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Mariia Zimmerman, MZ Strategies, LLC
mariia@mzstrategies.com
DEFINING THE CORRIDOR

- Corridor is a multi-modal and multi-use linear network centered around a major transportation facility, i.e. highway.

- A corridor links big and small destination nodes in a community.
COMMERCIAL CORRIDORS IN THE 21ST CENTURY

- Multi-Modal Complete Streets
- Economically Resilient
- Attractive Placemaking
- Cultural & Environmental Gateways
- Community Redevelopment Catalysts
- Entrepreneurial spaces
**Demographics**

- Between 2000-2010, the number of people 45+ grew 18 times faster than the under 45 cohort.
- Nearly 90% of people 65+ want to stay in their home for as long as possible.
- Less than half of all households are headed by married couples; just 1/5th of all households are “nuclear”.
- Half of all Americans now live in the suburbs --- suburban poor now outnumber urban poor by 3 million.

**Market Demand**

- At least 1/3 of potential homebuyers prefer walkable, compact communities.
- Employers and investors seeking out communities with high Quality of Life: transportation options, affordable housing, trained workforce and quality schools; natural amenities.
REQUIRES INTEGRATED PLANNING

- Community Planning + Transportation Planning
- Diversity of Land Uses and Transportation Choices
- Driven by Community Vision centered on assets, gaps, logistics, needs and aspirations
- Corridor Community includes (but is not limited to):
  - Business Owners and Land Owners
  - Neighbors
  - Bookend Communities
  - Watershed Districts
  - Trails / Transit / Highways
  - School districts
  - Public Sector (DOT, Parks, Fire, City Govt)
Smaller Scale is Important

- Small Commercial Districts = cultural, social and economic
  - Economic analysis of potential land uses, analysis of retail demand and “gaps” in neighborhood and regional-serving businesses and viability of absorption of new commercial spaces;
  - Corridor Assessment of public benefits/equitable development issues;
  - Review strategies such as business attraction programs, tenant improvement loans, rent write-downs, marketing assistance, and visibility consulting;
  - Establish corridor performance measures to translate vision to implementation and track impact
Many suburban communities lack civic neighborhood infrastructure

Small business owners represented by many voices

Multi-jurisdictional dynamics

Poor economic health or unproven market dynamics

Scarce funding: type, scale, timing

Collaborative table and leadership may not YET exist
CHALLENGES REQUIRE INNOVATIVE SOLUTIONS

- Integrated Approaches and Outcomes
- Collaboration and Partnership
- Vision + Investment Strategy + Action Plan
- Leveraging every Available Resource
- Tracking Performance
- Seed and Celebrate Incremental Successes
LEVERAGING EXISTING RESOURCES

Are your needs & priorities reflecting in documents and policies that drive investments?

- Long Range Transportation Plan – regional, county, jurisdiction
- Consolidated Housing Plans – entitlement communities
- Comprehensive Economic Development Strategy
- Performance Measures
- Program funding criteria and eligibility
- Comprehensive Plans and/or Overlays

If not, this needs to change!
2 MIDWESTERN MODELS

- Southwest Community Works
- Central Corridor Funders Collaborative
To Name Just a Few ...

- **Community Development**
  - Low Income Support Corporation (LISC)

- **PlaceMaking**
  - Project for Public Spaces (PPS)

- **Market and Transportation**
  - Urban Land Institute (ULI)
  - Center for TOD
  - FTA/FHWA (2007 guide by Univ of MN: Keys to Corridor Planning)
  - Chambers of Commerce and/or Unique Business Groups (i.e. Asian Business Association; Anchor Institutions)

Mariia Zimmerman
MZ Strategies, LLC
www.mzstrategies.com
HULL STREET CORRIDOR REVITALIZATION PLAN
CITY OF RICHMOND AND CHESTERFIELD COUNTY, VA

Meredith Judy, AICP, LEED AP
Rhodeside & Harwell
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Project Overview

- Joint initiative of the City of Richmond, Chesterfield County, and VA LISC
- 4.7 Mile corridor
- Older suburban commercial context
- 2010 HUD Community Challenge Planning Grant and a USDOT TIGER II Planning Grant
POPULATION AND HOUSING

- 52% of residents are African-American, and 26% are Hispanic.
- 1/3 of residents above age 25 have a high school degree, but did not pursue higher education. 16% of adults have no high school degree.
- High unemployment rate.
- 60% of units are occupied by renters.
- Affordable housing is available. Low rents and housing values make new construction financially difficult.
- 9% of study area housing vacant in 2010 (42% increase over 2000).
ECONOMICS

- The corridor’s occupied space is declining with a current 15% vacancy.
- The Southwest Richmond retail market is overbuilt. As a result, new business recruitment is less likely than growth of existing businesses and entrepreneurial development.
- Primary constraints on business development relate to availability of capital for initial start-up and expansion costs, and limited business experience of local entrepreneurs.
- National stores favor locations with better access to high-income residents.
- The corridor supports many small, locally-owned stores that cater to the growing Hispanic population.
CORRIDOR CHALLENGES
Corridor Challenges

Too many signs

Prominent powerlines
CORRIDOR CHALLENGES

- Too many signs
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- No sidewalks
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- No bike amenities
- Prominent powerlines
- Too many curb cuts
- Not enough places to cross
- Few street lights
CORRIDOR CHALLENGES

- No street trees
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CORRIDOR CHALLENGES

- Too many signs
- Prominent powerlines
- No street trees
- Vacant parcels
- No sidewalks
- Not enough places to cross
- Too many curb cuts
- No bike amenities
- Few street lights
CORRIDOR CHALLENGES

- Vacant buildings
- Too many signs
- Prominent powerlines
- Not enough places to cross
- Buildings set back too far from road
- No street trees
- Vacant parcels
- No sidewalks
- Too many curb cuts
- Few street lights
- No bike amenities
CORRIDOR CHALLENGES

- Vacant buildings
- Too many signs
- Prominent powerlines
- Buildings set back too far from road
- No street trees
- Vacant parcels
- Too many parking lots
- No sidewalks
- Not enough places to cross
- No bike amenities
- Too many curb cuts
- Few street lights
**PROJECT INTENT**

Develop a corridor revitalization strategy that creates a livable, multi-modal, connected, and mixed-use environment that attractively and safely meets the transportation and service needs of its residents.
OUTREACH AND COLLABORATION

1. Steering Committee (*monthly* meetings)
2. Agency Coordination Group (*monthly* meetings)
3. **Five** Public Meetings (August 2011 – January 2013)
4. Project Information Booths (**13 Events**– English and Spanish)
5. Focus Groups (**7 focus groups**– English and Spanish)
6. Key Stakeholder Interviews (**12 interviews**)
7. Bilingual project **web site** and on-line survey
PLANNING PRINCIPLES

1. Promote safe and convenient pedestrian, bicycle and transit activity.

2. Focus future growth and development in four mixed-use activity centers.

3. Improve the corridor’s overall appearance to increase its viability as a live, work and play environment.

4. Grow existing businesses on the corridor and attract new businesses and jobs.
5. Invest in the people who currently live in the study area, and attract new people to the area.

6. Expand accessibility to a range of open space types and “green” the corridor.

7. Build resident and business coalitions to support the Plan’s vision.
Enhance Walking, Biking and Transit
Enhance Walking, Biking and Transit
BUILD ON CURRENT ASSETS

ILLUSTRATIVE PLAN

HULL STREET CORRIDOR CONCEPT / CONCEPTO DE CORREDOR DE HULL STREET
Illustrative Plan/El Plano Ilustrativo
CREATE PLACES THAT PROVIDE GOOD ACCESS TO HOUSING, JOBS, SCHOOLS AND SAFE STREETS

EXISTING CONDITIONS
CREATE PLACES THAT PROVIDE GOOD ACCESS TO HOUSING, JOBS, SCHOOLS AND SAFE STREETS

- **Mixed use** development, emphasizing an increase in retail options
- Introduce a **walkable street grid** with connections to the school property; pull buildings up to Hull Street
- **Marketplace/Farmer’s Market** as a central feature in a public open space; Public open space in each quadrant
- **Townhomes** and some multifamily housing, including west of the school
- School and community shared **recreation facilities**
CREATE PLACES THAT PROVIDE GOOD ACCESS TO HOUSING, JOBS, SCHOOLS AND SAFE STREETS

BEFORE & AFTER
CREATE OPPORTUNITIES TO LIVE, WORK, SHOP AND PLAY — ALL WITHIN WALKING DISTANCES

- **Gateway** to the corridor
- Significant **townhouse and multi-family housing**
- Potential **senior housing/assisted living** near Food Lion
- **Open spaces**
- **Workshop retail use**
- Skateland and Food Lion remain
CREATE OPPORTUNITIES TO LIVE, WORK, SHOP AND PLAY — ALL WITHIN WALKING DISTANCES
What is the Basis for Optimism on Hull Street?

Richmond and Chesterfield County understand that changing Hull Street means:

- Transforming the public realm by significantly changing the transportation-related infrastructure
- Changing the regulatory environment to create incentives for a mix of TOD-types of densities, housing, and economic opportunities
- Breaking out of the traditional “shopping corridor” mode to create a series of communities/places
- Engaging the diverse corridor population in the planning and implementation process

And the project is being implemented!!
www.hullstreet360.com

Meredith Judy, AICP, LEED AP
Senior Planner and Associate Principal
Rhodeside & Harwell
meredithj@rhodeside-harwell.com
(703) 683-7447