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Stadium Neighborhood Plan, Richmond, Virginia

DONALD J. SMITH

Virginia Commonwealth University

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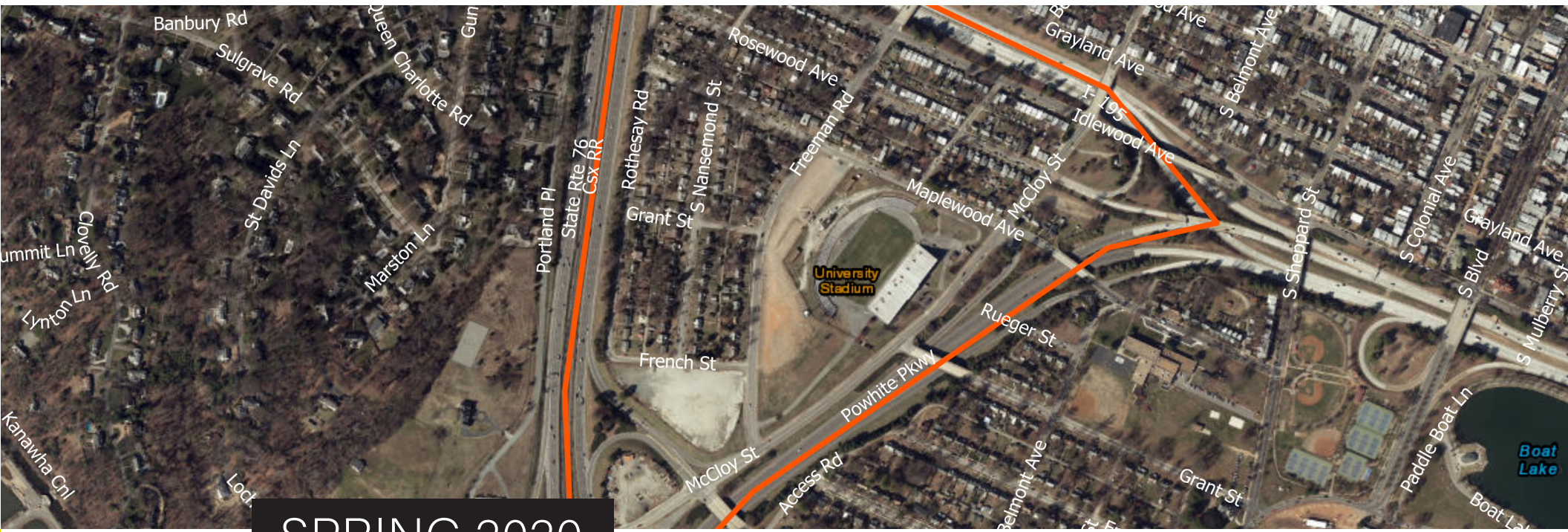
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STADIUM NEIGHBORHOOD PLAN



SPRING 2020

VCU WILDER SCHOOL,
URBAN AND
REGIONAL PLANNING

STADIUM NEIGHBORHOOD PLAN

SPECIAL THANKS

PROJECT CLIENTS

- STADIUM NEIGHBORHOOD ASSOCIATION
- RICHMOND'S DEPARTMENT OF PLANNING AND DEVELOPMENT
- RICHMOND KICKERS SOCCER CLUB

ACADEMIC ADVISERS

- DR. JOHN ACCORDINO, PROFESSOR OF URBAN PLANNING, VCU
- DR. KATHRYN HOWELL, PROFESSOR OF URBAN PLANNING, VCU



STADIUM NEIGHBORHOOD

VCU WILDER SCHOOL,
URBAN AND
REGIONAL PLANNING



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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

- [The Planning Process](#)
- [Research Findings](#)
- [Community Priorities](#)

INTRODUCTION

The purpose of this document is to provide a 20 year comprehensive plan for the Stadium Neighborhood in Richmond, Virginia. This document was produced as part of the requirements for the Master of Urban and Regional Planning (MURP) program at Virginia Commonwealth University (VCU). This plan fulfills the Professional Plan requirement in the MURP program, a credit-bearing educational experience in which students work with a community to develop its vision for the future and a strategic map to reach that vision.

PLANNING PROCESS

The Stadium Neighborhood Association, Richmond's Department of Planning and Development, and The Richmond Kickers Soccer Club are the three clients of this plan. In the fall of 2019, after securing their support for this effort, a commitment was made to devote the spring 2020 semester of the MURP program engaging the Stadium community to complete the plan. The planning process was divided into the five phases below:

PHASE 1: EXISTING CONDITIONS

Determine the current strengths, weaknesses and opportunities of Stadium Neighborhood.

PHASE 2: COMMUNITY VISION

Engage the community to identify wants and needs. Create an encompassing ideal future of the neighborhood

PHASE 3: PLAN DEVELOPMENT

Determine what goals and actions can produce the community's vision of the Stadium neighborhood.

PHASE 4: PRIORITIES AND DECISIONS

Identify the long and short-term priorities and actions that are in the best interest of the community.

PHASE 5: IMPLEMENTATION

Determine available resources that could be allocated to accomplish these goals.

STUDY AREA

The Stadium neighborhood is a small neighborhood of roughly 90 acres located in the northwestern quadrant of the City of Richmond. It has a population of 433 living in 236 single family homes constructed primarily from 1920 to 1950. Triangular in shape, it is bounded by three major downtown highways that serve the greater Richmond area. The Richmond City Stadium is located in the southeast corner of the neighborhood and comprises approximately 23 acres in three non-adjoining lots. The map above shows the outline of the Stadium neighborhood and where the neighborhood is located in relation to the City of Richmond.



EXECUTIVE SUMMARY

- The Planning Process
- Overall Findings
- Community Priorities

OVERALL FINDINGS FROM THE PLANNING PROCESS

Through the analysis of the feedback and input received through the community engagement process it became clear that the following four areas are the most critical concerns to solve for the Stadium community.

NEIGHBORHOOD MAINTENANCE AND AESTHETICS

The need for community maintenance was the most discussed neighborhood weakness throughout the community engagement. The three areas where the community wants to see improvements are the Richmond City Stadium and its properties; the RMTA security fencing and its property; and the streets, sidewalks and alleyways throughout the community.

NEED FOR IMPROVED MULTIMODAL TRANSPORTATION SAFETY

The neighborhood feels that McCloy Street and Freeman Road are not safe for all users and would like to see changes made to these roadways that would slow down and calm the automobile traffic, thereby making them safer for pedestrians and bicyclists.

DESIRE FOR STRONGER COMMUNITY VOICE

The residents do not feel heard as a community and want to take action to amplify their voice. In both work session the residents provided examples of unfulfilled requests that they have made to the city for traffic safety improvements, maintenance of City and RMTA properties, and neighborhood parking enforcement.

STRENGTHENING NEIGHBORHOOD IDENTITY

A number of the residents feel that the neighborhood has lost character and identity as it has gone through recent changes in homeowners and renters. Where neighborhood socialization on the sidewalks, streets, and alleys was once commonplace there is now a sense of disengagement among residents which many find discouraging. The residents are committed to improving this.



EXECUTIVE SUMMARY

- The Planning Process
- Research Findings
- Community Priorities

Image: Tobacco Bowl Football Game, The Rice Collection, Richmond, Va. Library of Virginia. October 15, 1949

The public engagement process resulted in the five community needs below

PRIORITY 1:

Maintain and improve the aesthetics of the neighborhood

PRIORITY 2:

Address neighborhood scale vehicular and multi-modal transportation safety issues

PRIORITY 3:

Improve communications among residents and community leaders, elected and appointed officials and their staff

PRIORITY 4:

Increase neighborhood activities and social centers to serve residents needs

PRIORITY 5:

Enhance the “sense of place” for the stadium neighborhood

After the community’s feedback was organized into the five priorities above, the goals, objectives, and actions were determined to deliver upon them. The goals serve as overarching intentions that are broad in scope; yet, encompass the overarching needs of the public. Each goal is broken down into one or more objectives, which are narrower in scope, and provide a tangible outcome. Each objective then gets broken down into one, or more, actions. These actions are the steps necessary to accomplish the objectives and goals. Finally, an implementation plan is developed that provided a high-level schedule of the plan’s actions and the stakeholders that needed to be involved to deliver them.

INTRODUCTION



INTRODUCTION AND OUTLINE OF PLAN

This plan consists of what is considered the standard contents of a neighborhood plan. It has the following sections: Neighborhood Background; Land Use & Zoning; Community Engagement; Strengths, Weaknesses and Improvement Opportunities; Overall Findings; Goals, Objectives and Actions; Responsibility & Funding; and Implementation Plan. Although the names of the sections speak to their content, a short summary of each is provided below.

Neighborhood Background provides the context of the plan, the development history of the neighborhood (including precedent plans), and the demographic and economic trends of the community.

Land Use & Zoning reviews the current zoning and land use for the properties within the stadium neighborhood.

Community Engagement provides an overview of the multiple ways that the neighborhood was involved in the planning process.

Strengths, Weaknesses, and Improvement Opportunities provides the outcome of the neighborhoods feedback from the community work sessions and survey.

Overall Findings identifies the most critical areas to address in the neighborhood plan to meet needs of the Stadium community.

Goals, Objectives and Actions provide the primary outcomes the community desires to see for the neighborhood, the measurable steps to achieve the outcomes, and individual actions that make up each of the steps.

Responsibility & Timing identifies the stakeholders that need to be involved to achieve the community's vision and the timeline for implementation.

NEIGHBORHOOD BACKGROUND

Image: City Stadium (Richmond Times Dispatch)

NEIGHBORHOOD BACKGROUND

Plan Context

The Neighborhood

The Neighborhood Plan

Precedent Plans

- Before 1950
- 1950 to 2000
- 2000 to Today

Demographics

PLAN CONTEXT

Image: Construction of the RMTA Expressways, 1974 (US Geological Survey Quadrangle)

The Stadium neighborhood has had seven planning interventions (proposals and implementations) throughout its 100-year existence. The majority of these proposals have targeted solely the city-owned land where the stadium is located and have had limited success in their implementation. The most impactful intervention was the construction of the Richmond area toll expressway system by the Richmond Metropolitan Transportation Authority (RMTA) in the 1970s. This project of recessed expressways resulted in the condemnation of five neighborhood blocks and more than 100 homes in the Stadium neighborhood, along with the relocation of their inhabitants. The recessed expressways also cut off the area from adjoining neighborhoods except by a limited number of bridges. There has not been a comprehensive plan completed by the community that addresses the full neighborhood.

Like many other areas of Richmond, the Stadium neighborhood is currently experiencing signs of gentrification that is changing its dynamics. Many of the neighborhood's homes have been recently renovated and the area is seeing rising rents, home values, and taxes. The racial mix of the neighborhood is also changing from predominantly African-American to Caucasian. The Stadium neighborhood's proximity to Carytown and Richmond parks, along with relatively low home values and costs, is making it a popular destination for first time home buyers and people moving into the city.

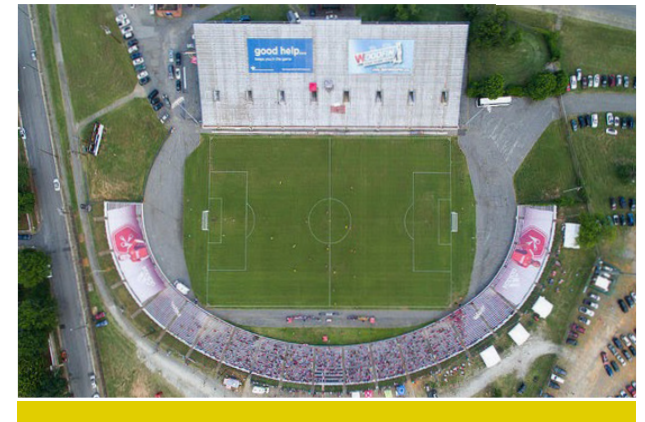




Image: Stadium neighborhood sunset

NEIGHBORHOOD BACKGROUND

Plan Context

The Neighborhood

The Neighborhood Plan

Precedent Plans

- Before 1950
- 1950 to 2000
- 2000 to Today

Demographics

THE NEIGHBORHOOD

The Stadium neighborhood is recognized as a neighborhood by the community itself and by the Richmond area at large. It gets its name from the Richmond City Stadium which is centrally located within the neighborhood. The residential area is built right up to the stadium and borders its north and west sides. It is defined as a neighborhood by the City of Richmond and is supported by its own civic association (Stadium Neighborhood Civic Association). The residential area of the community consists of small, low-density, single-family detached homes and is currently zoned to remain that way. The construction of the RMTA expressway system in the 1970s gave the neighborhood distinct boundaries. The neighborhood is triangular in shape and surrounded by below-grade, four-lane expressways on each of its three sides. Local access to the neighborhood is limited to seven bridges that connect it to the surrounding neighborhoods. These seven bridges provide the only local access for driving, walking or biking into and out of the neighborhood.

THE NEIGHBORHOOD PLAN

This is the first neighborhood plan developed by the Stadium neighborhood for their community. As mentioned previously, the community has been inundated with planning interventions brought forward by parties from outside the neighborhood. These parties desired to change the land use in both the residential and stadium areas of the community. The interventions have had varying degrees of impact on the neighborhood and will be reviewed in more detail in the Precedent Plan section. None of these interventions was community driven, nor did they develop a community vision or a plan to achieve it.

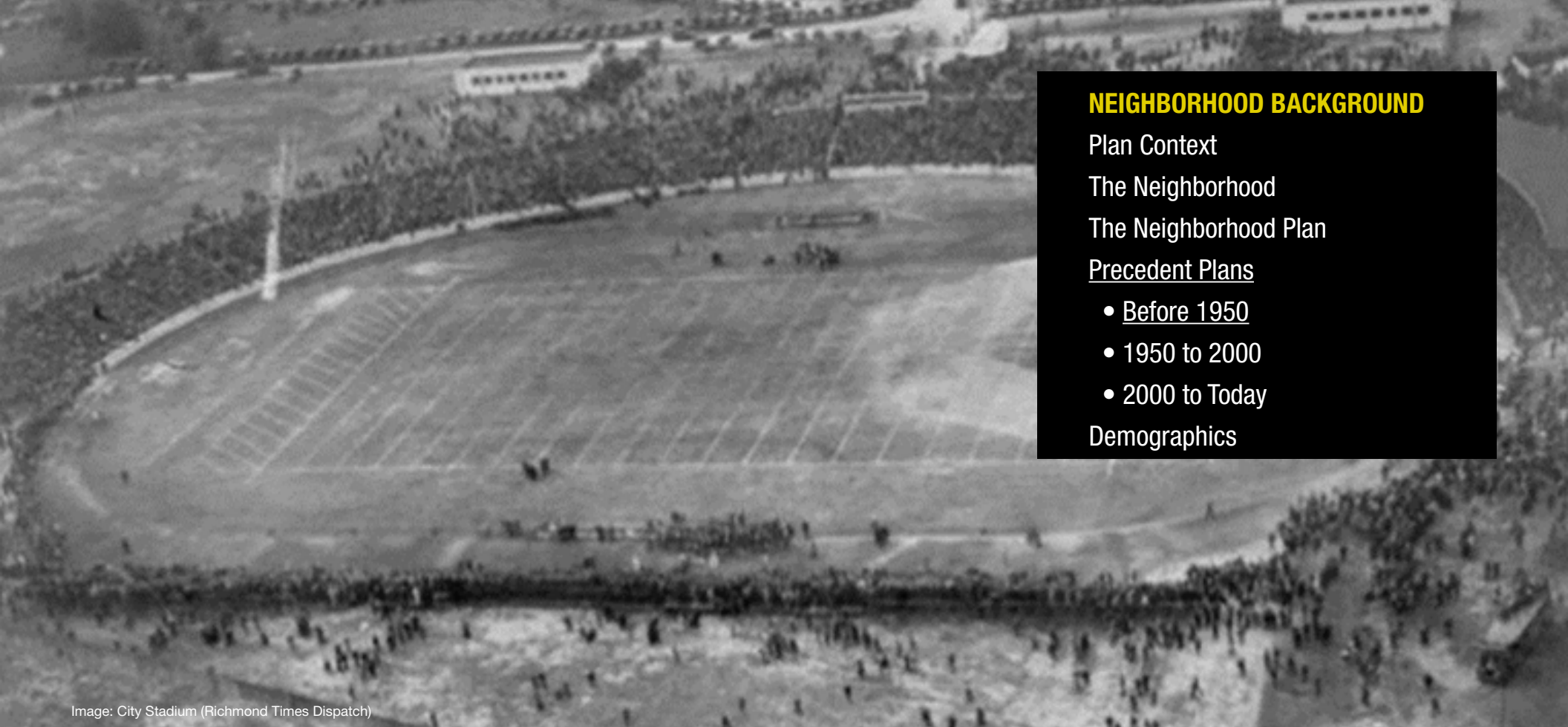


Image: City Stadium (Richmond Times Dispatch)

NEIGHBORHOOD BACKGROUND

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PRECEDENT PLANS

Throughout the neighborhood's almost 100-year existence it has been subjected to no fewer than seven different planning interventions that have had varying degrees of impact on the neighborhood. Six of these were focused on the stadium property, and the other was the construction of the RMTA Expressway System. The following subsections discuss these planning interventions in chronological order.

BEFORE 1950

City Stadium, originally called Richmond's Municipal Stadium, was constructed in 1928-29 at a total cost of \$150,000. It included the land purchase and initial 6,208-seat stadium on property that was previously the Rady Brickyard. The goal was for the stadium to seat 40,000 and serve as an athletic venue "for all events" to include baseball, football, and all track and field events. The stadium hosted its first football game on October 5, 1929, when the University of Richmond played Wake Forest. Although there have been a multitude of plans, studies, and efforts, the stadium has only had one significant change made to it since its construction. In 1948, new stands with seating for 10,000 were added to the east side. The plan also called for encasing the new stands in brick, as well as adding 7,320 seats and a new press box above the current west hillside seating. The additional work was never funded and the stadium lacks any significant changes since 1948, despite numerous unsuccessful efforts.



Image: Tobacco Bowl Football Game (Richmond Times Dispatch)

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1950 TO 2000

In October 1966 the RMTA released the proposed routes of their 13-mile Richmond Expressway to the public, a design to “solve the problems of the present and future traffic congestion” for the city. The design consisted of expressways, parkways, and bridges that would better link Richmond to surrounding areas. The plan was approved by the City of Richmond and the expressway constructed in the 1970s.

The approved plan put the Stadium neighborhood in the middle of the interchange of the Powhite Parkway and the Downtown Expressway, creating what was then and is still called the “Stadium Triangle.” The subsequent construction of the interchange required the pur-

chase and destruction of more than 200 homes and the relocation of residents in the Stadium neighborhood and its bordering communities. The Richmond expressway system surrounded the Stadium neighborhood in recessed highways and the fencing and/or walls required by them. The project transformed the Stadium neighborhood into an island limiting local access into and out of the community to one of seven bridges.

Soon after the expressway’s construction was completed, an effort for stadium expansion and improvement arose when the City engaged the consulting and architecture firm Carneal & Johnston in the mid-1970s. Supported by Carneal & Johnston’s assessment, the City rec-

ommended a \$4.8 million project that included adding 18,500 new concrete and steel seats, as well as making aesthetic improvements to the grounds and current structures. The effort would have expanded the seating to more than 35,000. The surrounding neighborhoods strongly opposed the recommendations due to their lack of community involvement, or a satisfactory parking plan, as well as the aesthetics of the project and the sheer size of the expanded stadium compared to the neighborhood in which it sits. The proposal was ultimately voted down five to one by the City Planning Commission in August 1978.



IMAGE: KICKERS CELEBRATE A GOAL (KICKERS SOCCER CLUB)

NEIGHBORHOOD BACKGROUND

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2000 TO TODAY

The University of Richmond’s football program had their last season at the stadium in 2009. Soon after their departure, a proposal by Fulton Hill Properties was submitted to the City to develop the stadium property with a mix of uses including retail and commercial. This, too, lacked community involvement and was vehemently opposed by the surrounding neighborhoods for this reason. Moreover, local residents were satisfied with the existing use of the stadium site and had significant concerns with the scale of proposed development in comparison to the surrounding neighborhoods.

The City did not proceed with the Fulton Hill Properties proposal, and instead commissioned two studies to investigate the “highest and best use” of the space. The studies were completed with one exploring sports-related redevelopment at the site and the other specifically excluding athletics. The community, including the Stadium, Carillon, Carytown South, Rothesay Circle, and Carytown neighborhoods, engaged the nonprofit Storefront for Community Design

(Storefront) to help them evaluate and respond to the studies. Storefront published the “City Stadium Public Engagement Report” in April 2014 and provided the results of the engagement. It revealed that most of the surrounding neighborhood residents prefer the City Stadium site’s continued use as a sports complex. The City of Richmond pursued this request, and on December 12, 2016, City Council approved an agreement for the Richmond Kickers soccer team to lease the city-owned City Stadium for the next 40 years. As part of that lease, the club has pledged to make \$20 million worth of upgrades to the facility over the length of the lease.

The lease between the City of Richmond and the Kickers contains a number of conditions that are important to note. First, the Kickers are obligated to allow the existing uses of City Stadium and will continue to work with the Department of Parks, Recreation and Community Facilities, Richmond Public Schools, and the community organizations that are using it today. Second, it is the sole responsibility of the Richmond Kick-

ers to keep, repair, and maintain the stadium and its surrounding property throughout the lease duration. Lastly, the terms of the lease specify the timing, amount, and area of investments to which the Kickers must apply their \$20 million commitment. Phase one of that investment is due on December 31, 2020, and includes roughly \$350,000 worth of work to complete landscaping, fencing, parking, the field, and seating. Phase two is due on December 31, 2030, and includes \$3 million worth of work on the concourse, restrooms and locker-room rehab, signage and scoreboards, and better stadium lighting. The final phase of the investment is due on December 31, 2050, with more than \$16 million worth of work including additional seating, new press box, new restrooms, and mini-pitch/futsal courts constructed. If successful in its terms, this lease will deliver a renovated and maintained stadium without requiring public funds.

DEMOGRAPHICS

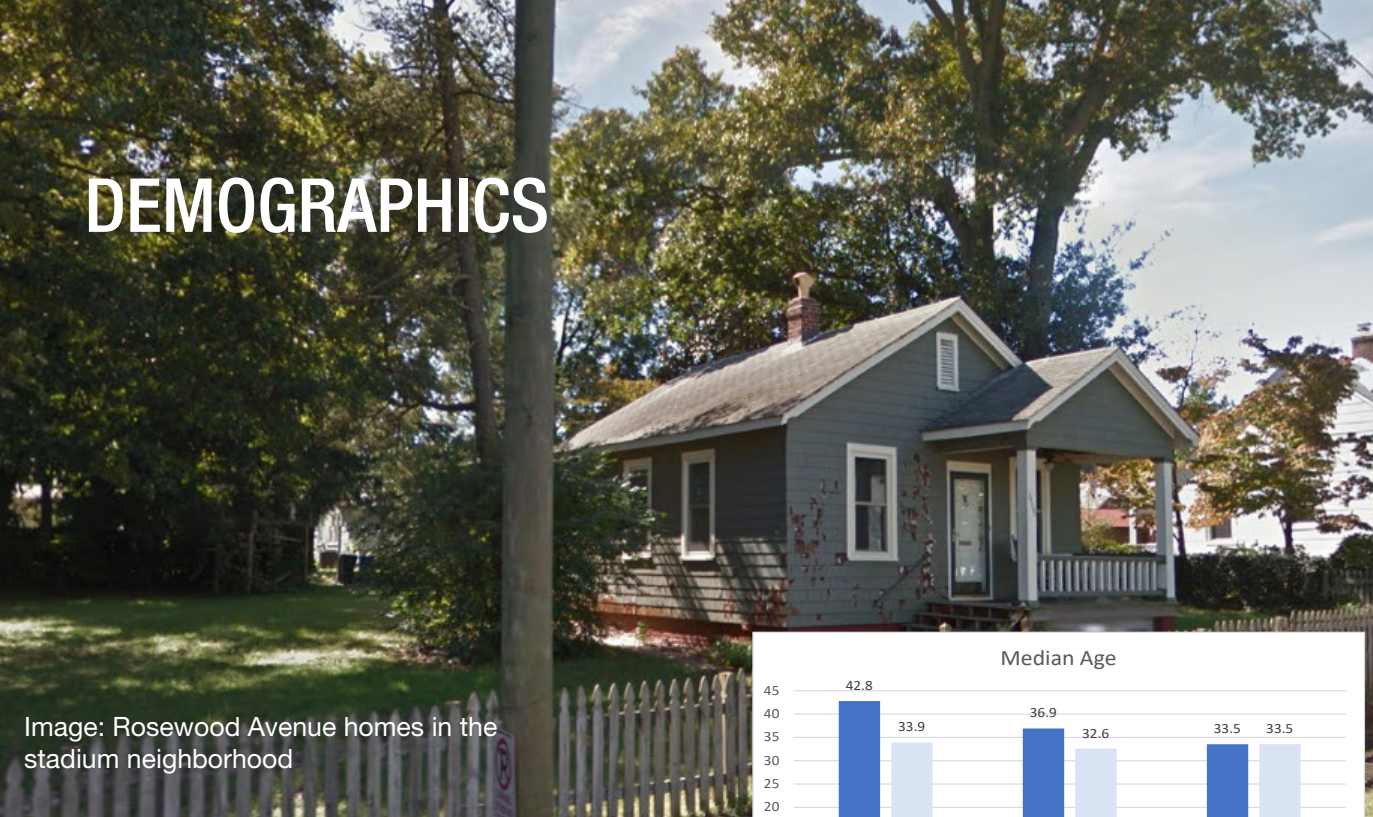


Image: Rosewood Avenue homes in the stadium neighborhood

Area	Population			2000-2017 Change
	2000	2010	2017	%
Stadium	602	524	433	-28.1%
City of Richmond	197,790	204,214	220,892	11.7%

Figure 2: Stadium v. City of Richmond Population (US Census Bureau 2000, 2010, 2017)

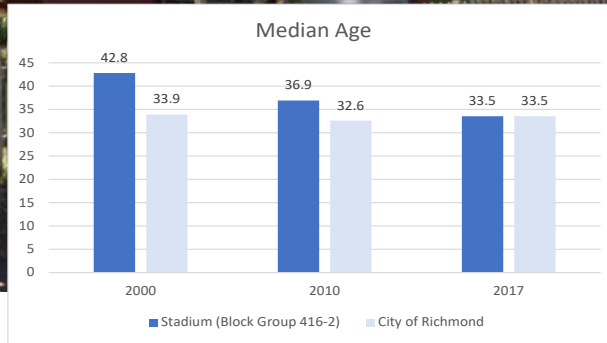


Figure 3: Stadium v. City of Richmond Median Age (US Census Bureau 2000, 2010, 2017)

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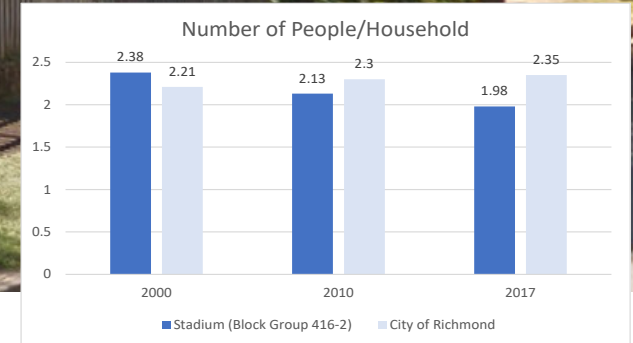


Figure 4: Stadium v. City of Richmond Number of People/Household (US Census Bureau 2000, 2010, 2017)

POPULATION

The Stadium has a population of 433 people (2017) and makes up less than 0.20% of Richmond's total population of 220,892. Over the last 17 years the Stadium has seen its population drop 28%, where as the city of Richmond has seen their population increase 11.7% over the same period. The drop is a result of the number of people per household dropping as the neighborhood has been transitioning to non-family households (Figure 2, US Census Bureau, 2000, 2010, 2017 estimates).

MEDIAN AGE

The Stadium population has a median age of 33.5 years (2017) which is the same as the median age of Richmond. The Stadium has seen their median age decrease 22% since 2000 where as Richmond's has remained somewhat stable (Figure 3, US Census Bureau, 2000, 2010, 2017 estimates).

NUMBER OF PEOPLE IN HOUSEHOLD

The average number of people in Stadium households is 1.98 (2017) which is 17% less than what it was in 2000, when there was an average of 2.38 people. The average number of people in Richmond households is 2.35 (2017) which is up 6% since 2010 when there was an average of 2.21 people (Figure 4, US Census Bureau, 2000, 2010, 2017 estimates).

NEIGHBORHOOD BACKGROUND

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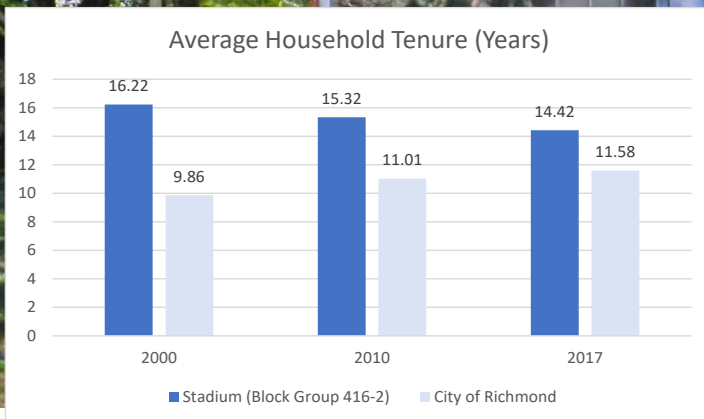


Figure 5: Stadium v. City of Richmond Average Household Tenure (US Census Bureau 2000, 2010, 2017)

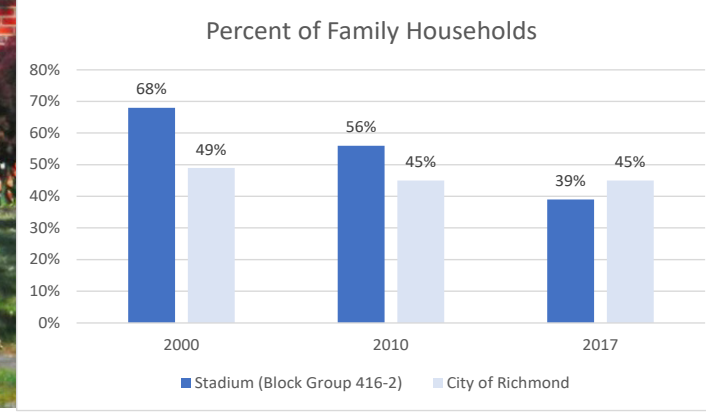


Figure 6: Stadium v. City of Richmond Percent of Family Household (US Census Bureau 2000, 2010, 2017)

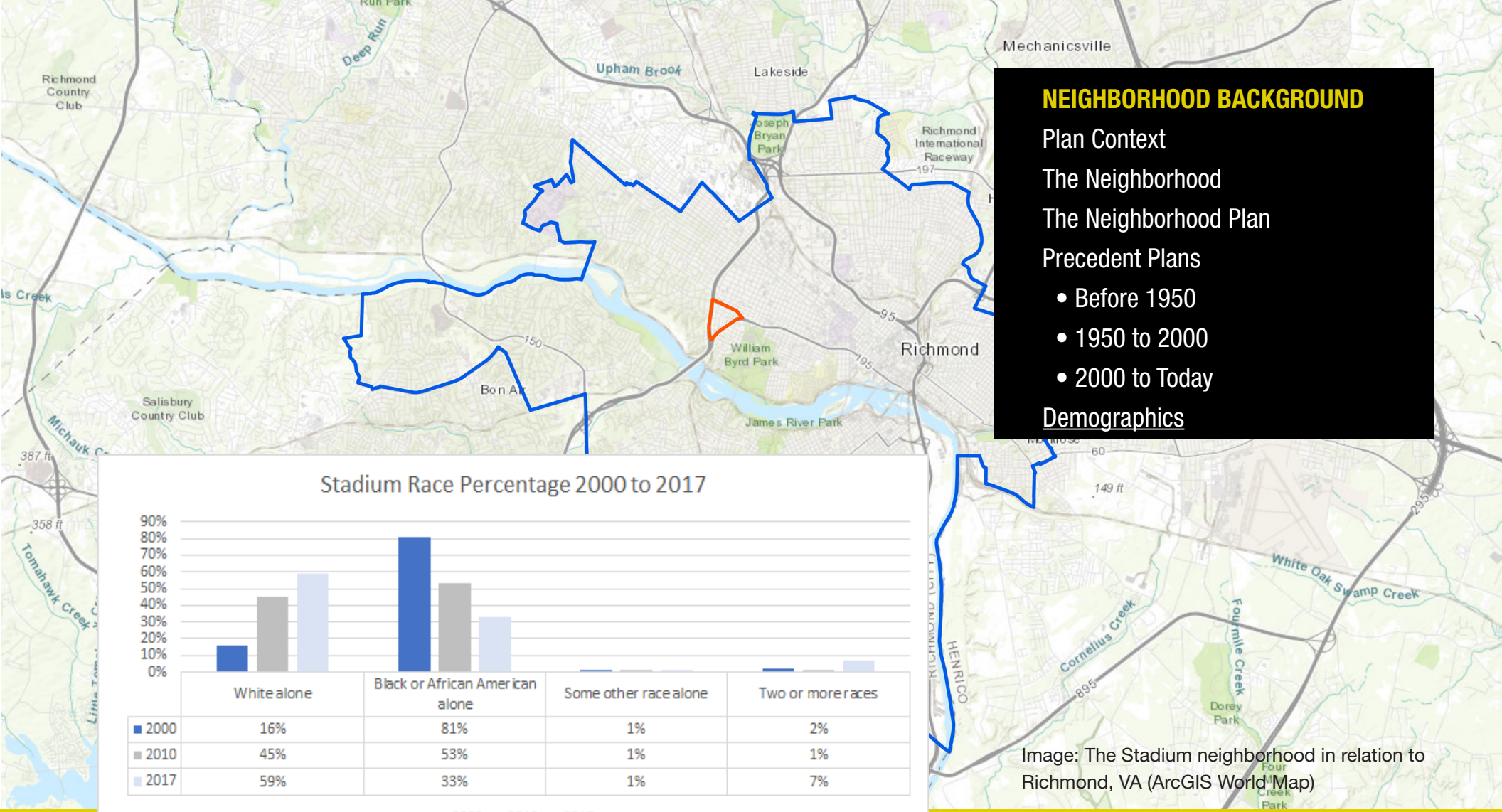
Image: Grant Street home in the stadium neighborhood

AVERAGE HOUSEHOLD TENURE

The average household tenure of the primary occupant in the Stadium is 14.42 years (2017) which is down 11% since the year 2000. In the same time period Richmond has seen an increase of 17% in household tenure of the primary occupant going from an average of 9.86 years to 11.58 years. (Figure 5, US Census Bureau, 2000, 2010, 2017 estimates).

PERCENT OF FAMILY HOUSEHOLDS

The Stadium's large percentage losses in both number of people per household and household tenure of the primary occupant is indicative of the transition of the Stadium. The neighborhood is going from one that was primarily family households to one now that is primarily non-family households. The Stadium has seen the percentage of family households (2 or more people living in one house related by birth, marriage or adoption) drop from 68% in 2000 to its current percentage of 39%. Richmond in the same time period has experienced a 4% drop going from 49% family households to 45% (Figure 6, US Census Bureau, 2000, 2010, 2017 estimates).



NEIGHBORHOOD BACKGROUND

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- Demographics

Stadium Race Percentage 2000 to 2017

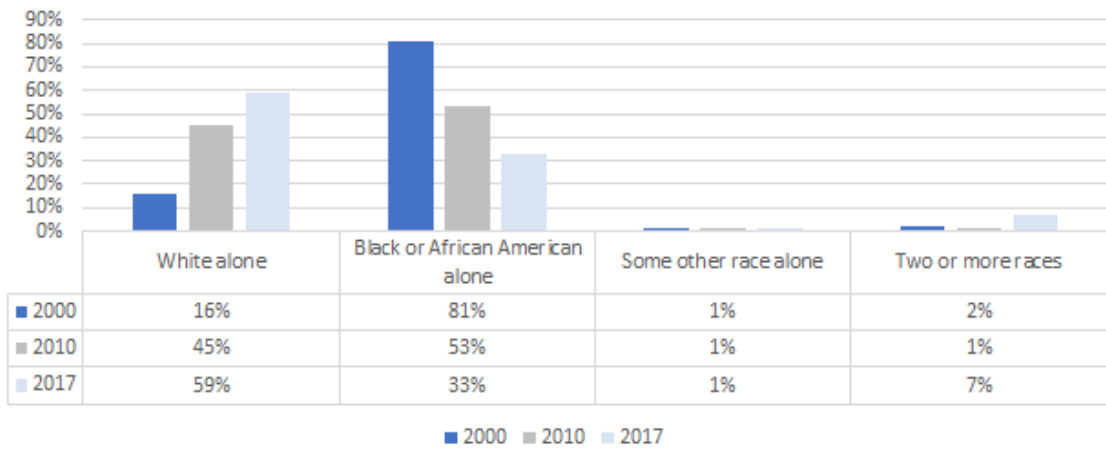
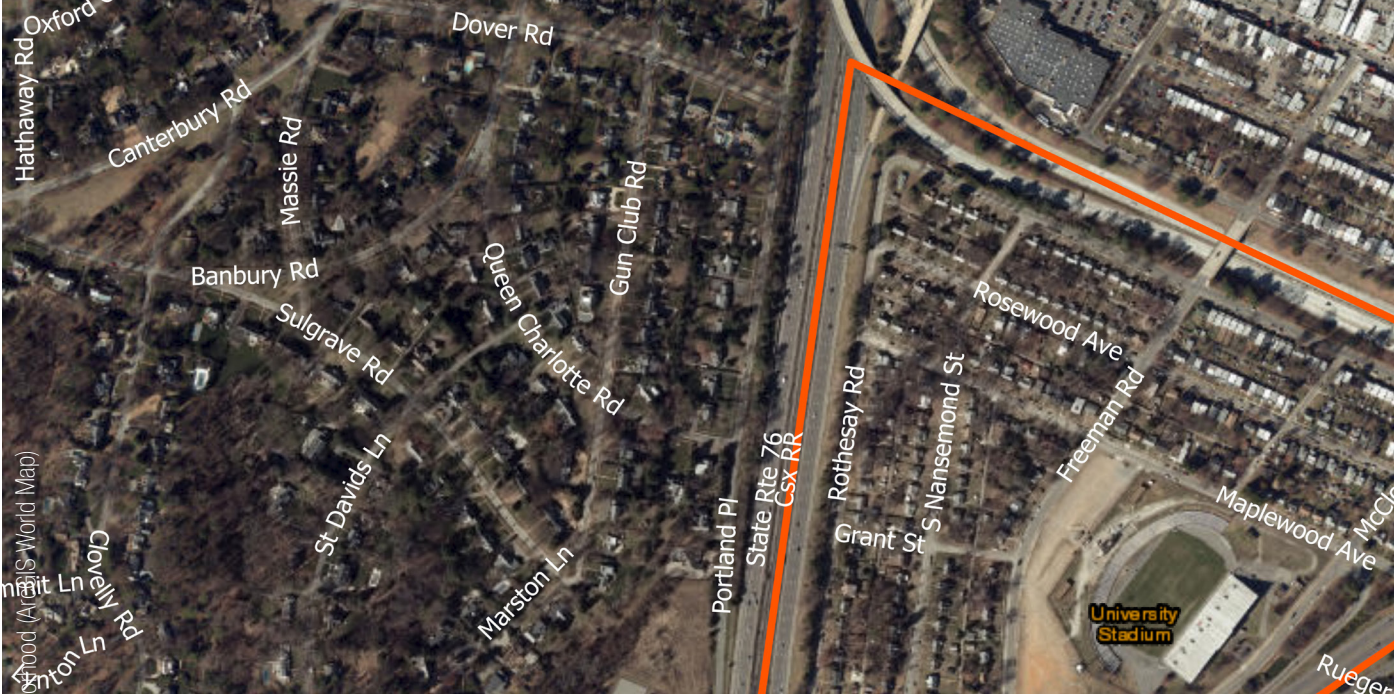


Image: The Stadium neighborhood in relation to Richmond, VA (ArcGIS World Map)

Figure 7: Stadium Race Percentages (US Census Bureau 2000, 2010, 2017)

RACIAL MIX

Like many other areas of Richmond, the Stadium neighborhood is currently experiencing signs of gentrification which are changing its dynamics. Many of the neighborhood's homes have been recently renovated and the area is seeing rising rents, home values, and taxes. The neighborhood is also seeing its racial mix changing from being primarily African American to one that is primarily White. The African American population of the Stadium has dropped 48% between 2000 and 2017 as the White population has increased by 43%. This far exceeds rates in Richmond which has seen its African American population decline by 9% and its White population increase by 7% over the same period. The Stadium neighborhood's proximity to Carytown and Richmond parks, along with relatively low home values and costs, is making it a popular destination for first time home buyers and people moving into the city (Figure 7, US Census Bureau, 2000, 2010, 2017 estimates).



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		2000	2010	2017	% Change 2000-2017
Median Household Income	Stadium Neighborhood	\$32,647	\$44,337	\$50,859	56%
	City of Richmond	\$30,934	\$38,266	\$42,356	37%
Median Home Value	Stadium Neighborhood	\$71,600	\$163,075	\$175,700	145%
	City of Richmond	\$87,300	\$208,800	\$233,200	167%
Owner Occupancy Percent	Stadium Neighborhood	78%	73%	68%	-9%
	City of Richmond	46%	45%	42%	-4%
Vacant Home Percentage	Stadium Neighborhood	4%	5%	7%	3%
	City of Richmond	8%	11%	7%	-1%

Figure 8: Stadium v. City of Richmond Select Household and Housing Indices (US Census Bureau 2000, 2010, 2017)



Image: Carytown Business District

MEDIAN HOUSEHOLD INCOME AND HOME VALUES
 The Stadium is primarily a middle-class neighborhood with a median household income of \$50,859 and median home value of \$175,700 (2017). Both of these numbers have seen a significant increase since 2000 with median household income up 56%, from \$32,647, and median home value up 145% from \$71,600. In the City of Richmond, 2017 median household income is \$42,356 and the median home value is \$233,200. Richmond has also seen both of these numbers rise since 2000 with median household income up 37%, from \$30,934, and median home value up 167% from, \$87,300. (Figure 8, US Census Bureau, 2000, 2010, 2017 estimates)

OWNER OCCUPANCY AND VACANT HOME PERCENTAGES
 The homes in the Stadium neighborhood are primarily owner occupied (68%) and have a vacancy rate of 7%. Homes across the city have an owner occupancy rate of 42% and also have a vacancy rate of 7%. The owner occupancy rates have dropped in both the Stadium (9%) and the City (4%) since 2017 reflecting the move towards rental properties that urban areas are experiencing. The Stadium has seen an uptick of 3% in their vacant home percentage. In a recent survey of the neighborhood six homes were vacant with all but one of them in the process of being renovated. (Figure 8, US Census Bureau, 2000, 2010, 2017 estimates)

ZONING AND LAND USE
Neighborhood Zoning
Neighborhood Land Use



Map: Stadium Zoning (City of Richmond GIS Files, 2019 in ArcMap GIS)

ZONING

Zoning establishes the types of uses permitted on a parcel of land. Zoning also sets the development standards for a site. All of the Stadium neighborhood is zoned as single family residential with the area north of Grant Street being an R-5 zoned district and the area south of Grant Street an R-4 zoned district. Both R-4 and R-5 zoned districts are intended to promote and preserve residentially-oriented uses. Dwellings and other uses that are incidental or accessory thereto, together with required recreational, religious and educational facilities, are permitted. The primary difference between R-4 and R-5 zones is housing density. R-4 zones requires a minimum of 7,500 square foot lots and a 60 foot lot width to build upon, where R-5 zones require a minimum of 6,000 square foot lot and a 50 foot lot width to build. The full Richmond zoning ordinances can be found at: https://library.municode.com/va/richmond/codes/code_of_ordinances?nodeId=CH30ZO



ZONING AND LAND USE
 Neighborhood Zoning
Neighborhood Land Use

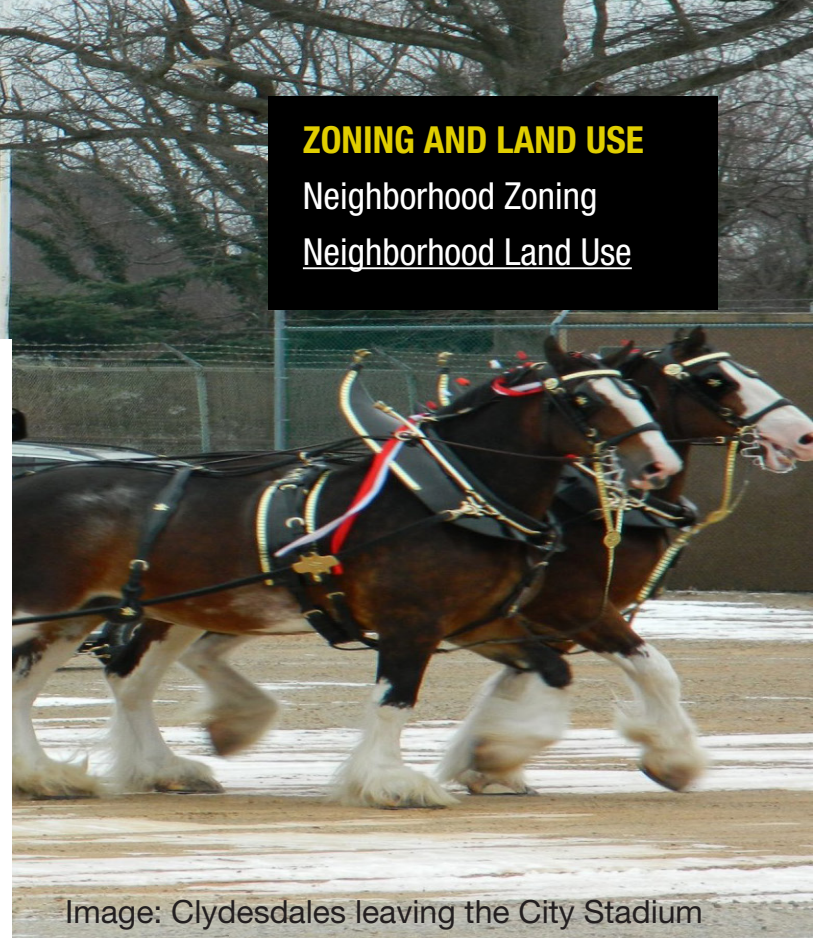


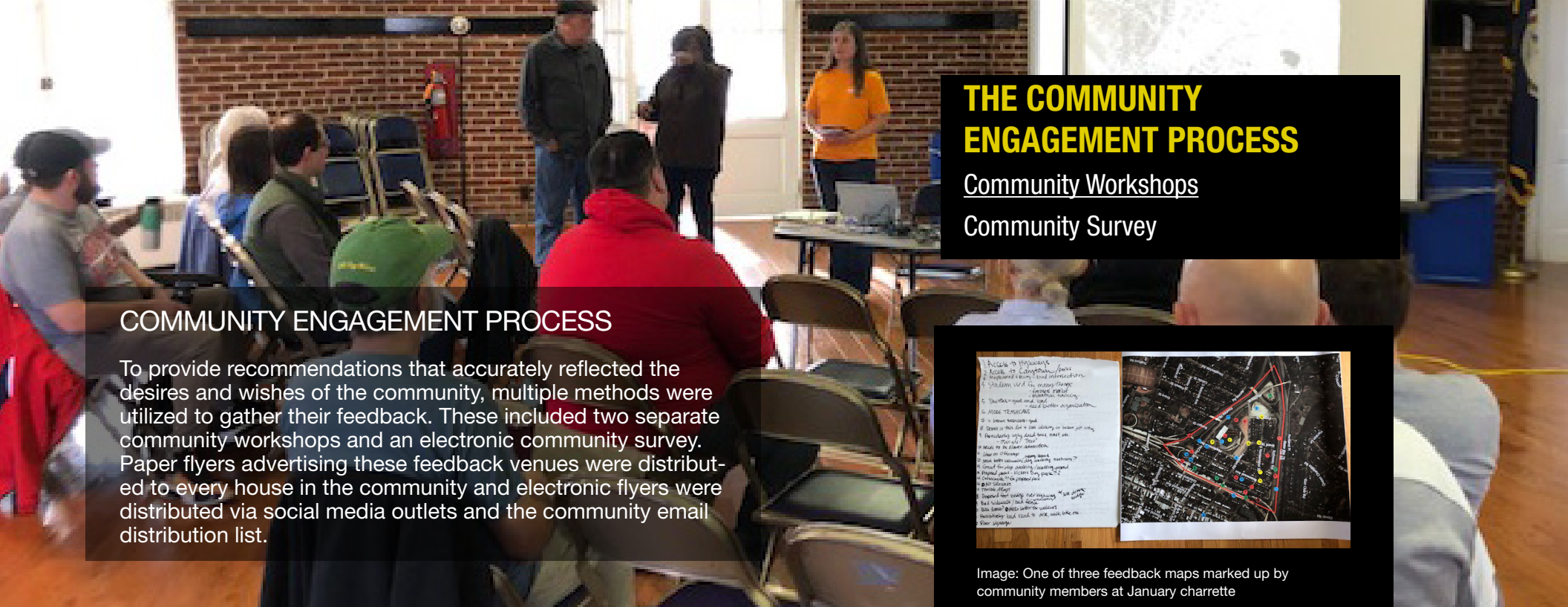
Image: Clydesdales leaving the City Stadium



Map: Stadium Land Use (City of Richmond GIS Files, 2019 in ArcMap GIS)

LAND USE

Land use refers to how land is currently being used and includes multiple different categories across residential, commercial, industrial and open space categories. The Stadium neighborhood's land use is mostly in line with its current zoning (single family residential) with only three exceptions. First, the property in which the stadium itself is located is identified as commercial use, reflecting its primary purpose as a for-profit sports venue. Second, there are multiple properties that are vacant and noted as such. Last, the property on the east corner of Idlewood Avenue and Beaumont Avenue is identified as mixed use and allows retail along with residential use at this residence.



THE COMMUNITY ENGAGEMENT PROCESS

Community Workshops
Community Survey

COMMUNITY ENGAGEMENT PROCESS

To provide recommendations that accurately reflected the desires and wishes of the community, multiple methods were utilized to gather their feedback. These included two separate community workshops and an electronic community survey. Paper flyers advertising these feedback venues were distributed to every house in the community and electronic flyers were distributed via social media outlets and the community email distribution list.

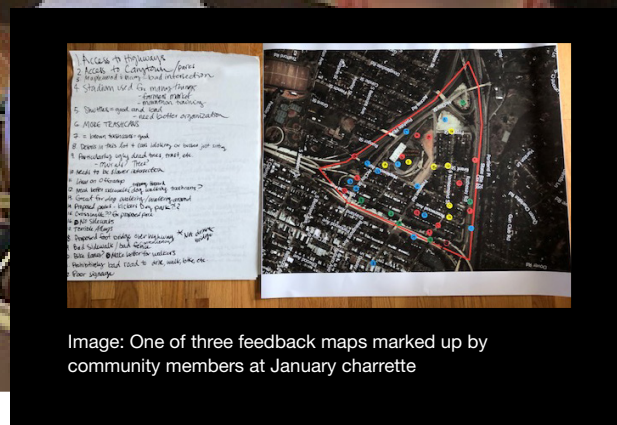


Image: One of three feedback maps marked up by community members at January charrette

Image: Stadium neighborhood workshop at Byrd Park Roundhouse

COMMUNITY WORKSHOPS

The community workshops were held on two Saturdays early in the planning process at the Byrd Park Roundhouse near the Stadium neighborhood. The two workshops had different purposes and were held four weeks apart. This is an engaged community and each session had over twenty neighbors in attendance.

The first workshop was held on Saturday, January 11th and it engaged the community in completing a neighborhood based SWO (Strengths, Weaknesses and Opportunity) analysis. To generate thoughts and ideas the meeting began with a presentation of preliminary research completed for the neighborhood that was based upon a walking survey, neighborhood research (demographics, annual crime, and RVA311 requests), and some targeted interviews. The group was then split into three facilitated working groups that were asked to provide the specifics on the strengths, weaknesses and opportunities of the neighborhood. The input was tracked by the facilitators and each group had table sized maps to identify the neighborhood location of the feedback that was provided. The session concluded with each of the three tables reporting out their assessments. The community's SWO analysis is provided in a subsequent section of this plan and full data that was collected from this session is in the appendix.

The second workshop was held on Saturday, February 8th. Its purpose was to gather feedback from the community on solution strategies brought to them that were informed by the previous work session and the community survey. This meeting opened with a short presentation that re-contextualized the prior work and provided the community a snapshot on the current standing in the planning process. The group was then presented with several scenarios and options that were brought forth to generate a discussion on what the plan should include to achieve the community's objectives. A prioritization exercise followed that captured the importance the neighborhood placed on the scenarios.

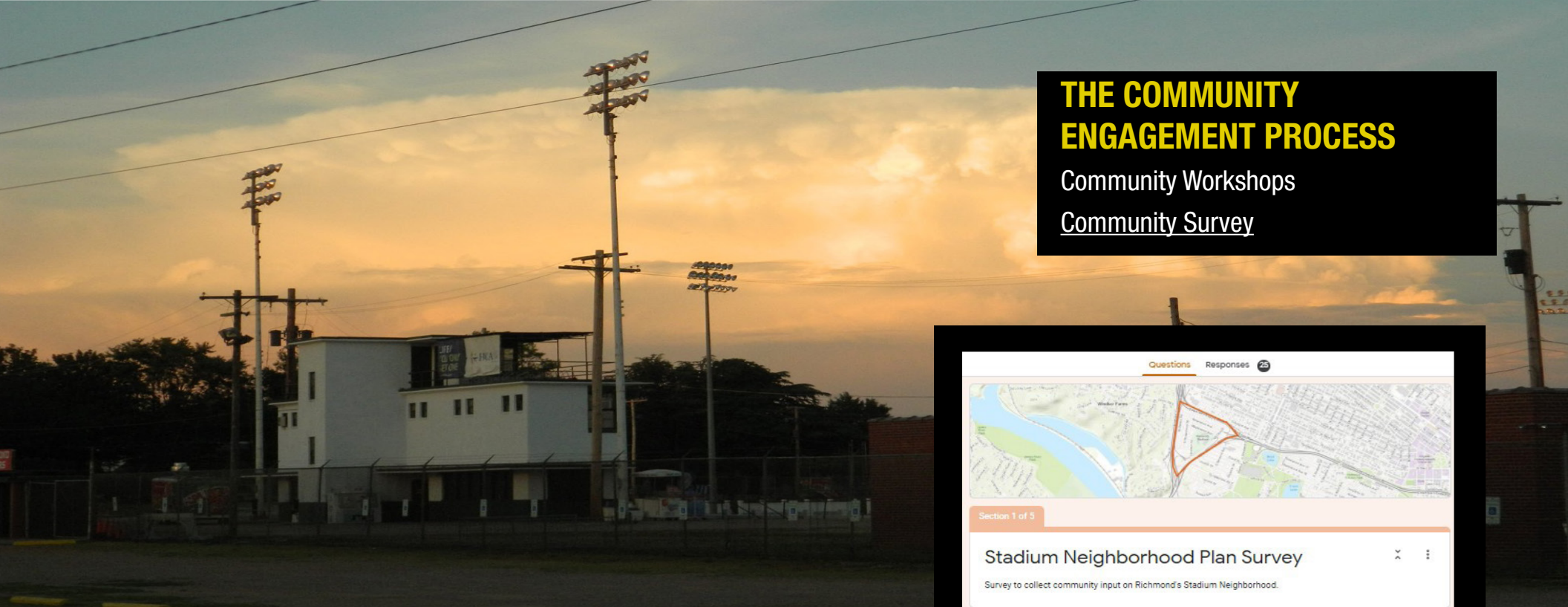


Image: Clouds over Kicker Stadium

COMMUNITY SURVEY

To gather input from those that could not make the work sessions, a community survey was developed and distributed throughout the community. The survey collected some simple demographic data (neighborhood residency, years at residence and age) and then gathered feedback on the neighborhood's strengths, weaknesses and opportunities. Twenty five community members completed the survey.

THE COMMUNITY ENGAGEMENT PROCESS

Community Workshops

Community Survey

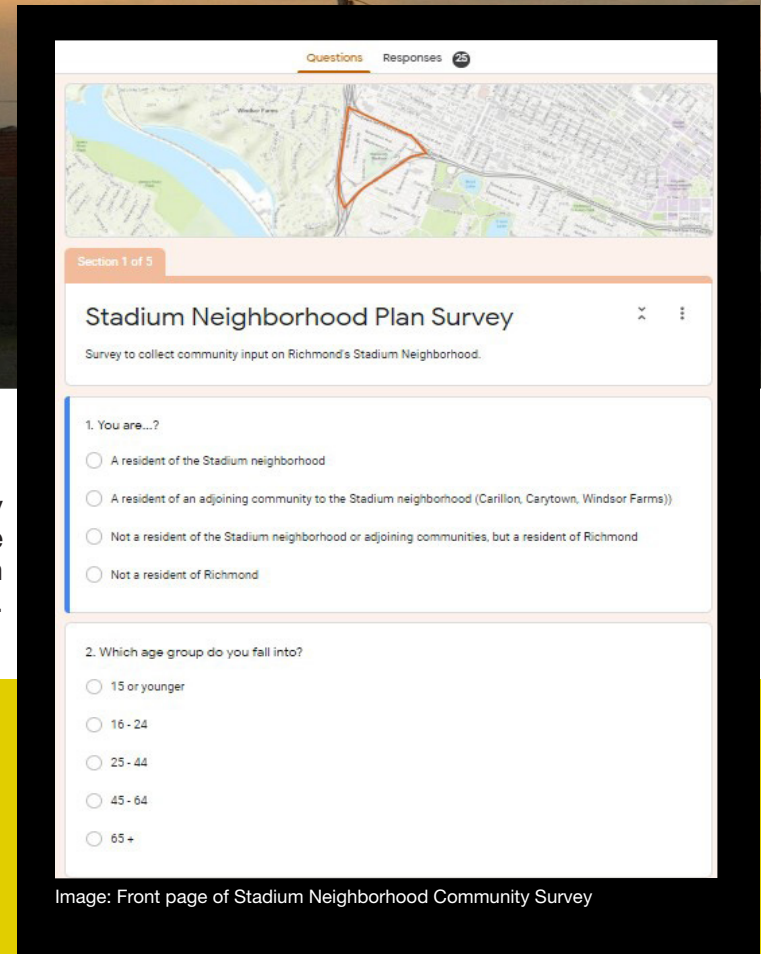


Image: Front page of Stadium Neighborhood Community Survey



Strengths, weakness, and opportunities

Image: Nansemond Street home in the Stadium neighborhood

STRENGTHS

- Community Charm
- Proximity to Parks and Retail
- Highway Accessibility

WEAKNESSES

- Traffic and Pedestrian Safety
- Neighborhood Perimeter
- Parking
- Stadium Property and Facility Maintenance

OPPORTUNITIES

- McCloy and Freeman Road
- Neighborhood Perimeter
- Community Park
- Further Embrace the kickers.

Strengths, weakness, and opportunities analysis

A neighborhood “SWO” (Strength, Weaknesses and Opportunity) analysis is a meaningful exercise that helps communities begin to focus on the issues that are impacting their neighborhood and the opportunities to improve it. An initial SWO Analysis was performed on the Stadium Neighborhood based upon direct observation, neighborhood research, and targeted interviews. This analysis was shared with the community as a means to stimulate thought and ideas. The community was then asked to perform their own SWO analysis for the neighborhood. The following is a summary of the output from their work.

Strengths, weakness, and opportunities

Strengths

The Stadium neighborhood has many strengths and the neighborhood had no difficulty in sharing them. The following strengths had broad agreement across the attendees.

STRENGTHS

- Community Charm
- Proximity to Parks and Retail
- Highway Accessibility



Image: Rosewood Avenue homes in the Stadium neighborhood

Community charm

Neighborhood charm was identified as a significant neighborhood strength. Stadium residents place a high value on the well-maintained properties and mature landscaping of the community. The residents also enjoy and appreciate the variety of home styles in the community and are pleased that the current zoning in the community stipulates only single-family homes and limits their total size. Last, although it needs work and improvement, (which will be shared in a later section), the community likes having the City Stadium and the Kickers as neighbors and being identified as the Stadium neighborhood.



Image: Byrd Park Bridge

Proximity to parks and retail

“There is not a more convenient place to live in Richmond” was a comment that was heard multiple times in the workshop. The Stadium neighborhood enjoys easy access to retail and grocery stores, restaurants, and public parks. The Carytown urban retail district is located a two-block walk directly to the north of the neighborhood across the I-195 bridges on McCloy Street and Freeman Road. Carytown is a little over a mile long and made up of more than 230 restaurants, shops, grocery stores, and offices. A half mile walk through the Carillon neighborhood, to the east of the Stadium neighborhood, is Byrd Park, one of Richmond’s favorite public parks.



Image: Richmond Expressway Exits

Highway accessibility

Being surrounded by recessed expressways provides the community the advantage of having great highway access and the neighborhood regards this as a strength. The Stadium neighborhood is in the middle of the interchange of the Powhite Parkway and the Downtown Expressway and there is access to both these roads on the perimeter of the neighborhood. The ease of being able to get anywhere in Richmond, and to major highways (Interstate Highways 95 and 64) were expressed as neighborhood strengths.

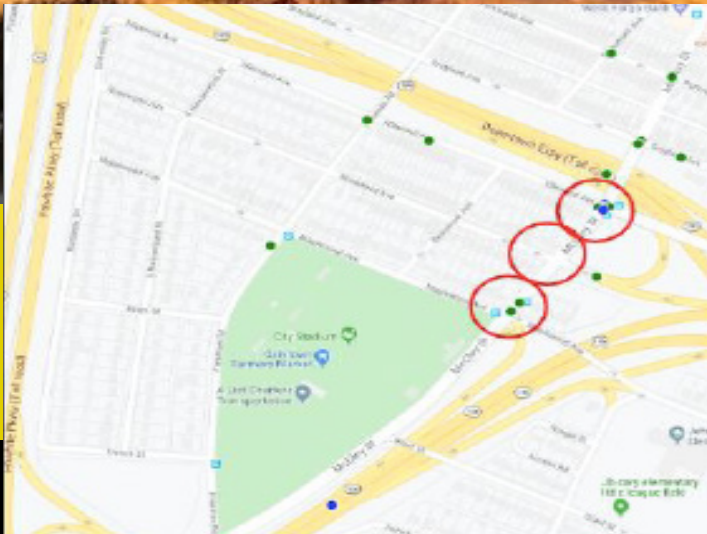
Strengths, weakness, and opportunities

Weaknesses

The workshop attendees provided specific feedback on a number of areas that they identified as weaknesses in the community. The following is what rose to the top of that list.

WEAKNESSES

- Traffic and Pedestrian Safety
- Neighborhood Perimeter
- Parking
- Stadium Property and Facility Maintenance



Map: McCloy Street dangerous intersections

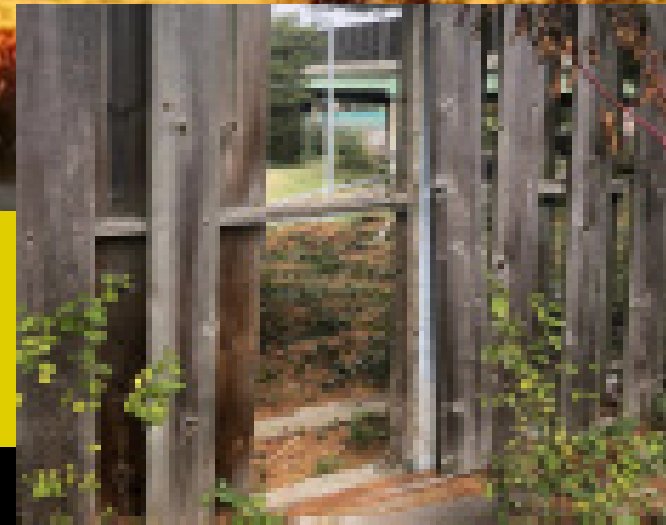


Image: Broken Stadium Neighborhood expressway fence

Traffic and pedestrian safety

Freeman Road and McCloy Street were a consistent topic of conversation regarding the weaknesses of the neighborhood. The community feels that vehicles travel excessively fast on these roads and that is amplified by the multiple unsafe intersections. The three intersections at heart of their concerns were on McCloy Street where it intersects with Maplewood Avenue, Rosewood Avenue (this is also at the offramp from the Downtown Expressway) and Idlewood Avenue. These three intersections accounted for ten reported accidents in 2019 of which four were with injury. The neighborhood also stated that the lack of well marked and enforced crosswalks, as well as bike lanes, in the community added to their concerns.

Neighborhood perimeter

The community expressed dissatisfaction with the security fences and property that borders the expressways that surround the neighborhood. The lack of a uniform and maintained fence around the neighborhood is an issue which neighbors generally agree needs to be addressed. Further, and of particular concern, was the poor maintenance of the property where these fences are built. This lack of maintenance seems to attract the dumping of leaves, garbage, and debris, making these areas look very unattractive in multiple areas throughout the neighborhood.

WEAKNESSES

- Traffic and Pedestrian Safety
- Neighborhood Perimeter
- Parking
- Stadium Property and Facility Maintenance



Image: Parking sign in Stadium neighborhood

Parking

Several issues related to parking were identified as neighborhood weaknesses. During many of the activities at the stadium the overflow parking from the events flow into the community filling parking spots needed by residents. There are signs throughout the neighborhood prohibiting such parking during stadium events, but there is no enforcement of this and some of the uses of the stadium (i.e. park and ride hub for Richmond Folk Fest) wouldn't be considered a "stadium event." The community feels that neither the City of Richmond or the Richmond Kickers care about the community's parking needs when they are planning events.



Image: Stadium Parking Lot on French Street

Stadium property and facility maintenance

While the community recognizes the improvements made to the stadium and its property by the Kickers in the last year, there are still multiple areas where the community wants to see improvement. Of primary concern is the parking lot that is at the corner of French Street and Freeman Road. The neighbors expressed concern about the overgrowth, poor maintenance and the illegal dumping in this parking lot. Other areas of the stadium that the community felt weakened the aesthetics of the neighborhood included abandoned buildings and structures, old rusted fences and the lack of a vegetation buffer between the stadium's parking lots and the community.

Opportunities

The final segment of the SWO analysis provides the improvement opportunities envisioned by the community for their neighborhood. Opportunities go beyond identifying the issues of the neighborhood and start identifying what the communities want itself to be in the future.

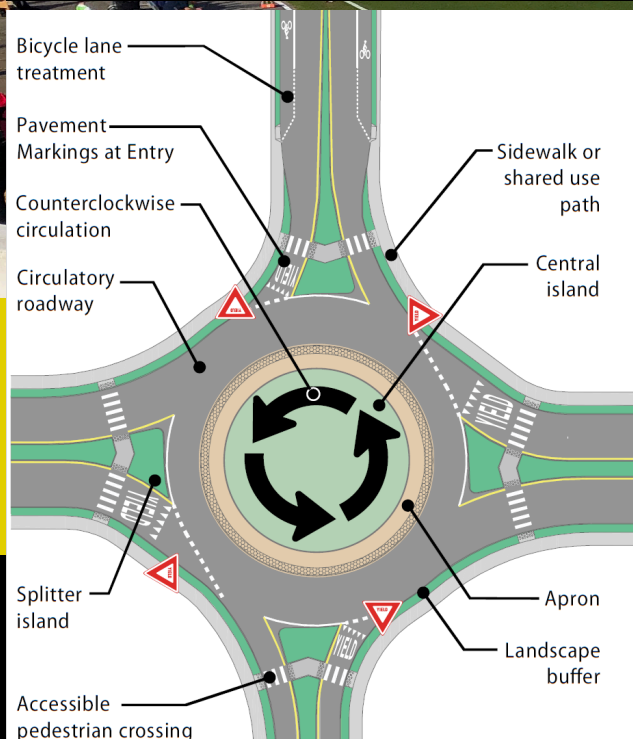


Diagram: Best Practice in Traffic Circles

McCloy Street and Freeman Road

Due to the complexity of high speed traffic, accident prone intersections and the needs for safe passage for cars, pedestrians and bicyclists, there are multiple opportunities to improve these two streets within the neighborhood. First, improvements could be made to the intersections to make them safer. Raised and well marked crosswalk combined other creative traffic solutions (traffic circles, traffic splits with crosswalk islands, lane width reductions) are all possible opportunities. Traffic-calming techniques were also discussed to slow the traffic on these roads and make them safer. Speed bumps/humps, crosswalk push-to-cross stations, and bike lanes that reduce the roadway widths could slow traffic and deliver against this need. Last, there is opportunity for better signs and wayfinding for those getting off the Powhite Parkway and Downtown Expressway in the Stadium neighborhood looking for Carytown, Maymont, Byrd Park and/or the VMFA. Providing this signage will help keep drivers eyes on the road and off of the maps on their phones.

OPPORTUNITIES

- McCloy Street and Freeman Road
- Neighborhood Perimeter
- Community Park
- Further Embrace the kickers.



Image: Brick and Verdant Highway Buffer Wall

Neighborhood Perimeter

The neighborhood no longer wants the shoddy fences and unmaintained property of the Richmond Metropolitan Transit Authority (RMTA) to be their boundary. The opportunity here is for improved or replaced fencing and walls (ideally combined with verdant walls) and for their property to be well maintained.



OPPORTUNITIES

- McCloy Street and Freeman Road
- Neighborhood Perimeter
- Community Park
- Further Embrace the Kickers



Image: Shuffletown Park in Richmond, VA

Community Park

The neighborhood would greatly benefit from having a small, centrally located, community park. The neighbors believe that a park would increase their quality of life and support them in being more connected as a community. Greenspace, an area to sit and socialize, and a pavilion are elements of the park that they envision. Multiple spaces were identified for the location of the park, which are all part of the stadium property.



Image: Soccer Goal Bus Stop, Brazil

Further Embrace the Kickers

The community is happy to have the Kickers as neighbors and feel that there is opportunity to better show that pride. Having Kickers banners on the poles along Freeman Avenue, RMTA bus stops that look like soccer goals, and even re-naming Freeman Avenue as “Kickers Way” could brighten the neighborhood, provide needed bus shelters and show that our community pride.

Overall Findings

OVERALL FINDINGS

- NEIGHBORHOOD MAINTENANCE AND AESTHETICS
- NEED FOR IMPROVED MULTIMODAL TRANSPORTATION SAFETY
- DESIRE FOR STRONGER COMMUNITY VOICE
- STRENGTHENING NEIGHBORHOOD IDENTITY



Image: Stadium Homes on Rothesay Road

Neighborhood Maintenance and Aesthetics

Stadium residents cherish their neighborhood for its quiet streets and quaint, older homes, but with that comes some old infrastructure that is in dire need of upkeep and repair. The need for community maintenance was the most discussed neighborhood weakness in the first community workshop's SWO analysis, and similarly the most mentioned category of what residents liked least about the Stadium neighborhood in the community survey. The three areas where the community wants to see improvements are the Richmond City Stadium and its property; the RMTA security fencing and its property; and the streets, sidewalks and alleyways throughout the community. The community would like these areas to be maintained in a manner that does not look poorly on the neighborhood.

The neighborhood enjoys being home to the Richmond Kickers and the many activities that are held at Richmond City Stadium. They are also pleased with the recent improvements that have been made to the stadium and its grounds. They want to see the improvements continue. The community expressed concern about three areas including the poor maintenance of the parking lot at French Street and Freeman Road, the decaying conditions of the abandoned buildings and structures along McCloy Street, and the lack of trees and greenery along their main parking lot at Freeman Road and Maplewood Avenue.

As discussed previously the Richmond expressway system surrounds the Stadium neighborhood with recessed highways and the fencing and/or walls required to secure them. The fences and walls securing the expressways and the property on which they are built are poorly maintained throughout the Stadium neighborhood. The barriers are old, constructed in multiple ways (wood, chain-link and brick), and broken in multiple places. The property on which the barriers are built is overgrown with weeds, shrubs and trees. The lack of maintenance and overgrowth attracts the illegal dumping of trash and yard waste.

Last, the community would like to see its roads, sidewalks and alleyways better maintained. There are many places throughout the neighborhood with large potholes, broken and/or rooted sidewalks, and alleyways that are difficult to navigate around large areas of standing water. Beyond the poor aesthetics of these issues, the community has a significant aging population and these issues impact their mobility and access to their homes.



OVERALL FINDINGS

- NEIGHBORHOOD MAINTENANCE AND AESTHETICS
- NEED FOR IMPROVED MULTIMODAL TRANSPORTATION SAFETY
- DESIRE FOR STRONGER COMMUNITY VOICE
- STRENGTHENING NEIGHBORHOOD IDENTITY

Need for Improved Multimodal Transportation Safety

Image: Stadium Children Biking on Grant Street

The neighborhood is a constant center of activity filled with walkers, joggers, bicyclists, and automobile traffic. The activity level that the community experiences far exceeds what one would expect in a small community due to the many events held at the stadium and the constant non-resident traffic driving through the community to access the expressways. With all of this activity comes a lot of concern by the Stadium's residents for their, and the neighborhood's visitors, safety while walking, biking, and/or driving in the community. There are multiple areas/locations in the neighborhood where the residents are especially concerned.

Freeman Road and McCloy Street are the two primary thoroughfares of the neighborhood. Due to the manner that the recessed expressways surround the neighborhood, these two roads must be shared by walkers, bikers, and vehicular traffic since they provide the only access to the six bridges that connect the Stadium neighborhood to the surrounding communities. These streets, and their intersections, accounted for 47 out of the 49 automobile accidents that occurred within the neighborhood over the last 5 years and are where the residents have identified all of the safety issues that they would like to see addressed. The community feels that these roads and many of their intersections are not safe for any of their users and would like to see changes made to them that would slow down and calm the traffic, and make them safer for pedestrians and bicyclists.

An example of their concerns is the five-way intersection of McCloy Street, Maplewood Avenue and the Powhite on-ramp which was mentioned multiple times as a safety concern. McCloy Street must be crossed at this intersection for families to walk their children to John B. Cary Elementary School. Although Maplewood Avenue has a stop sign at this intersection, McCloy Street does not and the traffic on this street is heavy commuter traffic in the mornings when the children need to be walked to school. Traffic does not stop for pedestrians at this crossing even though there is a standard crosswalk going across McCloy Street. The community wishes that this intersections and a number of others were better designed around pedestrian safety versus their current car-centric design.



- OVERALL FINDINGS**
- NEIGHBORHOOD MAINTENANCE AND AESTHETICS
 - NEED FOR IMPROVED MULTIMODAL TRANSPORTATION SAFETY
 - DESIRE FOR STRONGER COMMUNITY VOICE
 - STRENGTHENING NEIGHBORHOOD IDENTITY



Desire for Stronger Community Voice

In the first community work-session many residents expressed some frustration in providing feedback on the community’s weaknesses and opportunities. They explained that they’ve been requesting improvements for their community, to the city, on an on-going basis with limited success. As a whole, they do not feel heard as a community. This was talked about throughout the work session with residents providing examples of unfulfilled requests that they have made to the city for traffic safety improvements, maintenance of City and RMTA property, and neighborhood parking enforcement. Many residents feel that the municipal services provided to the neighborhood are less than those provided to neighboring communities, especially those in Windsor Farms and the Carillon. The community wants to be heard and they especially want to be heard by the City, the RMTA, and the Richmond Kickers who they feel collectively have the worst maintained properties in the neighborhood.

Strengthening Neighborhood Identity

The identity, or character, of neighborhoods is important to its residents. Neighborhoods with good character offer people a sense of place and a reason to stay and engage in the community. In the first community work session that was held, residents communicated that they wanted to strengthen their identity and promote community ownership to all residents (renters and owners). This theme was reiterated with comments in the community survey. A number of the longstanding residents feel that the neighborhood has lost character and identity as it has gone through the recent changes in homeowners and renters. Where it was once a common place to socialize with all your neighbors on the streets, sidewalks, and alleys of the community, they are now finding residents disengaged and this is discouraging to them. The residents are committed to improving this. The opportunities that the community identified to make this change included increasing the number of neighborhood social activities, strengthening the civic association, the development of a neighborhood newsletter, adding neighborhood identity elements (lamp-post banners, bridge murals and intersection paintings) and the creation of a community park that would provide space for neighborhood residents to meet and interact with each other.

NEIGHBORHOOD VISION



The Stadium is a connected community that is proud of its safe, beautiful, and clean neighborhood. We embrace being home to the Richmond Kickers, City Stadium and the many activities that are held on its grounds.

Neighborhood Vision Statement

A vision statement describes a community's values and aspirations and a shared image of what they want their community to become in the future. The vision statement functions like a captain steers a ship to stay the course on its journey as changes occur.

The Stadium's Neighborhoods Vision is comprised of five topic areas: Connectivity, Safety, Beauty, Cleanliness and Embracing the Kickers and City Stadium. These topic areas represent the defining physical and cultural elements of the neighborhood,.

Goals, Objectives and Actions

Goals, objectives and actions are developed to deliver upon the neighborhood vision. The goals serve as overarching intentions that are broad in scope; yet, encompass the overarching needs of the public. Each goal includes multiple objectives which are more detailed, narrower in scope, and provide a tangible outcome. Each objective is broken down into one or more action items. These action items are the necessary steps to accomplish the objectives and goals.

GOALS, OBJECTIVES & ACTIONS

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS



Objective 1.1: Identify, communicate and track all neighborhood RVA311 issues.

Action 1.1.1: Define and create a Stadium neighborhood maintenance committee chairman position, as part of the Stadium Neighborhood Civic Association (SNCA)

Action 1.1.2: Develop a Stadium neighborhood RVA311 account to collect and track all RVA311 neighborhood issues in a central location.

Action 1.1.3: Organize and hold annual neighborhood wide identification and collection of neighborhood issues into the Stadium neighborhood RVA311 account.

Action 1.1.4: Review and prioritize the neighborhood RVA311 issues to identify the most important ones to remedy for the community.

Action 1.1.5: Send annual letter from the SNCA to the Richmond Mayor, and copying all associated parties (Department of Public Works, Richmond Metropolitan Transit Authority, and Richmond Kickers for example), that provides a prioritized listing of the community's issues and requests that they be addressed.



Objective 1.2: Continue to organize and hold annual neighborhood cleanup days.

Action 1.2.1: Continue to coordinate, organize and hold annual neighborhood clean-up with 5th District Councilman and community liaison to address trash pick-up; overgrowth impacting the walks, roads and alleys; and street drain blockages.

Action 1.2.2: Develop and hold second annual neighborhood clean-up to assure that the community is picked up at least twice a year.

GOALS, OBJECTIVES & ACTIONS

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS



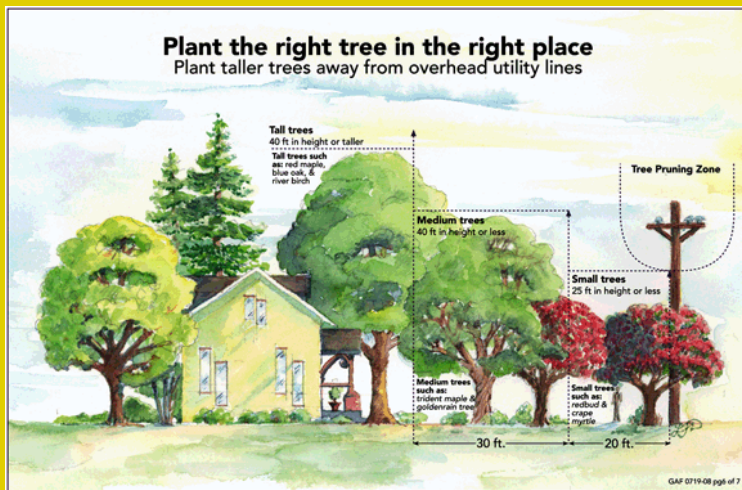
Objective 1.3: Maintain and increase the neighborhood's tree canopy focused at the block level, at major gateways and in public spaces.

Action 1.3.1: Define and create a Stadium neighborhood tree committee chairman position, as part of the SNCA.

Action 1.3.2: Develop working relationships with Richmond's Department of Urban Forestry and the Richmond Tree Stewards to provide ongoing education and support to the neighborhood.

Action 1.3.3: Identify and pursue tree planting funding sources including Richmond's Adopt a Tree Program, Love Your Block Grants and Richmond Council's discretionary funds.

Action 1.3.4: Manage current condition of street trees throughout the Stadium neighborhood. Work with Richmond's Department of Urban Forestry, the Richmond Tree Stewards and neighborhood residents to annually identify trees that should be protected, removed, or replaced.



Action 1.3.5: Plant and maintain street trees at neighborhood gateways. Work with Stadium residents to prioritize and plant around gateways into the neighborhood. Gateway locations into the Stadium neighborhood include:

- Freeman Road: Much of the road verge along Freeman Road is void of trees. Of special note is the City Stadium property whose parking lot on Freeman Road has no trees bordering it.
- McCloy Street: McCloy Street is in need of street trees along its entire length in the neighborhood.

GOALS, OBJECTIVES & ACTIONS

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS



Objective 1.4: Partner with the Kickers to address City Stadium issues that are negatively impacting neighborhood aesthetics. Issues include:

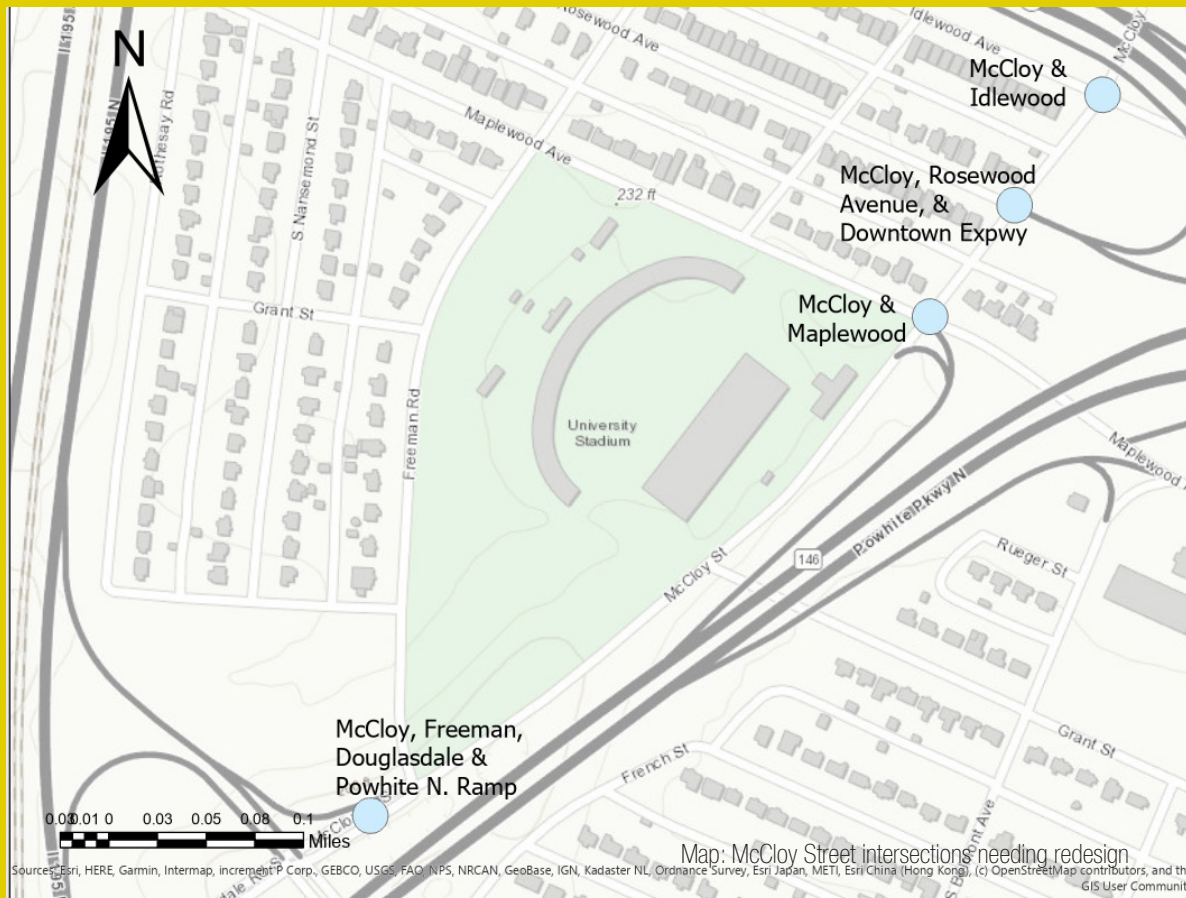
Action 1.3.1: Assure City Stadium maintenance and aesthetic issues are addressed in the Community Benefits Agreement with the Richmond Kickers that is addressed in Objective 3.3. Maintenance and aesthetic issues to include are:

- The need for removal of abandoned buildings, stands and other structures that are no longer being maintained on their property.
- Stark parking lots that lack any type of landscaping that interface without community.
- The need for improved ongoing maintenance of their grounds including the cleanup of illegal dumping in the parking lot of French Street and Freeman Road.



GOALS, OBJECTIVES & ACTIONS

GOAL #2: ADDRESS NEIGHBORHOOD SCALE MULTI-MODAL TRANSPORTATION ISSUES.



Objective 2.1: Work with Richmond Department of Public Works to increase the safety of McCloy Street for all modes of transportation.

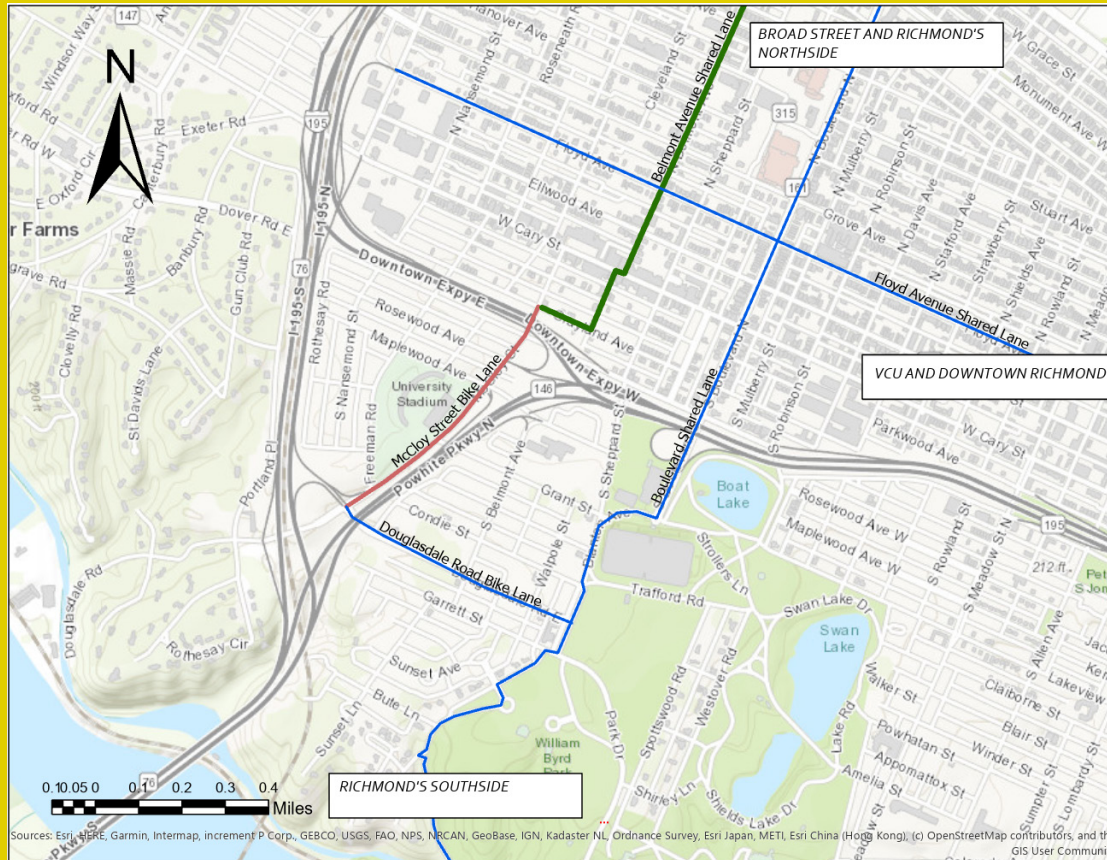
Action 2.1.1: Redesign the primary intersections of McCloy Street in the Stadium neighborhood to prioritize pedestrian safety. Designs should align with Richmond's Complete Street policies and Vision Zero goals. Neighborhood intersections that need to be redesigned include:

- McCloy Street and Idlewood Avenue,
- McCloy Street, Rosewood Avenue, and Downtown Expressway off-ramp,
- McCloy Street, Maplewood Avenue and State Route 146/Powhite Parkway South on-ramp, and
- McCloy Street, Freeman Road, Douglasdale Road and Powhite Parkway North on-ramp.

GOALS, OBJECTIVES & ACTIONS

GOAL #2: ADDRESS NEIGHBORHOOD SCALE MULTI-MODAL TRANSPORTATION ISSUES.

Map: Proposed McCloy Street Bike Lane and Belmont Avenue Shared Bike Lane showing their access to other Richmond Bike infrastructure

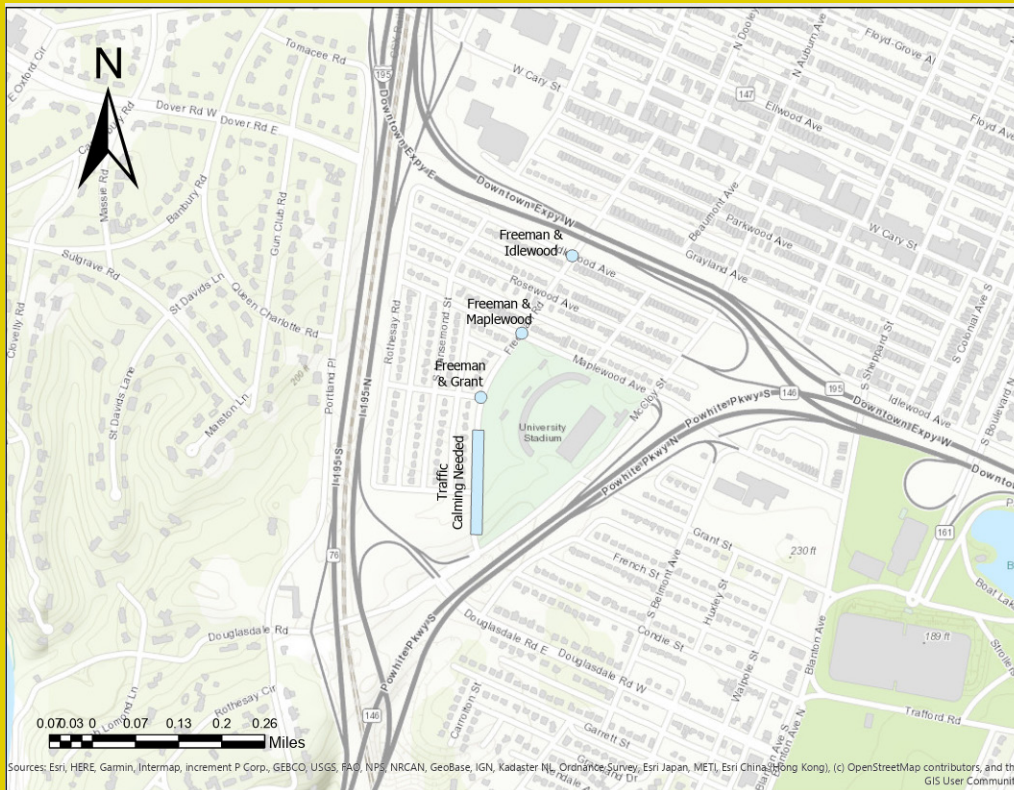


Objective 2.1: Work with Richmond Department of Public Works to increase the safety of McCloy Street for all modes of transportation. (continued).

Action 2.1.2: Complete McCloy Street Bike Lane section of the Richmond Bicycle Plan providing a neighborhood bike lane from Douglasdale Road to Grayland Avenue. Further complete the Belmont Avenue Shared Lane section of the plan from Grayland Avenue to Park Avenue. The combination of these two investments provide Stadium residents with bike paths and bike lanes that access Richmond's broader bike network.

GOALS, OBJECTIVES & ACTIONS

GOAL #2: ADDRESS NEIGHBORHOOD SCALE MULTI-MODAL TRANSPORTATION ISSUES.



Map: Primary Intersections of Freeman Road needing redesign and area of needed traffic calming

Objective 2.2: Work with Richmond Department of Public Works to increase the safety of Freeman Road for all modes of transportation.

Action 2.2.1: Redesign the primary intersections of Freeman Road in the Stadium neighborhood to prioritize pedestrian safety. Designs should align with Richmond’s Complete Street policies and Vision Zero goals. Intersections that need to be redesigned include:

- Freeman Road and Idlewood Avenue,
- Freeman Road and Maplewood Avenue, and
- Freeman Road and Grant Avenue

Action 2.2.2: Install traffic calming infrastructure to inhibit speeding along the section of Freeman Road along the City Stadium property.

GOALS, OBJECTIVES & ACTIONS

GOAL #3: IMPROVE COMMUNICATIONS AMONG STADIUM RESIDENTS AND COMMUNITY LEADERS, ELECTED AND APPOINTED OFFICIALS

STADIUM Civic Association

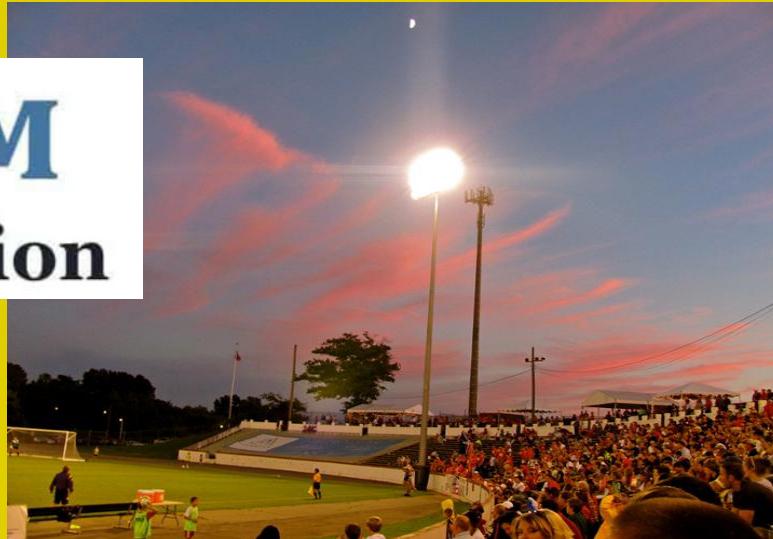


Image: Sunset at a Kickers Game

Objective 3.1: Continue to improve the impact, frequency and attendance of Stadium Neighborhood Civic Association (SNCA) meetings and events.

Action 3.1.1: Hold SNCA Board elections in line with the by-laws of the association.

Action 3.1.2: Expand the SNCA to include appointed committee chair positions that are focused upon neighborhood maintenance and the tree canopy.

Action 3.1.3: Develop and publish Stadium Civic Association calendar that includes quarterly meetings, semi-annual neighborhood cleanups and other neighborhood events and activities.

Action 3.1.4: Evaluate increasing annual SNCA dues and/or securing other financing to support SNCA activities and communications.

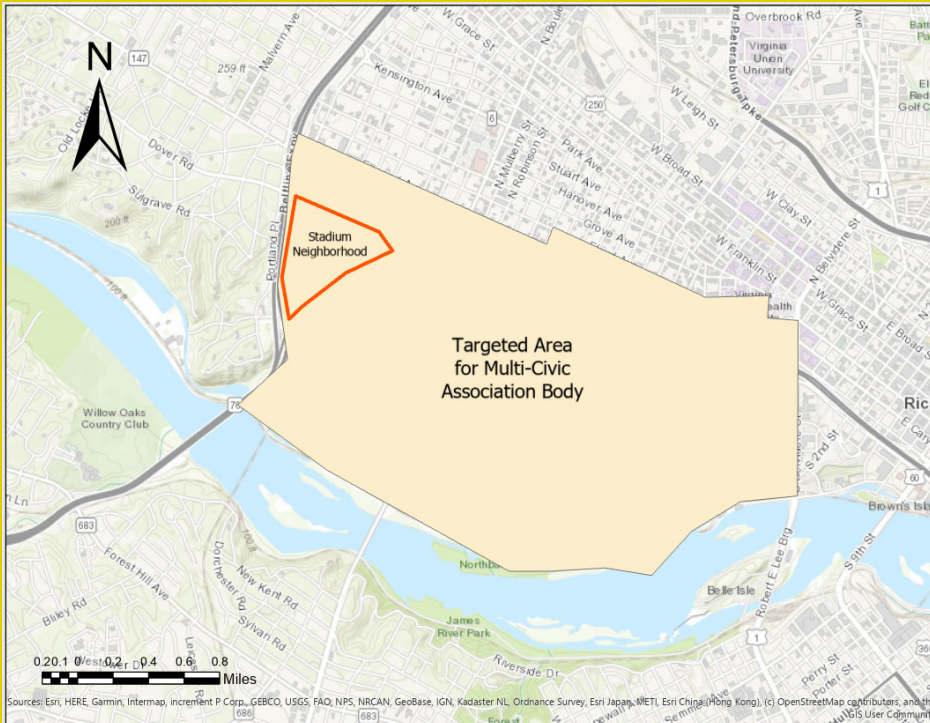
Action 3.1.5: Leverage the representation and authority of the SNCA to communicate the community's most important issues and needs using SNCA letterhead to all relevant stakeholders.

Action 3.1.6: Develop and rollout plan to increase participation in SNCA meetings and events.

GOALS, OBJECTIVES & ACTIONS

GOALS

GOAL #3: IMPROVE COMMUNICATIONS AMONG STADIUM RESIDENTS AND COMMUNITY LEADERS, ELECTED AND APPOINTED OFFICIALS



Map: Targeted area for a multi-civic association body to be formed

Neighborhoods/associations in target area:

- Byrd Park
- Carillon
- Carytown Merchants
- Carytown South
- Maymont
- Oregon Hill
- Randolph
- Stadium
- William Byrd Terrace
- Uptown

Objective 3.2: Create a multi-civic association body that develops goals, strategy and actions for issues that impact multiple neighborhoods. Types of issues to be addressed include Idlewood Avenue traffic corridor safety, Downtown Expressway interface maintenance, and safe paths to schools. Target area of the Fifth District that is north of the James River. Model to be based on Westhampton Civic Association.

Action 3.2.1: Work with Fifth District Councilman and liaison to develop presentation/communication that introduces the concept and its benefits over the next 3 months.

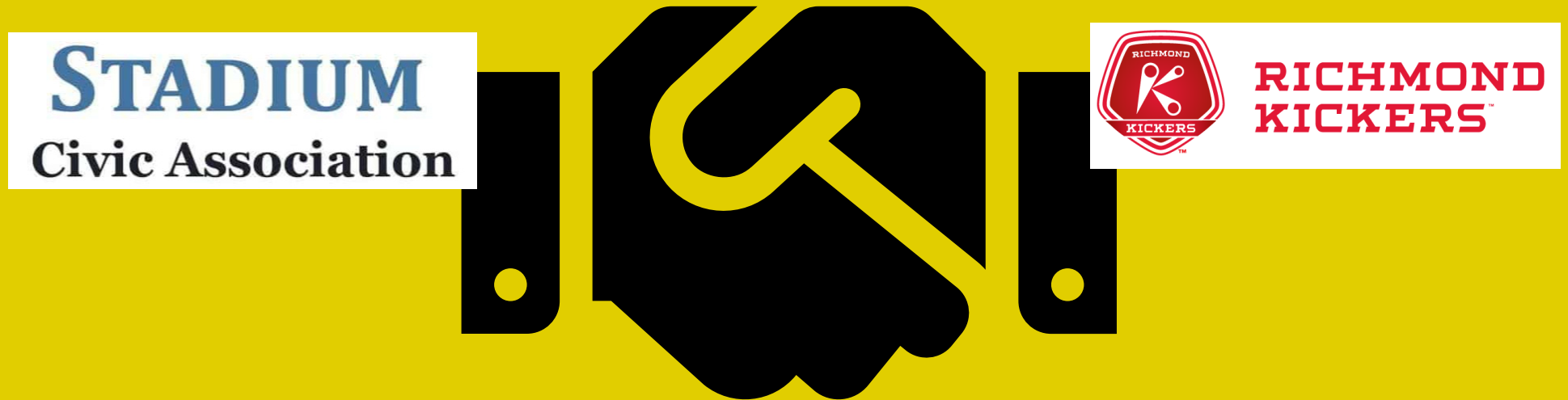
Action 3.2.2: Share the concept and its benefits with the civic associations communities in the Fifth District North of the James River

Action 3.2.3: Determine the strategy and next steps based upon the feedback obtained at the forum.

GOALS, OBJECTIVES & ACTIONS

GOALS

GOAL #3: IMPROVE COMMUNICATIONS AMONG STADIUM RESIDENTS AND COMMUNITY LEADERS, ELECTED AND APPOINTED OFFICIALS



Objective 3.3: Develop a Community Benefit Agreement (CBA) with the Richmond Kickers that addresses our partnership on the neighborhood.

Action 3.3.1: Develop a CBA between the Richmond Kickers and the SNCA that assures that the Kickers:

- Obtain community input on the physical design and implementation of all future development projects on City Stadium that impact the neighborhood.
- Complete improvements and/or maintenance needed to the City Stadium property and facilities that are sought after by the community to improve overall neighborhood aesthetics.
- Be involved in the SNCA as an ongoing member, financial sponsor and/or provider of community meeting space.
- Plan their games, stadium events, and/or projects, in a manner that seeks to mitigate area traffic, parking problems and/or other issues for the community.
- Create and dedicate public recreational or community space on its property for the neighborhood's use

IMPLEMENTATION: STAKEHOLDERS AND TIMING



The final section describes moving forward by providing the stakeholders that need to be involved to complete the actions and the timing of the work

Stakeholder Analysis

A stakeholder analysis, in neighborhood planning, is the process of identifying the people and groups that need to be involved to complete the actions successfully. On the following pages you will find the stakeholder analysis broken out by objectives for each goal.

The analysis is displayed in the tables on the subsequent pages. The actions for each objective are listed in rows on the left-hand side of the tables. The stakeholders are listed at the top of each table in the columns. The boxes at the intersection of each action (rows) and stakeholder (column) will be filled dark blue when the stakeholder's involvement is needed for the completion of the action.

Timing

The Stadium Neighborhood Plan is to be implemented over the next 10-years. Short term actions will be completed in the next 1 to 2 years, mid-term actions will be completed in 3 to 5 years, and long term actions will be completed in 6 to 10 years. On the following pages you will also find timing tables broken out by objectives for each goal.

STAKEHOLDERS & TIMING

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS

Stakeholder Analysis for Objective 1.1

Objective 1.1: Identify, communicate and track all neighborhood RVA311 issues.	Stadium Neighborhood Association	Richmond, VA Mayor	Department of Public Works	Richmond Metropolitan Transit Authority	Richmond Kickers	Other Relevant Parties	Fifthe District Councilman
Action 1.1.1: Create SCNA maintenance committee chairman position							
Action 1.1.2: Develop SCNA RVA311 account							
Action 1.1.3: Annual collection RVA311 neighborhood issues							
Action 1.1.4: Review and prioritize the neighborhood RVA311 issues							
Action 1.1.5: Annual prioritization letter to RVA Mayor & relevant parties							

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 1.1

Objective 1.1: Identify, communicate and track all neighborhood RVA311 issues.	Short Term	Mid Term	Long Term
Action 1.1.1: Create SCNA maintenance committee chairman position	✓		
Action 1.1.2: Develop SCNA RVA311 account	✓		
Action 1.1.3: Annual collection RVA311 neighborhood issues	✓	Ongoing	
Action 1.1.4: Review and prioritize the neighborhood RVA311 issues	✓	Ongoing	
Action 1.1.5: Annual prioritization letter to RVA Mayor & relevant parties	✓	Ongoing	

Note: "Ongoing Timing" denotes areas that need continuing effort for the community

STAKEHOLDERS & TIMING

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS

Stakeholder Analysis for Objective 1.2

<p style="text-align: center;">Objective 1.2: Continue to organize and hold annual neighborhood cleanup days.</p>	Stadium Neighborhood Association	Fifthe District Councilman	Department of Public Works	Richmond Kickers
Action 1.2.1: Continue to hold annual neighborhood clean-up				
Action 1.2.2: Develop and hold second annual neighborhood clean-up				

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 1.2

Objective 1.2: Continue to organize and hold annual neighborhood cleanup days.	Short Term	Mid Term	Long Term
Action 1.2.1: Continue to hold annual neighborhood clean-up	✓	Ongoing	
Action 1.2.2: Develop and hold second annual neighborhood clean-up	✓	Ongoing	

Note: "Ongoing Timing" denotes areas that need continuing effort for the community

STAKEHOLDERS & TIMING

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS

Stakeholder Analysis for Objective 1.3

Objective 1.3: Maintain and increase the neighborhood's tree canopy focused at the block level, at major gateways and in public spaces.	Stadium Neighborhood Association	Department of Urban Forestry	Richmond Tree Stewards	Fifthe District Councilman	Richmond Kickers
Action 1.3.1: Create SCNA tree committee chairman position	■	■	■	■	■
Action 1.3.2: SCNA relationships with RVA's Tree Stewards & Urban Forestry	■	■	■	■	■
Action 1.3.3: Identify and pursue tree planting funding sources	■	■	■	■	■
Action 1.3.4: Manage current condition of Stadium street trees	■	■	■	■	■
Action 1.3.5: Plant and maintain street trees at neighborhood gateways.	■	■	■	■	■

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 1.3

Objective 1.3: Maintain and increase the neighborhood's tree canopy focused at the block level, at major gateways and in public spaces.	Short Term	Mid Term	Long Term
Action 1.3.1: Create SCNA tree committee chairman position	✓		
Action 1.3.2: SCNA relationships with RVA's Tree Stewards & Urban Forestry	✓	Ongoing	
Action 1.3.3: Identify and pursue tree planting funding sources	✓	Ongoing	
Action 1.3.4: Manage current condition of Stadium street trees	✓	Ongoing	
Action 1.3.5: Plant and maintain street trees at neighborhood gateways.	✓	Ongoing	

Note: "Ongoing Timing" denotes areas that need continuing effort for the community

STAKEHOLDERS & TIMING

GOAL #1: MAINTAIN AND IMPROVE NEIGHBORHOOD AESTHETICS

Stakeholder Analysis for Objective 1.4

<p>Objective 1.4: Partner with the Kickers to address City Stadium issues that are negatively impacting neighborhood aesthetics.</p>	Stadium Neighborhood Association	Richmond Kickers	Richmond Dpt. of Parks & Recreation	Fifthe District Councilman
<p>Action 1.3.1: Assure Ciity Stadium maintenance and aesthetic issues are addressed in Community Benefits Agreement between SCNA and Richmond Kickers.</p>				

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 1.4

Objective 1.4: Partner with the Kickers to address City Stadium issues that are negatively impacting neighborhood aesthetics.	Short Term	Mid Term	Long Term
<p>Action 1.3.1: Assure Ciity Stadium maintenance and aesthetic issues are addressed in Community Benefits Agreement between SCNA and Richmond Kickers.</p>	✓	Ongoing	

Note: "Ongoing Timing" denotes areas that need continuing effort for the community

GOAL #2: ADDRESS NEIGHBORHOOD SCALE MULTI-MODAL TRANSPORTATION ISSUES.

Stakeholder Analysis for Objective 2.1

Objective 2.1: Work with Richmond Department of Public Works to increase the safety of McCloy Street for all modes of transportation.	Stadium Neighborhood Association	Department of Public Works	Fifthe District Councilman	Richmond Vision Zero
	Action 2.1.1: Redesign the primary intersections of McCloy Street for pedestrians			
	Action 2.1.2: Complete McCloy Street Bike & Belmont Ave Bike Infrastructure			

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 2.1

Objective 2.1: Work with Richmond Department of Public Works to increase the safety of McCloy Street for all modes of transportation.	Short Term	Mid Term	Long Term
Action 2.1.1: Redesign the primary intersections of McCloy Street for pedestrians		✓	
Action 2.1.2: Complete McCloy Street Bike & Belmont Ave Bike Infrastructure	✓		

STAKEHOLDERS & TIMING

GOAL #2: ADDRESS NEIGHBORHOOD SCALE MULTI-MODAL TRANSPORTATION ISSUES.

Stakeholder Analysis for Objective 2.2

Objective 2.2: Work with Richmond Department of Public Works to increase the safety of Freeman Road for all modes of transportation.	Stadium Neighborhood Association	Department of Public Works	Fifthe District Councilman	Richmond Vision Zero
	Action 2.2.1: Redesign the primary intersections of Freeman Road for pedestrians			
	Action 2.2.2: Install traffic calming infrastructure on Freeman Road			

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 2.2

Objective 2.2: Work with Richmond Department of Public Works to increase the safety of Freeman Road for all modes of transportation.	Short Term	Mid Term	Long Term
Action 2.2.1: Redesign the primary intersections of Freeman Road for pedestrians		✓	
Action 2.2.2: Install traffic calming infrastructure on Freeman Road		✓	

STAKEHOLDERS & TIMING

GOAL #3: IMPROVE COMMUNICATIONS AMONG STADIUM RESIDENTS AND COMMUNITY LEADERS, ELECTED AND APPOINTED OFFICIALS

Stakeholder Analysis for Objective 3.1

Objective 3.1: Continue to improve the impact, frequency and attendance of SNCA meetings and events.	Stadium Neighborhood Association	Fifthe District Councilman	Richmond Kickers
Action 3.1.1: Hold SNCA Board elections in line with by-laws			
Action 3.1.2: Expand the SNCA to include Maintenance and Tree Canopy Chairs			
Action 3.1.3: Develop and publish Stadium Civic Association calendar			
Action 3.1.4: Increase annual SNCA dues and/or secure other SNCA funding			
Action 3.1.5: Leverage the SNCA to officially communicate community's concerns			
Action 3.1.6: Plan to increase participation in SNCA meetings/events.			

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 3.1

Objective 3.1: Continue to improve the impact, frequency and attendance of SNCA meetings and events.	Short Term	Mid Term	Long Term
Action 3.1.1: Hold SNCA Board elections in line with by-laws	✓		Ongoing
Action 3.1.2: Expand the SNCA to include Maintenance and Tree Canopy Chairs	✓		Ongoing
Action 3.1.3: Develop and publish Stadium Civic Association calendar	✓		Ongoing
Action 3.1.4: Increase annual SNCA dues and/or secure other SNCA funding	✓		Ongoing
Action 3.1.5: Leverage the SNCA to officially communicate community's concerns	✓		Ongoing
Action 3.1.6: Plan to increase participation in SNCA meetings/events.	✓		Ongoing

Note: "Ongoing Timing" denotes areas that need continuing effort for the community

STAKEHOLDERS & TIMING

GOAL #3: IMPROVE COMMUNICATIONS AMONG STADIUM RESIDENTS AND COMMUNITY LEADERS, ELECTED AND APPOINTED OFFICIALS

Stakeholder Analysis for Objective 3.2

Objective 3.2: Create a multi-civic association body that develops goals, strategy and actions for issues that impact multiple neighborhoods.	Stadium Neighborhood Association		
	Fifth District Councilman		
	Area Civic Associations		
Action 3.2.1: Work w/ 5th District Councilman and liaison to develop recommendation			
Action 3.2.2: Share the concept/benefits with area civic associations			
Action 3.2.3: Determine the strategy/next steps based at forum			

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 3.2

Objective 3.2: Create a multi-civic association body that develops goals, strategy and actions for issues that impact multiple neighborhoods.	Short Term	Mid Term	Long Term
Action 3.2.1: Work w/ 5th District Councilman and liaison to develop recommendation	✓		
Action 3.2.2: Share the concept/benefits with area civic associations	✓		
Action 3.2.3: Determine the strategy/next steps based at forum	✓		

STAKEHOLDERS & TIMING

GOAL #3: IMPROVE COMMUNICATIONS AMONG STADIUM RESIDENTS AND COMMUNITY LEADERS, ELECTED AND APPOINTED OFFICIALS

Stakeholder Analysis for Objective 3.3

<p>Objective 3.3: Develop a Community Benefit Agreement (CBA) with the Richmond Kickers that addresses our partnership on the neighborhood.</p>	Stadium Neighborhood Association	Richmond Kickers	Fifthe District Councilman	Richmond Dept. of Parks & Recreation
<p>Action 3.3.1: Develop a CBA between the Richmond Kickers and the SNCA</p>				

Note: Actions have been abbreviated for space concerns. Full actions can be found in preceding section

Timing for Objective 3.3

<p>Objective 3.3: Develop a Community Benefit Agreement (CBA) with the Richmond Kickers that addresses our partnership on the neighborhood.</p>	Short Term	Mid Term	Long Term
<p>Action 3.3.1: Develop a CBA between the Richmond Kickers and the SNCA</p>	✓	Ongoing	

Note: "Ongoing Timing" denotes areas that need continuing effort for the community

CONCLUSION



Objective 3.3: Develop a Community Benefit Agreement (CBA) with the Richmond Kickers that addresses ourP

At nearly 100 years old, the Stadium neighborhood has a rich history as a strong community that has endured the desires of many others to change the neighborhood itself, and redevelop the stadium property. Throughout this history the neighborhood has been asked repeatedly to respond to plans that others had for their community, while never being asked what they, themselves desired for it. This ten-year plan changes that and is a statement from the community on what they envision for neighborhood. It further provides the actions needed to deliver upon their vision. The structured process, community engagement, and collaboration involved in creating this plan provides a holistic representation of the neighborhood residents.

The goals, objectives, and actions outlined in this plan promote the Stadium neighborhood to be a connected community that is safe, beautiful and clean. It also enhances the neighborhood's relationship with the Richmond Kickers, who the community embraces as a part of the community. Through implementing this plan, the Stadium neighborhood can continue to make strides towards their vision and enjoy being the neighborhood that they have planned for themselves.

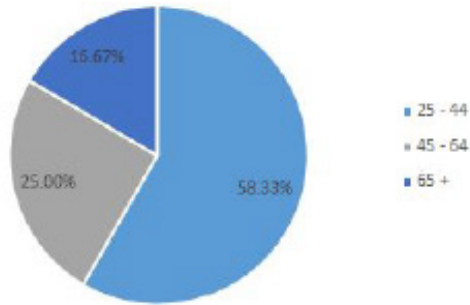
Appendix

Image: Richmond Kickers Soccer Game

Community Survey Results

A community survey was distributed via email and social media outlets after the first community work session. The purpose of the survey was to obtain feedback from those that could not attend the work session. The survey was structured in a manner to first have the respondents provide specifically what they like most and least about the stadium. The respondents were then asked to rate the importance of the top neighborhood improvement concepts that were identified in the work session.

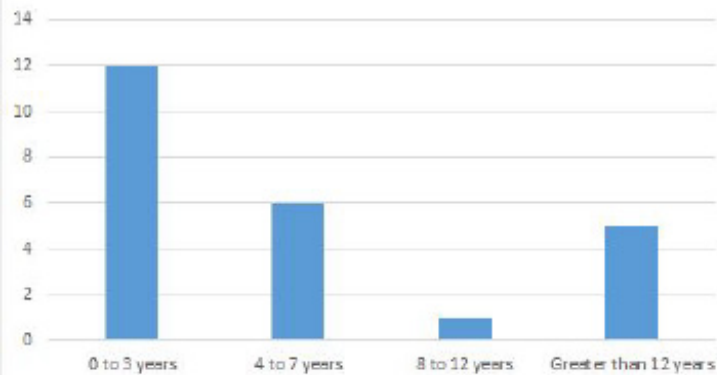
Age Group: Which age group do you fall into?



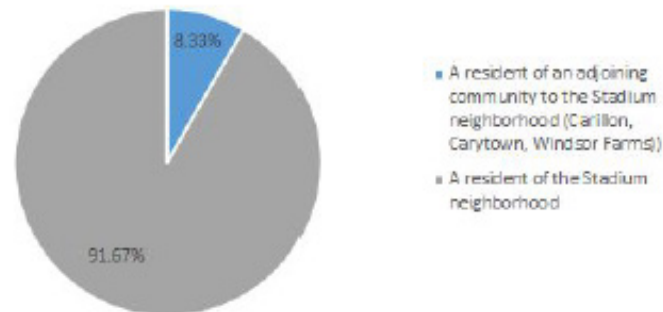
Who took the survey?

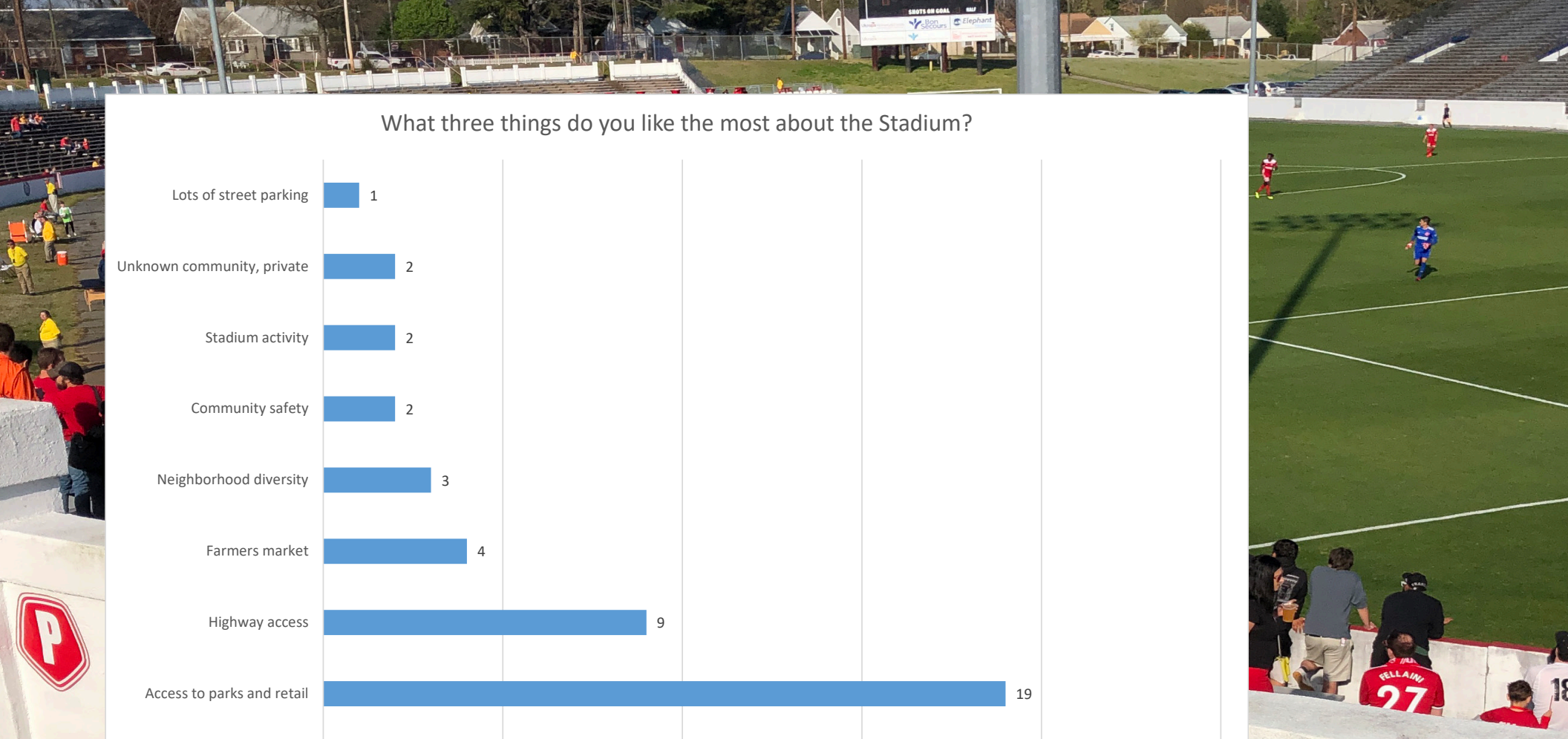
The survey had 24 respondents over the two week period that it was live. 92%, (22), of those that took it live in the Stadium neighborhood, with the other two being residents of an adjoining community (Carillon, Carytown or Winsor Farms). The survey respondents came from three age groups with the 25 to 44 year old group accounting for 58%, 45 to 63 year old group accounting for 25%, and the 65 year plus group accounting for 17% of the respondents. The respondents also varied regarding the length of time in which they had resided at their current residence. The largest group was those residing at their current residence for zero to three years with 12 (50%) of the respondents; this was followed by those living in their current residences for four to seven years (6 respondents, 25%), greater than 12 years (5 respondents, 21%) and finally eight to twelve years (1 respondent, 4%).

Time at current residence

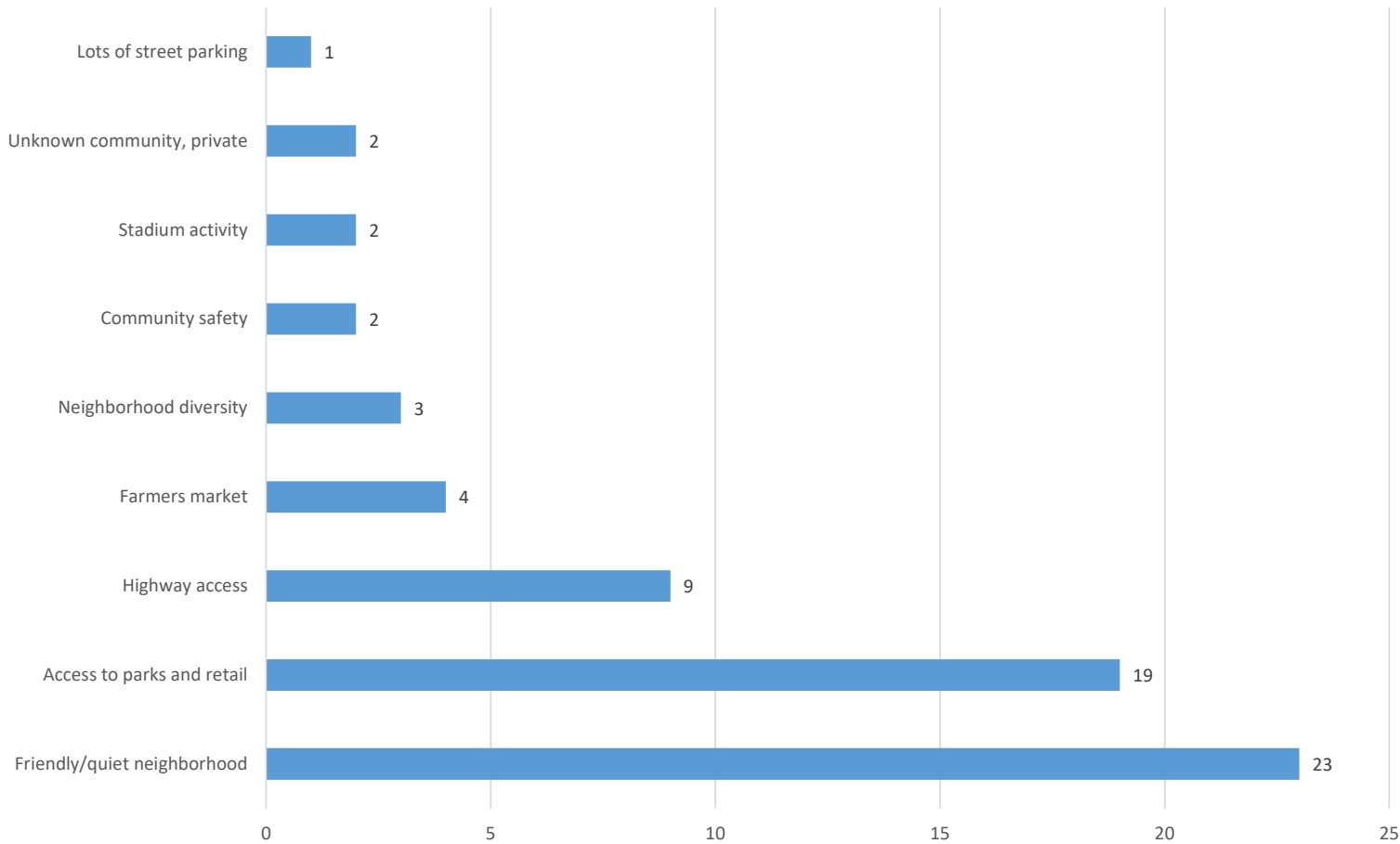


Neighborhood Residency: You are a...?





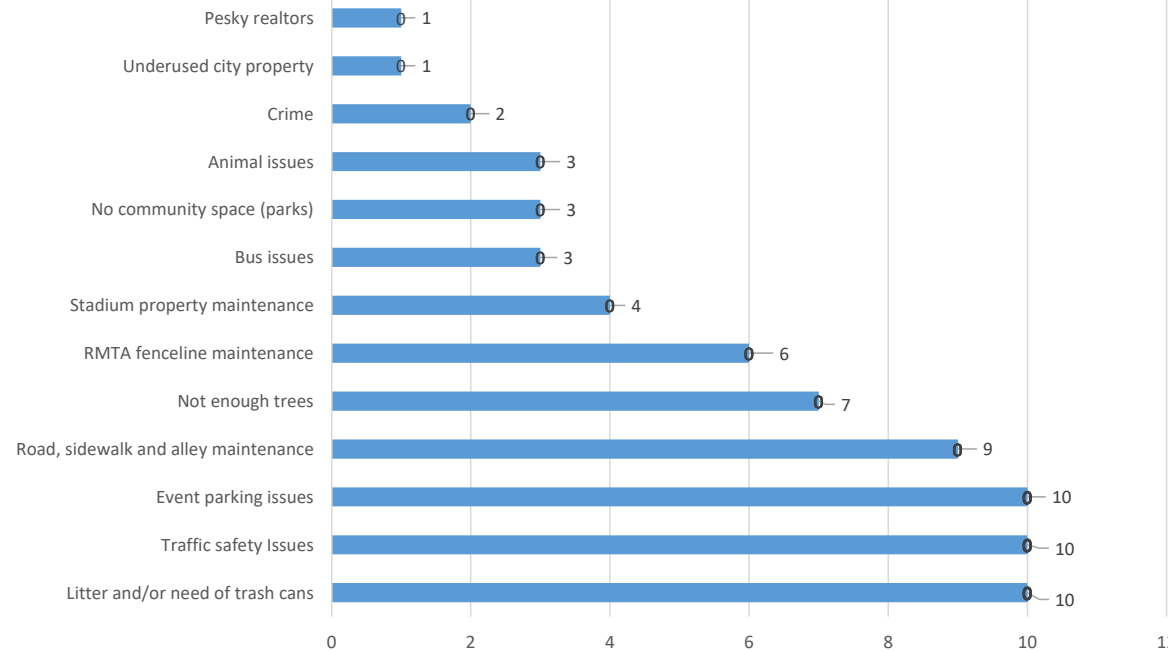
What three things do you like the most about the Stadium?



The Three Things That The Community Likes Most About Their Neighborhood

The survey asked the community to identify those things that they like most about their neighborhood. Their free form responses were then categorized into nine different groups. By far the two largest groups were the responses that referenced the appreciation of it being a friendly/quiet neighborhood, and the great access to parks and retail enjoyed by the community. The enthusiasm of the responses in these groups was very telling of the appreciation the residents have of living here. The other category that stood out was the great highway access the community of the community, with multiple people stating that they can get anywhere in Richmond quickly and conveniently. Following the top three categories of what the community liked about the neighborhood was the farmers market (four mentions), neighborhood diversity (three mentions), community safety (two mentions), stadium activity (two mentions), neighborhood privacy (two mentions) and the abundance of street parking (one mention)

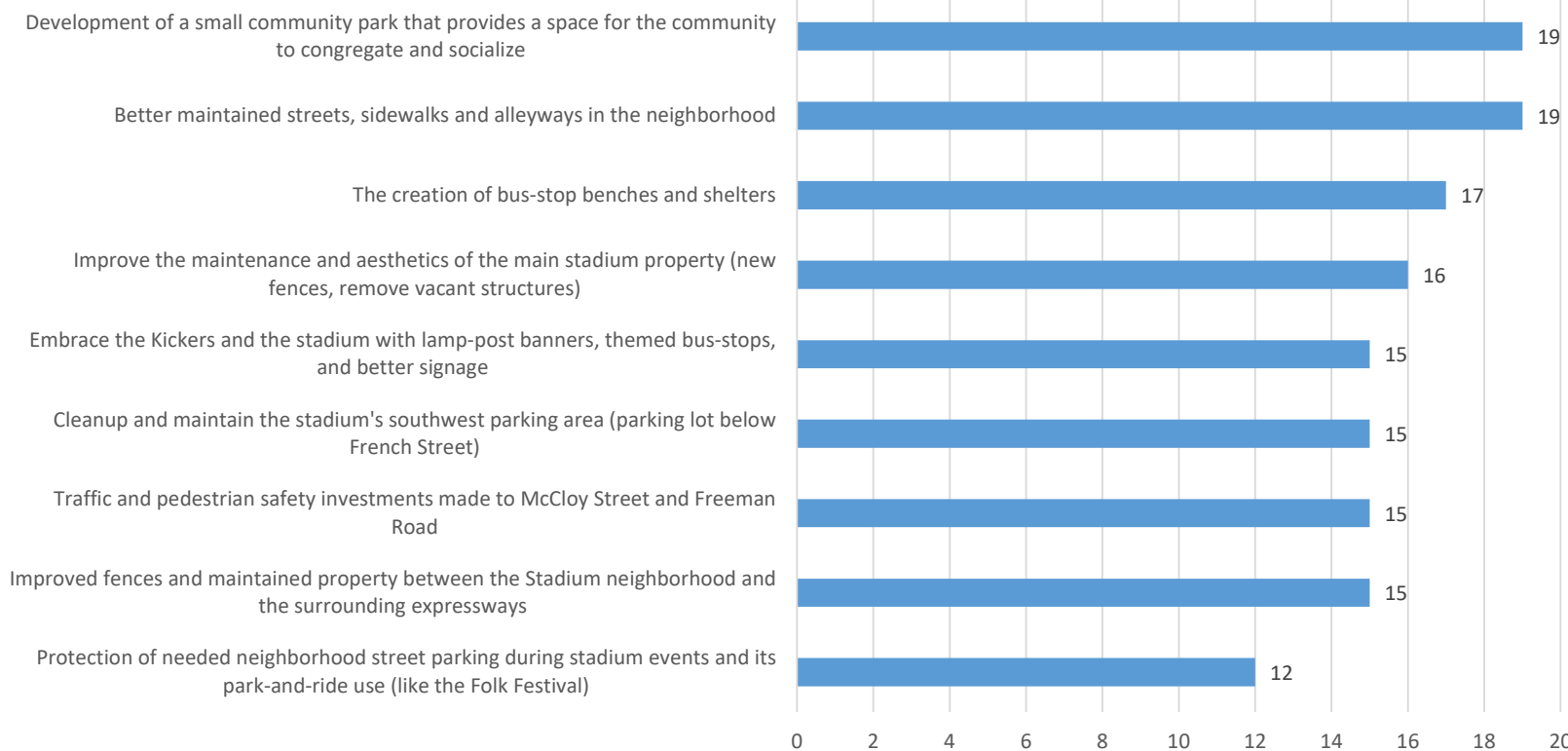
What three things do you like least about the Stadium?



The Three Things That The Community Liked Least About Their Neighborhood

The survey similarly asked the community to identify those things that they liked least about their neighborhood. Again, their free form responses were then categorized in to different groups. There were three categories that each received ten mentions including the amount of litter and the need of neighborhood trash cans, traffic safety issues, and event parking issues. Following closely behind, with nine mentions, was road, sidewalk and alleyway maintenance communicating the neighborhood's desire for improvement of these. The rest of the least liked categories included: not enough neighborhood trees (seven mentions), RMTA fence line maintenance (six mentions), stadium property maintenance (four mentions), bus issues (three mentions), lack of community space (three mentions), animal issues (three mentions), crime (two mentions) and underused city property and pesky realtors (one mention each).

Importance of Improvement Concepts: Counts of Important & Very Important



Ranking The Importance Of The Initial Work Session Improvement Concepts

The survey then presented to its respondent the nine main neighborhood improvement concepts that were identified in the community work session. They were asked to provide an importance rating between one and five for each concept with one equating to “very important” for the neighborhood and five equating to “no importance/not needed” for the neighborhood. The graph below shows the count of those responses choosing the two highest of importance ratings. The two improvement concepts that garnered the most highly important ratings were the development of a small community park; and better maintained streets, sidewalks and alleyways with each of these having 19 of the 24 respondents rate them in the top two highest importance categories. The next two highest ranked improvement concepts were the creation of bus-stop benches and shelters (17) and improve the maintenance and aesthetics of the main stadium property (16). The remaining five categories and their ratings can be seen in the graph.