



For Immediate Release

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Storefront For Community Design Launches Development of ‘Design Richmond’

Richmond, VA– [Storefront for Community Design](#) (SFCD) announced the launch of the development of “Design Richmond: An interactive guide to exploring and shaping our city.” The interactive guide and activity book will empower residents, specifically youth ages 13-18, to become active participants in the design of their communities. The comprehensive community-developed guide will also support the Richmond 300 Master Plan. #DesignRichmond

“The activity book will transform engaged citizens into agents of equity and change,” said Storefront Executive Director Shawn Balon. “The interactive guidebook will help connect residents to the resources they need to arrive at real life solutions for Richmond’s built environment and supports the goals of creating a more equitable, sustainable, and livable city.”

The success of similar guidebooks in Baltimore and Chicago were the inspiration for the book. “Design Richmond” will be organized into four chapters: Health and Wellness, Land Use, Transportation, and Housing. Each chapter will encourage residents to investigate the city’s past planning and design, discover current challenges, and design solutions that create effective change in their lives and communities.

Storefront kicked off the initial development of “Design Richmond” in fall 2022. In 2023, Storefront is collaborating with urban planning and design professionals, consultants, nonprofit partners, educators, and youth to create the guidebook and launch it in 2024. The book will provide supplemental activities for middle school classrooms and nonprofit programs, an accessible resource for Richmond residents, and new curriculum for Storefront’s City Builders Design program.

“Design Richmond is about facilitating positive change in underserved communities by providing people with the tools to re-imagine the environment in which they live,” said Bernard Harkless, Board Chair at Storefront. “With these tools, a sense of ownership of the future is fostered which will have a powerful and transformative impact on their lives and the greater community. We want to make sure that children in underserved communities are connected to resources that facilitate equitable neighborhood transformation.”

The book will be developed thanks in part to national grants, sponsorships, and donations from supporters. For information on getting involved, go to www.storefrontrichmond.org/activity-book or contact Executive Director Shawn Balon.



About Storefront For Community Design: SFCD is a non-profit design center in Richmond, VA, that inspires equitable community-driven design in the built environment through innovative programs and resources that engage the next generation of designers. Storefront assists community partners to develop ideas, advancing areas of environmental and food justice, health and wellness, economic development, placemaking/placekeeping and design/planning tools to empower community organizing.

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