmond City, Virginia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	347	26.0%
Between 30% and 60% AMI	313	23.5%
Between 60% and 80% AMI	158	11.8%
Between 80% and 100% AMI	131	9.8%
Above 100% AMI	385	28.9%
Total:	1,334	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

BUYER HOUSEHOLD DISTRIBUTION

As noted above, the remaining 39.5 percent of the annual average potential market (or 871 households of all incomes) comprise the market for new and existing for-sale (ownership) housing units. These households have also been grouped by income, as detailed on the table following this page. (*Reference* Appendix One, Table 12.)

Owner Households By Income
The Gilpin Court Study Area
Richmond City, Virginia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	179	20.5%
Between 30% and 60% AMI	194	22.3%
Between 60% and 80% AMI	97	11.1%
Between 80% and 100% AMI	86	9.9%
Above 100% AMI	315	36.2%
Total:	871	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 871 potential owner households of all incomes, 185 households (21.2 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 13):

Multi-Family Owner Households By Income
The Gilpin Court Study Area
Richmond City, Virginia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	43	23.3%
Between 30% and 60% AMI	38	20.5%
Between 60% and 80% AMI	19	10.3%
Between 80% and 100% AMI	16	8.6%
Over 100% AMI	69	37.3%
Total:	185	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 871 potential owner households of all incomes, 225 households (25.8 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the table following this page. (*Reference* Appendix One, Table 14).

Single-Family Attached Owner Households By Income
The Gilpin Court Study Area
Richmond City, Virginia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	47	20.9%
Between 30% and 60% AMI	52	23.1%
Between 60% and 80% AMI	23	10.2%
Between 80% and 100% AMI	21	9.3%
Over 100% AMI	82	36.5%
Total:	225	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 871 potential owner households of all incomes, 461 households (52.9 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 15):

Single-Family Detached Owner Households By Income
The Gilpin Court Study Area
Richmond City, Virginia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	89	19.3%
Between 30% and 60% AMI	104	22.6%
Between 60% and 80% AMI	55	11.9%
Between 80% and 100% AMI	49	10.6%
Over 100% AMI	164	35.6%
Total:	461	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas, Inc., and modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary residential target market methodology. Target market data provides the number of households by

cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

Zimmerman/Volk Associates' target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*, a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

- Age;
- Household composition; and/or
- Economic status.

Age, of course, is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; recently, with the growth of non-traditional households, however, definitions of a family have had to be expanded and parsed into more highly-refined segments. Economic status remains clearly defined through measures of annual income and household wealth.

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one neighborhood condition to another. There is, for example, a correlation between *Full-Nest Suburbanites* and *Full-Nest Exurbanites*; if a *Full-Nest Suburbanite* household moves to the exurbs, they become a *Full-Nest Exurbanite* household, if the move is not accompanied by a significant change in socio-economic status. In contrast, if a *Full-Nest Suburbanite* household moves within the metropolitan suburbs, and also improves their socio-economic standing, that household would likely be characterized as *Nouveau Money* or *Corporate Establishment*.

Household Classification Methodology:

Household classifications were originally based on the PRIZM geo-demographic segmentation system that was established by Claritas in 1974 and then replaced by PRIZM NE clustering system in 2005. The PRIZM PREMIER system now in place was updated in 2016 to include 68 household groups, each ranging between one and two and a half million households. The revised household classifications are based on PRIZM which was developed through unique classification and regression trees delineating 68 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 "behaviors."

Over the past 35 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.

Appendix One Tables

Gross Annual Household In-Migration

Richmond City, Virginia

2015, 2016, 2017, 2018, 2019

County of Origin	2015 Number	2015 Share	2016 Number	2016 Share	2017 Number	2017 Share	2018 Number	2018 Share	2019 Number	2019 Share
Henrico	2,810	25.8%	3,310	24.7%	2,705	24.0%	2,505	23.4%	2,595	23.5%
Chesterfield	2,005	18.4%	2,365	17.6%	2,080	18.5%	1,920	17.9%	1,880	17.0%
Hanover	300	2.8%	375	2.8%	325	2.9%	320	3.0%	320	2.9%
Fairfax	285	2.6%	320	2.4%	290	2.6%	280	2.6%	290	2.6%
District of Columbia, DC	100	0.9%	155	1.2%	105	0.9%	155	1.4%	165	1.5%
Arlington	105	1.0%	145	1.1%	110	1.0%	130	1.2%	145	1.3%
Virginia Beach City	155	1.4%	140	1.0%	130	1.2%	115	1.1%	125	1.1%
Kings, NY	85	0.8%	110	0.8%	85	0.8%	85	0.8%	120	1.1%
Prince William	90	0.8%	125	0.9%	105	0.9%	100	0.9%	110	1.0%
Petersburg City	120	1.1%	140	1.0%	120	1.1%	110	1.0%	110	1.0%
Albemarle	80	0.7%	110	0.8%	95	0.8%	95	0.9%	105	1.0%
New York, NY	60	0.6%	105	0.8%	65	0.6%	45	0.4%	105	1.0%
Newport News City	90	0.8%	105	0.8%	60	0.5%	80	0.7%	95	0.9%
Charlottesville City	75	0.7%	105	0.8%	95	0.8%	90	0.8%	90	0.8%
Norfolk City	100	0.9%	100	0.7%	100	0.9%	100	0.9%	85	0.8%
Montgomery, MD	55	0.5%	60	0.4%	60	0.5%	60	0.6%	85	0.8%
Loudoun	65	0.6%	105	0.8%	80	0.7%	95	0.9%	85	0.8%
Stafford	75	0.7%	70	0.5%	75	0.7%	55	0.5%	85	0.8%
James City	80	0.7%	100	0.7%	75	0.7%	70	0.7%	75	0.7%
Goochland	60	0.6%	95	0.7%	80	0.7%	65	0.6%	75	0.7%
Powhatan	70	0.6%	70	0.5%	80	0.7%	70	0.7%	75	0.7%
Mecklenburg, NC	40	0.4%	80	0.6%	55	0.5%	60	0.6%	70	0.6%
Los Angeles, CA	45	0.4%	65	0.5%	60	0.5%	50	0.5%	65	0.6%
Spotsylvania	75	0.7%	75	0.6%	80	0.7%	75	0.7%	60	0.5%
Alexandria City	50	0.5%	80	0.6%	55	0.5%	65	0.6%	60	0.5%
Wake, NC	55	0.5%	85	0.6%	55	0.5%	75	0.7%	55	0.5%
Philadelphia, PA	45	0.4%	35	0.3%	40	0.4%	35	0.3%	55	0.5%
Prince George's, MD	45	0.4%	60	0.4%	45	0.4%	50	0.5%	50	0.5%
Hopewell City	60	0.6%	45	0.3%	55	0.5%	45	0.4%	50	0.5%
Chesapeake City	70	0.6%	60	0.4%	50	0.4%	60	0.6%	50	0.5%
Prince George	50	0.5%	40	0.3%	40	0.4%	45	0.4%	45	0.4%
Baltimore City, MD	35	0.3%	60	0.4%	35	0.3%	40	0.4%	45	0.4%
Cook, IL	40	0.4%	70	0.5%	45	0.4%	45	0.4%	45	0.4%
Roanoke City	45	0.4%	50	0.4%	35	0.3%	30	0.3%	45	0.4%
Montgomery	45	0.4%	50	0.4%	45	0.4%	45	0.4%	40	0.4%
All Other Counties	3,320	30.5%	4,345	32.4%	3,655	32.4%	3,460	32.3%	3,485	31.6%
Total In-Migration:	**10,885**	**100.0%**	**13,410**	**100.0%**	**11,270**	**100.0%**	**10,725**	**100.0%**	**11,040**	**100.0%**

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

Gross Annual Household Out-Migration

Richmond City, Virginia

2015, 2016, 2017, 2018, 2019

	2015		2016		2017		2018		2019	
Destination County	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*
Henrico	3,395	31.4%	4,445	30.4%	3,525	30.6%	3,525	30.9%	3,540	29.4%
Chesterfield	2,235	20.7%	3,115	21.3%	2,350	20.4%	2,375	20.8%	2,720	22.6%
Hanover	305	2.8%	430	2.9%	330	2.9%	325	2.8%	355	2.9%
Fairfax	175	1.6%	250	1.7%	170	1.5%	205	1.8%	190	1.6%
District of Columbia, DC	100	0.9%	145	1.0%	110	1.0%	100	0.9%	100	0.8%
Arlington	70	0.6%	95	0.7%	75	0.7%	80	0.7%	85	0.7%
Virginia Beach City	85	0.8%	120	0.8%	95	0.8%	105	0.9%	110	0.9%
Kings, NY	95	0.9%	90	0.6%	85	0.7%	75	0.7%	65	0.5%
Prince William	70	0.6%	80	0.5%	70	0.6%	65	0.6%	75	0.6%
Petersburg City	95	0.9%	135	0.9%	115	1.0%	115	1.0%	145	1.2%
Albemarle	60	0.6%	85	0.6%	50	0.4%	70	0.6%	55	0.5%
New York, NY	75	0.7%	75	0.5%	60	0.5%	65	0.6%	65	0.5%
Newport News City	50	0.5%	70	0.5%	60	0.5%	50	0.4%	55	0.5%
Charlottesville City	45	0.4%	55	0.4%	50	0.4%	50	0.4%	50	0.4%
Norfolk City	60	0.6%	90	0.6%	60	0.5%	70	0.6%	75	0.6%
Montgomery, MD	35	0.3%	60	0.4%	50	0.4%	40	0.4%	45	0.4%
Loudoun	45	0.4%	60	0.4%	60	0.5%	50	0.4%	45	0.4%
Stafford	45	0.4%	50	0.3%	50	0.4%	45	0.4%	40	0.3%
James City	45	0.4%	50	0.3%	45	0.4%	40	0.4%	35	0.3%
Goochland	70	0.6%	110	0.8%	80	0.7%	80	0.7%	95	0.8%
Powhatan	55	0.5%	85	0.6%	55	0.5%	70	0.6%	70	0.6%
Mecklenburg, NC	70	0.6%	95	0.7%	80	0.7%	70	0.6%	90	0.7%
Los Angeles, CA	60	0.6%	80	0.5%	65	0.6%	75	0.7%	55	0.5%
Spotsylvania	30	0.3%	55	0.4%	45	0.4%	50	0.4%	60	0.5%
Alexandria City	35	0.3%	55	0.4%	50	0.4%	55	0.5%	40	0.3%
Wake, NC	45	0.4%	80	0.5%	65	0.6%	70	0.6%	80	0.7%
Philadelphia, PA	45	0.4%	70	0.5%	65	0.6%	45	0.4%	60	0.5%
Prince George's, MD	45	0.4%	55	0.4%	55	0.5%	45	0.4%	40	0.3%
Hopewell City	50	0.5%	80	0.5%	75	0.7%	70	0.6%	85	0.7%
Chesapeake City	35	0.3%	55	0.4%	35	0.3%	35	0.3%	45	0.4%
Prince George	20	0.2%	35	0.2%	40	0.3%	35	0.3%	40	0.3%
Baltimore City, MD	35	0.3%	60	0.4%	40	0.3%	40	0.4%	40	0.3%
Cook, IL	55	0.5%	85	0.6%	70	0.6%	50	0.4%	45	0.4%
Roanoke City	25	0.2%	30	0.2%	25	0.2%	30	0.3%	30	0.2%
Montgomery	0	0.0%	30	0.2%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	3,035	28.1%	4,045	27.7%	3,255	28.3%	3,140	27.5%	3,320	27.6%
Total Out-Migration:	**10,795**	**100.0%**	**14,605**	**100.0%**	**11,510**	**100.0%**	**11,410**	**100.0%**	**12,045**	**100.0%**

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

Net Annual Household Migration

Richmond City, Virginia

2015, 2016, 2017, 2018, 2019

County	2015 Number	2016 Number	2017 Number	2018 Number	2019 Number
Henrico	-585	-1,135	-820	-1,020	-945
Chesterfield	-230	-750	-270	-455	-840
Hanover	-5	-55	-5	-5	-35
Fairfax	110	70	120	75	100
District of Columbia, DC	0	10	-5	55	65
Arlington	35	50	35	50	60
Virginia Beach City	70	20	35	10	15
Kings, NY	-10	20	0	10	55
Prince William	20	45	35	35	35
Petersburg City	25	5	5	-5	-35
Albemarle	20	25	45	25	50
New York, NY	-15	30	5	-20	40
Newport News City	40	35	0	30	40
Charlottesville City	30	50	45	40	40
Norfolk City	40	10	40	30	10
Montgomery, MD	20	0	10	20	40
Loudoun	20	45	20	45	40
Stafford	30	20	25	10	45
James City	35	50	30	30	40
Goochland	-10	-15	0	-15	-20
Powhatan	15	-15	25	0	5
Mecklenburg, NC	-30	-15	-25	-10	-20
Los Angeles, CA	-15	-15	-5	-25	10
Spotsylvania	45	20	35	25	0
Alexandria City	15	25	5	10	20
Wake, NC	10	5	-10	5	-25
Philadelphia, PA	0	-35	-25	-10	-5
Prince George's, MD	0	5	-10	5	10
Hopewell City	10	-35	-20	-25	-35
Chesapeake City	35	5	15	25	5
Prince George	30	5	0	10	5
Baltimore City, MD	0	0	-5	0	5
Cook, IL	-15	-15	-25	-5	0
Roanoke City	20	20	10	0	15
Montgomery	45	20	45	45	40
All Other Counties	285	300	400	320	165
Total Net Migration:	**90**	**-1,195**	**-240**	**-685**	**-1,005**

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

2023 Household Classification by Market Groups

Richmond City, Virginia

Household Type / Geographic Designation	*Estimated Number*	*Estimated Share*
Empty Nesters & Retirees	**29,590**	**28.3%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	15,440	14.8%
Metropolitan Suburbs	14,150	13.5%
Town & Country/Exurbs	0	0.0%
Traditional & Non-Traditional Families	**26,240**	**25.1%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	14,955	14.3%
Metropolitan Suburbs	11,270	10.8%
Town & Country/Exurbs	15	0.0%
Younger Singles & Couples	**48,680**	**46.6%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	30,205	28.9%
Metropolitan Suburbs	18,470	17.7%
Town & Country/Exurbs	5	0.0%
Total:	**104,510**	**100.0%**

2023 Estimated Median Income:	**$57,700**
2023 Estimated National Median Income:	**$73,300**
2023 Estimated Median Home Value:	**$318,000**
2023 Estimated National Median Home Value:	**$305,400**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

2023 Household Classification by Market Groups

Richmond City, Virginia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Empty Nesters & Retirees	**29,590**	**28.3%**		
Metropolitan Cities				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
Second City Establishment	1,475	1.4%	$83,100	$326,500
Blue-Collar Retirees	2,450	2.3%	$51,300	$176,300
Middle-Class Move-Downs	1,595	1.5%	$48,900	$207,700
Hometown Seniors	5,515	5.3%	$35,000	$121,900
Second City Seniors	4,405	4.2%	$30,500	$187,700
Subtotal:	15,440	14.8%		
Metropolitan Suburbs				
The One Percenters	2,050	2.0%	$154,500	$793,000
Old Money	1,560	1.5%	$148,600	$976,200
Affluent Empty Nesters	1,370	1.3%	$123,700	$634,100
Suburban Establishment	3,290	3.1%	$100,600	$426,600
Mainstream Empty Nesters	2,130	2.0%	$67,500	$255,600
Middle-American Retirees	3,750	3.6%	$66,800	$259,000
Subtotal:	14,150	13.5%		
Town & Country/Exurbs				
Small-Town Patriarchs	0	0.0%		
Pillars of the Community	0	0.0%		
New Empty Nesters	0	0.0%		
Traditional Couples	0	0.0%		
RV Retirees	0	0.0%		
Country Couples	0	0.0%		
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	0	0.0%		
Small-Town Seniors	0	0.0%		
Back Country Seniors	0	0.0%		
Subtotal:	0	0.0%		

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

2023 Household Classification by Market Groups

Richmond City, Virginia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Traditional & Non-Traditional Families	**26,240**	**25.1%**		
Metropolitan Cities				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
Unibox Transferees	5,955	5.7%	$96,600	$420,900
Multi-Ethnic Families	535	0.5%	$72,500	$298,000
Uptown Families	2,405	2.3%	$68,000	$270,800
In-Town Families	1,450	1.4%	$43,700	$155,500
New American Strivers	4,610	4.4%	$40,800	$191,600
Subtotal:	14,955	14.3%		
Metropolitan Suburbs				
Corporate Establishment	1,135	1.1%	$161,900	$712,300
Nouveau Money	2,365	2.3%	$121,600	$485,200
Button-Down Families	2,070	2.0%	$107,300	$436,900
Fiber-Optic Families	2,530	2.4%	$94,800	$328,800
Late-Nest Suburbanites	1,435	1.4%	$82,900	$427,300
Full-Nest Suburbanites	610	0.6%	$77,800	$381,900
Kids 'r' Us	1,125	1.1%	$72,000	$267,500
Subtotal:	11,270	10.8%		
Town & Country/Exurbs				
Ex-Urban Elite	0	0.0%		
New Town Families	5	0.0%	$95,000	$312,100
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	0	0.0%		
Small-Town Families	5	0.0%	$73,000	$329,800
Four-by-Four Families	5	0.0%	$69,400	$256,400
Rustic Families	0	0.0%		
Hometown Families	0	0.0%		
Subtotal:	15	0.0%		

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

2023 Household Classification by Market Groups

Richmond City, Virginia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Younger Singles & Couples	**48,680**	**46.6%**		
Metropolitan Cities				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
The VIPs	6,055	5.8%	$74,100	$432,700
Small-City Singles	3,640	3.5%	$40,400	$131,100
Twentysomethings	10,480	10.0%	$39,500	$277,900
Second-City Strivers	3,945	3.8%	$39,700	$215,800
Multi-Ethnic Singles	6,085	5.8%	$24,800	$122,800
Subtotal:	30,205	28.9%		
Metropolitan Suburbs				
Fast-Track Professionals	9,025	8.6%	$73,800	$461,400
Suburban Achievers	3,235	3.1%	$50,600	$179,100
Suburban Strivers	6,210	5.9%	$46,100	$223,700
Subtotal:	18,470	17.7%		
Town & Country/Exurbs				
Hometown Sweethearts	5	0.0%	$49,100	$179,300
Blue-Collar Traditionalists	0	0.0%		
Rural Couples	0	0.0%		
Rural Strivers	0	0.0%		
Subtotal:	5	0.0%		

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Richmond City, Virginia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**29,590**	**1,440**	**12.0%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	15,440	860	7.1%
Metropolitan Suburbs	14,150	580	4.8%
Town & Country/Exurbs	0	0	0.0%
Traditional & Non-Traditional Families	**26,240**	**1,950**	**16.2%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	14,955	1,475	12.2%
Metropolitan Suburbs	11,270	475	3.9%
Town & Country/Exurbs	15	0	0.0%
Younger Singles & Couples	**48,680**	**8,660**	**71.9%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	30,205	5,300	44.0%
Metropolitan Suburbs	18,470	3,360	27.9%
Town & Country/Exurbs	5	0	0.0%
Total:	**104,510**	**12,050**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Richmond City, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**29,590**	**1,440**	**12.0%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	1,475	45	0.4%
Blue-Collar Retirees	2,450	150	1.2%
Middle-Class Move-Downs	1,595	60	0.5%
Hometown Seniors	5,515	105	0.9%
Second City Seniors	4,405	500	4.1%
Subtotal:	15,440	860	7.1%
Metropolitan Suburbs			
The One Percenters	2,050	60	0.5%
Old Money	1,560	30	0.2%
Affluent Empty Nesters	1,370	30	0.2%
Suburban Establishment	3,290	115	1.0%
Mainstream Empty Nesters	2,130	140	1.2%
Middle-American Retirees	3,750	205	1.7%
Subtotal:	14,150	580	4.8%
Town & Country/Exurbs			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	0	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	0	0	0.0%
Subtotal:	0	0	0.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Richmond City, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**26,240**	**1,950**	**16.2%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	5,955	350	2.9%
Multi-Ethnic Families	535	50	0.4%
Uptown Families	2,405	260	2.2%
In-Town Families	1,450	175	1.5%
New American Strivers	4,610	640	5.3%
Subtotal:	14,955	1,475	12.2%
Metropolitan Suburbs			
Corporate Establishment	1,135	40	0.3%
Nouveau Money	2,365	90	0.7%
Button-Down Families	2,070	55	0.5%
Fiber-Optic Families	2,530	60	0.5%
Late-Nest Suburbanites	1,435	120	1.0%
Full-Nest Suburbanites	610	30	0.2%
Kids 'r' Us	1,125	80	0.7%
Subtotal:	11,270	475	3.9%
Town & Country/Exurbs			
Ex-Urban Elite	0	0	0.0%
New Town Families	5	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	5	0	0.0%
Four-by-Four Families	5	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	0	0	0.0%
Subtotal:	15	0	0.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Richmond City, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**48,680**	**8,660**	**71.9%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	6,055	680	5.6%
Small-City Singles	3,640	485	4.0%
Twentysomethings	10,480	2,345	19.5%
Second-City Strivers	3,945	705	5.9%
Multi-Ethnic Singles	6,085	1,085	9.0%
Subtotal:	30,205	5,300	44.0%
Metropolitan Suburbs			
Fast-Track Professionals	9,025	1,885	15.6%
Suburban Achievers	3,235	165	1.4%
Suburban Strivers	6,210	1,310	10.9%
Subtotal:	18,470	3,360	27.9%
Town & Country/Exurbs			
Hometown Sweethearts	5	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
Subtotal:	5	0	0.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Henrico County, Virginia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**50,200**	**590**	**21.0%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	18,500	235	8.3%
Metropolitan Suburbs	24,410	260	9.2%
Town & Country/Exurbs	7,290	95	3.4%
Traditional & Non-Traditional Families	**52,565**	**900**	**32.0%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	14,565	400	14.2%
Metropolitan Suburbs	26,380	280	9.9%
Town & Country/Exurbs	11,620	220	7.8%
Younger Singles & Couples	**32,560**	**1,325**	**47.1%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	16,650	720	25.6%
Metropolitan Suburbs	13,710	555	19.7%
Town & Country/Exurbs	2,200	50	1.8%
Total:	**135,325**	**2,815**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Henrico County, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**50,200**	**590**	**21.0%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	3,585	30	1.1%
Blue-Collar Retirees	5,545	90	3.2%
Middle-Class Move-Downs	2,560	25	0.9%
Hometown Seniors	4,410	20	0.7%
Second City Seniors	2,400	70	2.5%
Subtotal:	18,500	235	8.3%
Metropolitan Suburbs			
The One Percenters	4,520	35	1.2%
Old Money	2,765	15	0.5%
Affluent Empty Nesters	3,195	20	0.7%
Suburban Establishment	3,345	30	1.1%
Mainstream Empty Nesters	4,575	75	2.7%
Middle-American Retirees	6,010	85	3.0%
Subtotal:	24,410	260	9.2%
Town & Country/Exurbs			
Small-Town Patriarchs	765	5	0.2%
Pillars of the Community	530	5	0.2%
New Empty Nesters	1,035	10	0.4%
Traditional Couples	1,005	10	0.4%
RV Retirees	365	5	0.2%
Country Couples	1,405	20	0.7%
Hometown Retirees	390	5	0.2%
Heartland Retirees	235	0	0.0%
Village Elders	335	5	0.2%
Small-Town Seniors	1,025	25	0.9%
Back Country Seniors	200	5	0.2%
Subtotal:	7,290	95	3.4%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Henrico County, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**52,565**	**900**	**32.0%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	3,355	50	1.8%
Multi-Ethnic Families	880	20	0.7%
Uptown Families	4,575	130	4.6%
In-Town Families	1,855	60	2.1%
New American Strivers	3,900	140	5.0%
Subtotal:	14,565	400	14.2%
Metropolitan Suburbs			
Corporate Establishment	3,390	35	1.2%
Nouveau Money	5,465	55	2.0%
Button-Down Families	7,035	50	1.8%
Fiber-Optic Families	3,475	20	0.7%
Late-Nest Suburbanites	1,835	40	1.4%
Full-Nest Suburbanites	2,690	35	1.2%
Kids 'r' Us	2,490	45	1.6%
Subtotal:	26,380	280	9.9%
Town & Country/Exurbs			
Ex-Urban Elite	3,710	45	1.6%
New Town Families	530	5	0.2%
Full-Nest Exurbanites	1,135	15	0.5%
Rural Families	360	5	0.2%
Traditional Families	2,375	35	1.2%
Small-Town Families	1,190	40	1.4%
Four-by-Four Families	1,305	40	1.4%
Rustic Families	655	15	0.5%
Hometown Families	360	20	0.7%
Subtotal:	11,620	220	7.8%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Henrico County, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**32,560**	**1,325**	**47.1%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	3,045	90	3.2%
Small-City Singles	4,310	150	5.3%
Twentysomethings	4,310	250	8.9%
Second-City Strivers	3,975	185	6.6%
Multi-Ethnic Singles	1,010	45	1.6%
Subtotal:	16,650	720	25.6%
Metropolitan Suburbs			
Fast-Track Professionals	3,430	185	6.6%
Suburban Achievers	4,610	60	2.1%
Suburban Strivers	5,670	310	11.0%
Subtotal:	13,710	555	19.7%
Town & Country/Exurbs			
Hometown Sweethearts	1,470	20	0.7%
Blue-Collar Traditionalists	150	5	0.2%
Rural Couples	295	10	0.4%
Rural Strivers	285	15	0.5%
Subtotal:	2,200	50	1.8%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Chesterfield County, Virginia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**51,750**	**495**	**23.9%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	9,775	90	4.3%
Metropolitan Suburbs	23,775	225	10.9%
Town & Country/Exurbs	18,200	180	8.7%
Traditional & Non-Traditional Families	**66,335**	**990**	**47.8%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	8,860	200	9.7%
Metropolitan Suburbs	28,150	315	15.2%
Town & Country/Exurbs	29,325	475	22.9%
Younger Singles & Couples	**20,185**	**585**	**28.3%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	6,635	230	11.1%
Metropolitan Suburbs	8,840	255	12.3%
Town & Country/Exurbs	4,710	100	4.8%
Total:	**138,270**	**2,070**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Chesterfield County, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**51,750**	**495**	**23.9%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	3,105	20	1.0%
Blue-Collar Retirees	2,785	35	1.7%
Middle-Class Move-Downs	1,390	10	0.5%
Hometown Seniors	1,625	5	0.2%
Second City Seniors	870	20	1.0%
Subtotal:	9,775	90	4.3%
Metropolitan Suburbs			
The One Percenters	970	5	0.2%
Old Money	975	5	0.2%
Affluent Empty Nesters	4,265	20	1.0%
Suburban Establishment	5,110	40	1.9%
Mainstream Empty Nesters	4,270	60	2.9%
Middle-American Retirees	8,185	95	4.6%
Subtotal:	23,775	225	10.9%
Town & Country/Exurbs			
Small-Town Patriarchs	4,035	30	1.4%
Pillars of the Community	2,255	20	1.0%
New Empty Nesters	2,775	20	1.0%
Traditional Couples	2,495	25	1.2%
RV Retirees	230	0	0.0%
Country Couples	2,030	20	1.0%
Hometown Retirees	570	5	0.2%
Heartland Retirees	430	5	0.2%
Village Elders	1,005	10	0.5%
Small-Town Seniors	2,130	40	1.9%
Back Country Seniors	245	5	0.2%
Subtotal:	18,200	180	8.7%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Chesterfield County, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**66,335**	**990**	**47.8%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	515	5	0.2%
Multi-Ethnic Families	2,555	50	2.4%
Uptown Families	3,100	70	3.4%
In-Town Families	1,165	30	1.4%
New American Strivers	1,525	45	2.2%
Subtotal:	8,860	200	9.7%
Metropolitan Suburbs			
Corporate Establishment	1,130	10	0.5%
Nouveau Money	1,755	15	0.7%
Button-Down Families	5,110	30	1.4%
Fiber-Optic Families	3,220	15	0.7%
Late-Nest Suburbanites	4,750	85	4.1%
Full-Nest Suburbanites	6,045	70	3.4%
Kids 'r' Us	6,140	90	4.3%
Subtotal:	28,150	315	15.2%
Town & Country/Exurbs			
Ex-Urban Elite	10,490	105	5.1%
New Town Families	1,910	20	1.0%
Full-Nest Exurbanites	5,070	65	3.1%
Rural Families	235	0	0.0%
Traditional Families	3,895	45	2.2%
Small-Town Families	2,275	65	3.1%
Four-by-Four Families	1,940	50	2.4%
Rustic Families	945	20	1.0%
Hometown Families	2,565	105	5.1%
Subtotal:	29,325	475	22.9%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Chesterfield County, Virginia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**20,185**	**585**	**28.3%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	1,560	40	1.9%
Small-City Singles	1,585	45	2.2%
Twentysomethings	1,490	70	3.4%
Second-City Strivers	1,545	60	2.9%
Multi-Ethnic Singles	455	15	0.7%
Subtotal:	6,635	230	11.1%
Metropolitan Suburbs			
Fast-Track Professionals	835	40	1.9%
Suburban Achievers	4,220	45	2.2%
Suburban Strivers	3,785	170	8.2%
Subtotal:	8,840	255	12.3%
Town & Country/Exurbs			
Hometown Sweethearts	3,130	40	1.9%
Blue-Collar Traditionalists	240	5	0.2%
Rural Couples	40	0	0.0%
Rural Strivers	1,300	55	2.7%
Subtotal:	4,710	100	4.8%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Balance of the United States

Household Type / Geographic Designation	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**1,585**	**23.7%**
Metropolitan Cities	235	3.5%
Small Cities/Satellite Cities	280	4.2%
Metropolitan Suburbs	335	5.0%
Town & Country/Exurbs	735	11.0%
Traditional & Non-Traditional Families	**2,300**	**34.4%**
Metropolitan Cities	220	3.3%
Small Cities/Satellite Cities	555	8.3%
Metropolitan Suburbs	395	5.9%
Town & Country/Exurbs	1,130	16.9%
Younger Singles & Couples	**2,810**	**42.0%**
Metropolitan Cities	720	10.8%
Small Cities/Satellite Cities	890	13.3%
Metropolitan Suburbs	545	8.1%
Town & Country/Exurbs	655	9.8%
Total:	**6,695**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Balance of the United States

	Potential	*Share of Potential*
Empty Nesters & Retirees	**1,585**	**23.7%**
Metropolitan Cities		
The Social Register	10	0.1%
Urban Establishment	80	1.2%
Multi-Ethnic Empty Nesters	45	0.7%
Cosmopolitan Couples	100	1.5%
Subtotal:	235	3.5%
Small Cities/Satellite Cities		
Second City Establishment	45	0.7%
Blue-Collar Retirees	90	1.3%
Middle-Class Move-Downs	30	0.4%
Hometown Seniors	25	0.4%
Second City Seniors	90	1.3%
Subtotal:	280	4.2%
Metropolitan Suburbs		
The One Percenters	35	0.5%
Old Money	15	0.2%
Affluent Empty Nesters	20	0.3%
Suburban Establishment	75	1.1%
Mainstream Empty Nesters	75	1.1%
Middle-American Retirees	115	1.7%
Subtotal:	335	5.0%
Town & Country/Exurbs		
Small-Town Patriarchs	50	0.7%
Pillars of the Community	35	0.5%
New Empty Nesters	45	0.7%
Traditional Couples	55	0.8%
RV Retirees	55	0.8%
Country Couples	60	0.9%
Hometown Retirees	55	0.8%
Heartland Retirees	35	0.5%
Village Elders	55	0.8%
Small-Town Seniors	155	2.3%
Back Country Seniors	135	2.0%
Subtotal:	735	11.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Balance of the United States

	Potential	*Share of Potential*
Traditional & Non-Traditional Families	**2,300**	**34.4%**
Metropolitan Cities		
e-Type Families	25	0.4%
Multi-Cultural Families	20	0.3%
Inner-City Families	60	0.9%
Single-Parent Families	115	1.7%
Subtotal:	220	3.3%
Small Cities/Satellite Cities		
Unibox Transferees	55	0.8%
Multi-Ethnic Families	80	1.2%
Uptown Families	130	1.9%
In-Town Families	115	1.7%
New American Strivers	175	2.6%
Subtotal:	555	8.3%
Metropolitan Suburbs		
Corporate Establishment	30	0.4%
Nouveau Money	45	0.7%
Button-Down Families	55	0.8%
Fiber-Optic Families	25	0.4%
Late-Nest Suburbanites	100	1.5%
Full-Nest Suburbanites	50	0.7%
Kids 'r' Us	90	1.3%
Subtotal:	395	5.9%
Town & Country/Exurbs		
Ex-Urban Elite	95	1.4%
New Town Families	50	0.7%
Full-Nest Exurbanites	95	1.4%
Rural Families	105	1.6%
Traditional Families	55	0.8%
Small-Town Families	190	2.8%
Four-by-Four Families	120	1.8%
Rustic Families	250	3.7%
Hometown Families	170	2.5%
Subtotal:	1,130	16.9%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To Richmond City Each Year Over The Next Five Years

Balance of the United States

	Potential	*Share of Potential*
Younger Singles & Couples	**2,810**	**42.0%**
Metropolitan Cities		
New Power Couples	30	0.4%
New Bohemians	265	4.0%
Cosmopolitan Elite	35	0.5%
Downtown Couples	160	2.4%
Downtown Proud	230	3.4%
Subtotal:	720	10.8%
Small Cities/Satellite Cities		
The VIPs	145	2.2%
Small-City Singles	155	2.3%
Twentysomethings	280	4.2%
Second-City Strivers	160	2.4%
Multi-Ethnic Singles	150	2.2%
Subtotal:	890	13.3%
Metropolitan Suburbs		
Fast-Track Professionals	165	2.5%
Suburban Achievers	65	1.0%
Suburban Strivers	315	4.7%
Subtotal:	545	8.1%
Town & Country/Exurbs		
Hometown Sweethearts	90	1.3%
Blue-Collar Traditionalists	125	1.9%
Rural Couples	275	4.1%
Rural Strivers	165	2.5%
Subtotal:	655	9.8%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To Richmond City Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	*Richmond City*	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**1,440**	**590**	**495**	**1,585**	**4,110**
Metropolitan Cities	0	0	0	235	235
Small Cities/Satellite Cities	860	235	90	280	1,465
Metropolitan Suburbs	580	260	225	335	1,400
Town & Country/Exurbs	0	95	180	735	1,010
Traditional & Non-Traditional Families	**1,950**	**900**	**990**	**2,300**	**6,140**
Metropolitan Cities	0	0	0	220	220
Small Cities/Satellite Cities	1,475	400	200	555	2,630
Metropolitan Suburbs	475	280	315	395	1,465
Town & Country/Exurbs	0	220	475	1,130	1,825
Younger Singles & Couples	**8,660**	**1,325**	**585**	**2,810**	**13,380**
Metropolitan Cities	0	0	0	720	720
Small Cities/Satellite Cities	5,300	720	230	890	7,140
Metropolitan Suburbs	3,360	555	255	545	4,715
Town & Country/Exurbs	0	50	100	655	805
Total:	**12,050**	**2,815**	**2,070**	**6,695**	**23,630**
Percent:	**51.0%**	**11.9%**	**8.8%**	**28.3%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To Richmond City Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

	Richmond City	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**1,440**	**590**	**495**	**1,585**	**4,110**
Metropolitan Cities					
The Social Register	0	0	0	10	10
Urban Establishment	0	0	0	80	80
Multi-Ethnic Empty Nesters	0	0	0	45	45
Cosmopolitan Couples	0	0	0	100	100
Subtotal:	0	0	0	235	235
Small Cities/Satellite Cities					
Second City Establishment	45	30	20	45	140
Blue-Collar Retirees	150	90	35	90	365
Middle-Class Move-Downs	60	25	10	30	125
Hometown Seniors	105	20	5	25	155
Second City Seniors	500	70	20	90	680
Subtotal:	860	235	90	280	1,465
Metropolitan Suburbs					
The One Percenters	60	35	5	35	135
Old Money	30	15	5	15	65
Affluent Empty Nesters	30	20	20	20	90
Suburban Establishment	115	30	40	75	260
Mainstream Empty Nesters	140	75	60	75	350
Middle-American Retirees	205	85	95	115	500
Subtotal:	580	260	225	335	1,400
Town & Country/Exurbs					
Small-Town Patriarchs	0	5	30	50	85
Pillars of the Community	0	5	20	35	60
New Empty Nesters	0	10	20	45	75
Traditional Couples	0	10	25	55	90
RV Retirees	0	5	0	55	60
Country Couples	0	20	20	60	100
Hometown Retirees	0	5	5	55	65
Heartland Retirees	0	0	5	35	40
Village Elders	0	5	10	55	70
Small-Town Seniors	0	25	40	155	220
Back Country Seniors	0	5	5	135	145
Subtotal:	0	95	180	735	1,010

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To Richmond City Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

	Richmond City	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Traditional & Non-Traditional Families	**1,950**	**900**	**990**	**2,300**	**6,140**
Metropolitan Cities					
e-Type Families	0	0	0	25	25
Multi-Cultural Families	0	0	0	20	20
Inner-City Families	0	0	0	60	60
Single-Parent Families	0	0	0	115	115
Subtotal:	0	0	0	220	220
Small Cities/Satellite Cities					
Unibox Transferees	350	50	5	55	460
Multi-Ethnic Families	50	20	50	80	200
Uptown Families	260	130	70	130	590
In-Town Families	175	60	30	115	380
New American Strivers	640	140	45	175	1,000
Subtotal:	1,475	400	200	555	2,630
Metropolitan Suburbs					
Corporate Establishment	40	35	10	30	115
Nouveau Money	90	55	15	45	205
Button-Down Families	55	50	30	55	190
Fiber-Optic Families	60	20	15	25	120
Late-Nest Suburbanites	120	40	85	100	345
Full-Nest Suburbanites	30	35	70	50	185
Kids 'r' Us	80	45	90	90	305
Subtotal:	475	280	315	395	1,465
Town & Country/Exurbs					
Ex-Urban Elite	0	45	105	95	245
New Town Families	0	5	20	50	75
Full-Nest Exurbanites	0	15	65	95	175
Rural Families	0	5	0	105	110
Traditional Families	0	35	45	55	135
Small-Town Families	0	40	65	190	295
Four-by-Four Families	0	40	50	120	210
Rustic Families	0	15	20	250	285
Hometown Families	0	20	105	170	295
Subtotal:	0	220	475	1,130	1,825

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To Richmond City Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

	Richmond City	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Younger Singles & Couples	**8,660**	**1,325**	**585**	**2,810**	**13,380**
Metropolitan Cities					
New Power Couples	0	0	0	30	30
New Bohemians	0	0	0	265	265
Cosmopolitan Elite	0	0	0	35	35
Downtown Couples	0	0	0	160	160
Downtown Proud	0	0	0	230	230
Subtotal:	0	0	0	720	720
Small Cities/Satellite Cities					
The VIPs	680	90	40	145	955
Small-City Singles	485	150	45	155	835
Twentysomethings	2,345	250	70	280	2,945
Second-City Strivers	705	185	60	160	1,110
Multi-Ethnic Singles	1,085	45	15	150	1,295
Subtotal:	5,300	720	230	890	7,140
Metropolitan Suburbs					
Fast-Track Professionals	1,885	185	40	165	2,275
Suburban Achievers	165	60	45	65	335
Suburban Strivers	1,310	310	170	315	2,105
Subtotal:	3,360	555	255	545	4,715
Town & Country/Exurbs					
Hometown Sweethearts	0	20	40	90	150
Blue-Collar Traditionalists	0	5	5	125	135
Rural Couples	0	10	0	275	285
Rural Strivers	0	15	55	165	235
Subtotal:	0	50	100	655	805

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

Household Type / Geographic Designation	*Richmond City*	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**240**	**50**	**25**	**150**	**465**
Metropolitan Cities	0	0	0	45	45
Small Cities/Satellite Cities	155	25	5	50	235
Metropolitan Suburbs	85	25	20	55	185
Town & Country/Exurbs	0	0	0	0	0
Traditional & Non-Traditional Families	**305**	**40**	**20**	**165**	**530**
Metropolitan Cities	0	0	0	30	30
Small Cities/Satellite Cities	265	30	15	100	410
Metropolitan Suburbs	40	10	5	35	90
Town & Country/Exurbs	0	0	0	0	0
Younger Singles & Couples	**870**	**95**	**40**	**205**	**1,210**
Metropolitan Cities	0	0	0	65	65
Small Cities/Satellite Cities	535	55	20	90	700
Metropolitan Suburbs	335	40	20	50	445
Town & Country/Exurbs	0	0	0	0	0
Total:	**1,415**	**185**	**85**	**520**	**2,205**
Percent:	**64.2%**	**8.4%**	**3.9%**	**23.6%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

	Richmond City	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**240**	**50**	**25**	**150**	**465**
Metropolitan Cities					
Urban Establishment	0	0	0	15	15
Multi-Ethnic Empty Nesters	0	0	0	10	10
Cosmopolitan Couples	0	0	0	20	20
Subtotal:	0	0	0	45	45
Small Cities/Satellite Cities					
Second City Establishment	10	5	0	10	25
Blue-Collar Retirees	25	10	5	15	55
Middle-Class Move-Downs	10	5	0	5	20
Hometown Seniors	20	0	0	5	25
Second City Seniors	90	5	0	15	110
Subtotal:	155	25	5	50	235
Metropolitan Suburbs					
Affluent Empty Nesters	5	0	0	5	10
Suburban Establishment	20	5	5	15	45
Mainstream Empty Nesters	25	10	5	15	55
Middle-American Retirees	35	10	10	20	75
Subtotal:	85	25	20	55	185

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

	Richmond City	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Traditional & Non-Traditional Families	**305**	**40**	**20**	**165**	**530**
Metropolitan Cities					
Inner-City Families	0	0	0	10	10
Single-Parent Families	0	0	0	20	20
Subtotal:	0	0	0	30	30
Small Cities/Satellite Cities					
Unibox Transferees	65	5	0	10	80
Multi-Ethnic Families	10	0	5	15	30
Uptown Families	45	10	5	25	85
In-Town Families	30	5	0	20	55
New American Strivers	115	10	5	30	160
Subtotal:	265	30	15	100	410
Metropolitan Suburbs					
Button-Down Families	10	5	0	10	25
Fiber-Optic Families	10	0	0	5	15
Late-Nest Suburbanites	20	5	5	20	50
Subtotal:	40	10	5	35	90

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Gilpin Court Study Area Each Year Over The Next Five Years

Richmond City, Henrico County, Chesterfield County, and Balance of the United States

	Richmond City	*Henrico County*	*Chesterfield County*	*Balance of U.S.*	Total
Younger Singles & Couples	**870**	**95**	**40**	**205**	**1,210**
Metropolitan Cities					
New Bohemians	0	0	0	25	25
Downtown Couples	0	0	0	15	15
Downtown Proud	0	0	0	25	25
Subtotal:	0	0	0	65	65
Small Cities/Satellite Cities					
The VIPs	70	5	5	15	95
Small-City Singles	50	10	5	15	80
Twentysomethings	235	20	5	30	290
Second-City Strivers	70	15	5	15	105
Multi-Ethnic Singles	110	5	0	15	130
Subtotal:	535	55	20	90	700
Metropolitan Suburbs					
Fast-Track Professionals	190	15	5	15	225
Suburban Achievers	15	5	5	5	30
Suburban Strivers	130	20	10	30	190
Subtotal:	335	40	20	50	445

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	*Potential Renters*	*Potential Owners*	Total
Empty Nesters & Retirees	**193**	**272**	**465**
Metropolitan Cities	31	14	45
Small Cities/Satellite Cities	117	118	235
Metropolitan Suburbs	45	140	185
Town & Country/Exurbs	0	0	0
Traditional & Non-Traditional Families	**248**	**282**	**530**
Metropolitan Cities	19	11	30
Small Cities/Satellite Cities	203	207	410
Metropolitan Suburbs	26	64	90
Town & Country/Exurbs	0	0	0
Younger Singles & Couples	**893**	**317**	**1,210**
Metropolitan Cities	50	15	65
Small Cities/Satellite Cities	530	170	700
Metropolitan Suburbs	313	132	445
Town & Country/Exurbs	0	0	0
Total:	**1,334**	**871**	**2,205**
Percent:	**60.5%**	**39.5%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Empty Nesters & Retirees	*Potential Renters*	*Potential Owners*	Total
Metropolitan Cities			
Urban Establishment	11	4	15
Multi-Ethnic Empty Nesters	4	6	10
Cosmopolitan Couples	16	4	20
Subtotal:	31	14	45
Small Cities/Satellite Cities			
Second City Establishment	3	22	25
Blue-Collar Retirees	17	38	55
Middle-Class Move-Downs	5	15	20
Hometown Seniors	10	15	25
Second City Seniors	82	28	110
Subtotal:	117	118	235
Metropolitan Suburbs			
Affluent Empty Nesters	1	9	10
Suburban Establishment	6	39	45
Mainstream Empty Nesters	19	36	55
Middle-American Retirees	19	56	75
Subtotal:	45	140	185
Total:	**193**	**272**	**465**
Percent:	**41.5%**	**58.5%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	*Potential Renters*	*Potential Owners*	Total
Metropolitan Cities			
Inner-City Families	6	4	10
Single-Parent Families	13	7	20
Subtotal:	19	11	30
Small Cities/Satellite Cities			
Unibox Transferees	22	58	80
Multi-Ethnic Families	10	20	30
Uptown Families	30	55	85
In-Town Families	22	33	55
New American Strivers	119	41	160
Subtotal:	203	207	410
Metropolitan Suburbs			
Button-Down Families	4	21	25
Fiber-Optic Families	2	13	15
Late-Nest Suburbanites	20	30	50
Subtotal:	26	64	90
Total:	**248**	**282**	**530**
Percent:	**46.8%**	**53.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Younger Singles & Couples	*Potential Renters*	*Potential Owners*	Total
Metropolitan Cities			
New Bohemians	20	5	25
Downtown Couples	8	7	15
Downtown Proud	22	3	25
Subtotal:	50	15	65
Small Cities/Satellite Cities			
The VIPs	59	36	95
Small-City Singles	35	45	80
Twentysomethings	249	41	290
Second-City Strivers	86	19	105
Multi-Ethnic Singles	101	29	130
Subtotal:	530	170	700
Metropolitan Suburbs			
Fast-Track Professionals	190	35	225
Suburban Achievers	11	19	30
Suburban Strivers	112	78	190
Subtotal:	313	132	445
Total:	**893**	**317**	**1,210**
Percent:	**73.8%**	**26.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	*Multi-Family*	*Single-Family* *Attached*	*Single-Family* *Detached*	Total
Empty Nesters & Retirees	**42**	**52**	**178**	**272**
Metropolitan Cities	5	5	4	14
Small Cities/Satellite Cities	23	23	72	118
Metropolitan Suburbs	14	24	102	140
Town & Country/Exurbs	0	0	0	0
Traditional & Non-Traditional Families	**40**	**69**	**173**	**282**
Metropolitan Cities	3	4	4	11
Small Cities/Satellite Cities	29	53	125	207
Metropolitan Suburbs	8	12	44	64
Town & Country/Exurbs	0	0	0	0
Younger Singles & Couples	**103**	**104**	**110**	**317**
Metropolitan Cities	6	5	4	15
Small Cities/Satellite Cities	53	57	60	170
Metropolitan Suburbs	44	42	46	132
Town & Country/Exurbs	0	0	0	0
Total:	**185**	**225**	**461**	**871**
Percent:	**21.2%**	**25.8%**	**52.9%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Empty Nesters & Retirees	*Multi-Family*	*Single-Family*		
		Attached	*Detached*	Total
Metropolitan Cities				
Urban Establishment	2	2	0	4
Multi-Ethnic Empty Nesters	1	2	3	6
Cosmopolitan Couples	2	1	1	4
Subtotal:	5	5	4	14
Small Cities/Satellite Cities				
Second City Establishment	2	2	18	22
Blue-Collar Retirees	4	7	27	38
Middle-Class Move-Downs	3	3	9	15
Hometown Seniors	2	3	10	15
Second City Seniors	12	8	8	28
Subtotal:	23	23	72	118
Metropolitan Suburbs				
Affluent Empty Nesters	0	1	8	9
Suburban Establishment	3	5	31	39
Mainstream Empty Nesters	5	9	22	36
Middle-American Retirees	6	9	41	56
Subtotal:	14	24	102	140
Total:	**42**	**52**	**178**	**272**
Percent:	**15.4%**	**19.1%**	**65.4%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	. . Multi-Family . .	. . . . . Single-Family		
		. . . . Attached	. . . . Detached	Total
Metropolitan Cities				
Inner-City Families	1	1	2	4
Single-Parent Families	2	3	2	7
Subtotal:	3	4	4	11
Small Cities/Satellite Cities				
Unibox Transferees	7	14	37	58
Multi-Ethnic Families	1	3	16	20
Uptown Families	7	12	36	55
In-Town Families	3	7	23	33
New American Strivers	11	17	13	41
Subtotal:	29	53	125	207
Metropolitan Suburbs				
Button-Down Families	1	2	18	21
Fiber-Optic Families	0	2	11	13
Late-Nest Suburbanites	7	8	15	30
Subtotal:	8	12	44	64
Total:	**40**	**69**	**173**	**282**
Percent:	**14.2%**	**24.5%**	**61.3%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Younger Singles & Couples	*Multi-Family*	*Single-Family*		
		Attached	*Detached*	Total
Metropolitan Cities				
New Bohemians	3	1	1	5
Downtown Couples	1	3	3	7
Downtown Proud	2	1	0	3
Subtotal:	6	5	4	15
Small Cities/Satellite Cities				
The VIPs	13	12	11	36
Small-City Singles	4	10	31	45
Twentysomethings	20	15	6	41
Second-City Strivers	8	8	3	19
Multi-Ethnic Singles	8	12	9	29
Subtotal:	53	57	60	170
Metropolitan Suburbs				
Fast-Track Professionals	20	11	4	35
Suburban Achievers	2	4	13	19
Suburban Strivers	22	27	29	78
Subtotal:	44	42	46	132
Total:	**103**	**104**	**110**	**317**
Percent:	**32.5%**	**32.8%**	**34.7%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	Renter Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Empty Nesters & Retirees	**52**	**43**	**20**	**18**	**60**	**193**
Metropolitan Cities	5	5	3	2	16	31
Small Cities/Satellite Cities	40	29	12	11	25	117
Metropolitan Suburbs	7	9	5	5	19	45
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**69**	**68**	**33**	**23**	**55**	**248**
Metropolitan Cities	6	5	3	2	3	19
Small Cities/Satellite Cities	60	58	28	19	38	203
Metropolitan Suburbs	3	5	2	2	14	26
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**226**	**202**	**105**	**90**	**270**	**893**
Metropolitan Cities	12	9	5	5	19	50
Small Cities/Satellite Cities	161	134	63	51	121	530
Metropolitan Suburbs	53	59	37	34	130	313
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**347**	**313**	**158**	**131**	**385**	**1,334**
Percent:	**26.0%**	**23.5%**	**11.8%**	**9.8%**	**28.9%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Renter Income Bands*					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
Urban Establishment	1	1	1	1	7	11
Multi-Ethnic Empty Nesters	1	1	0	0	2	4
Cosmopolitan Couples	3	3	2	1	7	16
Subtotal:	5	5	3	2	16	31
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	3	3
Blue-Collar Retirees	3	4	2	2	6	17
Middle-Class Move-Downs	1	1	1	1	1	5
Hometown Seniors	3	3	1	1	2	10
Second City Seniors	33	21	8	7	13	82
Subtotal:	40	29	12	11	25	117
Metropolitan Suburbs						
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	1	1	1	1	2	6
Mainstream Empty Nesters	3	4	2	2	8	19
Middle-American Retirees	3	4	2	2	8	19
Subtotal:	7	9	5	5	19	45
Total:	**52**	**43**	**20**	**18**	**60**	**193**
Percent:	**26.9%**	**22.3%**	**10.4%**	**9.3%**	**31.1%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	Renter Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
Inner-City Families	2	2	1	1	0	6
Single-Parent Families	4	3	2	1	3	13
Subtotal:	6	5	3	2	3	19
Small Cities/Satellite Cities						
Unibox Transferees	2	4	3	3	10	22
Multi-Ethnic Families	2	2	1	1	4	10
Uptown Families	6	7	5	4	8	30
In-Town Families	7	7	3	2	3	22
New American Strivers	43	38	16	9	13	119
Subtotal:	60	58	28	19	38	203
Metropolitan Suburbs						
Button-Down Families	0	1	0	0	3	4
Fiber-Optic Families	0	0	0	0	2	2
Late-Nest Suburbanites	3	4	2	2	9	20
Subtotal:	3	5	2	2	14	26
Total:	**69**	**68**	**33**	**23**	**55**	**248**
Percent:	**27.8%**	**27.4%**	**13.3%**	**9.3%**	**22.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Younger Singles & Couples	Renter Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
New Bohemians	3	2	2	2	11	20
Downtown Couples	2	2	1	1	2	8
Downtown Proud	7	5	2	2	6	22
Subtotal:	12	9	5	5	19	50
Small Cities/Satellite Cities						
The VIPs	8	9	6	6	30	59
Small-City Singles	9	10	5	4	7	35
Twentysomethings	75	63	31	25	55	249
Second-City Strivers	24	23	11	9	19	86
Multi-Ethnic Singles	45	29	10	7	10	101
Subtotal:	161	134	63	51	121	530
Metropolitan Suburbs						
Fast-Track Professionals	25	28	21	21	95	190
Suburban Achievers	2	3	2	1	3	11
Suburban Strivers	26	28	14	12	32	112
Subtotal:	53	59	37	34	130	313
Total:	**226**	**202**	**105**	**90**	**270**	**893**
Percent:	**25.3%**	**22.6%**	**11.8%**	**10.1%**	**30.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	. . . . . Ownership Income Bands . . . . . *Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Empty Nesters & Retirees	**46**	**54**	**29**	**27**	**116**	**272**
Metropolitan Cities	0	1	0	0	13	14
Small Cities/Satellite Cities	29	29	13	11	36	118
Metropolitan Suburbs	17	24	16	16	67	140
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**57**	**66**	**33**	**28**	**98**	**282**
Metropolitan Cities	4	4	0	0	3	11
Small Cities/Satellite Cities	46	51	26	21	63	207
Metropolitan Suburbs	7	11	7	7	32	64
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**76**	**74**	**35**	**31**	**101**	**317**
Metropolitan Cities	3	2	0	0	10	15
Small Cities/Satellite Cities	47	43	19	17	44	170
Metropolitan Suburbs	26	29	16	14	47	132
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**179**	**194**	**97**	**86**	**315**	**871**
Percent:	**20.6%**	**22.3%**	**11.1%**	**9.9%**	**36.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Ownership Income Bands*					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	4	4
Multi-Ethnic Empty Nesters	0	1	0	0	5	6
Cosmopolitan Couples	0	0	0	0	4	4
Subtotal:	0	1	0	0	13	14
Small Cities/Satellite Cities						
Second City Establishment	2	3	2	2	13	22
Blue-Collar Retirees	7	10	6	4	11	38
Middle-Class Move-Downs	4	4	1	1	5	15
Hometown Seniors	5	5	1	1	3	15
Second City Seniors	11	7	3	3	4	28
Subtotal:	29	29	13	11	36	118
Metropolitan Suburbs						
Affluent Empty Nesters	1	1	1	1	5	9
Suburban Establishment	3	5	3	3	25	39
Mainstream Empty Nesters	5	7	5	5	14	36
Middle-American Retirees	8	11	7	7	23	56
Subtotal:	17	24	16	16	67	140
Total:	**46**	**54**	**29**	**27**	**116**	**272**
Percent:	**16.9%**	**19.9%**	**10.7%**	**9.9%**	**42.6%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
Inner-City Families	1	1	0	0	2	4
Single-Parent Families	3	3	0	0	1	7
Subtotal:	4	4	0	0	3	11
Small Cities/Satellite Cities						
Unibox Transferees	7	9	7	7	28	58
Multi-Ethnic Families	3	5	2	2	8	20
Uptown Families	10	14	8	6	17	55
In-Town Families	11	10	4	3	5	33
New American Strivers	15	13	5	3	5	41
Subtotal:	46	51	26	21	63	207
Metropolitan Suburbs						
Button-Down Families	2	3	2	2	12	21
Fiber-Optic Families	1	2	1	1	8	13
Late-Nest Suburbanites	4	6	4	4	12	30
Subtotal:	7	11	7	7	32	64
Total:	**57**	**66**	**33**	**28**	**98**	**282**
Percent:	**20.2%**	**23.4%**	**11.7%**	**9.9%**	**34.8%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Ownership Income Bands*					
Younger Singles & Couples	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Bohemians	0	0	0	0	5	5
Downtown Couples	2	2	0	0	3	7
Downtown Proud	1	0	0	0	2	3
Subtotal:	3	2	0	0	10	15
Small Cities/Satellite Cities						
The VIPs	5	6	3	3	19	36
Small-City Singles	12	13	6	4	10	45
Twentysomethings	12	11	5	5	8	41
Second-City Strivers	5	5	2	2	5	19
Multi-Ethnic Singles	13	8	3	3	2	29
Subtotal:	47	43	19	17	44	170
Metropolitan Suburbs						
Fast-Track Professionals	5	6	3	3	18	35
Suburban Achievers	3	4	3	3	6	19
Suburban Strivers	18	19	10	8	23	78
Subtotal:	26	29	16	14	47	132
Total:	**76**	**74**	**35**	**31**	**101**	**317**
Percent:	**24.0%**	**23.3%**	**11.0%**	**9.8%**	**31.9%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
	. . . . . *Multi-Family Ownership Income Bands*					
Empty Nesters & Retirees	**10**	**8**	**4**	**3**	**17**	**42**
Metropolitan Cities	0	0	0	0	5	5
Small Cities/Satellite Cities	8	6	2	1	6	23
Metropolitan Suburbs	2	2	2	2	6	14
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**9**	**10**	**4**	**4**	**13**	**40**
Metropolitan Cities	1	1	0	0	1	3
Small Cities/Satellite Cities	7	8	3	3	8	29
Metropolitan Suburbs	1	1	1	1	4	8
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**24**	**20**	**11**	**9**	**39**	**103**
Metropolitan Cities	1	0	0	0	5	6
Small Cities/Satellite Cities	15	12	6	5	15	53
Metropolitan Suburbs	8	8	5	4	19	44
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**43**	**38**	**19**	**16**	**69**	**185**
Percent:	**23.2%**	**20.5%**	**10.3%**	**8.6%**	**37.3%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . .Multi-Family Ownership Income Bands					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	2	2
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	2	2
Subtotal:	0	0	0	0	5	5
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	2	2
Blue-Collar Retirees	1	1	1	0	1	4
Middle-Class Move-Downs	1	1	0	0	1	3
Hometown Seniors	1	1	0	0	0	2
Second City Seniors	5	3	1	1	2	12
Subtotal:	8	6	2	1	6	23
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	1	1	1	1	1	5
Middle-American Retirees	1	1	1	1	2	6
Subtotal:	2	2	2	2	6	14
Total:	**10**	**8**	**4**	**3**	**17**	**42**
Percent:	**23.8%**	**19.0%**	**9.5%**	**7.1%**	**40.5%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
	Multi-Family Ownership Income Bands					
Metropolitan Cities						
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	1	1	0	0	0	2
Subtotal:	1	1	0	0	1	3
Small Cities/Satellite Cities						
Unibox Transferees	1	1	1	1	3	7
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	1	2	1	1	2	7
In-Town Families	1	1	0	0	1	3
New American Strivers	4	4	1	1	1	11
Subtotal:	7	8	3	3	8	29
Metropolitan Suburbs						
Button-Down Families	0	0	0	0	1	1
Late-Nest Suburbanites	1	1	1	1	3	7
Subtotal:	1	1	1	1	4	8
Total:	**9**	**10**	**4**	**4**	**13**	**40**
Percent:	**22.5%**	**25.0%**	**10.0%**	**10.0%**	**32.5%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . .Multi-Family Ownership Income Bands					
Younger Singles & Couples	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Bohemians	0	0	0	0	3	3
Downtown Couples	0	0	0	0	1	1
Downtown Proud	1	0	0	0	1	2
Subtotal:	1	0	0	0	5	6
Small Cities/Satellite Cities						
The VIPs	2	2	1	1	7	13
Small-City Singles	1	1	1	0	1	4
Twentysomethings	6	5	2	2	5	20
Second-City Strivers	2	2	1	1	2	8
Multi-Ethnic Singles	4	2	1	1	0	8
Subtotal:	15	12	6	5	15	53
Metropolitan Suburbs						
Fast-Track Professionals	3	3	2	2	10	20
Suburban Achievers	0	0	0	0	2	2
Suburban Strivers	5	5	3	2	7	22
Subtotal:	8	8	5	4	19	44
Total:	**24**	**20**	**11**	**9**	**39**	**103**
Percent:	**23.3%**	**19.4%**	**10.7%**	**8.7%**	**37.9%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
	. . . . . *Single-Family Attached Ownership Income Bands*					
Empty Nesters & Retirees	**8**	**11**	**4**	**4**	**25**	**52**
Metropolitan Cities	0	0	0	0	5	5
Small Cities/Satellite Cities	6	6	2	2	7	23
Metropolitan Suburbs	2	5	2	2	13	24
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**14**	**16**	**8**	**6**	**25**	**69**
Metropolitan Cities	1	1	0	0	2	4
Small Cities/Satellite Cities	12	13	7	5	16	53
Metropolitan Suburbs	1	2	1	1	7	12
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**25**	**25**	**11**	**11**	**32**	**104**
Metropolitan Cities	1	1	0	0	3	5
Small Cities/Satellite Cities	16	14	6	6	15	57
Metropolitan Suburbs	8	10	5	5	14	42
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**47**	**52**	**23**	**21**	**82**	**225**
Percent:	**20.9%**	**23.1%**	**10.2%**	**9.3%**	**36.4%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Single-Family Attached Ownership Income Bands*					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	2	2
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	0	0	0	0	1	1
Subtotal:	0	0	0	0	5	5
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	2	2
Blue-Collar Retirees	1	2	1	1	2	7
Middle-Class Move-Downs	1	1	0	0	1	3
Hometown Seniors	1	1	0	0	1	3
Second City Seniors	3	2	1	1	1	8
Subtotal:	6	6	2	2	7	23
Metropolitan Suburbs						
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	1	0	0	4	5
Mainstream Empty Nesters	1	2	1	1	4	9
Middle-American Retirees	1	2	1	1	4	9
Subtotal:	2	5	2	2	13	24
Total:	**8**	**11**	**4**	**4**	**25**	**52**
Percent:	**15.4%**	**21.2%**	**7.7%**	**7.7%**	**48.1%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	Single-Family Attached Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	1	1	0	0	1	3
Subtotal:	1	1	0	0	2	4
Small Cities/Satellite Cities						
Unibox Transferees	2	2	2	2	6	14
Multi-Ethnic Families	0	1	0	0	2	3
Uptown Families	2	3	2	1	4	12
In-Town Families	2	2	1	1	1	7
New American Strivers	6	5	2	1	3	17
Subtotal:	12	13	7	5	16	53
Metropolitan Suburbs						
Button-Down Families	0	0	0	0	2	2
Fiber-Optic Families	0	0	0	0	2	2
Late-Nest Suburbanites	1	2	1	1	3	8
Subtotal:	1	2	1	1	7	12
Total:	**14**	**16**	**8**	**6**	**25**	**69**
Percent:	**20.3%**	**23.2%**	**11.6%**	**8.7%**	**36.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Single-Family Attached Ownership Income Bands*					
Younger Singles & Couples	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Bohemians	0	0	0	0	1	1
Downtown Couples	1	1	0	0	1	3
Downtown Proud	0	0	0	0	1	1
Subtotal:	1	1	0	0	3	5
Small Cities/Satellite Cities						
The VIPs	2	2	1	1	6	12
Small-City Singles	3	3	1	1	2	10
Twentysomethings	4	4	2	2	3	15
Second-City Strivers	2	2	1	1	2	8
Multi-Ethnic Singles	5	3	1	1	2	12
Subtotal:	16	14	6	6	15	57
Metropolitan Suburbs						
Fast-Track Professionals	1	2	1	1	6	11
Suburban Achievers	1	1	1	1	0	4
Suburban Strivers	6	7	3	3	8	27
Subtotal:	8	10	5	5	14	42
Total:	**25**	**25**	**11**	**11**	**32**	**104**
Percent:	**24.0%**	**24.0%**	**10.6%**	**10.6%**	**30.8%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Household Type/ Geographic Designation	*Single-Family Detached Ownership Income Bands* Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Empty Nesters & Retirees	**28**	**35**	**21**	**20**	**74**	**178**
Metropolitan Cities	0	1	0	0	3	4
Small Cities/Satellite Cities	15	17	9	8	23	72
Metropolitan Suburbs	13	17	12	12	48	102
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**34**	**40**	**21**	**18**	**60**	**173**
Metropolitan Cities	2	2	0	0	0	4
Small Cities/Satellite Cities	27	30	16	13	39	125
Metropolitan Suburbs	5	8	5	5	21	44
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**27**	**29**	**13**	**11**	**30**	**110**
Metropolitan Cities	1	1	0	0	2	4
Small Cities/Satellite Cities	16	17	7	6	14	60
Metropolitan Suburbs	10	11	6	5	14	46
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**89**	**104**	**55**	**49**	**164**	**461**
Percent:	**19.3%**	**22.6%**	**11.9%**	**10.6%**	**35.6%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Single-Family Detached Ownership Income Bands*					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
Multi-Ethnic Empty Nesters	0	1	0	0	2	3
Cosmopolitan Couples	0	0	0	0	1	1
Subtotal:	0	1	0	0	3	4
Small Cities/Satellite Cities						
Second City Establishment	2	3	2	2	9	18
Blue-Collar Retirees	5	7	4	3	8	27
Middle-Class Move-Downs	2	2	1	1	3	9
Hometown Seniors	3	3	1	1	2	10
Second City Seniors	3	2	1	1	1	8
Subtotal:	15	17	9	8	23	72
Metropolitan Suburbs						
Affluent Empty Nesters	1	1	1	1	4	8
Suburban Establishment	3	4	3	3	18	31
Mainstream Empty Nesters	3	4	3	3	9	22
Middle-American Retirees	6	8	5	5	17	41
Subtotal:	13	17	12	12	48	102
Total:	**28**	**35**	**21**	**20**	**74**	**178**
Percent:	**15.7%**	**19.7%**	**11.8%**	**11.2%**	**41.6%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

Traditional & Non-Traditional Families	Single-Family Detached Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
Inner-City Families	1	1	0	0	0	2
Single-Parent Families	1	1	0	0	0	2
Subtotal:	2	2	0	0	0	4
Small Cities/Satellite Cities						
Unibox Transferees	4	6	4	4	19	37
Multi-Ethnic Families	3	4	2	2	5	16
Uptown Families	7	9	5	4	11	36
In-Town Families	8	7	3	2	3	23
New American Strivers	5	4	2	1	1	13
Subtotal:	27	30	16	13	39	125
Metropolitan Suburbs						
Button-Down Families	2	3	2	2	9	18
Fiber-Optic Families	1	2	1	1	6	11
Late-Nest Suburbanites	2	3	2	2	6	15
Subtotal:	5	8	5	5	21	44
Total:	**34**	**40**	**21**	**18**	**60**	**173**
Percent:	**19.7%**	**23.1%**	**12.1%**	**10.4%**	**34.7%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The Gilpin Court Study Area Each Year Over The Next Five Years
Richmond City, Henrico County,
Chesterfield County, and Balance of the United States

	. . . . . *Single-Family Detached Ownership Income Bands*					
Younger Singles & Couples	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Bohemians	0	0	0	0	1	1
Downtown Couples	1	1	0	0	1	3
Subtotal:	1	1	0	0	2	4
Small Cities/Satellite Cities						
The VIPs	1	2	1	1	6	11
Small-City Singles	8	9	4	3	7	31
Twentysomethings	2	2	1	1	0	6
Second-City Strivers	1	1	0	0	1	3
Multi-Ethnic Singles	4	3	1	1	0	9
Subtotal:	16	17	7	6	14	60
Metropolitan Suburbs						
Fast-Track Professionals	1	1	0	0	2	4
Suburban Achievers	2	3	2	2	4	13
Suburban Strivers	7	7	4	3	8	29
Subtotal:	10	11	6	5	14	46
Total:	**27**	**29**	**13**	**11**	**30**	**110**
Percent:	**24.5%**	**26.4%**	**11.8%**	**10.0%**	**27.3%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary residential target market methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.

ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

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TARGET MARKET DESCRIPTIONS
— Appendix Two —

An Analysis of Residential Market Potential

The Gilpin Court Study Area

Richmond City,
Virginia

March, 2023

Conducted by
ZIMMERMAN/VOLK ASSOCIATES, INC.
P.O. Box 4907
Clinton, New Jersey 08809

ZIMMERMAN/VOLK ASSOCIATES, INC.
Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

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TARGET MARKET DESCRIPTIONS

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, the Claritas, Inc. PRIZM PREMIER household cluster segmentation, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology. The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of newly-created housing within the marketplace.

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EMPTY NESTERS & RETIREES

– Metropolitan Cities –

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THE SOCIAL REGISTER

Configuration: Empty-nest couples.
Typical household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $127,600.
2022 national median home value (for the more than three-quarters who own): $732,650
Median Net Worth over $1,100,000.
Nearly 95% are college educated; 42% have advanced degrees.
Over 46% are retired; those still working are CEOs and high-ranking individuals in management, business and finance, and the legal profession.

Housing characteristics: Downtowns and exclusive urban neighborhoods.
Elegant mansions on small, manicured lots; townhouses (the city version); apartments and condominiums (the mid- to high-rise version).
80% have lived in their current dwelling for more than 10 years.

Consumption patterns: Drive a Mercedes S-Class hybrid.
Shop at Nordstrom.
Contribute to PBS.
Read *The Atlantic*.
Would not miss The Kennedy Center Honors.
Eat at The Capital Grille.

Icons: The red Cartier box; California whites in the undercounter wine cooler.

"Luxury must be comfortable, otherwise it is not luxury."
— Coco Chanel

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URBAN ESTABLISHMENT

Configuration: Singles and couples.
Average household size—1 or 2 persons.
Predominant age range of adults— 45 to 64.

Characteristics: 2022 national median household income: $106,400.
2022 national median home value (for the nearly one-third who own): $917,250
Averaging over $220,000 of liquid assets. Above average technology use.
Just under 85% are college-educated; 23% have advanced degrees. Single-income households.
Car-free households 2.7 times the national average.
More than 80% are still working; many work in arts and entertainment industries and the media, and upper management in business.

Housing characteristics: Live in diverse urban neighborhoods.
Nearly half of the housing stock was built pre-1960.
Condominiums and apartments; rowhouses and townhouses; and bungalows and other urban houses.

Consumption patterns: Shop at Trader Joe's.
Attend theater.
Read *The New Yorker*.
Own a Lexus.
Snack on brie cheese.

Icons: Theater subscription; Senior transit pass.

"Culture is the habit of being pleased with the best and knowing why."
– Henry Van Dyke

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MULTI-ETHNIC EMPTY NESTERS

Configuration: Predominantly married couples; a few with a teen-ager or an older child at home.
Average household size—2 to 4 persons.
Predominant age range of adults—45 to 74.

Characteristics: 2022 national median household income: $75,850
2022 national median housing value (for the nearly two-thirds who own): $380,950
Most of their nest egg lies in home equity.
High proportion of Latinos; nearly 28% speak Spanish.
Half are college graduates; 15% have advanced degrees.
A quarter are dual-income households.
More than three-quarters are still working, in offices, as well as sales-related jobs; managers or supervisors in business and finance.

Housing characteristics: Postwar detached or attached housing stock.
Urban houses, rowhouses, and condominiums.
57% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at 7-Eleven.
Buy weekly lottery ticket.
Own a Hyundai.
Watch *Access Hollywood.*
Know the best local taqueria.

Icons: Costco membership; Well-worn futbol jersey.

"There is communion of more than our bodies when bread is broken and wine drunk."
– M.F.K. Fisher

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COSMOPOLITAN COUPLES

Configuration: Middle-aged to older singles and couples.
Average household size—1 or 2 persons.
Predominant age range of adults—45 to 64; 27% are over 65.

Characteristics: 2022 national median household income: $68,050.
2022 national median housing value (for the nearly one-quarter who own): $639,500
Below average retirement savings in a location with high cost of living. Above average technology use.
Approximately 72% are college-educated; 8% have advanced degrees.
18% are African American; 19% Latino.
30% are retired. Those who are working are employed primarily behind a desk.
Some are part-timers in health care support jobs and food service industry jobs.

Housing characteristics: Live in ethnically diverse in-town neighborhoods.
Approximately half of the housing stock was built pre-1960.
Urban houses, rowhouses, and condominiums.

Consumption patterns: Shop at the neighborhood market.
Use a laundry service.
Read *Popular Photography*.
Own a Volkswagen.
Snack on Entenmann's.

Icons: The Seamless app; Name brand everything.

"Ah, but a man's reach should exceed his grasp,
Or what's a heaven for?"
– Robert Browning

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EMPTY NESTERS & RETIREES

– Small Cities/Satellite Cities –

❦

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SECOND CITY ESTABLISHMENT

Configuration: Empty-nest married couples.
Average household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $90,350
2022 national median home value (for the more than three-quarters who own): $299,850
Median Net Worth of nearly half a million dollars.
Nearly 84% attended college; over 22% have advanced degrees.
Nearly two-thirds are retired; if not retired, single-income households.

Housing characteristics: Live in outer-ring suburbs of smaller cities.
Over 47% of all dwelling units have been constructed since 1980.
New single-family houses, relatively-new townhouses, and garden apartments or condominiums.
More than 73% have lived in their current dwelling for more than 10 years.

Consumption patterns: Shop at Chico's.
Drive a Buick.
Read *Birding.*
Watch MSNBC.
Take an annual European vacation.

Icons: Pin-riddled world map; Rimowa luggage.

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"I travel not to go anywhere, but to go."
– Robert Louis Stevenson

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BLUE-COLLAR RETIREES

Configuration: Primarily singles, some married couples.
Average household size—1 person.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $56,450
2022 national median home value (for the two-thirds who own): $162,350
Counting on a stable pension.
Over 75% attended or graduated from college.
Two-thirds are retired; those still working are retail clerks or office workers.
No computer; one mobile phone.

Housing characteristics: Live in older suburbs of small to mid-size cities.
Over 60% live in dwellings built between 1950 and 1980.
Detached houses and townhouses.
Just over 55% have lived in their current dwelling for more than 10 years.

Consumption patterns: Order from Lands End catalogue.
Shop at Stein Mart.
Still own the Olds.
Watch The Gameshow Network.
Eat at Bennigan's.

Icons: Well-used workbench; Hallmark Channel.

"And love can come to everyone,
The best things in life are free."
– Buddy De Sylva

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MIDDLE-CLASS MOVE-DOWNS

Configuration: Older married couples and widows/widowers.
Average household size—1 to 2 persons.
Predominant age range of adults— 65 and older.

Characteristics: 2022 national median household income: $54,550
2022 national median home value (for the nearly three-quarters who own): $190,100
Modest retirement savings.
9% have advanced degrees; nearly 70% have attended or graduated from college.
84% are retired.
Rarely uses new technology.

Housing characteristics: Retire to newer suburbs.
Just over two-thirds live in post-1970s construction.
Well-kept bungalows, ranch houses, and older townhouses.
64% have lived in their current dwelling for more than 10 years.

Consumption patterns: Shop at T.J. Maxx.
Sew from patterns.
Read *AARP Magazine.*
Watch Turner Classic Movies.
Still drive the Mercury.

Icons: Quilting; coupon organizer.

"You will be safest in the middle."
– Ovid

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HOMETOWN SENIORS

Configuration: Singles, widows and widowers, and couples.
Average household size—1 or 2 persons.
Predominant age ranges—65 and older.

Characteristics: 2022 national median household income: $38,900
2022 national median home value (for the more than half who own): $108,850
Shrinking disbursements and reverse mortgages.
Approximately 32% have high-school diplomas; 60% have some college.
More than 72% are retired.
Below average technology use.

Housing characteristics: Live in older suburbs of mid-size cities.
Over 43% live in dwellings built before 1960.
Small detached houses, townhouses.
Nearly 71% have lived in their current dwelling for more than 10 years.

Consumption patterns: Shop at Sears.
Drive an old Lincoln.
Read *Christianity Today*.
Watch *CBS Face The Nation*.
Eat at Church's Chicken.

Icons: Night out at a fast-casual restaurant; the old Lincoln.

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"Wrinkles should merely indicate where the smiles have been."

– Mark Twain

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SECOND CITY SENIORS

Configuration: Mostly singles (widowed/divorced), a few couples.
Average household size—1 person.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $34,300
2022 national median housing value (for the more than one-quarter who own): $167,450
Low assets, low cost of living. Prefer conversations on the park bench to the smart phone.
Nearly a third attended some high school or have high-school diplomas; 20% have college diplomas and only 5% have advanced degrees.
70% are now retired; those still working hold low-level office jobs.

Housing characteristics: Live in first-ring suburbs of small cities.
Nearly 30% live in dwellings built before 1950.
Pre-war and mid-century low- and mid-rise apartment buildings.

Consumption patterns: Shop at Kroger.
Play bingo.
Read *House Beautiful*.
Watch *Wheel of Fortune*.
Eat at Captain D's.

Icons: TV Guide (print version); Barcalounger.

"Where's the remote?"
– Internet meme

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EMPTY NESTERS & RETIREES

– Metropolitan Suburbs –

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THE ONE PERCENTERS

Configuration: Primarily married couples; some singles (divorced/widowed.)
Average household size—2 persons.
Predominant age range of adults—55 to 64.

Characteristics: 2022 national median household income: $168,950
2022 national median housing value (for the nearly 90% who own): $720,400
Very high income-producing assets. Financial news-related push notifications.
Well educated—82% are college graduates; 40% have achieved advanced degrees.
Half are in the upper tiers of management, business or finance. One quarter are top executives. Only 17% have retired.

Housing characteristics: Live in mansions in the most affluent suburbs; high-value condominiums in the city.
44% of the housing units were built post-1980.
For those who rent, typically large expensive apartments.
Single-family detached houses.
Over 73% have lived in their dwellings for 10 years or more.

Consumption patterns: Shop at Lord & Taylor.
Attend classical concerts.
Read *The Wall Street Journal.*
Watch Bloomberg Television.
Stay at Hilton hotels.

Icons: His and Hers BMWs; European ski vacations.

"Wealth is like sea water; the more we drink, the thirstier we become."

– Arthur Schopenhauer

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OLD MONEY

Configuration: Empty-nest couples; children away at boarding school or college.
Average household size—2 persons.
Predominant age range of adults—65 and older.

Characteristics: 2022 national median household income: $165,700
2022 national median housing value (for the nearly 90% who own): $880,150
Averaging nearly $2 million in Net Worth. Spare time to explore new technology.
High levels of education; 80% with college degrees and 46% having graduate degrees.
57% have retired; those still working are judges; medical specialists; chief executive officers. Upper crust, wealthy American families.

Housing characteristics: Live in older, exclusive metropolitan suburbs.
Over 61% of the housing stock was built pre-1980.
Estate houses in high-prestige neighborhoods, townhouses in the city, urban *pieds-à-terre*.
Just under 80% of these households have lived in their dwelling for more than 10 years.

Consumption patterns: Shop at J. Press.
Attend the opera.
Own classic show cars, but drive a Lexus.
Watch *PBS Newshour.*
Eat at Ruth's Chris Steakhouse.

Icons: Threadbare Oriental carpets; chipped Waterford crystal.

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"They [the very rich] are different from you and me."
– F. Scott Fitzgerald

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AFFLUENT EMPTY NESTERS

Configuration: Empty-nest couples, very few with children still living at home.
Average household size—2 persons.
Predominant age range of adults—65 to 74.

Characteristics: 2022 national median household income: $134,450
2022 national median housing value (for the nearly 90% who own): $572,250
74% graduated from college; just under 38% hold advanced degrees. Over $1 million in income-producing assets. Prefers travel & activities to technology.
More than half are retired, but have significant financial resources. Those employed are small-business owners; corporate officers; sales directors.

Housing characteristics: Live in older suburbs; likely to move to or near downtown or an urban neighborhood when last child has left home.
Half of the housing stock was built between 1960 and 1990.
Single-family detached houses; high percentage of second/vacation homes.
Nearly 73% have lived in their dwellings for more than 10 years.

Consumption patterns: Shop at Talbots.
Drive a Lexus.
Belong to a country club.
Read *Architectural Digest.*
Watch The Golf Channel.
Own a vacation home.

Icons: His and Hers Golf Shoes; Columbia Valley reds.

"We made our money the old-fashioned way; we earned it."
– Variation on Advertisement

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SUBURBAN ESTABLISHMENT

Configuration: Mostly older couples.
Average household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $111,550
2022 national median housing value (for the nearly 90% who own): $395,300
Median Net Worth over half a million dollars.
Approximately two-thirds hold college degrees; another 28% have attended graduate school.
39% are retired. Those still working are professionals, mid-to upper-level management, and business and financial experts.

Housing characteristics: Live in established suburbs surrounding smaller cities.
Single-family neighborhoods built primarily in the 1970s and 1980s.
Primarily single-family detached houses, some townhouses, very few apartments or condominiums.
Like other older suburban couples, long-time homeowners; nearly 72% have lived in their dwellings for more than 10 years.

Consumption patterns: Shop at Whole Foods.
Depends on an older Volvo.
Read *Barron's*.
Would not miss the Tour de France.
Eat at Sbarro.

Icons: Blue-chip stock portfolio; cruise line loyalty club.

"Just enjoy your ice cream while it's on your plate."
– Thornton Wilder

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MAINSTREAM EMPTY NESTERS

Configuration: Dual-income married couples.
Average household size—2 persons.
Predominant age range of adults—45 to 74.

Characteristics: 2022 national median household income: $73,700
2022 national median housing value (for the two-thirds who own): $237,750
Little in liquid assets. Wish their kids would take their stuff. Follow their children on social media.
79% are college-educated; 13% have advanced degrees.
20% are retired; those still working are managers or superiors in business and finance professions, computer or technology related jobs.

Housing characteristics: Close-in suburbs.
Detached residences in small postwar suburban detached developments.
Over 45% have lived in their current dwelling for over 10 years.
Some live in '70s era apartment properties.

Consumption patterns: Shop at Lane Bryant.
Enjoy karaoke.
Read *Sunset*.
Watch MLB Network.
Eat at Jason's Deli.

Icons: Remodeling to-do list; college football jersey.

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"The home should be the treasure chest of living"
– Le Corbusier

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MIDDLE-AMERICAN RETIREES

Configuration: Empty-nest couples, few children still at home.
Average household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $72,800
2022 national median housing value (for the nearly three-quarters who own): $238,750
Low income-producing assets.
Just over 37% are college graduates; another 23% have attended college, but not graduated.
40% are retired. Those still working are employed in a variety of professions, ranging from teachers, bank employees to middle management and sales positions.

Housing characteristics: Live in older inner-ring suburbs. '50s, '60s, and '70s construction.
Renters live in suburban mid-sized apartment complexes.
Owners live in townhouses and duplexes.
Just over 62% have lived in their dwellings for more than 10 years.

Consumption patterns: Drive a Kia.
Belong to a union.
Read *Popular Woodworking*.
Watch the Home Shopping Network.
Eat at Friendly's.

Icons: Home workshop; AARP card.

"If you want something done well, do it yourself."
– Napoleon Bonaparte

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EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –

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SMALL-TOWN PATRIARCHS

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—65 to 74.

Characteristics: 2022 national median household income: $127,600
2022 national median housing value (for the nearly 90% who own): $535,050
Averages over $1 million in net worth.
35% have college degrees; 35% have advanced degrees.
57% are retired; those still working are small-town lawyers, doctors, bankers and small-business owners.

Housing characteristics: Large single-family house owners on the best street in town. The leading citizens of small-town communities.
About half still live in their updated older houses which were bought after 1970.

Consumption patterns: Order from Travelsmith.
Own a dependable Suburu, but drive a muscle car on Sundays.
Contribute to NPR.
Read *The Economist*.
Would not miss The Masters.
Own a timeshare.

Icons: On-line brokerage account; Framed advanced degrees.

"The life of the wealthy is one long Sunday."
– Anton Chekhov

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PILLARS OF THE COMMUNITY

Configuration: A few still have a child at home.
Average household size—2 to 4 persons.
Predominant age range of adults—45 to 64.

Characteristics: 2022 national median household income: $98,500
2022 national median housing value (for the nearly 90% who own): $302,600
Nearly $200,000 in liquid assets.
38% are college graduates; 18% have advanced degrees.
A third are dual-income households. Many occupy important positions in local businesses and the educational and protective governmental services.

Housing characteristics: Suburban houses in a small-town setting.
Nearly half bought single family houses built after 1990.
61% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Eddie Bauer.
Own a Kia.
Read *Boating*.
Watch The History Channel.
Eat at Panera Bread.

Icons: Bass boat; vintage Chevy Stepside.

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"This is a small town, so everyone talks.
Ironic, isn't it—so few people, so many opinions?"
– Katarina Bivald

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NEW EMPTY NESTERS

Configuration: Primarily empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $103,600
2022 national median housing value (for the more than 80% who own): $447,100
Averaging over half a million in liquid assets; ready to trade in the big house but can't find a buyer. Can't keep up with the kids on social media.
A third have college degrees; 30% have advanced degrees.
About half are retired; a high percentage of those working are CEOs and upper managers in business and finance.

Housing characteristics: Most live in luxury apartment or townhouse properties built post-1970.
64% have lived in their current dwelling for over 10 years.

Consumption patterns: Order from L.L. Bean.
Vacation by motor home.
Read *Outdoor Life*.
Would not miss the Kentucky Derby.
Eat at Ruby Tuesday.

Icons: Gun dog; Maine hunting shoes.

"I do hunt and I do fish, and I don't apologize to anybody for hunting and fishing."
– Norman Schwarzkopf

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TRADITIONAL COUPLES

Configuration: Older couples.
Average household size—2 persons.
Predominant age range of adults—65 to 74.

Characteristics: 2022 national median household income: $98,900
2022 national median housing value (for the nearly 90% who own): $352,750
Averaging over $750,000 in net worth. Smart phone still has the same apps and settings their kids set up for them.
A third have college degrees; a quarter have advanced degrees.
Two-thirds are retired; the rest are lawyers, local business owners and managers who are nearing retirement in their professions.

Housing characteristics: Detached houses in small towns.
More than one-third of them bought between 1990-2009.
62% have lived in their current dwelling for over 10 years.
Many have a vacation/weekend house.

Consumption patterns: Local country club members.
Read *Traditional Home.*
Own a Lincoln.
Would not miss the Westminster Dog Show.
Eat at Bonefish Grill.

Icons: Matching golf bags; "their booth" at the breakfast place.

"Grow old along with me!
The best is yet to be."
– Robert Browning

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RV Retirees

Configuration: Most are empty nest couples.
Average household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $79,650
2022 national median housing value (for the more than 80% who own): $246,550
Approximately $80,000 in liquid assets. Prefer travel to technology.
Almost 30% have college degrees; almost 20% have advanced degrees.
Half are retired; those still working range from maintenance workers to educators, local business owners and professionals.

Housing characteristics: Majority are older single-family houses with the mortgage paid off.
A fifth live in pre-war farmhouses.
Two-thirds have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Tractor Supply Co.
Own a GMC.
Own a farmette.
Read *The American Legion Magazine*.
Watch *Live with Kelly.*
Eat at Bob Evans.

Icons: Winnebago; Cracker Barrel rocking chair.

"To travel hopefully is a better thing than to arrive."
– Robert Louis Stevenson

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COUNTRY COUPLES

Configuration: Mostly empty-nest couples, and some with older children at home.
Average household size—2 persons.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $72,850
2022 national median housing value (for the more than three-quarters who own): $231,300
Very little in income-producing assets, not enough in the retirement account.
26% have college degrees; another 11% also have advanced degrees.
43% are retired; those still working are unionized on the assembly line, on the construction crew, or working in clerical jobs.

Housing characteristics: Long-time residents of older stick or brick detached and townhome developments.
58% have lived in their dwelling for over 10 years.

Consumption patterns: Shop at Hobby Lobby.
Belong to a veterans club.
Read *Field & Stream.*
Watch The Hallmark Channel.
Eat at Cracker Barrel.

Icons: Signed major league jersey; coin collection.

"If you wish to get rich, save what you get."
– Brigham Young

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HOMETOWN RETIREES

Configuration: Two-thirds are married couples, and one-third are widowed or divorced singles.
Average household size—1 or 2 persons
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $63,450
2022 national median housing value (for the more than three-quarters who own): $180,750
69% attended college; only 31% finished.
Living in a low-cost location makes for a healthy retirement fund.
More than half were born and raised in the same town; one of the least likely households to use new technology. Many have never owned a computer.
56% are retired; Used to driving all over town to construction and maintenance jobs.

Housing characteristics: Small-town environments.
'90s and '00s developments surrounding old town centers.
About half own detached houses, be it two-story, bi-level, ranch, or mobile home.
62% have lived in their current dwelling for over 10 years.

Consumption patterns: Keeping the Saturn
Shop at True Value.
Read *Deer & Deer Hunting*.
Watch The Weather Channel.
Eat at Bojangle's.

Icons: Well-used vice-grips; needlepoint.

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"His first, best country ever is, at home."
– Oliver Goldsmith

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HEARTLAND RETIREES

Configuration: Singles and couples.
Average household size—1 or 2 persons
Predominant age range of adults—65 and older.

Characteristics: 2022 national median household income: $61,800
2022 national median housing value (for the more than three-quarters who own): $226,150
Have saved enough for retirement.
Dislike people fiddling on smartphones all the time; "That's for the coastal elites."
A third have high school diplomas; 18% have college degrees.
85% are retired.

Housing characteristics: Two-thirds live in single-family detached houses built post-1970.
Over 80% have lived in their current dwelling for over 10 years.

Consumption patterns: Order from JC Penney catalogue.
Own a working farm.
Read *VFW.*
Would not miss the Thanksgiving Day Parade.
Eat at Bonanza Steakhouse.

Icons: The pop-up camper; bib overalls.

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"The farmer has to be an optimist or he wouldn't still be a farmer."

– Will Rogers

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VILLAGE ELDERS

Configuration: Primarily single-person households; many of them widowers.
Average household size—1 person.
Predominant age range of adults—65 and over.

Characteristics: 2022 national median household income: $50,750
2022 national median housing value (for the nearly three-quarters who own): $176,900
Never owned an investment account; worry over pensions.
Many have never owned a computer.
A quarter have graduated college; 35% did not attend anything more advanced than high school.
86% are retired.

Housing characteristics: Just under 58% live in modest detached houses. Some rent apartments in town.
The majority bought between 1970-2010.
56% lived in their current dwelling for over 10 years.

Consumption patterns: Still drive the old Buick.
Belong to a Veteran's Club.
Read *Grit.*
Watch *NBC Nightly News.*
Eat at Shoney's.

Icons: The trusty Buick; the corner booth at Shoney's.

"Maybe it's a symptom of a small town,
but for some, even after graduation.
high school never really ends."
– Matt Abrams

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Small-Town Seniors

Configuration: 56% single, half of whom are separated/divorced/widows/widowers.
Average household size—1 person.
Predominant age range of adults—55 to 74.

Characteristics: 2022 national median household income: $49,200
2022 national median housing value (for the nearly two-thirds who own): $150,000
Not much in savings. Below average technology use.
38% dropped out of college; 22% graduated, and only 4% have advanced degrees.
59% are retired; and the rest occupy sales, office and clerical positions.

Housing characteristics: Single-family detached houses; small rental apartments.
A large portion bought '70s era construction.
46% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Kmart.
Use a prepaid calling card.
Listen to gospel music.
Watch HLN.
Eat at Golden Corral.

Icons: Canasta; scrapbooking.

"If I'd known I was going to live this long,
I'd have taken better care of myself."
– Eubie Blake

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BACK COUNTRY SENIORS

Configuration: Almost half are single-person households.
Average household size—1 or 2 persons.
Predominant age range of adults—55 and over.

Characteristics: 2022 national median household income: $45,200
2022 national median housing value (for the more than three-quarters who own): $136,350
Never had an investment account. The only screen they'll look at is the TV.
36% only have high school diplomas; 38% dropped out of college, and 20% graduated.
70% are retired; those working have agricultural, construction and maintenance related jobs.

Housing characteristics: Small farming communities.
A few own old farmhouses; most need fixing-up.
Older single-family houses.
Most own their ranch houses, ramblers or mobile homes.
57% have lived in their current dwelling for over 10 years.

Consumption patterns: Drive a GMC pickup.
Would not miss the National Finals Rodeo.
Listen to Christian radio.
Eat at Hardee's.

Icons: John Deere gimme hats; kitchen canning equipment.

"Some folks rail against other folks,
because other folks have what some folks would be glad of."
– Henry Fielding

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TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Cities –

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E-Type Families

Configuration: Two-thirds are married couples with children.
Average household size—3 or 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $132,150.
2022 national median housing value (for the nearly three-quarters who own): $670,600
Nearly $1.7 million in net worth. Part of the tech-savvy knowledge economy.
Highly educated: 96% attended college, a third have advanced degrees. Multi-ethnic, with significant numbers of Asians. Half of the households are dual-income. 13% use public transportation.
High-living, high-energy city-dwellers. Frequent home re-modelers.
Jobs require significant networking resources; e-Businesses, information technologies.
Top executives, financial analysts; planning and design firm employees.

Housing Characteristics: Trendy detached and multi-family housing in upscale urban neighborhoods, often near universities. 19% live in post-2000 construction.
Older classic apartment buildings that have at least been updated post-1985.

Consumption Patterns: Shop at Bloomingdale's
Own a Tesla Model S.
Read NYTimes app on an iPad
Use Uber.
Snack at Starbucks.

Icons: Virtual Private Network on every device; Blockchain.

"Innovation distinguishes between a leader and a follower."
– Steve Jobs

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MULTI-CULTURAL FAMILIES

Configuration: Couples and singles with children.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $64,750.
2022 national median housing value (for the more than half who own): $218,550
Diligently saving for the future at an impressive pace.
Middle-income households from diverse backgrounds.
Over 88% attended college; 22% have advanced degrees.
Mid-level positions in business, management, and finance, or have their own small businesses.

Housing Characteristics: Long-time residents of in-town neighborhoods.
52% have lived in their current dwelling for more than 10 years.
Nearly half of all housing units were built prior to 1960.
Owners live in rowhouses and duplexes; renters in apartment buildings.

Consumption Patterns: Shop at Safeway.
Lovingly-maintained old Cadillac.
Read *Kiplinger's Personal Finance*.
Watch *The View.*
Eat at Jack-in-the-Box.

Icons: The essential DIY toolbox; NHL jersey.

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"The dictionary is the only place that success comes before work."
– Vince Lombardi

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INNER-CITY FAMILIES

Configuration: One-third are married couples with children.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $48,500.
2022 national median housing value (for the more than one-quarter who own): $259,200
Few income-producing assets.
25% have high school diplomas; more than half who attended college dropped out.
Nearly half speak Spanish. 28% are African American.
Employed as waiters or waitresses, bartenders, factory workers on the night shift, sales clerks in small stores, building maintenance and housekeeping crews.

Housing characteristics: Public housing.
Struggling neighborhoods.

Consumption patterns: Shop at La Michoacana Meat Market.
Pre-paid metro PCS mobile.
Listen to Hispanic format radio.
Drive a Mitsubishi.
Eat at Sizzler Steakhouse.

Icons: American Latino TV; Hip hop for kids.

"Hold fast to dreams for if dreams die,
life is a broken-winged bird that cannot fly."
– Langston Hughes

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SINGLE-PARENT FAMILIES

Configuration: 25% are single adult households. Children across all ages.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $51,350
2022 national median housing value (for the more than one-quarter who own): $328,750
Housing is a disproportionate share of income.
28% have college degrees; 9% have advanced degrees.
Two-thirds are Latino, 15% are African American, and 65% speak Spanish.
Many first-generation Americans.
Hard-working middle-class families committed to paying the bills (and saving); even the kids contribute.

Housing Characteristics: Downtown, in-town neighborhoods in immigrant gateway cities.
"Urban Renewal" era mid- and high-rise apartments.

Consumption Patterns: Shop at Ross Dress for Less.
Avid moviegoers.
Drive a Nissan.
Watch TeenNick.
Eat at Carl's Jr.

Icons: USCIS case status; Liga MX warm-ups.

"Over time, grit is what separates fruitful lives from aimlessness."
– John Ortberg

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TRADITIONAL & NON-TRADITIONAL FAMILIES

– Small Cities/Satellite Cities –

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UNIBOX TRANSFEREES

Configuration: Married couples with children, most of them school-age.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $105,150
2022 national median housing value (for the nearly three-quarters who own): $391,800
High income-producing assets. Above-average technology use.
Upper-middle-income families; both spouses work.
Highly educated: 50% are college graduates, and 22% advanced degrees.
Highly mobile salespersons, professionals; architects and engineers, IT specialists and web developers, accountants, financial analysts and day traders, to business executives.

Housing characteristics: Some are older updated detached houses inside established neighborhoods in second-tier cities. Nearly a third live in new construction.

Consumption patterns: Shop at Express.
Trade stock online.
Read *Dwell.*
Watch TV shows on their phones.
Eat at Chevy's.
Own a Mitsubishi.

Icons: National Park annual pass; 529 college savings plans.

"They change their clime, not their disposition."
– Horace

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MULTI-ETHNIC FAMILIES

Configuration: Married couples with children.
Average household size—3 or 4 persons.
Predominant age ranges—25 to 54.

Characteristics: 2022 national median household income: $79,300
2022 national median housing value (for the nearly two-thirds who own): $279,100
Multi-ethnic, multi-racial American families. 35% speak Spanish.
79% attended college for one year; 9% have advanced degrees. Low income-producing assets.
Many own their own start-up company.
High percentage of military, former military.
Jobs include secretaries, bank tellers, construction workers, mechanics, truck and taxi drivers, and electricians.

Housing characteristics: New mid and high-rise apartments and condominiums.
Smaller cities and suburbs. Over a third live in post-2000 construction.

Consumption patterns: Shop at military commissary.
Do needlepoint.
Own a GMC.
Watch WWE pay per view.
Eat at CiCi's Pizza.

Icons: Deployment mementos; staycations.

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"It's almost worth having been in the army
for the joy that freedom gives you."
– John Dos Passos

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UPTOWN FAMILIES

Configuration: Couples with young school-age children.
Average household size—3 or 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $73,900
2022 national median housing value (for the more than half who own): $251,350
Struggling to save for the future. Dual-income, dual-career couples.
40% are college grads, and 12% have advanced degrees.
10% carpool to work, but most drive alone.
Yesterday: *Twentysomethings*. Tomorrow: *Nouveau Money*.
White-collar professionals and department heads; in tech businesses.

Housing characteristics: Middle-class neighborhoods in second-tier cities and suburbs.
New, upscale condos and townhouses in town, 1970s detached houses in the neighborhoods. Only a quarter have lived in their dwelling for over 10 years.

Consumption patterns: Drive a new Cadillac.
Go to karaoke.
Read *Wired.*
Watch the Cartoon Network.
Eat at Joe's Crab Shack.

Icons: Media credenza; Frequent diner cards.

"It's all fun and games
until you have to wake up
and be a parent at 6 am."
– Greeting card

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IN-TOWN FAMILIES

Configuration: Couples with infants and school-age children; a quarter are families with more than two generations present.
Typical household size—2 to 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $47,750.
2022 national median housing value (for the more than half who own): $142,500
Very little in liquid assets.
40% have taken college-level online classes; 30% graduated high school. Nearly half are Spanish speaking.
Younger families with Abuelita or Lito helping out.
High proportions of Latinos and African Americans.
Work in mostly in health care support positions. In one out of four households, another member works part-time.

Housing characteristics: Affordable detached houses in and around second- and third-tier cities.
About 7% rent in new construction.
More than a third have lived in their current dwelling for over 10 years.

Consumption patterns: Buy baby food.
Burritos for breakfast.
Read *People En Espanol.*
Watch Univision.
Eat at Whataburger.

Icons: Budget family vacations; SNAP.

"Every house needs a grandmother in it."
– Louisa May Alcott

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NEW AMERICAN STRIVERS

Configuration: Older married couples with children. Some grandfamilies.
Average household size—2 to 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $44,450
2022 national median housing value (for the more than one-quarter who own): $174,250
One works full-time, the other part-time.
29% only have high school diplomas; 61% attended college; 21% graduated.
30% Spanish language speakers. High percentage of "other" race classification.
Most work in food service jobs, maintenance and housekeeping jobs, construction and landscaping, and healthcare support services; only a few in offices. 17% unemployed.

Housing characteristics: Second tier cities, often with military presence.
Sections of the city where there are restaurants and food vendors selling ethnic fare, places to buy items from back home and traditional garb.

Consumption patterns: Shop at Rent-A-Center.
Own a Mazda.
Read *Spin*.
Watch *Nick at Nite*.
Eat at Krispy Kreme.

Icons: Latin pop, A-pop, J-pop, K-pop; poblanas, saris, kimonos and djellabas.

"The land flourished because it was fed from so many sources –
because it was nourished by so many cultures and traditions and peoples."
– Lyndon B. Johnson

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TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Suburbs –

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CORPORATE ESTABLISHMENT

Configuration: Older families with children in school.
Average household size—3 or 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $174,200
2022 national median housing value (nearly all own): $658,500
Averaging over $1.5 million in net worth. Internet of Things.
Very high dual-income white and Asian families.
97% are college-educated; 43% have undergraduate degrees, 43% have advanced degrees.
Prominent professionals and executives in business, finance, law, and communications industries.

Housing characteristics: Tech-enhanced updated estates built in the '90s. 47% are in newer (post 2000) construction. Million-dollar homes.
Most are detached houses in wealthy enclaves, often near the country club; expensive condominiums or exclusive co-ops in the city.
39% have lived in their current dwelling for over 10 years

Consumption patterns: Shop at Brooks Brothers.
Read *Investor's Business Daily*.
Play tennis.
Watch *Saturday Night Live*.
Stay at Courtyard By Marriott.

Icons: Acoustically-neutral audiophile multi-media room; the genuine club tie.

"Wealth is not without its advantages."
– John Kenneth Galbraith

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NOUVEAU MONEY

Configuration: Married couples with mostly older children.
Average household size—3 or 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $131,150
2022 national median housing value (for the more than three-quarters who own): $456,000
Very high income-producing assets. Posting travels on Instagram.
White and Asian dual-income households.
Big spenders with high incomes. He's a portfolio manager, she's a high school teacher.
Half have college degrees and a third have advanced degrees.
Investment analysts; high-tech careers; had a successful start-up, sold it for millions.

Housing characteristics: Two-thirds live in McMansions in new-money suburban subdivisions built after 1990.
37% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Ralph Lauren.
Own a BMW.
Visit wsj.com.
Watch the NHL Network.
Drink Perrier.

Icons: The black titanium AmEx Centurion card; outdoor kitchen.

"A sumptuous dwelling the rich man hath."
– Mary Elizabeth Hewitt

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BUTTON-DOWN FAMILIES

Configuration: Married couples with older children.
Average household size—3 or 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $115,000
2022 national median housing value (for the more than three-quarters who own): $403,450
Over a quarter million in income-producing assets.
Computer-savvy and career-oriented; both spouses work full-time.
Many own team or brand-specific cycling gear.
91% are college-educated; 23% have advanced degrees.
About half work in the corporate environment. Several are middle managers.

Housing characteristics: Summer vacation home in a walkable.beach town.
From large older updated houses on small lots to new condominiums.
51% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Ethan Allen Galleries.
Belong to a country club.
Read *Money.*
Watch CNBC.
Snacks at Auntie Anne's.
Drink O'Doul's.

Icons: Golf cart; Team-specific cycling gear.

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"So always look for the silver lining
And try to find the sunny side of life."
– P.G. Wodehouse

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FIBER-OPTIC FAMILIES

Configuration: Older families.
Average household size—3 or 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $102,400
2022 national median housing value (for the nearly 90% who own): $306,150
Meeting their investment goals. Everything is in the Cloud.
More than half have college degrees; 21% have advanced degrees.
Mid- to upper-level executives in tech, business, education, accounting, financial services, planning and design.

Housing characteristics: Detached houses in close-in suburban subdivisions.
Nearly half bought between 1990 and 2009.
40% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Anthropologie.
High-speed internet with mega bandwidth.
Visit CNET.com.
Own a Mazda.
Watch Sundance Channel.
Eat at Five Guys.

Icons: Fandor and Indieflix subscriptions; Organic LED television.

"Any sufficiently advanced technology
is indistinguishable from magic."
– Arthur C. Clarke

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LATE-NEST SUBURBANITES

Configuration: Older married couples with school-age children, some away at college.
Average household size—2 to 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $90,850
2022 national median housing value (for the nearly two-thirds who own): $394,350
Upper-middle-income suburban families; a third are dual-income; some are minivan soccer moms. College tuition sticker shock. Everything Amazon Prime.
43% have college degrees; 23% have advanced degrees.
Officers of small corporations; sales managers; communications and technology.

Housing characteristics: New upscale suburban subdivisions.
Half live in older houses. Relatively high property values.
A third have lived in their current dwelling for over 10 years.

Consumption patterns: Own an Acura.
Attend soccer games.
Visit Disney.com.
Watch The Tennis Channel.
Eat at Fuddrucker's.

Icons: Family YouTube channel; "My child is an honor student at . . ." bumper stickers.

"Hail wedded love, mysterious law, true source of human offspring."
– John Milton

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FULL-NEST SUBURBANITES

Configuration: Married couples with children.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $85,400
2022 national median housing value (for the more than two-thirds who own): $354,250
Low income-producing assets. Above-average technology use.
Over 60% have college degrees, 21% have advanced degrees.
A third of the households are dual-income.
Business managers, supervisors, and accountants, along with other white-collar jobs.
Many are employed in the educational system at all levels.

Housing characteristics: Suburban subdivisions outside fast-growing metro areas.
Pre-crash detached houses.
46% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Publix.
Own a Lexus.
Weekly Pilates class.
Read *Entrepreneur*.
Watch The Cooking Channel.
Eat at Romano's Macaroni Grill.

Icons: Babolat AeroPro Drive tennis racquets; WebMD.

"Other things may change us,
but we start and end with the family."
– Anthony Brandt

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KIDS 'R' US

Configuration: Family households with above-average number of children.
Average household size—3 to 5 or more persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $78,550
2022 national median housing value (for the nearly three-quarters who own): $250,900
Very little in income-producing assets. Weekly grocery delivery ordered online saves time.
Living the Middle-Class Dream. A third are dual-income, but 56% are still provided for by only one parent. 18% are African American.
82% are college-educated; 12% have advanced degrees.
10% carpool to work. Employment across all job categories.

Housing characteristics: Detached houses in '90s and '00s subdivisions. 11% live in new construction.
The quarter-acre lot, USA.

Consumption patterns: Shop at New York & Company.
Visit Walt Disney World.
Read *Sports Illustrated*.
Watch Nick Jr.
Eat at Wingstop.
Own a Kia.

Icons: Amazon Fresh; family Google Calendar.

"These are your peak earning years, my friend.
You've got kids to think about"
– Garth Risk Hallberg

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TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –

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EX-URBAN ELITE

Configuration: Married couples; most with older children, a few away at college.
Average household size—2 to 4 persons.
Predominant age range of adults—45 to 64.

Characteristics: 2022 national median household income: $133,650
2022 national median housing value (nearly all own): $451,500
Very high income-producing assets. Keeps up with acquaintances online.
76% graduated college; 29% have advanced degrees.
Former residents of cities or metropolitan suburbs who have "escaped" urban stress.
Wealthy families living in private luxury.
Executives; professionals; entrepreneurs; consulting businesses.

Housing characteristics: "Retreat" locations—the New England coast; horse farms in Virginia and New Jersey; Monterey County, California.
Only one-third live in pre-1990 buildings.
"Estate" houses—custom if new; restored if old.

Consumption patterns: Shop at Pottery Barn.
Own a Steinway grand.
Read *Forbes.*
Play golf.
Eat at Bertucci's.

Icons: E*Trade; Rolex chronographs.

"Far from the madding crowd's ignoble strife,
Their sober wishes never learn'd to stray;
Along the cool sequester'd vale of life
They kept the noiseless tenor of their way."
– Thomas Gray

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NEW TOWN FAMILIES

Configuration: Young, upper middle-class families with babies or school-age children.
Average household size—3 or 4 persons.
Predominant age range of adults—35 to 44.

Characteristics: 2022 national median household income: $102,500
2022 national median housing value (for the more than three-quarters who own): $292,650
High income-producing assets. Mobile-friendly.
Educated townsfolk; typically close to outdoor recreational activities.
Half are dual-income.
Two-thirds have college degrees; 21% have advanced degrees.
Range of employment from contractors to business executives, with a high percentage of educators.

Housing characteristics: Detached houses in rural townships, clustered suburban subdivisions near the town center.
Lake towns, large amounts of preserved land close by.
53% live in post-2000 construction.

Consumption patterns: Shop at Ann Taylor.
Own a powerboat.
Own a Subaru.
Watch Nickelodeon.
Eat at Cold Stone Creamery.

Icons: PlayStation 4; Everything Gore-Tex.

"Welcome to the great American two-career family
and pass the aspirin, please."
– Anastasia Toufexis

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FULL-NEST EXURBANITES

Configuration: Older married couples with children; mostly school-age.
Average household size—3 or 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $102,400
2022 national median housing value (for the more than three-quarters who own): $363,550
Saving well for the future. Can't wait for AVs to ease the pain of commuting.
58% have college degrees; 16% have advanced degrees.
Professionals and tech-related business careers; a high proportion of executives and upper managers.

Housing characteristics: Cookie-cutter detached houses in exurban subdivisions.
Half live in units built post-1990.

Consumption patterns: Shop at BJ's Wholesale Club.
Travel internationally.
Read *Audubon Magazine*.
Watch college basketball.
Eat at Qdoba.
GMC SUV.

Icons: Her horse; his power boat.

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"A piece of land not so very large, which would contain a garden,
and near the house a spring of ever-flowing water,
and beyond these a bit of wood."
– Horace

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RURAL FAMILIES

Configuration: Married couples with mainly older children.
Average household size—2 to 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $80,600
2022 national median housing value (for the more than three-quarters who own): $228,300
Above average retirement savings.
Middle-class dual-income families. Preference for outdoor activities.
A quarter did not finish college; while 13% have advanced degrees.
Policemen or firefighters, truck drivers, oil riggers, lumberjacks, and craftsmen.

Housing characteristics: Older detached houses and townhouses usually in subdivisions around main intersections.
43% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Cabela's.
Own a Jeep.
Read *American Angler*.
Watch The Outdoor Channel.
Eat at Pizza Inn.

Icons: Sports equipment wall rack; cowboy boots.

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"Sport is the bloom and glow of a perfect health."
– Ralph Waldo Emerson

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TRADITIONAL FAMILIES

Configuration: Married couples; children of all ages.
Average household size—2 to 4 persons.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $80,250
2022 national median housing value (for the more than three-quarters who own): $256,500
Anticipating the day the mortgage is done.
51% have undergraduate degrees; 17% have advanced degrees.
Outdoor recreation-oriented family activities.
A third are dual-income households.
Middle to upper income white-collar employment; Management and professionals.
Small percentage of military personnel.

Housing characteristics: Detached houses in small town neighborhoods.
41% live in housing constructed after 2000.
45% have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at Dillard's.
Own a timeshare.
Visit NFL.com.
Watch ESPN Classic.
Eat at Zaxby's.

Icons: Mountain bikes; NCAA basketball bracket family competition.

"It [tradition] cannot be inherited, and if
you want it you must obtain it by great labor."
– T.S. Eliot

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SMALL-TOWN FAMILIES

Configuration: Middle-class families with babies and younger children.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $80,100
2022 national median housing value (for the more than half who own): $300,600
Little in savings and a large mortgage. House hunting on Realtor.com.
One-third are dual-income.
80% attended college; 31% dropped out.
Home-improvement professionals, maintenance crews, franchise managers, auto salesmen.

Housing characteristics: Detached houses in and around small towns with about 11% in new construction.
Many bought pre-crash.
41% have lived at the same address for the past one to four years.

Consumption patterns: Shop at Bass Pro Shops.
Own a motorcycle.
Visit MLB.com.
Watch the DIY Network.
Eat at Logan's Roadhouse.

Icons: Minor league baseball; *Pat the Bunny*.

"In the small town each citizen had done something
in his own way to build the community"
– Daniel J. Boorstin

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FOUR-BY-FOUR FAMILIES

Configuration: Families with school-age children.
Average household size—3 to 5 or more persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $75,600
2022 national median housing value (for the nearly three-quarters who own): $238,150
Low income-producing assets.
55% at least attended college.
Some dual-income couples.
Middle-class technical school graduates, health-care support workers, unionized plant workers; repairman of everything from plumbing to roof.

Housing characteristics: Detached and attached houses in small towns.
Half are older houses that need constant maintenance and upkeep.

Consumption patterns: Shop at Academy Sports + Outdoors.
Buy a home computer online.
Own a 4WD pickup.
Visit accuweather.com.
Watch *Extra.*
Eat at Krystal.

Icons: His John Deere Gator; her GMC Canyon 4WD pickup.

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"A happy family is but an earlier heaven."
– George Bernard Shaw

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RUSTIC FAMILIES

Configuration: Married couples with children.

Average household size—2 to 4 persons.

Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $63,050
2022 national median housing value (for the more than three-quarters who own): $176,150

Below average income-producing assets. Below average technology use.

A third didn't go past high school; just over a quarter have college degrees. Mostly single-income households.

Construction and maintenance staff, electricians, truck drivers and delivery staff, and production and assembly workers.

Housing characteristics: '90s construction and older townhouses, detached houses and mobile homes in the rural heartlands.

37% have lived in their current dwelling for over 10 years.

Consumption patterns: Purchase work boots.

Own a horse.

Read *Hunting.*

Watch The Sportsman Channel.

Eat at Hardee's.

Icons: NHRA drag races; a six-pack of Mountain Dew.

"Life ain't always beautiful,
but it's a beautiful ride."
– Gary Allen

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HOMETOWN FAMILIES

Configuration: Couples with children. Many are non-traditional families; only 37% are married.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $51,700.
2022 national median housing value (less than half own): $181,250
More likely to save in a bank than an investment account. Single-income families.
10% carpool to work.
30% are high school graduates; more than 60% attended college, 5% did not finish high school.
Employment in restaurants and the food service industry, as landscapers or building maintenance employees, cash register clerks in retail, personal and child care services and as health care support workers. Some students, full- or part-time.

Housing characteristics: Rent older attached and detached houses in small towns.
'70s, '80s, and '90s development.

Consumption patterns: Own a Dodge.
Go horseback riding.
Read *American Baby*.
Watch WE (Women's Entertainment).
Eat at Sonic.

Icons: Diaper hamper; Swing set.

"Perhaps the greatest social service that can be rendered by anybody
to the country and to mankind is to bring up a family."
– George Bernard Shaw

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YOUNGER SINGLES & COUPLES

– Metropolitan Cities –

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NEW POWER COUPLES

Configuration: Mostly couples, few with children.
Typical household size—1 to 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $96,950
2022 national median housing value (for the more than half who own): $509,800
Averaging over a quarter million in net worth.
Active social lives; many unmarried couples living together. Too busy IRL.
Two-thirds of the couples both work in high-level job positions.
60% have college-level degrees; 20% have advanced degrees.
High-ranking professionals mostly in management, business and finance, as well as high-end law firms, architectural firms, product and apparel design teams, marketing and public relations firms. Above average bicycle commuters.

Housing characteristics: Vibrant urban neighborhoods in high-growth cities.
Urban pre-war townhouses and high-rises; vintage houses on urban lots.

Consumption patterns: Own a BMW.
Shop at Crate & Barrel.
Go snowboarding.
Read *Wine Spectator*.
Watch E!.
Eat at Au Bon Pain.

Icons: Next week's opening; European activewear

"Wine and cheese are ageless companions,
like aspirin and aches, or June and moon,
or good people and noble ventures."
– M.F.K. Fisher

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NEW BOHEMIANS

Configuration: Primarily singles and couples.
Average household size—1 to 2 persons.
Predominant age range of adults—25 to 34.

Characteristics: 2022 national median household income: $93,100
2022 national median housing value (for the nearly one-fifth who own): $667,800
Moderate income-producing assets. Very actively cultivating online connections.
Unconventional, ethnically-diverse, upper-middle-income households.
Two-thirds graduated from college; 82% attended.
Tech-savvy executives, students, actors, artists, writers, boutique owners, and public-interest advocates. The social and political *avant-garde*; one-third are gay. Heart of the real "creative class;" alternative lifestyles: hippies, radical leftists, community activists.

Housing characteristics: In-town and downtown neighborhoods.
Funky flats in brownstones, apartment houses, and converted lofts in emerging neighborhoods. Nearly 13% live in new construction/renovation.

Consumption patterns: Own a hybrid vehicle.
Shop at IKEA.
Use Twitter.
Goes skiing/snowboarding.
Subscribe to Spotify.
Airline miles cards.

Icons: Cold brewed, fair-trade coffee, everything urban.

"Sacred cows make the tastiest hamburger."
– Abbie Hoffman

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COSMOPOLITAN ELITE

Configuration: Primarily couples, a few with children.
Average household size—2 to 4 persons.
Predominant age range of adults—35 to 64.

Characteristics: 2022 national median household income: $88,950
2022 national median housing value (for the almost two-thirds who own): $559,950
Plenty in traditional investment assets; mutual funds; index funds.
Almost 40% have college-level degrees; nearly 12% have advanced degrees. Diverse and successful.
One quarter of households are dual-income, and 14% take public transit.
Job types include business management and finance, accountants and educators.

Housing characteristics: Multi-lingual urban neighborhoods.
5% live in new construction.
Almost half live in single-family detached housing.
Relatively settled—78% have lived in the same dwelling for more than five years; 60% over 10 years.

Consumption patterns: Own a Lexus.
Shop at Costco.
Frequent comedy clubs.
Read *The New York Times.*
Would not miss the Screen Actors Guild Awards.
Eat at Cheesecake Factory.

Icons: Eurosport on Kodi; New Lexus.

"Neighborhood is a word that has come to sound like a Valentine."

– Jane Jacobs

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DOWNTOWN COUPLES

Configuration: 26% are married couples, the rest are singles.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $43,350
2022 national median housing value (for the 44% who own): $166,100
Low income-producing assets.
High proportions of African Americans and Latinos.
About a quarter speak Spanish.
Nearly 20% are college graduates; over 45% attended.
14% use public transport. Twice as likely to not own a car.
Employment includes tellers, clerks, and secretaries, sales representatives and telemarketers.

Housing characteristics: Old buildings in ethnically-diverse urban neighborhoods.
27% live in prewar houses, townhouses and apartment buildings.

Consumption patterns: Own a Nissan.
Buy groceries online.
Shop at Burlington Coat Factory.
Read *Ebony.*
Watch BET.
Eat at White Castle.

Icons: Cricket mobile phone; Manny Pacquiao hoodie

"In this country 'American' means white.
Everyone else has to hyphenate."
– Toni Morrison

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DOWNTOWN PROUD

Configuration: 41% are single-person households; some married couples.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $40,750
2022 national median housing value (for the 10% who own): $339,800
Below average income-producing assets. Social networking on Tuloko.
Diversity of African Americans, Latinos, Caucasians, high percentage of "other" race reported.
27% have college-level degrees; 8% have advanced degrees, but most didn't finish college or never attended.
Primarily blue-collar and service jobs;.
Nearly three and a half times as likely not to own a car.

Housing characteristics: High-density apartments or rowhouses in inner-city, often distressed neighborhoods.
18% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a Mitsubishi.
Shop at Banana Republic.
Attend professional basketball games.
Watch Telemundo.
Snacks at Starbucks.

Icons: Prepaid smartphone; LeBron; Beyonce.

"Start where you are. Use what you have.
Do what you can."
– Arthur Ashe

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YOUNGER SINGLES & COUPLES

– Small Cities/Satellite Cities –

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THE VIPS

Configuration: Singles, sometimes with roommates; 39% are married couples.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $82,250
2022 national median housing value (for the 40% who own): $395,900
High proportions of white and black upper-middle-income households.
Nearly half are college graduates; 17% have advanced degrees.
Type-A college grads. Career- and lifestyle-oriented techies.
More than half of the married couples are working in prominent positions. Many are employed by software and IT companies, communications firms, and some are supervisors or upper managers in business and finance.

Housing characteristics: Downtowns of small cities; high-value close-in suburbs.
Only 21% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a Volkswagen GTI.
Shop at The Limited.
Go to the movies monthly.
Read *Rolling Stone*.
Watch *The Tonight Show*.
Eat at Panera.

Icons: The gold Apple Watch; The Alumni Athletic Club.

"Action is the foundational key to all success."
– Pablo Picasso

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SMALL-CITY SINGLES

Configuration: Mostly singles; but about a third are married couples.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $44,250
2022 national median housing value (for the more than half who own): $119,000
Don't have an investment account.
23% are African American, 14% speak Spanish.
About 46% are college-educated; almost a quarter with a diploma.
Sales, telemarketing and tele-representation jobs as well as personal and child care services. Some work as secretaries, tellers or clerks.

Housing characteristics: Detached and attached houses in diverse second city neighborhoods.
21% live in prewar construction.
A few still live with their parents; some still live in college dormitories.

Consumption patterns: Own a Chevrolet.
Order from Victoria's Secret.
Shop at Sam's Club.
Visit abcnews.com
Watch Syfy.
Eat at Papa John's.

Icons: The *only* nightclub; taco Tuesdays.

"Where there is no struggle, there is no strength."
– Oprah Winfrey

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TWENTYSOMETHINGS

Configuration: 18% are married, but the majority are singles.
Average household size—1 person.
Predominant age range of adults—18 to 34.

Characteristics: 2022 national median household income: $43,650
2022 national median housing value (for the few who own): $255,250
Believe Boomers are holding their future hostage.
Ethnically-mixed. Tech-savvy content creators.
Two-thirds have been or still are going to college; 15% have advanced degrees.
Office workers in business and finance, as well as call center reps, secretaries, tellers and clerks; many still looking for a career.

Housing characteristics: Rental apartments in college towns; some still living in dorms or at home.
10% live in new construction.
Only 8% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a Chrysler.
Purchase designer shoes.
No landline.
Visit MTV.com.
Watch MTV2.
Eat at Taco Bell.

Icons: Snapchat; Taylor Swift.

"But first, let me take a selfie."
– Instagram caption

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SECOND-CITY STRIVERS

Configuration: Almost a third are single-person households, a quarter are married couples.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 54.

Characteristics: 2022 national median household income: $43,600
2022 national median housing value (for the few who own): $195,800
Low income-producing assets.
55% are white, nearly 10% are Native American.
Over half attended college; 26% have college degrees.
Transient blue- and white-collar workers seeking upward mobility.

Housing characteristics: Rental duplexes, triplexes, quadruplexes and apartments in modest close-in neighborhoods.
Only 16% live in single-family detached houses.

Consumption patterns: Own a Volkswagen.
Frequent cash advances.
Go to the movies monthly.
Read *Jet*.
Would not miss the BET Awards.
Eat at Dunkin Donuts.

Icons: Monster.com; Fandango.

"In America, getting on in the world means getting
out of the world we have known before."
– Ellery Sedgwick

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MULTI-ETHNIC SINGLES

Configuration: 46% are single-person households, a fifth are married couples.
Average household size—1 person.
Predominant age range of adults—35 to 54.

Characteristics: 2022 national median household income: $27.700
2022 national median housing value (for the one-quarter who own): $108,700
Struggling to save.
44% are African-American, 22% are Hispanic. 21% speak Spanish.
62% did not attend college; 17% have degrees.
Ethnically diverse, and often on the move.
Entry-level service jobs; 9% are students.

Housing characteristics: Small city older inner-city neighborhoods.
Small garden apartment properties, rowhouses, duplexes and modest single-family houses.

Consumption patterns: Own a Mercury.
Shop at Albertsons.
Travel by bus.
Read *Jet.*
Watch *ABC World News Hour.*
Dinner at Long John Silver's.

Icons: Check-cashing store; Online training course.

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"If in doubt, just walk until your day becomes interesting."
– Rolf Potts

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YOUNGER SINGLES & COUPLES

– Metropolitan Suburbs –

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FAST-TRACK PROFESSIONALS

Configuration: A third are dual-income married couples; a few have infants. Some are co-living.
Average household size—2 to 4 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $81,200
2022 national median housing value (for the few who own): $422,600
Low income-producing assets.
Nearly all of them went to college. Almost a fifth have advanced degrees.
Highest average household technology use; often alone together.
15% are African-American, 15% are Asian.
Professionals and corporate jobs, from computer and tech, such as statistician, programmer and web developer, to clerks, secretaries and tellers.

Housing characteristics: Well-located new apartments in old and new suburbia.
13% live in new construction.

Consumption patterns: Own a Mercury.
Shop at Best Buy.
Own an e-reader.
Read *Harvard Business Review*.
Watch *Adult Swim*.
Eat at Benihana.

Icons: iPad Pro, health club to dance club clothing.

"Have nothing in your homes
that you do not know to be useful
or believe to be beautiful."
– William Morris

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SUBURBAN ACHIEVERS

Configuration: 37% are married couples. 33% are single person households. Some are non-traditional households.
Average household size—1 to 3 persons.
Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: $55,650
2022 national median housing value (for the 60% who own): $165,900
Below average income-producing assets.
57% are college-educated; 30% have degrees.
10% carpool to their daily activity.
Employed in sales and office jobs as secretaries, tellers and clerks, telemarketing and tele-representation staff, as well as construction/maintenance crew.

Housing characteristics: Apartments and townhouses in inner-ring suburbs and second cities.
48% have lived in their current dwelling for over 10 years.

Consumption patterns: Own a GMC.
Shop at Banana Republic.
Soccer games (as player and fan).
Read *Brides.*
Watch *South Park.*
Eat at Blimpie.

Icons: LinkedIn; 1999 GMC Suburban.

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"The key is not to prioritize what's on your schedule,
but to schedule your priorities."
– Stephen Covey

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SUBURBAN STRIVERS

Configuration: Young couples; almost a third are married.
Average household size—1 to 3 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $50,650
2022 national median housing value (for the more than one-third who own): $203,650
Not much in an investment account. Active social media users.
Twice as likely than the average to bike to work.
Two-thirds are college educated; 33% have graduated college.
Employed in food service jobs, healthcare support jobs, and construction and maintenance jobs; 9% are students.

Housing characteristics: Renters in new suburban townhouses, owners of older detached housing stock.
'70s and '80s construction.

Consumption patterns: Own a Nissan.
Shop at GameStop.
Attend soccer games.
Read *GQ*.
Watch MTV.
Eat at Burger King.

Icons: Fan blogs; Pokémon GO.

"Everything not saved will be lost."
– Nintendo quit screen message

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YOUNGER SINGLES & COUPLES

– Town & Country/Exurbs –

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HOMETOWN SWEETHEARTS

Configuration: Some singles, but mainly couples, some with children.
Average household size—2 to 4 persons.
Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: $54,750
2022 national median housing value (for the nearly two-thirds who own): $164,200
Saving means putting money in the bank. Below-average technology use.
High school educated; 24% have college degrees.
Building, landscaping and housekeeping, personal and childcare services, as well as sales and office related jobs.

Housing characteristics: Single family houses, townhouses, and apartments in and around small towns in the rural hinterlands.
Almost a third live in dwellings built between 1990-2010.
Close to 70% have lived in their current dwelling for over five years.

Consumption patterns: Own a Lincoln.
Shop at Walmart Supercenter.
Drive a recreational vehicle (RV).
Follows Grand Prix.
Would not miss the Country Music Awards.
Eat at Little Caesars.

Icons: High School Reunions; Peyton Manning.

"Blame it all on my roots,
I showed up in boots."

– Garth Brooks

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BLUE-COLLAR TRADITIONALISTS

Configuration: Middle-aged singles and unmarried couples, some married couples.
Average household size—1 to 4 persons.
Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: $50,650
2022 national median housing value (for the more than three-quarters who own): $141,650
Working class whites. Disdainful of tech.
Nearly 40% have attended college; but only 20% have degrees.
Making the challenging transition from blue-collar farming, factory, construction and maintenance jobs, to service industry jobs.

Housing characteristics: Large-lot detached houses outside small towns and rural villages.
Most own houses built between 1980 and 2000.

Consumption patterns: Own a Jeep.
Shop at Save-a-Lot.
Read *U.S. Veterans.*
Monster truck enthusiasts.
Watch *Ultimate Fighting Championship.*
Eat at Ponderosa.

Icons: Job retraining certificate; Monster Jam polo shirt.

"My parents had always preached the virtues of hard work.
But hard work is one thing; economic struggle is another"
– Sargent Shriver

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RURAL COUPLES

Configuration: A third are single and slightly more than a third are married couples.
Average household size—1 or 2 persons.
Predominant age range of adults—30 to 44.

Characteristics: 2022 national median household income: $40,850
2022 national median home value (for the nearly two-thirds who own): $113,600
Averaging $15,000 in net worth. Rarely checks social media.
Long for a simple life without the economic woes.
15% dropped out of high school, another 38% never attended college. 12% carpool to work.
Employed in construction and maintenance, sales, office, and telemarketing and tele-representation jobs.

Housing characteristics: Rural crossroads villages. Areas that haven't seen new development in decades.
Mobile homes; modest ranch houses on small lots.

Consumption patterns: Own a Ford.
Shop at Dollar General.
Follows monster trucks.
Go on overnight camping trips.
Read *Bassin'*.
Watch CMT.
Eats at Sonic.

Icons: NASCAR bumper stickers; The doublewide.

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"Driving a race car
is like dancing with a chainsaw."

– Cale Yarborough

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RURAL STRIVERS

Configuration: Primarily singles, room-mates, and a few married couples.
Average household size—1 to 2 persons.
Predominant age range of adults—25 to 44.

Characteristics: 2022 national median household income: $33,500
2022 national median home value (for the nearly half who own): $112,200
62% white, 27% African American.
Just under a quarter never graduated high school (a third with their diplomas); 20% dropped out of college. 17% speak Spanish.
Service workers; some are students renting together.

Housing characteristics: Small, isolated rural settlements. Older clapboard houses that require constant upkeep, and mobile homes.
Over 70% were built before the 1990s.

Consumption patterns: Own a Chrysler.
Shop at Walmart Neighborhood Market.
Take karate or other martial arts.
Read *Transworld Motocross*.
Watch Tru TV.
Drink Hi-C.

Icons: Double coupon day; American Le Mans Series on TV.

"Rust never sleeps."
– Neil Young

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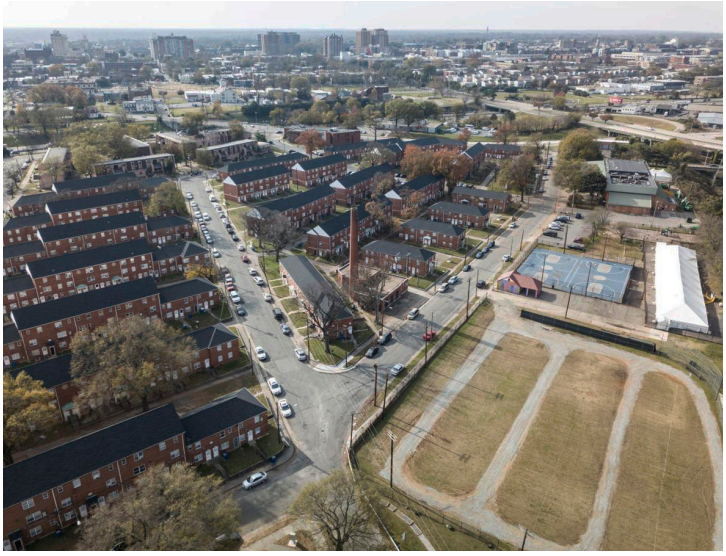
APPENDIX C

Calhoun Recreation Area
Master Plan

DEPARTMENT OF
PARKS, RECREATION AND COMMUNITY FACILITIES

Calhoun Recreation Area Narrative

436 Calhoun St, Richmond, VA 23220
UDC Conceptual Review - September 15, 2022



Project Purpose:

The Calhoun Recreation Area project aims to enhance existing features in the park and revitalize access to recreational resources within the Gilpin Court community. Through public meetings, surveys, and events on site the community has had the opportunity to engage in the planning and design process. Strengthening amenities, such as the community farm, play areas and facilitating a space for pop up markets have all emerged as priority items for the neighbors of the Calhoun Center. The Calhoun Recreation Center and associated outdoor recreation space have the potential to become a civic commons for its surrounding communities.

Project Context:

Calhoun Recreation Area is located within the Gilpin Court Community, the oldest public housing sites in the City of Richmond and the largest between The District of Columbia and Atlanta. The existing outdoor recreational resources include newly paved basketball courts, a playground, a sports field, and the Charles Gilpin Community Farm. The master plan and revitalization for this park is done in parallel to the larger Jackson Ward Community Plan (JWCP). While this park master plan is managed by the City of Richmond Parks, Recreation and Community Facilities (PRCF), collaboration took place with partners from the Jackson Ward Community Plan project including the City of Richmond Office of Equitable Development (OED), the Richmond Redevelopment and Housing Authority (RRHA), the Richmond City Health District (part of VDH), the U.S. Department of Housing and Urban Development (HUD), Storefront for Community Design, and Looney Ricks Kiss (LRK).

Jackson Ward Community Plan:

The planning process for this project is made possible by a HUD Choice Neighborhoods Planning Grant. The Jackson Ward Community Plan planning process is for the residents of Gilpin Court/ Jackson Ward to engage with each other and community stakeholders, uplift community assets, identify areas of improvement that will sustain the longevity of the community, and envision a future where they can thrive. This planning process will be an act of healing that is necessary to mend the physical, social, and economic harm that more than a century of policy has perpetrated on the neighborhood. As part of this planning process, planning grantees are expected to implement Early Action Activities (EAC). As part of the grant, $100,000 of the $450,000 Planning grant funds

will be used to implement these activities. Early Action Activity funding must be used for physical neighborhood improvements, specifically community development or economic development projects that enhance and accelerate the transformation of the neighborhood. The selected project must be community-driven, be responsive to neighborhood needs, and foster social cohesion and capacity-building.

Site Concerns:

Safety, visibility, shade, and senior appropriate navigation/accessibility are major concerns for residents in the Gilpin Court community. Partners of this project acknowledge that despite the hours of operation, from sunrise to sunset, residents will likely still use the park facilities after the sun sets. Pedestrian scale lighting is planned for safety, wayfinding, and navigation at night. While proposed lighting is not meant to encourage the use of the park outside of official hours, it will increase the perception of safety and discourage vandalism. Additional concerns voiced by the community and stakeholder groups aim to address the lack of storage on site (particularly for garden activities and pop-up events), disorganized placement of fencing, and proper screening of the dumpsters near the playground.

Community Driven Design:

PRCF conducted a survey available both online and in paper format distributed by PRCF Recreation Staff and the Brothers Concerned for Gilpin Court support group to residents of Gilpin and visitors to the Calhoun Center. The survey was open from April to May 2022 and received a total of 122 unique responses. The highest priority amenity for outdoor improvement for residents was a splash pad.

These results were utilized to inform conceptual designs that were then put in front of community members at four in-person meetings held by the Jackson Ward Community Neighborhood Plan's team members. Residents were again asked to prioritize their favorite features and designs. The splash pad element remained the highest priority and was selected, further emphasized by the previous survey work conducted by PCRF. Table 1 summarizes the community engagement of the Jackson Ward Neighborhood Plan for the Early Action Activity. PRCF deployed a temporary mobile splash pad on-site on Saturday, August 27th, during the Brothers Concerned for Gilpin Court's "Back to School Event," where the feature was a main draw for youth at the event.

PRCF currently maintains three splash pads in the city and maintenance and safety teams are practiced in keeping these amenities clean and in proper working order. Based on sanitation concerns of water re-circulating and ground-based sprays, the design calls for water to enter the play area aerially to reduce risks of contamination. The design team and city are working toward an innovative design that could allow for the graywater from the splash pad to be routed via a drainage/irrigation system to adjacent trees and landscaping, as water will not be recirculating in the proposed system. Overall, Calhoun Recreation Area will be maintained by PRCF. Landscape design will include low maintenance native plantings, as to minimize maintenance requirements.

In addition to the prioritized splash pad, several design interventions will address accessibility for seniors, safety, visibility, and shade. The design includes linear walking paths that are easy for seniors and mothers with strollers to navigate. Shade sails and shade structures are proposed to provide comfortable access to the existing playground and proposed plazas. Shade trees will be preserved and planted within the site and along Calhoun Street, providing an opportunity to partner

with the Richmond Urban Forestry Division (UFD). The existing extensive fencing will be removed and strategically replaced along the existing basketball courts, the existing playground and the proposed splash play area. Street murals and crosswalks will be employed to provide safe pedestrian travel routes into the site via Calhoun Street and St. Peter Street. The master plan also includes a proposed sidewalk along St. Peter Street where sidewalk does not exist currently. The four main entrances into the site will have unique character and provide visibility into the site. These entrances will include focal elements with native landscape treatments, one with a skate friendly plaza with a stair/ramp feature, and another with the proposed public art gateway project. Additional amenities envisioned as part of the master plan include expanded play opportunities for children, teen areas with shade and social spaces, adult conversation areas, and walking paths and fitness equipment for all. The master plan focuses on creating flexible spaces that are multi-generational and high in impact to the community.

The design objectives aim to remove as little existing vegetation as possible. Selective clearing of potentially hazardous trees and invasive species is necessary along the northern edge of the site, but no individual specimen trees are planned for removal at this stage in the design process.

Meeting Name	Date	Time	Location	Estimated Attendees	Notes
JWCP Working Group Meeting #1	4/12/2022	5:30 PM	Zoom	37	Collect Early Action Activity ideas
JWCP – Gilpin Resident Information Exchange	5/10/2022	6:00 PM	Fay Towers	23	Collect Early Action Activity ideas
JWCP Community Expo	5/12/2022	6:00 PM	Hippodrome Theater	36	Collect Early Action Activity ideas
JWCP Steering Committee #2	5/24/2022	5:30 PM	Online	23	Narrow the list of Action Activity to five
JWCP - Gilpin Resident Listening Workshop	6/14/2022	6:00 PM	Fay Towers	42	JW community Vote for prefer Action Activity/share the first draft layout of the Calhoun Park. Plaza and Splash Pad got 42 votes (highest number)
JWCP Community Listening Workshop	6/16/2022	6:00 PM	Gallery5	20	Gilpin Residents Vote for prefer Action Activity/share the first draft layout of the Calhoun Park. Plaza and Splash Pad got 14 votes (highest number)
JWCP Working Groups Meeting	7/26/2022	5:30PM	Richmond Public Library	30	Included comments of first draft and Show draft 2 of the park layout to get comments
JWCP - Gilpin ResidentPlan Workshop	8/6/2022	10:00AM	Calhoun Center	15	Included comments from first draft and Show draft 2 of the park layout to get comments
JWCP Community Plan Meeting	8/18/2022	5:00PM	Third Street Bethel AME Church	20	Included comments from second draft and Show draft 3 of the park layout to get comments
Brothers Concerned for Gilpin Back to School Event	8/27/2022	noon	Calhoun Park		Included comments from second draft and Show draft 3 of the park layout to get comments

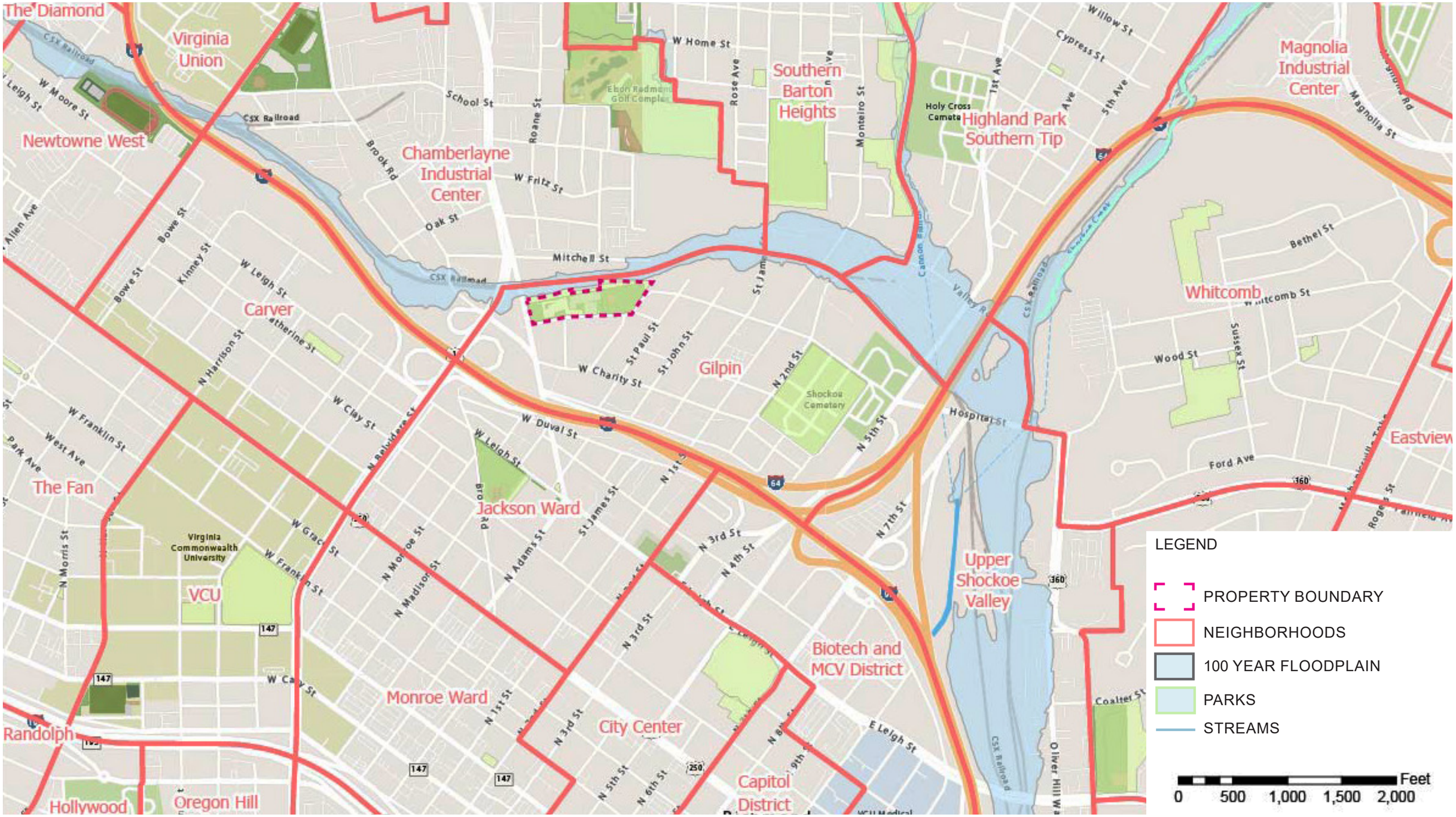
Table 1. JWCP community engagement summary and EAC discovery.

Project Budget and Funding Sources:

The overall master plan up for conceptual review by the UDC is not yet funded but anticipated to be funded in the future through the PRCF CIP or possible local, state, and/or federal grant opportunities. The Early Action Activity is currently funded with a budget of $100,000 by the HUD Choice Neighborhoods grant and $100,000 by the City of Richmond for a combined budget of $200,000. This project will be fully designed and will come before the UDC for final approval later.

Construction Timeline:

Construction of the overall master plan is not known and tied to future funding opportunities. The early action project is expected to remove haphazard fencing, clean up the park, and to construct a splash park and associated plaza space, budget permitting. As part of the HUD Choice Neighborhoods Grant requirements, Early Action Activities must be implemented in the first 24 months of the planning process, which is scheduled for December 2023.



EXISTING NEIGHBORHOOD MAP

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EXISTING CONDITIONS MAP

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SCALE 1"=50'
0 50' 100'

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EXISTING SITE PHOTOS

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CONCEPTUAL MASTER PLAN

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SCALE 1"=50'
0 50' 100'

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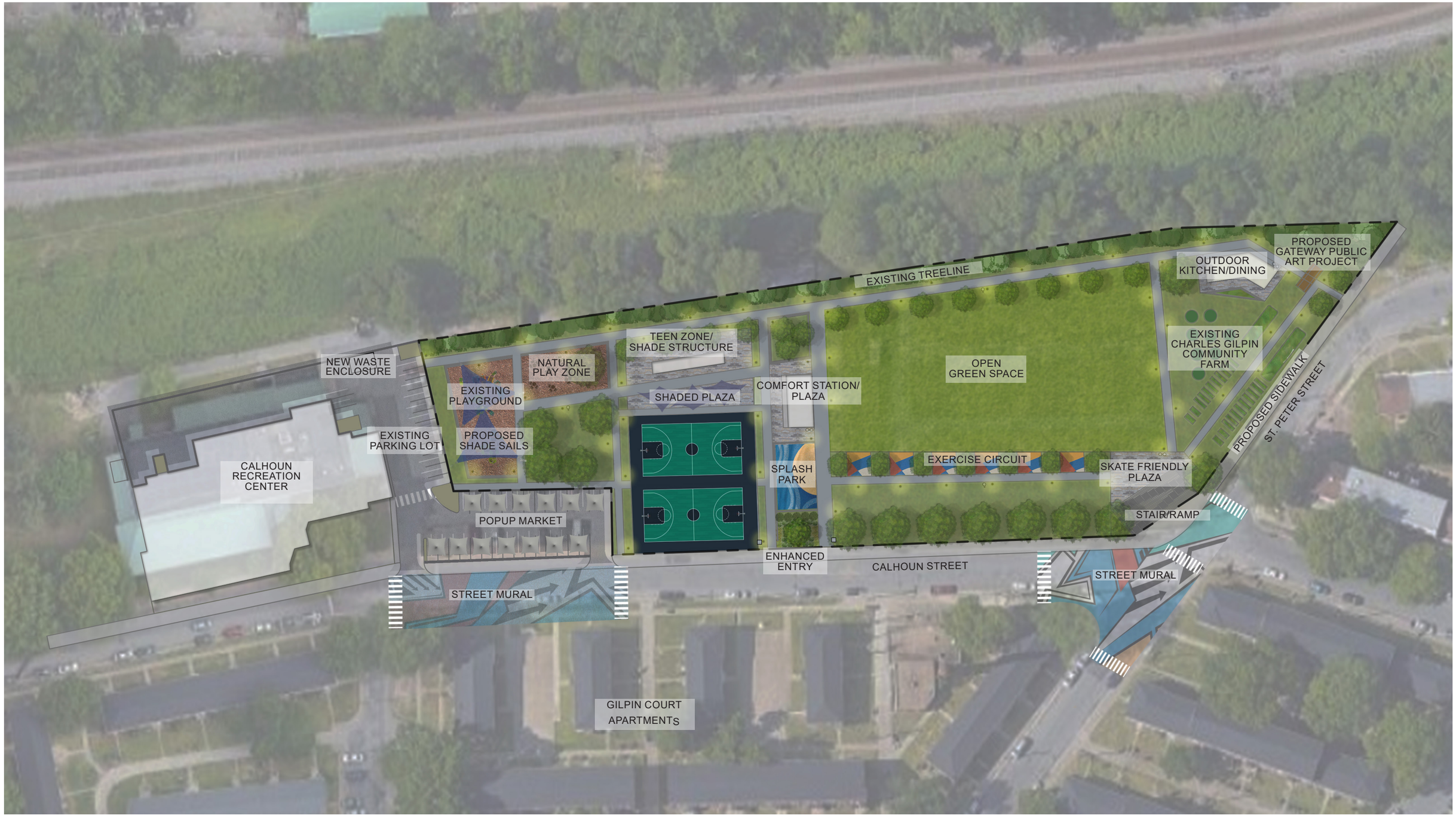

CONCEPTUAL MASTER PLAN - PROPOSED LIGHTING PLAN

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SCALE 1"=50'
0 50' 100'

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EARLY ACTION ACTIVITY

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SCALE 1"=50'
0 50' 100'

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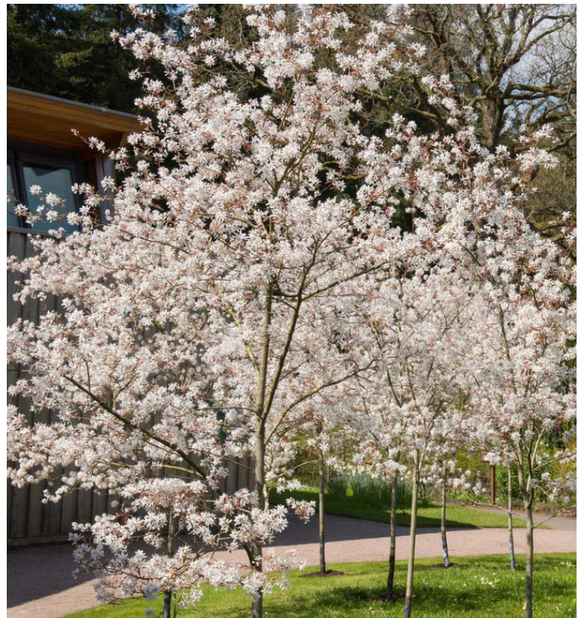
DECIDUOUS TREES


AUTUMN SERVICEBERRY (20'H/15'W)

DOGWOOD (30'H/20'W)

WILLOW OAK (75'H/50'W)

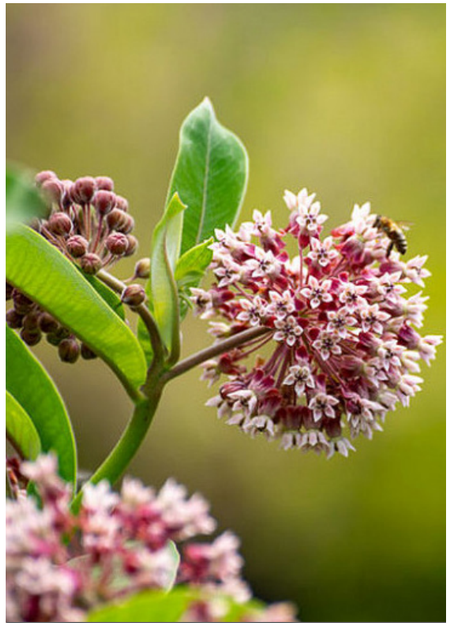
RED MAPLE (70'H/50'W)

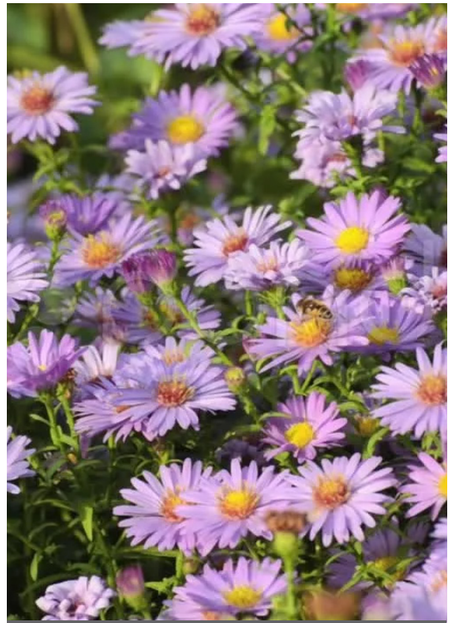
SHRUBS AND GROUNDCOVERS

COMPACT INKBERRY

AMERICAN BEAUTY BERRY

LITTLE BLUESTEM


COMMON MILKWEED


BUSHY ASTER

PLANTING MATERIALS

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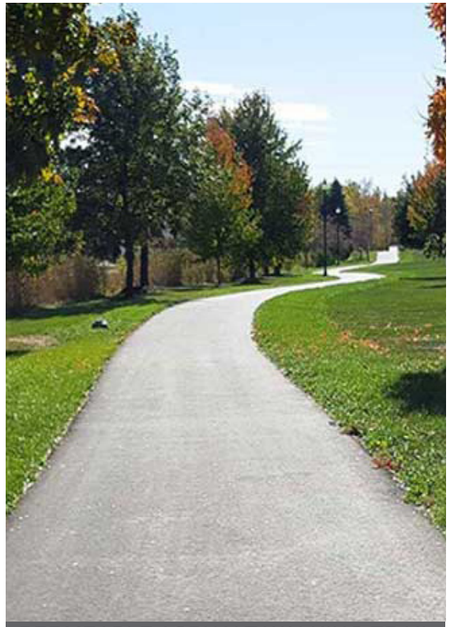
PAVING MATERIALS

PEDESTRIAN PAVERS

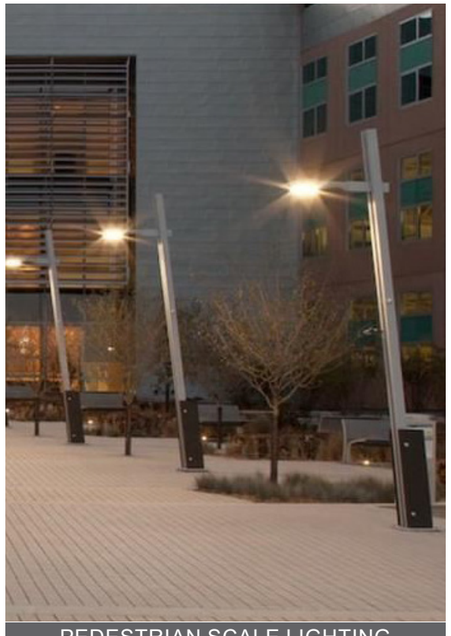
PERMEABLE PAVERS


PERMEABLE ASPHALT WALKING TRAIL

PAINTED STREET MURALS

POURED IN PLACE RUBBER PLAY SURFACE

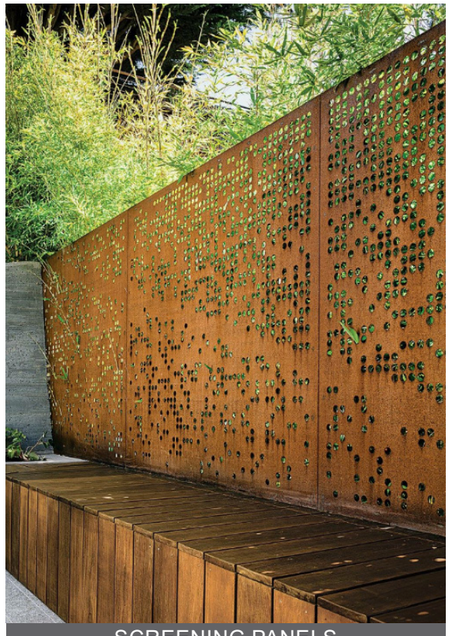
SITE FURNISHINGS


PEDESTRIAN SCALE LIGHTING

RECYCLING & WASTE

HYDRATION STATIONS

DOG WASTE STATIONS


SCREENING PANELS

SITE & PARK MATERIALS

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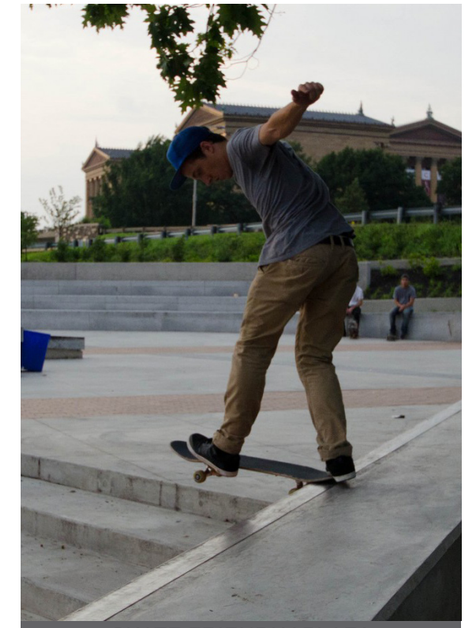
OUTDOOR KITCHEN

OUTDOOR DINING

COMFORT STATION

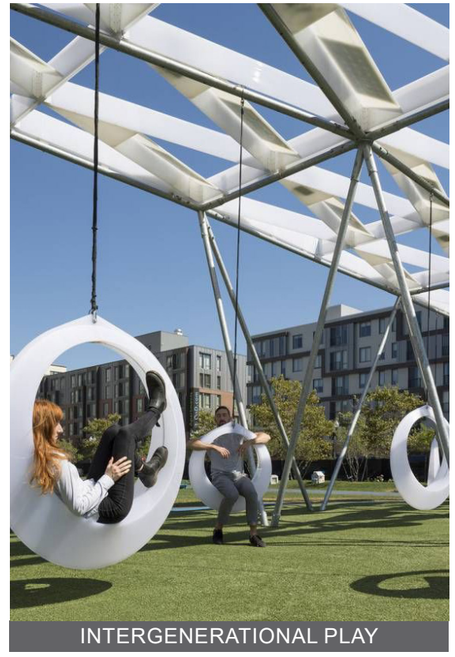
SHADE SAILS FOR EXISTING PLAY EQUIPMENT


SKATE FRIENDLY PLAZA

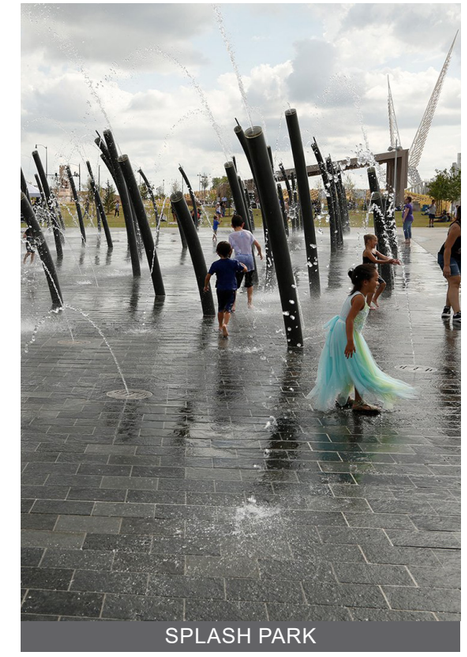
AMENITIES

FITNESS STATIONS

RECREATIONAL ACTIVITIES


INTERGENERATIONAL PLAY

SPLASH PARK


SPLASH PARK

AMENITIES

SITE & PARK MATERIALS

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COMMUNITY ENGAGEMENT PROCESS

COMMUNITY EVENTS
5 community and resident listening workshops

OUTREACH
person to person conversations

PUBLIC MEETINGS
3 virtual and in person steering committee and working group meetings

SURVEYS
61 responses

POPUP EVENTS
Community Expo

Brothers of Gilpin Back to School Event with portable splash pad

COMMUNITY PRIORITIES

bold text denotes items being implemented

PROMOTE COMMUNITY

PLAZA

ART

OUTDOOR KITCHEN

COMMUNITY GARDEN

PICNIC TABLES

CONNECTION TO NEIGHBORHOOD HISTORY

OUTDOOR MUSIC FEATURE/ STAGE

PET WASTE STATIONS

CORNER STORE

SAFETY

LIGHTING

TRAFFIC CALMING MEASURES

MAKE THE BACK OF THE PARK FEEL SAFER

LOCATE PATH NEAR ACTIVE USES

ACTIVITIES FOR YOUTH

TEEN HANGOUT SPACES

SPLASHPAD/ WATER FEATURE

BALLFIELDS

PLAYGROUNDS

SKATEBOARD FEATURE

SELFIE WALL

FLOW

CONNECTIONS TO RECONNECT JACKSON WARD

CONNECTIONS TO/FROM RECREATION CENTER

WALKING CIRCUIT

ACCESSIBILITY

STRAIGHT PATHS EASIER FOR NAVIGATION

MEET THE NEEDS OF WHEELCHAIR AND STROLLER USERS

WALKING CIRCUIT

EXERCISE EQUIPMENT

HEAT RELIEF

PAVILION

SPLASH PAD

SHADE

TREES

APPENDIX D

Surveys

GILPIN COURT RESIDENT ASSESSMENT SURVEY RESULTS

Project Overview

Objective and Purpose

The Department of Housing and Urban Development awarded the Richmond Redevelopment Housing Authority (RRHA), in partnership with the City of Richmond and the Richmond Henrico Health District (RHHD) a Choice Neighborhood Planning Grant. Through this planning grant award, the organizations have collectively worked together to gain insight from residents, businesses, developers, landowners, churches, social service agencies, government organizations, and elected officials to develop the Jackson Ward Community Plan. The plan centers on the redevelopment of the 781-unit Gilpin Court public housing community.

Through extensive community engagement, RRHA, the City, and RHHD worked with residents and community leaders to gain a better understanding of the conditions and needs of residents in Gilpin Court today.

Data Collection and Analysis

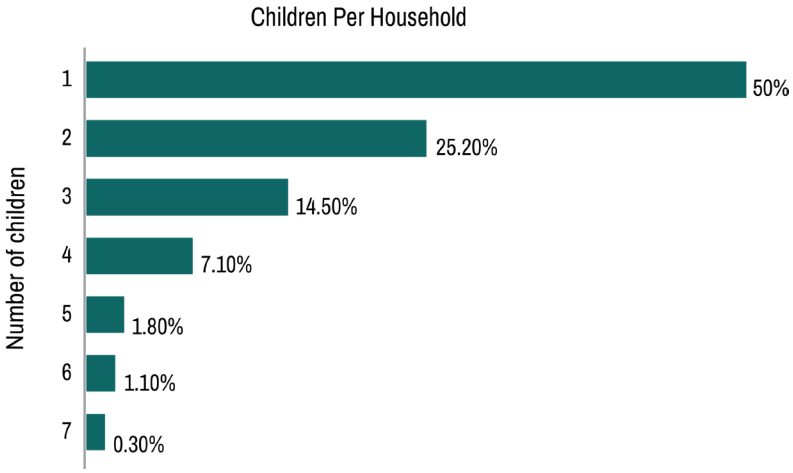
RHHD administered the resident assessment from May 2022 to present. RHHD recruited residents in the community to go door to door to ask these questions. Assessments were also available at community plan meetings and other events in the neighborhood. Residents could also fill it out online using a QR code that was available at several locations in the neighborhood.

The City of Richmond staff analyzed the data and grouped findings by the five major themes that are identified in the plan. Data presented in this summary reflects the goals of the major themes that were identified through numerous community meetings.

Assessment Findings

Respondent Profile

490 of the 800 Gilpin Court households (61.3%) responded to the assessment. Most heads of household are under the age 36 years old. The mean age for adult residents in Gilpin Court is 47 years old. The largest age group is 25-34 years old. The majority of adults, 72.3%, are under the age of 45. On average, child residents are 7.4 years old. 33.6% of children are under the age of 6. Households, on average, are small with an average of 1-2 people but can range up to seven members.



Age Range of Adult Respondents

Range	Percentage
18 to 24	17.60%
25 to 34	30.30%
35 to 44	24.40%
45 to 54	12.70%
55 to 64	13.60%
65+	1.40%

Age Range of Children

Age (Years)	Percentage
Infant (younger than 12 months)	1.80%
Toddler (1-3)	21.40%
Preschooler (3-5)	1.80%
School Age (6-17)	45.10%

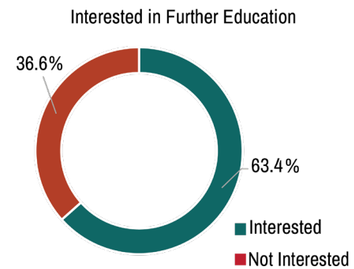
Diverse Economy

Education

65.1% of Gilpin adults have a High School Diploma, GED, or education beyond high school.

63.4% of Gilpin Court residents indicated interest in further education. Some expressed interest in skill development training including small business training (44.2%) and computer skills (55%).

Households were primarily interested in budgeting/finances (37.4%) and computer skills (55%) training. Some (31.1%) reported that none of the skill development training options would be beneficial.

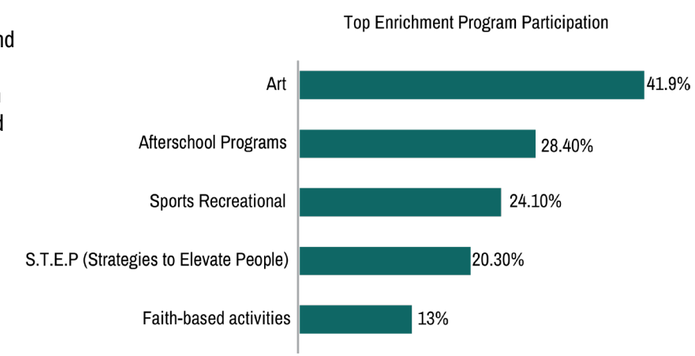


Childcare and School

97.7% of child residents are enrolled in day care or an education program with 10.2% of those enrolled in day care, Head Start, or Pre-K and 87.5% enrolled in K-12 education. 17.7% of children attend day care in the neighborhood. 12.6% of children enrolled have an individualized education program (IEP). Of those who do not have an IEP, 8.1% need one according to their parent or guardian.

75.9% of children have what they need for virtual learning implemented in response to COVID-19. 26.1% need access to WiFi, traditional school supplies, or a computer tablet.

Adult residents were asked to rate their children's school performance, attendance, and behavior. 81.7% rated this category as excellent or good across all areas.

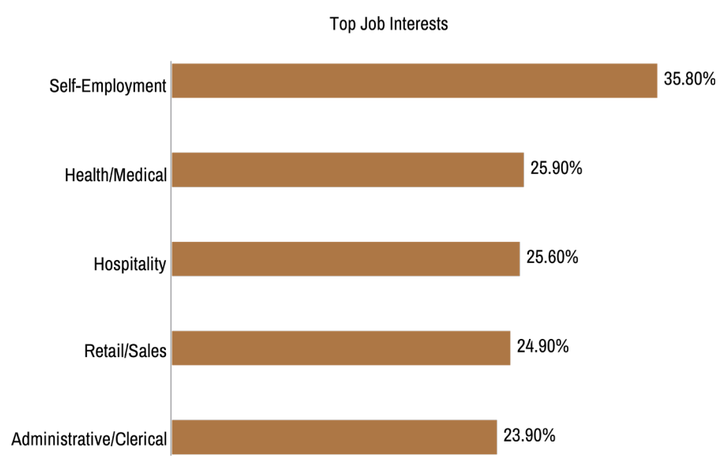


About one-third of children participate in a variety of enrichment activities like art, sports, and computer classes. 17.6% of households report they are currently in need of childcare.

Employment

26.4% of adult residents are employed, 11.2% full-time (35+ hours) and 15.2% part-time (< 35 hours).

69.1% of adult residents are unemployed. Of these, 25.4% are seeking employment, and many are interested in self-employment (35.8%) or the health/medical (25.9%) industry. Choosing to stay home with children, long term limited ability, and personal health reasons are top reasons for not working.



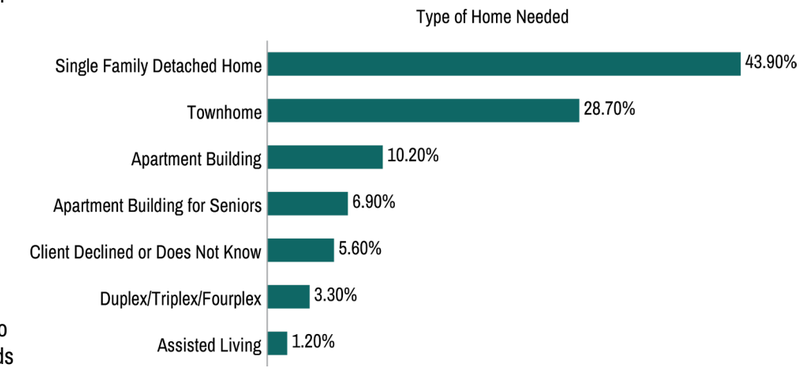
Inclusive Housing

43.9% of households reported that a single family detached home would best meet their family's needs. 28.7% said a townhome would best meet their needs.

Households reported that they would most want central air conditioning (89.3%) and larger units (60.7%) if Gilpin Court was redeveloped.

Nearly all households were either very interested (52%) or somewhat interested (29.6%) in owning their own home.

8.7% of households have plans to move within 6 months while others plan to live in Gilpin Court for another year (14.5%) or two or more years (34.6%). 20.5% of households declined to respond to this question.



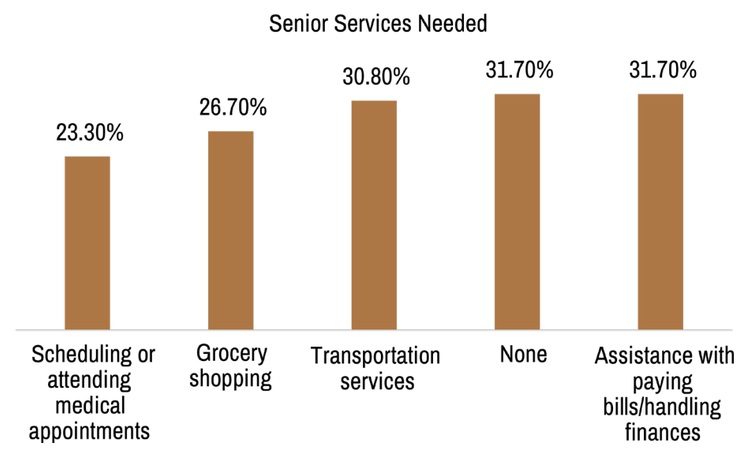
Disability and Elder Housing

26.7% of households have at least one resident with a disability, and most report not receiving assistance with basic needs. Adults are most likely to have a physical (66.4%) or emotional (24.8%) disability.

31.2% of households needed help with basic needs for their seniors in the past 6 months and couldn't get the help.

31.7% of households with seniors reported there were no services that they needed or were interested in learning more about for their senior. Some mentioned assistance with grocery shopping, bills or finances, and medical appointments.

6.9% of households indicated that housing to accommodate the needs of seniors is needed in the neighborhood. 55.1% reported that the senior(s) in their household would be interested in senior housing (e.g., 55+ housing, assisted housing).



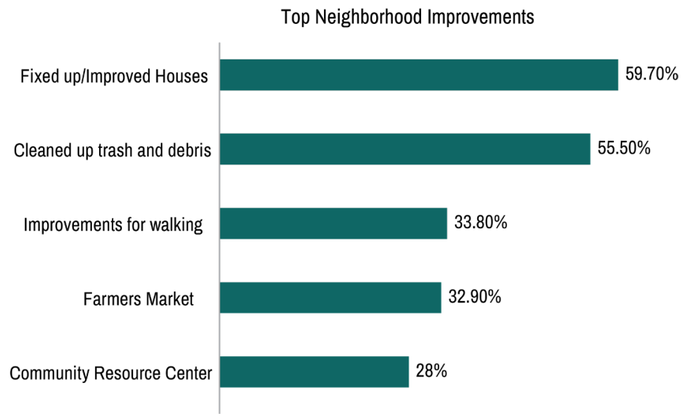
High Quality Places

Neighborhood

88.3% of households rated their neighborhood as a fair or poor place to live and raise children, whereas 6.5% rated the neighborhood as good or excellent.

Households were asked what they consider to be the strengths of their neighborhood. 71.6% mentioned housing affordability as a top strength. Others included lcoation (54%), public transportation (34.4%), history (30.3%), and close to family/friends (28.4%).

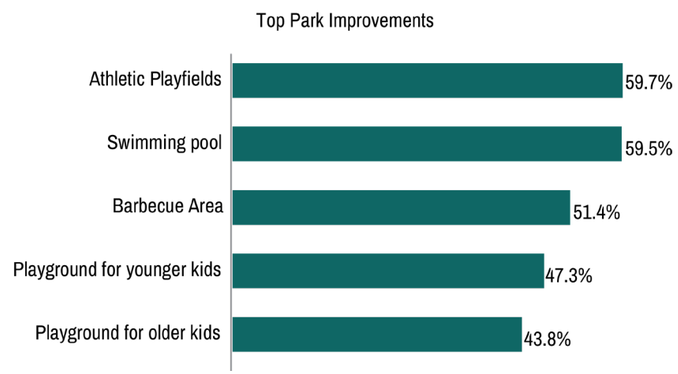
Many households would like to see neighborhood improvements related to cleaning up trash and debris and fixing up and improving houses. 55.5% of residents would like to see trash and debris removed, improvements for walking (33.8%), fixed-up and improved houses (59.7%), farmer's market (32.9%), and a community resource center (28%).



Services & Amenities

Households were asked which park features they would most like to have in new or existing parks. The top features were athletic playfields (59.7%), barbeque area (51.4%), and swimming pool (59.5%).

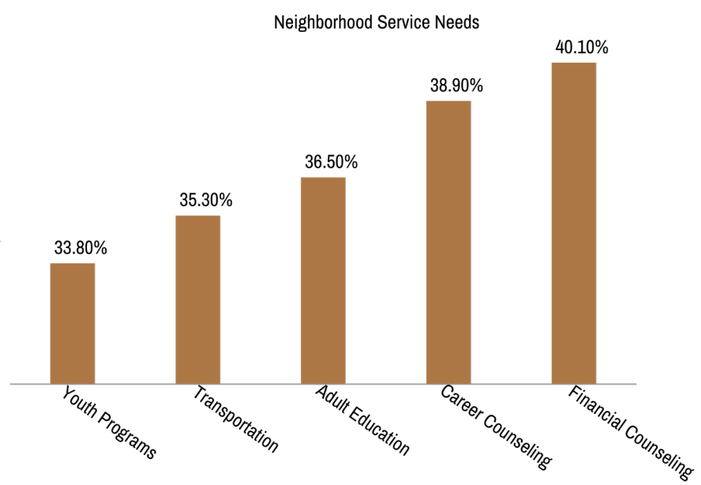
Households reported multiple services that they felt would benefit their families including financial counseling (40.1%), career counseling (38.9%), and adult education (36.5%) among others.



Safety

Households report feeling safer during the day than after dark in their neighborhood. 48.4% felt safe during the day while 4.3% felt safe after dark.

Households report that community policing and youth violence/crime prevention programs (54.1%) would make them feel safer in their neighborhood. Other helpful safety implementations and methods include better security systems (33.1%), community crime watch program (28.6%), and a cleaner community (28.4).



Communications

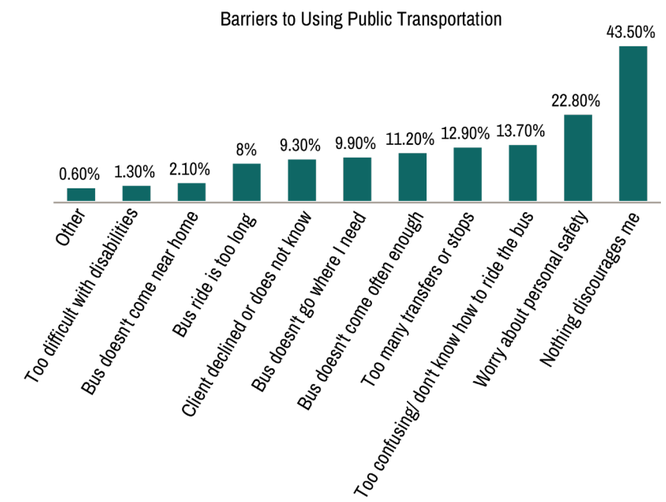
The majority of devices in homes are cell phones and almost 76% of households report having reliable internet in their homes other than through their cell phone.

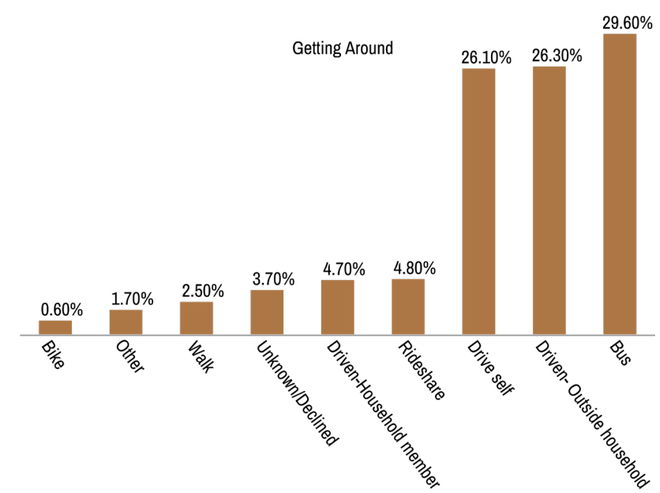
Nearly all households reported having a cell phone in their homes while fewer reported having a tablet (36.5%) or computer (20.5%). 2% reported having none of these devices.

Equitable Transportation

Households report that their primary means of reliable transportation is take the bus (29.6%), be driven by friends or family outside the household (26.3%), or drive themselves (26.1%).

Households were asked about what discourages them from riding the bus. The top response was nothing discourages them from riding (43.5%), others reported they worry about their personal safety (22.8%), or that the bus was confusing to them (13.7%).





Thriving Environment

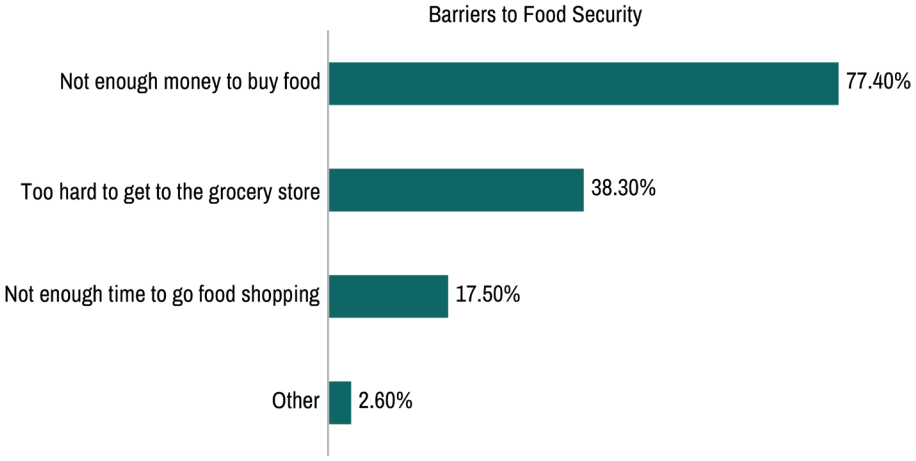
Food Access

91.7% of households receive financial benefits. 80.2% of households reported receiving public assistance in the form of food stamps.

Most households do their grocery shopping at a grocery store or large retail store (92.2%). Almost half of households reported having some food insecurity at some point due to a lack of money for food (77.4%).

59.6% of Gilpin Court households said they always have enough food.

In terms of desired services pertaining to healthy living resources, households were more interested in having access to a garden (11.3%) than in taking a class on healthy living, nutrition, and/or cooking (8.6%). 13.5% reported being very interested in a class, 34.2% somewhat interested, and 46.7% not interested.



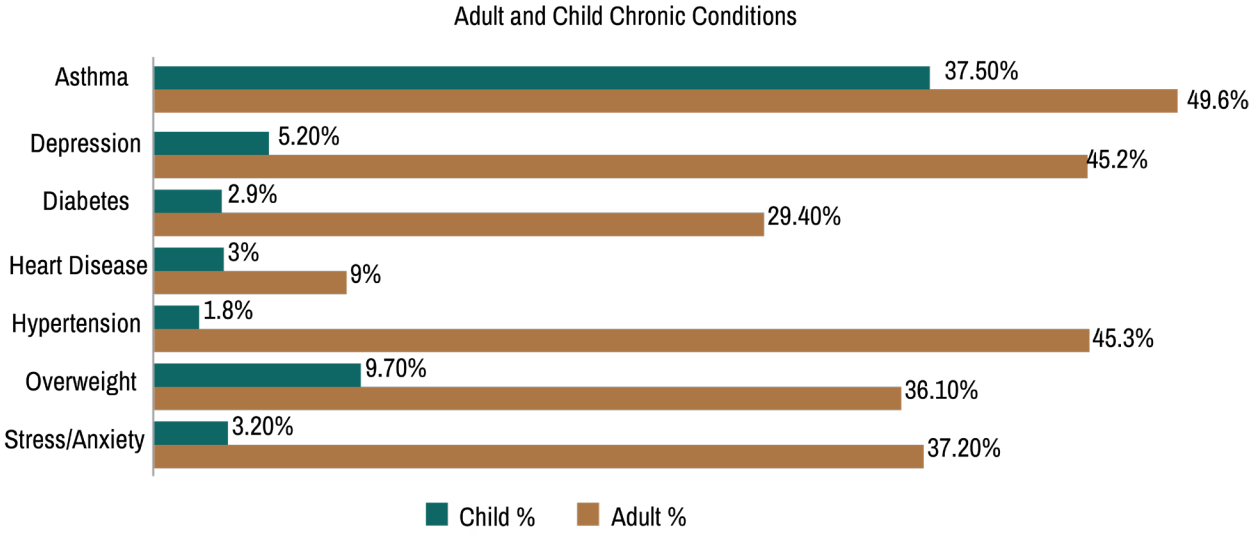
Health

54.5% of adults rated their health as either good or fair while the health of nearly all children, 83.1%, was rated as excellent, very good, or good. 96.3% of parents have gotten their children a routine physical in the last year.

Adult residents (35.3%) are more likely than children (9%) to have a chronic health condition. Almost all children with chronic conditions (9%) are connected with the health care needed to manage their condition. The top conditions for adults include mental health issues (41.2%), asthma (49.6%), and hypertension (45.3%), while the top conditions for children include asthma (37.5%) and mental health issues (8.4%).

86% of adult residents have a regular doctor or medical home that they access for their health care needs outside of emergency care.

96.7% of all adult residents are covered by health insurance. The majority of adults (81.1%) rely on Medicaid for their insurance.



Jackson Ward Community Survey Results

84 total responses

44
Average age of adults in household

Historic Jackson Ward
Most mentioned civic group

40%
of repondents participate in civic groups

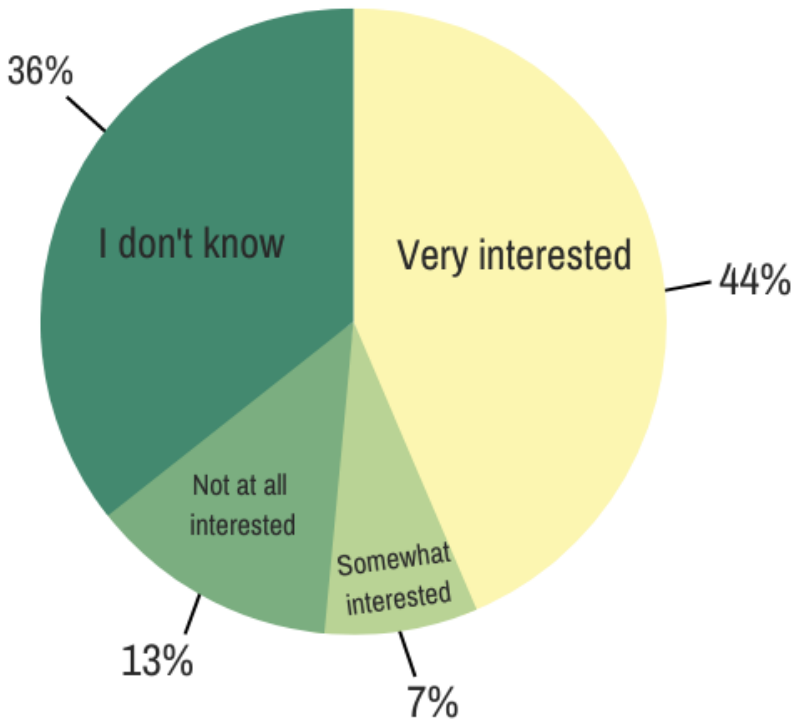
1.8
Average number of adults per household

68%
of respondents have reliable WiFi in their home

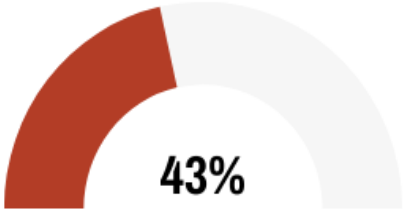
Average Length of Residency:

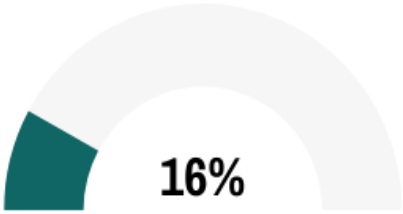
<1 year	6%
1 - 5 years	36%
6 - 10 years	15%
11 - 15 years	9%
16 - 20 years	11%
21 - 30 years	13%
31+ years	10%

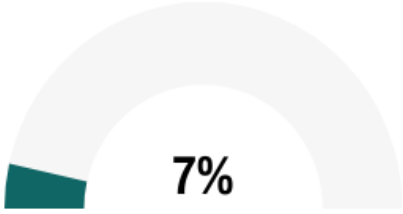
Interest in homeownership



*34% declined to answer







Business owners

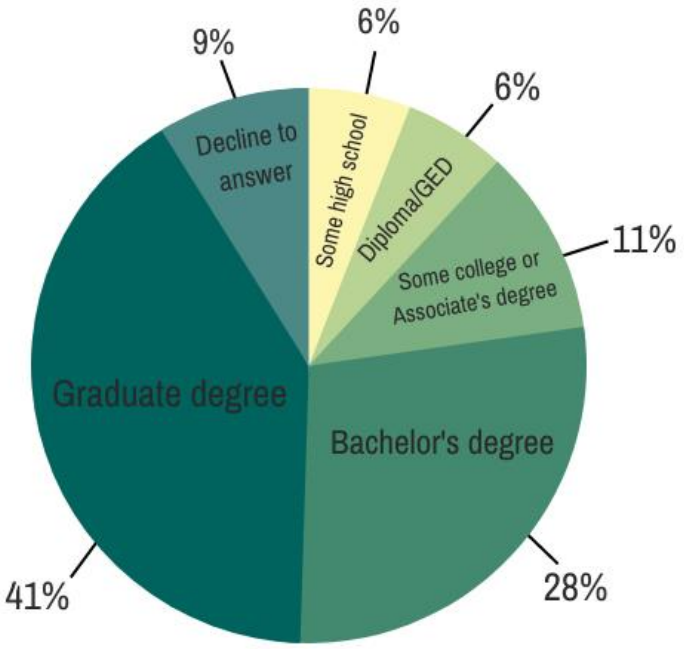
13 respondents own businesses in Jackson Ward but live elsewhere.

Residents

37 respondents live in Jackson Ward.

Residents *and* Business owners

6 respondents both reside and own businesses in Jackson Ward.

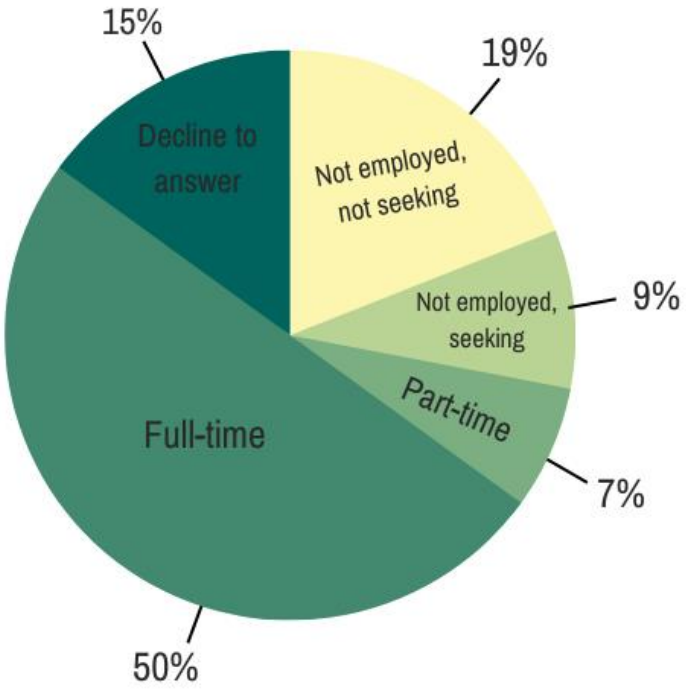


Highest Level of Education

The majority of respondents have a graduate-level education

3 respondents (6%) have not completed high school

18 respondents (35%) said the primary barrier to further education is financial resources



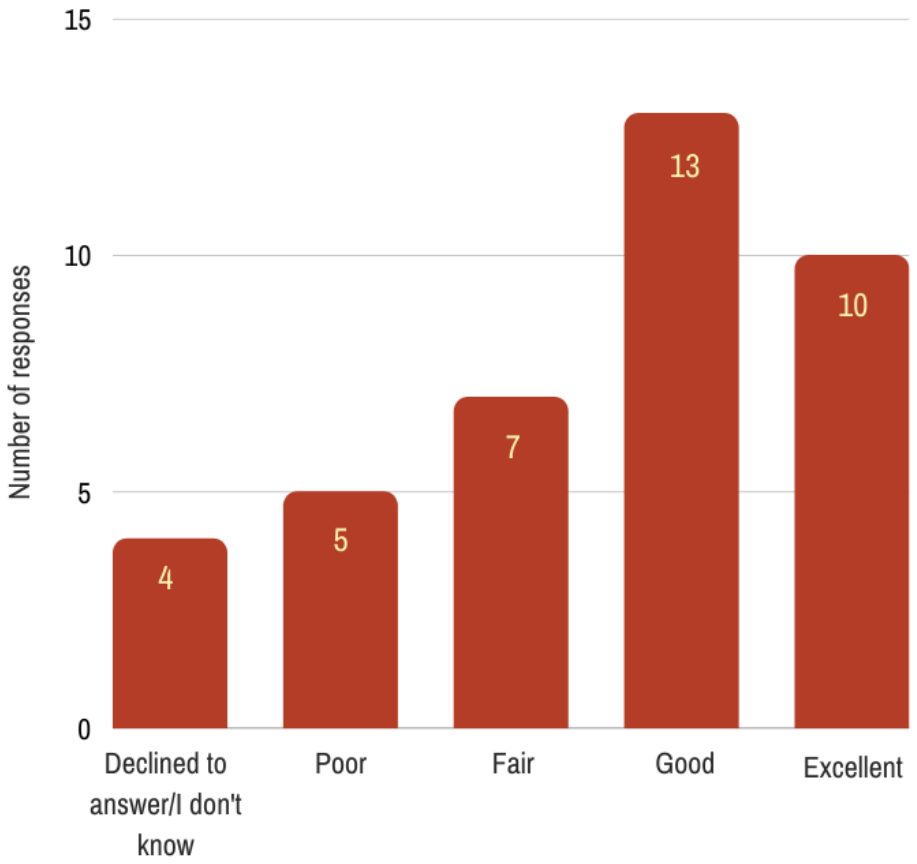
Employment Status

15 respondents (28%) are currently unemployed

The top preferred industries for job seekers are *Health/Medical* and *Self-Employment*

Respondents are most interested in small business training, budgeting/finances training, and improving their computer skills

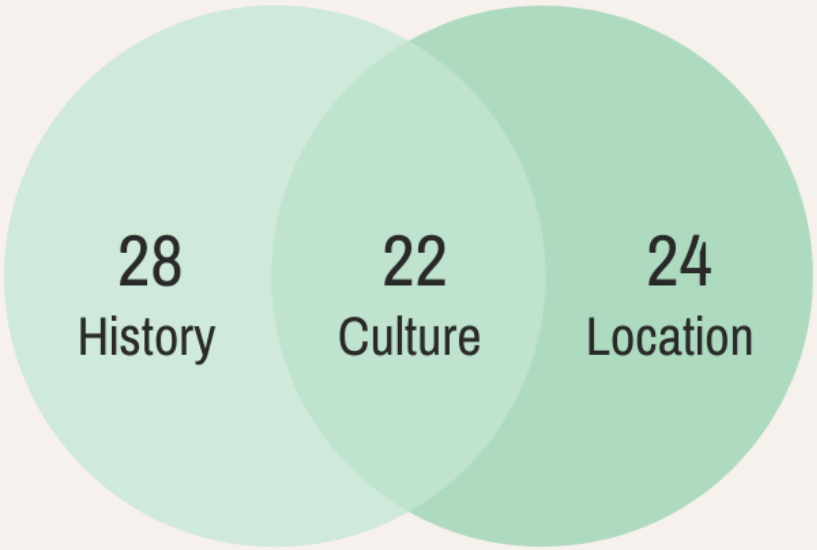
How would you rate Jackson Ward as a place to live?



- 59% of respondents rated Jackson Ward as a good or excellent place to live
- 31% said Jackson Ward is a fair or poor place to live

How would you rate Jackson Ward as a place to raise children?

What do you consider to be the top 3 strengths of Jackson Ward? Select your top three.



None of the respondents selected *childcare*, *youth programs*, or *employment opportunities* as neighborhood strengths.

Most desired neighborhood improvements

The top 5 responses are listed below:

Walking improvements

Cleaned-up trash and debris

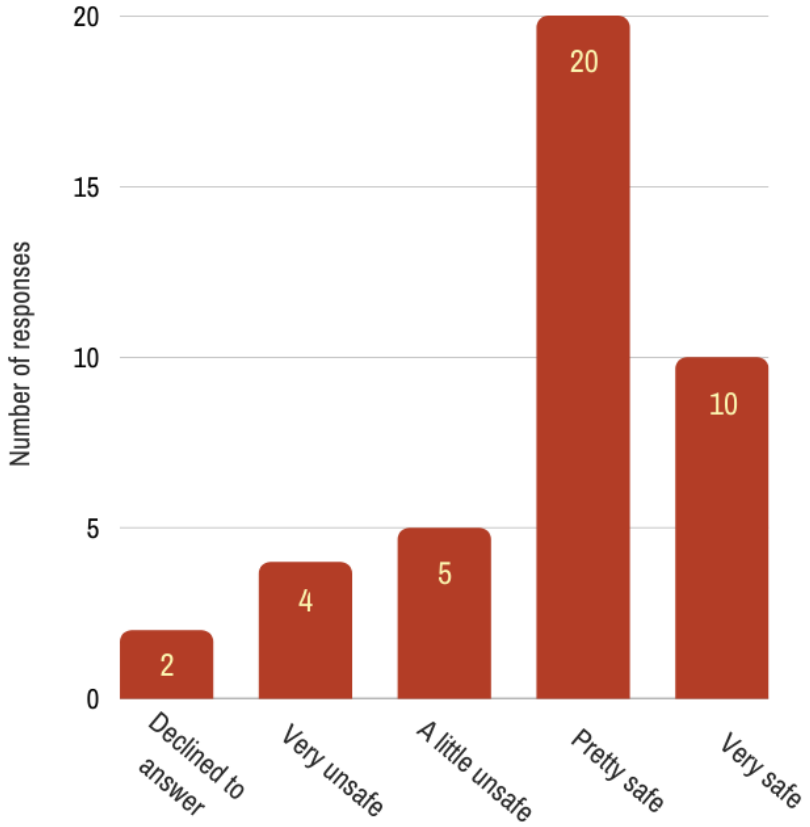
Fixed-up/improved houses

Additional or improved parks

Farmers' market

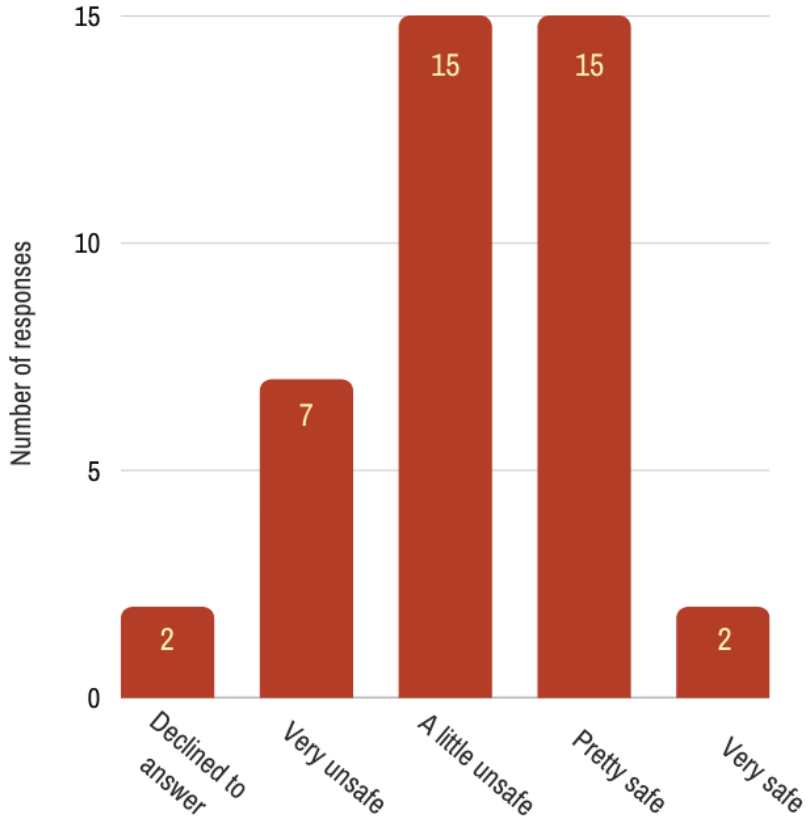
21 respondents (12%) chose **cleaned-up trash and debris** as the topmost desired neighborhood improvement for Jackson Ward.

How safe do you feel in Jackson Ward during the day?



- During the day, 49% of respondents feel "pretty safe"
- 22% of respondents feel unsafe

How safe do you feel in Jackson Ward after dark?



- After dark, 54% of respondents said they feel unsafe
- 54% said crime occurs either daily or frequently
- 31% feel safe after dark

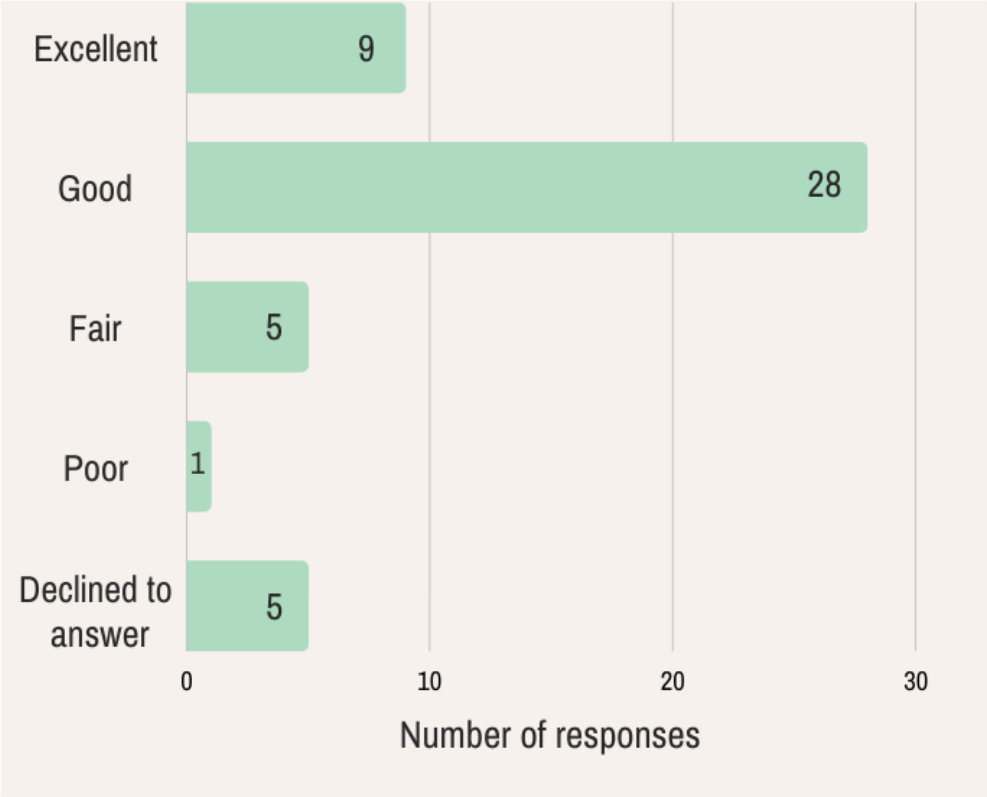
What would make residents feel safer?

The top 4 responses are listed below:

22 respondents (17.5%) chose **better and/or more street lighting** as the top feature that would make them feel safer in Jackson Ward.

How would you describe your health in general?

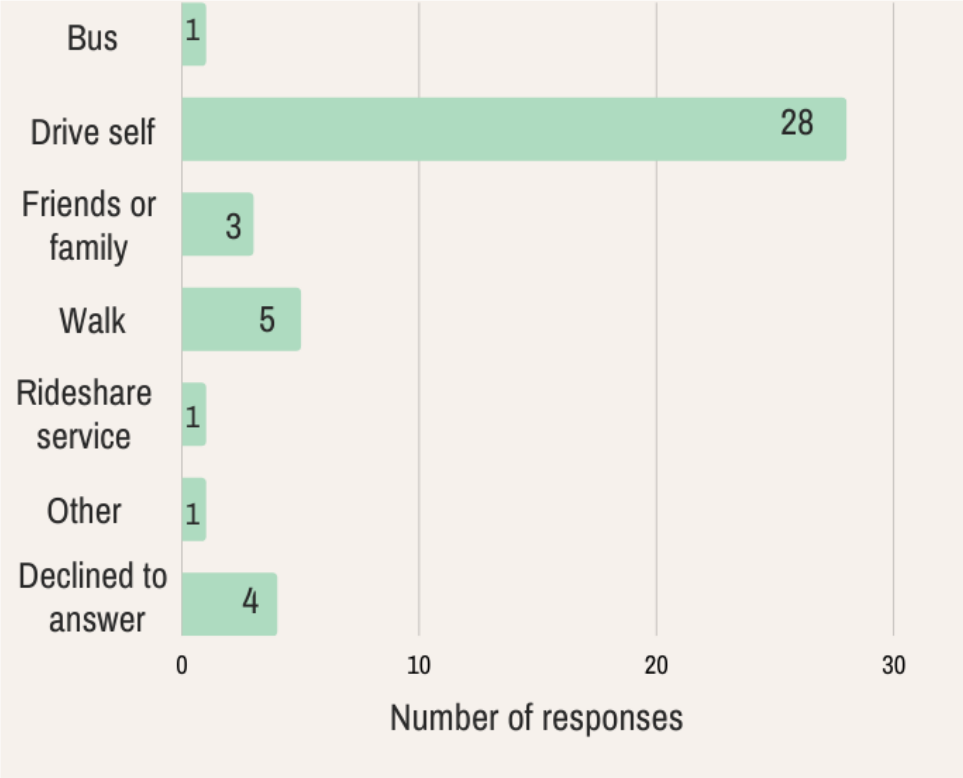
- 77% of respondents rated their health as good or excellent
- The top two medical conditions within respondent households are extreme stress/anxiety and hypertension
- 36% of respondents are enrolled in Medicaid or Medicare



What is your primary means of transportation?

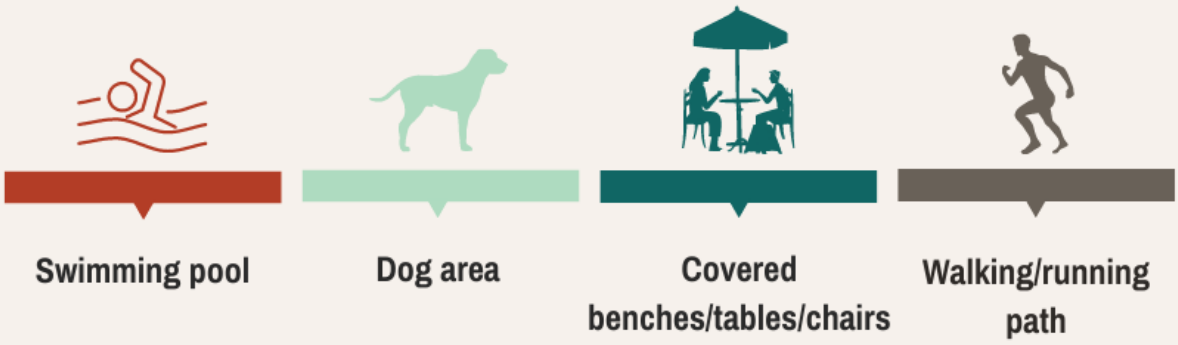
The primary factors discouraging bus use are

1. Personal safety concerns
2. The bus doesn't go where respondents are traveling
3. Bus ride is too long
4. Low frequency

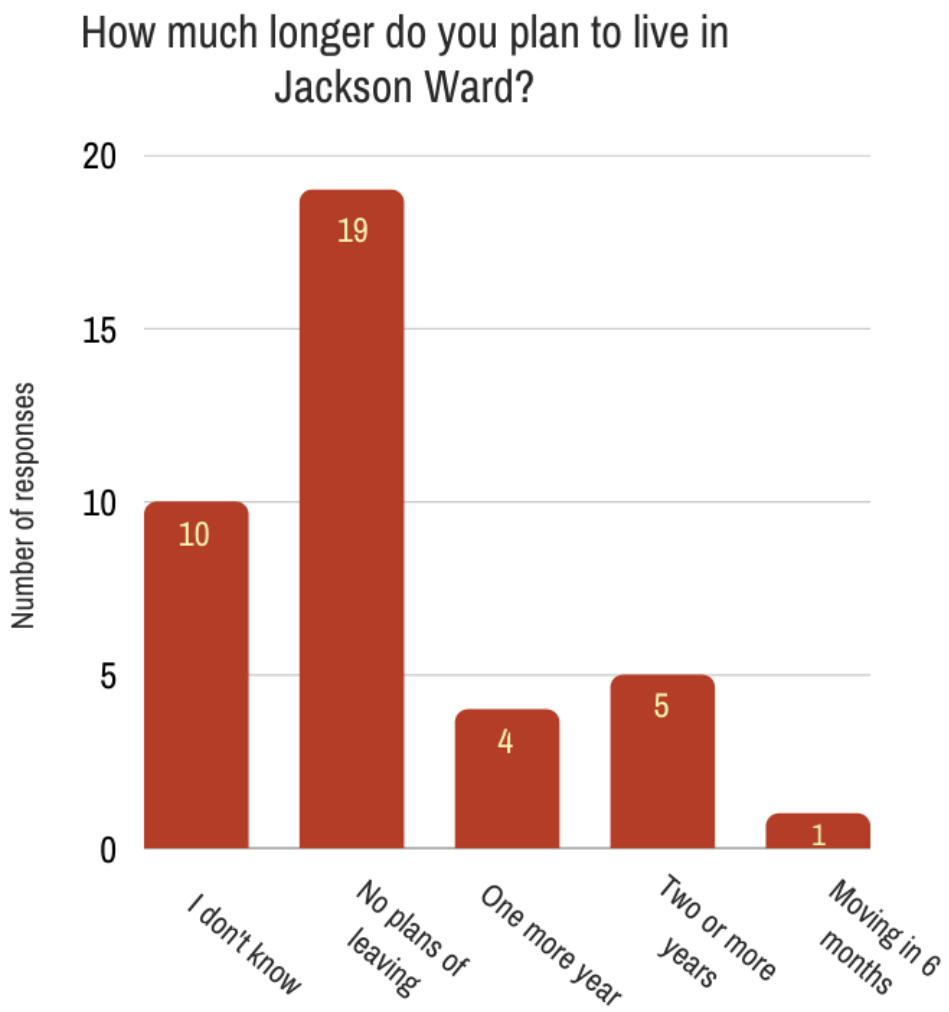


Most desired park improvements

The top 4 responses are listed below:



20 respondents (14%) chose **covered benches/tables/chairs** as the topmost desired park improvement.



As changes in your neighborhood begin to happen, what are you concerned about?

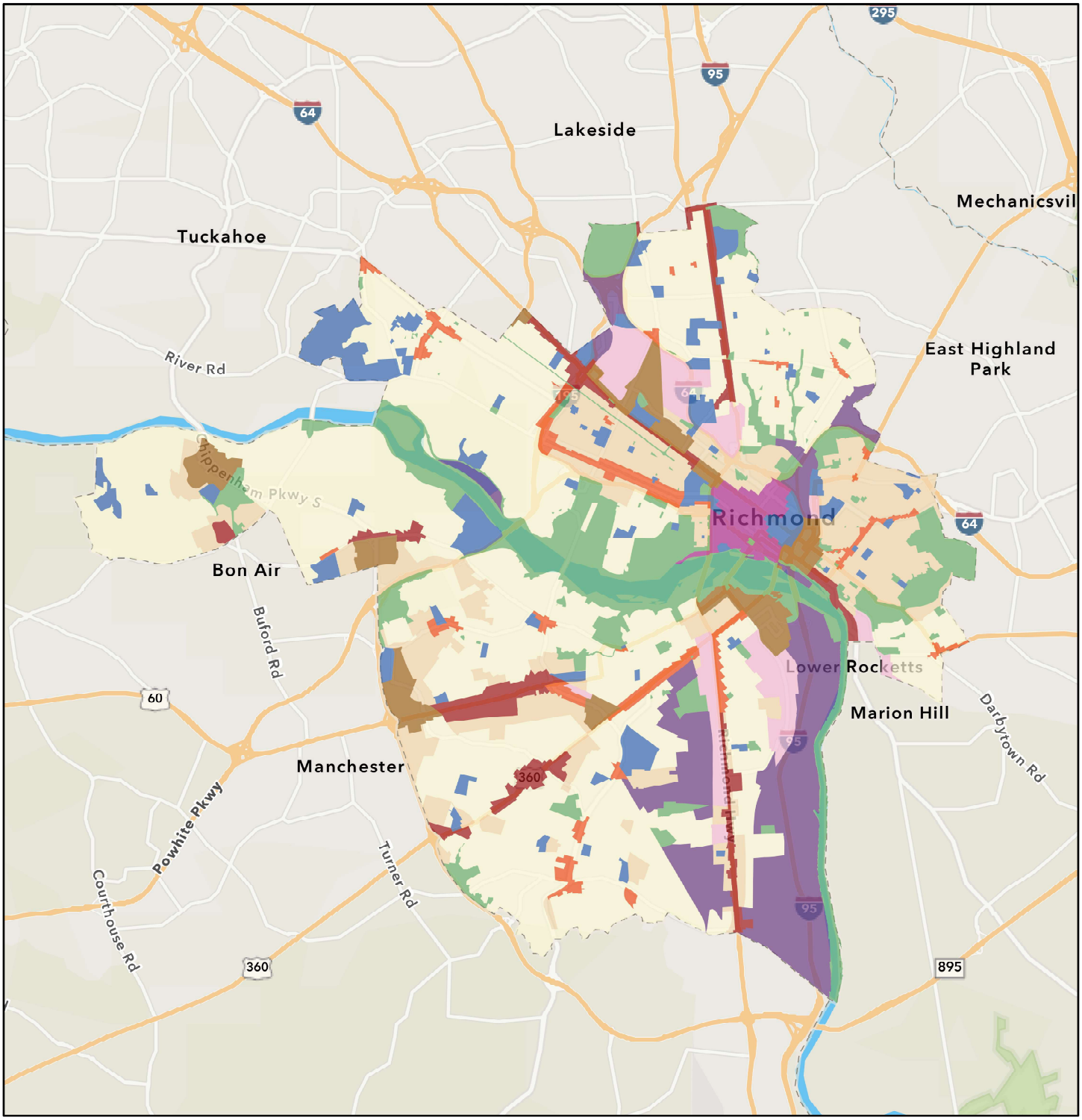
Top 5 responses:

- 21% My taxes will go up
- 15% People around me will move out of the neighborhood
- 14% My rent will go up
- 12.5% It will not feel like my neighborhood anymore
- 10% I have no concerns

APPENDIX E

Future Land Use

Master Plan Future Land Use



Future Land Use Category

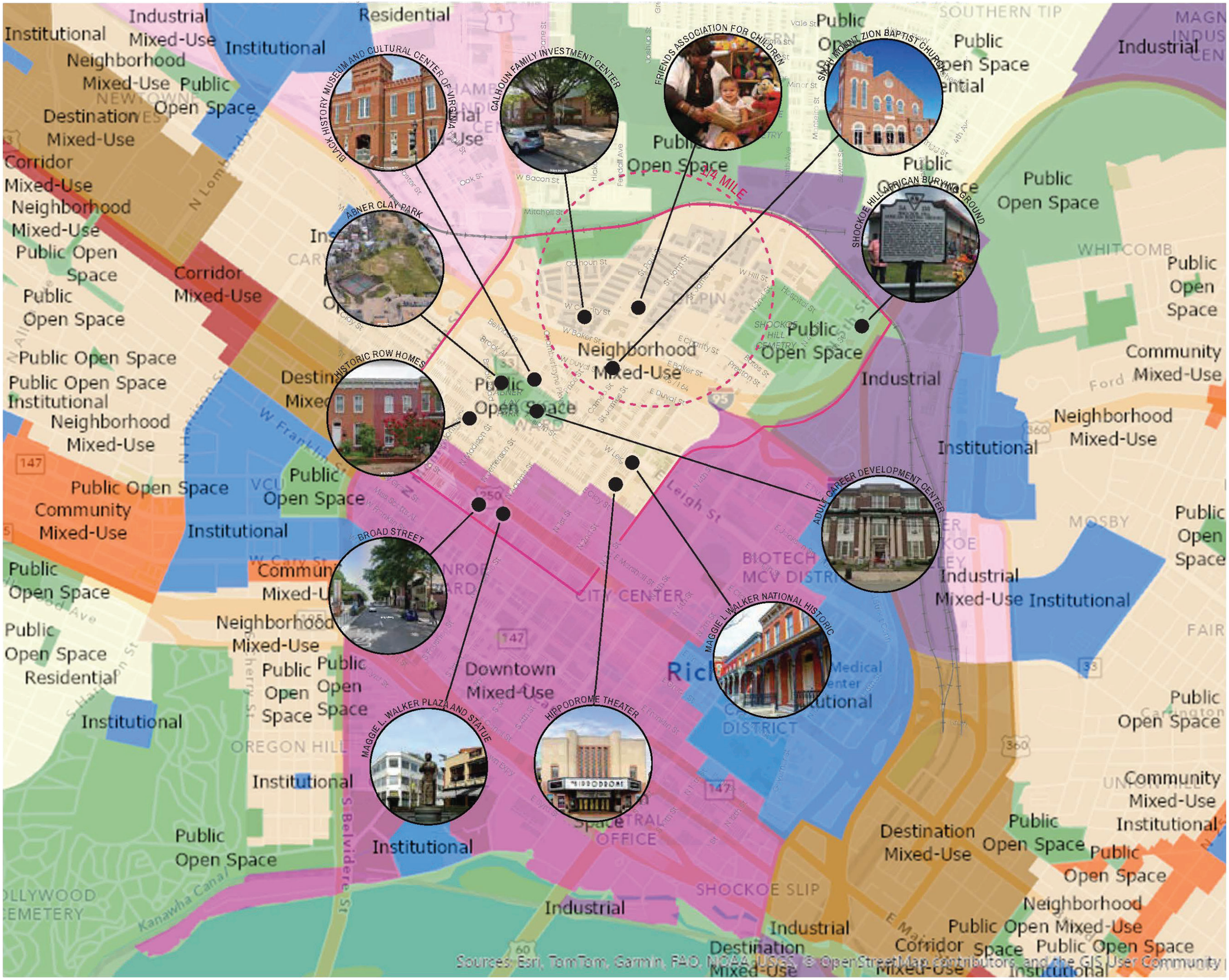
- Residential
- Neighborhood Mixed-Use
- Community Mixed-Use
- Corridor Mixed-Use
- Industrial Mixed-Use
- Destination Mixed-Use
- Downtown Mixed-Use
- Industrial
- Institutional
- Public Open Space

1:149,808

0 1 2 4 mi

0 1.5 3 6 km

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community


BLACK HISTORY MUSEUM AND CULTURAL CENTER OF VIRGINIA
CALHOUN FAMILY INVESTMENT CENTER
FRIENDS ASSOCIATION FOR CHILDREN
SIXTH MOUNT ZION BAPTIST CHURCH
ABNER CLAY PARK
SHOCKOE HILL AFRICAN BURYING GROUND
HISTORIC ROW HOMES
ADULT CAREER DEVELOPMENT CENTER
BROAD STREET
MAGGIE L. WALKER NATIONAL HISTORIC
MAGGIE L. WALKER PLAZA AND STATUE
HIPPODROME THEATER
1/4 MILE
Industrial
Residential
Institutional
Neighborhood Mixed-Use
Public Open Space
Destination Mixed-Use
Corridor Mixed-Use
Community Mixed-Use
Downtown Mixed-Use
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

APPENDIX F

LEED-ND Scorecard

A Citizen's Guide to LEED for Neighborhood Development:

How to Tell if Development is Smart and Green

Congress for the New Urbanism

U.S. Green Building Council USGBC

NRDC The Earth's Best Defense

LEED for Neighborhood Development was jointly developed by the U.S. Green Building Council, Natural Resources Defense Council, and the Congress for the New Urbanism. It is administered by the U.S. Green Building Council.

Acknowledgements

The *Citizen's Guide to LEED-ND* was developed by Raimi + Associates and the Natural Resources Defense Council (NRDC), with guidance by a national advisory committee of experts in smart growth and LEED-ND, and input from diverse local and regional advocates. A special thank you to all those contributors and committee members who have freely given their time and expertise.

Authors

Aaron Welch – Raimi + Associates
Kaid Benfield – Natural Resources Defense Council
Matt Raimi – Raimi + Associates

Advisory Committee

Eliot Allen – Criterion Planners
Jessica Millman – Agora Development Company, former LEED-ND Core Committee Chair
Dr. Bridget Jones – Cumberland Tomorrow
Justin Horner – Natural Resources Defense Council
Elizabeth Schilling – Smart Growth America
John Bailey – 1,000 Friends of Minnesota
Trisha White – Defenders of Wildlife

Other Contributors

Anthony Clark – Natural Resources Defense Council
Rachel Sohmer – Natural Resources Defense Council
Marissa Ramirez – Natural Resources Defense Council
Carlita Salazar – Natural Resources Defense Council
Meredith Glaser – Raimi + Associates
Matthew Burris – Raimi + Associates
Beth Altshuler – Raimi + Associates
Meghan Bogaerts – U.S. Green Building Council
Jeffrey Lovshin – U.S. Green Building Council
Sophie Lambert – U.S. Green Building Council
Ann Cheng – TransForm
Joe DiStefano – Calthorpe Associates
Connor Merrigan – Governor's Energy Office, State of Colorado
Adam Garcia – Greenbelt Alliance
Marla Wilson – Greenbelt Alliance
Matt Taecker – City of Berkeley, California
Steve Lawton – The Congress for New Urbanism (Northern California Chapter) and NU Ventures
Paul Zykofsky – Local Government Commission
Vu-Bang Nguyen – Urban Habitat
Dover, Kohl & Partners

NRDC Director of Communications: Phil Gutis
NRDC Deputy Director of Communications: Lisa Goffredi
NRDC Publications Director: Anthony Clark
NRDC Publications Editor: Carlita Salazar
Production: Tanja Bos

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How To Use This Guide

This guide is a plain-English reference aid designed to help you improve your community and neighborhood. It explains a sophisticated and innovative set of environmental standards called LEED for Neighborhood Development (LEED-ND). The name "LEED" stands for Leadership in Energy and Environmental Design, a program administered by the U.S. Green Building Council, a private, non-profit organization. You may know LEED as a program that evaluates and certifies green buildings across the country.

LEED Rating Systems Jeffrey Lovshin/ U.S. Green Building Council

LEED-ND takes the green certification concept beyond individual buildings and applies it to the neighborhood context. In particular, LEED-ND contains a set of measurable standards that collectively identify whether a development or proposed development of two buildings or more can be deemed environmentally superior, considering the development's location and access, its internal pattern and design, and its use of green technology and building techniques. These standards include prerequisites (required as a baseline for sustainable neighborhood development) and credits (additional best practice standards for sustainable neighborhood development). The LEED-ND's standards may be downloaded in their entirety from the U.S. Green Building Council's neighborhoods page at: www.usgbc.org/neighborhoods.

LEED-ND was developed primarily for application in situations where private developers pursuing environmentally sound principles would find it in their interest to obtain a green stamp of approval for their projects. But the system is not *only* a certification system for green projects. It is also a ready-made set of environmental standards for land development. The standards can be useful to anyone interested in better community planning and design, including neighbors, citizens, community organizations and leaders, government officials, and others.

Co-developed by the Natural Resources Defense Council, the Congress for the New Urbanism, and the U.S. Green Building Council, LEED-ND takes a broad approach to neighborhood sustainability, reflecting the most current research and ideas about smart, green, sustainable, and well-designed neighborhoods. When used for formal certification, LEED-ND is rigorous and complex, but the principles behind the system are much simpler. The purpose of this *Citizen's Guide* is to make those principles easier to understand and use in a variety of circumstances. We believe the guide can be useful for citizens with a wide variety of interests, including:

- Smart growth and land use planning
- Transportation
- Sustainable design and livable cities
- Environmental advocacy and natural resource protection
- Housing and affordability
- Climate change and action
- Equity and social justice
- Public health

HOW THE GUIDE IS ORGANIZED

You may wish to read the *Citizen's Guide* section by section in its entirety, or simply use the Table of Contents to find topics of particular interest.

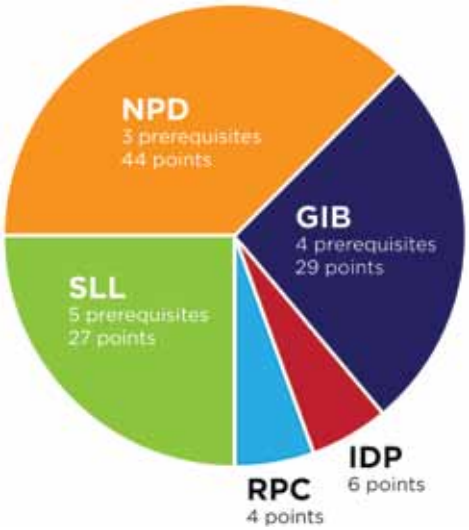
This introductory section is followed by one called "What is a Sustainable Neighborhood?" that establishes a frame for the three that follow, each illuminating a key concept for neighborhood sustainability, referencing the LEED-ND credits and prerequisites that inform each concept.

These are followed by "How Can LEED-ND Help Improve Your Community?" which provides some creative suggestions to get you started using LEED-ND's diverse standards in your own community. These suggestions include using LEED-ND to evaluate and improve development proposals, to guide improvements to existing neighborhoods, to inform community planning and zoning, and other policy-making.

Following this are supplementary materials, including a "Sustainable Neighborhood Development Checklist." The checklist is a sort of "crib sheet" for every LEED-ND credit and prerequisite, presenting them in an easy-to-use format for evaluating development proposals, assessing existing neighborhoods, and informing community planning and policy. It is organized by topic, so you can use it in its entirety or just to evaluate certain topics. The checklist includes an optional scoring exercise so you can calculate what the LEED-ND score would for the project you are assessing. It is also a great source for nationally-tested standards or numerical thresholds to incorporate into design guidelines, planning policy, or other work you are doing.

Finally, the supplementary materials include a summary of the LEED-ND Rating System, and a summary of the basics of formal LEED and LEED-ND certification procedures.

What is a Sustainable Neighborhood?



LEED-ND Credit Breakdown

Credit: Jeffrey Lovshin/ U.S. Green Building Council

LEED-ND was designed to reflect the key aspects of neighborhood sustainability. Understanding these concepts and their relationship to each other can provide citizens with guidance and technical prowess as they work in their own neighborhoods and communities.

This section of the guide provides a snapshot of neighborhood sustainability by summarizing the key strategies of the LEED-ND Rating System, which is organized into three basic sections:

- **Smart Location and Linkage** (SLL)—where to build
- **Neighborhood Pattern and Design** (NPD)—what to build
- **Green Infrastructure and Buildings** (GIB)—how to manage environmental impacts

WHAT IS A NEIGHBORHOOD?

LEED-ND applies to neighborhoods and parts of neighborhoods. But a neighborhood is more than territory within a boundary drawn on a map. At best, it is a place with its own unique character and function, where people can live, work, shop, and interact with their neighbors. The most sustainable neighborhoods tend to exhibit high levels of walkability, a sense of place, social cohesion and stability, and neighborhood resiliency amidst changing economic and sociopolitical conditions. As summarized by architects Andres Duany and Elizabeth Plater-Zyberk, good traditional neighborhoods include:

- A discernible center
- Housing within a five minute walk of the center
- A variety of dwelling types
- A variety of stores and commercial activity
- Flexible backyard "ancillary" buildings for working or living
- A school within walking distance
- Playgrounds near all dwellings
- Connected streets
- Narrow, shaded streets conducive to pedestrians and cyclists
- Buildings close to the street at a pedestrian scale
- Parking or garages placed behind buildings and away from street frontages
- Prominent civic and public buildings
- A community decision process for maintenance, security, and neighborhood development

Smart Location and Linkage: Where to Build

LEED-ND can be used to help you discern whether a proposed development—or even an existing neighborhood, plan, or policy—rates as a good one when compared to environmental and community criteria. When making this determination, the first question to ask may be the most basic of all: Is this a good place to build something? LEED-ND encourages strategies that conserve resources such as reinvesting within existing neighborhoods, cleaning up contaminated sites, protecting natural areas, and facilitating connections to the surrounding community.

Key Prerequisites and Credits

SLL Prerequisite 1:	Smart Location
SLL Credit 1:	Preferred Locations
SLL Credit 2:	Brownfields Redevelopment
SLL Credit 3:	Locations with Reduced Automobile Dependence
SLL Credit 5:	Housing and Jobs Proximity

SMART LOCATIONS

Selecting and planning for the location of development is fundamental to environmental sustainability and, according to research, the most important determinant of how much residents will drive.[1] Even if a building or larger development uses green construction techniques, a poor location that destroys natural areas, requires people to drive long distances, or exposes people to toxic substances will likely overshadow the benefits of green construction. Building on, or "redeveloping," **previously developed sites** (where there has been previous construction or paving) and "infill" sites (which are surrounded or mostly surrounded by previously developed land) is a key smart growth strategy. As a result, it is strongly rewarded in the LEED-ND rating system. Building in these locations uses land efficiently and preserves open space, ecological areas, and agricultural land around cities. It also tends to cluster housing, jobs, stores, and public spaces together. When these conveniences are within easy reach, it makes public transit, cycling, and walking more feasible and reduces the length of car trips.

LEED-ND also rewards cleaning up and redeveloping **contaminated sites**—or "brownfields"—such as old gas stations, industrial facilities, storage facilities for toxic substances, or contaminated military sites. Though many brownfield sites qualify as smart locations—being infill, transit-served and walkable—they often lie vacant unless there are incentives for cleanup, which can be complicated, unpredictable, and expensive.

Key Prerequisites and Credits

SLL Prerequisite 2:	Imperiled Species and Ecological Communities
SLL Prerequisite 3:	Wetland and Water Body Conservation
SLL Prerequisite 4:	Agricultural Land Conservation
SLL Prerequisite 5:	Floodplain Avoidance
SLL Credit 6:	Steep Slope Protection
SLL Credits 7, 8, 9:	Site Design for, Restoration of, or Long-Term Conservation Management of Habitat or Wetlands and Water Bodies
Also see:	GIB Credit 7: Minimized Site Disturbance

DESIGN WITH NATURE

Locating development in a way that is **sensitive to its natural setting** is an important aspect of protecting local environmental quality. This is particularly important for habitat areas, wetlands and water bodies, prime agricultural land, and floodplains. As a result, several LEED-ND prerequisites prohibit or strictly limit development in these types of natural areas.

Other important strategies include restoring and conserving habitat areas and wetlands, minimizing on-site construction impacts, and protecting steep slopes from erosion that can pose safety risks and pollute downstream lakes and rivers. Infill and previously developed sites are much less likely to contain valuable biological resources like farmland, wetlands, and plant and wildlife habitat.

Idaho Falls, Idaho

Credit: Lisa Town

Key Credits

SLL Credit 1:	Preferred Locations
Also see:	NPD Prerequisite 3: Connected and Open Community
NPD Credit 6:	Street Network

CONNECTED NEIGHBORHOODS

Good connections for pedestrians, cyclists, and vehicles—both within a neighborhood and to surrounding areas—are essential for a neighborhood to capitalize on a smart location. This means frequent **street connections and pathways** to surrounding areas, a high degree of internal connectivity, and few barriers—such as cul-de-sacs or difficult-to-cross streets—to adjacent areas and uses. Research shows that walking and physical fitness increase with greater street connectivity, measured by the number of intersections per square mile.[2]

Curving, suburban-style streets with long blocks and multiple dead-ends, on the other hand, require long, circuitous walking or driving routes to nearby destinations, reducing walking. Street connectivity is an important cross-cutting strategy for neighborhood sustainability since it also improves access to parks, schools, transit, businesses, jobs, and shopping—all rewarded in LEED-ND.

Eastgate Town Center
Chattanooga, Tennessee - Axo Sequence

Credit: Victor Dover/Dover, Kohl & Partners

PUBLIC TRANSIT

Locating housing and jobs in compact clusters near public transit, widely referred to as "transit-oriented development," increases the likelihood that people will take transit or walk rather than drive. In the United States, most vehicle miles traveled VMT are by single-occupancy vehicles, which generate more greenhouse gas emissions and pollution per mile than car sharing, carpooling, walking, cycling, and most forms of public transit. Transit-oriented development reduces greenhouse gas emissions, provides riders necessary to support transit systems, offers an alternative to automobile use, reduces demand for parking, and captures many of the other benefits of infill development. In addition to locating near transit service, providing comfortable shelters, benches, lighting, and schedule information at transit stops can encourage transit use. And even when residents of transit-oriented housing do drive, their central location means their trips are often shorter.

Key Credits

SLL Credit 3:	Locations with Reduced Automobile Dependence
Also see:	NPD Credit 7: Transit Facilities
NPD Credit 8:	Transportation Demand Management

Seattle, Washington

Credit: RACTOD/
www.ReconnectingAmerica.org

Neighborhood Pattern and Design: What to Build

Once planners or developers have decided where to build, it has to decide what to build. Should there be homes? Shops? Parks? Which activities will the neighborhood be designed for? What will it look like, and how will it feel to walk through? The Neighborhood Pattern and Design section of LEED-ND addresses some of these topics. It encourages strategies like walkable streets, diverse and compact neighborhoods, high-quality public spaces, reduced dependence on automobiles, and community participation in design.

Key Credits and Prerequisites

NPD Prerequisite 2:	Compact Development
NPD Credit 2:	Compact Development

NEIGHBORHOODS THAT USE LAND EFFICIENTLY

Neighborhoods that make efficient use of land help limit the spread of suburban sprawl, which consumes and fragments the rural landscape along with watersheds, wildlife habitat, and prime farmland.

In addition, more efficient neighborhood design means that destinations like schools, shops, and parks can be closer together, making walking and cycling more efficient. Public transit systems are also more likely to be successful in compact neighborhoods because there are more potential riders near each station and, even

The rendering shows the central square of a prototypical neighborhood for east El Paso, Texas. Through changes in El Paso's zoning regulations, the inclusion of public spaces such as the one shown can again become a feature of new neighborhoods.

Credit: Dover, Kohl & Partners.

when people do drive, they tend to drive less. Finally, compact development requires less infrastructure—such as water, sewer, and electricity facilities—to serve the same number of people, saving economic resources. Because of its underlying benefits, compact neighborhood design is assigned a high number of points in the LEED-ND rating system. A neighborhood's level of compactness is also known as its "density."

Orenco Station
Hillsboro, Oregon
Credit: Lisa Town

DIVERSE AND CONVENIENT NEIGHBORHOODS

Though it is still considered best practice to separate polluting or heavy industrial land uses from others, there are a number of benefits to mixing residential, commercial, and live-work land uses. The diverse uses of **blended neighborhoods** tend to support each other and reinforce a sense of neighborhood character, while decreasing the need to travel long distances for goods, services, or work. Uses can be mixed within the same neighborhood—such as when homes are located next to a corner store—or even within the same building—such as live-work spaces or ground-level shops with housing or office space above them.

In addition, a neighborhood with a wide **range of housing types and sizes**—such as large and small townhouses, duplexes, single-family homes, apartment buildings, or special needs housing—can support a diverse population that includes students, families, seniors, group housing, young singles, or couples. This mix reinforces neighborhood stability by allowing people to stay in the same community throughout different stages of their lives. It can also add a sense of texture and character to a place, encouraging social and economic diversity, along with multiple levels of affordability. When housing is available at affordability range of prices, people who earn less but are vital parts of any community—such as teachers, police officers and public sector employees, or artists—can live and work in the same community as those with higher incomes. This encourages economic opportunity and social diversity, and can sometimes reduce commute times by allowing people to live closer to work.

LEED-ND rewards neighborhoods that are **designed for a variety of ages and abilities.** Key techniques include designing some housing to have "stepless" entrances and other accessible features, making public portions of buildings universally accessible, and including wheelchair access at traffic intersections and between buildings.

Denver, Colorado
Credit: Charles Perry/Perry Rose LLC

St. Louis, Missouri
Credit: Sean Thomas/Old North St. Louis Restoration Group

Key Credits and Prerequisites

NPD Prerequisite 1:	Walkable Streets
NPD Credit 1:	Walkable Streets
NPD Credit 5:	Reduced Parking Footprint
NPD Credit 14:	Tree-Lined and Shaded Streets

WALKABLE STREETS

Walking has cross-cutting benefits for public health, environmental sustainability, and neighborhood vitality, and further unlocks the advantages of neighborhoods with smart locations, a mix of uses, and compact development. A number of features working together can ensure that a street is **comfortable, safe, and inviting for pedestrians**. These include a connected pedestrian network and elements of high-quality urban design.

Charlottesville, Virginia Credit:citydata.com

Too many poorly designed neighborhoods are uninviting to pedestrians. For example, buildings that are set far back from the street, are separated from the sidewalk by large parking lots, or are too low in comparison to the width of streets often lack a sense of place or undermine pedestrian comfort. Excessive blank walls, a lack of frequent building entrances onto public space, shuttered or infrequent windows, and unattractive building facades can also deteriorate the pedestrian environment. Frequent garage doors and driveway intrusions across the sidewalk can further diminish the pedestrian experience.

San Francisco, California Credit: Dan Burden/ www.pedbikeimages.org

By contrast, streets designed for walkability include building entrances that are easy to reach from the sidewalk and include doorways and window displays that create a sense of interest and architectural diversity along the path. Frequent, well-established street trees can make pedestrians more comfortable by providing shade and contact with nature. Continuous sidewalks, low-speed traffic, and on-street parking that provides a buffer between the sidewalk and the street can also increase pedestrian comfort and safety.

Key Credits

NPD Credit 5:	Reduced Parking Footprint
NPD Credit 8:	Transportation Demand Management

REDUCED PARKING AND TRANSPORTATION DEMAND

Large surface **parking lots** discourage pedestrian access from sidewalks and other nearby buildings, especially when they are located between sidewalks and buildings. Parking lots also diminish the quality of nearby public spaces like parks, plazas, or sidewalks. The pavement used to construct parking lots also leads to more polluted stormwater runoff after rainstorms. LEED-ND calls for all off-street parking not to exceed a maximum size and to be located to the side or rear of or underneath buildings.

In addition, parking and building design, and operation all affect how much people drive. Strategies like an on-site vehicle sharing program, providing shuttle service to jobs or transit, providing transit passes to project occupants, or selling parking spots separately from dwelling units can all **reduce the need for car ownership**. Other strategies that can reduce how many trips people take include ride sharing, flexible working hours, pedestrian and bicycle promotion, and reduced amounts of parking.

Key Credits

SLL Credit 4:	Bicycle Network and Storage
See Also:	NPD Credit 5: Reduced Parking Footprint

BICYCLE-FRIENDLY DESIGN

Cycling is an efficient mode of transportation without the negative environmental effects or high installation costs of many other modes. It can improve public health by providing regular physical activity. Like pedestrian facilities, successful bicycle facilities should be arranged in a connected network, providing safe, comfortable, and well-maintained access to a variety of destinations while decreasing conflicts with cars and transit vehicles. To be credited in LEED-ND, a **bicycle network** must consist of continuous off-street paths (Class I bikeways), on-street lanes (Class II bikeways), or bicycle-friendly low-speed streets. Sufficient, secure, and well-placed bicycle parking for visitors and for building occupants also encourages cycling. Compared to car parking, bike parking requires very little space: just one off-street car parking spot usually takes up about same amount of space as 10 to 12 bicycle parking spots.

Portland, Oregon

Credit: Laura Sandt/ www.pedbikeimages.org

Seattle, Washington

Credit: VeloBusDriver

Key Credits

NPD Credit 3:	Mixed-Use Neighborhood Centers
NPD Credit 9:	Access to Civic and Public Spaces
NPD Credit 10:	Access to Recreation Facilities
NPD Credit 12:	Community Outreach and Involvement
NPD Credit 13:	Local Food Production
NPD Credit 15:	Neighborhood Schools

Portland, Oregon

Credit: Heather Bowden

MIXED USES AND COMMUNITY SPACES

In the same way that a mixed-use environment creates a sustainable and diverse neighborhood by integrating both residential and commercial uses into one building or neighborhood, they also place a variety of shops, services, and amenities within walking distance of neighborhood residents and each other. This reduces car trips and facilitates walking, which contributes to health and fitness. A sustainable neighborhood also offers public facilities and services for residents and visitors in various stages of life. These can include schools, libraries, civic buildings, community centers, places of worship, recreation facilities, and community gardens. Amenities like these are critical to meeting a community's cultural, social, spiritual, and physical needs.

Holland, Michigan

Credit: Dan Burden/ www.pedbikeimages.org

Orenco Station
Hillsboro, Oregon

Credit: Lisa Town

Parks, open spaces, gardens, and ecological areas are particularly important for urban environments where green space and places of refuge can be in short supply. Proximity to parks is often associated with increased physical activity, more social interaction, and reduced stress. Likewise, physical and economic access to sources of **healthy food** such as community gardens, farmer's markets, full-service grocery stores, or other sources of fruit and vegetables is associated with higher intakes of health foods and reduced risk of chronic diseases.

New York, New York

Credit: Christopher Titzer

Vancouver, British Columbia, Canada

Credit: Dan Burden/ www.pedbikeimages.org

Community members involved in planning for a neighborhood's future are often more likely to invest in it, care for it, and maintain it. This sort of personal investment supports a neighborhood's long-term stability and sustainability. If new development or other major changes are proposed in a neighborhood, basic facets of community involvement should include meetings with surrounding property owners, residents, and businesses; modifying project designs to meet stated community needs; and maintaining open lines of communication throughout the project. A more advanced technique is the multi-day "charrette," which is an intense period (anywhere from a few hours to a few days) of design activity involving design professionals and local stakeholders working in close collaboration.

Green Infrastructure and Buildings: How to Manage Environmental Impacts

Even if your neighborhood has a great location and layout, it won't have excellent environmental performance without thoughtful and innovative green design. This includes strategies like incorporating energy and water efficiency, reusing older buildings, recycling materials, reducing stormwater runoff, and eliminating pollution sources.

Key Credits and Prerequisites

GIB Prerequisite 1 and Credit 1:	Certified Green Building(s)
GIB Prerequisite 2 and Credit 2:	Building Energy Efficiency
GIB Prerequisite 3 and Credit 3:	Building Water Efficiency
GIB Credit 4:	Water-Efficient Landscaping

GREEN BUILDINGS

"Green buildings" emphasize environmental excellence and sensitivity in their design, incorporating strategies like energy and water efficiency, high indoor air quality, and sustainably sourced (or recycled) materials. LEED-ND contains prerequisites and credits for energy efficiency, water efficiency, and certified green buildings—underscoring their foundational role for a sustainable neighborhood.

Solar Powered Affordable Housing
West Hollywood, California

Credit: limelightpower

In addition to water efficiency inside buildings, **water used outside buildings** for landscaping and street trees determines a neighborhood's overall water use. Planting native species is preferable as they are less disruptive to natural ecosystmes; in arid climates they tend to be drought-tolerant and require less irrigation. For plants that require irrigation, using efficient irrigation equipment, capturing rainwater, or recycling wastewater can reduce overall water consumption.

Hart Building
Dallas, Texas

Credit: Steve Minor

Key Credits

GIB Credit 5:	Existing Building Reuse
GIB Credit 6:	Historic Resource Preservation and Adaptive Use

REUSING OLDER BUILDINGS

Reusing as much of a building as possible—whether it be the entire building, the building shell, or just salvageable components of the building—is a fundamental green building strategy rewarded in most LEED rating systems, including LEED-ND. In

Old Town
Fort Collins, Colorado

Credit: Carol Jacobs Carre

addition to eliminating waste and reducing the energy and resources needed to produce building material, reusing or adapting buildings reinforces a neighborhood's existing character. Neighborhood landmarks and historic or architecturally significant buildings are particularly valuable because they can provide visible public gathering places and generate interest and investment in a neighborhood.

Key Credits and Prerequisites

GIB Prerequisite 4:	Construction Activity Pollution Prevention
GIB Credit 8:	Stormwater Management
GIB Credit 17:	Light Pollution Reduction

REDUCING POLLUTION

A neighborhood's design and manner of construction influences the amount of air and water pollution it generates. **Preventing pollution during construction** is considered so essential to good building practice that it is a prerequisite in LEED-ND (GIB Prerequisite 4: *Construction Activity Pollution Prevention*). It is also often required to some extent by federal, state, or local regulation. The main goals are to prevent (1) on-site wind and water erosion, (2) air and dust pollution, and (3) pollution or sedimentation—excessive sand and gravel—in downstream creeks, rivers, and lakes.

Contaminated **stormwater** is one of the largest sources of water pollution in the United States, but neighborhoods can reduce stormwater pollution by keeping as much runoff as possible from flowing off the site. This reduces erosion, pollution, and flooding of downstream water bodies by naturally filtering and reabsorbing stormwater runoff. It can also help recharge natural aquifers below the neighborhood. Green stormwater retention techniques include use of street-side "swales" (low-lying, and often marshy areas), water-pervious paving materials, stormwater retention basins, green roofs, open green space, and landscaping, all of which can facilitate stormwater capture, absorption by trees and plants, or reuse.

Light pollution occurs when bright lighting or glare negatively affects neighboring homes, public spaces, and natural areas. Light pollution can disturb nearby wildlife movement and life cycles, decrease a neighborhood's livability, and limit views of the night sky. For human health, light pollution has been

Rain Garden
Vastra Hamnen, Sweden

Credit: La Citta Vita

Bioswale Curb Extension
Portland, Oregon

Credit: Greg Raisman

linked to disruptions in natural circadian rhythms and depressed immune function. Important strategies for reducing light pollution include directing artificial light downward instead of upward and outward, and using more frequently spaced, lower intensity lights instead of only a few very bright lights. Another basic strategy is for non-essential lighting to automatically turn off when not needed.

Green Roof at Walter Reed Community Center Arlington, Virginia

Credit: Arlington County

Green Roof at Portland State University, Portland, Oregon

Credit: Alex Abboud

KEEPING THINGS COOL

Key Credits

GIB Credit 9:	Heat Island Reduction
NPD Credit 5:	Reduced Parking Footprint
NPD Credit 14:	Tree-Lined and Shaded Streets

"Heat islands" are localized areas, usually within cities, where the ambient temperature is significantly warmer than the natural environment or surrounding areas. Unshaded pavement, dark-colored rooftops, and other building and infrastructure surfaces that absorb and then radiate heat from the sun can all contribute to creating heat islands. A study by the Local Government Commission found wide streets without a tree canopy to be 10 degrees warmer on hot days than nearby narrow, shaded streets.[3] In addition to creating discomfort for pedestrians and health risks for vulnerable populations and manual laborers, heat islands can also create difficult growing conditions for plants and increase irrigation demand. Proven techniques to counteract heat island effects include tree planting, smaller and narrower streets and parking lots, light-colored solar-reflective roofing (which also reduces demand for air conditioning), vegetated roofs or other landscaping, open-grid and solar-reflective paving, and covering parking with solar-reflective roofing.

Key Credits

GIB Credit 10:	Solar Orientation
GIB Credit 11:	On-Site Renewable Energy Sources
GIB Credit 12:	District Heating and Cooling
GIB Credit 13:	Infrastructure Energy Efficiency

NEIGHBORHOOD-WIDE ENERGY EFFICIENCY

An energy-efficient building is good. An entire neighborhood that is energy-efficient is better. The initial **layout and orientation** of a neighborhood can affect its ability to use solar energy both actively (such as for photovoltaic cells) and passively (such as for natural lighting or direct solar heating through windows and walls). In the United States, sunlight from the south is stronger and more consistent than sunlight from other directions, while northern light can provide a consistent, glare-free source of interior daylighting. For this reason, it is ideal when neighborhood blocks (or lower density buildings) can maximize their northern and southern exposure.

Similarly, installing **renewable energy sources and distribution systems** at a neighborhood scale, which serves multiple buildings or homes, is often more cost- and energy-efficient than installing them building-by-building. Examples include geothermal wells, photovoltaic (solar) or wind-powered electrical systems, combined heat and power plants using biofuels, hydroelectric power, and wave or tidal power. Heating and cooling multiple buildings through a centralized system requires less infrastructure and capacity per individual building. This is true whether it harnesses renewable sources, conventional boilers and air-conditioning systems, or heat that is a by-product of industrial processes. Installing either shared

renewable energy sources or shared heating and cooling usually requires close collaboration between multiple buildings landowners.

Energy-efficient streetlights, traffic lights, park lights, water pumps, and sewer systems can also significantly reduce a neighborhood's total level of energy consumption. Common examples of energy-efficient *infrastructure* include light-emitting diode (LED) technology for traffic and other lights, efficient or adjustable-power water pumps, or solar-powered lights.

Key Credits
GIB Credit 14: Wastewater Management
GIB Credit 15: Recycled Content in Infrastructure
GIB Credit 16: Solid Waste Management Infrastructure

REUSE AND RECYCLING

Reusing and recycling materials preserves natural resources while reducing waste and energy used in industrial manufacturing. There are often opportunities to use **recycled material** for new infrastructure—including streets, sidewalks, or water piping. Commonly available types of materials include reused cement or asphalt, rubberized asphalt incorporating scrap tires, refabricated metal for piping, or industrial byproducts such as coal fly ash mixed into concrete. LEED-ND also encourages recycling and reusing construction debris and rewards neighborhood design that facilitates pick-up services or drop-off points for household composting, recycling, and hazardous waste disposal.

Reusing wastewater from buildings reduces overall water use, demands on public infrastructure, energy use, and chemical inputs from conventional wastewater treatment. Wastewater reuse can range from relatively simple graywater systems that harness non-sewer wastewater for irrigation, to complex constructed wetlands or biological wastewater systems that completely treat all forms of wastewater onsite.

How Can LEED-ND Help Improve Your Community?

The goal of this *Citizen's Guide* is to empower you to improve your own community or neighborhood, utilizing LEED-ND as a flexible tool and source of information. This section provides some suggestions for how to get started. These suggestions are intended to spark the creativity and expertise of citizens and advocates, who will undoubtedly improve on them and come up with applications of their own. As a helpful companion, see the *Citizen's Guide*'s "Sustainable Neighborhood Development Checklist," which allows you to quickly estimate the performance of a project, plan, or policy. It can provide standards for a specific topic, or you can look directly at the LEED-ND Rating System for more detail. If you just need a refresher on what is included in the Rating System, please refer to the "LEED-ND Summary" Appendix or the Rating System itself, available for free at www.usgbc.org/neighborhoods.

1. Evaluate Development Proposals

Have you ever wondered whether or not a proposal for new development was a good idea, whether it was environmentally friendly, and whether or not you should support it? Have you wondered if there were key areas where it could be improved? These are complicated questions that are not made any easier by the competing claims and messages of developers, neighborhood groups, government agencies, or other voices. LEED-ND offers one way to begin answering these questions impartially.

Perhaps the most basic use of the system is to promote and publicly support projects that obtain LEED-ND certification, particularly if they do so at a high (gold or platinum) level. While LEED-ND is not a guarantee that you will approve of every aspect of a project, it is a very good indication that a project's environmental performance will be superior to average development.

A Project Evaluation Program: The Washington Smart Growth Alliance
The Washington (DC) Smart Growth Alliance operates a "Smart and Sustainable Growth Recognition Program." Based on review by an independent jury, the Program provides recognition for development projects that meet criteria for smart location, mixed land uses, environmental protection, walkability, and community coordination. LEED-ND can be a good starting point for creating a similar recognition or endorsement program in your own community, or updating one that already exists.

For projects that do not (or cannot) pursue LEED-ND certification, another approach is to perform your own internal LEED-ND audit using the checklist in this *Citizen's Guide* to evaluate some or all of the categories and standards in the system. If a project meets the LEED-ND prerequisites and scores enough points to be certifiable at a high level, consider publicly supporting it. If the project is certifiable at one of the lower (basic or silver) levels, it may well be an asset to the neighborhood but may require further inquiry. If it does not appear to be certifiable at any level, consider opposing it. (If you belong to an organization or agency that already maintains guidelines for which projects to support, it might be helpful to refine or augment those guidelines with standards from LEED-ND).

Publicly supporting a project could include speaking at public hearings and community meetings, providing marketing support, or writing letters of support. As talking points for this material, look at the project's LEED-ND scorecard (the official U.S. Green Building Council scorecard if it is certified, or your own internal checklist if it is not, but could have been) and see which credits it achieves. This is a good articulation of the project's key strengths. If you are opposing a project, a list of which LEED-ND credits it does *not* achieve is a helpful talking point.

2. Improve Development Proposals

You may also find opportunities to collaborate with private, public, or non-profit developers on a specific proposal. This is a great way to encourage sustainable neighborhoods and establish long-term working relationships with developers and other stakeholders in your community. LEED-ND can provide a helpful guide for this process.

LEED-ND as a Basis for Financial Assistance:
In 2010, the federal Department of Housing and Urban Development (HUD) announced that it would consider LEED-ND's location criteria when awarding competitive housing grants, including its Sustainable Communities Regional Planning Grants. This includes LEED-ND-based standards for such things as transit service, proximity to neighborhood shops and services, sensitivity to environmental features, and the amount and character of nearby development. If you are part of a grant-giving organization or agency, you can use LEED-ND in a similar way, incorporating standards for smart and sustainable development into your project selection process.

As a first step, you can encourage projects to become LEED-ND certified or insist that they pursue certification to earn your support. In some cases, you may wish to ask that projects attain certification at a certain level such as silver, gold, or platinum. This will ensure that they meet basic location and design criteria for sustainability, and enable you to follow through on them when the project is built. But, whether or not a project pursues certification, you can use LEED-ND to identify a project's strengths and weaknesses and generate some tangible design recommendations—about walkable streets, cycling facilities, energy efficiency, or any other topics that LEED-ND addresses.

While LEED-ND standards are not a substitute for good design, they can show developers, designers, community members, and advocacy groups where a project is doing well environmentally and where it has room for improvement. The sooner you get involved in the design process, the better your chances for making a difference.

3. Guide Improvements to Existing Neighborhoods

LEED-ND's basic purpose is to assess or certify new development. But you can also use it to guide planning and investment in existing neighborhoods. For most neighborhoods, this process will involve three main steps:

1. **EVALUATE THE NEIGHBORHOOD.** Work with local governments or other community organizations to conduct an audit of a neighborhood using the LEED-ND categories, prerequisites and credits. You can use the checklist at the end of the *Citizen's Guide* to aid the evaluation.
2. **FOCUS ON STRENGTHS AND WEAKNESSES.** Identify areas where the neighborhood or community performs well under LEED-ND. Where it does not, solicit stakeholder input on community needs.
3. **RESPOND WITH A PLAN.** Propose retrofits, targeted redevelopment, infrastructure improvements, or other measures that build on the neighborhood's strengths and address its weaknesses. The level of detail and effort can vary widely—from an informal list of suggestions to a detailed design and policy

proposal that becomes the backbone of a neighborhood plan. If a neighborhood is already the focus of a planning effort, participate in that process to ensure that it addresses the needs you have identified and protects the neighborhood's strengths.

The Syracuse SALT District
The 156-acre Syracuse, Art, Life, and Technology (SALT) District, in Syracuse, New York, is the focus of an ongoing neighborhood improvement and retrofit effort by a broad variety of partners—including the Syracuse Center of Excellence, Home Headquarters affordable housing development, Syracuse University, the City of Syracuse, and multiple residents and community groups. These partners coordinated their neighborhood improvement efforts through the lens of LEED-ND. Their first step was to assess the existing neighborhood using LEED-ND, identifying strengths and weaknesses by each prerequisite and credit. Next, through a collaborative stakeholder process, the project team proposed design and policy responses that would address those issues and improve neighborhood sustainability. The result for the SALT District was a certified LEED-ND Gold plan that provides policies and design proposals for improving the street and pedestrian network, improving stormwater management, adding parks and open space, increasing green building and energy efficiency efforts, and targeted redevelopment. The process applied in the SALT District—assessing an existing neighborhood and developing a retrofit plan using LEED-ND—is one that could be replicated in neighborhoods across the country, whether or not they pursue LEED-ND certification.

4. Inform Community Planning and Zoning

While LEED-ND is useful at the neighborhood scale, you can also apply it on a wider scale, informing community-wide plans, zoning codes, and other planning documents. Many local governments have comprehensive, citywide plans that provide long-term policy guidance for land use and transportation. Some also address the design of buildings and public space, economic development, public infrastructure, natural resource protection, parks, housing, health, or a variety of other issues. These are typically updated periodically.

You can audit your community's plan, assessing how well it promotes these topics and suggesting improvements. Use the Sustainable Neighborhood Development Checklist at the end of the *Citizen's Guide* to walk yourself through this process. You can also use the checklist as a source for policy language to adapt, or look directly at the LEED-ND Rating System for more detail. All LEED-ND credits and prerequisites also have a general "Intent" statement (easily found in the official Rating System) that can sometimes be adapted for use in a community plan.

Most local governments have a zoning code that guides how and where development can happen. Zoning codes can regulate anything from building heights and parking requirements to building uses, design, and pedestrian orientation. They are often very detailed and technical. As a result, they can be intimidating to the layperson (or even the professional), but LEED-ND can suggest specific topics and standards to look for and encourage (see the *Citizen's Guide's* Sustainable Neighborhood Development Checklist, or the LEED-ND Rating System).

A Sustainable Development "Overlay Zone"
Zoning is the set of regulations that a city, town, or county uses to guide development within its own borders. You can talk to your local government about creating areas of town where zoning specifically promotes sustainable development. This could include requiring development projects to meet some or all of LEED-ND's standards, or it could include limiting development in areas that don't meet LEED-ND's location criteria. Be careful that requirements for sustainability don't create a disincentive in the very areas that are appropriate for development.

Topics to look for and assess in zoning codes include:

- Density (NPD Credit 2: *Compact Development*);
- Building and sidewalk design for *walkable streets* (NPD Credit 1: Walkable Streets; NPD Credit 14: Tree-*Lined and Shaded Streets*);
- Transit service and access (SLL Credit 3: *Locations with Reduced Automobile Dependence*, NPD Credit 7: *Transit Facilities*); parking standards for cars and bicycles (NPD Credit 5: *Reduced Parking* Footprint; NPD Credit 8: *Transportation Demand Management*);
- Affordable and diverse housing (NPD Credit 4: *Mixed-Income Diverse Communities*); and
- Urban agriculture set-asides (NPD Credit 13: *Local Food Production*).

Incentive Example: Fee Reductions
Kane County, Illinois offers discounts on road impact fees (Ordinance 07-232, 2007) for development projects that meet certain minimum standards for density, location, and design, including:

- 40 percent discount for walkable transit; diverse uses; density; and small blocks.
- Additional 10 percent discount for infill or redevelopment.
- Additional 10 to 20 percent for higher densities.

LEED-ND can provide best practices and standards when designing incentives like these.

In addition, you can encourage local governments, redevelopment agencies, developers, land trusts, affordable housing organizations, or other decision-makers to require or provide benefits to projects that meet LEED-ND standards. For instance, the City of East Lansing, Michigan requires private development that receives city assistance and is over a certain size to attain LEED-ND or LEED-NC Silver-level certification (Resolution 2009-10, April 2009). The City of Nashville's 2009 Zoning Ordinance (BL2009-586) provides a "height bonus" for LEED-ND certified projects. Other cities—including Oakland, California and Boston, Massachusetts—require certain projects to submit a LEED-ND checklist demonstrating their level of performance.

Potential benefits that might be provided include:

- Streamlined development approval process
- Fee reductions
- Tax credits
- Grants

- Allowing additional density or building height
- Sharing the cost of new infrastructure required by projects
- Marketing assistance

A Local Government Guide to LEED-ND
The U.S. Green Building Council has published a white paper focusing on how local governments can implement LEED-ND, outlining some constraints they may face, and suggesting a variety of approaches and examples. It's a helpful complement to the *Citizen's Guide*.

5. Inform Specific State, Local, and Regional Policy

Local governments often maintain topic-specific ordinances, master plans, design standards, or operations standards. Examples of these could include a parking or water conservation ordinance, a bicycle or pedestrian master plan, streetscape design standards, infrastructure replacement standards, a climate action plan, or an economic development plan. You can use the Sustainable Neighborhood Development Checklist at the end of this *Citizen's Guide* to assess these policies. It is organized by topic, so if needed you can consult just the policy topics that match your interest.

Many regions and states also have plans, policies, and regulations that might either deter or promote LEED-ND implementation. You can again use the Checklist at the end of the *Citizen's Guide* to review these state or regional policies and advocate reform if necessary. In some cases, there may be opportunities to remove barriers to LEED-ND implementation. In other cases, you may be able to adapt LEED-ND standards directly into these policy documents. Examples may include:

- State or regional land use plans
- State building codes
- Regional transportation funding
- Development standards or guidelines from air quality agencies
- Congestion management agency policies
- Regional water, wastewater, or stormwater regulations

Supplementary Materials

So far, we have looked at the key concepts of neighborhood sustainability and suggested some ways you might use LEED-ND in your own community. Now what? First of all, we encourage you to come up with your own ways of promoting smart and green neighborhoods, since you know your own community better than we do.

As discussed above, the "Sustainable Neighborhood Development Checklist" can help in your day-to-day work. It summarizes all credits and prerequisites in LEED-ND by topic and is designed to make the system more accessible, portable, and easy to adapt to a number of contexts. You can use it in all of the circumstances we suggested in the previous section.

If you want, you can also estimate the score for a project if it were to pursue LEED-ND certification through the U.S. Green Building Council's formal process. When you want to propose specific best practices for a proposal, plan, regulation, or policy document, you can use the checklist or go straight to the LEED-ND Rating System for more detail. It can be a struggle for local citizens, designers, planners, and governments to create feasible standards for sustainable development on their own. LEED-ND has the potential to fill this gap with criteria that have been developed in a consensus process and field-tested in various contexts.

Most importantly, we welcome you to be creative and bold in your use of LEED-ND and your important efforts to improve where you live. As someone who knows your community well and cares about a sustainable future for it, you are doing important work for which you are uniquely qualified.

SUSTAINABLE NEIGHBORHOOD DEVELOPMENT CHECKLIST

This informal checklist summarizes all credits and prerequisites in the LEED-ND Rating's Systems. You can use it to assess the strengths and weaknesses of a development proposal, site plan, existing neighborhood, or even a zoning code or neighborhood plan. You can also use it as a source for standards and thresholds to include in plans, regulations, designs, or topic-specific policy efforts, although the LEED-ND Rating System itself can provide additional detail for this task. If your interest is in a specific topic(s) like cycling or walkable streets, or if you are assessing a policy document like a water efficiency ordinance or parks and recreation plan, you can use just the parts of the checklist that relate to that topic. Please note that this checklist is a simplification and is not LEED-ND itself, which requires sophisticated verification of compliance with standards and provides a much more authoritative evaluation. This checklist is organized into the following topics:

Smart Location and Linkage

- Location
- Ecosystems and Open Spaces
- Contaminated Sites
- Transit-Accessible Locations
- Cycling Facilities
- Jobs and Housing Proximity

Neighborhood Pattern and Design

- Walkable Streets
- Compact Development
- Neighborhood Connections
- Mixed Uses
- Affordable and Diverse Housing
- Parking and Transportation Demand
- Parks and Recreation
- Universal Design
- Community Participation
- Local Food
- School Access and Design

Green Infrastructure and Buildings

- Construction Techniques
- Energy Efficiency and Conservation
- Energy Production and Distribution
- Water Efficiency and Conservation
- Stormwater and Wastewater
- Green Building Process
- Historic and Existing Building Reuse
- Heat Islands
- Recycling and Reuse
- Light Pollution

Some people may want to spend 30 minutes or an hour to quickly move through the checklist, estimating when necessary to get a ballpark idea of performance. Others may want to spend more time doing research, making calculations, or even mapping site conditions to get a more detailed and accurate assessment. In either case, we recommend you take notes as you move through the checklist, particularly as you have ideas for how the proposal, plan, or neighborhood could be improved. As an optional second step, you can estimate a score under the LEED-ND Rating System.

PROJECT NAME: _____ ADDRESS/LOCATION: _____ TYPE OF PROJECT: _____

STEP 1: Sustainable Neighborhood Development Checklist					Step 2: Optional LEED-ND Scoring Exercise			
TOPIC	**DOES THE PROJECT DO THE FOLLOWING?**	**YES**	**MAYBE**	**NO**	**LEED-ND POINTS POSSIBLE**	**PROJECT "YES" POINTS**	**PROJECT "MAYBE" POINTS**	**LEED-ND SOURCE CREDIT OR PREREQUISITE**
SMART LOCATION AND LINKAGE (SLL)								
LOCATION	Is located on a site that is **any** of the following (only one required for scoring):				Required			Prereq 1: Smart Location
	Infill (75% surrounded by existing development)	❑	❑	❑				
	Well-connected to adjacent development by an existing street network	❑	❑	❑				
	Well-served by transit or neighborhood amenities	❑	❑	❑				
	Is located on a site that is **one** of the following (pick just one for scoring):							Credit 1: Preferred Locations
	Infill and also a previously developed site	❑	❑	❑	5			
	Infill but not a previously developed site	❑	❑	❑	3			
	Adjacent to existing development, and also a previously developed site	❑	❑	❑	2			
	A previously developed site, but not adjacent or infill	❑	❑	❑	1			
	Is surrounded (within ½ mile) by a well-connected existing street network. If possible, estimate the existing number of intersections per square mile nearby (pick just **one** for scoring):							Credit 1: Preferred Locations
	200 to 250 intersections per square mile	❑	❑	❑	1			
	250 to 300 intersections per square mile	❑	❑	❑	2			
	300 to 350 intersections per square mile	❑	❑	❑	3			
	350 to 400 intersections per square mile	❑	❑	❑	4			
	More than 400 intersections per square mile	❑	❑	❑	5			
	Is located in an economically distressed area while **also** providing affordable housing.	❑	❑	❑	3			Credit 1: Preferred Locations
ECOSYSTEMS AND OPEN SPACES	Does not build on habitat where species are threatened, endangered, or imperiled **or** creates a habitat conservation plan under the Endangered Species Act.	❑	❑	❑	Required			Prereq 2: Imperiled Species
	Does not build on wetlands or water bodies **and** leaves buffers of undeveloped land around them of at least 50 to 100 feet.	❑	❑	❑	Required			Prereq 3: Wetland/ Water Body Conservation
	Does not build on prime agricultural land, **unless** the project is infill, transit-served, or makes up for soil loss by creating permanently protected soil easements elsewhere.	❑	❑	❑	Required			Prereq 4: Agricultural Land Conservation

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
ECOSYSTEMS AND OPEN SPACES	Does not build on floodplains.	❑	❑	❑	Required			Prereq 5: Floodplain Avoidance
	Conserves pre-existing on-site habitat, native plants, wetlands, and water bodies in perpetuity.	❑	❑	❑	1			Credit 7: Site Design for Habitat/ Wetland Conservation
	Restores degraded on-site habitat, wetlands, or water bodies, **and** conserves them in perpetuity.	❑	❑	❑	1			Credit 8: Restoration of Habitat/Wetlands
	Implements a long-term (at least 10 years), fully funded management plan for on-site wetlands, water bodies, and habitat.	❑	❑	❑	1			Credit 9: Long-Term Management of Habitat/Wetlands
	Limits development on steep slopes (greater than 15%), **and** restores many or all previously developed steep slopes with native or noninvasive plants.	❑	❑	❑	1			Credit 6: Steep Slope Protection
CONTAMINATED SITES	Does **one** of the following (pick just one for scoring):							Credit 2: Brownfield Redevelopment
	Remediates a contaminated site and then locates there.	❑	❑	❑	1			
	Remediates a contaminated site **in an economically distressed area**, and then locates there.	❑	❑	❑	2			
TRANSIT-ORIENTED LOCATIONS	Is located on a site that is **either** of the following (pick just one for scoring):							Credit 3: Locations with Reduced Auto Dependence
	Within walking distance (¼ mile for buses or streetcars and ½ mile for rail, ferry, and bus rapid transit) of high levels of transit service (See the LEED-ND Rating System for detailed transit thresholds).	❑	❑	❑	1-7			
	In an area documented to have low vehicle miles travelled (See the LEED-ND Rating System for detailed thresholds).	❑	❑	❑	1-7			
CYCLING FACILITIES	Does **both** of the following:				1			Credit 4: Bicycle Network/ Storage
	Is located within ¼ mile of a bicycle network that is either 5 miles long (minimum) **or** connects to 10 diverse land uses.	❑	❑	❑				
	Provides secure and covered bicycle storage (for at least 10% of nonresidential and 30% of residential building occupants), **as well as** bicycle parking for visitors.	❑	❑	❑				
JOBS AND HOUSING PROXIMITY	Does **one** of the following (pick just one for scoring):							Credit 5: Housing/ Jobs Proximity
	Existing jobs within ½ mile walk distance outnumber project's dwelling units, **and** the project provides affordable housing.	❑	❑	❑	3			
	Existing jobs within ½ mile walk distance outnumber project's dwelling units.	❑	❑	❑	2			
	Provides jobs on an infill site within ½ mile walk distance of both existing housing and an existing (or new) rail, ferry, tram, or bus rapid transit stop.	❑	❑	❑	1			
					27 Points Possible	_____	_____	**SLL SUB-TOTALS**

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
NEIGHBORHOOD PATTERN AND DESIGN (NPD)								
WALKABLE STREETS	Includes **all** of the following at minimum:				Required			Prereq 1: Walkable Streets
	Public-facing building entries (onto any public space except a parking lot) on 90% of building frontage.	❑	❑	❑				
	A minimum "building-height-to-street width-ratio" of 1 to 3 (1 foot of building height for every 3 feet of street width) along at least 15% of street length.	❑	❑	❑				
	Sidewalks along 90% of street length (both sides of the street).	❑	❑	❑				
	Garage doors along no more than **20%** of street length.	❑	❑	❑				
	Includes **some or all** of the following (See Rating System for scoring thresholds):				1-12			Credit 1: Walkable Streets
	Minimal distance between the sidewalk and most buildings, with mixed-use and nonresidential buildings particularly close to the sidewalk.	❑	❑	❑				
	Frequent building entries (at least every 75 feet).	❑	❑	❑				
	Unshuttered windows along the sidewalk for nonresidential buildings.	❑	❑	❑				
	No blank walls more than 50 feet along sidewalks.	❑	❑	❑				
	Frequent on-street parking (available along at least 70% of streets).	❑	❑	❑				
	Sidewalks along 100% of street length (both sides of the street).	❑	❑	❑				
	Elevated ground-floors for at least half of all dwelling units (at least 24 inches above sidewalk grade).	❑	❑	❑				
	A minimum "building-height-to-street width-ratio" of 1 to 3 (1 foot of building height for every 3 feet of street width) along 30% of street length.	❑	❑	❑				
	Low design speeds for most streets (20 mph for residential, 25 mph for non-residential).	❑	❑	❑				
	Driveway crossings along no more than 10% of sidewalk length.	❑	❑	❑				
	Lines 60% of street length with non-invasive trees (spaced an average of at least every 40 feet from trunk center to trunk center).	❑	❑	❑	1			Credit 14: Tree-Lined and Shaded Streets
	Provides noon-time shade along at least 40% of sidewalks.	❑	❑	❑	1			
COMPACT DEVELOPMENT	Meets minimum required densities (At least seven dwelling units per acre for residential and 0.50 floor-area ratio for non-residential—see Rating System for calculation and scoring details).	❑	❑	❑	Required			Prereq 2: Compact Development
	Exceeds increasing density thresholds (At least 10 dwelling units per acre for residential and 0.75 floor-area ratio for non-residential—see Rating System for calculation and scoring details).	❑	❑	❑	1-6			Credit 2: Compact Development

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
NEIGHBORHOOD CONNECTIONS	Does **either** of the following (only one required for scoring):				Required			Prereq 3: Connected Community
	Includes a street or pathway into the project at least every 800 feet, and has at least 140 intersections per square mile within the project (estimate if possible).	❑	❑	❑				
	Or, only if the project has no internal streets: is surrounded (within ¼ mile) by an existing street network of at least 90 intersections per square mile (estimate if possible).	❑	❑	❑				
	Does **all** of the following:							Credit 6: Street Network
	Does not include cul-de-sacs.	❑	❑	❑				
	Includes a street or pathway into the project at least every 400 feet.	❑	❑	❑				
	Has high intersections per square mile within the project (pick **just one** of the following for scoring this credit):							
	300 to 400 intersections per square mile	❑	❑	❑	1			
	Has more than 400 intersections per square	❑	❑	❑	2			
MIXED USES	Enables walking access (within ¼ mile) to the following number of existing or new land uses, clustered within neighborhood centers (pick just one of the following for scoring this credit):							Credit 3: Mixed-Use Neighborhood Centers
	4 to 6 uses	❑	❑	❑	1			
	7 to 10 uses	❑	❑	❑	2			
	11 to 18 uses	❑	❑	❑	3			
	More than 19 uses	❑	❑	❑	4			
	Uses can include commercial or civic facilities such as restaurants, schools, pharmacies, supermarkets, theatres, parks, libraries, or shops.							
AFFORDABLE AND DIVERSE HOUSING	Provides multiple housing types of different sizes, such as large and small apartments, duplexes, townhomes, and/or single-family homes. (See Rating System for detailed housing diversity thresholds).	❑	❑	❑	1-3			Credit 4: Mixed-Income Diverse Communities
	Provides a percentage of new rental and/or for-sale housing at high levels of affordability, available for at least 15 years (See Rating System for detailed affordability thresholds).	❑	❑	❑	1-3			
	Provides both high levels of affordability and multiple housing types of different sizes.	❑	❑	❑	1			

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
PARKING AND TRANSPORTATION DEMAND	Does **all** of the following:				1			Credit 5: Reduced Parking Footprint
	Minimizes total surface parking area (no greater than 20% of development area) and includes no individual surface lot over 2 acres.	❑	❑	❑				
	Locates any off-street parking at the side or rear of buildings (not along the sidewalk).	❑	❑	❑				
	Provides bicycle storage for building occupants, bicycle parking for visitors, and spaces for carpool or shared vehicles.	❑	❑	❑				
	Includes shelters, benches, lighting, and information displays at all new and existing transit stops.	❑	❑	❑	1			Credit 7: Transit Facilities
	Provides **any or all** of the following options (for scoring, award 1 point for every 2 options achieved):				1-2			Credit 8: Transportation Demand Management
	Subsidized transit passes to half of regular price or cheaper.	❑	❑	❑				
	Developer-sponsored-transit services—such as a shuttle—to off-site employment centers and/or major transit facilities.	❑	❑	❑				
	Well-publicized vehicle sharing facilities on-site, or within ¼ mile walk distance.	❑	❑	❑				
	For 90% of dwelling units or non-residential space, separates the cost of a parking space from the price of dwelling units or non-residential space.	❑	❑	❑				
	A comprehensive transportation demand management (TDM) program to reduce trips by 20%.	❑	❑	❑				
PARKS AND RECREATION	Enables access (within ¼ mile walk distance) to public space such as squares, parks, paseos, and plazas.	❑	❑	❑	1			Credit 9: Access to Civic/ Public Spaces
	Enables access (within ½ mile walk distance) to publicly accessible indoor or outdoor recreational facilities (at least 1 acre in size outdoor or 25,000 square feet indoor).	❑	❑	❑	1			Credit 10: Access to Recreation Facilities
UNIVERSAL DESIGN	Provides **either** of the following (only one necessary to score a point):				1			Credit 11: Visitability and Universal Design
	For residential projects, universal accessibility for people of diverse abilities in 20% of dwelling units.	❑	❑	❑				
	For non-residential projects, universal accessibility for people of diverse abilities along 100% of public rights-of-way.	❑	❑	❑				
COMMUNITY PARTICIPATION	Does **either** of the following (pick just one for scoring):							Credit 12: Community Outreach and Involvement
	Relies on multiple forms of community input and feedback to guide project concept and design, both before and during development.	❑	❑	❑	1			
	Relies on multiple forms of community input and feedback as above, but also conducts a design charrette or obtains an endorsement from a smart growth jury or program.	❑	❑	❑	2			

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
LOCAL FOOD	Provides **both** of the following:				1			Credit 13: Local Food Production
	Permanently set aside gardening space, free local produce shares (from within 150 miles) for residents, or proximity to a farmer's market (on-site or within ½ mile walk distance).	❑	❑	❑				
	Allows growing of produce, including in yards or on balconies, patios, or rooftops.	❑	❑	❑				
SCHOOL ACCESS AND DESIGN	Achieves **both** of the following:				1			Credit 15: Neighborhood Schools
	Is located within walking distance of a school (½ mile for elementary and middle schools; 1 mile for high schools).	❑	❑	❑				
	New school campuses included in the project are no larger than 5 acres (elementary), 10 acres (middle schools), or 15 acres (high schools).	❑	❑	❑				
					44 Points Possible	_____	_____	**NPD SUB-TOTALS**
GREEN INFRASTRUCTURE AND BUILDINGS (GIB)								
CONSTRUCTION TECHNIQUES	Creates and implements an erosion and sedimentation control plan for construction activities, reducing soil erosion and downstream pollution.	❑	❑	❑	Required			Prereq 4: Construction Pollution Prevention
	Does **both** of the following:				1			Credit 7: Minimized Site Disturbance in Design and Construction
	Preserves all heritage trees and most other noninvasive trees, especially larger ones.	❑	❑	❑				
	Preserves a proportion of previously undeveloped land (10% to 20%) on the project site.	❑	❑	❑				
ENERGY EFFICIENCY AND CONSERVATION	Ninety percent of building square footage meets minimum energy efficiency requirements. (Minimum 10% improvement over ASHRAE 90.1—see Rating System for details).	❑	❑	❑	Required			Prereq 2: Minimum Building Energy Efficiency
	Ninety percent of building square footage exceeds increasing thresholds for energy efficiency. (Minimum 18% improvement over ASHRAE 90.1 and/or 75 HERS Score—see Rating System for details and increasing thresholds).	❑	❑	❑	1-2			Credit 2: Building Energy Efficiency
	Orients 75% of buildings or dense blocks length-wise along east-west axes (within 15 degrees) to maximize passive and active solar access.	❑	❑	❑	1			Credit 10: Solar Orientation

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
ENERGY PRODUCTION AND DISTRIBUTION	Generates renewable energy on-site, providing the following percentage of the project's annual electrical thermal and energy cost (pick just **one** for scoring):							Credit 11: On-Site Renewable Energy Sources
	5%	❑	❑	❑	1			
	12.5%	❑	❑	❑	2			
	20%	❑	❑	❑	3			
	Provides at least 80% of building heating and cooling through a shared neighborhood-wide system.	❑	❑	❑	2			Credit 12: District Heating/ Cooling
	Provides energy-efficient new neighborhood infrastructure such as traffic lights, street lights, and water and wastewater pumps (15% minimum improvement over a conventional model).	❑	❑	❑	1			Credit 13: Infrastructure Energy Efficiency
WATER EFFICIENCY AND CONSERVATION	Meets minimum requirements for water efficiency in buildings (at least 20% reduction over a baseline - see Rating System for details).	❑	❑	❑	Required			Prereq 3: Minimum Building Water Efficiency
	Exceeds increased threshold for water efficiency in buildings (at least 40% reduction over baseline—see Rating System for details).	❑	❑	❑	1			Credit 3: Building Water Efficiency
	Reduces water consumption for outdoor landscaping (at least 50% reduction over baseline).	❑	❑	❑	1			Credit 4: Water-Efficient Landscaping
STORMWATER AND WASTEWATER	Is able to retain and treat all stormwater on-site from the following sizes of rainstorm (pick just **one** for scoring):							Credit 8: Stormwater Management
	80th percentile rainstorm (more rain than 80% of storms for the past 20-40 years)	❑	❑	❑	1			
	85th percentile rainstorm	❑	❑	❑	2			
	90th percentile rainstorm	❑	❑	❑	3			
	95th percentile rainstorm	❑	❑	❑	4			
	Treats and reuses wastewater on-site (pick just **one** of the following for scoring):							Credit 14: Wastewater Management
	25% of wastewater reused	❑	❑	❑	1			
	50% of wastewater reused	❑	❑	❑	2			

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO	LEED-ND POINTS POSSIBLE	PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
GREEN BUILDING PROCESS	Uses LEED or a similar green building rating system to certify at least one project building.	❑	❑	❑	Required			Prereq 1: Certified Green Building
	Uses LEED or a similar green building rating system to certify the following percentages of the project's building square footage (pick just one for scoring):							Credit 1: Certified Green Buildings
	At least 10%	❑	❑	❑	1			
	At least 20%	❑	❑	❑	2			
	At least 30%	❑	❑	❑	3			
	At least 40%	❑	❑	❑	4			
	At least 50%	❑	❑	❑	5			
HISTORIC AND EXISTING BUILDING REUSE	Reuses and restores at least 20% of the existing building stock.	❑	❑	❑	1			Credit 5: Existing Building Use
	Includes a historic building(s), and rehabilitates if necessary.	❑	❑	❑	1			Credit 6: Historic Resource Preservation/Reuse
HEAT ISLANDS	Uses **one** of the following strategies—**or a combination of the two**—to reflect instead of absorb solar heat:				1			Credit 9: Heat Island Reduction
	Solar-reflective roofs (usually light-colored) or vegetated roofs.	❑	❑	❑				
	Shade, open-grid pervious paving, or solar-reflective paving for at least 50% of roads, sidewalks, parking areas, and other "hardscape."	❑	❑	❑				
REUSE AND RECYCLING	Uses recycled content in at least 50% of the total mass of public infrastructure materials such as paving, road base, and water/sewer piping.	❑	❑	❑	1			Credit 15: Recycled Content in Infrastructure
	Provides **at least four** of the following five:				1			Credit 16: Solid Waste Management Infrastructure
	Recycling services for residents	❑	❑	❑				
	Hazardous waste disposal services for residents	❑	❑	❑				
	Composting services for residents	❑	❑	❑				
	Recycling receptacles on every mixed-use or nonresidential block	❑	❑	❑				
	Recycling or salvaging of at least 50% of construction waste	❑	❑	❑				
LIGHT POLLUTION	Provides **both** of the following:				1			Credit 17: Light Pollution Reduction
	Motion sensors in "shared areas" (publicly or privately owned) to reduce lighting when unoccupied and during daylight hours.	❑	❑	❑				
	Limits "light trespass" to surrounding areas by directing exterior lighting downward and reducing its brightness, especially in rural areas and residential or mixed use neighborhoods.	❑	❑	❑				
					29 Points Possible	_____	_____	**GIB SUB-TOTALS**

TOPIC	DOES THE PROJECT DO THE FOLLOWING?	YES	MAYBE	NO		PROJECT "YES" POINTS	PROJECT "MAYBE" POINTS	LEED-ND SOURCE CREDIT OR PREREQUISITE
INNOVATION AND DESIGN PROCESS (ID)								
INNOVATION AND EXEMPLARY PERFORMANCE	Exhibits exemplary environmental performance in areas not addressed by, or greatly exceeding, the LEED-ND rating system. Write in below (for scoring, add up to five):							Credit 1: Innovation and Exemplary Performance
	1.	❑	❑	❑	1			
	2.	❑	❑	❑	1			
	3.	❑	❑	❑	1			
	4.	❑	❑	❑	1			
	5.	❑	❑	❑	1			
	Employs a project team member credentialed as a LEED Accredited Professional, in smart growth by the Natural Resources Defense Council and Smart Growth America, or in new urbanism by the Congress for the New Urbanism.	❑	❑	❑	1			Credit 2: LEED Accredited Professional
					6 Points Possible	_____	_____	**ID SUB-TOTALS**
REGIONAL PRIORITY CREDIT (RP)								
REGIONAL PRIORITY	Addresses geographically-specific environmental, social equity, or public health priorities. Write in below (for scoring, add one point per strategy used up to four, even if the strategy is already addressed in LEED-ND. A complete list of Regional Priority Credits is available from U.S. Green Building Council):							Credit 1: Regional Priority Credit
	1.	❑	❑	❑	1			
	2.	❑	❑	❑	1			
	3.	❑	❑	❑	1			
	4.	❑	❑	❑	1			
					4 Points Possible	_____	_____	**RP SUB-TOTALS**
	110 POINTS POSSIBLE							
	TOTAL							
						_____	_____	**PROJECT TOTALS (Certification Estimates)**

Certified: 40-49 points **Silver:** 50-59 points **Gold:** 60-79 points **Platinum:** 80+ points

NUMBER	TITLE	POINTS	BRIEF DESCRIPTION
Smart Location and Linkage		**27 Points Possible**	
Prereq 1	Smart Location	Required	Develop on a site that is infill, connected to adjacent development, or served by transit or neighborhood amenities.
Prereq 2	Imperiled Species and Ecological Communities	Required	Conserve any on-site imperiled species and habitat.
Prereq 3	Wetland and Water Body Conservation	Required	Do not build near or on wetlands or water bodies.
Prereq 4	Agricultural Land Conservation	Required	Protect prime agricultural land.
Prereq 5	Floodplain Avoidance	Required	Prevent most building on floodplains.
Credit 1	Preferred Locations	1-10	Develop on a site that is highly accessible and connected to other nearby development.
Credit 2	Brownfield Redevelopment	1-2	Remediate a contaminated site and redevelop.
Credit 3	Locations with Reduced Automobile Dependence	1-7	Develop in an area that is well-served by transit or has a low average driving rate.
Credit 4	Bicycle Network and Storage	1	Locate along a bicycle network and provide bicycle storage and parking.
Credit 5	Housing and Jobs Proximity	1-3	Locate jobs and housing, particularly affordable housing, nearby each other.
Credit 6	Steep Slope Protection	1	Protect steep slopes from development.
Credit 7	Site Design for Habitat or Wetland and Water Body Conservation	1	Conserve pre-existing on-site habitat, wetlands, or water bodies in perpetuity.
Credit 8	Restoration of Habitat or Wetlands and Water Bodies	1	Restore degraded on-site habitat, wetlands, or water bodies, and conserve in perpetuity.
Credit 9	Long-Term Conservation Management of Habitat or Wetlands and Water Bodies	1	Implement a long-term management plan for on-site habitat, wetlands, or water bodies.
Neighborhood Pattern and Design		**44 Points Possible**	
Prereq 1	Walkable Streets	Required	Include public-facing building entries, building heights appropriate to street widths, continuous sidewalks, and limited garage entries.
Prereq 2	Compact Development	Required	Meet minimum density thresholds.
Prereq 3	Connected and Open Community	Required	Connect neighborhood streets to each other and adjacent areas.
Credit 1	Walkable Streets	1-12	In addition to complying with the items in Prerequisite 1 above, improve the pedestrian experience at the street level by providing: frequent building entries, ground-level windows, on-street parking, elevated ground-floor units, low street speeds, and/or minimal driveway interruptions of sidewalks.
Credit 2	Compact Development	1-6	Add homes and/or nonresidential space to make efficient use of land.
Credit 3	Mixed-Use Neighborhood Centers	1-4	Provide neighborhood shops, services, and amenities clustered in neighborhood centers within walking distance of residents and each other.

Credit 4	Mixed-Income Diverse Communities	1-7	Provide diverse housing types and affordability levels.
Credit 5	Reduced Parking Footprint	1	Minimize surface parking lots and discourage them along building frontages. Also provide bicycle and car-share parking.
Credit 6	Street Network	1-2	Provide superior connection of streets to each other and adjacent areas, and avoid cul-de-sacs.
Credit 7	Transit Facilities	1	Include shelters, benches, lighting, and information displays at transit stops.
Credit 8	Transportation Demand Management	1-2	Encourage use of environmentally preferable transportation choices with transit passes, shuttles, vehicle sharing, and/or unbundled parking pricing.
Credit 9	Access to Civic and Public Spaces	1	Provide squares, parks, and plazas within walking distance of residents and commercial tenants.
Credit 10	Access to Recreation Facilities	1	Provide indoor or outdoor recreational facilities.
Credit 11	Visitability and Universal Design	1	Design public spaces and dwelling units for all abilities.
Credit 12	Community Outreach and Involvement	1-2	Base project designs on community input.
Credit 13	Local Food Production	1	Provide access to gardening space, local produce, or a farmer's market.
Credit 14	Tree-Lined and Shaded Streets	1-2	Line and shade streets with trees.
Credit 15	Neighborhood Schools	1	Locate within walking distance to local schools.
Green Infrastructure and Buildings		**29 Points Possible**	
Prereq 1	Certified Green Building	Required	Include at least one building certified under LEED or a similar green building rating system.
Prereq 2	Minimum Building Energy Efficiency	Required	Meet minimum requirements for building energy efficiency.
Prereq 3	Minimum Building Water Efficiency	Required	Meet minimum requirements for building water efficiency.
Prereq 4	Construction Activity Pollution Prevention	Required	Implement an erosion and sedimentation control plan for construction.
Credit 1	Certified Green Buildings	1-5	Include multiple buildings certified under LEED or a similar green building rating system.
Credit 2	Building Energy Efficiency	1-2	Provide superior building energy efficiency.
Credit 3	Building Water Efficiency	1	Provide superior building water efficiency.
Credit 4	Water-Efficient Landscaping	1	Reduce water consumption for outdoor landscaping.
Credit 5	Existing Building Use	1	Reuse existing buildings.
Credit 6	Historic Resource Preservation and Adaptive Use	1	Reuse and restore historic buildings.
Credit 7	Minimized Site Disturbance in Design and Construction	1	Preserve heritage trees and previously undeveloped land.
Credit 8	Stormwater Management	1-4	Retain and treat stormwater on-site.
Credit 9	Heat Island Reduction	1	Use roofing and paving that reflects instead of absorbs solar heat.

Credit 10	Solar Orientation	1	Increase passive and solar access by orienting buildings or dense blocks to maximize north- and south-facing exposure.
Credit 11	On-Site Renewable Energy Sources	1-3	Generate renewable energy on-site.
Credit 12	District Heating and Cooling	2	Provide building heating and cooling through a shared neighborhood-wide system.
Credit 13	Infrastructure Energy Efficiency	1	Provide energy-efficient neighborhood infrastructure.
Credit 14	Wastewater Management	1-2	Reuse treated wastewater.
Credit 15	Recycled Content in Infrastructure	1	Use recycled content in neighborhood infrastructure.
Credit 16	Solid Waste Management Infrastructure	1	Provide neighborhood composting, recycling, and hazardous waste collection.
Credit 17	Light Pollution Reduction	1	Limit exterior illumination and direct it downward.
Innovation and Design Process		**6 Points Possible**	
Credit 1	Innovation and Exemplary Performance	1-5	Exhibit exemplary environmental performance in areas not addressed by the LEED-ND rating system.
Credit 2	LEED Accredited Professional	1	Have a team member that is: a LEED Accredited Professional, and credentialed in smart growth by the Natural Resources Defense Council and Smart Growth America, or credentialed in new urbanism by the Congress for the New Urbanism.
Regional Priority Credit		**4 Points Possible**	
Credit 1	Regional Priority Credit	1-4	Address geographically specific environmental, social equity, or public health priorities.
Project Totals (Certification estimates)		**110 Points Possible**	
Certified: 40-49 points	**Silver:** 50-59 points	**Gold:** 60-79 points	**Platinum:** 80+ points

LEED AND LEED-ND BASICS

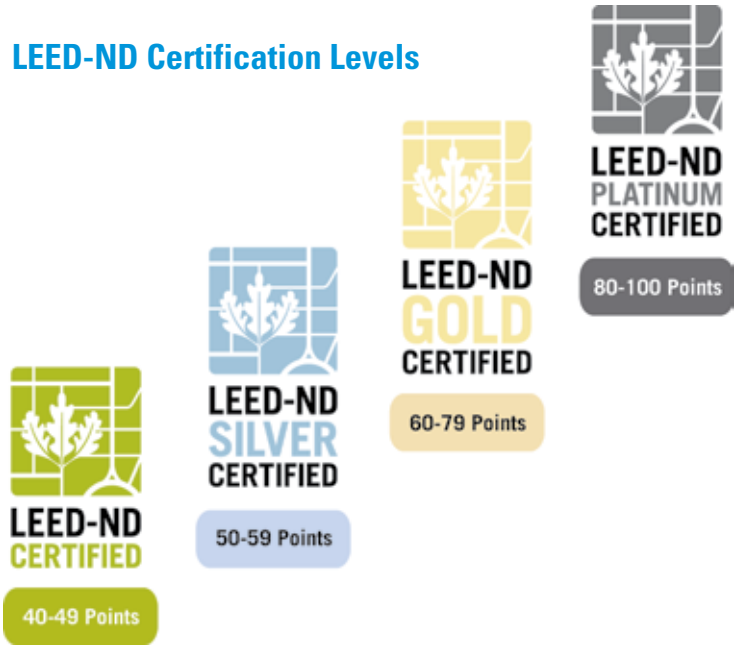
LEED, an acronym for "Leadership in Energy and Environmental Design," is a family of green building rating systems developed by the United States Green Building Council (USGBC). LEED provides verification of high environmental performance in building and neighborhood design and construction. Since the first LEED pilot program in 1998, LEED has become the most widely-used green building certification system in the United States. As of the beginning of 2011, there were more than 7,000 LEED-certified projects in the United States and around the world, with approximately 23,000 more registered for future certification.[4] Planning to construct a similar verification system for neighborhood location and design began in 2003 and, after a pilot program, LEED-ND was fully launched in 2010.

DIFFERENT LEED RATING SYSTEMS

Since LEED's first launch, USGBC has developed multiple LEED rating systems targeted towards specific types of development. The LEED family of rating systems now includes rating systems for New Construction, Schools, Building Core and Shell, Commercial Interiors, Existing Buildings, Homes, and Neighborhood Development. USGBC expects to launch LEED rating systems for Healthcare, Retail, and Retail Interiors in 2011. Though topics and requirements of different LEED rating systems sometimes overlap, they are designed to apply to the specific technological issues and building requirements of different development types.

PREREQUISITES AND CREDITS

All LEED rating systems contain a combination of required prerequisites and optional credits. Since 2009, all LEED rating systems—including LEED for Neighborhood Development—evaluate projects based on a 100-point base scale (not including up to 10 special "innovation" and "regional priority" bonus points, explained in the Rating System). Projects seeking certification must meet all prerequisites and earn at least 40 points by achieving various credits. Beyond basic certification, projects may achieve Silver (50 points), Gold (60 points), or Platinum (80+ points) certification for increasingly high performance.



WHAT'S UNIQUE ABOUT LEED-ND?

LEED for Neighborhood Development (LEED-ND) promotes best practices in location, design and development at the neighborhood scale. It is the first LEED rating system to focus beyond the building level and evaluate whole neighborhoods—or multi-building projects that contribute to neighborhoods—and prioritize criteria such as site location, urban design, transportation, housing affordability, walkability, socio-economics, and neighborhood-wide green infrastructure, in addition to green buildings.

Similarities
Follows LEED 2009 process
Third-party certification
Mix of prerequisites and credits
110 possible points
Preliminary and final review submittals

Differences
Developed through partnership
Focuses on area larger than building scale
Focus on location and land use
Focus on design of public realm
Credit categories
Multi-stage certification process

LEED-ND CERTIFICATION PROCESS

The LEED-ND rating system is applicable to a broad variety of advocacy efforts and community projects. For some of these applications, LEED-ND certification is possible and desirable, while for others it is not. Certified projects can vary widely by project size and type, but certification is most appropriate for projects smaller than 320 acres and larger than one building, being developed by a single developer or coordinated development group, and being constructed within a predictable timeframe.

For all LEED rating systems except LEED-ND, certification occurs after a project is fully constructed. However, due to the long time frame of large-scale planning and development projects, the LEED-ND Rating System has developed a three-stage certification process. This allows projects to be recognized by USGBC as they move through the planning, entitlement, and construction process, and to receive feedback throughout the project development process. USGBC's three stages of LEED-ND certification are as follows:

STAGE 1. *Conditional Approval of a LEED-ND Plan.* This stage is optional for projects in their initial planning phase, before or at the beginning of the entitlement process. Approval at this stage can be used to garner support during the entitlement process and give credibility to project designs.

STAGE 2. *Pre-Certified LEED-ND Plan.* This stage is available for projects that are approved and fully entitled to be built, but that have not yet completed construction. Pre-certification at this stage can help projects secure financing and set clear performance standards.

STAGE 3. *LEED-ND Certified Neighborhood Development.*
This stage is available for projects that are completed and ready to be occupied. Certification is finalized at this stage.

For more detailed information about stages of certification, eligible project types, and the certification process, see the introductory material in the *LEED for Neighborhood Development Rating* system, the *LEED Reference Guide for Green Neighborhood Development*, or the U.S. Green Building Council website (www.usgbc.org/neighborhoods).

Endnotes

1. R. Ewing and R. Cervero, Travel and the Built Environment, Journal of the American Planning Association, 76 (Summer 2010):1.

2. S. Handy, "Understanding the Link Between Urban Form and Nonwork Travel Behavior," *Journal of Planning Education and Research* 15 (1996): 183–98. R. Ewing and R. Cervero, Travel and the Built Environment, *Journal of the American Planning Association*, 76 (Summer 2010):1.

3. Local Government Commission, "Local Government Commission Report," Newsletter 30, No. 8 (August 2008): 2.

4. U.S. Green Building Council, "LEED Projects and Case Studies Directory," www.usgbc.org/LEED/Project/RegisteredProjectList.aspx

Congress for the New Urbanism

U.S. Green Building Council USGBC

NRDC The Earth's Best Defense

LEED v4 for Neighborhood Development Plan
Project Checklist

Project Name:
Date:

Yes	?	No			
0	0	0	**Smart Location & Linkage**		**28**
Y			Prereq	Smart Location	Required
Y			Prereq	Imperiled Species and Ecological Communities	Required
Y			Prereq	Wetland and Water Body Conservation	Required
Y			Prereq	Agricultural Land Conservation	Required
Y			Prereq	Floodplain Avoidance	Required
			Credit	Preferred Locations	10
			Credit	Brownfield Remediation	2
			Credit	Access to Quality Transit	7
			Credit	Bicycle Facilities	2
			Credit	Housing and Jobs Proximity	3
			Credit	Steep Slope Protection	1
			Credit	Site Design for Habitat or Wetland and Water Body Conservation	1
			Credit	Restoration of Habitat or Wetlands and Water Bodies	1
			Credit	Long-Term Conservation Management of Habitat or Wetlands and Water Bodies	1

0	0	0	**Neighborhood Pattern & Design**		**41**
Y			Prereq	Walkable Streets	Required
Y			Prereq	Compact Development	Required
Y			Prereq	Connected and Open Community	Required
			Credit	Walkable Streets	9
			Credit	Compact Development	6
			Credit	Mixed-Use Neighborhoods	4
			Credit	Housing Types and Affordability	7
			Credit	Reduced Parking Footprint	1
			Credit	Connected and Open Community	2
			Credit	Transit Facilities	1
			Credit	Transportation Demand Management	2
			Credit	Access to Civic & Public Space	1
			Credit	Access to Recreation Facilities	1
			Credit	Visitability and Universal Design	1
			Credit	Community Outreach and Involvement	2
			Credit	Local Food Production	1
			Credit	Tree-Lined and Shaded Streetscapes	2
			Credit	Neighborhood Schools	1

Yes	?	No			
0	0	0	**Green Infrastructure & Buildings**		**31**
Y			Prereq	Certified Green Building	Required
Y			Prereq	Minimum Building Energy Performance	Required
Y			Prereq	Indoor Water Use Reduction	Required
Y			Prereq	Construction Activity Pollution Prevention	Required
			Credit	Certified Green Buildings	5
			Credit	Optimize Building Energy Performance	2
			Credit	Indoor Water Use Reduction	1
			Credit	Outdoor Water Use Reduction	2
			Credit	Building Reuse	1
			Credit	Historic Resource Preservation and Adaptive Reuse	2
			Credit	Minimized Site Disturbance	1
			Credit	Rainwater Management	4
			Credit	Heat Island Reduction	1
			Credit	Solar Orientation	1
			Credit	Renewable Energy Production	3
			Credit	District Heating and Cooling	2
			Credit	Infrastructure Energy Efficiency	1
			Credit	Wastewater Management	2
			Credit	Recycled and Reused Infrastructure	1
			Credit	Solid Waste Management	1
			Credit	Light Pollution Reduction	1

0	0	0	**Innovation & Design Process**		**6**
			Credit	Innovation	5
			Credit	LEED® Accredited Professional	1

0	0	0	**Regional Priority Credits**		**4**
			Credit	Regional Priority Credit: Region Defined	1
			Credit	Regional Priority Credit: Region Defined	1
			Credit	Regional Priority Credit: Region Defined	1
			Credit	Regional Priority Credit: Region Defined	1

0	0	0	**PROJECT TOTALS (Certification estimates)**	110

Certified: 40-49 points, **Silver:** 50-59 points, **Gold:** 60-79 points, **Platinum:** 80+ points

APPENDIX G

2024 Redevelopment Strategy

2024 REDEVELOPMENT STRATEGY

This appendix includes information about the original redevelopment strategy for Gilpin Court. It was created by HRI, submitted to RRHA, and originally included in the Jackson Ward Community Plan. Drafted to fulfill requirements of the Choice Neighborhoods Initiative Planning Grant, this redevelopment strategy was submitted to HUD in November 2023 as part of the Plan, and was accepted by HUD in August 2024 after final HUD review.

The redevelopment strategy is a "snapshot in time" of redevelopment intentions and estimates based on prevailing market conditions, regulatory policy, and other assumptions at the time when the Plan was originally submitted to HUD in 2024. The redevelopment strategy should be treated as a concept for the redevelopment of Gilpin Court, and the block densities and building forms presented here should be seen as a goal to which we all should aspire.

The details and level of specificity found within this proposed redevelopment strategy are not typical of a small area plan or master plan document. Changes in market demand and development costs can quickly render figures out-of-date or no longer accurate. As such, the redevelopment strategy has been removed from the Plan, but will be preserved here within this appendix. Aligning future project proposals as closely as possible to this 2024 redevelopment strategy should be a guiding principle in future project development.

RRHA and HRI will be working with neighborhood residents and city staff to develop a revised redevelopment strategy with updated unit counts, estimated costs, and specific breakdowns of unit types. The new, revised redevelopment strategy will be the basis for the Community Unit Plan and/or other redevelopment plan that will be necessary for the redevelopment of Gilpin. Though it may differ from this appendix, the new redevelopment strategy should align with the desires of the Jackson Ward community and continue adhering to the vision, goals, and objectives of the Jackson Ward Community Plan.

RELOCATION PLAN FOR GILPIN COURT

In implementing the housing plan, residents of Gilpin Court will need to relocate. Each resident in good standing will be offered housing options, including the right to return to the newly redeveloped Gilpin Court. The housing options and right to return will be laid out in the Tenant Bill of Rights (see Goal 8: Resident Preparedness).

Prior to beginning relocation, RRHA will undertake the relocation process in compliance with the Gilpin Tenant Bill of Rights and may retain a consultant firm to assist them. Assistance with moving costs will be provided to residents along with customized services as may be necessary depending on a family's need (See Goal 8: Resident Preparedness). Relocation of families will be in a phased approach which will begin after RRHA obtains Section 18 approval from the Department of Housing and Urban Development's (HUD) Special Applications Center (SAC). Relocation will begin by relocating families who elect to relocate to Fay Towers and the first phase of newly constructed units on RRHA-owned property. These properties, known as the Build First Initiative, will allow families to move to off-site Project-Based Voucher units prior to any demolition taking place.
The relocation plan will specify the process for relocation, eligibility guidelines for residents, and each housing option residents will be offered.

Each resident in Gilpin may be offered the following housing options:

- **Tenant Protection Vouchers (TPVs):** A voucher available to residents to utilize based on individual eligibility to be able to rent a home. This voucher works to the same extent as a Housing Choice Voucher (HCV).
- **Off-Site Project-Based Voucher Units:** Residents may opt for a project-based voucher (PBV). This voucher is tied to specific units that continue to be constructed throughout the City of Richmond.
- **On-Site Replacement Project-Based Voucher Units:** Residents may opt to remain in the newly transformed Gilpin Court.
- **Relocating to different Public Housing:** A resident may choose to relocate to other public housing developments owned by RRHA
- Assistance with moving costs will be provided to residents along with customized services as may be necessary depending on a family's need (See Goal 8: Resident Preparedness).

REPLACEMENT HOUSING STRATEGY

To achieve one-for-one replacement at Gilpin Court, on-site and off-site Project-Based Voucher (PBV) units will be developed. All of the replacement units will be developed through RRHA's Project Based Voucher program. To account for the development of PBV units, RRHA will obtain Section 18 approval from HUD's Special Application Center (SAC). Upon receiving Section 18 approval, RRHA will use a percentage of the awarded Tenant Protection Vouchers (TPVs) for the development of Project Based Vouchers.

In addition to utilizing a percentage of the awarded TPVs from Section 18 approval, RRHA currently uses twenty-five percent (25%) of its voucher authority for the PBV program. The housing authority will continue to use voucher subsidy to develop PBV units as replacement housing options for Gilpin families. In accordance with RRHA's Annual Plan, all PBV units will be affordable to families earning 50% of the Area Median Income or below.

RRHA and the city have identified lots owned by the City and RRHA to construct replacement housing units. The identified lots exist in Jackson Ward and throughout the City of Richmond. Through the robust community engagement process, residents from Gilpin Court and the Jackson Ward community were presented with the off-site housing locations.

All of the identified lots to be used for replacement housing are located within the City of Richmond and are within the Richmond Metropolitan Area. The off-site replacement housing lots have public transportation within a ¼ mile walk and allow for access to employment opportunities within the City of Richmond.

The first off-site locations are sites owned by RRHA in the Jackson Ward community. The first constructed units will be a part of the Housing Authority's Build First strategy. This approach will allow for units to be constructed prior to any on-site demolition at Gilpin and provide residents with early permanent relocation opportunities.

The first site will be Fay Towers, a currently vacant building adjacent to Gilpin Court. Once senior housing, the building will be rehabilitated as a multi-family site consisting of one-hundred fifty (150) affordable units. The project will be financed with 4% Low-Income Housing Tax Credits (LIHTC) and Historic Tax Credits. The second site will be a new-construction development on parcels owned by RRHA in Jackson Ward to develop 150 units for families from Gilpin to relocate to early.

POTENTIAL OFF-SITE HOUSING LOCATIONS

Fay Towers	Property owned by RRHA
Vacant Jackson Ward Lots	Properties owned by RRHA
Diamond District	City-led initiative project
City Center	City-led initiative project
Sand Lot	City-owned property
Randolph Community	Properties owned by RRHA
400 E Grace	Building acquired by RRHA in December 2022

REPLACEMENT HOUSING STRATEGY

Gilpin Court On-Site Rental Housing Strategy by Block

Block	%	Type	1 BR	2 BR	3 BR	4 BR	Total Units
Block 1	34%	Replacement Units	16	24	15	5	60
	66%	Other Affordable	32	55	28	0	115
	0%	Market Rate	0	0	0	0	0
		Totals	**48**	**79**	**43**	**5**	**175**
Block 2	33%	Replacement Units	14	20	11	5	50
	32%	Other Affordable	14	23	11	0	48
	35%	Market Rate	16	24	12	0	52
		Totals	**44**	**67**	**34**	**5**	**150**
Block 3	40%	Replacement Units	7	13	8	2	30
	33%	Other Affordable	7	12	6	0	25
	27%	Market Rate	2	12	6	0	20
		Totals	**16**	**37**	**20**	**2**	**75**
Block 4	35%	Replacement Units	19	28	17	6	70
	32%	Other Affordable	17	31	16	0	64
	33%	Market Rate	18	32	16	0	66
		Totals	**54**	**91**	**49**	**6**	**200**
Block 5	35%	Replacement Units	9	14	9	3	35
	33%	Other Affordable	9	16	8	0	33
	32%	Market Rate	8	16	8	0	32
		Totals	**26**	**46**	**25**	**3**	**100**
Block 6	33%	Replacement Units	7	10	6	2	25
	33%	Other Affordable	7	12	6	0	25
	33%	Market Rate	7	12	6	0	25
		Totals	**21**	**34**	**18**	**2**	**75**

Gilpin Court On-Site Rental Housing Strategy by Block

Block	%	Type	1 BR	2 BR	3 BR	4 BR	Total Units
Block 7	35%	Replacement Units	9	14	9	3	35
	32%	Other Affordable	9	16	7	0	32
	33%	Market Rate	9	16	8	0	33
		Totals	**27**	**46**	**24**	**3**	**100**
Block 8	33%	Replacement Units	13	20	12	5	50
	32%	Other Affordable	13	23	12	0	48
	35%	Market Rate	16	24	12	0	52
		Totals	**42**	**67**	**36**	**5**	**150**
Block 9	35%	Replacement Units	9	14	9	3	35
	25%	Other Affordable	9	16	0	0	25
	40%	Market Rate	24	16	0	0	40
		Totals	**42**	**46**	**9**	**3**	**100**
Block 10	33%	Replacement Units	7	10	6	2	25
	33%	Other Affordable	7	12	6	0	25
	33%	Market Rate	7	12	6	0	25
		Totals	**21**	**34**	**18**	**2**	**75**
Block 11	35%	Replacement Units	9	14	9	3	35
	33%	Other Affordable	9	16	8	0	33
	32%	Market Rate	8	16	8	0	32
		Totals	**26**	**46**	**25**	**3**	**100**
Total On-Site Development	35%	Replacement Units	119	181	111	39	450
	32%	Other Affordable	117	204	94	0	415
	33%	Market Rate	131	208	96	0	435
		Totals	**367**	**593**	**301**	**39**	**1,300**
			28%	**46%**	**23%**	**3%**	

PROPOSED REDEVELOPMENT STRATEGY

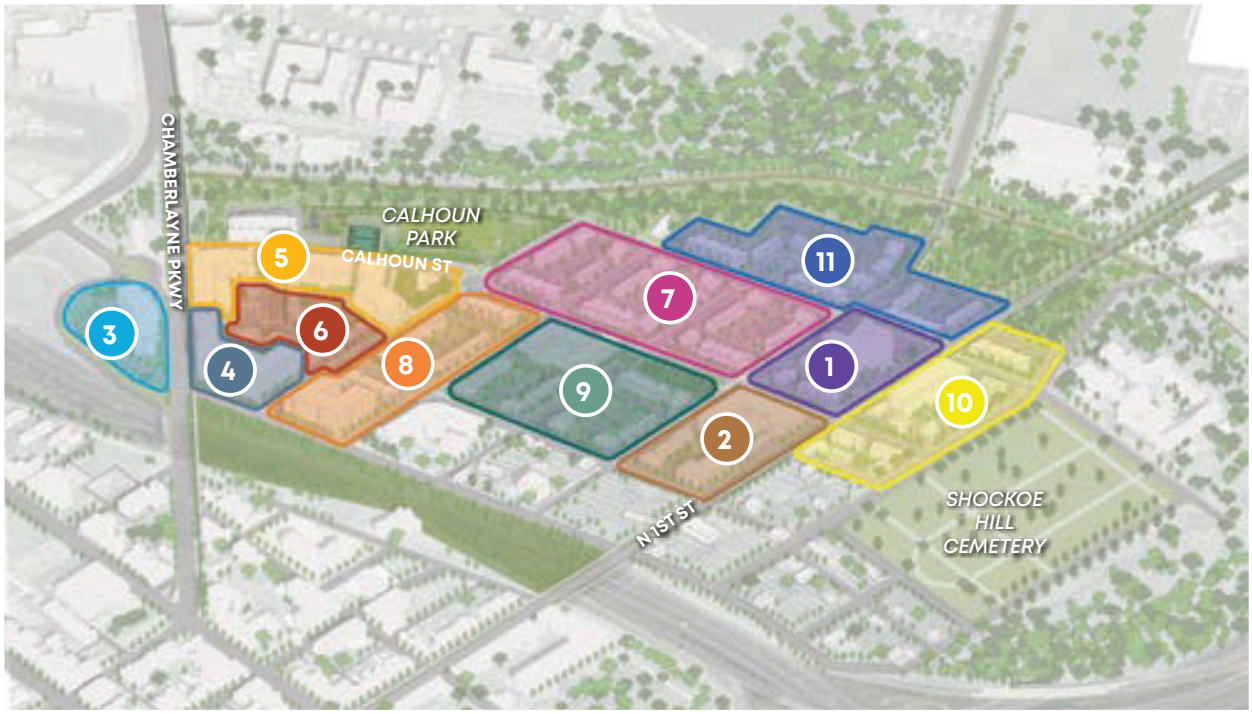
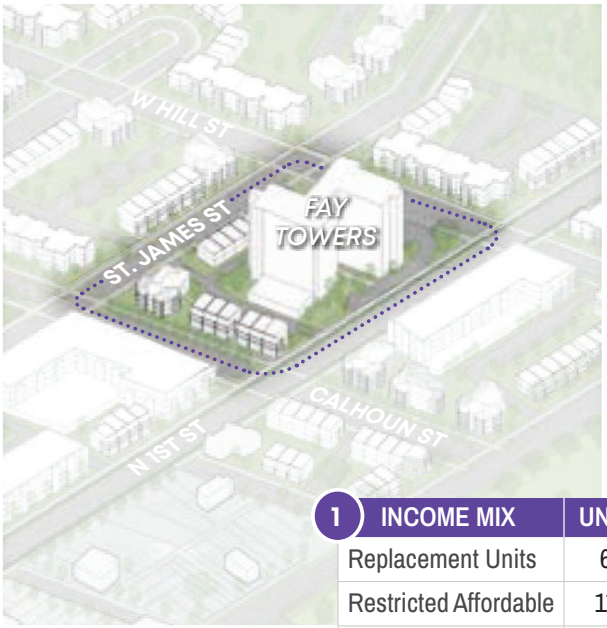


Figure 44 // Site Block Map

BLOCK 1 | 175 UNITS

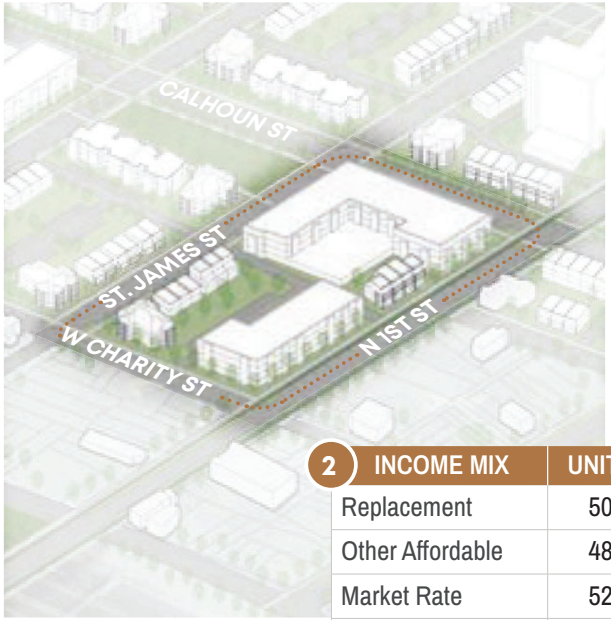
Block 1 is the redevelopment of Fay Towers. Directly adjacent to the Gilpin Community, the eleven-story building is currently vacant and undergoing pre-development work. The building will be rehabilitated as a multi-family site developed with 4% Low-Income Housing Tax Credits (LIHTC), additional financing from Virginia Housing through REACH funds, and other gap financing. The project will consist of one- and two-bedroom units. Approximately 60 units will be set aside as replacement units for Gilpin Court and the remaining 115 will be affordable to families earning 60% of AMI. It is anticipated that this block will close in early 2024.



1 INCOME MIX	UNITS
Replacement Units	60
Restricted Affordable	115
Total	**175**

BLOCK 2 | 150 UNITS

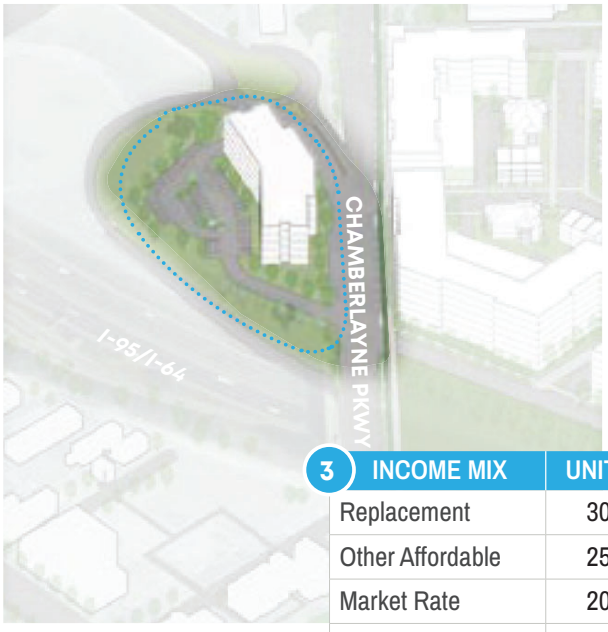
Block 2 of development will be located south of Fay Towers on vacant property owned by RRHA. The development site will consist of three different building types. On Calhoun Street and facing 1st Street, an elevator building with structured parking will be developed. This building will have first-floor commercial space to activate the 1st Street Corridor. The second building in phase 2 of development will be a six-plex style unit for families. The final structure will be townhouse-style units. All units will be rental units amounting to approximately 150 units of which 50 will be replacement housing units for Gilpin families.



2 INCOME MIX	UNITS
Replacement	50
Other Affordable	48
Market Rate	52
Total	**150**

BLOCK 3 | 75 UNITS

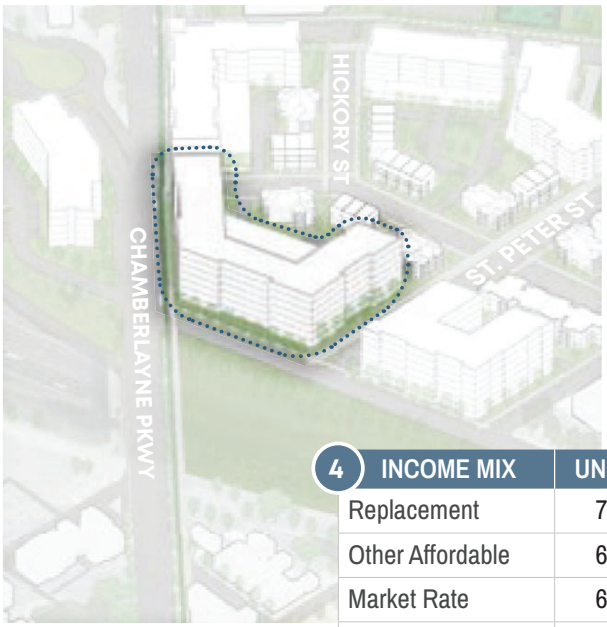
Block 3 of development will take place on the western side of the project site along Chamberlayne Parkway, a highly trafficked corridor in the Jackson Ward neighborhood that extends into the Northside of the City of Richmond. A now vacant building, the site will be demolished and transformed into a newly constructed elevator building with structured parking. The building will have amenity space on the ground floor, aligning with development along Chamberlayne Parkway. This site will yield approximately 75 rental units of which 30 will be replacement housing units for Gilpin families.



3 INCOME MIX	UNITS
Replacement	30
Other Affordable	25
Market Rate	20
Total	**75**

BLOCK 4 | 200 UNITS

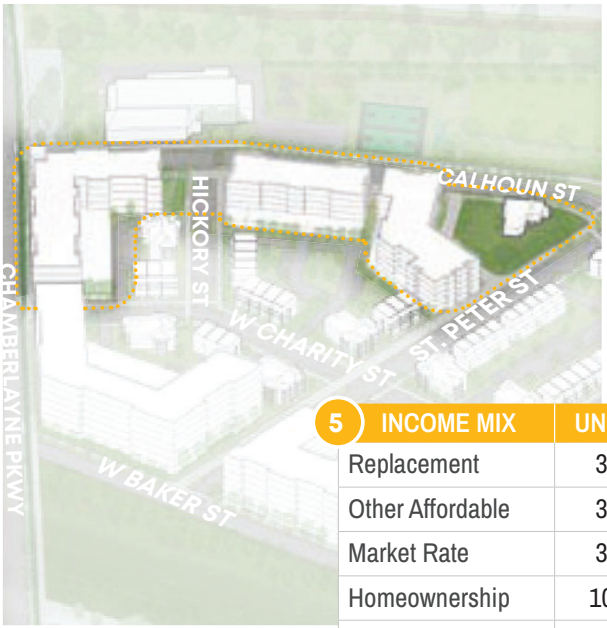
Block 4 of redevelopment will take place on the eastern side of Chamberlayne Parkway, across from the Block 3 development site. The fourth block is situated south of Charity Street and west of Saint Peter Street. This block of development will consist of two building types. One will be a six-plex style building and the other will be an elevator multi-family building. The elevator building will have ground-floor amenities and/or commercial space with structured parking. This block will develop approximately 200 units of which 70 will be replacement housing units. All units in this block will be rental units.



4 INCOME MIX	UNITS
Replacement	70
Other Affordable	64
Market Rate	66
Total	**200**

BLOCK 5 | 200 Units

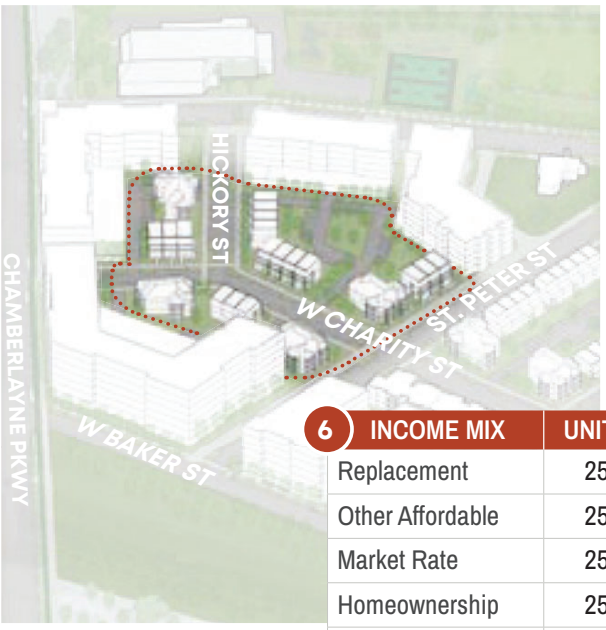
Block 5 of the redevelopment will take place south of the Calhoun Center and Calhoun Park, where the early action activity splash pad will be constructed. In this block, the current smokestack on site will remain with a greenway being developed around it and between the new buildings and Calhoun Street. This development block will consist of two elevator buildings with ground floor space for amenities and/or commercial space. One building will be an L-Shaped building and one will be a bar-shaped elevator building. Block five will develop approximately 200 units of which 100 units will be rental units. Of the 100 rental units, approximately 35 units will be replacement housing units. The remaining 100 units will be homeownership units. This block will create approximately 148 parking spaces with 48 spaces to the east of the bar-shaped building and 100 spaces to the west of the L-shaped building.



5 INCOME MIX	UNITS
Replacement	35
Other Affordable	33
Market Rate	32
Homeownership	100
Total	**200**

BLOCK 6 | 100 Units

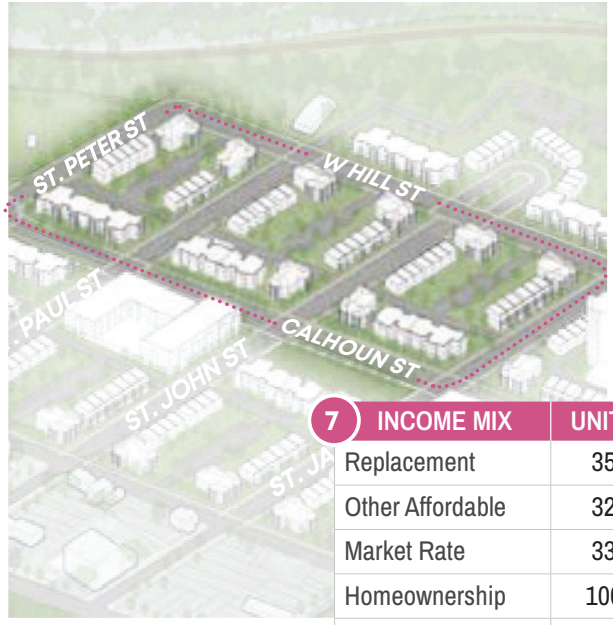
Block 6 will be located between blocks 4 and 5, to the west of Saint Peter Street along W. Charity Street. This block of development will be three, medium-density buildings. The development block will not consist of any structured parking and will provide a variety of housing options. Of the 100 units being constructed in this block, 75 of the units will be rental units of which 25 will be replacement housing units and the remaining 25 units will be for sale homeownership units.



6 INCOME MIX	UNITS
Replacement	25
Other Affordable	25
Market Rate	25
Homeownership	25
Total	**100**

BLOCK 7 | 200 Units

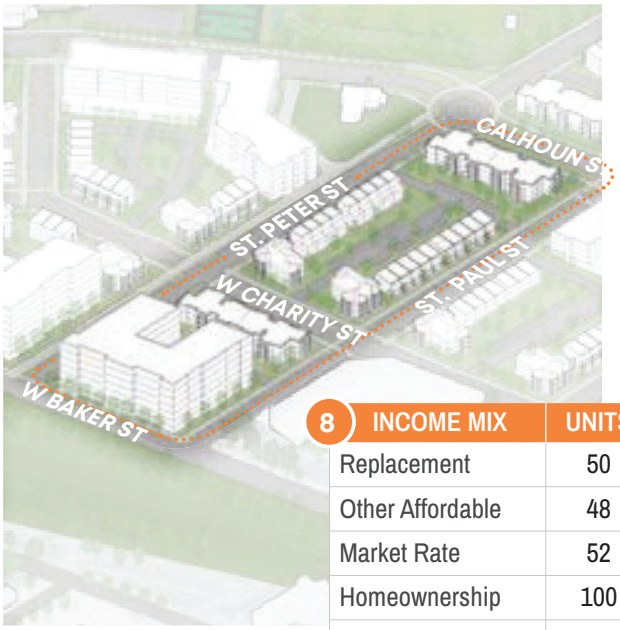
Block 7 of development will encompass the east of Saint Peter Street, north of Calhoun Street, west of Saint James Street, and south of Hill Street. This block of development will consist of approximately nine different buildings with medium-density size buildings. The interior buildings will be townhome style units while the outer buildings will be multi-family, six-plex-style buildings. The total amount of units to be constructed will be approximately 200 units. 100 of these units will be rental units of which 35 are replacement housing units. 100 units will be set as for-sale homeownership units.



7 INCOME MIX	UNITS
Replacement	35
Other Affordable	32
Market Rate	33
Homeownership	100
Total	**200**

BLOCK 8 | 250 UNITS

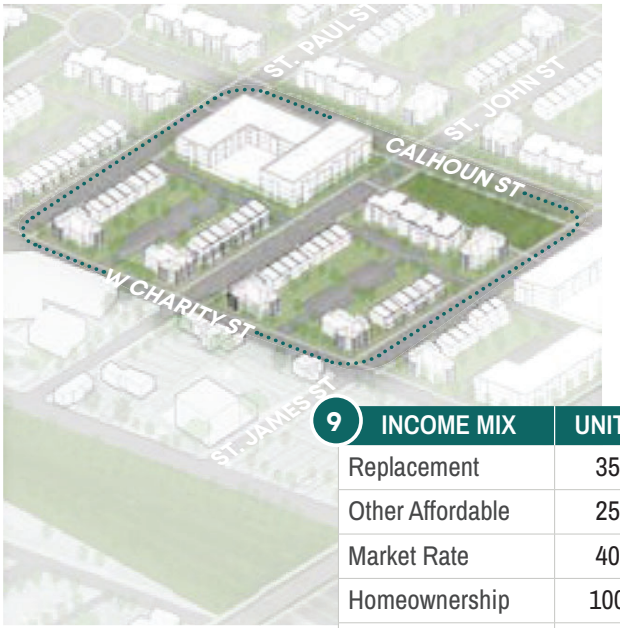
Block 8 of the development will take place south of Calhoun Street, east of Saint Peter Street, north of Baker Street, and west of Saint Paul Street. There will be five buildings as part of the development phase with a variety of building types. The building north of Baker Street will be an elevator building with ground-floor commercial space. This building will have approximately 120 structured parking spaces. The additional buildings in block 8 of the development will be townhome-style and six-plex-style buildings. This block will construct approximately 250 units as a part of the redevelopment with 150 being rental units of which 50 are replacement housing units. 100 units will be units available for sale as homeownership units.



8 INCOME MIX	UNITS
Replacement	50
Other Affordable	48
Market Rate	52
Homeownership	100
Total	**250**

BLOCK 9 | 200 UNITS

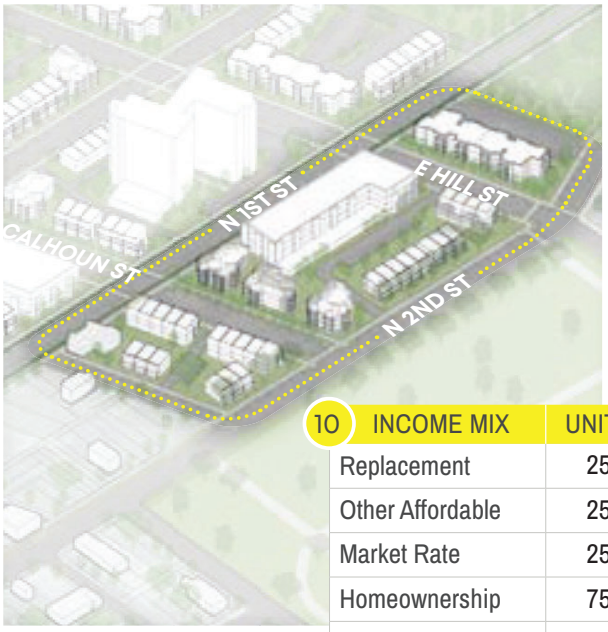
Block 9 of development will fill in the remaining portion of the Gilpin Court site between blocks 8 and 4 and south of block 7. The development phase sits north of Charity Street, South of Calhoun Street, east of Saint Paul Street, and west of Saint James Street. This block of development will have varying building types. A multi-family elevator building will be developed within this block with ground-floor amenity space. The building will have structured parking with approximately 80 parking spaces. Other buildings developed will be townhome-style units and six-plex-style buildings. This block of development will create 200 units with 100 of these units being rental units. Of the rental units, 35 rental units will be replacement housing units. 100 units will be units available for homeownership.



9 INCOME MIX	UNITS
Replacement	35
Other Affordable	25
Market Rate	40
Homeownership	100
Total	**200**

BLOCK 10 | 150 UNITS

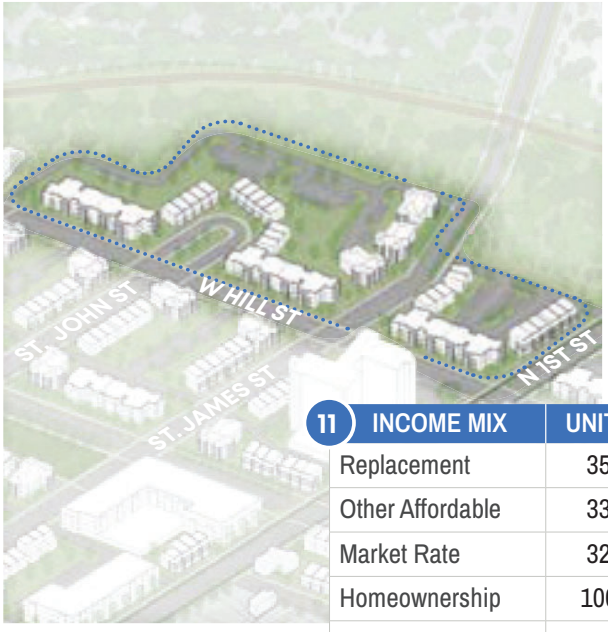
Block 10 of development will be the most eastern part of the Gilpin community. Situated south of Hill Street, east of North 1st Street, north of Federal Street, and west of North 2nd Street, the development block will have newly constructed buildings such as an elevator building, townhomes, and six-plex-style apartments. The elevator building will have ground-floor amenities and commercial space with structured parking with approximately 100 parking spaces. This block will consist of a total of 150 units. 75 of the units will be rental units of which 25 will be replacement housing units. The remaining 75 units will be units available for homeownership opportunities.



10 INCOME MIX	UNITS
Replacement	25
Other Affordable	25
Market Rate	25
Homeownership	75
Total	**150**

BLOCK 11 | 200 UNITS

This block of development will be the most northern part of the Gilpin Site. This block will consist of newly constructed low and medium-density buildings such as townhomes and garden-style buildings. This block of development will not have structured parking and approximately 200 units will be redeveloped. 100 units will be rental opportunities with 35 of the rental units being replacement housing units. The remaining 100 units developed will be for sale homeownership opportunities.



11 INCOME MIX	UNITS
Replacement	35
Other Affordable	33
Market Rate	32
Homeownership	100
Total	**200**

PROPOSED BUDGETING / FINANCING STRATEGY

The financing plan will leverage the maximum amount of Federal, state, local, and private dollars available for housing financing. The City and RRHA will strategically pursue funding from resources such as:

- Low Income Housing Tax Credits (LIHTC)
- Tax Exempt Bond Financing
- National Housing Trust Fund Dollars
- Virginia Housing Trust Fund Dollars
- Housing In Energy Efficiency (HIEE) Funding
- Virginia Housing REACH Funds
- City Housing Trust Fund Dollars
- City HOME and Community Development Block Grant (CDBG) Funds
- Federal Home Loan Bank
- Private Construction and Permanent Debt
- Philanthropic Funds

Gilpin Court will be redeveloped in a block-by-block approach, developing between 100 and 250 units at a time. Developing this number of units per block is due to limited resources available for affordable housing redevelopment. The pursuit of philanthropic support will provide a greater leverage for development as well as accelerate the completion of the transformation plan.

SOURCES & USES	BLOCK											TOTAL
	Block 1	Block 2	Block 3	Block 4	Block 5	Block 6	Block 7	Block 8	Block 9	Block 10	Block 11	
# Units	175	150	75	200	100	75	100	150	100	75	100	1,300
PERMANENT SOURCES												
	4%	9%	4%	4%	9%	4%	9%	4%	9%	9%	9%	
LIHTC Equity	17,313,389	12,346,765	8,138,772	19,829,009	12,346,765	7,398,884	12,346,765	14,501,813	12,346,765	12,346,765	12,346,765	$ 88,582,404
First Mortgage	24,134,000	20,091,000	10,343,000	27,581,000	13,394,000	10,343,000	13,394,000	20,686,000	13,394,000	10,045,000	13,394,000	$ 176,799,000
Deferred Fee	3,555,620	3,047,674	1,523,837	4,063,565	2,031,783	1,523,837	2,031,783	3,047,674	2,031,783	1,523,837	2,031,783	$ 26,413,174
Gap Financing	16,553,242	19,320,361	16,500,641	24,455,225	13,907,052	7,927,729	8,635,652	21,499,013	10,296,852	6,390,598	6,670,652	$ 152,157,018
TOTAL SOURCES	$ 61,556,250	$ 54,805,800	$ 36,506,250	$ 75,928,800	$ 41,679,600	$ 27,193,450	$ 36,408,200	$ 59,734,500	$ 38,069,400	$ 30,306,200	$ 34,443,200	$ 496,631,650
PERMANENT USES												
Podium Parking	-	4,320,000	10,125,000	4,950,000	6,660,000	-	-	5,400,000	3,600,000	4,500,000	-	$ 39,555,000
Hard Costs	45,588,375	39,075,750	19,537,875	52,101,000	26,050,500	19,537,875	26,050,500	39,075,750	24,810,000	18,607,500	24,810,000	$ 335,245,125
Soft Costs	7,686,290	4,195,609	3,294,129	8,784,356	2,797,073	3,294,129	2,797,073	6,588,258	4,037,573	3,028,197	4,037,573	$ 50,540,259
Reserves	1,411,908	1,189,841	605,098	1,613,584	793,227	605,098	793,227	1,210,197	793,227	594,903	793,227	$ 10,403,538
Developer Fees	6,869,678	5,788,800	2,944,148	7,851,060	3,859,200	2,944,148	3,859,200	5,888,295	3,859,200	2,894,400	3,859,200	$ 50,617,328
Total	61,556,250	54,570,000	36,506,250	75,300,000	40,160,000	26,381,250	33,500,000	58,162,500	37,100,000	29,625,000	33,500,000	$ 486,361,250
Demolition	-	235,800	-	628,800	1,519,600	812,200	2,908,200	1,572,000	969,400	681,200	943,200	$ 10,270,400
# Units to be Demolished	-	18	-	48	115	62	222	120	74	52	72	781
TOTAL USES	$ 61,556,250	$ 54,805,800	$ 36,506,250	$ 75,928,800	$ 41,679,600	$ 27,193,450	$ 36,408,200	$ 59,734,500	$ 38,069,400	$ 30,306,200	$ 34,443,200	$ 496,631,650

Figure 45 // Sources & Uses Table

LAND USE APPROVALS & SITE CONTROL

Land Use Approvals

Any land use approvals needed to implement this plan will follow the City's process. The City plans to rezone the neighborhood in accordance with the Richmond 300 Master Plan. Rezoning the land in the neighborhood to make it more amenable to housing and businesses is also a strategy identified in the Transformation Plan.

Site Control

RRHA owns many of the vacant parcels north of I-95 and is working to obtain additional site control in the Jackson Ward community. Land ownership and additional acquisition will further advance RRHA's Build First strategy which aims to get new units off the ground before any kind of demolition to existing units.

ACCESSIBILITY

Section 504 of the Rehabilitation Act of 1973 prohibits discrimination against persons with disabilities in all programs receiving federal financial assistance, including housing. The Fair Housing Act prohibits discrimination based on disability, race, color, religion, sex, national origin, and familial status.

In accordance with the Code of Federal Regulations (CFR) Section 8.22 (a) and (b), in new construction at least 5% of the total dwelling units or at least one unit (whichever is greater) must be accessible for persons with mobility impairments. Similarly, a minimum of 2% of the total dwelling units, or at least one unit (whichever is greater), must be suitable for occupancy by people with hearing or vision impairments.

With accessibility and anti-discrimination as baselines for the program, RRHA and the procured development partner will ensure that there are protections in place to exceed the minimum accessibility requirements to house residents with mobility, hearing, or vision impairments. Of the 490 households that responded to the resident assessment, 26.7% of households have at least one member with a disability. Of these households, 66.4% have a physical disability. To accommodate for these needs and for the needs of future Jackson Ward residents, RRHA and the procured developer will, as feasible, exceed the minimum requirements for accessibility and provide reasonable accommodations as needed.

Ownership and property management will have an affirmative fair housing marketing plan and all property management staff will be trained in fair housing in order to ensure the development site is abiding by all federal, state, and local fair housing and anti-discrimination laws.

During lease-up, Gilpin residents will have first preference for on-site replacement units. The management company will perform extensive marketing to ensure that the development reaches out to community members who may not otherwise be aware of the rental and for sale opportunities available at the redeveloped community. Marketing will further be done by reaching out to supportive and homeless services providers to promote housing opportunities.