

Chamberbrook Business & Arts District Community Engagement Virtual Kickoff Meeting

March 5, 2022



Meeting Agenda

01 | Welcome and Introductions

02 | Project Introduction and Goals

03 | The Origin Story

04 | Site Analysis and Existing Conditions Study

05 | Initial Thoughts

06 | Community Engagement Timeline and Next Steps

07 | Q&A



Ground Rules

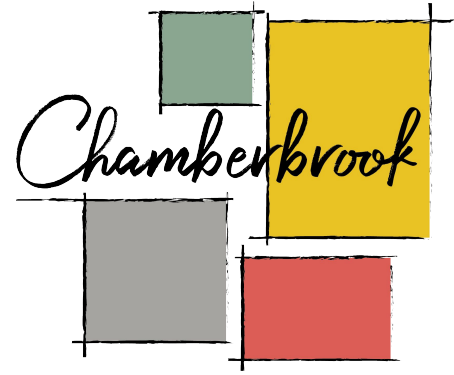
- 01 | Say your name before you speak
- 02 | Ensure everyone has a chance to speak
- 03 | Allow each person to complete a thought
- 04 | Post thoughts and ideas to the chat box throughout the presentation
- 05 | Mute your phone when not speaking



01 | Welcome and Introductions

Project Team

Chamberbrook Business &
Arts Business Association



Aisha Bullard, Esq. Founding Director



Shawn Balon, Executive Director

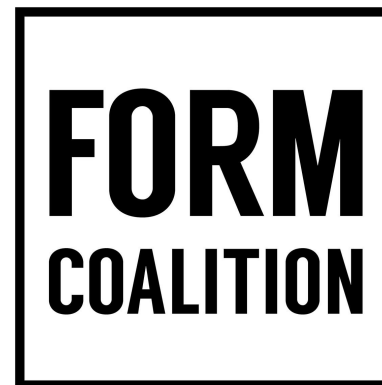


Nick Cooper, Design Director
Marcos Borjas, Designer



TACTILE
STUDIO

Philip Miller, Founding Director



Jodi Dubyoski, Founding Director



Michele Banks, Executive Director

02 | Project Introduction and Goals

Q1: In which neighborhood do you currently live?

- a. Ginter Park
- b. Ginter Park Terrace
- c. Edgewood
- d. Sherwood Park
- e. Edgehill/Virginia Union
- f. Battery Park
- g. Northern Barton Heights
- h. Southern Barton Heights
- i. Brookland Park
- j. Other

Q2: How long have you lived in your current neighborhood?

- a. 0-2 years**
- b. 3-5 years**
- c. 6-10 years**
- d. 11-20 years**
- e. 21+ years**

Q3: How familiar are you with Chamberbrook?

- a. **Very familiar**: I reviewed the project information and have been to past events
- b. **Somewhat familiar**: I have read a little about the project
- c. **Not familiar**: I know very little about the project

Project Introduction

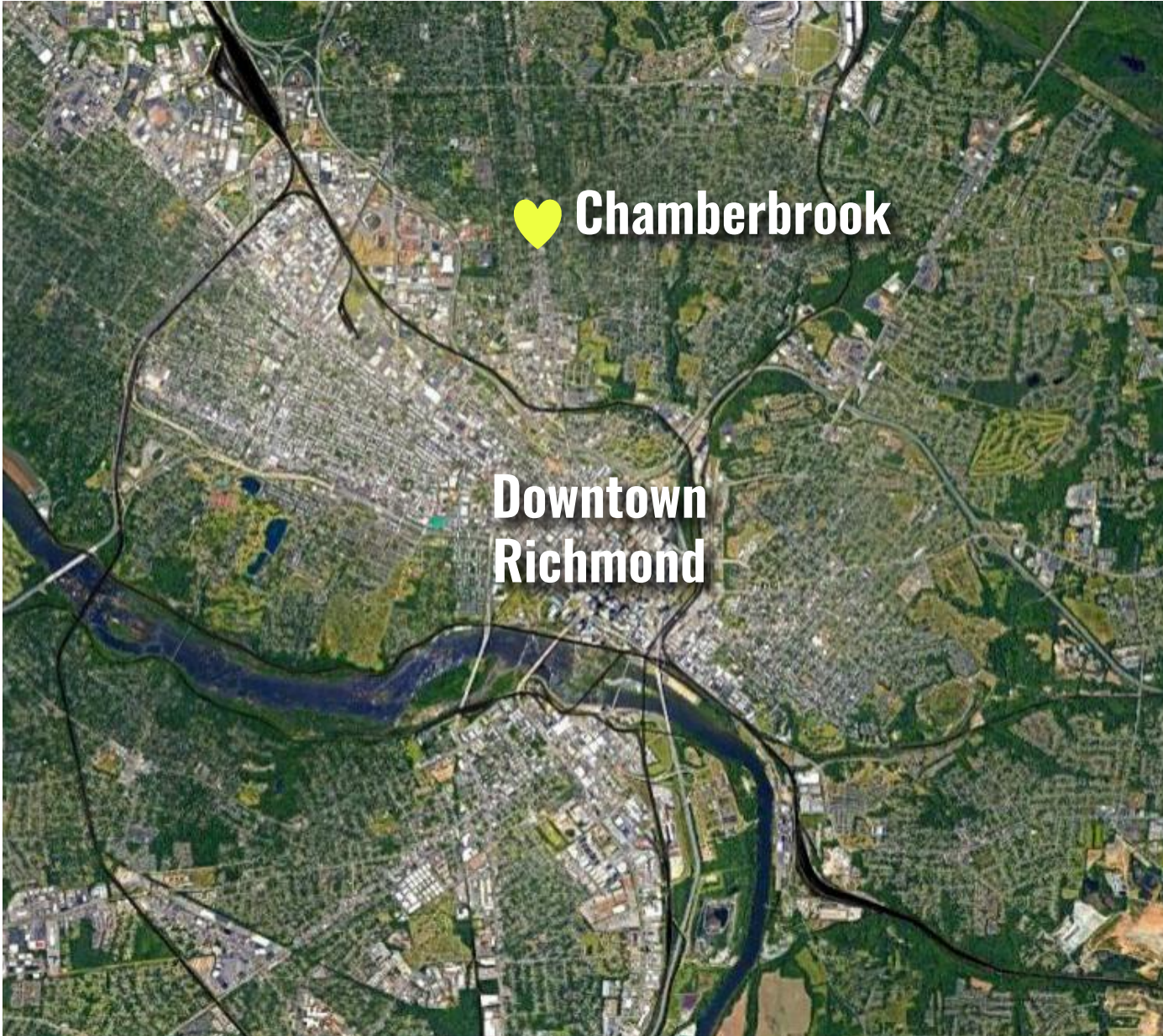
The intersection of Chamberlayne Ave. and W. Brookland Park Blvd is Richmond's gateway from the North. Historically, the North Side used to be one of the main stops for tourists and a neighborhood that was connected to Richmond via streetcar system.

As a grassroots effort, community partners and designers have been collaborating on Chamberbrook since 2018 to **establish a business and arts district that will re-establish the Chamberlayne and Brookland Park corridor** as the premier community of North Side RVA by **providing residents essential resources, generating sustainable growth, and reinforcing an overall sense of community.**

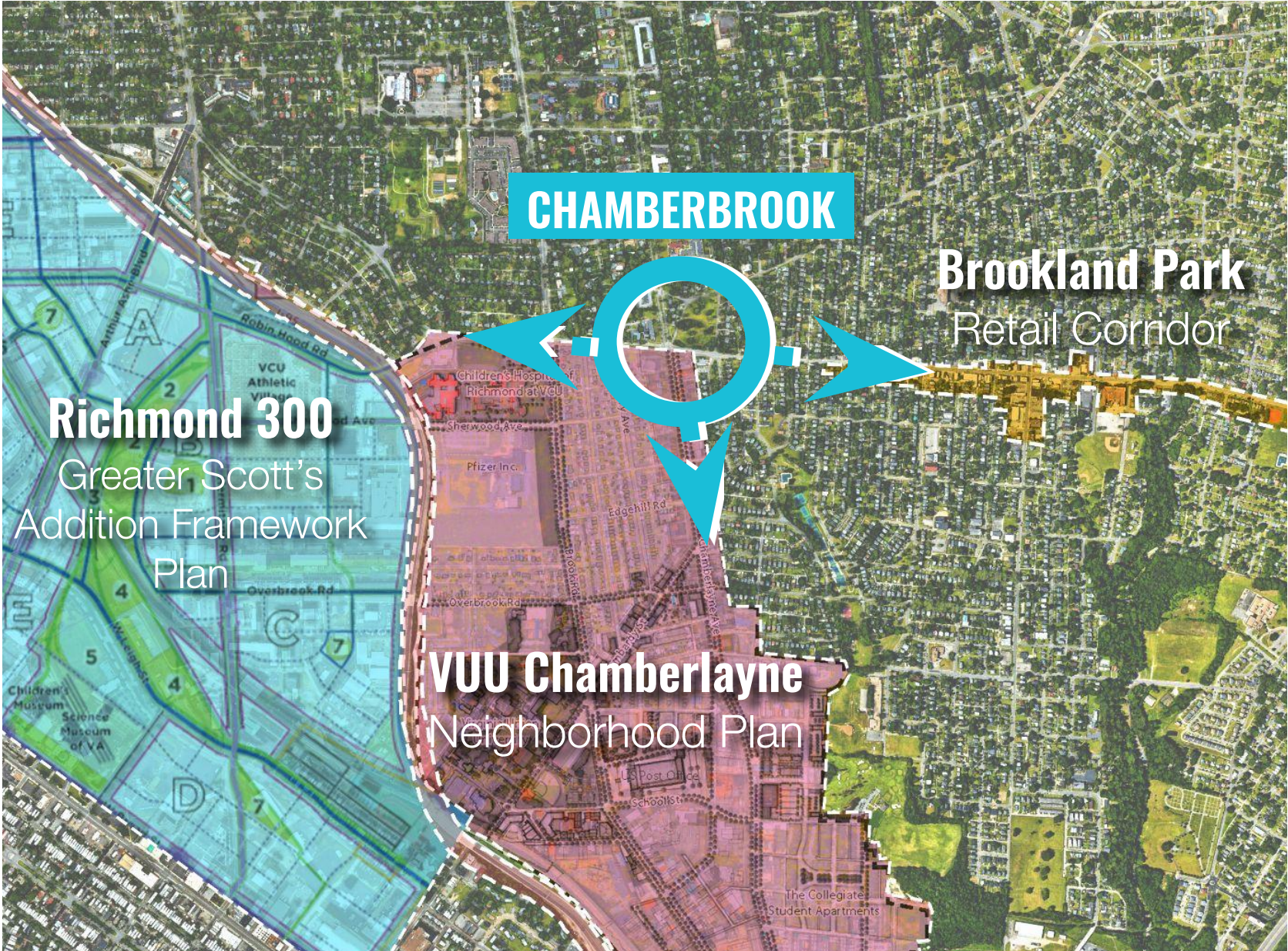
Chamberbrook seeks to bridge the gap between the award winning Richmond300 Plan and the ongoing efforts of the VUU Business District and adjacent opportunity zones such as the Care Zone Program.



Project Location



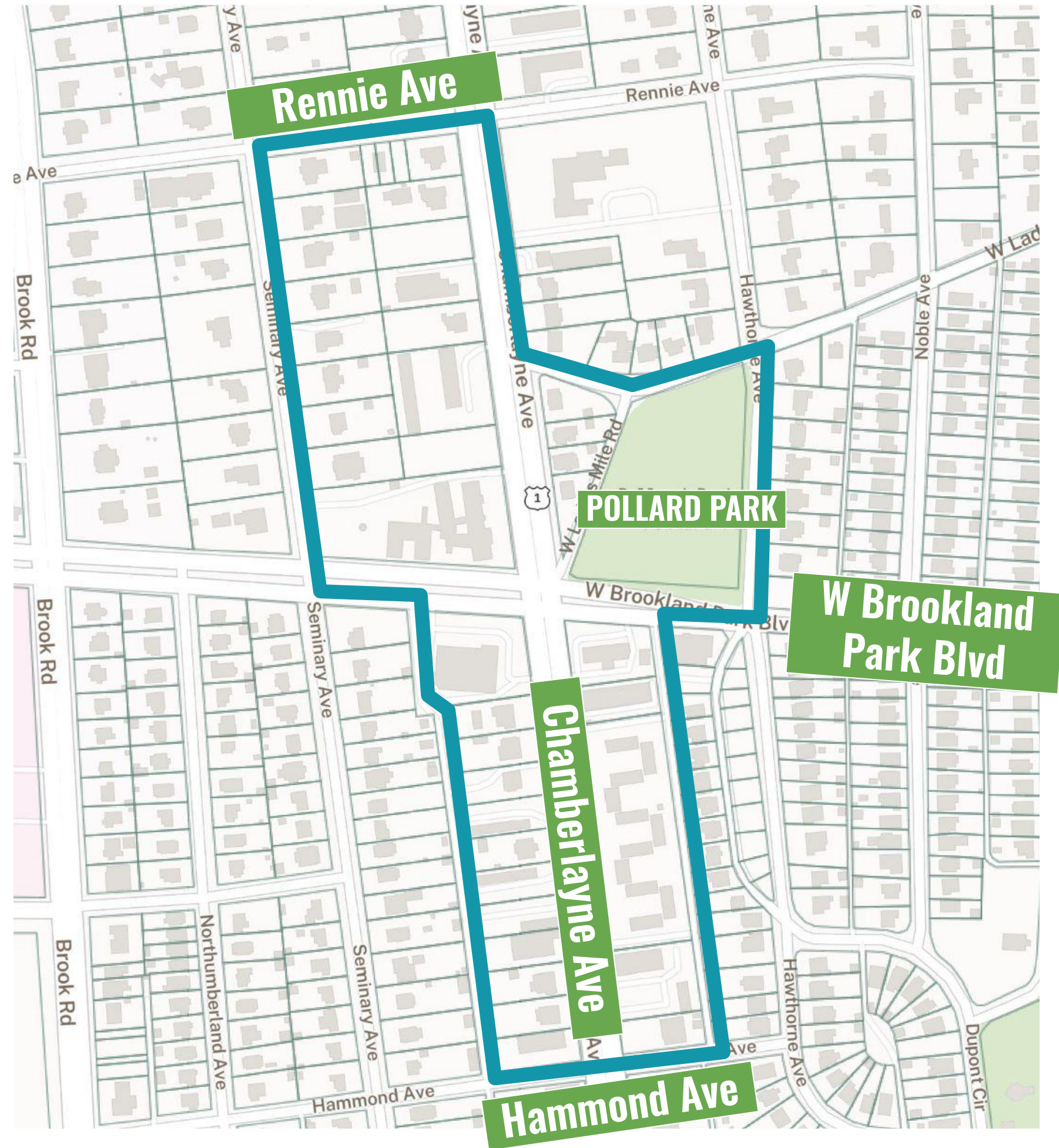
Map: Site Context in City of Richmond



Map: Adjacent neighborhoods and business corridors

Project Location

The Chamberbrook Business & Arts District study area focuses on the Chamberlayne Avenue area **between Hammond Avenue (to the south) and Rennie Avenue (to the north)**.



Long-term Goals: Chamberbrook Business & Arts District

Goal 1 - Strengthen Community Relationships

- Objective: Create a connected place rooted in community and culture

Strategies:

- *Pollard Park - Seasonal Weekly Market*
- *Hope Alley - Monthly Night Market*
- *Where We Help - Interfaith Community Support Events*
- *Hospitality Training and Ambassador Fellowship Programs*

Goal 2 - Transformative Placemaking

- Objective: Collective asset activation of Resident Associations, Business Districts, Services/Programs

Strategies:

- *Business Development and Marketing Support*
- *Co-op branding and market development*
- *Business supports, redevelopment strategies - Hotel/Gas Station/Car Wash, etc.*

Goal 3 - Economic Development

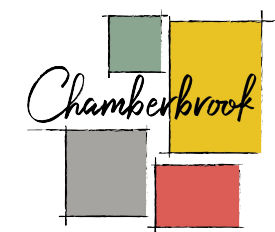
- Objective: Local Business Investment and Small Area Plan Adoption by the City

Strategies:

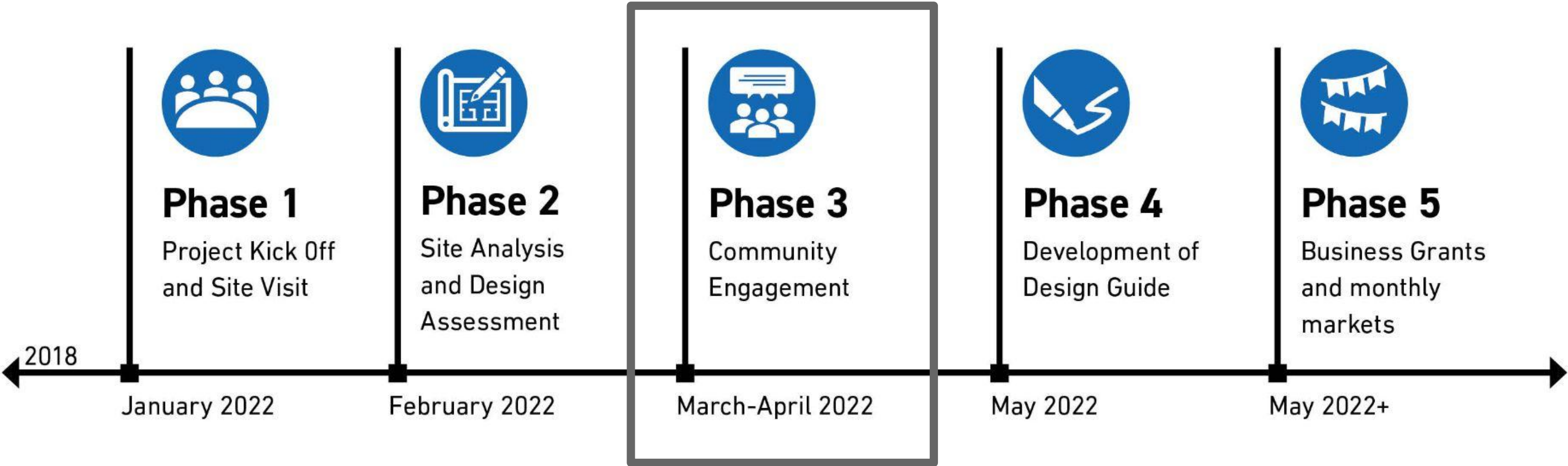
- *Public/Private Market Partnership*
- *Environmental Public Art Projects*
- *Connecting to co-occurring projects in Richmond 300/VUU-IC/Diamond District*
- *Design and management strategies for Pollard Park Market and Hope Alley*

Where We Are Today

As a recent recipient of the Virginia Department of Housing and Community Development (DHCD) Virginia Statewide Business District Resurgence Grant, Real Chances, Inc., is partnering with community partners to **kick off community engagement from January to May to help create a unique sense of place rooted in community and culture.**

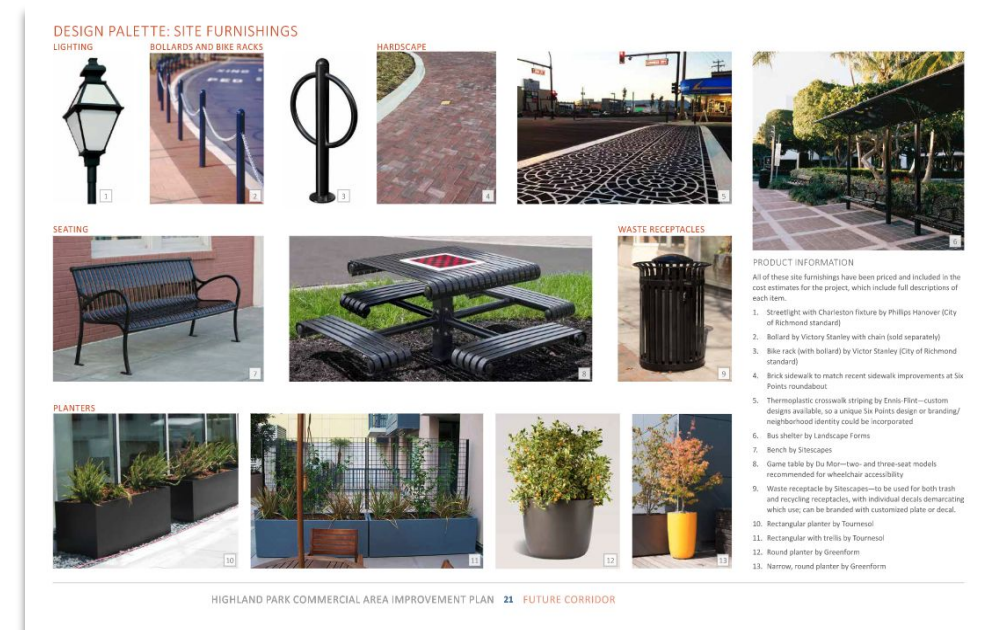


Project Timeline



Short term Goals: Neighborhood Guidebook (January - May 2022)

- **Goal 1:** Create a unique sense of place rooted in community and culture
- **Goal 2:** Strengthen community relationships through community engagement and ongoing events such as the Chamberbrook Market and Hope Alley Night Market
- **Goal 3:** Understand existing businesses' vision and opportunities to fill gaps in community needs
- **Goal 4:** Create a neighborhood guidebook with design standards for public amenities along Chamberlayne Avenue; a resource and reference tool to understand process, goals, and opportunities to collaborate in any of the three long-term goal areas



Guidebook example: Highland Park Commercial Area Improvement Plan (June 2017)

Project Stakeholders



Project/Community Partners



- Local residents/neighbors
- Business owners
- Entrepreneurs
- Artists

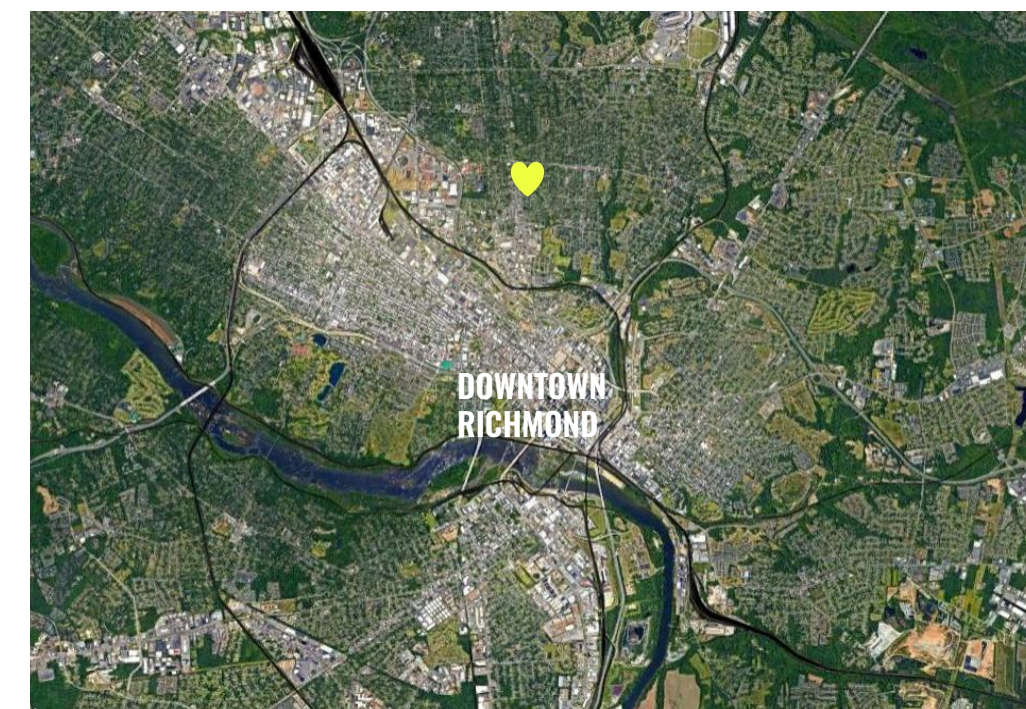
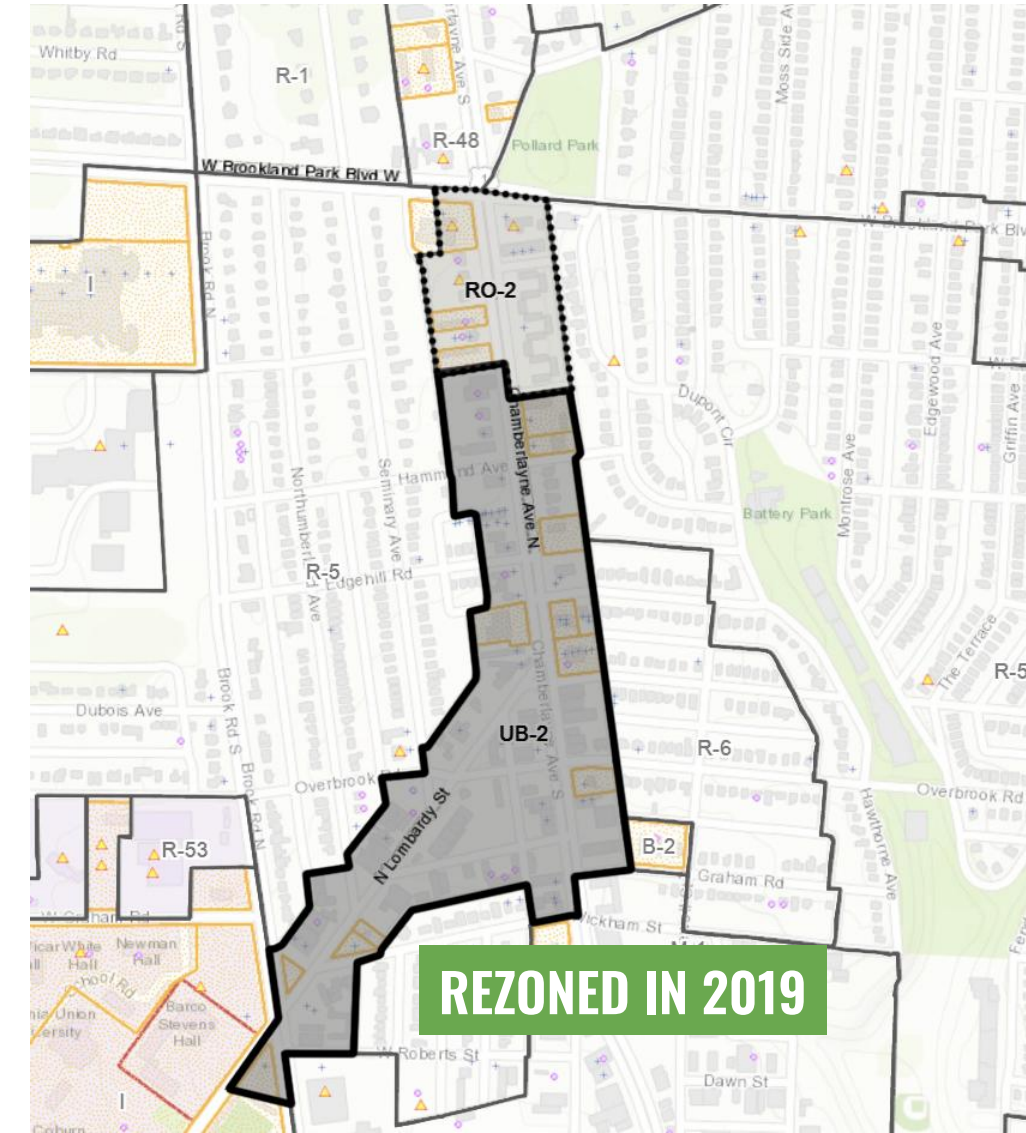
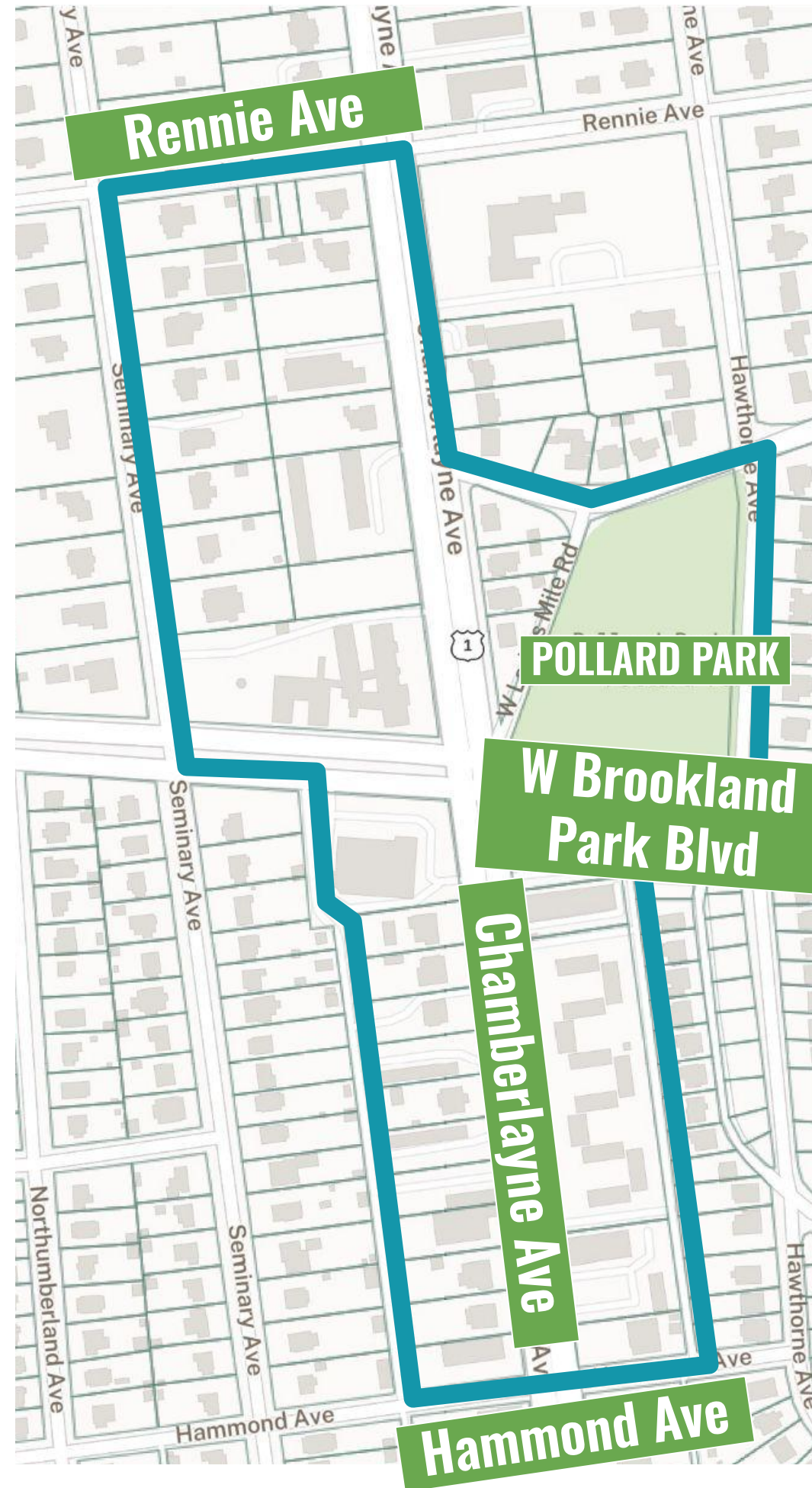
Should you or someone you know be a stakeholder? Let us know!

Community Stakeholders

03 | The Origin Story

Where is Chamberbrook?

- The intersection of two major roads in Richmond's northside: Chamberlayne Avenue & Brookland Park Blvd
- Just north of rezoned VUU/Chamberlayne Plan



Chamberbrook: History

- Chamberlayne Avenue was historically a traveler's highway, before the highway was constructed
- Many of the historic buildings on the corridor served as travelers' lodging, including the old homes on the 2900 block
- When the highway moved, commerce moved away from roads like Chamberlayne
- Today, Chamberlayne Ave is a four-lane commuter thoroughfare



2912 CHAMBERLAYNE

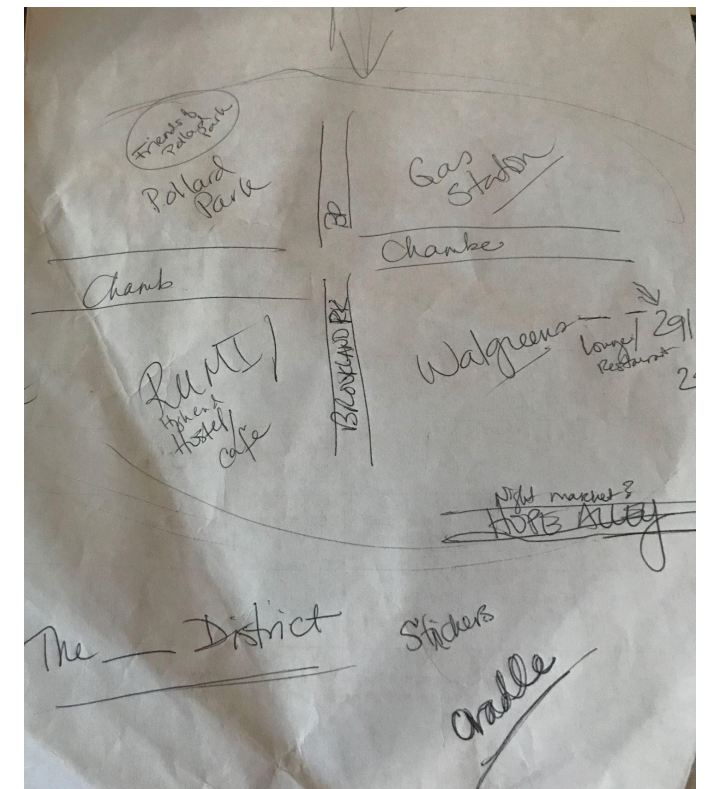
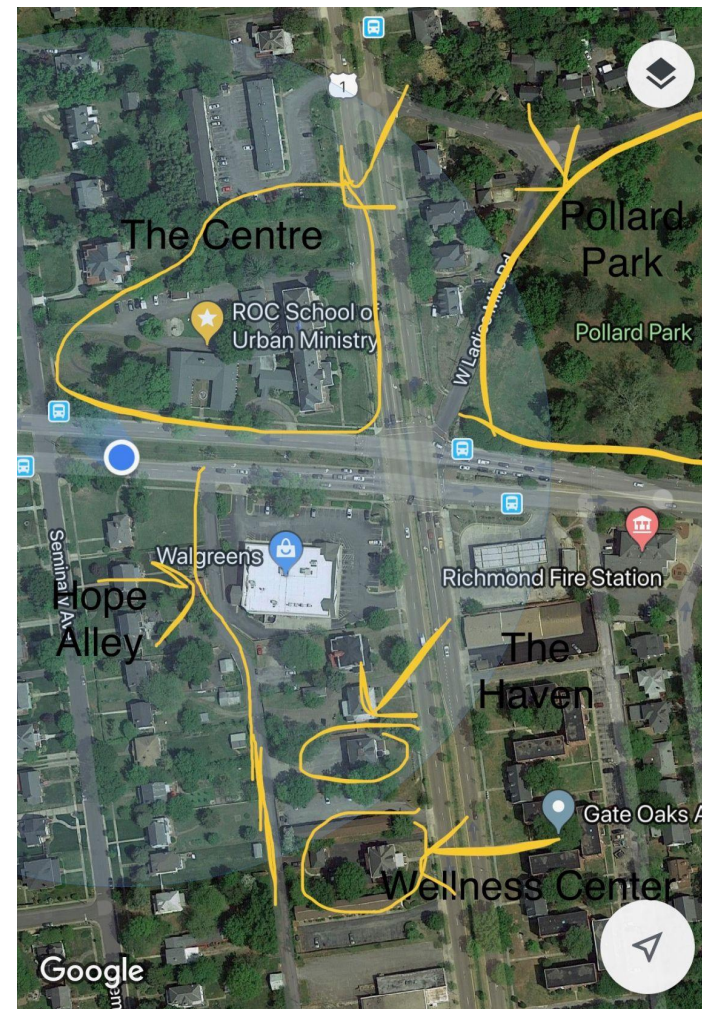


2918 CHAMBERLAYNE

Chamberbrook: The Origin Story

After 15-year-old Amiya Moses was shot and killed in 2015, it kicked off the idea of developing a vision that's bigger than any one building:

- How can placemaking address root causes of violence and poverty by building wealth through entrepreneurship and public health?
- How can Chamberbrook become a place that people come **TO** and not just **THROUGH**?



Development Context

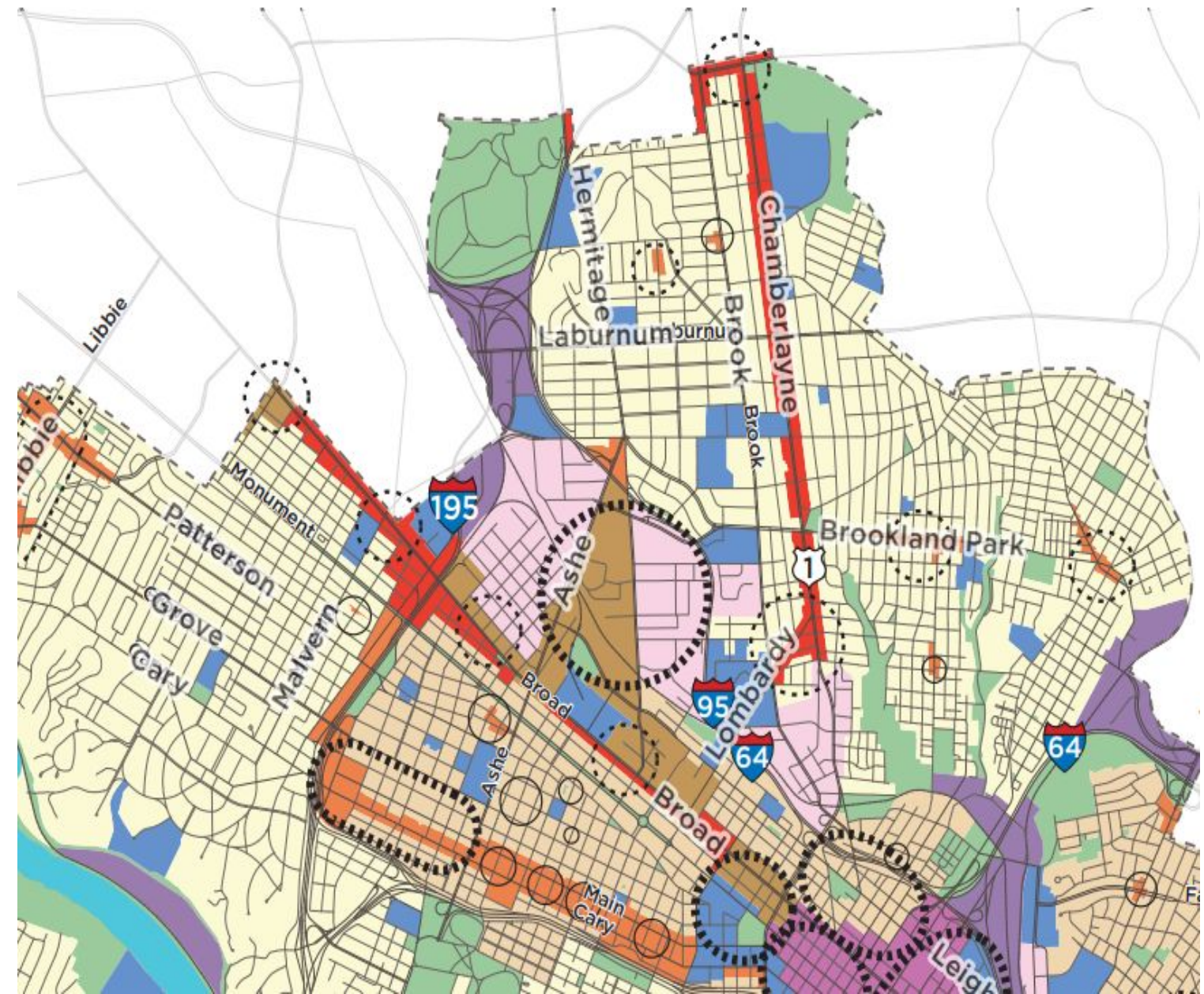
- Brookland Park Boulevard: 6 points/Highland Park, White Flight and Queen Anne style homes
- Diamond district: RVA Minor League games, large events, covid vaccines, up for major renewal and campus treatment.
- VUU - Virginia Union University in an era of expansion, 64 barrier, VCU, Thalheimer, hotel purchase



The City

Richmond completed an update of the Master Plan (Richmond 300) in 2020

- Chamberlayne Ave is designated as “Corridor Mixed-Use”
- Medium to Medium-High Density
- Pedestrian & Transit-Oriented



Corridor Mixed-Use

Found along major commercial corridors and envisioned to provide for medium- to medium-high-density pedestrian- and transit-oriented development.

Summary

- Chamberbrook is poised for transition
- Can we prioritize community health and wealth and preserve affordability while transforming the Chamberbrook corridor into a thriving Business and Arts District?



04 | Site Analysis and Existing Conditions Study

Q4: Have you walked along Chamberlayne Avenue between North Lombardy St. and W. Brookland Park Blvd?

- a. Yes
- b. No
- c. I'm not sure



Lots & Parcels: Existing Conditions

- Goal is to identify the opportunities and potential along Chamberbrook
- Typical building & business types
 - RUMI
 - Apartments
 - Motel
 - Professional Services
 - Car Washes
- Pollard Park is adjacent along with Battery Park on a five minute walk

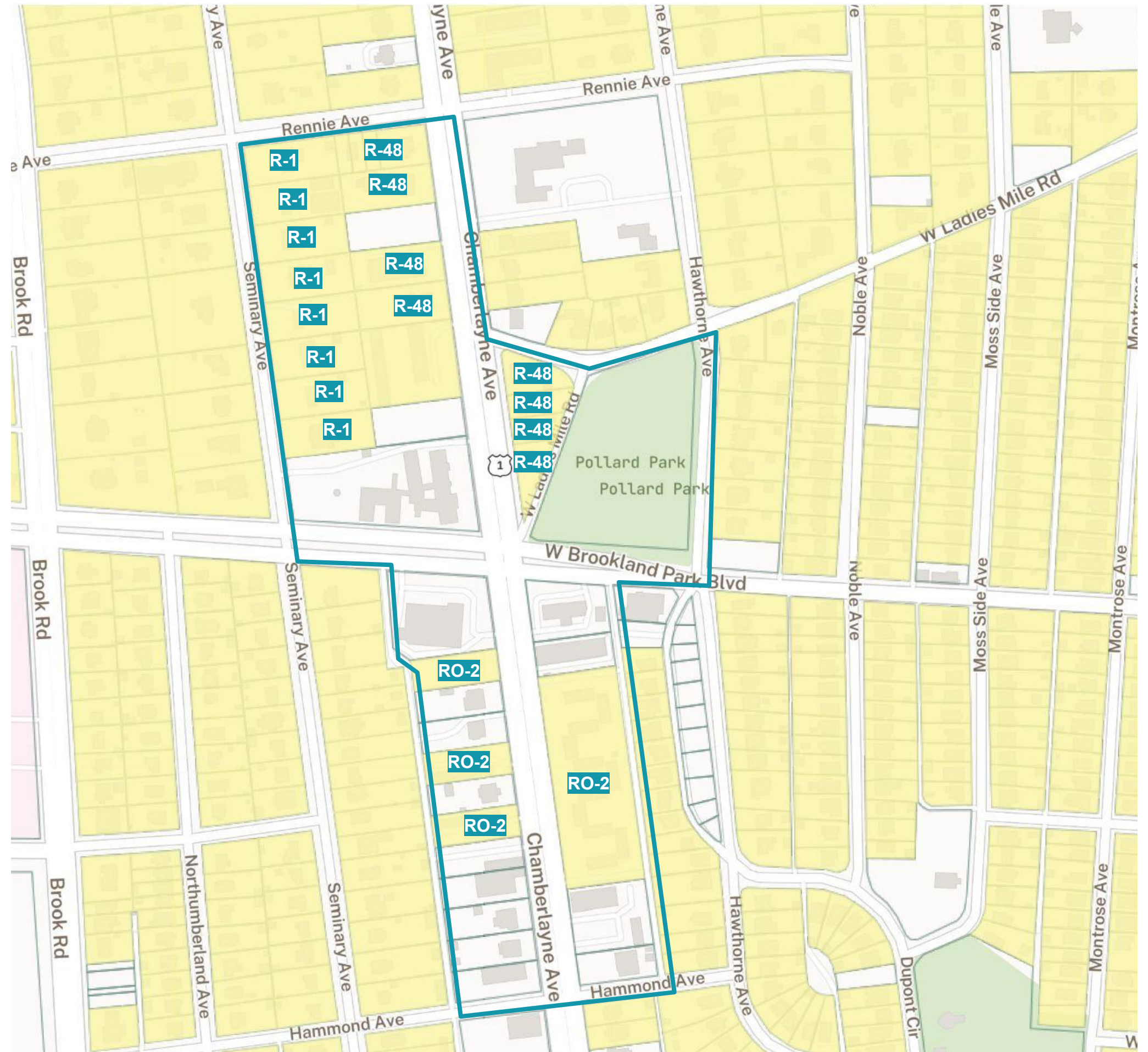


Zoning Analysis

Residential

Chamberbrook and the surrounding neighborhood are primarily residential

- The north portion of Chamberbrook falls under R-48 (Multi-family Residential District) which allows for single, two, and multi-family
- 70 percent of residents own their home. A recent market study shows a good portion of them are young professionals
- Most common property type are two story houses while multi-family projects are on the rise

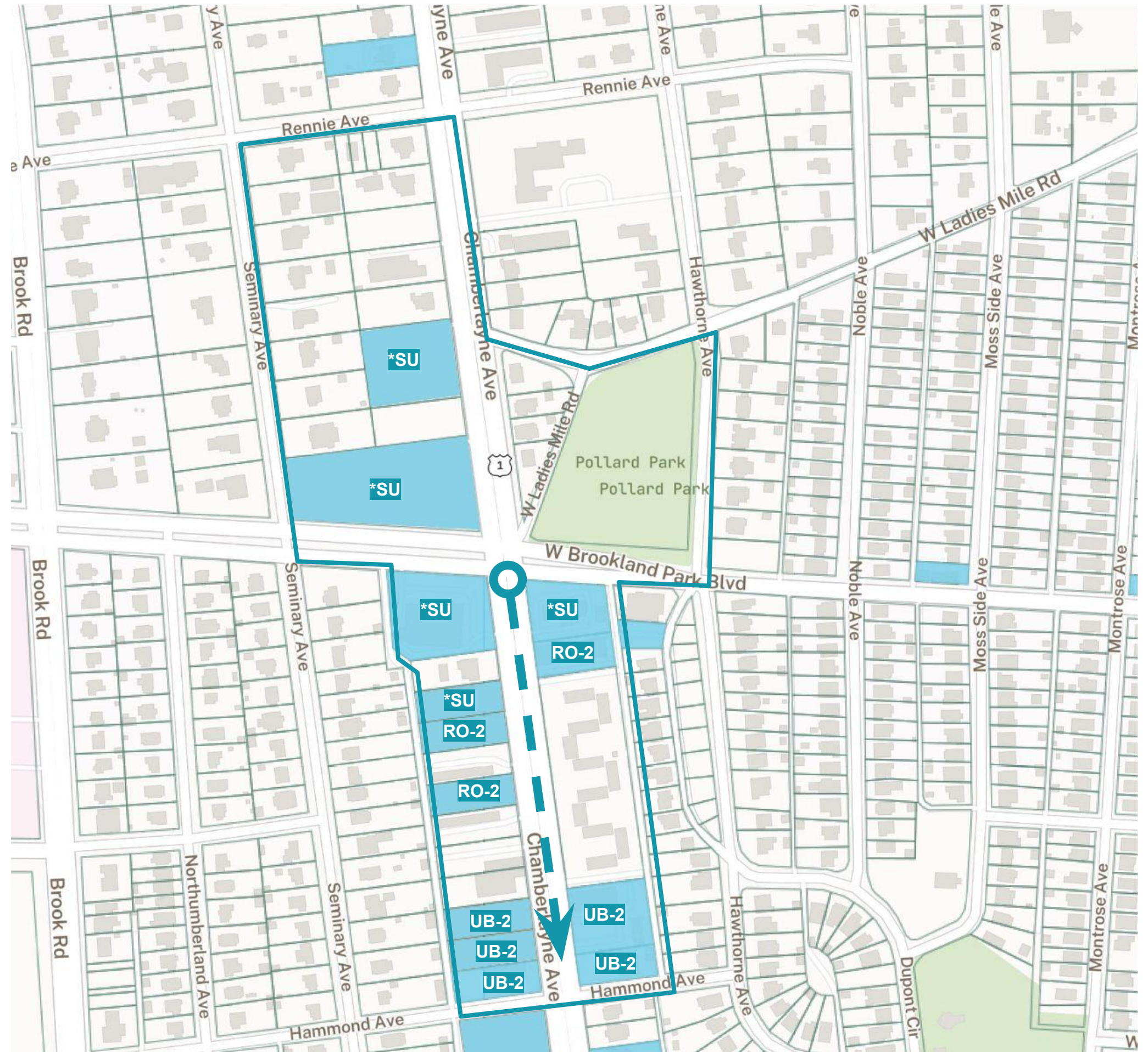


Zoning Analysis

Office and Commercial

The subsequent most popular property uses in Chamberbrook are office and commercial

- Chamberbrook marks the beginning of the business corridor that runs through the Virginia Union University
- The south portion falls under RO-2 (Residential Office District) which allows professional offices and UB-2 (Urban Business District) which allows retail and restaurants
- Several properties along the intersection have also obtained special use permits for non-residential purposes



Valuation

For existing property types in Chamberbrook (Out of 41):

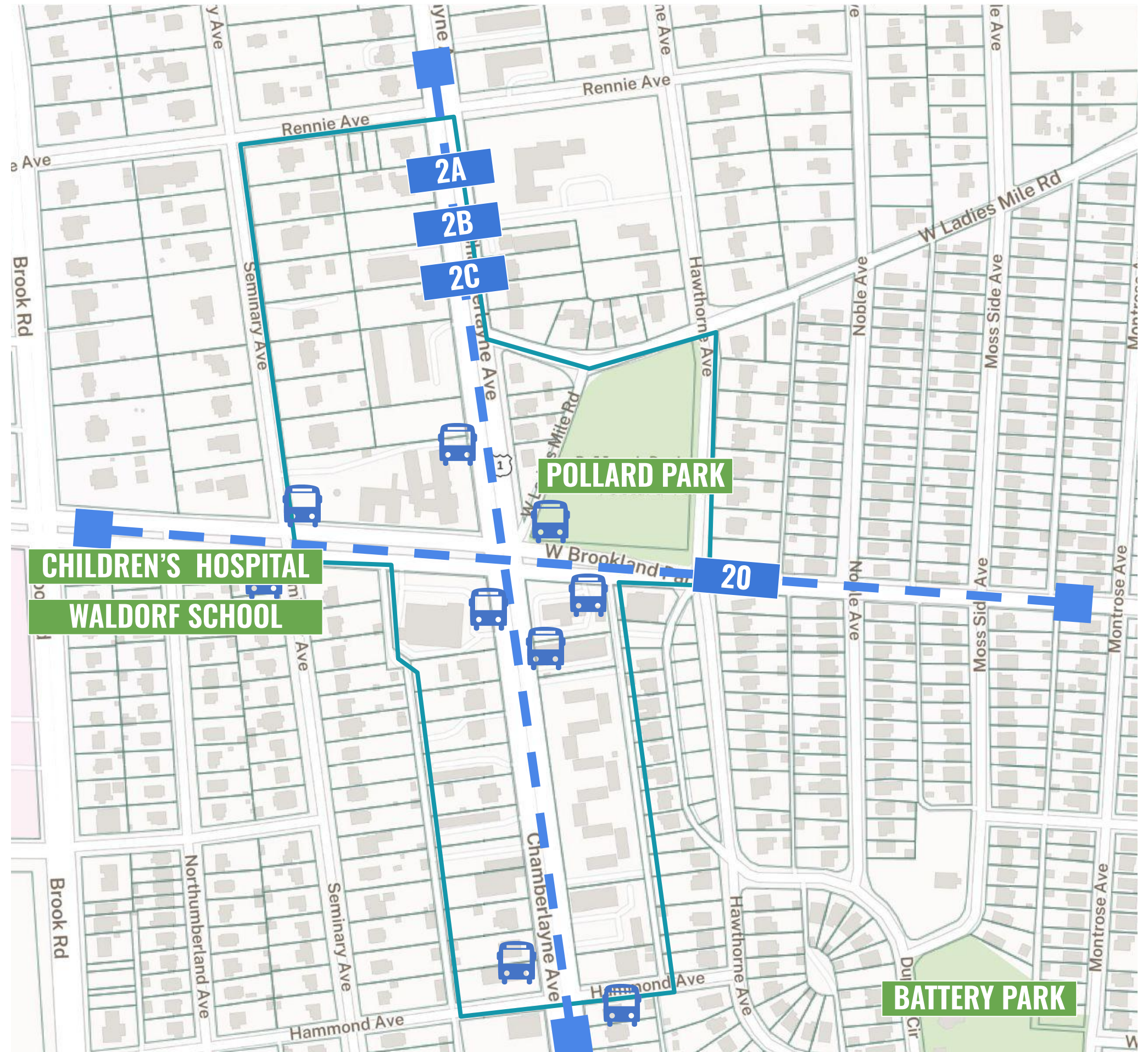
- Single Family, 15 total:
Low \$96K
High \$892K
Avg \$487K
- Multi-Family, 9 total:
Low \$238K
High \$4,015K
Avg \$1,060K
- Office, 5 total:
Low \$209K
High \$299K
Avg \$249K
- Commercial, 6 total:
Low \$254K
High \$2,142K
Avg \$790K



Infrastructure

Chamberbrook receives a good amount of traffic throughout the day. But it also lacks the proper infrastructure for pedestrians

- Chamberlayne Avenue is mostly car dependable and has a low walking score of 48 out of 100
- Brookland Park is somewhat walkable with a score of 67 out of 100
- Neither of the streets are good for biking
- A good number of bus stops exist which connect Downtown

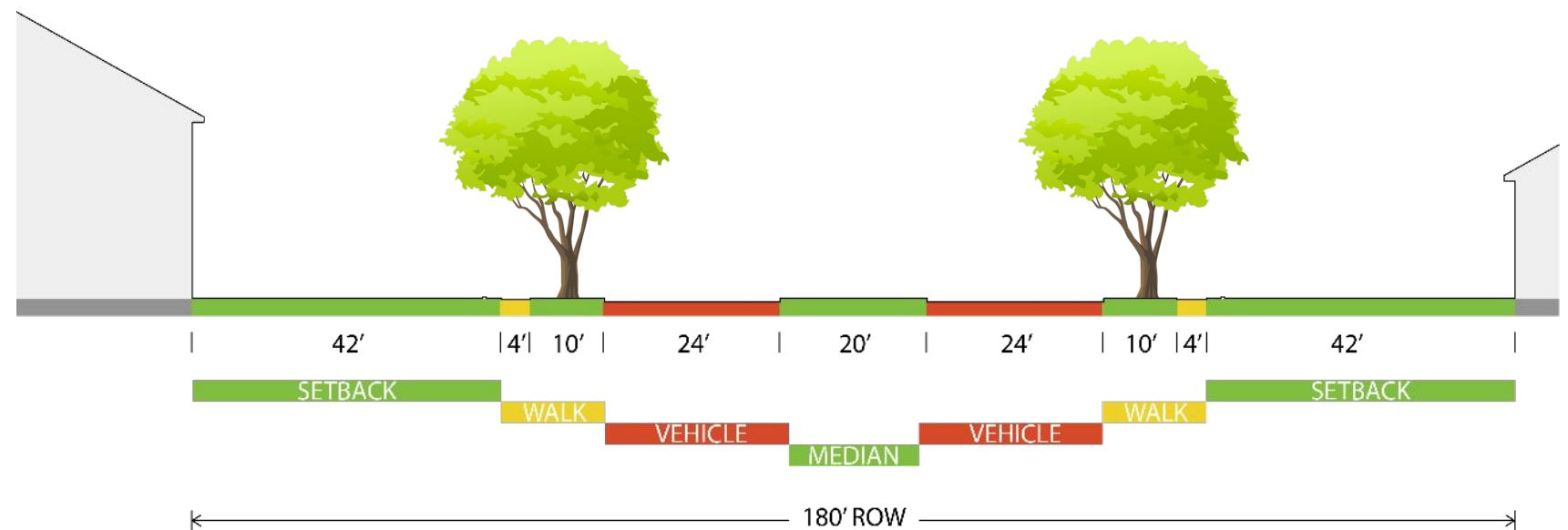


Chamberlayne Avenue



SECTION DRAWING

Chamberlayne benefits from a very wide corridor, however, traffic and narrow sidewalks make it unfriendly for pedestrians. It also takes a long time to cross, often causing jaywalking

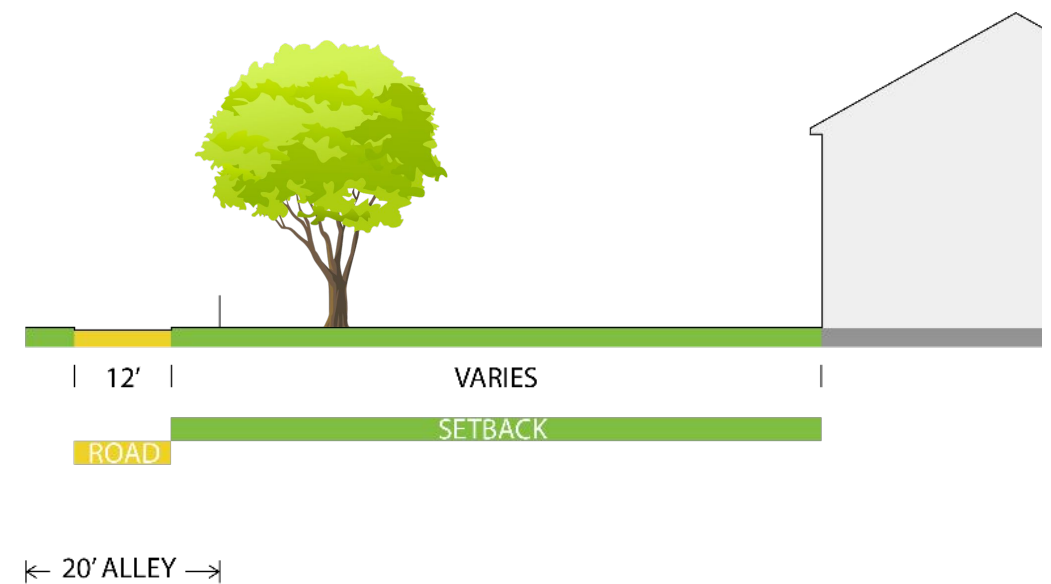


Hope Alley



SECTION DRAWING

Hope Alley has a great potential for pedestrian thoroughfare. The alley condition could also serve as secondary access to ADU's and other uses



W Brookland Park Avenue



OPEN STOREFRONTS

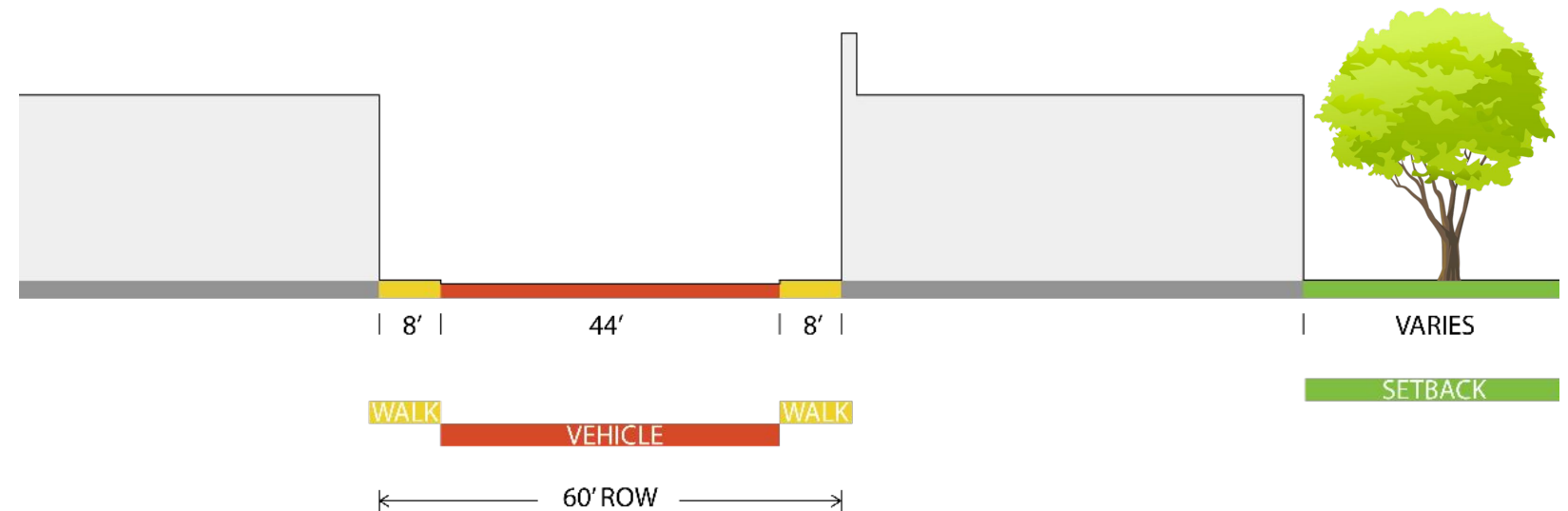
MURAL GRAPHICS

25-35 MPH TRAFFIC

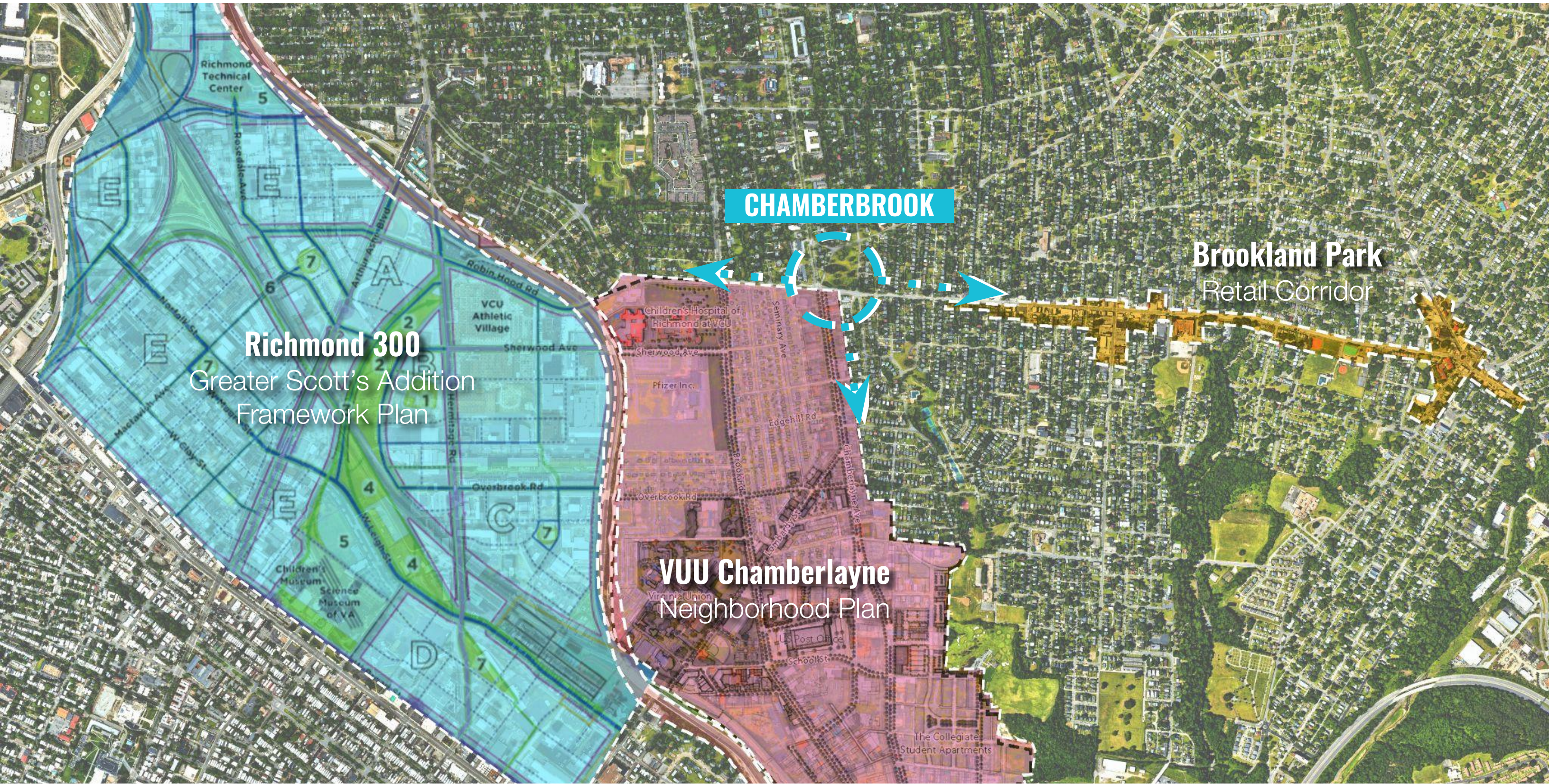
8FT SIDEWALK

SECTION DRAWING

Brookland Park is narrow compared to Chamberlayne, but has larger sidewalks that make it more friendly overall. The traffic speed is also lower in comparison



Site Context to VUU Chamberlayne and Adjacent Projects



Richmond 300

Greater Scott's Addition
Framework Plan

CHAMBERBROOK

Brookland Park
Retail Corridor

VUU Chamberlayne
Neighborhood Plan

Richmond
Technical
Center

VCU
Athletic
Village

Children's Hospital of
Richmond at VCU

Pfizer Inc.

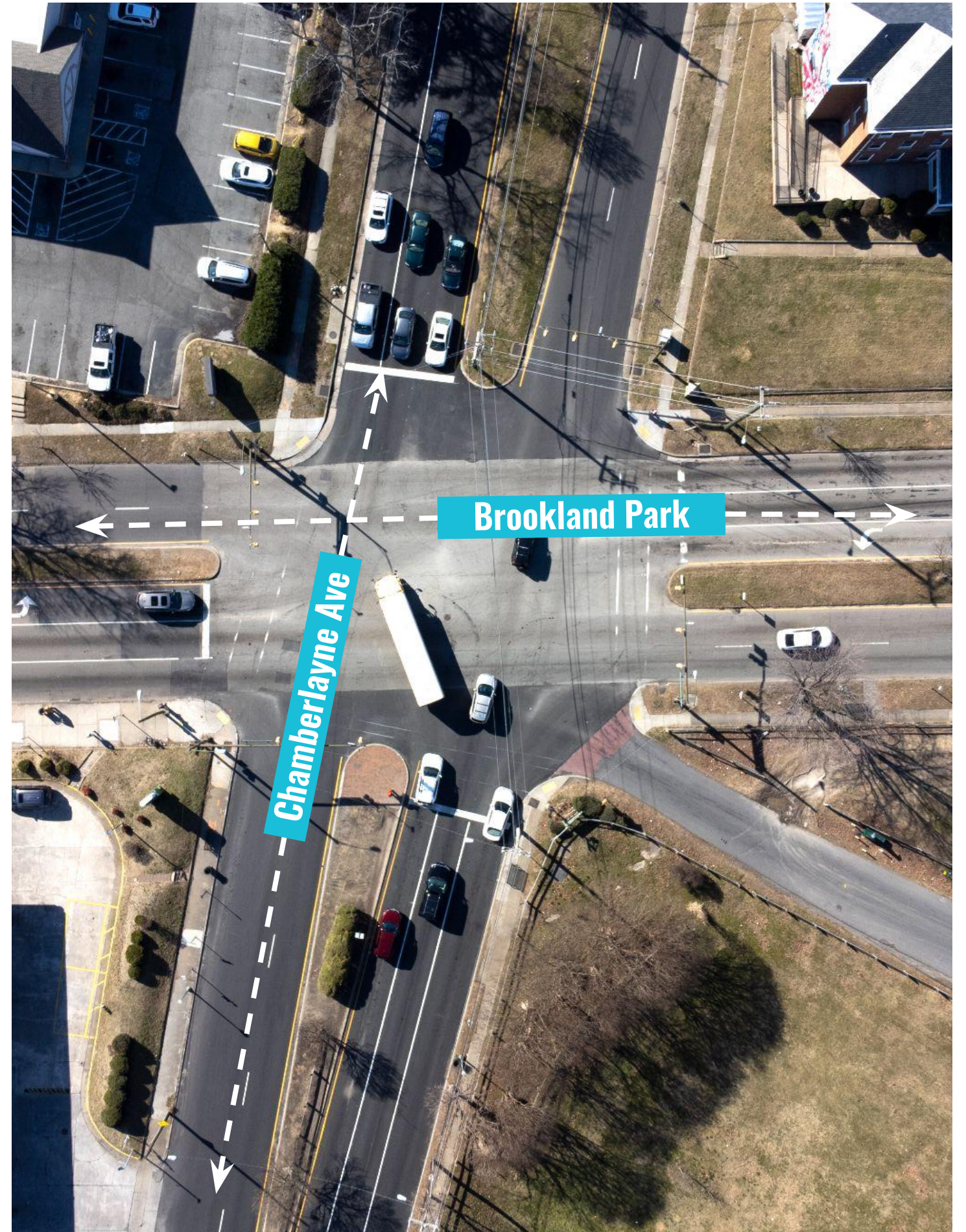
Children's
Museum
Science
Museum
of VA

The Collegiate
Student Apartments

Q5: Why it Matters?

Overview

- Chamberbrook has a great deal of potential within the larger region of Richmond, being situated at the gateway from Downtown and the Diamond District
- The neighborhood currently lacks public infrastructure and many other essential services. It is important to hear the community's voice, because it knows better than anyone, the needs and in essence becomes a guide to help us create solutions
- Active investment has already taken place since 2018. This current effort is also minority led. Local groups are also involved in the development effort including artists like Hamilton Glass from Mending Murals



Diamond District Gateway

Science Museum

Scott's Addition

Diamond Stadium

RUMI

Brookland Park

Chamberlayne Ave



North Central Portal

Downtown Richmond

Virginia Union University

Diamond District

Chamberlayne Ave

Brookland Park



05 | Initial Thoughts

Chamberbrook: A vision for the future

- Building wealth through entrepreneurship
- Dense, pedestrian-friendly infill development
- Neighborhood-serving uses
- Mixed-income and affordable

IDEA DEVELOPMENT: NORTHSIDE GATEWAY

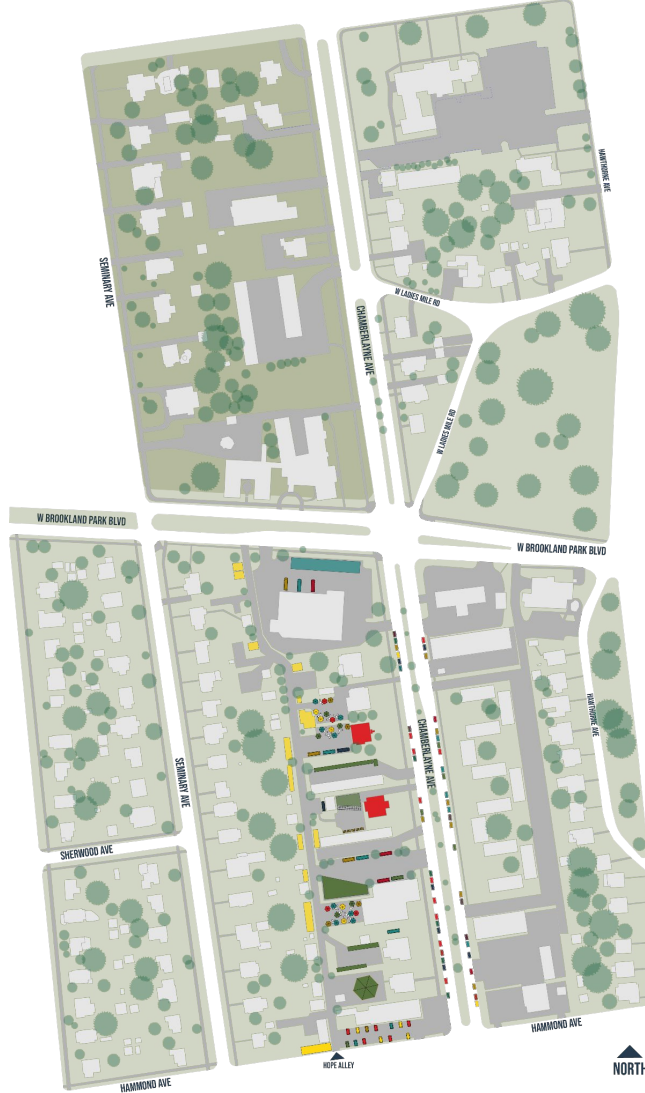
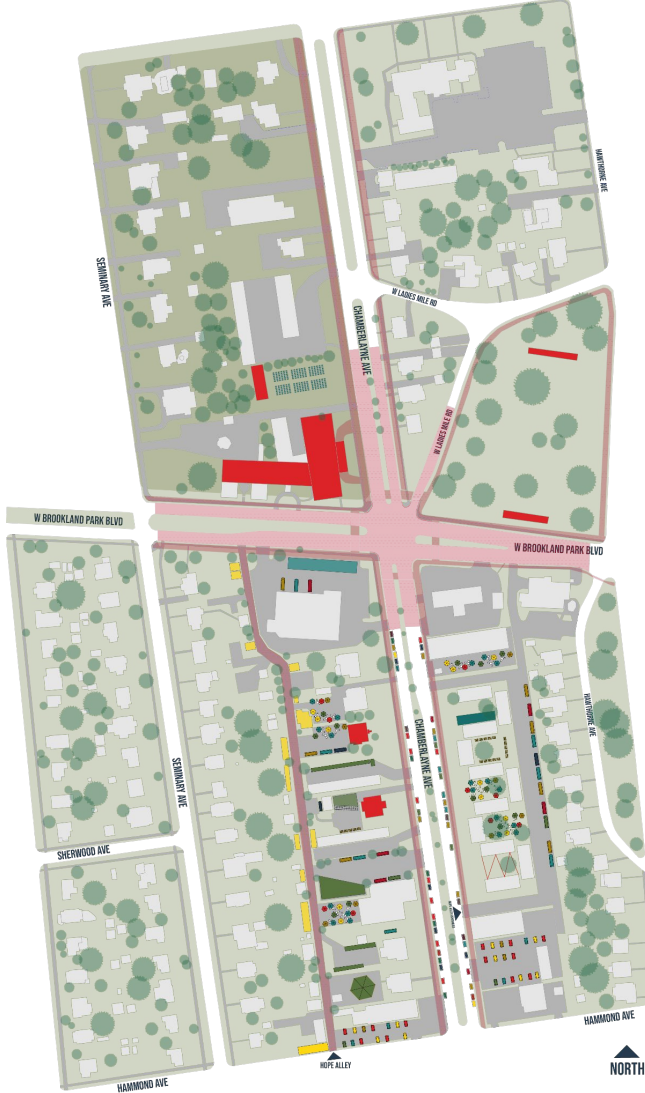
- Challenges: Prostitution/15 minute motel, traffic barrier, neglect, disconnect of arch styles
- Activate, Connect, Restore
- Key public sites: Hope Alley, Pollard Park



CHAMBERLAYNE AVE
GINTER PARK
WASHINGTON PARK
JOHN MARSHALL
BELLVUE
LABURNAM PARK
PINE CAMP
CHAMBERLAYNE INDUSTRIAL CENTER



BROOKLAND PARK BLVD
BROOKLAND PARK
GINTER PARK TERRACE
SHERWOOD PARK
VIRGINIA UNION
NORTHERN BARTON HEIGHTS
HIGHLAND TERRACE









06 | Community Engagement Timeline and Next Steps

Goals: Community Engagement

Why should you participate?

- **Goal 1:** Discover how resident and business owners envision the feeling of this place
- **Goal 2:** Collect input and ideas for design elements and building/land uses along Chamberlayne Avenue
- **Goal 3:** Discover the history of the Chamberlayne Avenue corridor based on resident input and research; begin historical storytelling
- **Goal 4:** Strengthen community relationships by engaging in the Chamberbrook Global Market and/or Night Market; become a vendor or sponsor



Community Engagement Timeline



Next Steps and Opportunities

- Get involved in community engagement through community survey and community event/business owner focus groups
- Attend the 2022 Global Market and Night Market at Chamberbrook
- Apply for the Chamberbrook Business Resurgence Grants (business owners)



@Chamberbrookrva



Q5: Select the option that best describes you.

- a. I am a business owner in the Chamberbrook area
- b. I am a business owner, but not in the Chamberbrook area
- c. I am currently not a business owner, but I am interested in becoming one
- d. I am not a business owner and not interested in becoming one
- e. Other

Opportunity: 2022 Global Market & Night Market at Chamberbrook



LEARN

SHOP & EAT



PLAY

Opportunity: Chamberbrook Business Resurgence Grants

Information Session Registration

Link Open Now

<https://forms.office.com/r/QMXJ864BhR>

Registration using web form

Webinar and Q&A

10AM - March 11, 2022

Recorded Zoom Call

Deadline for submission:

5:00 p.m. (EST) on Monday, March 20, 2022

All applications will be submitted using a web form

Awards will be announced on April 4, 2022.

Award recipients will receive:

- \$5000 grant award to support marketing and business development admin for inclusion in Chamberbrook Business and Arts District planning and implementation.
- A formal award (including certificates of partnership)
- Ongoing marketing and business development training and support
- 12 months - Business featured in the Market and Night Market @Chamberbrook digital media and promotional materials
- 12 months - Market and Night Market vendor space and e-commerce platform support



07 | Q&A