

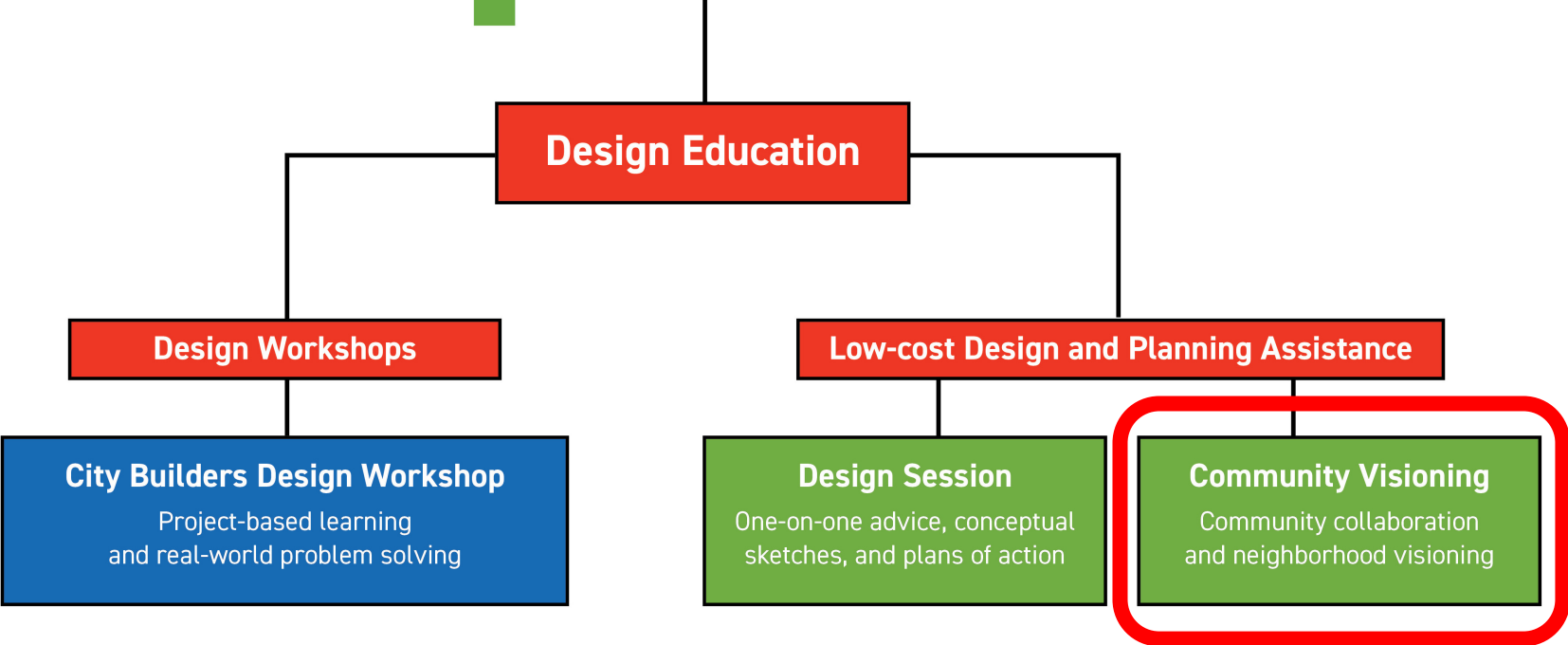
image: Jackson Ward Community Plan Event

# Storefront for Community Design

Program Overview: Community Visioning



# Programs



# Programs



## Environmental & Food Justice

- Food security
- Urban agriculture
- Fair housing
- Equitable transportation



## Health and Wellness

- Parks and recreational spaces
- Play spaces
- Mental health
- Trauma-informed design
- Sustainable design



## Placemaking / Placekeeping

- Neighborhood greening and improvement
- Streetscape design
- Stormwater runoff
- Urban tree canopy
- Safety



## Economic Development

- Storefront/Facade improvements
- Empowering small businesses
- Main street improvements



## Design / Planning Tools

- Racial equity in the built environment
- Practical design solutions
- Advocacy toolkits
- Collaborative design process

note: if your project or idea creates community impact but does not fit into these focus areas, don't hesitate to reach out.

## Program & Project Focus Areas

# Community Visioning

Low-cost Design and Planning Assistance

We provide community-based design and planning assistance that inspires community members to take action, leverage their creativity, and realize a shared vision that strengthens our neighborhoods.

We maintain a network of over 180 volunteer professional planners, architects, landscape architects, designers, and engagement specialists who are available to help on a range of projects. Applicants include residents, non-profit orgs, local businesses, and local government.



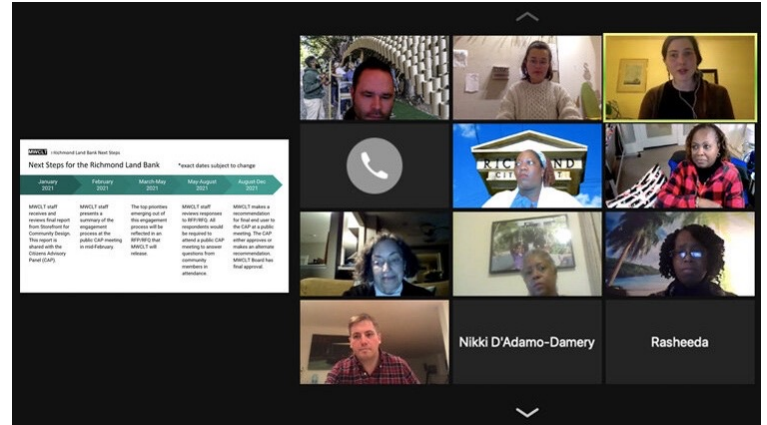
# Reimagining the Bank of America Building Community Visioning

*Project timeline: October 2020 to March 2021*

SFCD partnered with Maggie Walker Community Land Trust (MWCLT) to lead a community visioning process to receive feedback and ideas from residents for the new intended use of the former Bank of America building in the Highland Park community. The bank building closed in 2017 and ownership was transferred to the Richmond Land Bank, a program of MWCLT.

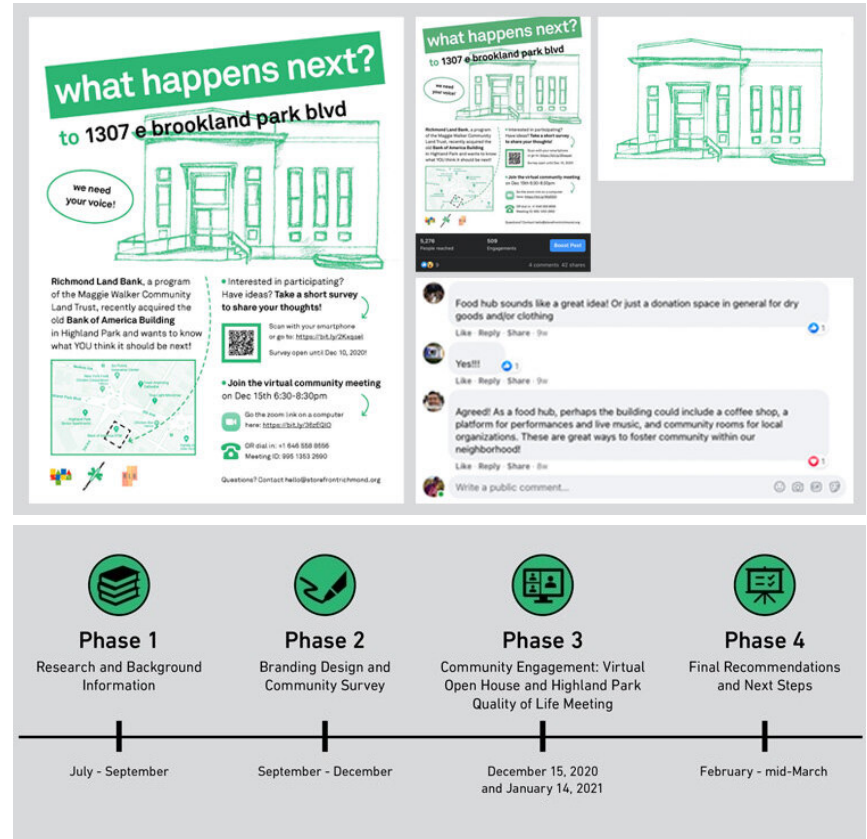
In late 2020, SFCD developed a creative digital and physical outreach plan that amplified the ideas that Northside residents had regarding the intended use of the building. Data and responses were collected and presented in a final report for the Maggie Walker Community Land Trust to consider in the development of a Request for Proposal (RFP) for the building.

- **SFCD role:** Community visioning/engagement strategy, community ambassador coordination, host virtual meetings; launch survey; design/coordinate marketing and outreach materials; develop final guide; consulting with MWCLT.



# Reimagining the Bank of America Building Community Visioning

- Project kick off in fall 2020
- Hired and collaborated with 2 Highland Park resident community ambassadors
- Created engagement timeline; assisted in the design, marketing, and communications to residents
- Assisted in the design and facilitation of virtual meetings (due to Covid-19)
- Launched community survey in Dec. 2020
- Collaborated with team to develop final report and top community recommendations.
- Assisted with MWCLT RFP resources in spring/summer 2022



# Highland Grove Community Plan Community Visioning

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*Project timeline: October 2021 to March 2022*

Better Housing Coalition (BHC) collaborated with SFCD to lead a community visioning process to guide the design of outdoor and architectural elements in the plan. Alongside BHC, Richmond Redevelopment and Housing Authority, the City of Richmond, Maggie Walker Community Land Trust, project:HOMES, Richmond Metropolitan Habitat for Humanity, and resident ambassadors, SFCD convened meetings, created a community survey, and hosted open house events that brought affordable housing non-profits under one roof for resource sharing. Over 150 residents participated throughout the process building a strong foundation to help guide BHC's work moving forward.

- **SFCD role:** Community visioning/engagement strategy, community ambassador coordination, host virtual and in-person community events; launch survey; coordinate marketing and outreach to neighbors; consulting with Better Housing Coalition.



# Highland Grove Community Plan Community Visioning

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- Project kick off in fall 2021
- Hired and collaborated with 2 Northside resident community ambassadors
- Created engagement timeline; assisted in the design, marketing, and communications to residents
- Hosted virtual kickoff meeting; hosted in-person community events in December 2021
- Launched community survey in January 2022
- Collaborated with team to develop design guide of community recommendations





# Highland Grove Community Plan Community Visioning

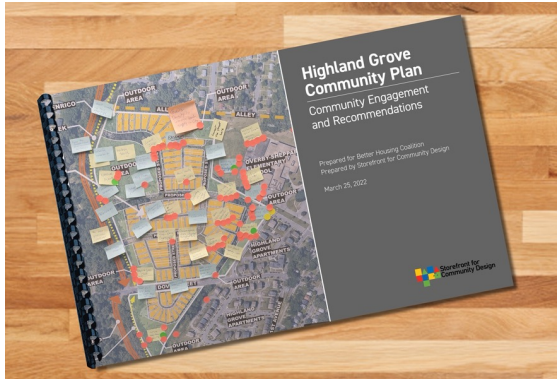
2022 Impact Story Highlights

**8,600 People Served**

**3 Volunteers**

**137  
\*Community Partners**

\*Non-profits, community orgs, schools, local governments, businesses, residents



# Reconnect Jackson Ward Community Visioning

*Project timeline: December 2021 to September 2022*

The Virginia Office of Intermodal Planning and Investment (OIP), Virginia Department of Transportation (VDOT), and the City of Richmond, undertook a feasibility study to develop options to reconnect Jackson Ward, a historic African American neighborhood that has been physically and economically separated by Interstates 95 and 64 since the 1950s.

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

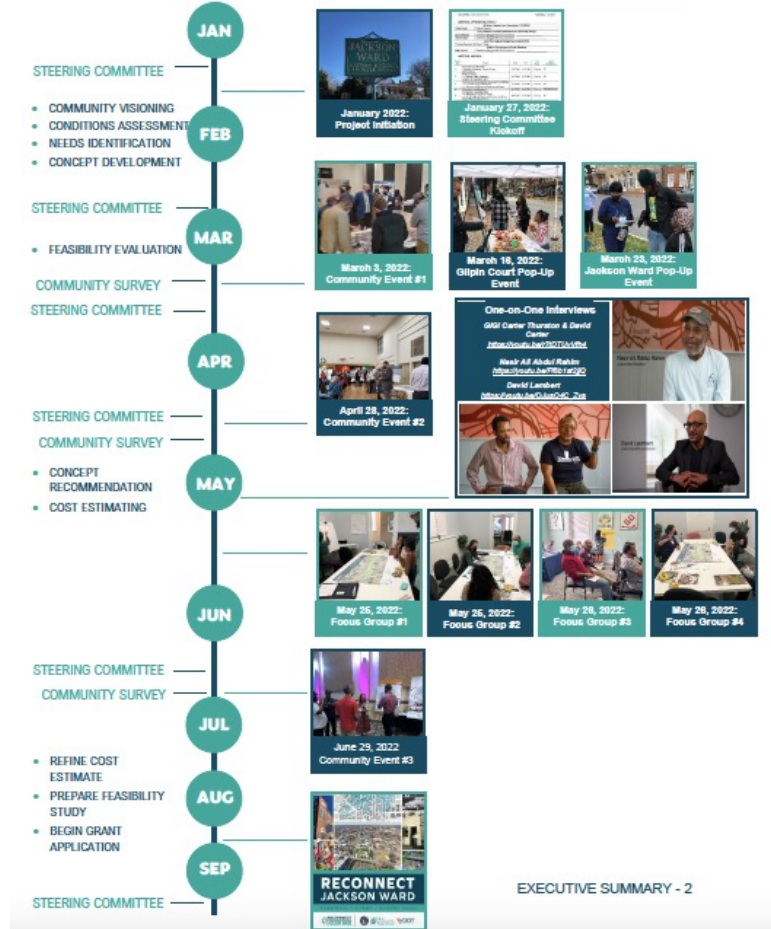
- **SFCD role:** Community visioning/engagement strategy, community ambassador coordination, and host Pop-up Events; consulting with Ebony Walden Consulting. Project management team includes OIP, VDOT, City of Richmond, and WRA.



# Reconnect Jackson Ward Community Visioning

- Project kick off in December 2021
- Hired and collaborated with 3 Jackson Ward resident community ambassadors
- Assisted in the design and facilitation of 3 Community Events
- Hosted small pop-up engagement events
- Collaborated on focus group meetings and discussions
- Assisted the team in marketing and communications to community members
- Collaborated with study team to develop final report and strategy for grant application

## Study Process and Schedule

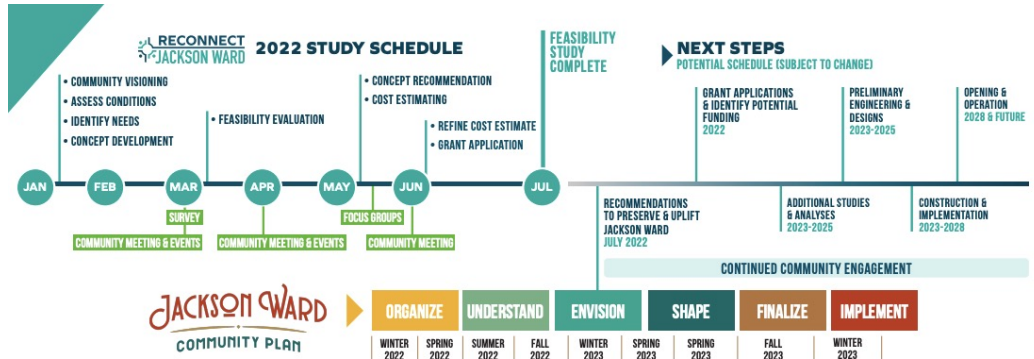


# Reconnect Jackson Ward Community Visioning

In June 2022, The Reconnect Jackson Ward Feasibility Study team unveiled a recommended framework to help “reconnect” Jackson Ward and surrounding neighborhoods, while meeting the ideals of inclusion, unification, access to everyone, and keeping Black history alive.



SFCD assisted the team in developing a strategy for Richmond’s application to the Federal Reconnecting Communities Planning Grant opportunity. The City of Richmond submitted the final grant application in October 2022.



# Chamberbrook Business and Arts District Community Visioning

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*Project timeline: January 2022 to September 2022*

The Chamberbrook Business & Arts District of Northside RVA is a grassroots effort by longtime Richmond residents, community organizers, and designers.

In 2022, Reach Chances, Inc. received a Virginia Statewide Business District Resurgence Grant to engage with neighbors and develop a guidebook for the future of the Chamberlayne Ave. corridor.

- **SFCD role:** Community visioning/engagement strategy, community ambassador coordination, host virtual meeting(s) and community event; collaborate on final design guide; consulting with Real Chances, Inc., Hanbury, Tactile Studio, FORM Coalition, and The LIFT Group.



# Chamberbrook Business and Arts District Community Visioning

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- Project kick off in January 2022
- Hired and collaborated with 1 Northside resident community ambassador
- Created engagement timeline; assisted in the design, marketing, and communications to residents
- Hosted virtual kickoff meeting; hosted in-person community event in April 2022
- Launched community survey in April 2022
- Collaborated with team to develop design guide for future development of the Chamberlayne Ave corridor.



**Join the Conversation!**

**Who we are:**  
The Chamberbrook Business & Arts District of North Side RVA is a grassroots effort by longtime Richmond residents, community organizations, and designers. Since 2018, we've engaged international entrepreneurs, artists, business owners, and any and all neighbors in conversations about how to build our community!

**What we're doing:**  
As a recent Virginia Statewide Business District Reurgenence Grant Recipient, Real Chances, Inc. is collaborating with community partners and designers to engage North Side residents and business owners in conversations about how to create a unique sense of place rooted in community and culture. **If you're interested in conversations about shaping our community, there are 2 ways to join in:**

**Opportunity #1: Join us at the park**

**When:** Saturday, April 16 from 11:00am - 2:00pm  
**Where:** Pollard Park (located at W. Ladies Mile & W. Brookland Park Blvd)

Come early to join Richmond Urban Ministry Institute's (RUMI) Prayer Chain at 9:30am or drop by the Spring Fling hosted by Friends of Pollard Park starting at 11:00am. Community partners and designers will be at the Spring Fling to share initial thoughts for Chamberbrook and listen to community feedback.

**Opportunity #2: Take the survey**

Scan the QR code to share your ideas and feedback for the Chamberbrook Business & Arts District. Survey closes on April 22.



Image: Chamberbrook Business & Arts District (left) and Google Maps (right)

Visit [chamberbrook.com](http://chamberbrook.com) for more information and updates



# Jackson Ward Community Plan Community Visioning

(January 2022 to November 2023)

The Jackson Ward Community Plan brings Gilpin Court and Jackson Ward residents, planning experts, elected officials, and community members together to reach an informed, shared vision for the future of the neighborhood.

Upon submission to HUD at the end of 2023, Community Plan will be a living document that will be organized and designed to act as a guide for community empowerment and a road map for continued planning and action.

- **SFCD role:** Community visioning/engagement lead; strategy and collaboration with project team for community visioning events. Project team includes Richmond Redevelopment and Housing Authority, City of Richmond, Richmond City Health District, and LRK architects.



# Jackson Ward Community Plan Community Visioning

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- Project kick off in January 2022
- Hired and collaborated with 3 Jackson Ward resident community ambassadors
- Assisted in the design and facilitation of 3 Community Events
- Hosted pop-up small engagement events
- Collaborated on focus group meetings and discussions
- Assisted the team in marketing and communications to community members
- Collaborated with study team to develop final report and strategy for grant application

