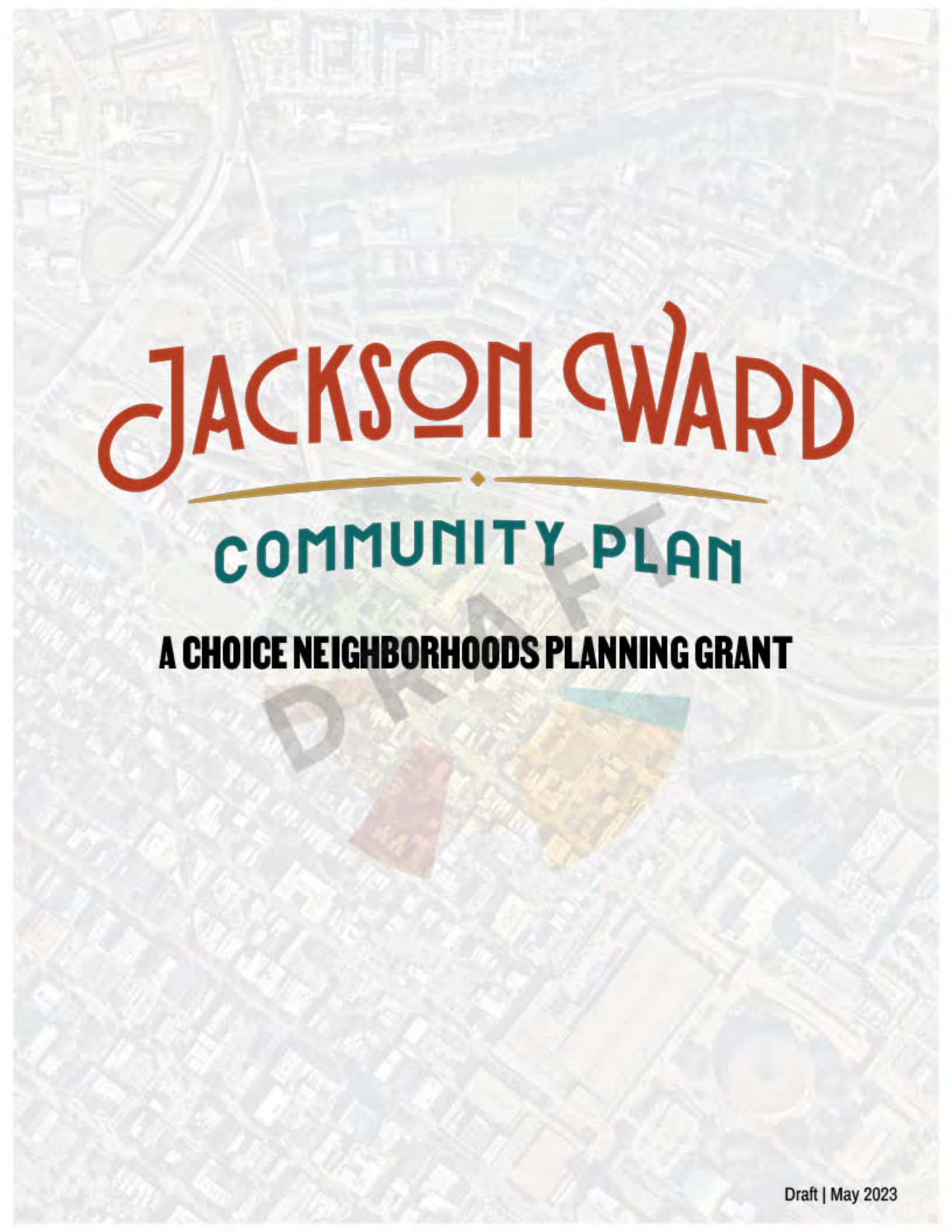




JACKSON WARD

COMMUNITY PLAN

A CHOICE NEIGHBORHOODS PLANNING GRANT

ACKNOWLEDGMENTS



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EXECUTIVE SUMMARY 1





Art 180 and parklet in Jackson Ward (Source: City of Richmond, VA)

EXECUTIVE SUMMARY



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 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 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. The goals identified in this plan reflect the community feedback and insight which focus on economic and personal growth, as well as diverse housing opportunities for all Jackson Ward residents.

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, youth 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. **Ensure 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.

JACKSON WARD COMMUNITY PLAN DRAFT GOALS

Below are the draft goals based on community feedback and input. The goals will be refined during the coming months as community engagement continues. Objectives and strategies will be further developed, along with essential components that meet the HUD Neighborhood, Housing, and People goals.

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: Childcare and K-12 Education

Develop programs that give Gilpin Court/Jackson Ward residents access to and allow them to take advantage of meaningful educational opportunities for children from daycare to high school.

Goal 2: Post-Secondary Education & Workforce Development

Develop programs that give Gilpin Court/Jackson Ward residents access to and allow them to take advantage of the opportunities the post-secondary education system has to offer.

Goal 3: Business Growth

Foster a dynamic center for minority-owned and locally owned business.

Goal 4: Tourism, Arts and Culture

Incubate, attract, and expand arts and culture destinations in Jackson Ward to continue 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 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 5: Diverse Housing Options

Redevelop Gilpin Court housing with varying densities of mixed-income housing that reflect the diversity of Jackson Ward (i.e., income, family composition, etc.), the historic scale and landmarks of Jackson Ward.

Goal 6: Pathways to Homeownership

Create pathways to homeownership for first-time homebuyers.

Goal 7: Resident Preparedness

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

Goal 8: Displacement Prevention

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

Goal 9: Expanding Housing Opportunities

Enable choice for residents.

JACKSON WARD COMMUNITY PLAN DRAFT GOALS

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 10: Land Use and Historic Preservation

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

Goal 11: 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 12: Urban Design

Establish a beautiful and unique neighborhood.

Goal 13: 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 14: Safety and Security

Create a safe neighborhood.

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 15: Vision Zero

Improve intersections and streets within the high-injury network in Jackson Ward to increase the safety of people moving within and through the neighborhood.

Goal 18: 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 17: Streets, Bridges, and Connections

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

JACKSON WARD COMMUNITY PLAN DRAFT GOALS

Theme 5: 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.

Goal 18: Healthy People

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

Goal 19: Green Buildings

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

Goal 20: 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 events.

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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. As an official element of the City's master plan, Richmond 300: A Guide for Growth, this plan provides greater detail to guide the development 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. Implementation of this Plan will see the replacement of Gilpin Court Apartments, 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.

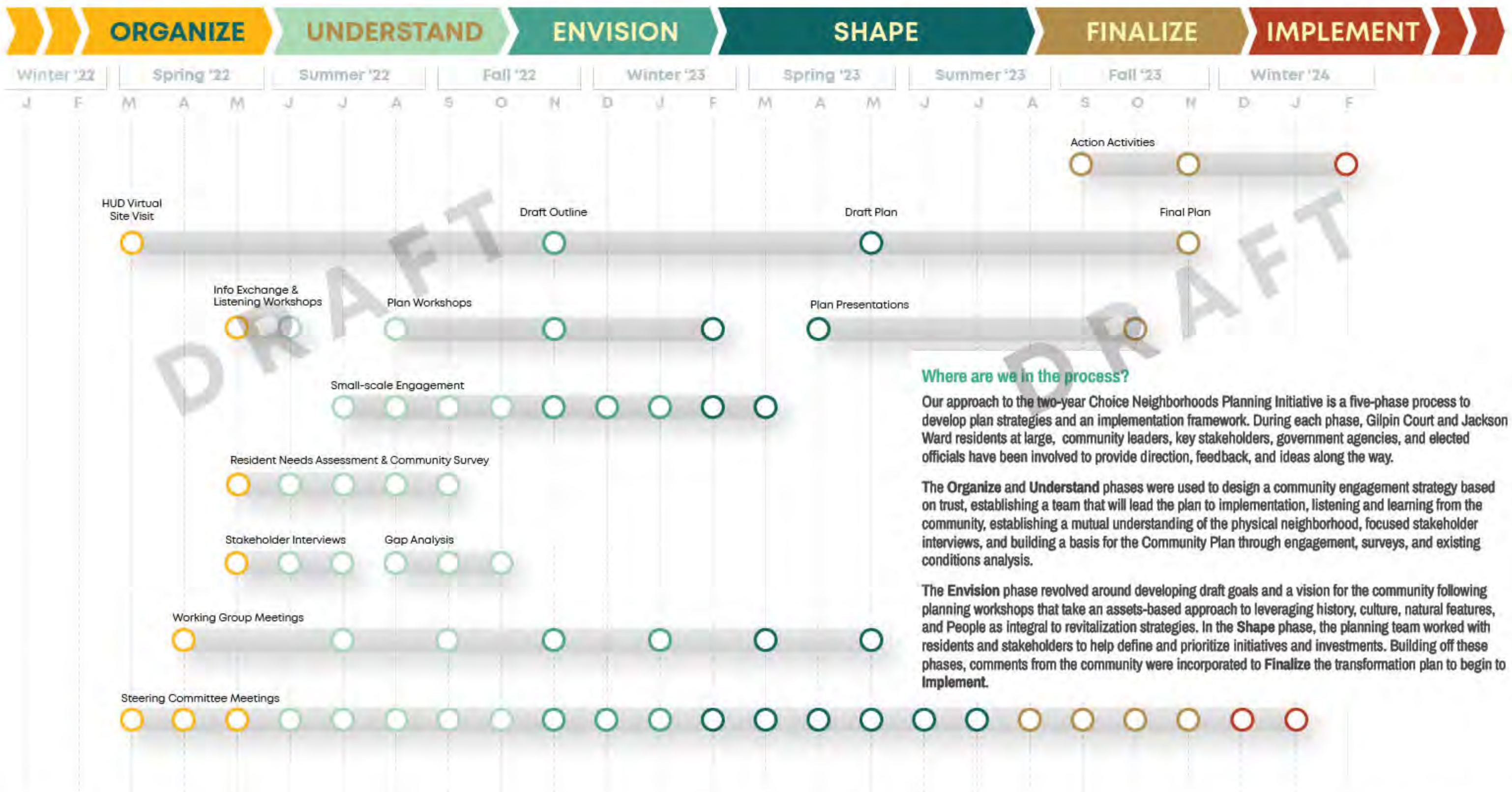
Neighborhood Context

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



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

THE HISTORY OF GILPIN COURT



1941 news article announcing additional funds for the Gilpin construction

Over the next several decades, 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 redlining, 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)

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.

1858

Ebenezer Baptist Church

Established as the first African Baptist Church.



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.

1700-1800

1790s

The Skipwith Cottage is Built

Abraham Peyton Skipwith, the first known free Black person, purchases parcels of land on the northern edge of the city of Richmond in what would become Jackson Ward; he built a gambrel-roofed cottage which is one of the city's oldest documented Dwellings.



1871

Jackson Ward Established

Population: 9,735
Area: 2.40 square miles

1888

1st Black-owned Bank in Jackson Ward Established

Savings Bank of the Grand Fountain of the United Order of True Reformers established by the 7 True Reformers in W.W. Brown's former home.



1900s

1903

1st Black Woman-Owned Bank

Maggie Walker opens the St. Luke Penny Savings Bank.



1914

Hippodrome Theater Opens

Hippodrome opens as vaudeville & theater.



1900s

1955-1958

Highway Construction

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



1967

Hippodrome closes

The Hippodrome Theater closes. Despite attempts at re-opening, it remains mostly shuttered.

1976-1978

Jackson Ward as Landmark

Southern portion of Jackson Ward listed on the National Register of Historic Places; designated National Historic Landmark. At the same time, urban renewal demolishes approx. 150 homes in Jackson Ward, further dividing the community.

1902

Mechanics' Savings Bank

John Mitchell Jr. chartered the Mechanics' Savings Bank out of his home in Jackson Ward. Though the bank was short lived, it marks a momentous time for African American enterprise in the Jackson Ward neighborhood.



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.



1930s

Jackson Ward Demographics

Jackson Ward is home to 8,000 African Americans.

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.



2000

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.

2022

Jackson Ward Community Plan (JWCP) Project Kicks off.

June 2022

Community Workshops

Gilpin Court Resident Listening Workshop and Jackson Ward Community Listening Workshop

October: City of Richmond and VDOT submit application to USDOT for the Reconnecting Community Pilot program asking for \$1.69M in Planning Grant funding for the Reconnect Jackson Ward Project.

Nov 2022

Community Workshops

Gilpin Court Resident Plan Workshop and Jackson Ward Community Plan Workshop

Steering Committee and Working Group meetings

Feb 2023

Community Workshop

Gilpin Court Resident Plan and Jackson Ward Community Draft Plan Workshop

Steering Committee and Working Group meetings

Oct 2023

Community Event

Final Community Open House

2000s

2017

Maggie Walker Monument

Maggie Lena Walker monument unveils at Adam & Broad Streets.



Steering Committee and Working Group Meetings

January: Reconnect Jackson Ward Feasibility Study kicks off. Project timeline from January to September

2021

Jackson Ward Community Plan (JWCP) is awarded HUD Grant

May 2022

Community Events

Gilpin Court Resident Information Exchange Meeting and Jackson Ward Community Expo

Steering Committee and Working Group meetings

Working group meetings

2023

Jackson Ward Community Plan Continues

Aug 2022

Community Workshops

Gilpin Court Resident Plan Workshop and Jackson Ward Community Plan Workshop

May 2023

Community Event

Gilpin Court Resident Plan and Jackson Ward Community Draft Plan Open House.

2024

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. 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.

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 80%, nearly 3.5 times that of the city of Richmond. The poverty rate in Jackson Ward South is 38%. In 2017-2019, Jackson Ward had a violent crime rate that is 2.4 times the city rate.

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 Richmond Black History Museum



Gilpin Court Apartments



The Charles S. Gilpin Community Farm

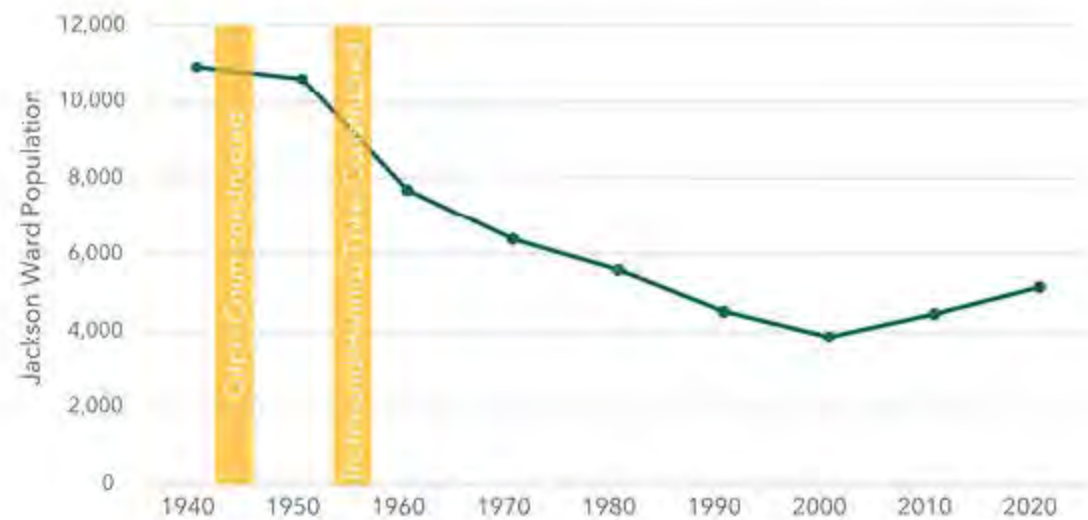
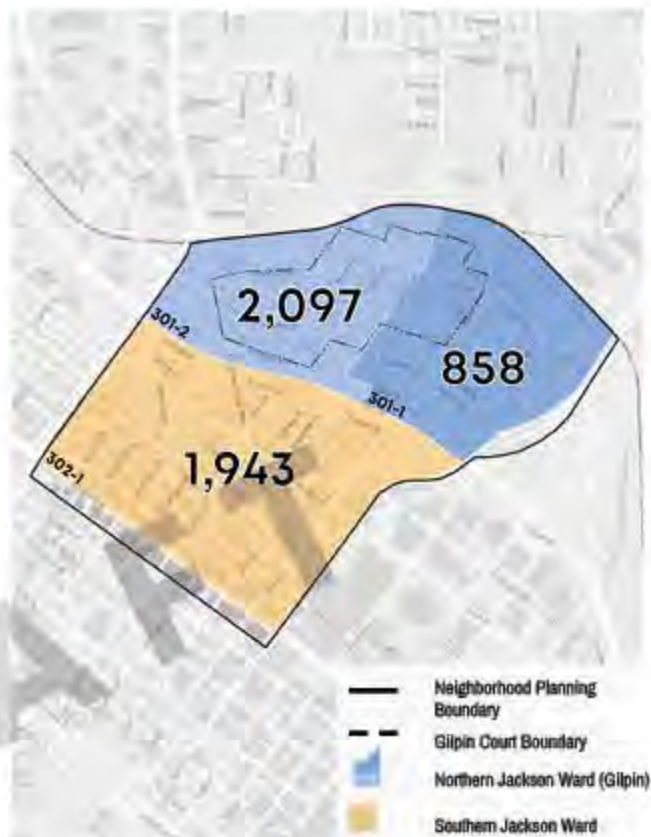


Figure 3 // Neighborhood Assets

DEMOGRAPHICS & TRENDS

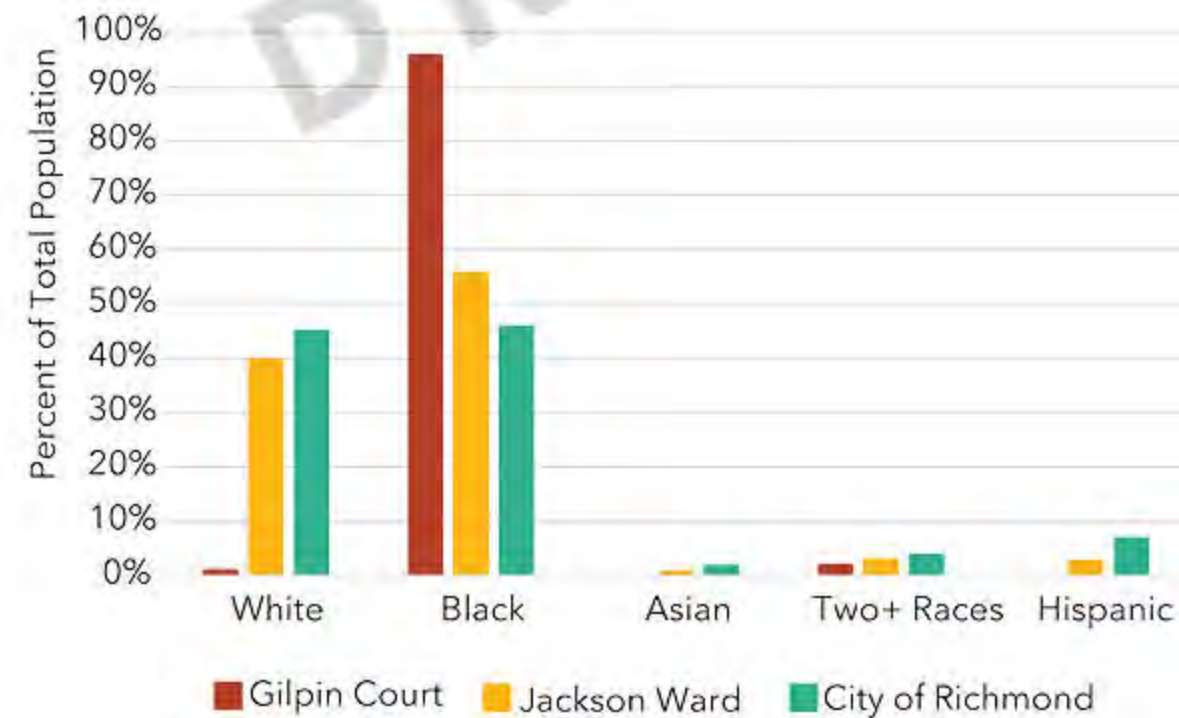
Jackson Ward's population has been increasing since 2000, but is far from approaching 1940 levels.

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.



Race and Age Distribution is distinct from the city

Jackson Ward's population in 2020 is generally younger than that of the city as a whole. Nearly 50% of people in Gilpin Court are under the age of 18 and 10% are over the age of 65. Race is also distinct from that of the city. Gilpin Court's population is 96% Black, Jackson Ward's population is about 55% Black, compared to the city's 46%.



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

The city and Jackson Ward have a diversity of incomes, however, nearly 35% of Jackson Ward households earn between \$10,000 and nearly \$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 Bachelors degree or completing some college. An encouraging fact is that most people in Gilpin earned a high school diploma or a GED. In Jackson Ward there is a greater spread of educational attainment with nearly 20% of residents holding a masters 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

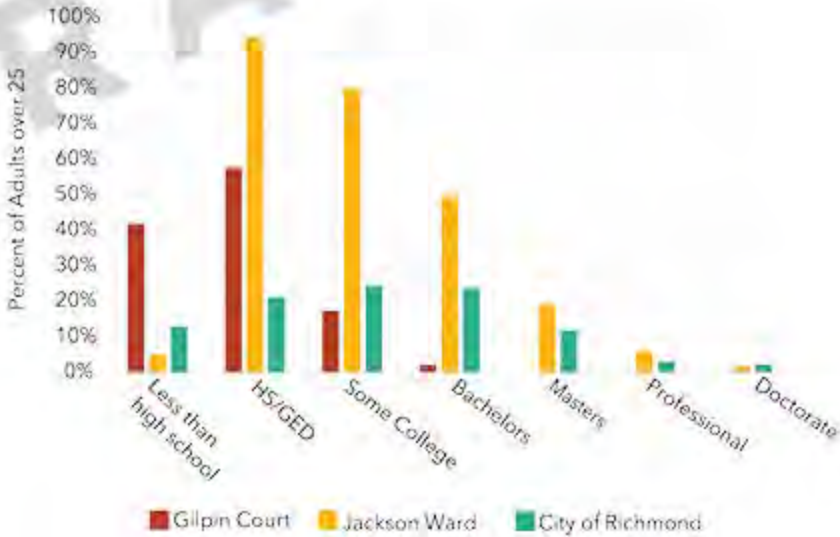


Table 2 // Income & Poverty in Jackson Ward vs. City of Richmond, 2020
Source: ACS 5-Year Estimates (2016-2020)

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

HOUSING

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 30% of their income as regulated by the Department of Housing and Urban Development (HUD).

Figure 10 // Average Asking Rent/Sq. Ft.
Source: CoStar

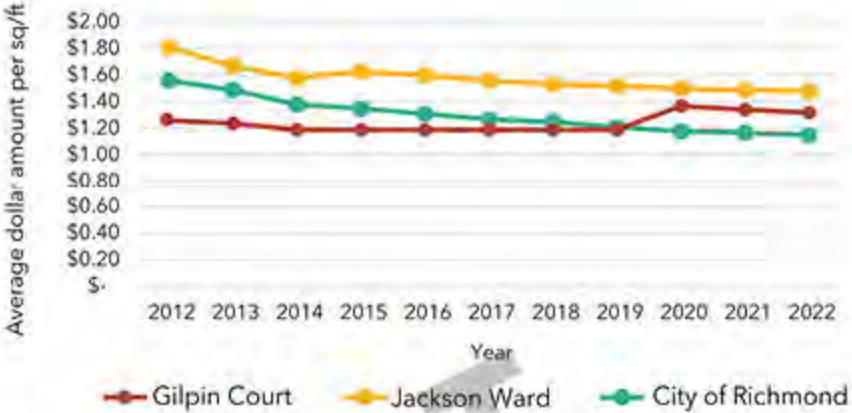


Figure 11 // Average Asking Rent/Unit
Source: CoStar



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.

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.

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

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

PUBLIC HOUSING IN JACKSON WARD

Gilpin Court will be transformed into a community of choice. The current 781 public housing community will be redeveloped into a mixed-use, mixed-income community. The new development 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 transformed Gilpin will have opportunities for homeownership. The community will be rebuilt to fit the fabric of the Jackson Ward neighborhood.

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.



Exterior conditions of Gilpin Court.



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



Typical interior of a unit in 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. City programs like the Facade Improvement Program provides grants to property owners and tenants located within the Arts & Cultural District to improve their building facades, located along Broad Street in parts of Jackson Ward and parts of 1st and 2nd 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.



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:

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 would 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.



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



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 parcels will create meaningful employment opportunities for local residents during both the construction and operations of the development. Also 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 1 will include a 500-key convention headquarter hotel with meeting spaces to support business and group activities. Develop signature Class-A office space, or spaces, addressing needs of employers and employees in our new pandemic-influenced world, including biotech and life sciences focused research buildings and office buildings. Create a significant number of new housing units. If rental, include units affordable to households with incomes as low as 80% of the Area Median Income (AMI) to Request for Offers (RFO) City Center Redevelopment Project 6 households earning 110% of the AMI. If for-sale, include units affordable to households with incomes as low as 80% of the AMI. Integrate retail uses at ground level where appropriate to support the daytime and nighttime needs and activities of the new community. New open space, Transit, bicycle and pedestrian improvements.



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 MCV campus in downtown Richmond. The 615,000-square foot facility consolidates under one roof 26 specialties. The pavilion will serve about 200,000 patients annually.



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 to have access to jobs even outside the city.



Pulse bus lane on Broad Street (City of Richmond)

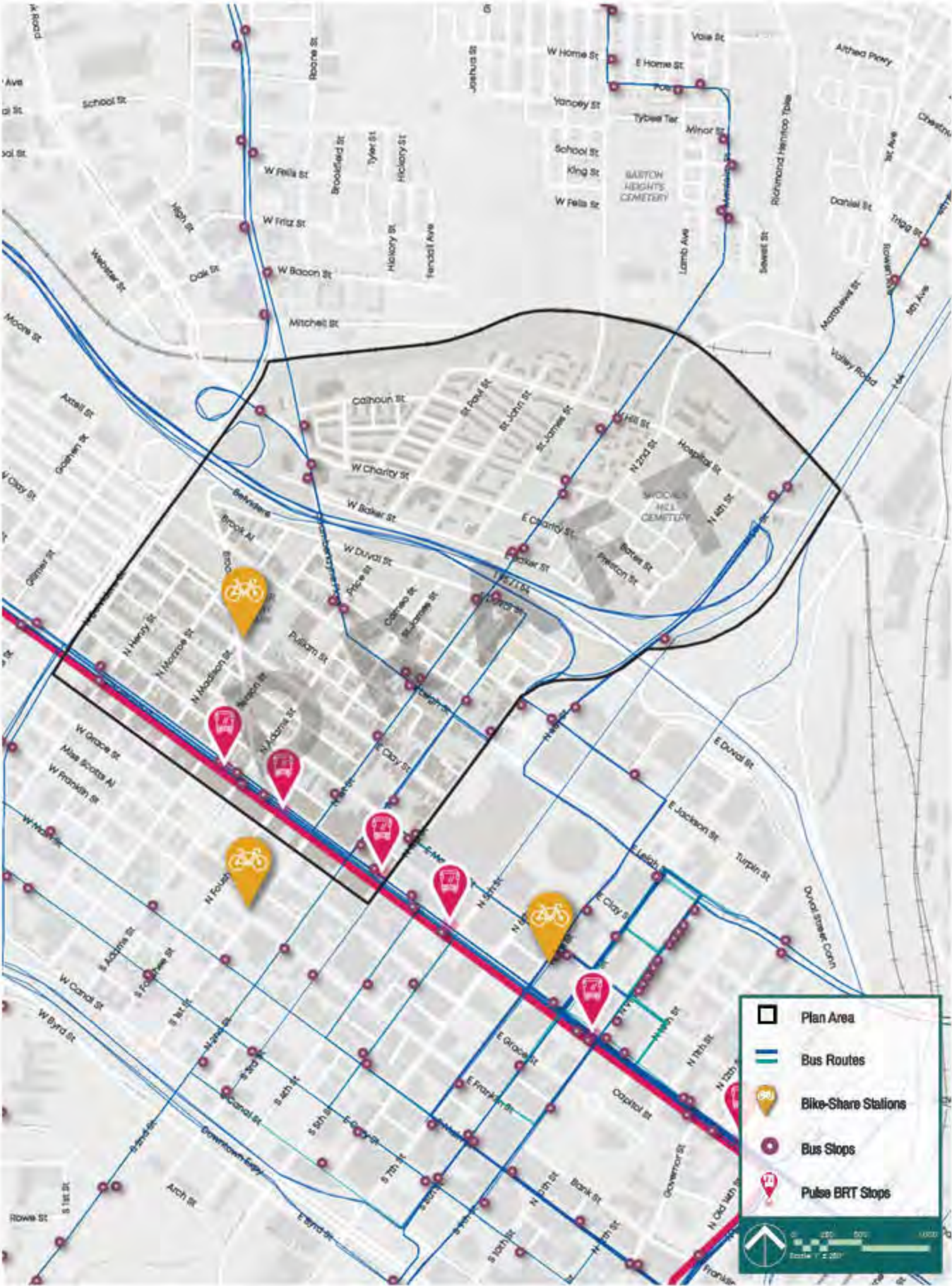


Figure 13 // Transit Map

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, and that is exclusively 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.



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.

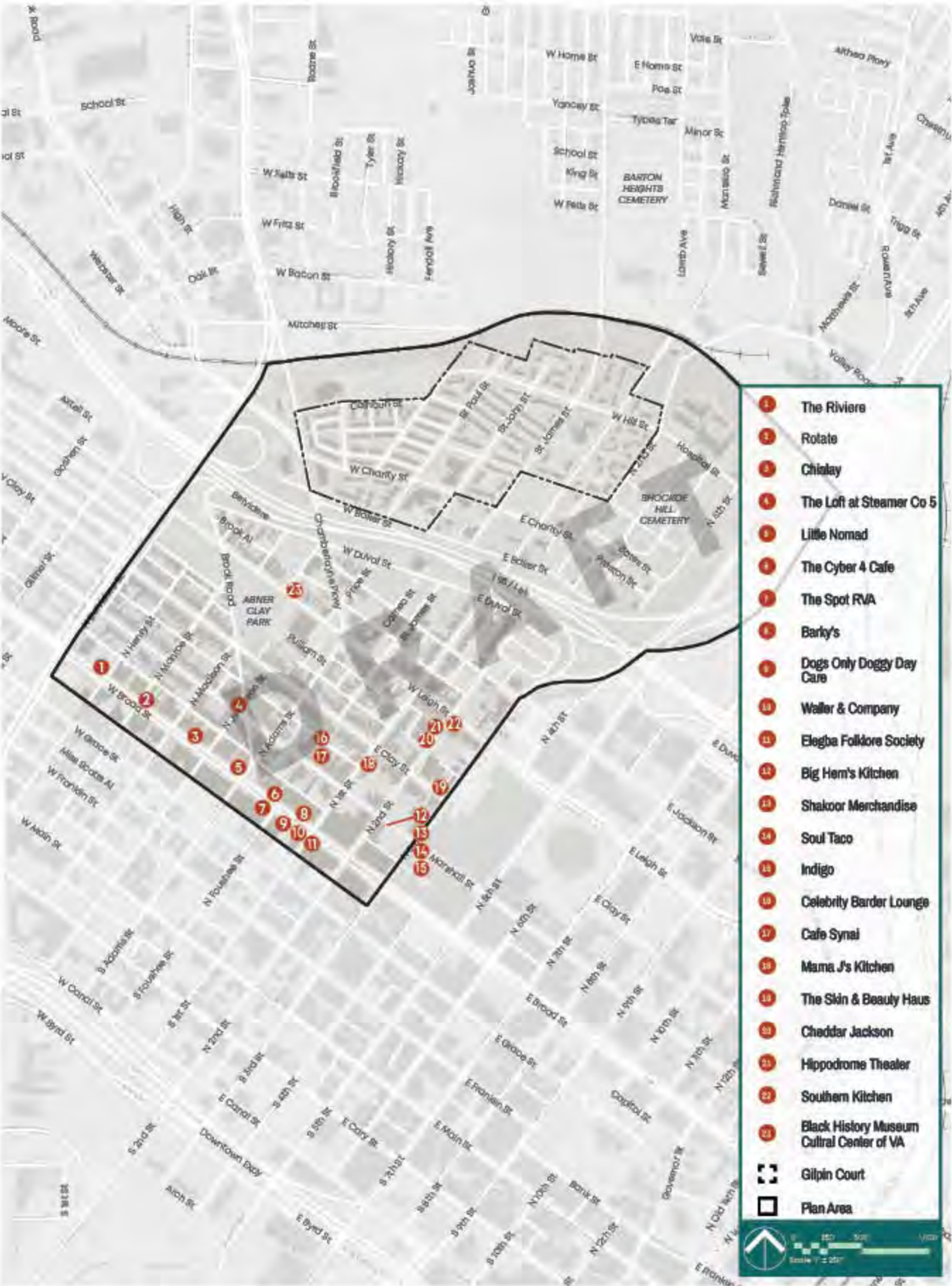


Figure 14 // Black-owned Businesses

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.

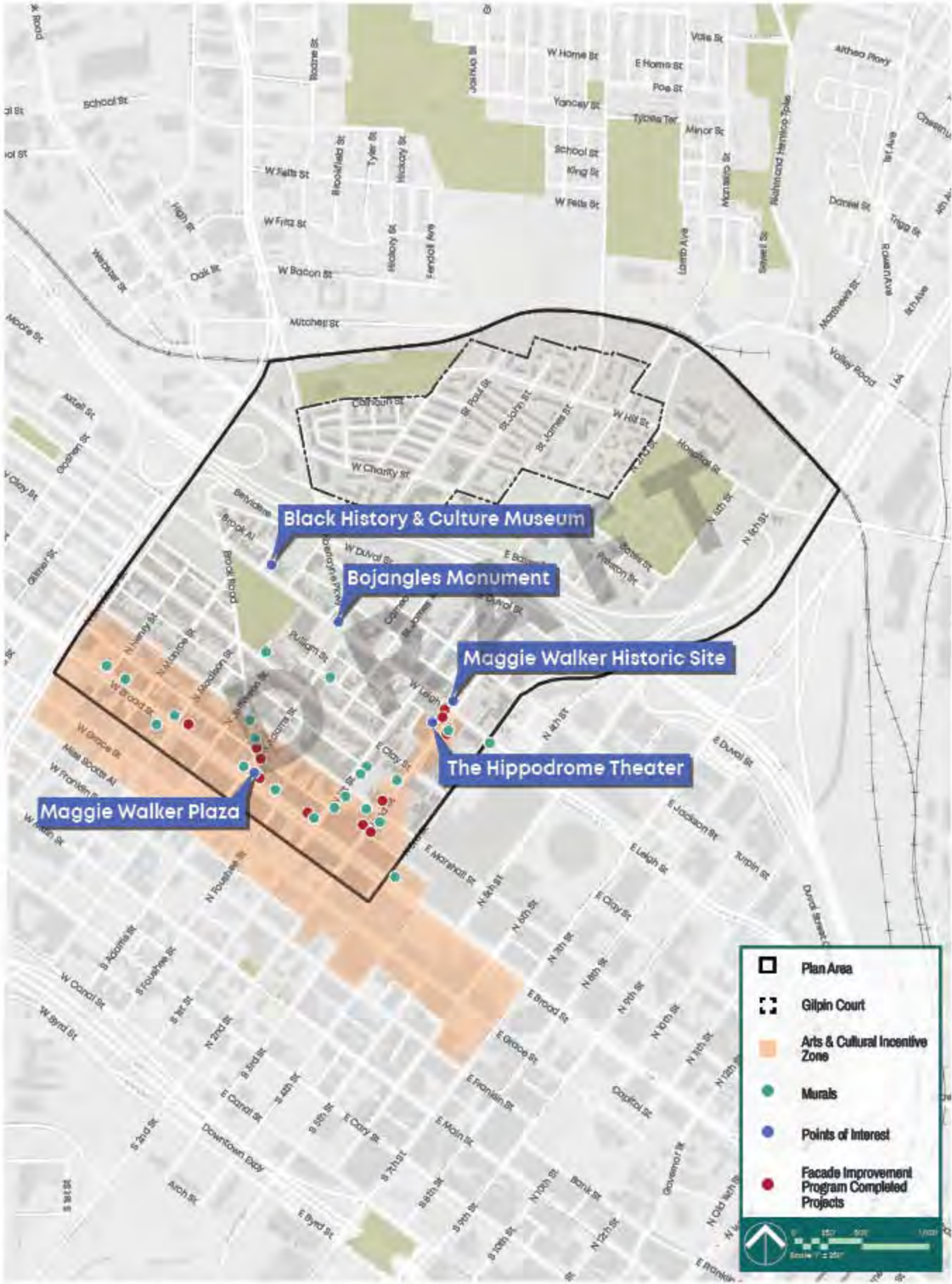


Figure 15 // Cultural Assets Map

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



Maggie L. Walker's home in Jackson Ward.

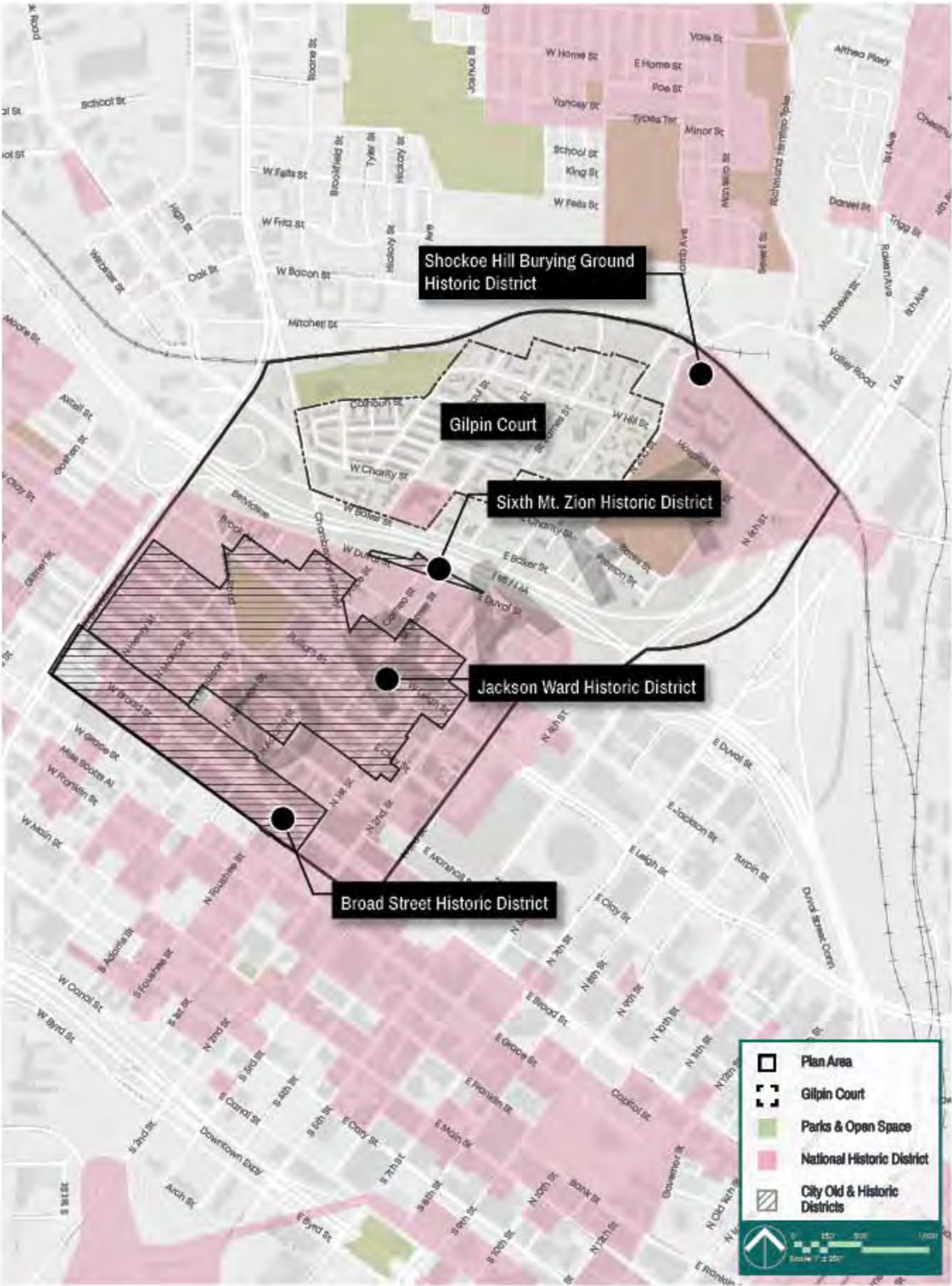


Figure 16 // City Old & Historic Districts

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 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

Reconstruct the Belvidere and Chamberlayne Street Interchange will address the existing safety and operational concerns along I-95/64 and the arterial network.



Belvidere Street Interchange

Calhoun Center and Park Renovation

Calhoun Center Renovation and Calhoun Park Improvements are supported by the Mayor and City Council through the American Rescue Plan Act (ARPA) to be implemented by the Department of Parks, Recreation and Community Facilities (PRCF). Richmond RRHA will transfer the Calhoun Center to PRCF to renovate the Calhoun Center to meet the needs of the Gilpin community residents. The renovation will focus 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.

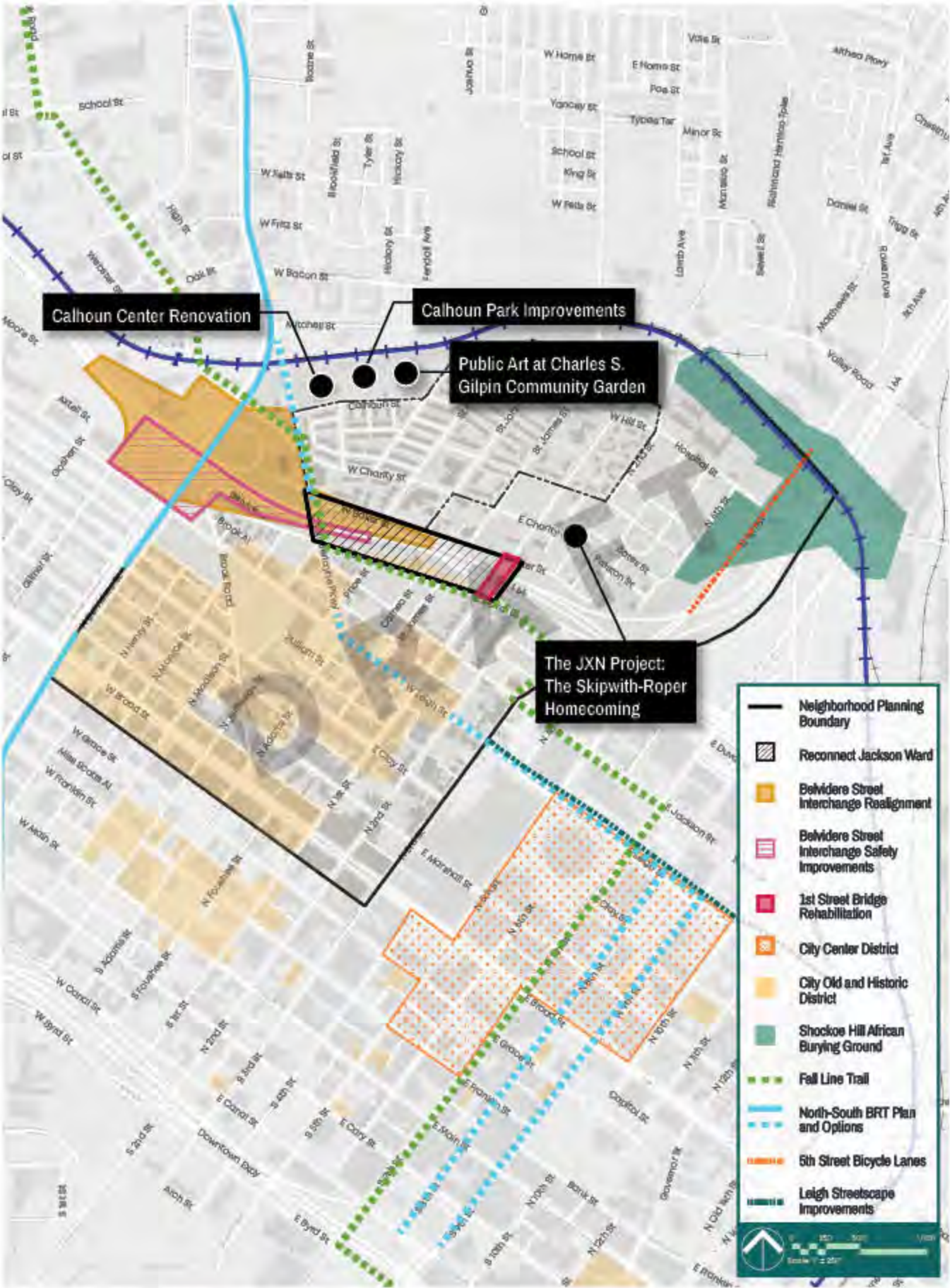


Figure 17 // Planned Projects Map

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.



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.



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.



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 the Appendix.

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.

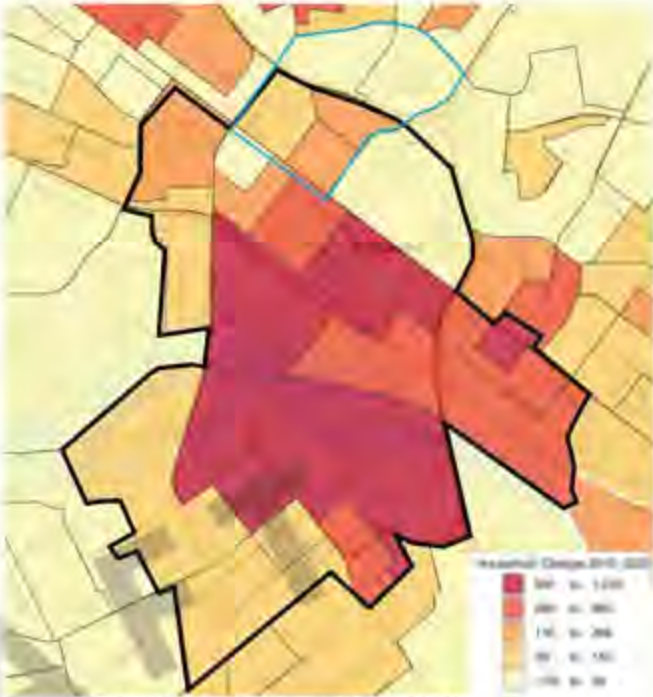


Figure 20 // Household Change (2010-2020)
Source: 2010 U.S. Census; American Community Survey, 2018-2020 5-Year Est.; W-ZHA

Employment Trends

Downtown captured almost 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.

Population & Household Trends

Downtown Richmond accounted for over 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 45 percent 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.

Table 4 // Target Household Distribution by AMI; Average Annual Market Potential for New Rental Units: Gilpin Court Development
Source: Zimmerman/Volk Associates, Inc., 2023

AMI Range	No. of Households	Percentage
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%

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 building meaningful connections and gather 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 guide 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, market/advertise engagement, and identifies a variety of activities to meet a range of residents and community members through out 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 helps 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 RCHD. Meets weekly to administer the Resident Household Needs Assessment, go through training on the Choice Process, planning and urban design approaches, communications, and leadership development. 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 // Team Organization

RESIDENT & COMMUNITY ENGAGEMENT

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.



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

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.



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.



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

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.



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

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



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

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.

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 core objectives: 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)

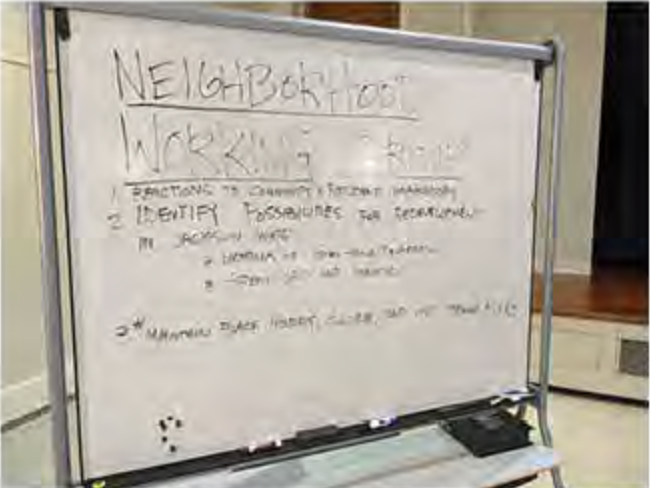
July 26, 2022: Jackson Ward Working Groups Meeting (21 participants)

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).

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.



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



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



Community members provide feedback and share their visions for the future of Jackson Ward. (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 Neighborhood 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. 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.



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)

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.

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. 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

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.

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.



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



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



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

- **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. Focus groups met to discuss key topic areas to develop goals and strategies for the plan. (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)

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)

Page intentionally left blank for future engagement activities.

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, a few of whom have been around since the beginning of the project, are hired part-time by the Richmond City 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, including the hottest part of the summer, the GIRs knocked on doors and attended events to gather resident answers to the survey questions. The survey itself was long, nearly 85 questions, effort to gather information and to begin to educate residents about the planning process. The GIRs talked with residents, taking longer to do the surveys as they engaged with residents about the project. The GIRs received completed surveys from 490 residents, and talked with many more about the process.

One challenge of the GIRs is that, sometimes, being as they are such an impressive bunch, they find better opportunities. Two GIRs moved on to better opportunities during the survey (making even more work for the two who remained) and one more since then (and maybe one more just now). We have been fortunate in being able to replace these folks with other residents, just as passionate and hardworking, to keep the education and engagement moving forward.

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 was pretty straightforward; putting up flyers, door-knocking, and tabling. 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 wording on materials, develop other (shorter) surveys, and talk to residents almost anywhere.



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

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.

Finally, 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 been active participants in Working Groups, Community Events, Focus Groups, and informal discussion, providing input as well as learning from others. The GIRs bring a valued and fresh perspective. And the GIRs have learned to speak up, to know 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.

The GIRs are looking forward to the final plan and, especially, 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.

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



Quiera Franklin, 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)

EARLY ACTION ACTIVITY



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

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.

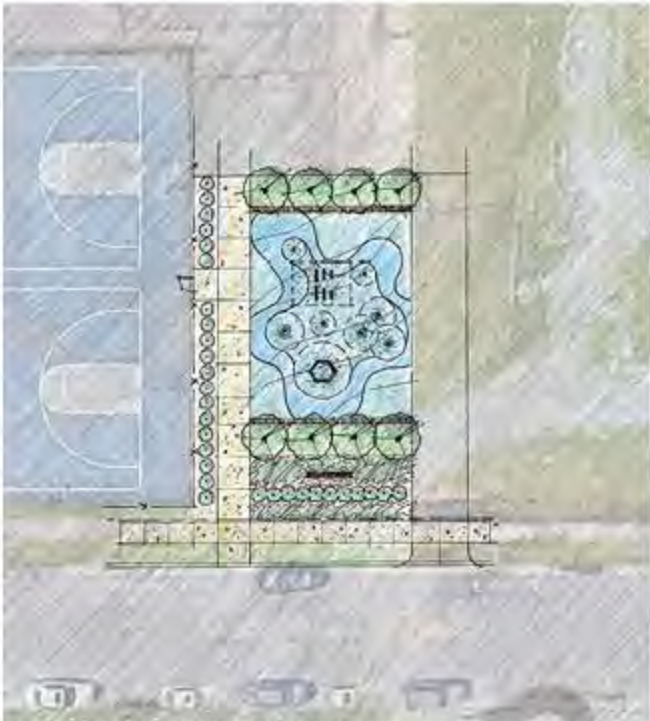
Site Concerns

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 splashpad 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 PRCF previously. The overall Calhoun Recreation Area Master Plan received preliminary approval from the City of Richmond Planning Commission Urban Design Committee Design and design 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 Appendix of this document.

RESIDENT NEEDS ASSESSMENT RESULTS

RHHD administered the resident assessment from May 2022 to present. 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.

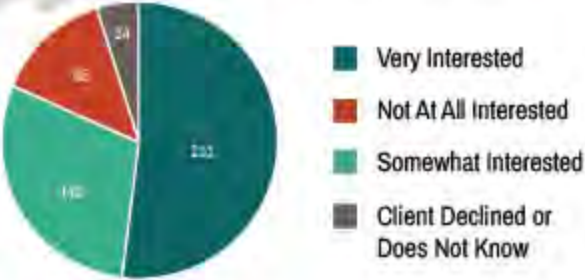
The City of Richmond staff analyzed the data and grouped findings by the five major themes that are identified in the plan. Data presented in this summary reflects the goals of the major themes that were identified through numerous community meetings; however, the full draft report and analysis of the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

490 of the 800 Gilpin Court households (61.3%) responded to the assessment. Most heads of household are under the age 38 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.

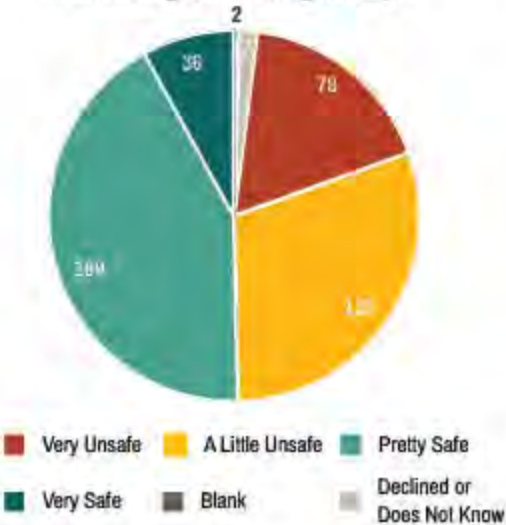
What do you consider to be the Top 3 strengths of Jackson Ward?
(percent of responses with strength in top 3)



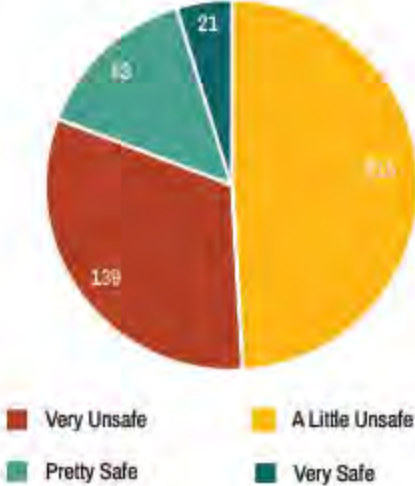
How interested are you in owning your own home?



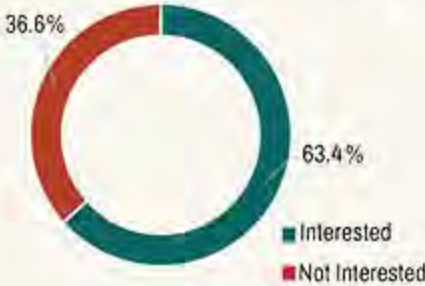
How safe do you feel in your neighborhood and the surrounding areas during the day?



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



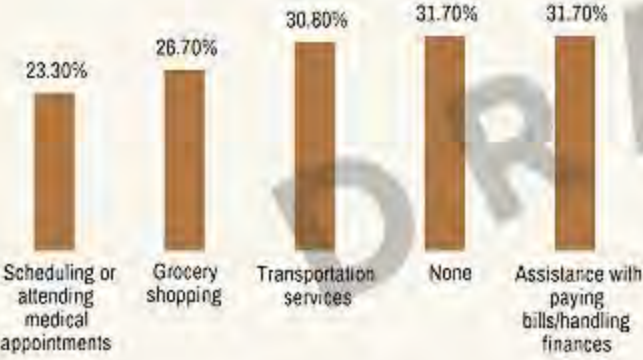
Interested in Further Education



Top Job Interests



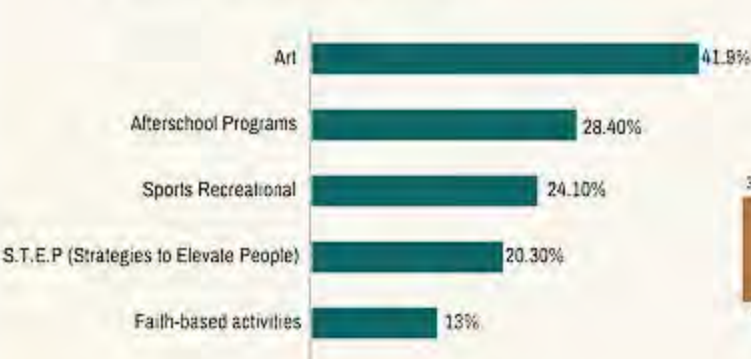
Senior Services Needed



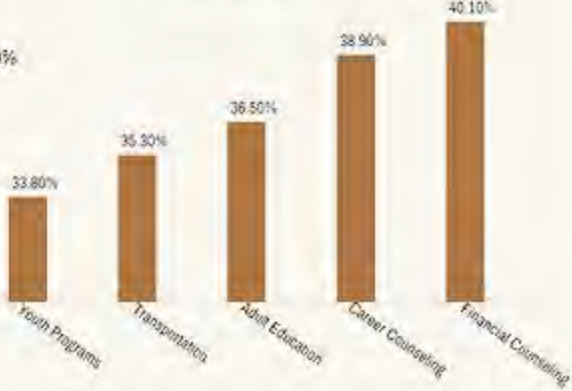
Plans to Stay in Jackson Ward



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 the Appendix of this document. Survey participants viewed the history, culture, and location of Jackson Ward as the neighborhood's strongest characteristics. 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.

Figure 24 // Highest Level of Education

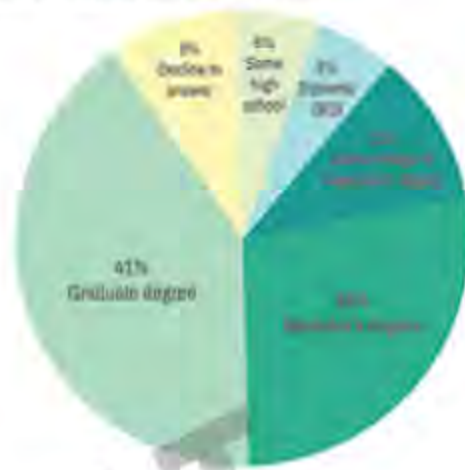


Figure 25 // Employment Status

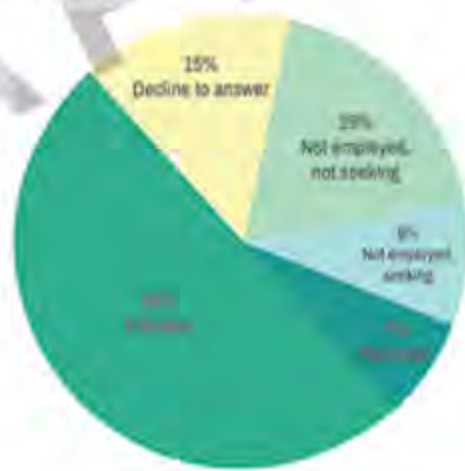
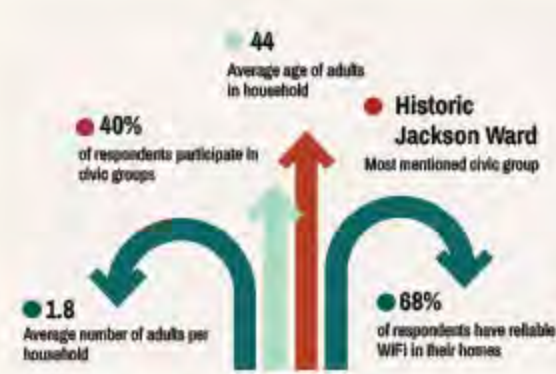
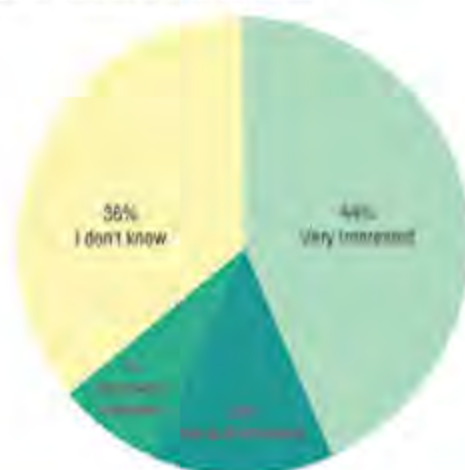
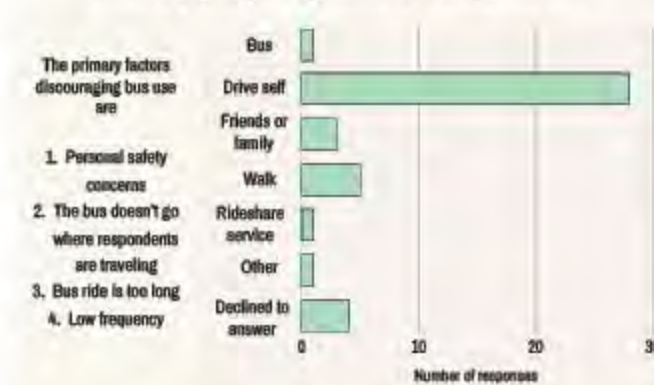


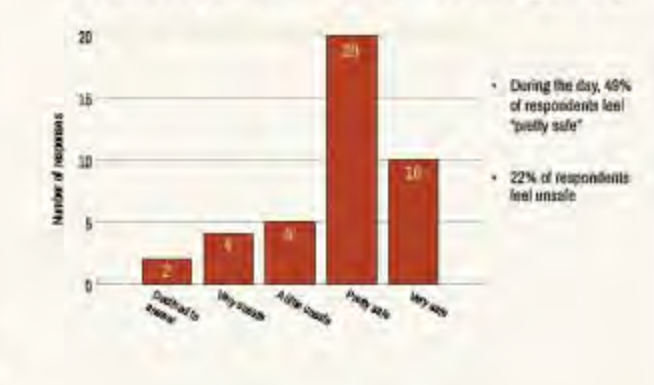
Figure 26 // Interest in Homeownership



What is your primary means of transportation?



How safe do you feel in Jackson Ward during the day?



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, youth 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. **Ensure 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.


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.

DIVERSE ECONOMY

GOALS

1. Childcare & K-12 Education
2. Post-Secondary Education and Workforce Development
3. Business Growth
4. Tourism, Arts, & Culture

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.

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

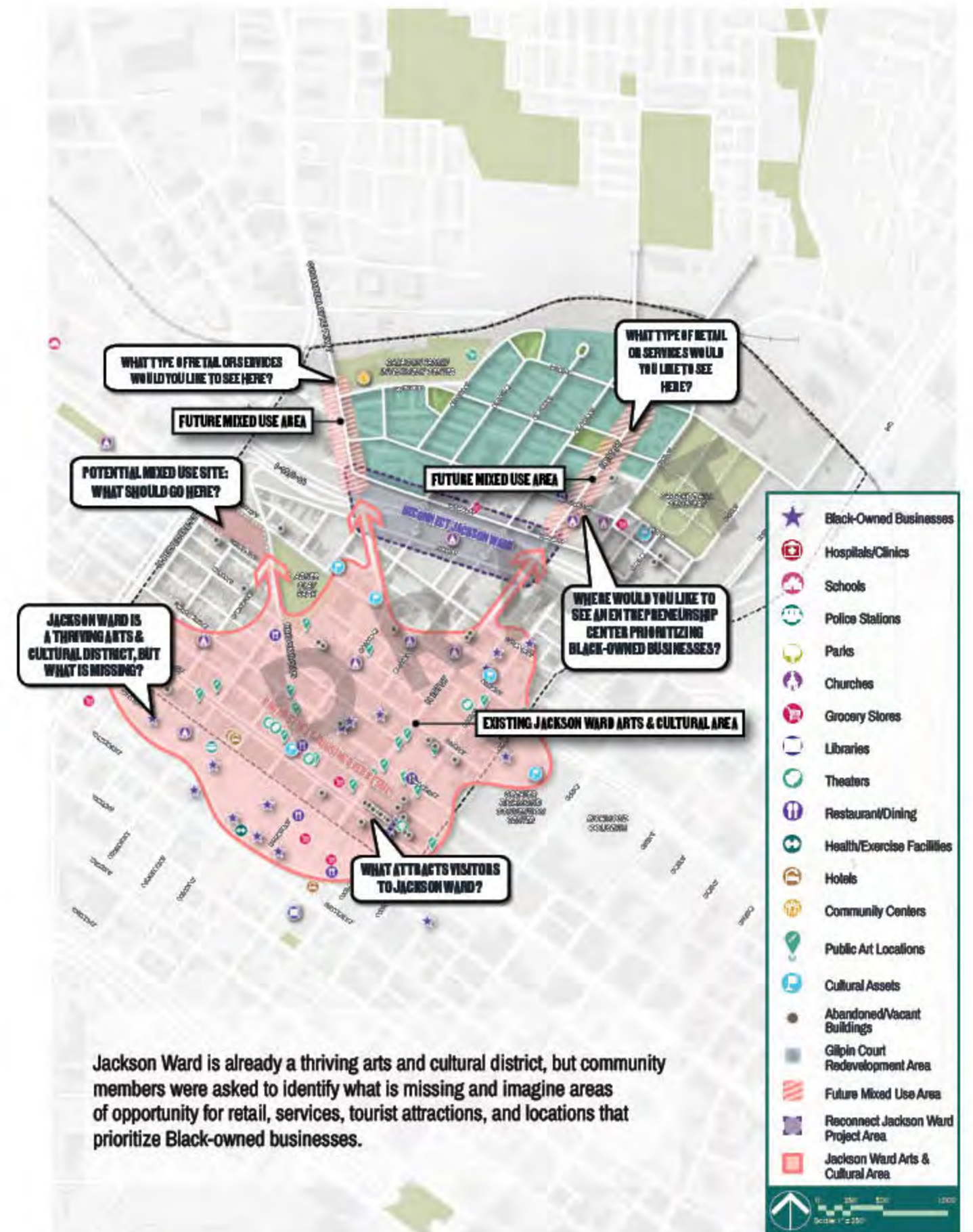


Figure 27 // Diverse Economy Map

GOAL 1: CHILDCARE & K-12 EDUCATION



DEVELOP PROGRAMS THAT GIVE GILPIN COURT/JACKSON WARD RESIDENTS ACCESS TO AND ALLOW THEM TO TAKE ADVANTAGE OF MEANINGFUL EDUCATIONAL OPPORTUNITIES FOR CHILDREN FROM DAYCARE TO HIGH SCHOOL.



Strategy A: Promote internship and apprenticeship opportunities to students.

Per the resident assessment, 45.1% of children in Gilpin Court are between the ages of six to seventeen years old. The assessment further notes that 33.8% of the respondents stated youth programs are a neighborhood need, especially to the high-school age youth of the community. Having a positive job experience helps youth stay engaged in their interests, directs them in a safe environment to develop their soft skills of time management, interpersonal skills, etc. Several programs exist in the Richmond region already and need to be promoted to students.

TIMEFRAME

Medium term

METRICS

Participation in internships/job shadowing programs

NEXT STEPS

Find lead institution; Identify current internship programs; research what works; develop creative outreach strategy to reach young folks; explore funding for expanding programs.

LEAD

OCWB, Humankind, RHHD

PARTNERS

RPS

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

Strategy B: Expand access to high-quality early childcare and education programs.

Seventeen percent (17%) of parents report having daycare for their children and only 25% of parents report having “professional” day or child care. Expanded access to high-quality child-care and preschool programs ensures that more children show up to kindergarten ready to learn; moreover, their caregivers can pursue educational and career opportunities, which are drivers of family stability. The early child-care and education sector is facing a workforce shortage, and an integrated system would allow residents to pursue careers within that sector. Expanding access within the neighborhood is a community-identified high need.

TIMEFRAME

Medium term

NEXT STEPS

Identify and connect with all residents providing childcare; design educational (and pre-educational) models for residents to move towards certification; develop plan for outreach and education of parents; work with the city to establish funding for grants to help train new childcare workers and to help residents open certified childcare facilities (including grants to overcome property issues).

LEAD

City of Richmond Office of Children and Families

PARTNERS

Thrive Birth to 5, ChildSavers, Robins Foundation, OCWB, Office of Minority Business Development, RPS

Strategy C: Expand access to existing after- and out-of-school care programs.

Out-of- and after school programs offer a variety of benefits to school-aged youth: improved supervision and safety of youth during high-risk hours; improved student academic achievement; increased engagement with and attendance in school; all without adding burdens to our already overworked teachers. Programs within and outside of the neighborhood are beneficial to school age children. Per the resident assessment, 33% of parents in Gilpin report that their child do not participate in any out of or after school activities. Expanding partnerships and programming in the Jackson Ward community will further allow a greater number of children to benefit from these out-of-school activities.

TIMEFRAME

Short term

NEXT STEPS

Survey providers to identify all Out-of-School Time (OST) programs; develop a program locator tool; connect program providers with funding opportunities and facility space to hold programs; continue to fund grassroots providers; improve outreach/engagement strategy to promote enrollment.

LEAD

City of Richmond Office of Children and Families

PARTNERS

Virginia Union University, CodeRVA, Strategies to Elevate People (STEP), Department of Parks & Rec, Next Up RVA, Richmond Public Schools



Gilpin Court child exploring the LEGO board at a public engagement session (Source: SFCD)

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

Only 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

Pull together a team of residents to work on education transportation issues; 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

RPS; GRTC; NextUp RVA; OCWB; Reynolds CC

Strategy E: Encourage families to participate in Richmond Public Schools (RPS) activities.

Schools underpin community. They are the biggest factor in housing value. They create opportunity and wealth, and they bring people together. Per the resident assessment, 87.5% of Gilpin Court children are enrolled in kindergarten through 12th grade education. Hosting regular PTA meetings strengthens the neighborhood connection to the schools and provides an avenue for parents to be involved.

TIMEFRAME
Medium term

NEXT STEPS

Establish a Parents for RPS group in Jackson Ward; build relations with the RPS system.

LEAD
RHHD

PARTNERS
RPS



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

GOAL 2: POST SECONDARY EDUCATION & WORKFORCE DEVELOPMENT

ESTABLISH PATHWAYS SO THAT GILPIN COURT AND JACKSON WARD RESIDENTS HAVE THE SKILLS AND ACCESS TO REACH PERSONAL GOALS SURROUNDING POST-SECONDARY EDUCATION AND EMPLOYMENT.



Strategy A: Provide scholarship opportunities to Jackson Ward residents.

According to data from April 2023, the average household income for Gilpin Residents is \$12,005,66, which is 23% of the city median household income (\$51,447). 21% of residents wish to pursue some form of academic program and 24% would like to pursue a vocational training program. Scholarships to any post-secondary educational or job training program will help young residents lead fulfilling lives.

TIME FRAME

Short term

NEXT STEPS

Identify current scholarship opportunities; develop and implement outreach program to make residents aware of these opportunities.

LEAD

TBD

PARTNERS

VUU; Gilpin Informed Residents; RPS

"This is where the community support comes in. Teaching financial literacy so that residents can become homeowners. This is a lifetime project."

Jackson Ward Resident

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

Strategy B: 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, 63.4% 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 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 partnering with groups such as the Office of Minority Business Development, JWC Foundation, Reynolds Community College, and Community College Workforce Alliance 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 curriculum for "pre-" classes, such as pre-computer skills, pre-construction, etc. to introduce residents to educational possibilities; 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

TBD

PARTNERS

Office of Community Wealth Building, Office of Minority Business Development, JWC Foundation, Reynolds, Workforce Alliance, HumanKind, J & G Workforce, Richmond Building Trades Council, RPS

Strategy C: Provide an opt-in communication system for residents.

There are many programs that currently take place in the Jackson Ward community. Conversations with residents indicates that far too many residents are unaware of many of these programs. With current and additional programs to take place, a communication system using texts, emails, and robocalls lets residents stay up to date on the latest offerings in the neighborhood.

TIME FRAME

Medium term

NEXT STEPS

Develop and implement a plan to get all the educational providers coordinated; pull together a database of text number, emails, etc for residents

LEAD

TBD

PARTNERS

Office of Community Wealth Building, Office of Minority Business Development, JWC Foundation, Reynolds, Workforce Alliance, HumanKind, J & G Workforce, Richmond Building Trades Council, RPS

Strategy D: Create a staffed employment center.

Just over a quarter of Gilpin Court residents being employed, and most of these are employed part-time. Creating an employment center will establish a “one-stop shop” for Jackson Ward residents to obtain information on what agencies, businesses, and non-profits are available to aid with employment opportunities. With a single center that can oversee the youth workforce, coordinated mentorship opportunities, and apprenticeship programs, residents will be efficiently assisted and impacted.

TIME FRAME
Medium Term

NEXT STEPS
Develop and implement a plan to get all the educational providers coordinated; explore funding opportunities.

LEAD
TBD

PARTNERS
Office of Community Wealth Building, Office of Minority Business Development, JWC Foundation, Reynolds, Workforce Alliance, HumanKind, J & G Workforce, Richmond Building Trades Council, RPS

Strategy E: Require developers and contractors to provide residents jobs during the redevelopment.

All procured companies receiving certain government funding have a Minority/Women Business Enterprise (M/WBE) and Section 3 requirement. The Section 3 component requires contracted parties, to the greatest extent possible, to provide training, employment, contracting, and other economic opportunities to low- and very low-income persons. Such requirements will be explicitly laid out in contracts during redevelopment efforts. The contracts will detail those residents of Jackson Ward should have a variety of employment opportunities from heavy construction to in-office administrative work. Contractors will provide the respective agencies they have procured through monthly reports on M/WBE and Section 3 hiring. For those companies who are not meeting their hiring goal, assistance and further resources will be made available to promote and encourage a greater amount of local hiring.

TIME FRAME
Short-term

NEXT STEPS
Ensure M/WBE and Section 3 language is standard in all contracts and agreements.

LEAD
RRHA, City of Richmond

PARTNERS
TBD

Strategy F: Train and hire residents under the Section 3 Contractor program.

Contracts will detail those residents of Jackson Ward should have a variety of employment opportunities from heavy construction to in-office administrative work.

TIME FRAME
Short Term

NEXT STEPS
Develop a curriculum for “pre-” classes, such as pre-computer skills, pre-construction, etc. to introduce residents to educational possibilities; 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
RRHA, City of Richmond

PARTNERS
TBD

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
Medium Term

NEXT STEPS
Connect with DOL

LEAD
RHHA, City of Richmond

PARTNERS
TBD



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

GOAL 3: BUSINESS GROWTH



FOSTER A DYNAMIC CENTER FOR MINORITY BUSINESS ENTERPRISES, EMERGING SMALL BUSINESSES, AND ENTREPRENEURS.

Strategy A: 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 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; set up a meet and greet to introduce this idea and promote networking among community businesses.

LEAD

TBD

PARTNERS

VCU, VUU, Startup Virginia, JWC Foundation, Women's Business Center, OMBD, J. Sargent Reynolds Community College, OCWB, and HumanKind

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

69% of residents are unemployed and 44% are interested in self-employment. As many residents have interest in owning their own business and obtaining additional education, collaborations with 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; set up a meet and greet to introduce this idea and promote networking among community businesses.

LEAD

TBD

PARTNERS

VCU, VUU, Startup Virginia, JWC Foundation, Women's Business Center, OMBD, and J. Sargent Reynolds Community College, OCWB, HumanKind.

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

The real needs in the community center around sustaining funds that do not have to be paid back. 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

TBD

LEAD

TBD

PARTNERS

TBD



Shopping on Broad Street (Source: Richmond Region Tourism)



Theresa Headen with Elegant Cuizines at Hatch Kitchen. (Source: Richmond Times-Dispatch)



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

Based on responses from the community and resident assessment, the families of Jackson Ward want to see walking improvements in the neighborhood. The majority of families responded that cleaning up trash, improving houses, and adding street lighting would create more welcoming streets (see Goal 12: Urban Design).

- TIME FRAME**
Medium term
- NEXT STEPS**
TBD
- LEAD**
City of Richmond
- PARTNERS**
TBD

Strategy E: Rezone the area of Jackson Ward according to this plan.

Rezone the land to support existing businesses and set up the area for a better chance of development and more flexible uses (see Goal 10: Land Use and Historic Preservation).

- TIME FRAME**
Short term
- NEXT STEPS**
TBD
- LEAD**
City of Richmond
- PARTNERS**
HJWA, Historic Richmond Foundation, residents



South of the James Farmers Market (Source: Virginia Tourism Commission)



Little Nomad: a community-focused children's shop (Source: Richmond Region Tourism)

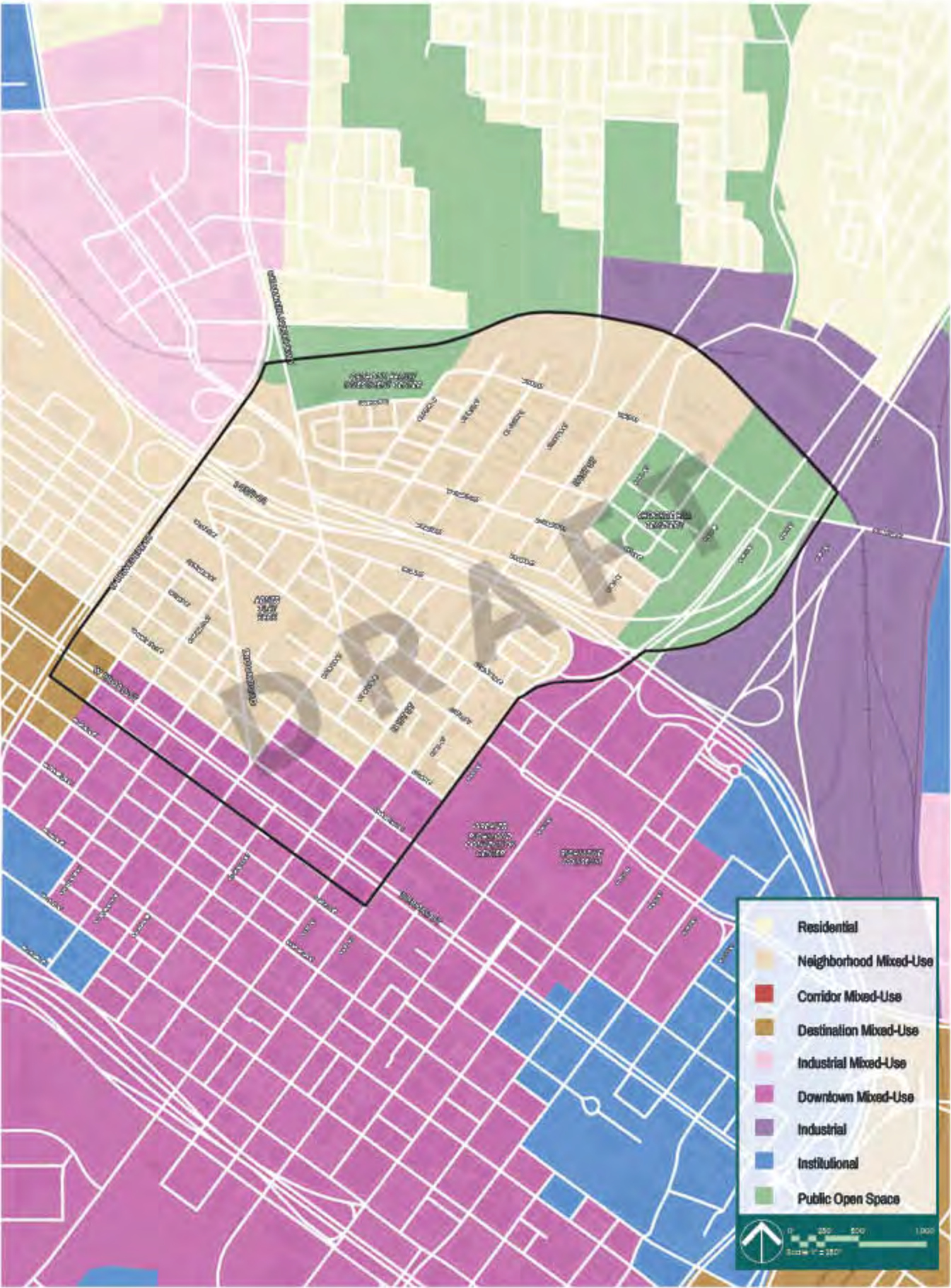


Figure 28 // Future Land-Use Map

GOAL 4: 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.

Based on the community assessment, Jackson Ward families stated history and culture are top strengths of Jackson Ward. 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 in walking tours but also in Jackson Ward significant places and buildings.

TIME FRAME
Medium term

NEXT STEPS
TBD

LEAD
TBD

PARTNERS
VMHC, BHM, RPS, JXN Foundation, Valentine Museum, community experts



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
Medium term

NEXT STEPS
TBD

LEAD
City of Richmond, DPW

PARTNERS
Richmond Region Tourism, Venture Richmond, City of Richmond

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

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

The arts-based collective can help 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
Medium term

NEXT STEPS
TBD

LEAD
Public Art Commission

PARTNERS
Art 180, local theaters



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

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
TBD

LEAD
City of Richmond

PARTNERS
Jackson Ward restaurant owners



Maggie Walker Plaza unveiling (Source: Ernest Nixon)

Strategy E: Create public art.

Public art is a tool to transform public spaces and create tourism. Utilizing expertise and funding opportunities of Public Art Commission (PAC) to execute 1-3 permanent art installations within Jackson Ward can draw attention to Jackson Ward's rich history of entrepreneur 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

TBD

LEAD

City of Richmond - Public Art Commission

PARTNERS

TBD

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 to bring trail users to various attractions throughout Jackson Ward and the Arts District (see Goal 10: Land Use and Historic Preservation, Goal 12: Urban Design, and Goal 16: Non-Car Network).

TIME FRAME

Medium term

NEXT STEPS

TBD

LEAD

City of Richmond

PARTNERS

TBD



Black History Museum exhibit (Source: Richmond Region Tourism)



The historic Hippodrome Theater in Jackson Ward (Source: Richmond Region Tourism)

INCLUSIVE HOUSING

GOALS

5. Diverse Housing Options
6. Pathways to Homeownership
7. Resident Preparedness
8. Displacement Prevention
9. 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 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



Figure 29 // Inclusive Housing Map

GOAL 5: DIVERSE HOUSING OPTIONS



REDEVELOPMENT OF GILPIN COURT HOUSING WITH VARYING DENSITIES OF MIXED-USE, MIXED-INCOME HOUSING THAT REFLECT THE DIVERSITY OF JACKSON WARD (I.E., INCOME, FAMILY COMPOSITION, ETC.), THE HISTORIC SCALE, AND LANDMARKS OF JACKSON WARD.

Strategy A: Build a variety of 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. Housing options will also include accessible and supportive housing options. 52% of residents were very interested and 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
Selected development partners for Gilpin
Redevelopment and local housing development partners

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 public housing units will be replaced with Project-Based Voucher (PBV) units. 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 these new apartments.

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
Selected development partner for Gilpin redevelopment, 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

82%

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

Source: Resident Needs Assessment



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

GOAL 6: 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
People Lead

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

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
People Lead

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



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

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, 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, 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 7: RESIDENT PREPAREDNESS



PREPARE RESIDENTS OF JACKSON WARD FOR THE REDEVELOPMENT OF THE COMMUNITY.

Strategy A: Establish a Resident 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 resident Bill of Rights will be established 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, Legal Aid

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. The people lead will conduct an assessment 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
People Lead

PARTNERS
RRHA Resident Services, RHHD, Housing Opportunities Made Equal (HOME), Richmond Behavior Health Association (RBHA), OCWB

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. The people lead will assist 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
People Lead

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



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

31.7%

percent of seniors who report needing help managing finances

Source: Resident Needs Assessment



The Van de Vyver Apartment Homes (Source: RRHA)

GOAL 8: 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 9: EXPANDING HOUSING OPPORTUNITIES



ENABLE CHOICE FOR RESIDENTS.



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

Per a study conducted by the Partnership for Housing Affordability, there is a shortage of rental units in the City of Richmond for families at thirty percent (30%) or below Area Median Income (AMI). To address the shortage of affordable units, RRHA utilizes a portion of the agencies allocated Housing Choice Voucher (HCV) funding for Project Based Voucher (PBV) units. The PBV units are scattered throughout the City of Richmond in privately-owned, tax-credit properties. These PBV units have the voucher subsidy tied to them allowing families to pay 30% of their income while the Housing Assistance Payment (HAP) pays the remaining portion of the rent. To expand the utilization of Project Based Vouchers, RRHA will outreach to tax credit properties who do not already participate in the PBV Program, informing developers 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



Figure 30 // Possible Future Homeownership (yellow) and Mixed-Use (red) areas

Draft | May 2023

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. Given the need for affordable housing development, these lots can be used to develop low and moderate-income housing for renters and prospective homebuyers. RRHA and The City will partner together to determine which publicly owned land is feasible for housing development.

TIME FRAME
Medium term

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

LEAD
RRHA

PARTNERS
The City of Richmond, local development partners.



Figure 31 // Vacant lots within Jackson Ward and Gilpin

Jackson Ward Community Plan | 123

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

Draft | May 2023

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.

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.

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.



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

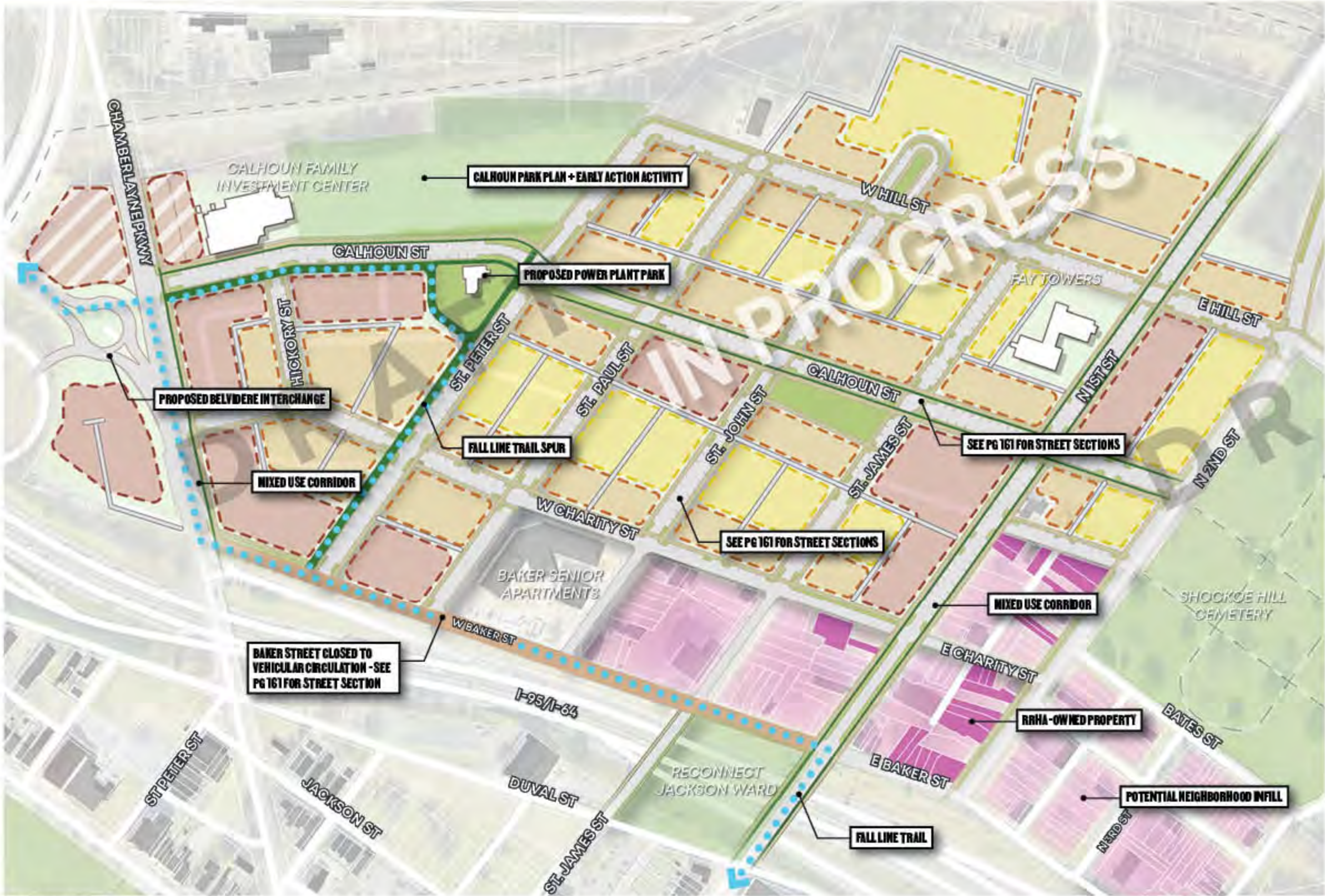


Figure 32 // Alternative Concept 1



Figure 33 // Alternative Concept 2

PROPOSED CONCEPT PLAN



Design Approach

The Proposed Concept Plan 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.

A Variety of Homes

The housing plan seeks to develop new housing units that align with the architectural style of the Jackson Ward community. 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. 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.

Figure 34 // Proposed Concept Plan

HOUSING TYPOLOGIES



Townhomes & Stacked Flats

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.



Small Garden Walk-up

Attached multi-family for-sale or for-rent 2- or 3-story Small Garden Walk-ups are common throughout Richmond.



Placeholder for Conceptual Elevation Drawing



Placeholder for Conceptual Elevation Drawing



Placeholder for Conceptual Unit Plan Drawing



Placeholder for Conceptual Unit Plan Drawing



Large Garden Walk-up

Similar to the Small Garden Walk-ups, for-rent 3-story Large Garden apartments match the historic character of Richmond and allow for higher residential densities at lower intensity than Mixed-use Elevator Buildings.



Placeholder for Conceptual Elevation Drawing



Placeholder for Conceptual Unit Plan Drawing



Mixed-use Elevator Building

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.



Placeholder for Conceptual Elevation Drawing



Placeholder for Conceptual Unit Plan Drawing

HIGH-QUALITY PLACES

GOALS

- 10. Land Use and Historic Preservation
- 11. Publicly Owned Assets
- 12. Urban Design
- 13. Planning Engagement
- 14. 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

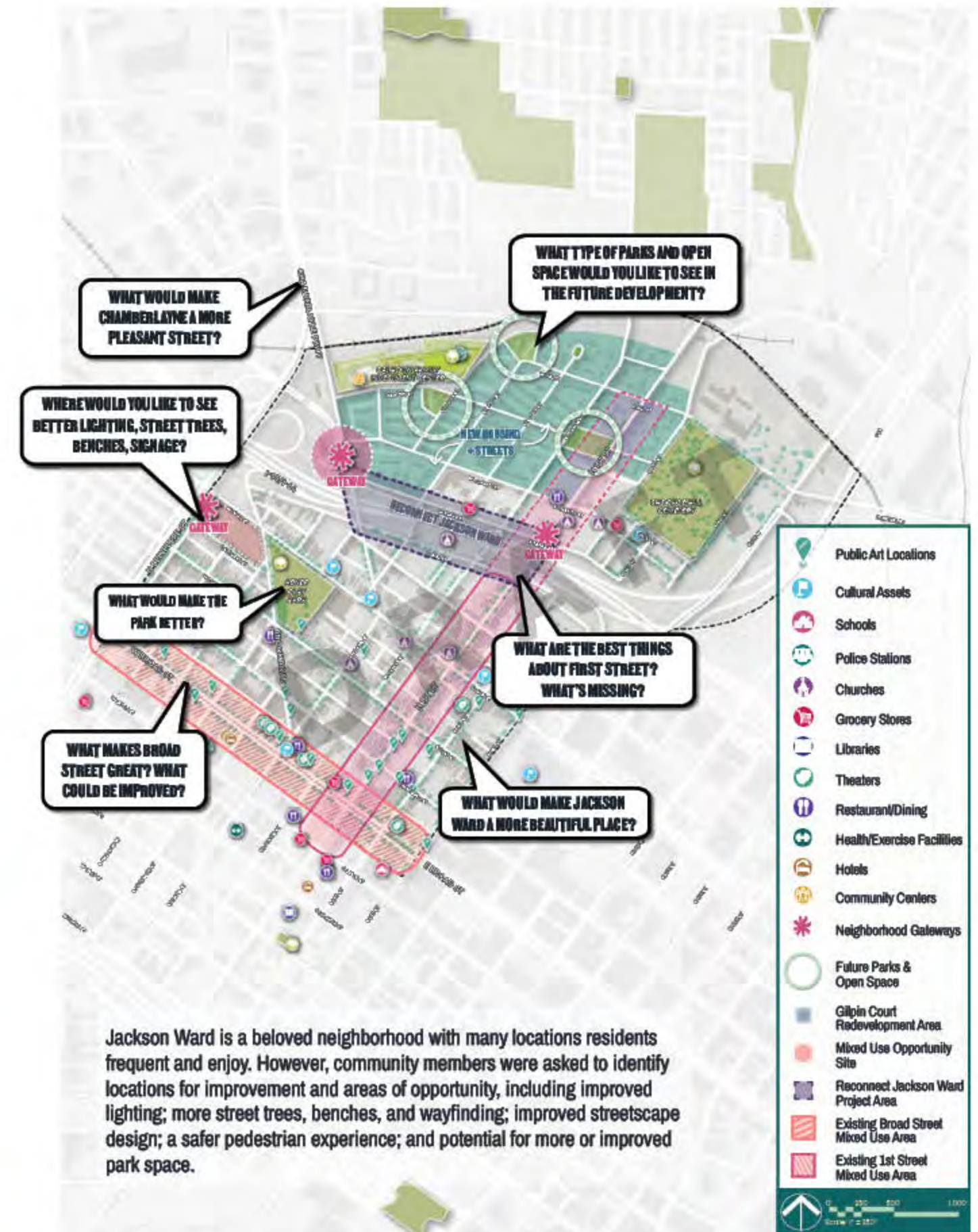


Figure 35 // High Quality Places Map

GOAL 10: 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.

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. 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.

TIME FRAME
Short term
NEXT STEPS
TBD
LEAD
City of Richmond
PARTNERS
TBD

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. If the District cannot be expanded, then the rezoning of the area needs to include provisions on the design and form of buildings.

TIME FRAME
Short term
NEXT STEPS
TBD
LEAD
City of Richmond
PARTNERS
HJWA

"If we're going to be great, we should know our culture and how to [get to] know each other."
Jackson Ward Resident

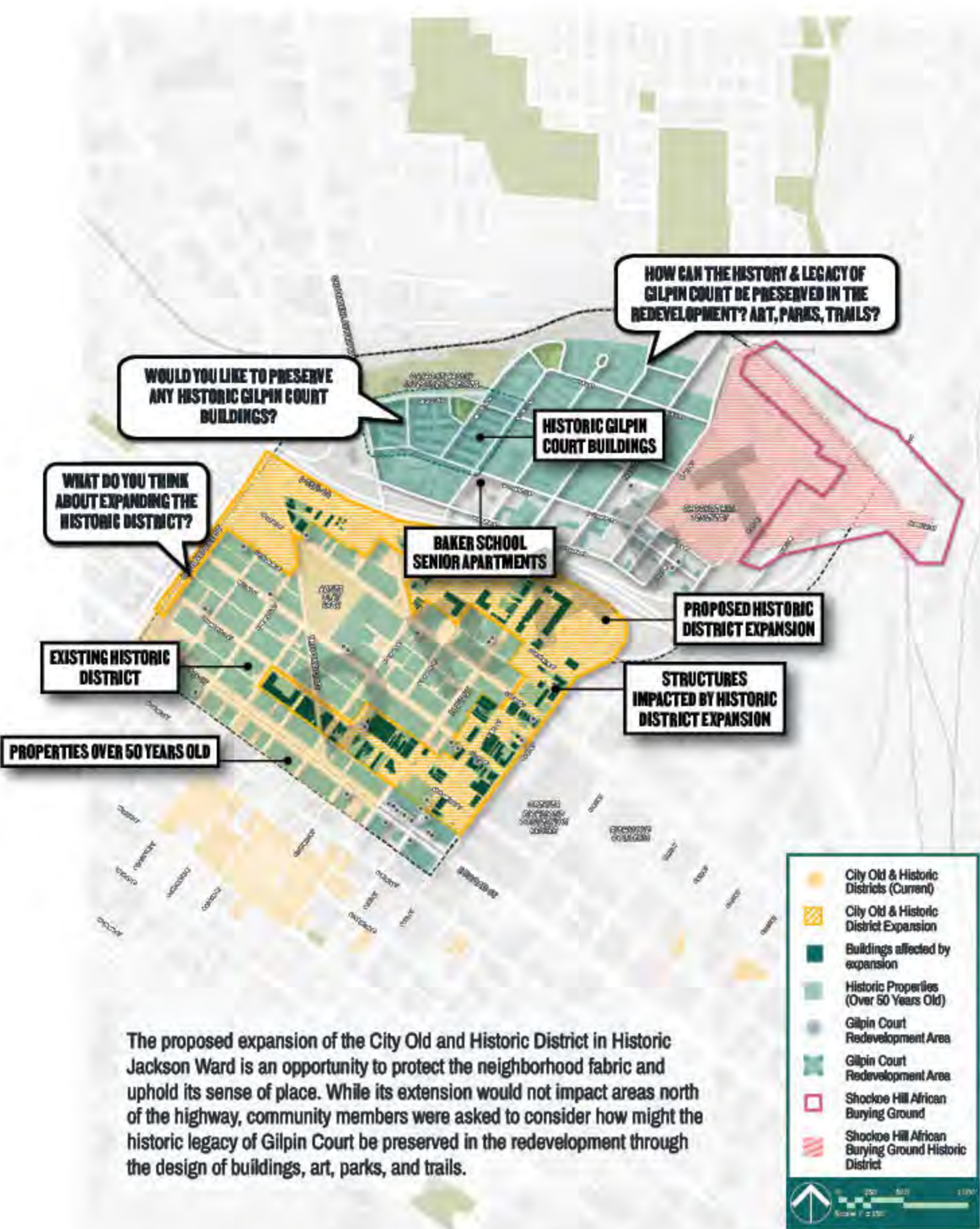


Figure 36 // Historic Preservation Map

Draft | May 2023

GOAL 11: PUBLICLY OWNED ASSETS



ADAPT PUBLIC FACILITIES AND 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 meets residents needs for social, cultural, spiritual, and overall wellness. The renovate 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
Long term

NEXT STEPS
RRHA to obtain HUD approval for the disposition of the Calhoun Center; create a resident advisory board; create Jackson Ward civic network.

LEAD
PRCF

PARTNERS
Gilpin residents



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

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 reimagining 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
Start the process of final design and construction documents in May 2023.

LEAD
OED, PRCF

PARTNERS
Office of Sustainability, Department of Public Utilites

Strategy C: Apply sustainable design standards.

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.

TIME FRAME
Medium term

NEXT STEPS
TBD

LEAD
City of Richmond, Office of Sustainability

PARTNERS
City of Richmond, all departments

Strategy D: Provide residents with broad band internet.

Per the resident assessment, 28% 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
Medium term

NEXT STEPS
Explore funding options; identify places without strong internet; build relationships with internet providers.

LEAD
TBD

PARTNERS
All Points Broadband

GOAL 12: URBAN DESIGN



ESTABLISH A BEAUTIFUL AND UNIQUE NEIGHBORHOOD.

Strategy A: Develop streetscape design standards.

Per the resident assessment, 33.8% of respondents want to see walking and street improvements throughout the neighborhood. The streetscape design standards will apply to all development 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

TBD

LEAD

City of Richmond

PARTNERS

RRHA, residents

Strategy B: Establish an open space network.

The open space network connects existing new parks, trails, and walkways. Green spaces should be places that are comfortable for all ages and mobilities and inviting outdoor spaces that invite meditation and foster healing. In March 2023, Virginia House Bill 1510 passed. This bill authorizes localities in Virginia to provide local incentives/regulatory flexibility to encourage the preservation, restoration, or development of urban green space. The regulatory flexibility may include (i) a reduction in permit fees or (ii) a streamlined process for the approval of permits. The City will develop a program that meets Richmond urban green space needs to support the integration of urban green space in projects like the redevelopment of Gilpin Court.

TIME FRAME

Medium term

NEXT STEPS

Convene an informational meeting bringing together leaders on ongoing greenspace projects; hold coordination meeting with newly formed Jackson Ward civic network.

LEAD

City of Richmond, Office of Sustainability, PRCF

PARTNERS

Local development partners, RRHA, RHHD



Caption



Figure 37 // Jackson Ward Open Space

Draft | May 2023

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

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

TBD

LEAD

TBD

PARTNERS

TBD



Graffiti in Jackson Ward (Source: City of Richmond, VA)



Graffiti in Jackson Ward (Source: City of Richmond, VA)

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

The Façade Improvement Program (FIP) provides grants to businesses located within the Arts & Cultural District to improve their building façades. The Department of Planning & Development Review (PDR) and the Economic Development Authority (EDA) of the City of Richmond have managed and administered this program from 2013 to 2022. The City has supported 35 grants to owners and tenants to improve their building façades. The city has plans to expand the boundaries and increasing funding for the program.

TIME FRAME

Short term

NEXT STEPS

TBD

LEAD

City of Richmond, Office of Equitable Development

PARTNERS

TBD



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

Strategy E: Encourage proper maintenance of lawns and privately held green space.

Through programmatic and enforcement means , encouraging proper maintenance of lawns and private green space can create a more beautiful neighborhood.

TIME FRAME

Short term

NEXT STEPS

TBD

LEAD

City of Richmond, Inspections and Zoning

PARTNERS

TBD



Private green space is cherished characteristic of Historic Jackson Ward (Source: Virginia DHR, Calder Loth, 2019)



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

GOAL 13: 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.



Interacting at a public meeting (Source: City of Richmond, VA)

Strategy A: Explore creating a Jackson Ward civic network.

A multi-generational network of existing and emerging leaders to strengthen collaboration among community groups and the public. Increase resident participation, engagement, and decision making in the neighborhood's future. Put resident needs and desires in the center of planning processes.

TIME FRAME

Short term

NEXT STEPS

TBD

LEAD

TBD

PARTNERS

HJWA, Arts District, Gilpin residents, and DNA

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

There are many ongoing projects in the community. 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 City Cultural Resources Plan to better plan for engagement sessions, events, and not overwhelm the neighborhood.

TIME FRAME

Long term

NEXT STEPS

Discuss with neighborhood and community groups; convene public meetings to gauge interest and priorities; hold first meeting of network by June 2024

LEAD

City of Richmond, all departments

PARTNERS

Community 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 Choice planning process.

TIME FRAME

Long term

NEXT STEPS

Identify and coordinate funding of this position.

LEAD

City of Richmond

PARTNERS

RRHA, RHHD

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

Convene educational meetings to discuss reparation issues; identify interested residents; hold first task force meeting by June 2024.

LEAD

City of Richmond, Office of Equitable Development

PARTNERS

University of Richmond, VCU, VUU, RRHA, RHHD, STEP, Kinfolk, 2Love

"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 14: SAFETY & SECURITY



CREATE A SAFE NEIGHBORHOOD.



The Black History Museum is a place celebrating the rich history, heritage, and accomplishments of African Americans in Virginia. (Source: Richmond Region Tourism Photo Library)

Strategy A: Connect residents to opportunities.

Identified in Goals 1, 2, 3, and 4, 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. 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

TBD

LEAD

TBD

PARTNERS

TBD

Strategy B: Provide programming space for community restorative justice.

Using the existing community space in the Calhoun Center and other spaces throughout Jackson Ward can promote community and healing (See Goal 11: 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

TBD

PARTNERS

RRHA

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. Service providers who frequently serve the Jackson Ward community (e.g., law enforcement, social workers, volunteers, non-profits) should be trained in trauma-informed care as a way to better assist residents and gain trust.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

RRHA

PARTNERS

Richmond Police Department, RPS

Strategy D: Increase communication between RRHA and Gilpin residents.

Prior to any implementation of a security force in the Gilpin community, informed sessions will take place between RRHA and the residents of Gilpin Court. Engagement will take place to ensure there is an understanding of what the security group will mean for residents and what the security contract may entail.

TIME FRAME

Short term

NEXT STEPS

RRHA will hold community input sessions

LEAD

RRHA

PARTNERS

Security, City of Richmond Police

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

4.3% 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 12: Urban Design).

TIME FRAME

Medium term

NEXT STEPS

TBD

LEAD

City of Richmond

PARTNERS

RRHA, procured development partner

Strategy F: Use technology as a tool for safety.

Installing and promoting various security aids such as blue light boxes, smart streetlights, and Ring doorbells in Jackson Ward and the redeveloped Gilpin Court can increase a sense of safety.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

TBD

PARTNERS

TBD

Strategy G: Enforce convenience store property maintenance.

City of Richmond Inspections and Zoning 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

TBD

LEAD

City of Richmond Inspections

PARTNERS

TBD

Strategy H: 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

TBD

PARTNERS

RRHA, RPD, STEP, Kinfolk, 2Love, RHHD



GOALS

- 15. Vision Zero
- 16. Non-Car Network
- 17. 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

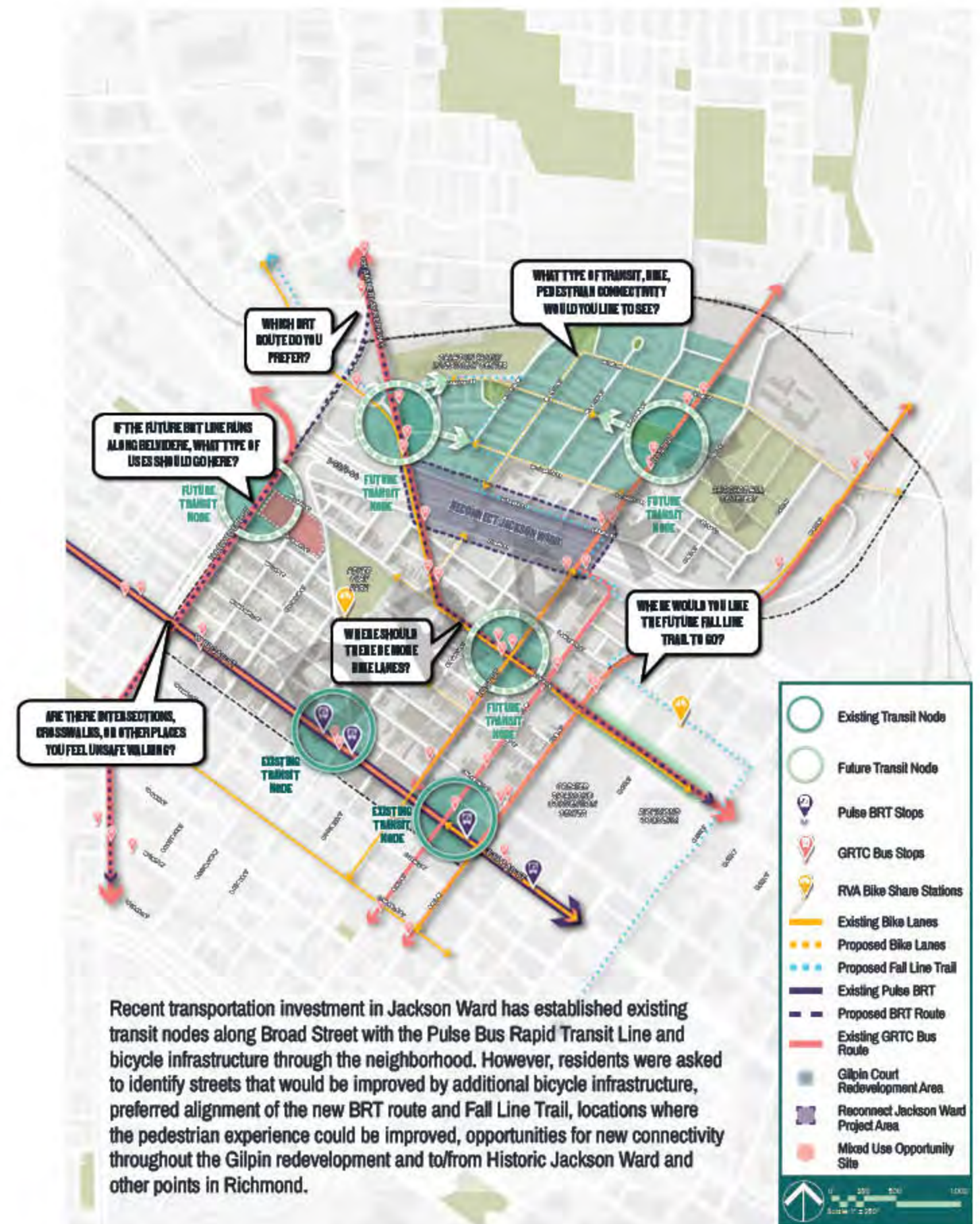


Figure 39 // Equitable Transportation Map

GOAL 15: VISION ZERO



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



Strategy A: Implement the Vision Zero Action Plan.

The Vision Zero Action Plan reflects a review of crashes data, research of best practices from other jurisdictions, and outreach to agencies and organizations at the local, regional, and State levels. The identified actions account for activities that involve engineering, enforcement, education, emergency response, and equity. Focusing on the High Injury Street Network and at locations showing higher crash frequencies, employ systemic safety treatments as well as targeted employment of proven safety countermeasures to reduce both the potential and severity of crashes.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

City of Richmond DPW

PARTNERS

TBD

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

Strategy B: Conduct strategic high-visibility traffic enforcement campaigns.

Campaigns should be 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 holistic, multi-layered system: 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, including high-visibility enforcement whose primary aim is to be present and visible, reinforcing desired behaviors, especially related to our most vulnerable roadway users. 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

TBD

LEAD

DPW

PARTNERS

TBD

Strategy C: Improve visibility along sidewalks and intersections.

Improve street and pedestrian lighting, with consideration of historical design where applicable, to reduce crashes in crosswalks and intersections at night (See Goal 14: Safety and Security). Careful attention to lighting is critical to ensure pedestrian safety during periods of darkness, including the effects of ambient lighting and backlighting which can actually reduce pedestrian safety. By employing lessons learned through recent research, the City will employ best practices in pedestrian lighting of roadways and crossings to reduce the potential for the greatly disproportionate fatal and severe pedestrian collisions that occur at night. Implement corner clearance parking near alleys and intersections to improve visibility and sight distances. Crashes involving pedestrians, bicyclists, and motorists often occur at intersections because of limited sight distance, especially for those crossing from a side street. "Daylighting" of corners by eliminating parked vehicles and vegetation too close to the intersection reduces the potential for collisions, while also allowing opportunities for features such as curb extensions which can slow traffic and reduce the crossing distance, or placement of "bike corrals" for bike parking which preserves sight triangles while also reducing the amount of sidewalk space allocated to storage of bicycles.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

DPW

PARTNERS

Venture Richmond



GOAL 16: 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.



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

Strategy A: Provide ADA accessible routes through the community.

26.7% of households have at least one family member with a disability. The City has been replacing and installing pedestrian ramps at intersections to improve ADA access. Sidewalks should be wide enough to accommodate users of varying abilities. Partner with GRTC to provide ADA accessible transit infrastructure.

TIME FRAME

Medium term

NEXT STEPS

TBD

LEAD

City of Richmond

PARTNERS

GRTC

Strategy B: Improve bus signage and trip planning.

13.7% 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.

TIME FRAME

Medium term

NEXT STEPS

TBD

LEAD

GRTC

PARTNERS

City of Richmond

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

29.6% 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 and Gilpin.

TIME FRAME

Short term

NEXT STEPS

TBD

LEAD

GRTC

PARTNERS

TBD

Strategy D: Improve safety and comfort at transit stops.

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

Medium term

NEXT STEPS

TBD

LEAD

GRTC

PARTNERS

TBD



The Pulse BRT is a critical infrastructure investment in Jackson Ward. (Credit: City of Richmond, VA)

Strategy E: Increase access to last-mile connectors.

Public transportation may stop far from 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

Medium term

NEXT STEPS

TBD

LEAD

GRTC

PARTNERS

TBD

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 4: Tourism, Arts, Culture). Eliminate Baker Street from Brook Road to 1st Street and make it shared use path/greenway.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

DPW

PARTNERS

GRTC, Office of Equitable Development

STREET TYPOLOGIES

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.

STREET TYPOLOGIES

CALHOUN STREET



TYPICAL NEIGHBORHOOD RESIDENTIAL STREET



WEST BAKER STREET



GOAL 17: 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

TBD

LEAD

City of Richmond

PARTNERS

TBD

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

13.7% 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.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

City of Richmond

PARTNERS

TBD

Strategy C: Eliminate superblocks and design the street grid to support walkable urbanism.

The superblocks that make up Gilpin Court today are remnants of the past. Eliminating superblocks will enhance the pedestrian experience and recreate the neighborhood that once existed.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

City of Richmond

PARTNERS

DPW, Department of Public Utilities, development partner

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 to three typologies: Large, Medium, and Small as seen below.



Figure 40 // Block Typologies

GOALS

18. Healthy People

19. Green Structures

20. 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

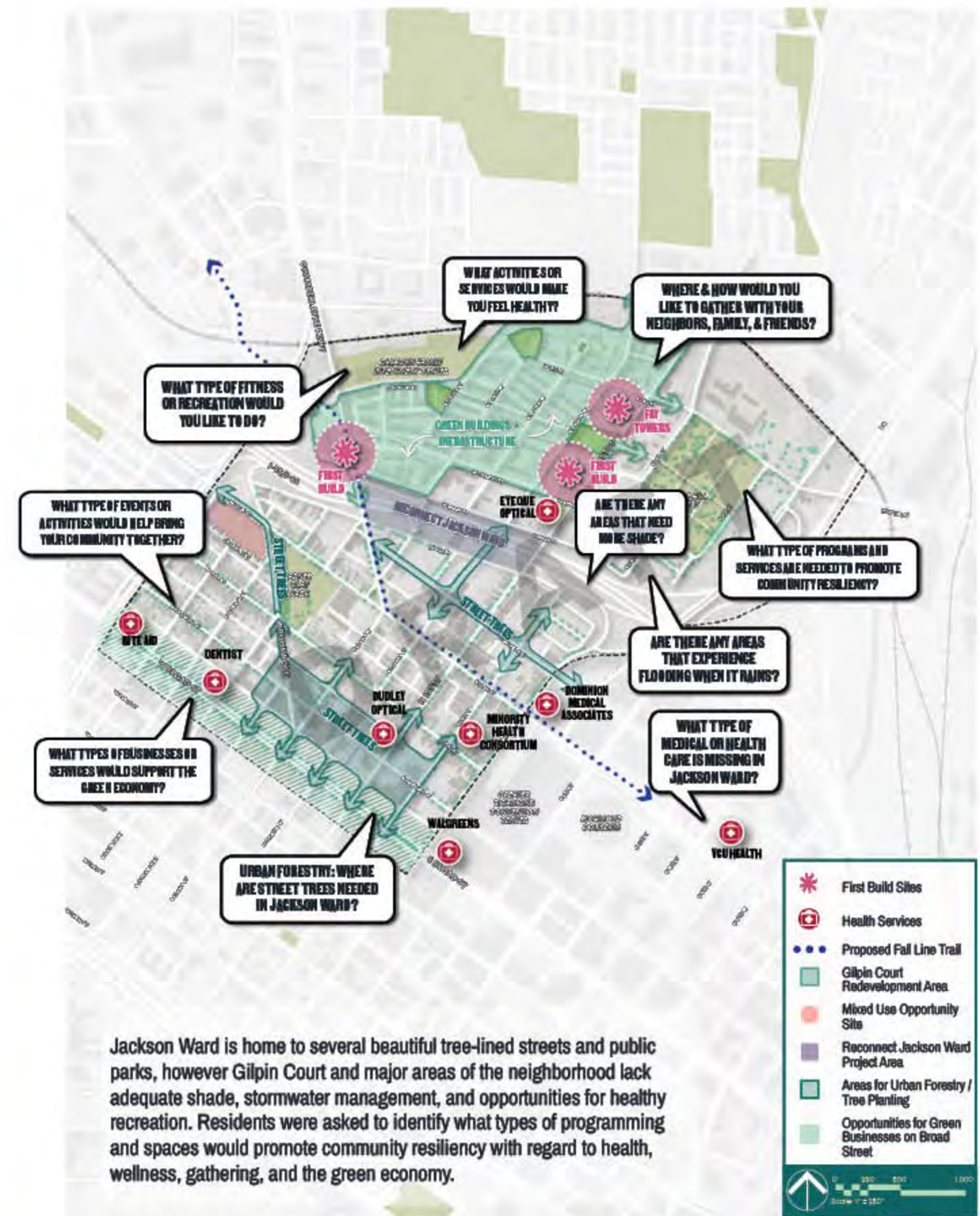


Figure 41 // Thriving Environment Map

Draft | May 2023

GOAL 18: HEALTHY PEOPLE



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



Strategy A: Create a connected and healthy food environment.

Healthier eating will greatly promote healthier lifestyles. 36.1% of adults in Gilpin 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 people outdoors. 11% of residents reported wanting access to a garden.

TIME FRAME
Medium term

NEXT STEPS
Collect and publicize healthy food delivery options; promote expansion of community garden space; promote existing farmers markets; set up healthy cooking classes; include healthy food environment in all planning discussions; increase participation in healthy food activities; establish baselines for all metrics.

LEAD
RHHD

PARTNERS
Kinfolk, Northside Farmers Market, 2Love, Feed More

Charles S. Gilpin Community Farm (Credit: Virginia Outdoors Foundation)

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. 37.5% of children were reported to have asthma and 9.7% of children living in Gilpin are overweight. Promoting healthy living can prevent and reduce chronic illness and disease.

TIME FRAME
Short term

NEXT STEPS
Begin regular educational events on disease management; create monthly educational events; establish creative outreach.

LEAD
RHHD

PARTNERS
TBD

Strategy C: Include a health category in the housing case management system.

As we develop the case management system for tracking housing, use it to connect with residents around health. Health will be a feature in the database and in the training/performance of case managers.

TIME FRAME
Long term

NEXT STEPS
Model a case management system; explore funding.

LEAD
RHHD

PARTNERS
RRHA

Strategy D: Expand anti-substance abuse programs, mental health services, group programs, and peer specialist groups.

Substance abuse in all its forms is a huge challenge for residents of Gilpin Court, sucking away money, health, and initiative. Mental health issue in all its forms is a huge challenge for residents of Gilpin Court. 24% of residents report issues with depression alone. Effective programs exist but need to be expanded to reach more of the residents that need them.

TIME FRAME
Medium term

NEXT STEPS
Identify current programs; explore funding; develop outreach strategies.

LEAD
RHHD

PARTNERS
TBD

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 young parents can help future and new parents understand pre- and post-natal care and issues that may arise for new and soon-to-be parents.

TIME FRAME
Long term

NEXT STEPS
Expand the current networks of support to reach Jackson Ward

LEAD
RHHD

PARTNERS
Birth in Color RVA, YWCA



Kids playing at 2022 Back-to-School event at Calhoun Park (Credit: City of Richmond, VA)

Strategy F: Expand the network of medical services in the neighborhood.

35% of adult residents report having a chronic health condition. With an already robust healthcare network in the Richmond region, the system should encourage relationships between residents and medical providers and expand the system to meet residents in their neighborhood. Implement regular medical events for community members.

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

RHHD

PARTNERS

VCU, Free Clinic network

Strategy G: Expand the local network of the Trauma Response Programs.

Trauma is a way of life in Gilpin. We will use a multi-pronged approach to deal with individual and community trauma. We will expand the local work of the Trauma Response Network to deal more effectively with follow up to traumatic events. These programs will help to effectively follow up with community members following traumatic events.

TIME FRAME

Long term

NEXT STEPS

Explore funding opportunities; analyze data and develop creative responses.

LEAD

RHHD

PARTNERS

TBD

Strategy H: Partner with local and state programs to restore civil rights.

Without proper identification or licenses people cannot participate in their community. The restoration of civil rights, driving privileges, and having proper documentation helps make a person whole.

TIME FRAME

Short term

NEXT STEPS

TBD

LEAD

TBD

PARTNERS

Drive to Work, the Secretary of the Commonwealth's office, the DMV

Strategy I: Establish a sports league program for all ages (see Goal 1: Childcare & K-12 Education).

24.1% of children participate in sports. Participating in sports for all ages is healthy, fosters a sense of community and pride, and gets people active. 37.2% 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.

TIME FRAME

Short term

NEXT STEPS

TBD

LEAD

PRCF

PARTNERS

TBD



Family Fun (Credit: Richmond Region Tourism Photo Library)

GOAL 19: 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) will help alleviate Jackson Ward's energy burden.

TIME FRAME
Long term
NEXT STEPS
TBD
LEAD
Office of Sustainability
PARTNERS
TBD

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
TBD
LEAD
RRHA
PARTNERS
TBD

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 surface, cool pavement material, and other environmental design elements to reduce urban heat and prevent localized street flooding.

TIME FRAME
Long term
NEXT STEPS
TBD
LEAD
City of Richmond
PARTNERS
TBD

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
TBD
LEAD
TBD
PARTNERS
TBD



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



GOAL 20: 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.

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

TBD

LEAD

DPW

PARTNERS

TBD

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 12, Urban Design and Goal 16, 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

TBD

LEAD

PRCF

PARTNERS

TBD

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

This database could help appropriate staff to 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

TBD

LEAD

Office of Sustainability

PARTNERS

TBD

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 emergency 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 that already provide these items.)

TIME FRAME

Long term

NEXT STEPS

TBD

LEAD

Office of Sustainability

PARTNERS

TBD

IMPLEMENTATION 5



INTRODUCTION

The goals and strategies outlined in this plan are the collective efforts of Gilpin Court- Jackson Ward residents, stakeholders, and community organizations; the City of Richmond, Richmond Redevelopment & Housing Authority (RRHA), and Richmond Henrico Health District (RHHD).

Collectively we now embark on the implementation of this plan. The goals are ambitious, but the strategies to get there are realistic.

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, youth education, and entrepreneurship.

Framework for Implementation

The City of Richmond (City), Richmond Redevelopment & Housing Authority (RRHA), and the chosen development partner will work together to implement the Transformation Plan. The entities will have support from the Richmond Henrico Health District and the selected people lead. The City and RRHA will have primary responsibility for coordinating implementation of the plan.



The mission of Mending Walls... to create dialogue with intersecting communities, with hopes to bring awareness and social upliftment through art.

Team Member Roles

The City, RRHA, and RHHD will collaborate with the numerous organizations already working within Gilpin Court- Jackson Ward neighborhood. Implementation of this Transformation Plan will rely heavily on their experiences, expertise, and success serving the neighborhood.

RRHA and the procured development partner will serve as the Housing Lead to redevelop the Gilpin Court community and properties controlled by RRHA.

The City of Richmond will serve as the Neighborhood Lead and will implement the neighborhood components of the Plan.

The Richmond Henrico Health District and a procured partner will lead the People components of the plan and the Office of Children and Families at the City of Richmond will lead the Education components of the plan.

Ongoing Engagement and Capacity Building

Under the direction of the Health District, a group called the Gilpin Informed Residents has been formed. Their purpose is to keep the Gilpin neighborhood informed about what is happening with the Community Plan and encourage engagement from residents of Gilpin. The co-leads intend to keep utilizing the Gilpin Informed Residents as a core connection to the Gilpin neighborhood. Gilpin Informed Residents have been present at all previous meetings and have provided valuable knowledge and insight that has informed how we shape our engagement plan.

In addition to working with the Gilpin Informed Residents, the City and RRHA will establish a steering committee. The steering committee will provide advice, ensure implementation of the project and the 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.

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 build up a strong community, this plan aims to energize economic development in the area and support the growing small business needs of residents and business owners. A 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 business to thrive. The hub could utilize existing community infrastructure.

Establish a Jackson Ward Civic Network

A multi-generational network of existing and emerging leaders will strengthen collaboration among community groups and the public and put residents needs and desires in the center of planning processes. Included in this network is Historic Jackson Ward, the Arts District, Gilpin Court, Downtown Neighborhood Association, and Broad Street business owners.

Rezone Jackson Ward

To set up the study area for success in the future, rezoning the land in accordance with the needs of the Community Plan is necessary. Rezoning the land can lead to more housing, better, quality transportation options, and a variety of uses ranging from everyday goods and services to specialty stores and entertainment venues.

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.

Implementing the Fall Line Trail within Jackson Ward in a way that brings attention and celebrates 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.

Implement a Build-First Strategy

RRHA will acquire property and secure financing to build new-units on vacant land north of the highway. Begin implementation (phase 1 & 2) of the Gilpin housing redevelopment program prior to the demolition of Gilpin. This will include the redevelopment of Fay Tower (phase 1) & using RRHA vacant parcels (phase 2) to develop on prior to the demolition of Gilpin. This includes a total of 300 dwelling units approximately. Approximately 110 units will be set aside as replacement units for Gilpin Court. Pre-implementation actions such as the improvement of Calhoun Park with the splash pad being a catalyst for the park improvements will take place along with the renovations of the Calhoun Community Center. These activities will help to set up the stage for the implementation of the plan.

EARLY ACTION ACTIVITY



The existing community garden. (Source: City of Richmond, VA)

Splashpad 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 Accomplishment (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.

Schedule

Task / Process	Target Completion Date
Survey, environmental, utility location	26-May-23
HUD Environmental Review / CE	28-Jul-23
Schematic Design	9-Jun-23
Design Development	30-Jun-23
Urban Design Committee	6-Jul-23
Construction Documents / Permit Drawings	21-Jul-23
Permitting	27-Oct-23
Procurement, Bidding, Contractor Award	3-Nov-23
Construction	19-Apr-24
Grand Opening	6-May-24



PHASE 2 - ULTIMATE MASTER PLAN
Calhoun Recreation Area
438 Calhoun St. Richmond, VA 23220



Master plan for the entire Calhoun Recreation Area (Source: Timmons Group)

The estimate for design and construction documents is \$162,945.98, and is being funded by the City Parks, Recreation & Community Facilities department.

Estimates of the construction budget (for the EAA only) is \$227,812.50

- Construction funding: HUD EAA Funding: \$100,000
- Construction funding: Housing and Community Development City of Richmond: \$100,000
- Construction funding: Additional funds through ARPA funding by Parks, Recreation & Community Facilities

The next steps in the EAA is to initiate Geotech and hazmat investigations of the site, submit an Environmental Review application, engage a water play consultant to support a water system design, and begin schematic design process.



Comments from residents on the Master Plan and Early Action Activity. (Source: City of Richmond, VA)

HOUSING LEAD

Richmond Redevelopment and Housing Authority (RRHA) procured CHOSEN DEVELOPMENT PARTNER to redevelop Gilpin Court into a mixed-income community.

BRIEF OVERVIEW OF DEVELOPMENT PARTNER TO BE ADDED WHEN PROCURED.



MIXED INCOME HOUSING STRATEGY

The mixed-income housing plan will provide a mixture of rental and homeownership opportunities in a multitude of ways to meet the diversity of the Jackson Ward neighborhood. The plan is estimated to be completed in eleven phases over the next ten years.

The housing plan includes developing approximately 1,300 rental units and 600 homeownership units. The plan will include approximately one-third of the units designated (450 units) as replacement public housing units through the RRHA's Project Based Voucher (PBV) program. One-third of the units will be income-restricted affordable units and the remaining one-third will be market-rate units.

The phasing approach of the housing plan will not only create a mixed-income community but will also:

- Provide speed of execution for redevelopment
- Incorporate a variety of housing options to meet the needs of current and future residents.
- Build the infrastructure with phases in a rational way to spread the cost.
- Incorporate high-quality architecture, landscape, and urban design to realign the current Gilpin community with the rest of Jackson Ward.
- Incorporate security strategies to keep residents safe.
- Re-establish the historic grid of Jackson Ward.

REPLACEMENT HOUSING STRATEGY

To achieve one-for-one replacement at Gilpin Court, on-site and off-site Project-Based Voucher units will be developed.

The on-site component of the plan will income mix replacement housing, other affordable housing, and market-rate housing units. With the on-site replacement units, the development plan will aim to incorporate a variety of product types and unit sizes to align with the family composition diversity of Jackson Ward and the demand of the market. The plan will additionally build the necessary infrastructure with the development phases in a way to spread the costs and high-quality architecture, landscape, and urban design will be utilized to make the Gilpin community inviting. The layout will also be designed to promote safety while reconnecting Gilpin Court to the rest of Jackson Ward.

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.

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

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 advance RRHA's 'build first' strategy that aims to get new units off the ground before any kind of demolition to existing units.

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.

MORE DETAIL TO COME.

The selected additional People lead will work to build additional performance tracking and management capacity.

RELOCATION PLAN

In implementing the housing plan, residents of Gilpin Court will need to relocate. Each resident 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 7).

Prior to beginning relocation, RRHA will retain a relocation consulting firm with expertise in resident relocation under the Department of Housing and Urban Development's (HUD) Section 18 and Rental Assistance Demonstration (RAD) regulations which includes the Uniform Relocation Act (URA). Expertise in the Housing Choice Voucher (HCV) Program will be required as well. The procured firm will assist RRHA in creating and implementing the relocation plan as well as working with the people lead to prepare residents for the transition from public housing to their preferred housing option (see Goal 7).

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 families need (See Goal 7: Resident Preparedness).

PHASING STRATEGY



Figure 42 // Site Phasing Map

1	±175 total units proposed 60 RHUs	7	±200 total units proposed 35 RHUs 100 homeownership units
2	±150 total units proposed 50 RHUs	8	±250 total units proposed 50 RHUs 100 homeownership units
3	±75 total units proposed 30 RHUs	9	±200 total units proposed 35 RHUs 100 homeownership units
4	±200 total units proposed 70 RHUs	10	±150 total units proposed 25 RHUs 75 homeownership units
5	±200 total units proposed 35 RHUs 100 homeownership units	11	±200 total units proposed 35 RHUs 100 homeownership units
6	±100 total units proposed 25 RHUs 25 homeownership units		

TOTAL ON-SITE HOUSING PROGRAM	
±450	Replacement Housing Units (RHUs)
±850	Mixed-Income & Market-Rate Units
±600	Homeownership Units
±1,900	Total Housing Program

PHASE 1 | 150 UNITS

Phase 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 studios, one-bedroom, and two-bedroom units. Approximately 60 units will be set aside as replacement units for Gilpin Court and the remaining 110 will be affordable to families earning 60% of AMI. It is anticipated that this phase will close in early 2024.



PHASE 2 | 150 UNITS

Phase 2 of development will continue 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.



PHASE 3 | 75 UNITS

Phase 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 the extends into the Northside of the City of Richmond. Currently RRHA offices, the building will be demolished and transformed into an 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.



PHASING STRATEGY

PHASE 4 | 200 UNITS

Phase 4 of redevelopment will take place on the eastern side of Chamberlayne Parkway, across from the Phase 3 development site. The fourth phase is situated south of Charity Street and east of Saint Peter Street. This phase 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 phase will develop approximately 200 units of which 70 will be replacement housing units. All units in this phase will be rental units.



PHASE 5 | 200 Units

Phase 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 phase, the current smokestack on site will remain with a greenway being developed around it and between the new buildings and Calhoun Street. This development phase 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. Phase 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 phase 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.



PHASE 6 | 100 Units

The 6th phase of development will be constructed between phases 4 and 5 to the east of Saint Peter Street and north of Charity Street. This phase of development will be three, medium-density buildings. The development phase will not consist of any structured parking and will provide a variety of housing options. Of the 100 units being constructed in this phase, 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.



PHASE 7 | 200 Units

Phase 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 phase 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.



PHASE 8 | 250 UNITS

Phase 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 phase 8 of the development will be townhome-style and six-plex-style buildings. This phase 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.



PHASE 9 | 200 UNITS

Phase 9 of development will fill in the remaining portion of the Gilpin Court site between phases 8 and 4 and south of phase 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 phase of development will have varying building types. A multi-family elevator building will be developed during this phase 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 phase 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 of the 200 units developed will be units available for homeownership.



PHASING STRATEGY

PHASE 10 | 150 UNITS

Phase 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 phase will have an elevator building, townhomes, and six-plex-style apartments. This elevator building will have ground-floor amenities and commercial space with structured parking with approximately 100 parking spaces. This phase 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.



PHASE 11 | 200 UNITS

The final phase of development will be the most northern part of the Gilpin Site. This phase will consist of low and medium-density buildings such as townhomes and garden-style buildings. This phase 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.



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
- State and local HOME Funds
- 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 of Atlanta Affordable Housing Program Funds
- Private Construction and Permanent Debt
- Philanthropic Funds

Gilpin Court will be redeveloped in a phased approach, developing between 100 and 250 units at a time. Developing this number of units per phase 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.

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.

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ENERGY EFFICIENCY

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, and other features that will support a thriving ecosystem. Newly developed buildings will incorporate sustainable building design so the re-developed Gilpin will be resistant to disaster and promote healthy air quality. Goal 19, Green Structures, and Goal 20, Resilient Community, illustrate this strategy in more detail.

