

Toward a Unified Vision: Shockoe Bottom

# THE SHOCKOE ALLIANCE

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OCTOBER 26, 2018

# ULI VA Task

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*Referencing the Rose Fellows' suggestions and the multitudes of plans for the area, identify where plans for Shockoe Bottom reflect a shared vision and where diverging ideas need to be reconciled.*

**Jeff Geiger** - Hirschler Fleisher

**Sal Musarra** - Kimley Horn

**Lynn McAteer** - Better Housing Coalition

**Andrew Moore** - Glave & Holmes Architecture

**Adena Patterson** - McGuire Woods

**Kate Harrigan** - 3North Architects

**Andrew Bleckley** - Cite Design

**Daphne Berkowitz** - Colliers

**Wood Revercomb** - Markel-Eagle

**Jane Milici** - ULI Virginia

# Survey of Selected Studies

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## ULI VA Methodology

Review and summarize selected plans to identify and graphically represent recurring land use themes and patterns

### **Plans and studies considered:**

Cultural Context and Thematic Study / Dutton Report

A Community Proposal for the Shockoe Bottom Memorial Park

Richmond Riverfront Plan

Shockoe Economic Revitalization Strategy

Master Plan Richmond 2000-2020

The Pulse Corridor Plan

Shockoe Valley Streets Improvement Project

Richmond Downtown Plan

SmithGroup Lumpkin's Jail Site Plan



# Focus: Select Key Plans

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**A COMMUNITY PROPOSAL**  
FOR THE SHOCKOE BOTTOM MEMORIAL PARK



Shockoe **Economic Revitalization Strategy**

**THE PULSE**  
**CORRIDOR PLAN**

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

Studies including proposed land use plans...

representing a range of stakeholders and interests...

and dissimilar study area limits

# Focus: Land Use Commonalities Among Key Plans

	 A COMMUNITY PROPOSAL FOR THE SHOCKOE BOTTOM MEMORIAL PARK	 Shockoe Economic Revitalization Strategy	 THE PULSE CORRIDOR PLAN	 LUMPKIN'S SLAVE JAIL SITE
<b>Economic</b>	Markets, mixed use retail	Innovation Economy District	Nodal and Corridor Mixed-use	n/a
<b>Residential</b>	Mixed use housing	Urban Village	Neighborhood Mixed-use	n/a
<b>Cultural / Institutional</b>	Outdoor museum	Entertainment / Cultural District Heritage District	Institutional Use	Cultural site

*Different language, but compatible ideas in similar areas*

# Agreement: Unified Descriptions

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## **Economic Corridor / Commercial Focused Mixed Use:**

- Technological and creative employment hub
- Retail
- 5+ stories
- Medium to high density development

## **Residential Focused Mixed Use:**

- Variety of housing types
- Infill development provides connectivity to neighborhood retail and open space
- 2 – 6 stories
- Medium to low density development

## **Cultural / Institutional / Entertainment:**

- Indoor and outdoor museums
- Commemorative public spaces
- Varying building height and development density



# Agreement Maps

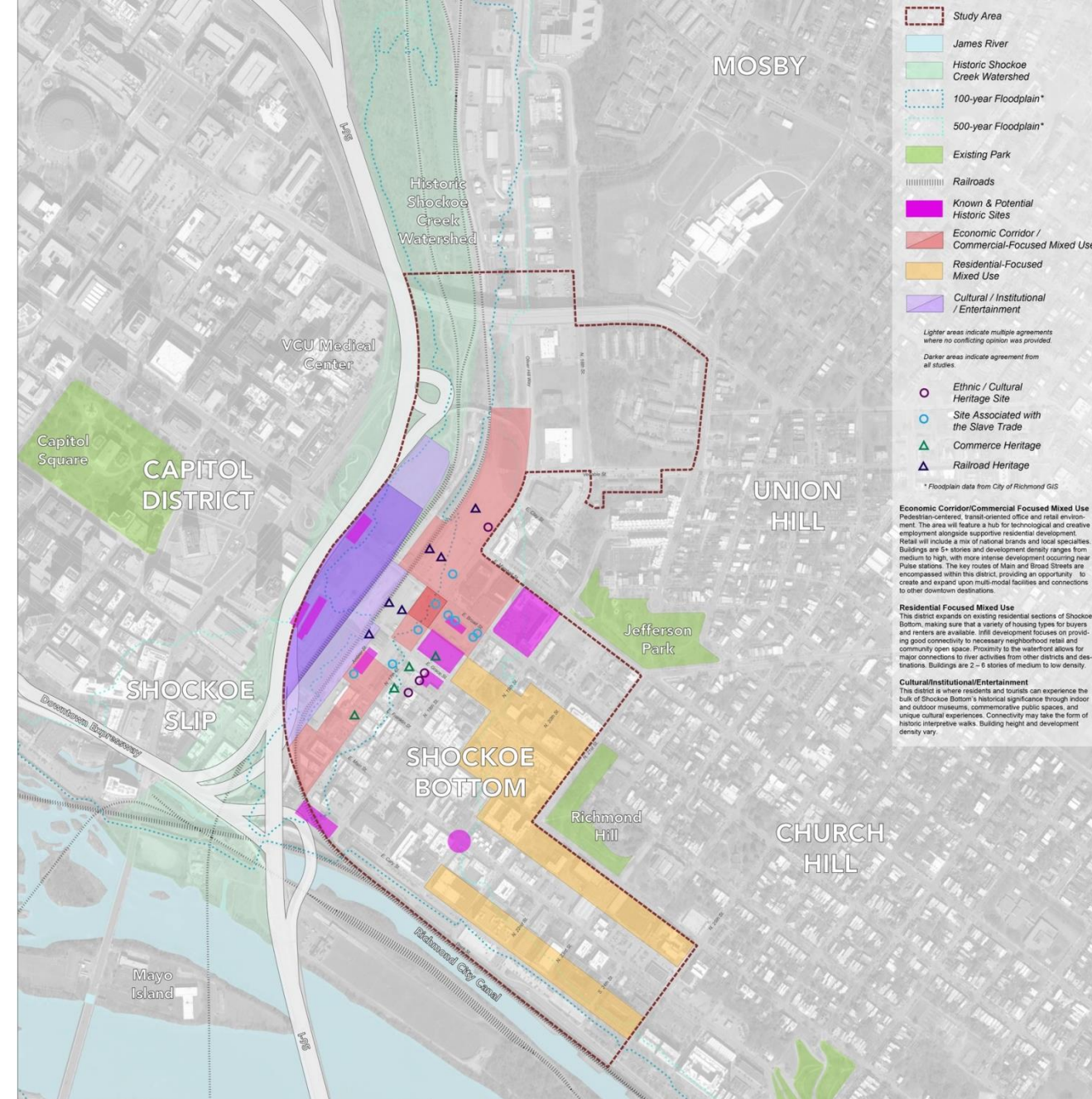
Baseline  
Agreement  
Areas

Interpreted  
Agreement  
Areas



# Baseline Agreement Areas

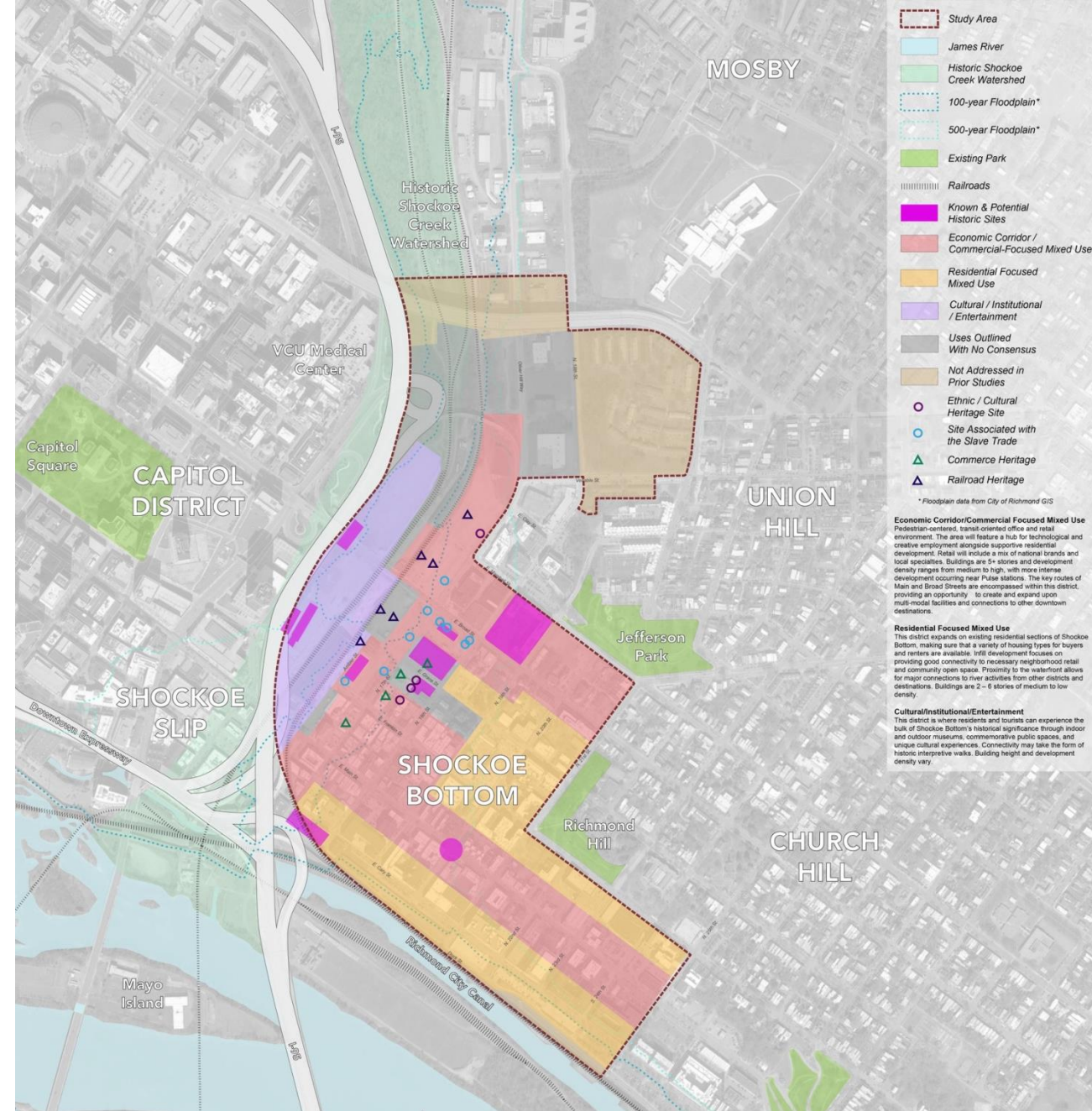
Agreement between all land use plans when maps are layered upon each other





# Interpreted Agreement Areas

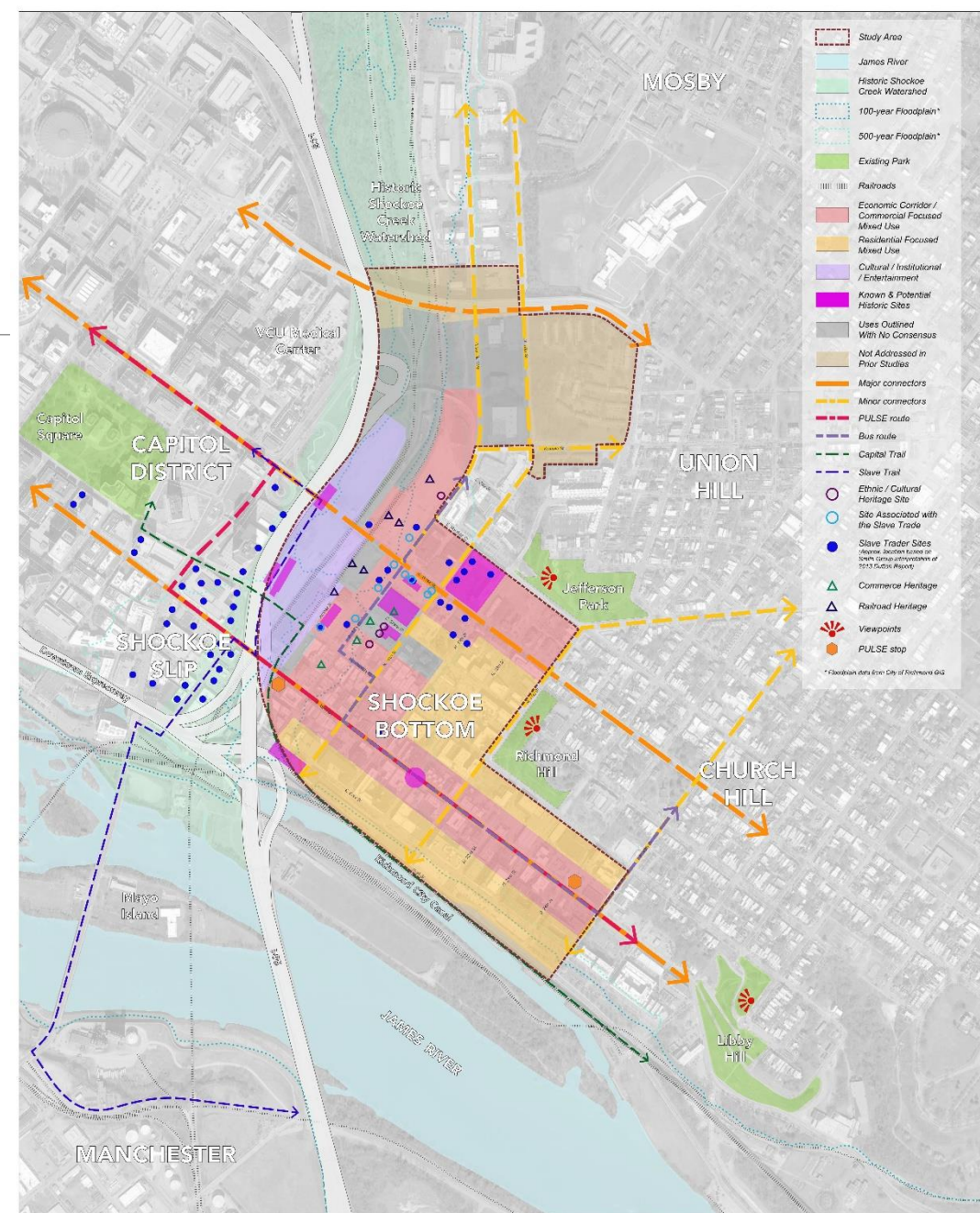
Agreement between plans and plan narratives when they are analyzed for intent and compatibility





# Composite Map

Interpreted Agreement map with additional points and paths of interest



## COMPOSITE MAP

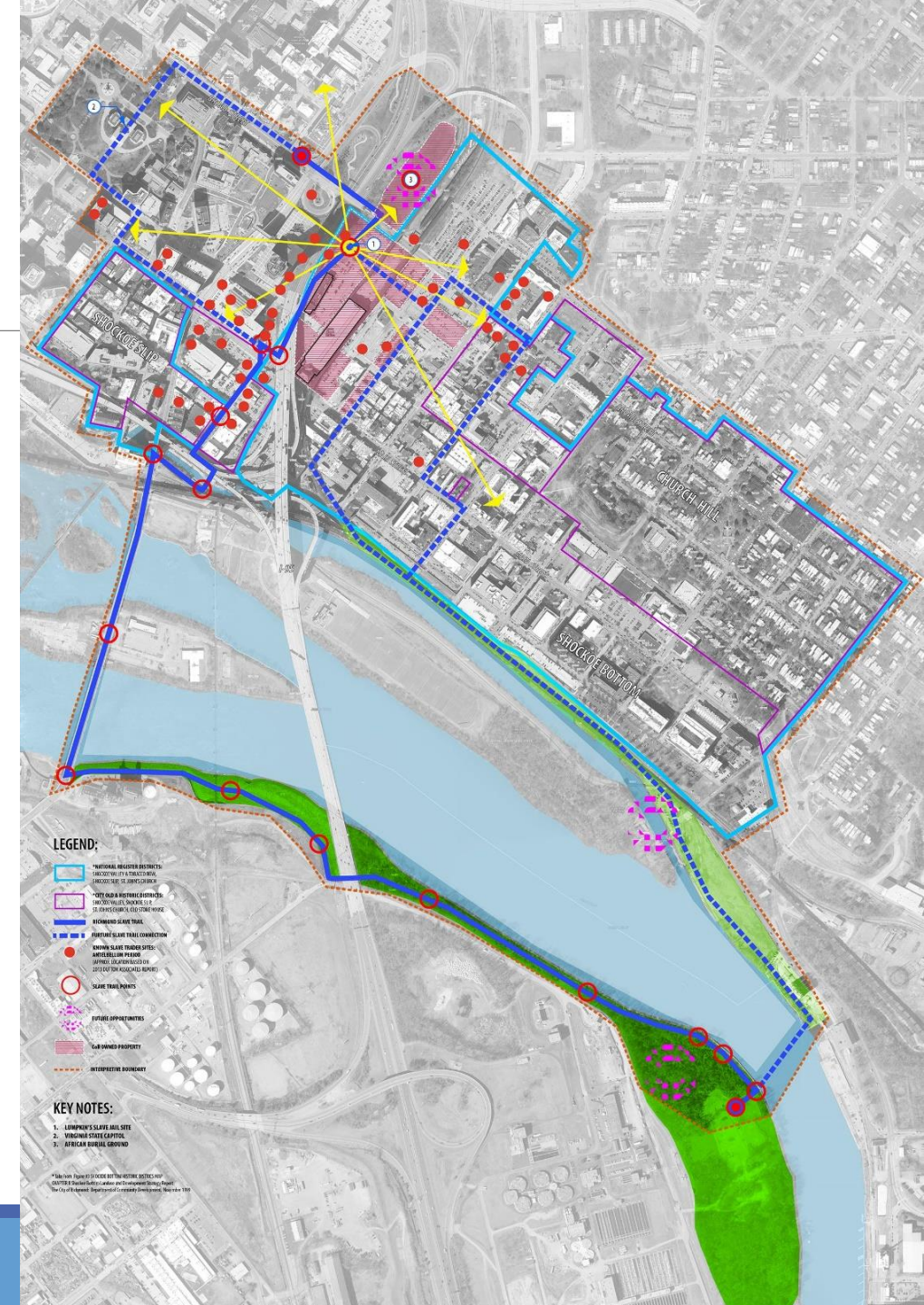
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# Supplemental Map

## Expanded Areas of Influence



# Toward a Unified Vision: Shockoe Bottom

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## MISSION AND VISION STATEMENTS

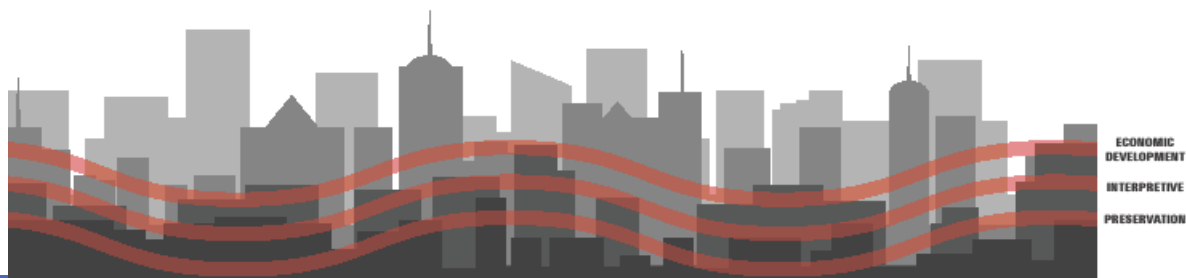
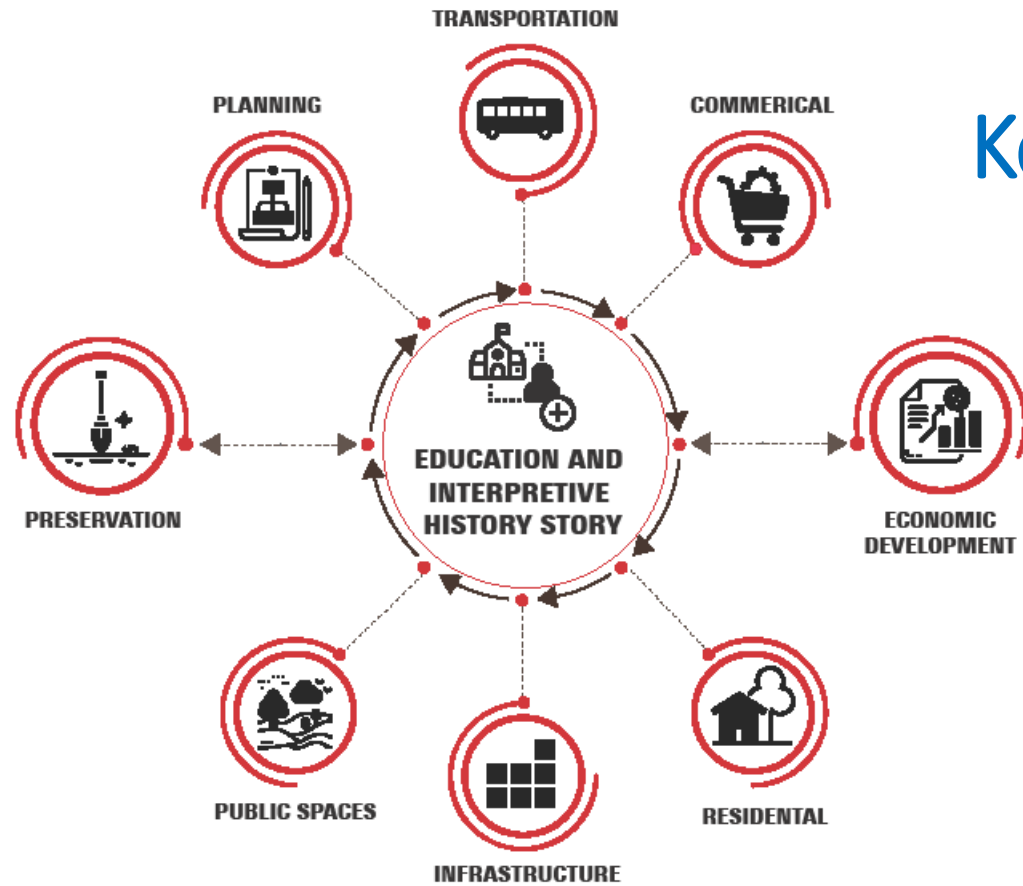
## HISTORICAL BACKGROUND (DRAFT)

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Richmond's history began in Shockoe. This place tells the globally-significant and complex American story of the contradictions between the ideal of personal freedom, the reality of American slavery, and the struggle for economic justice. Over the centuries the area has evolved, buffeted by social, cultural, and economic forces; and yet, it endures as a testament to the power of place that must be preserved and protected for the future.



# Key Elements of a Unified Plan



# THE SHOCKOE ALLIANCE: Guidance and Implementation of the Plan

## MISSION STATEMENT

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The City of Richmond's Shockoe Alliance is charged with guiding design and implementation of concepts and recommendations for the future of Shockoe as a holistic area rooted in history and informed by those with shared interests to advance these efforts in support of the mission.

The Shockoe Alliance aims to strike a balance between preservation, interpretation, restoration, and development, using Shockoe's wealth of cultural and historical memory to maximize its impact on the contemporary community in the form of economic development, recreation, and education.

## VISION STATEMENT

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Our vision is to promote awareness and understanding of the significant history of Shockoe through sensitive memorialization, interpretation, preservation, and education, with honesty and authenticity, while embracing the opportunity to define Shockoe as a vital asset of Richmond's cultural heritage, historic character, dynamic growth, and unique sense of place.

## SUB-PRINCIPLES OF THE VISION

*A Unique Sense of Place*

*An Equitable Community*

*An Environmentally Sustainable Community*

*A Safe, Highly Connected, Efficient, Multi-modal  
Transportation Network*

*A Vibrant Center and Economically Sustainable  
Functioning Neighborhood*

## VISION STATEMENT

### *A Unique Sense of Place*

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- Highlights the significant stories and history of this area through artful, sensitive and community driven methods
- Develops a mix of uses for a vibrant, live-work-play neighborhood
- Creates unique public spaces for unstructured and programmed community gatherings
- Fosters high quality architecture and site design integrating the historic character of place, appropriately scaled, with forward-thinking design that is uniquely Richmond
- Establishes an urban form that is both authentic and unique to this place

## VISION STATEMENT

### *An Equitable Community*

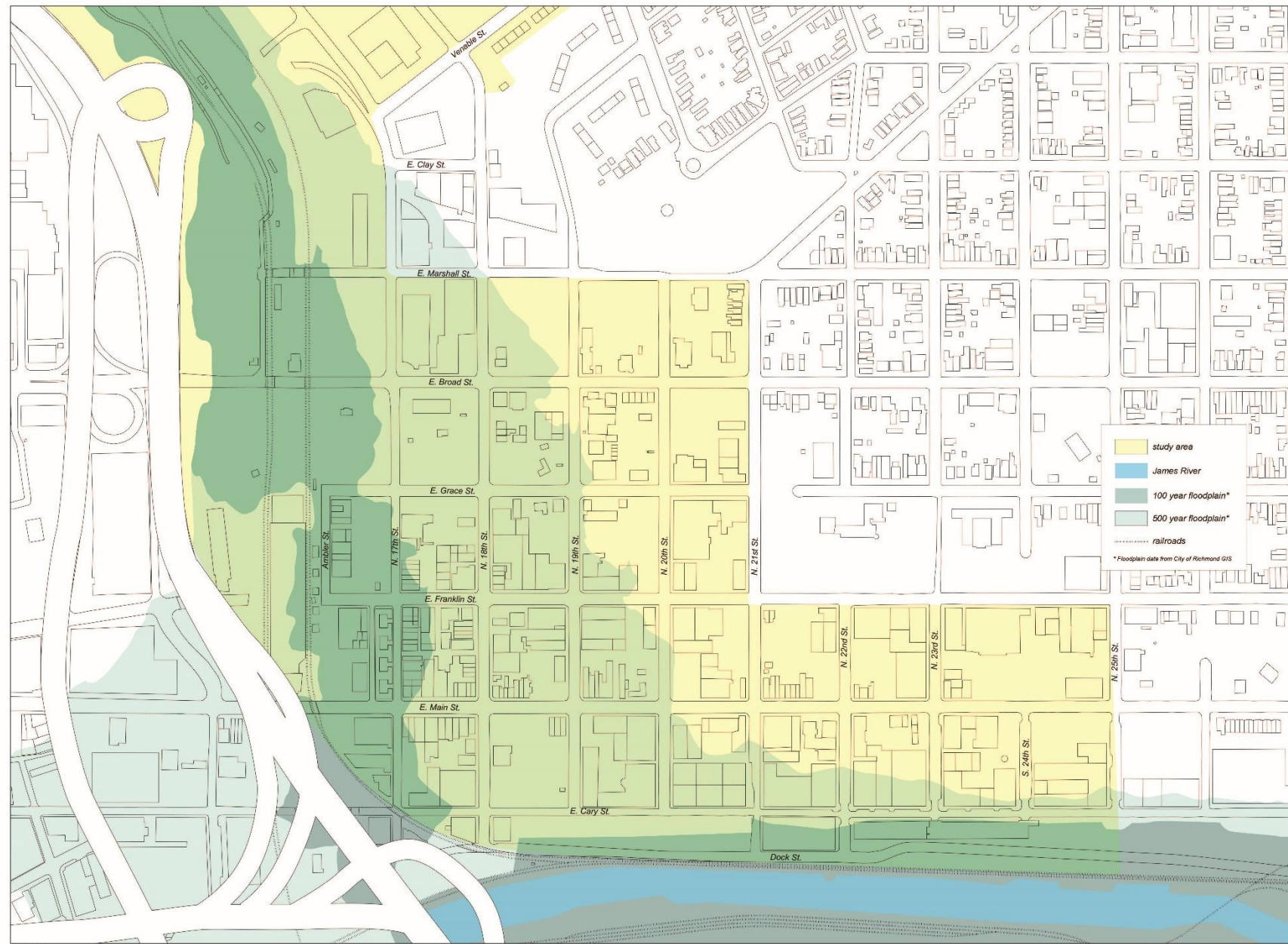
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Develops an equitable mix of market-rate, work-force, and affordable housing types with a range of options for home ownership and rental lifestyles to foster a mix of incomes and a diverse, inclusive multi-generational community.

## VISION STATEMENT

### *An Environmentally Sustainable Community*

- Adapted to the Shockoe watershed, considering the opportunities and challenges it presents in the modern urban environment
- Developed as an historical eco-district that is intentional in design to be healthful, clean, beautiful, and an innovation center for clean air and water practices and technologies.



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## VISION STATEMENT

### *A Safe, Highly Connected, Efficient, Multi-modal Transportation Network*

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- Establishes a safe, highly connected, pedestrian-centered community
- Integrates reliable, efficient transit options
- Integrates public amenities with strong connectivity to the riverfront, open spaces, residential neighborhoods, and local destinations
- Balances land use with multimodal transportation system solutions

## VISION STATEMENT

### *A Vibrant Center and Economically Sustainable, Equitable, and Inclusive Functioning Neighborhood*

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- Generates a destination for new business and promotes growth of existing businesses
- Attracts a mix of compatible and complimentary uses to create a vibrant center with a variety of housing, services, retail, office and entertainment uses to attract residents and business
- Maximizes efficient land use through use of integrated parking solutions and reduction in surface parking lots
- Provides opportunities for culturally significant development to flourish in Shockoe and enhance the economic development with community assets such as museums, public art, memorials, walking tours, cultural programs, and other interpretive elements.

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