



HIGHLAND PARK COMMERCIAL AREA IMPROVEMENT PLAN

June 2017



Storefront for Community Design





HIGHLAND PARK COMMERCIAL AREA IMPROVEMENT PLAN

JUNE 2017

PROJECT TEAM

Virginia Local Initiatives Support Corporation (LISC) Ebony Walden,
Community Partnership Manager
Storefront for Community Design Ryan Rinn, Executive Director
Timmons Group Scott Wiley, Project Manager
Trevor Buckley, Landscape Planner
Dave Robinson,
Visualization Manager
Baskervill Burt Pinnock, Principal
Tim Hamnett, Project Designer

ACKNOWLEDGEMENTS

The project team thanks the business owners of Six Points and the residents of Highland Park for their support of and contributions to this project. Your feedback and insights were invaluable. We have aimed to capture the vision and the spirit of the Highland Park community in the design recommendations that you find in this report.

All images produced by Timmons Group and Baskervill unless otherwise noted.

*Highland Park, once a place of decay,
continues to blossom.*

*Jo White
Community Activist*

CONTENTS

I. INTRODUCTION

PROJECT PURPOSE	2
GOALS AND OBJECTIVES	2
STUDY AREA	2
DESIGN PROCESS AND TIMELINE	3

II. EXISTING CORRIDOR

NEIGHBORHOOD PROFILE	4
----------------------	---

III. ANALYSIS & ASSESSMENT

ANALYSIS	6
SITE CONTEXT: REGION	6
NEIGHBORHOOD ASSETS AND CHALLENGES	7
SITE CONTEXT: NEIGHBORHOOD	8
SITE: THE CORRIDOR (SIX POINTS)	9
COMMUNITY FEEDBACK	12
PREVIOUS STUDIES AND SURVEYS	14
ASSESSMENT AND DESIGN DIRECTION	16
BUSINESSES SELECTED FOR FAÇADE IMPROVEMENT DESIGN WORK	16

IV. FUTURE CORRIDOR

DESIGN RECOMMENDATIONS	18
COMMUNITY FEEDBACK	19
RECOMMENDED STREETScape IMPROVEMENTS	20
DESIGN PALETTES	21
STREETScape IMPROVEMENT CONCEPTS	25
FAÇADE IMPROVEMENT CONCEPTS	29
COST ESTIMATES	36

APPENDICES



I. INTRODUCTION

PROJECT PURPOSE

Virginia Local Initiatives Support Corporation (LISC) has been working with Storefront for Community Design (Storefront), a fellow nonprofit, on a commercial corridor strategy for Richmond, Virginia's Highland Park neighborhood since 2012. This strategy has included community organizing, façade improvements, and merchant engagement. Building on years of planning efforts, community engagement, and investment in Highland Park, LISC and Storefront launched a new improvement initiative for the commercial corridor at Six Points (Highland Park Commercial Area) in Winter 2017. With the assistance of a grant from National LISC, Virginia LISC and Storefront were able to develop a formal plan for the corridor and business owners seeking available funds from the City of Richmond. The Highland Park Commercial Area Improvement Plan was developed in order to inspire enhancements to the commercial area and serve as a tool for both retention and recruitment of businesses at Six Points.

LISC and Storefront engaged the design team of Timmons Group (landscape architecture and planning) and Baskervill (architecture) to develop a plan that proposes a cohesive identity for the district and makes specific design recommendations for streetscape and façade improvements. LISC plans to parlay these designs into actionable results through 1) funding implementation of early-action projects recommended in the plan and 2) funding improvements by current and prospective business owners through the 6 Biz Business Improvement Grant program, a small business grant program supported by Capital One. In Spring 2017, interested business owners applied for funding through the 6 Biz program. LISC hopes to seek implementation of early-action projects beginning in Fall 2017 and to simultaneously support business owners in implementing their individual improvements.

GOALS & OBJECTIVES

Through this report, Virginia LISC and Storefront for Community Design seek to envision a thriving urban center at Six Points, inspire enhancements to the commercial area, and put forth design recommendations that will assist in retaining and recruiting businesses to the corridor. The goals and objectives for the project were as follows:

OVERALL VISION

Create a vision for the future look, identity, and brand of the corridor.

- Define a design palette of elements that will tie together the corridor into an area that has a distinctive appearance and character.
- Define gateways to the corridor, including location and design elements.

SPECIFIC IMPROVEMENTS

Design streetscape and building façade improvements for the corridor.

- Identify and generate conceptual-level designs for “early-action” improvements (funded by LISC and others) and corridor-wide improvements to the streetscape (funded by LISC, the City of Richmond, and others).
- Identify three to five key businesses and/or future business locations for which improvements are needed to achieve the vision of the corridor and generate conceptual-level designs for façade improvements. Improvements will be consistent with but not limited to those covered by the City's C.A.R.E. Program.

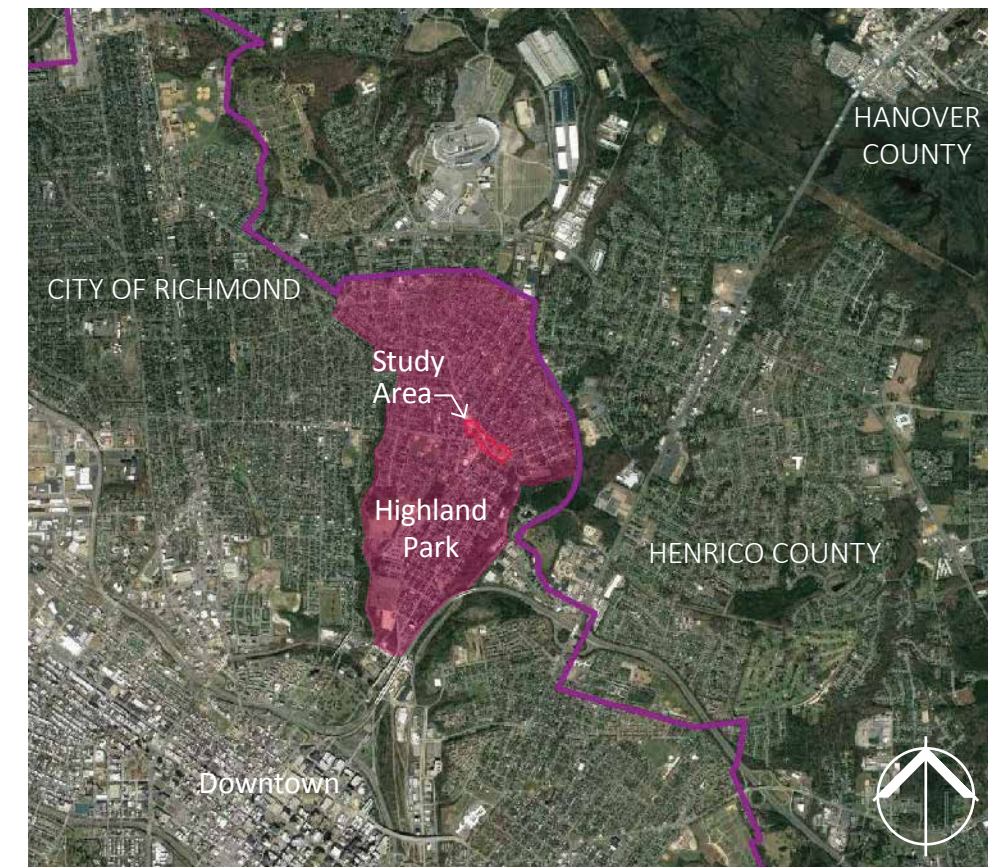
COST ESTIMATES

Generate cost estimates for streetscape and building façade improvements ranging from \$5,000 to \$15,000.

These estimates are for improvements that can be covered under LISC grants, the City's C.A.R.E. program funds for building/business owners, and other City funds (Capital Improvement Budget, etc.). For more information on the C.A.R.E. incentives, see the informational flyer on page 3.

STUDY AREA

This project focused on the City of Richmond's Meadowbridge C.A.R.E. district, outlined in red on the map below. Those businesses that are located within the district qualify for the City's C.A.R.E. grant assistance for façade improvements; therefore, Virginia LISC prioritized this area for the purposes of the design work completed for this project. The design team also considered the larger commercial area not covered by the C.A.R.E. district (further north along Meadowbridge Road), as well as the surrounding residential areas and neighborhood context of Highland Park, in evaluating the need for improvements and appropriate design concepts for streetscape improvements.



DESIGN PROCESS & PROJECT TIMELINE

The diagram below illustrates the project design process and major milestones. The project meetings and community engagement events were as follows:

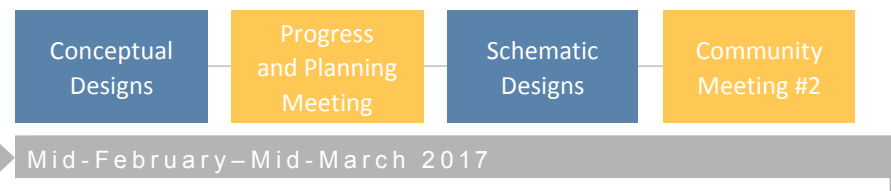
- January 5: Project kickoff with Virginia LISC and Storefront for Community Design
- January 21: Canvassing of business owners and first meeting with community residents at Harvest Thrift to gather information
- Late January–Mid-February: Online community survey to gather additional information from the community
- March 8: Progress and planning meeting with LISC and Storefront
- March 13: Second meeting with business owners and community residents at Harvest Thrift to present and gather feedback on design work
- April 29: Project boards on display at Highland Park Spring Break event; design team met with and discussed work with event attendees.

The community’s feedback is examined on pages 12 and 19, and Appendices A and B contain copies of community engagement materials.

PROJECT KICK-OFF & DUE DILIGENCE



DESIGN DEVELOPMENT



FINAL DESIGN



Commercial Area Revitalization Effort (CARE)

It's Time to Revitalize

What are the CARE & Extra CARE Programs?

The City of Richmond’s CARE Program is designed to revitalize and return economic viability to mature neighborhood districts, primarily in the city’s low and moderate-income communities. The eleven (11) CARE program areas are:

- Brookland Park Boulevard
- Fulton Hill
- Hull Street
- Jackson Ward
- Lombardy/Chamberlayne
- Meadowbridge Road
- Midlothian Turnpike
- North 25th Street
- North Avenue
- Shockoe Bottom
- Swansboro

In addition to CARE, the Extra CARE Program operates in non-CARE commercial areas in need of revitalization and/or stabilization. The two (2) Extra CARE areas are:

- Belt Boulevard
- Upper Hull Street

The program operates through a partnership between local neighborhood merchants, residents, and the City of Richmond. The Department of Economic & Community Development (ECD) and the Richmond Economic Development Authority (EDA) provide technical assistance and business loans for CARE area businesses. *Incentives are subject to availability of funds.*

What are the CARE & Extra CARE Incentives?

Exterior Rehabilitation	CARE - The city will rebate of 50% up to \$3,000 for renovation of and improvements to the exterior of commercial space, including limited landscaping. Extra CARE-Same.
Interior Rehabilitation	CARE - Rebate 50% up to \$3,000 for security improvements to the interior of commercial space. Extra CARE - Same.
Security Improvements	CARE - Rebate of 50% up to \$3,000 for security improvements to the commercial space. Extra CARE - Same.
Water Lateral Sprinkler System Rebate	Rebate of 100% up to \$7,500 for the connection of a water lateral line and/or the installation of sprinkler or fire suppression systems necessary for proposed rehabilitation. Extra CARE - Rebate up to \$5,000.
Leasehold Improvement Loans	Qualified tenants may receive a loan for leasehold improvements in an amount not to exceed \$10,000. Current interest rate: 4%. Extra CARE - Same.



Mayor Dwight C. Jones

City of Richmond • Economic & Community Development (ECD) • Main Street Station, 1500 East Main Street, Suite 400, Richmond, VA 23219
 (804) 646-5633 • Fax (804) 646-6793 • www.richmondgov.com/EconomicCommunityDevelopment/

Informational flyer for the C.A.R.E. Program explaining what is covered under the incentives.

II. EXISTING CORRIDOR

NEIGHBORHOOD PROFILE

Richmond’s Northside neighborhood of Highland Park has embarked on an exciting new chapter of revitalization in recent years. Streetscape improvements, the creation of new senior housing in a former public school building, the replacement of public housing with new apartments, and the founding of a new nonprofit hub and community space are among the changes afoot in the storied historic streetcar suburb. Many of these new developments emanate out from the crossroads at Six Points, a commercial corridor that forms the heart of Highland Park. Churches, salons, corner stores, and nonprofit organizations line the roughly half-mile-long strip that runs through the Six Points intersection, and many vacant but architecturally interesting buildings are ripe for new investment and tenants.

Once a collection of small townships on the outskirts of Downtown Richmond, Highland Park thrived in the early half of the twentieth century, during which time commerce sprang up at Six Points. Economic and social forces post-World War II reshaped the neighborhood: streetcar service ended in 1948, and, during school integration and the years following, black residents replaced the once white middle-class population who largely left for new suburbs. As a neighborhood in transition during the 1960s and 1970s, Highland Park struggled to retain its commerce and many properties fell into decline.

Revitalization efforts began in the 1980s with HP-RAPP (now HPCDC), formed by now Councilwoman Ellen Robertson, taking the lead in restoring and preserving homes. Boaz & Ruth, a key nonprofit in the neighborhood, was founded in 2002 to offer reentry assistance to the formerly-incarcerated, and its business ventures cropped up along Meadowbridge Road. The work of these two entities along with other community partners to address the challenges faced by economically depressed households, low-educational attainment, and high crime have endured through the past few decades and sustained the neighborhood’s path to a brighter future. Community activist Jo White has described the neighborhood as one that “continues to blossom.” Today, Highland Park has all the elements of traditional neighborhood design that should make it an attractive place to live, start a business, and further invest in improvements that will propel Six Points to new heights.

BOUNDARIES

Highland Park is bounded to the north by East Ladies Mile Road/Pensacola Avenue, to the east by Shockoe Creek and a railroad line, to the west by Cannon Creek, and to the south by the confluence of Shockoe and Cannon Creeks in the Shockoe Valley (crossed by the 5th St. Viaduct/Holt Bridge). Topographically, it lies on a plateau-like area that slopes away at its periphery to the small valleys below. Just beyond its northern and eastern edges lies Henrico County.

In actuality, Highland Park is a collection of several smaller neighborhoods, each with unique character and history. The roads that form Six Points—2nd Ave., Brookland Park Boulevard, Dill Street, and Meadowbridge Road—are like a set of spokes around which these neighborhoods within the neighborhood are arranged. Brookland Park Boulevard forms a north-south divider. Highland Park Southern Tip (Chestnut Hill/Plateau) and Green Park lie to the south, while Highland Terrace and Highland Park Plaza/North Highland Park lie to the north.

The commercial area at and adjacent to Six Points, addressed in this report, stretches from 4th Avenue at Rady Street and Brookland Park Boulevard on the west side through the six-point intersection and up Meadowbridge Road to Woodcliff Avenue and Carolina Avenue on the east, at Gabriel Prosser Park. The district spans nine blocks mostly along the busy arterial streets, though there are some commercial buildings just off the main corridor, such as those on 1st Avenue. The boundaries of the area covered by the City’s Commercial Area Revitalization Effort (C.A.R.E.) program, the focus of this project, covers the same aforementioned area, except that it ends at Giles Avenue on the west end.

DEMOGRAPHICS

Highland Park was historically white and mixed income, the product of long-standing racial discrimination and redlining policies that prohibited blacks from purchasing property. The demographic profile shifted heavily in the middle of the twentieth century, especially after integration in the 1960s. Today, the neighborhood is predominately black (around 95% in some census tracts), as well as lower income and less educated on average than the citywide population. The population has been shrinking (a 14% decrease between 2000 and 2010) and aging, though there is a significant population of youth (under 18). Home ownership stands at around 40%. Given that the city’s population is on the rise, Highland Park’s proximity to Downtown, and the available housing stock in the neighborhood, revitalization efforts and new commerce could stave off population decline in the future. Business owners tend to be middle-age or older and are diverse in racial, ethnic, and cultural background (including Asian, Black, and Middle Eastern).

NOTABLE BUILDINGS

Highland Park is known for its eclectic collection of late-Victorian and early-twentieth century architecture, including an extensive collection of Queen Anne style homes. At Six Points, the Mediterranean Revival-style Highland Park Public School (built in 1909) recently reopened as a new senior living facility. The classic revival Fresh Anointing Cathedral lies directly across the crossroads. Running along Meadowbridge Road and Brookland Park Boulevard are Art Deco and other early-twentieth century storefronts, perhaps most notably Firehouse No. 15, owned by Boaz & Ruth and used at one time as an incubator for small local businesses.

PUBLIC IMPROVEMENTS

A flurry of recent activity is propelling public improvements at Six Points. A large roundabout, completed in Summer 2016, replaced streetlights and swathes of asphalt to make the intersection safer for motorists, cyclists, and pedestrians. Just off the roundabout between 2nd Avenue and Brookland Park Boulevard are the aforementioned senior apartments. Between Meadowbridge Road and 2nd Avenue, a new hub for nonprofit offices and community programs known as 6(PIC) (Six Points Innovation Center) is setting up shop in the former Sunny Days Thrift Store. Boaz & Ruth, the building owner, has several other projects in the works for neighboring properties, including a potential radio station studio. Down 2nd Avenue from Six Points, the Dove Court public housing complex has been replaced with the mixed-income Highland Grove apartments.



Top: A new roundabout and pedestrian improvements installed in Summer 2016.
Bottom: The Fire House 15.

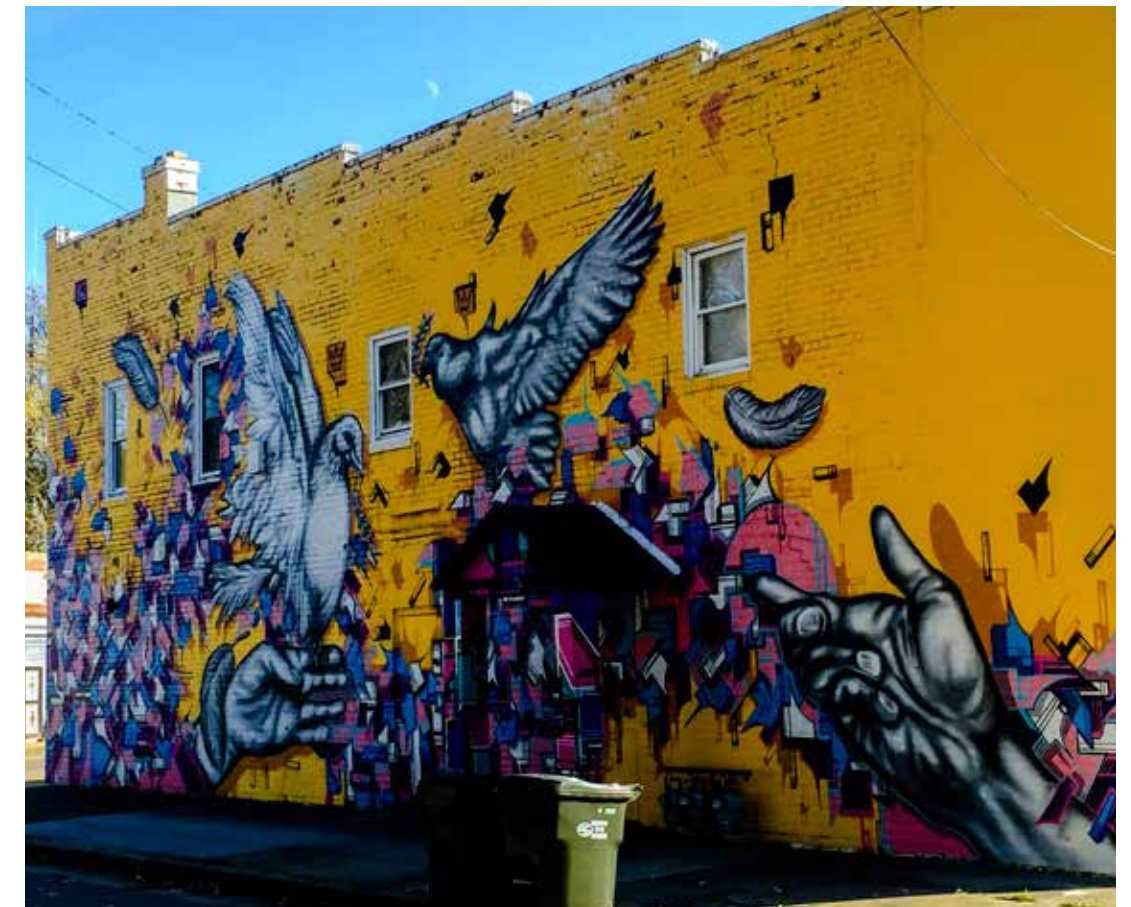
Community groups working in partnership with organizations like Storefront for Community Design have begun recent work to restore the original façades of historic buildings and give them a fresh coat of paint—such as the Art Deco building across from 6(PIC) that was once the home of Cliff’s Pool Room. At Cragie Avenue, across from Gabriel Prosser Park, Hamilton Glass has painted a stunning mural representing the hope and progress of Highland Park; the mural enlivens the side façade of a brick building at a highly visible location.

COMMUNITY ASSETS

In addition to its historic and largely in-tact residential blocks and commercial strip at Six Points, Highland Park is home to Overby-Sheppard Elementary School and two well-appointed parks and recreational facilities that have both undergone recent renovations and enhancements: Ann Hardy Plaza and Hotchkiss Field.

Highland Park’s well-proportioned street grid and traditional urban design make it walkable and bikable. Six Points is just two miles from Downtown and one-half mile from the Cannon Creek Greenway, a paved bike path that runs north-south and connects the area to the Shockoe Valley. There is a single bus route through the neighborhood connecting to Downtown, but there is currently no connection to the nearby commercial corridor on Brookland Park Boulevard or adjacent areas in Henrico County.

The neighborhood also has strong community assets in its residents and its civic organizations, including local business owners, nonprofits such as LISC that are deeply involved in community redevelopment, numerous churches, and three civic associations. These entities together offer myriad means for residents to work collaboratively on community revitalization and form potential coalitions on issues of neighborhood-wide importance. Indeed, there are already several ongoing grassroots-driven community initiatives in the neighborhood.



Clockwise from top-left: Community Preservation & Development Corporation has explored renovating an old church on Brookland Park Boulevard as a mixed-used development; Simpson’s Market is located in an Art Deco building that once housed a pool room; a mural by Hamilton Glass across from Gabriel Prosser Freedom Park; Sunday Days thrift store has been renovated into 6(PIC), the Six Points Innovation Center; and a row of shops with new owners awaits refurbishing and new tenants. (Image of 6(PIC): Storefront for Community Design)

III. ANALYSIS & ASSESSMENT

ANALYSIS

The design team conducted information gathering and analysis that led to an overall assessment of the potential for improvements, a design direction for the commercial area, and the selection of seven businesses for façade improvement design work. The analysis stems from the following:

- Examination of the site context, including connectivity, nearby commercial corridors, and the neighborhood's assets and challenges
- Examination of the corridor, including the streetscape, sense of place, land use, and the existing businesses
- Engagement with the business owners and residents through canvassing, community meetings, and an online survey
- Inventory and synthesis of previous studies and surveys for feedback from neighborhood residents and design recommendations

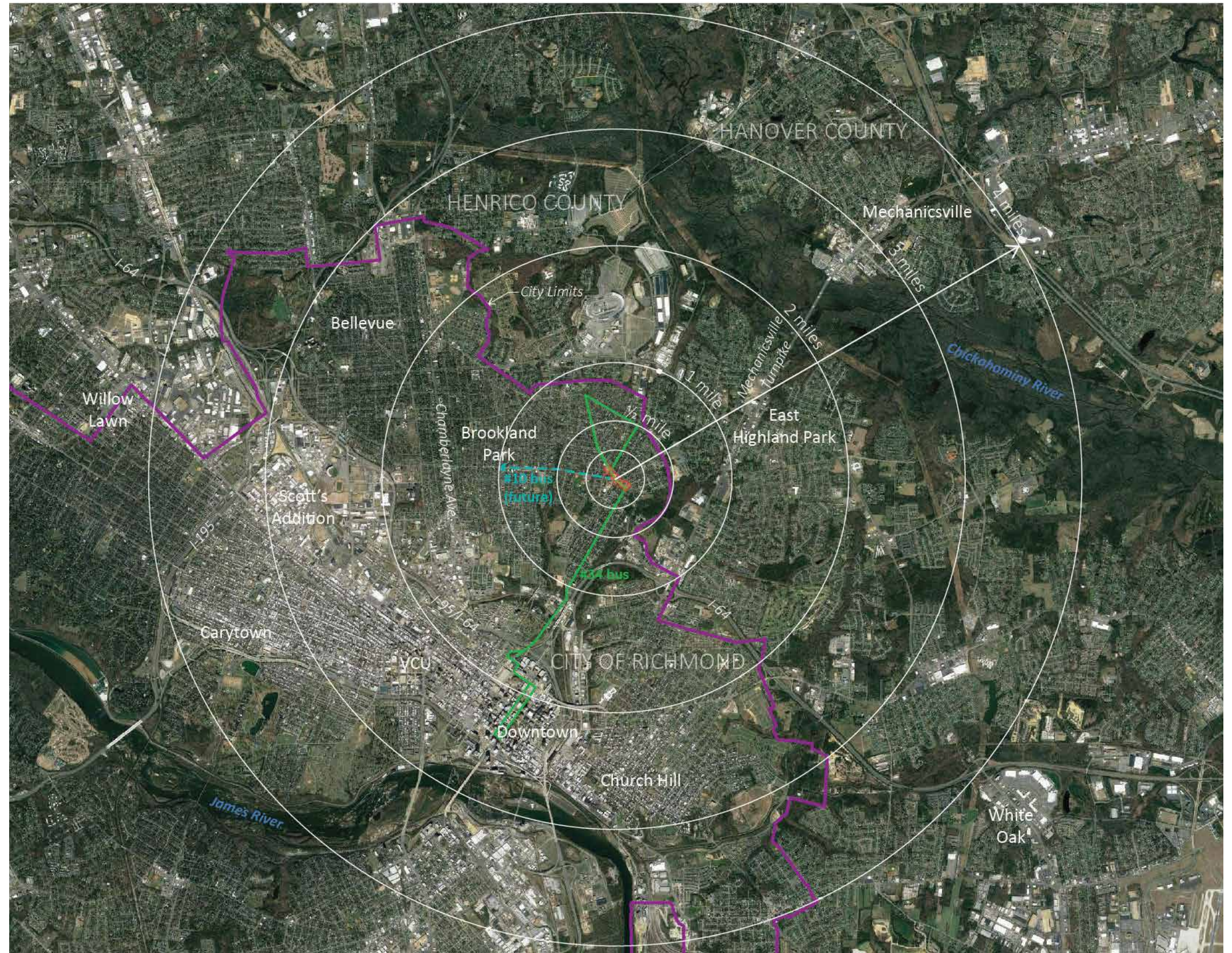
SITE CONTEXT: REGION

OBSERVATIONS

- The corridor is located two miles north of Downtown in Richmond's Northside, near the Henrico County line. The other commercial centers are Brookland Park Boulevard (one mile), Chamberlayne Avenue near Battery Park (one-and-a-half miles), and Mechanicsville Turnpike (one mile).
- The Cannon Creek Greenway is half a mile away and leads to Shockoe Valley.
- Approximately 20 percent of the population does not own a car
- The only public transit option is the GRTC's #34 bus, which enters/exits the neighborhood via one point and loops around Ann Hardy Plaza, following the old streetcar line to Downtown.
- The Richmond Transit Network Plan recommends connecting Six Points to the Brookland Park commercial corridor via the #10 bus.
- The population has been declining in recent years, according to recent censuses (five to twenty from 200 to 2010 depending on the census tract).

IMPLICATIONS

The Corridor is not far from the city center and a vibrant commercial center at Six Points could support/encourage residential growth and greater investment in the neighborhood, similar to what is happening in nearby Battery Park and Brookland Park. The Corridor and surrounding neighborhood are not well-connected to other areas of the city via transit, and for residents without access to a car, this poses limited access to/challenges acquiring goods and services not available in the neighborhood or at the commercial areas accessible by bus. How might the Corridor distinguish itself from the competition in established or up-and-coming corridors nearby? How might the Corridor better serve residents who cannot easily access other options for goods and services by vehicle?



Google Earth aerial imagery / City boundary and C.A.R.E. district linework from City GIS data

NEIGHBORHOOD ASSETS AND CHALLENGES

Highland Park’s origins as a late-nineteenth century streetcar suburb endowed it with enviable Traditional Neighborhood Design characteristics that serve to spur its ongoing revitalization. A solid urban fabric with rich housing stock and architectural interest; traditional street grids (but with a unique layout); and key civic facilities can help sustain the community’s potential and draw new residents and businesses.

The need for revitalization is evident. Vacant buildings, buildings in need of repair, and a lack of some modern urban conveniences and retail diversity signify the need for improvements to the commercial area at Six Points, the most highly trafficked corridor in Highland Park. This corridor provides some basic services to a significant residential population, but could grow to encompass a more fully fledged array of businesses. There are opportunities for both physical and economic development in the commercial area at Six Points that can be examined within the frame of Traditional Neighborhood Design.

THE NEIGHBORHOOD TODAY

Highland Park possesses these Traditional Neighborhood Design elements (as identified by LISC) though there are some areas that warrant improvements.

A discernible center: The intersection of four roads at Six Points, at a roundabout surrounded by businesses, a church, and Brookland Park Plaza Apartments for seniors, forms a clear center for the commercial corridor and for Highland Park on whole. To the north, Ann Hardy Plaza, once the town square of the town of Highland Park, forms a secondary center for the residential area of Highland Park Plaza/North Highland Park. The commercial corridor lacks a coherent aesthetic quality or unifying design element that ties the blocks and various businesses together. The new roundabout has calmed traffic at the intersection, but does not serve any function as a central gathering spot or destination for pedestrians.

A discernible edge: The neighborhood’s natural boundaries at the Cannon and Shockoe Creeks form discernible edges, separating the neighborhood from adjoining communities and confining its street grid on the western, eastern, and southern sides. A railroad line further delineates the eastern margin. The neighborhood has a less discernible edge along the northern side where the neighborhood’s street grid and gradually more modern architectural styles and housing stock blur into the surrounding neighborhoods.

Pedestrian-friendly: Plentiful sidewalks, in generally good condition, and recent traffic improvements (a roundabout and pedestrian islands) at Six Points make the area accommodating to those who want or need to walk.

A variety of dwelling types: The housing comprises mostly single-family homes and duplexes, with some apartments, including senior units and those at Highland Grove.

Stores and offices with a variety of retail: There are a number of small markets (groceries and corner stores), two fried-chicken establishments, several barbers and salons, and two thrift stores. Until March 2017, there was a local branch of Bank of America. There is no drugstore and there appear to be few offices. A number of places for sale or available to rent could be renovated and repurposed.

An elementary school and parks: Overby-Sheppard Elementary School is on 1st Avenue south of Six Points and is most accessible to the southern half of Highland Park. Hotchkiss Field, home to a rec center, basketball courts, playing fields, and a pool, and Ann Hardy Plaza, home to a community center and playground, are both centrally located. A tot lot in Chestnut Hill sits at the corner of 3rd Avenue and Althea Street.

Small blocks with a network of through-streets, generous sidewalks, and broad planter strips: The neighborhood was consistently developed with small blocks crossed perpendicularly and diagonally by through-streets connecting the area to adjoining neighborhoods. The sidewalks along the corridor are ample, but more narrow on the residential streets.

Buildings close to the street: Most houses and businesses in Highland Park are set close to the street. The orientation of the buildings at opposing angles at the Six Points roundabout leaves something to be desired in the way of a unifying scheme to the streetscape. Most buildings face one of the streets rather than the center of the roundabout so that the roundabout does not serve as strongly as a visual focal point of the space. Most residential streets/homes have alleys at the rear serving garages or parking spots.

Utilizes its streets for parking: Most parking is on the street, with the exception of parking in front of Trims Barbershop, Chicken Box, S&K Supermarket, and a few other businesses. There is no parking lot buffer to obscure the view of parking lots from the street.

Reserves prominent sites for community monuments and civic buildings: The Six Points Roundabout is home to a former public school and a large church building (Fresh Anointing Cathedral). Ann Hardy Plaza, and Gabriel Prosser Park form blocks bound by streets, while Hotchkiss Field is located on busy Brookland Park Boulevard.

POTENTIAL FOR THE FUTURE

Highland Park’s existing character holds great promise for future efforts to improve the commercial area and the neighborhood as a whole, with attention to the Traditional Neighborhood Design principles. Here are some preliminary concepts for improvements:

A discernible center: Design elements that help to better brand the corridor can be used to reinforce the Six Points area as the neighborhood’s center. Pedestrian-friendly streetscape elements, including site furnishings (like benches and bike racks), and gathering areas could create more of a destination point near the roundabout.

A discernible edge: Signs and banners could mark the entrance to the neighborhood along through-streets, creating a gateway experience that is welcoming, while delineating the boundaries and identity of the neighborhood.

Pedestrian-friendly: Further traffic calming measures along Meadowbridge Road and Brookland Park Boulevard could slow vehicles and improve walkability.

A variety of dwelling types: The corridor at Six Points was recently rezoned Urban Business, which allows increased building heights and will uphold the character of the corridor. The Corridor is zoned Urban Business (UB) or Urban Business 2 (UB-2) and lies within a Parking Exempt Overlay District (PE-8). This area was rezoned in 2015 under Ordinance No. 2015-202-197.

Stores and offices with a variety of retail: The Improvement Plan should entice a greater diversity of businesses to move to the corridor, which could include more fresh foods and different types of eateries, more offices offering services, and shops.

An elementary school and parks: Signs directing people to nearby parks and bike infrastructure connecting the parks with the commercial corridor would improve accessibility to public facilities and tie different parts of Highland Park together. There is a small forlorn triangular park at the intersection of Brookland Park Boulevard and Rady Street, down from the S&K Supermarket, that could be revitalized as an amenity for the commercial area. There is no seating and the cobblestone plaza is overgrown.

Small blocks with a network of through-streets, generous sidewalks, and broad planter strips: It appears that sidewalk could be replaced with larger planting strips in the commercial corridor where there is no parallel parking along the street and more than adequate sidewalk space.

Buildings close to the street: Where they are currently absent, future buildings should follow this principle, with the exception of the creation of some public spaces, such as a pocket park, or outdoor dining areas. Site furnishings and planting strips should be considered in place of pavement where buildings are set back from the street.

Utilizes its streets for parking: Landscape buffers could be added around existing parking to soften the hardscape and new development could prioritize parking behind buildings.

Reserves prominent sites for community monuments and civic buildings: The development of public facilities and amenities should be designed with consideration to the prominence of location and relative accessibility and connectivity for pedestrians and cyclists.

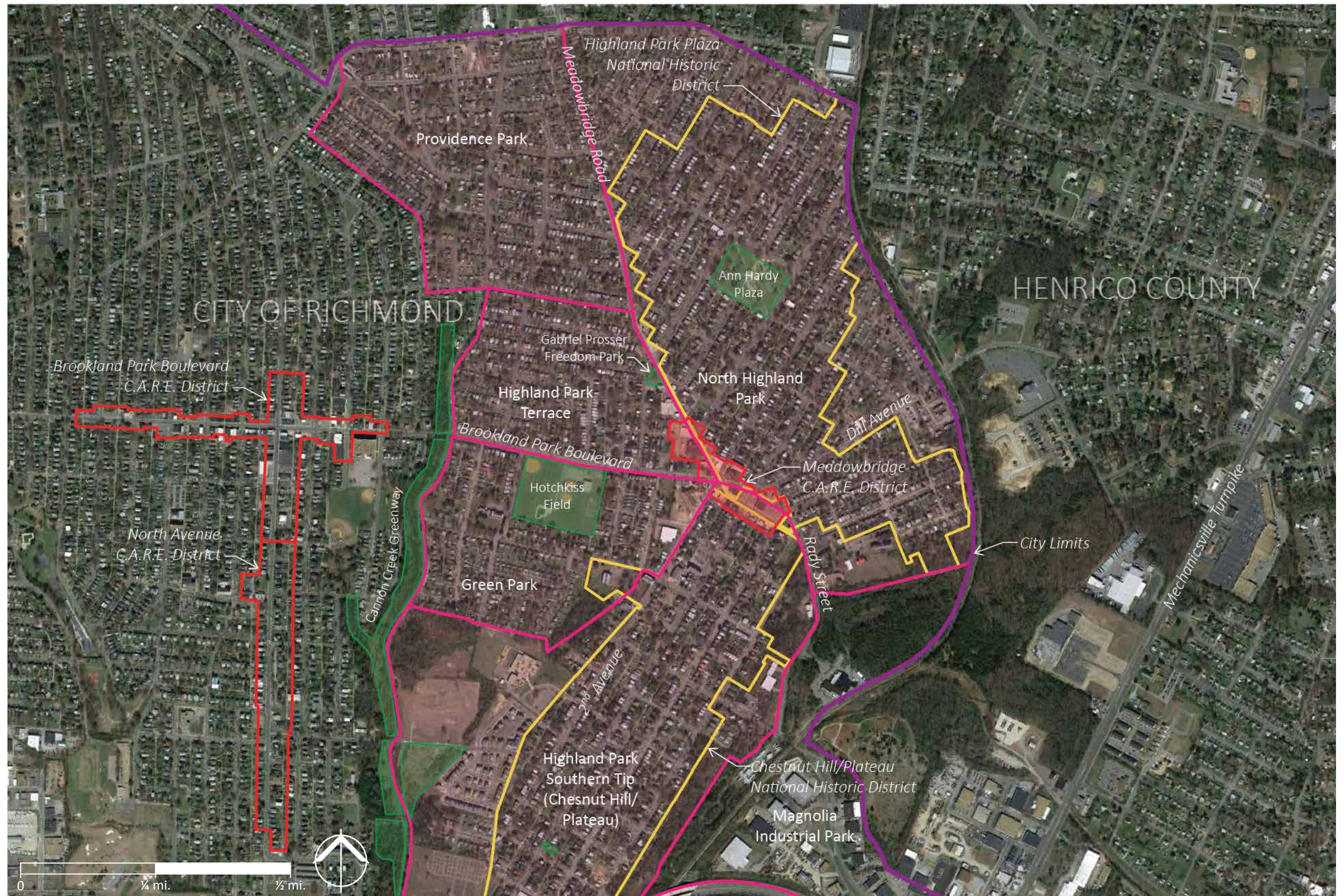
SITE CONTEXT NEIGHBORHOOD

OBSERVATIONS

- Six Points is the clearly discernible center of Highland Park.
- The Corridor lies between two historic neighborhoods that merged to form Highland Park: Highland Park Plaza and Chestnut Hill/Plateau, creating a focal point at Six Points. This area is historically significant as a representative development of streetcar suburbs north of the city center. The street grid, housing stock, and other important structure/places-of-interest are in-tact and many homes have been renovated or restored in the last two decades. Many of the buildings along the corridor were built in the 1920s onward. While there are many of historic interest, there are some more recent additions that are outliers and lack the same historical significant interest.
- Six Points is the only neighborhood commercial center. The commercial strips on Chestnut Street in the Southern Tip and along Milton Street near Ann Hardy Plaza are (virtually) defunct.
- There are nearby parks with community facilities (Hotchkiss Field and Ann Hardy Plaza) and Overby-Sheppard Elementary School, but the two park properties along the corridor, including Gabriel Prosser Freedom Park, are closed or are no longer functioning public gathering spaces. The 6(PIC) Innovation Center, a nonprofit hub, opened in June 2017.

IMPLICATIONS

The neighborhood has a unique architectural character, traditional neighborhood fabric, and local entrepreneurial spirit that makes it ripe for revitalization. Newer uncharacteristic buildings, unkempt properties and alleys, and surface parking create visual disharmony and could be addressed. There is a need and opportunity for community gathering spaces, perhaps using existing parks or the streetscape.



Google Earth aerial imagery
 Linework from City GIS data: city boundary, neighborhoods, National Historic Districts, C.A.R.E. districts, parks
 Greater neighborhood of Highland Park is shaded in pink

SITE: THE CORRIDOR (SIX POINTS)

STREETSCAPE

OBSERVATIONS

- **Overall sense of place:** As discussed, Six Points has historic and architectural character. The corridor lacks a coherent aesthetic quality or unifying design elements though that ties the blocks and various businesses together. Past attempts such as “Highland Parks Merchants at Six Points” signs do not seem to resonate with residents or capture the spirit of the place.
- **Gateways:** Five of the six entry points into the Corridor are along streets through residential areas, while Rady Street provides a unique entry along a curving road that ascends through a wooded area and passes by a defunct park space at the intersection with Brookland Park Boulevard (1500 East Brookland Park Blvd.). The entry point from Meadowbridge Road passes by the currently closed Gabriel Prosser Freedom Park, and the entry point from Dill Avenue passes by a vacant City-owned lot (3000 Dill Avenue) designated as a possible community garden under the City’s Richmond Grows Gardens Program.
- **Walkability/pedestrian safety:** There are plentiful sidewalks, generally in good condition. A large roundabout with pedestrian-friendly curb placement and small neighborhood traffic circles have been added recently, slowing and directing vehicular traffic flow. The new roundabout does not appear to serve any function as a central gathering place or destination for pedestrians. There are few benches.
- **Shade and shelter:** There are few street trees or public facilities providing shelter along the corridor except at the two small parks (including the bus stops along the corridor). The streetscape is very exposed to sunlight, wind, and precipitation. Overhead utility lines would limit the planting of some types of shade trees.
- **Positive views:** There are clear, extensive views from Six Points down each of the five streets intersecting there, and there are enticing views of the residential streets off of the commercial corridor (historic homes shaded by mature trees). There are a few murals (the Snoopy character Woodstock on the side of Simpson’s Market and another by Hamilton Glass on the side of the building across from Gabriel Prosser Park) that soften façades and brighten the landscape.
- **Negative views:** Dumpsters and storage units behind and beside some businesses, such as Chicken Box and S&K Supermarket have no screening from the street. There is a problem with litter along the corridor (too few receptacles) and trash disposal and collection in the neighborhood’s alleys that makes these spaces unsightly. While most parking is on the street, Trims Barbershop, Chicken Box, S&K Supermarket, and a few other businesses have surface parking. There are no buffers obscuring the view of this parking lot from the street.

IMPLICATIONS

- **Overall sense of place:** A palette of design elements that helps to better brand the corridor can be used to reinforce the Six Points area as the neighborhood’s center and attract businesses and customers. Directional signs directing people to nearby parks and bike infrastructure could connect the parks with the commercial corridor, improve accessibility to public facilities, and tie different parts of Highland Park together.
- **Gateways:** Signs, banners, plantings, and other elements could mark the entrance to the neighborhood along through-streets, creating a gateway experience that is welcoming, while delineating the boundaries and identity of the neighborhood.
- **Walkability/pedestrian safety:** The area is accommodating to those who want or need to walk, but further traffic calming measures along Meadowbridge Road and Brookland Park Boulevard could slow vehicles and improve walkability. Pedestrian-friendly streetscape elements, including site furnishings (like benches and bike racks), and gathering areas could create more of a destination point and community gathering place near the roundabout.
- **Shade and shelter:** Street trees, bus shelters, and other structures could provide respite from the elements for pedestrians. It appears that sidewalk could be replaced with larger planting strips in the commercial corridor where there is not frequent parallel parking along the street, such as on Meadowbridge Road, or near intersections. Site furnishings and planting strips should be considered in place of pavement where existing buildings are set back from the street.
- **Views:** New streetscape elements should frame and enhance positive views, while screening could soften hardscapes and obscure views of parking, storage, dumpsters, and alleys.

Additional information was gathered at the First Community Meeting, discussed on page 12.

EXISTING BUSINESSES & FUTURE ENTERPRISES

OBSERVATIONS

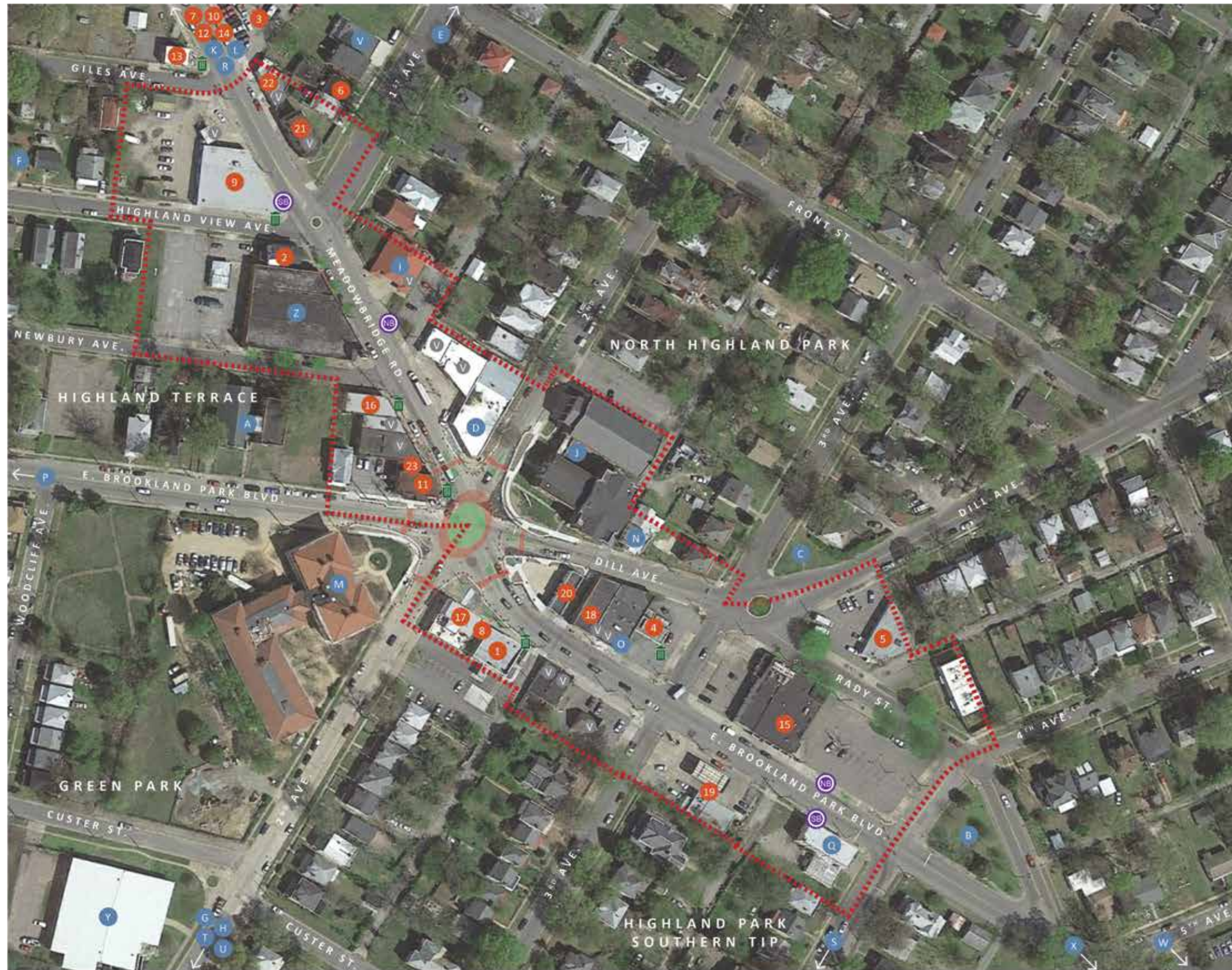
- The Corridor lies mostly within the Meadowbridge Commercial Area Revitalization Effort (C.A.R.E.) Program District. Businesses or prospective businesses in the district qualify for C.A.R.E. grant assistance for façade improvements.
- Building façades: there have been some recent improvements, like fresh painting, completed by community groups. Several businesses are in need of window replacement, accessible entrances, signage, and other enhancements. There are also several vacant storefronts and some forlorn façades.
- Existing businesses (see plan on page 10)
 - There are a number of small corner markets, one full-service grocery, two fried-chicken establishments, several barbers and salons, two thrift stores, tax service, and a Sunoco station.
 - There are some long-time business owners including the owners of Chicken Box and Simpson’s Market.
 - There is a lack of diversity among the goods and services. Missing are fresh foods, full-service and fast-casual eateries, merchandise, drug stores, dry cleaners, boutiques, etc.
 - The local branch of Bank of America closed in March 2017 (the ATM remains open).
- Future businesses (see plan on page 10)
 - A number of buildings are for sale or available to rent, but some need to be renovated or repurposed.
 - The owner of 3019, 3021, and 3023 Meadowbridge Road is interested in setting up salon and barber spaces.
- Non-profit presence
 - Boaz and Ruth owns a thrift store and other properties.
 - Northside Resource Center has a thrift store.
 - The Storefront for Community Design is relocating its main office to 6(PIC)/ Six Points Innovation Center, a future hub for non-profits and community gathering space, particularly oriented towards youth programming.

IMPLICATIONS

- Greater diversity among the businesses will help retain overall commercial activity in the neighborhood by residents, draw additional customers, and help the corridor compete with other commercial areas.
- Streetscape and façade improvements could entice a greater diversity of businesses to move to the corridor, which could include more fresh foods and different types of eateries, more offices offering services, and shops.
- Business owners could work together and with non-profit partners to steward the streetscape and maintain the visual cohesiveness and quality of streetscape experience.

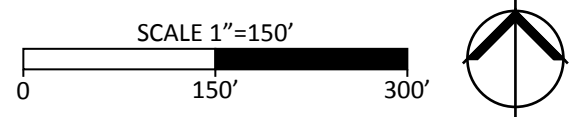
Additional information was gathered from community feedback discussed on page 12.

SITE: THE CORRIDOR
(SIX POINTS)



LEGEND	
BUSINESSES	
1	Bank of America (closed March 2017)
2	Blair's Beauty, Barber & Nail Salon
3	Brown's Automotive Sales & Service
4	Chicken Box
5	Farmers Automotive
6	First Avenue Laundry
7	Hair Tech Inc.
8	Harris Tax and Business Services
9	Harvest Thrift
10	Jin's Market
11	New York Fried Chicken
12	North Side Food Mart & Deli
13	Northside Outreach Center Thrift Store
14	Raceway Convenience Store
15	S&K Supermarket
16	Simpson's Market
17	Six Points Express Mart
18	Stay Focused Salon & Barber
19	Sunoco Gas Station
20	Trims Barbershop
21	Future: Franklin Grove, LLC (3000 1 st Ave)
22	Future: LSG Enterprises, LLC (3019-3023 Meadowbridge Rd.)
23	Future: African hair braiding salon (3000s Meadowbridge Rd.)
CHURCHES, COMMUNITY FACILITIES, AND OTHER POI	
A	1224 E. Brookland Park Blvd.
B	1500 E. Brookland Park Blvd. (City-owned property)
C	3003 3rd Ave. (City-owned property)
D	G(PIC) Six Points Innovation Center
E	Ann Hardy Plaza
F	Boaz & Ruth Community Garden
G	Fifth Street Baptist Church
H	Fire Station #15 (active)
I	Fire Station 15 (historic)
J	Fresh Anointing Cathedral
K	Gabriel Prosser Freedom Park
L	Highland Park Community Food Pantry
M	Highland Park Senior Apartments
N	Holy Bible Church of God
O	Holy Temple of God
P	Hotchkiss Field Community Center
Q	International F&AM Masons Lodge
R	New Beginnings Ministries
S	Northside Crusaders Baptist Church
T	Overby-Sheppard Elementary School
U	St. Elizabeth Catholic Church
V	Tabernacle of Praise Temple
W	The Educational Development Center
X	The Residential Treatment Center of Richmond
Y	Verizon Building
Z	Future: Seventh Street Memorial Baptist Church
EXISTING CONDITIONS	
---	Meadowbridge C.A.R.E. District
○	Building vacancy (commercial)
⊙	GRTC bus stop (northbound/southbound)
●	Street tree
■	Litter receptacle

Google Earth aerial imagery
C.A.R.E. district boundary from City GIS data
New roundabout at Six Points traced from construction plan



SITE: THE CORRIDOR (SIX POINTS)

SITE PHOTOS



An eclectic mixture of small commercial buildings line the Corridor along Meadowbridge Road and Brookland Park Boulevard and are a part of the defining character of the neighborhood.



The roundabout at Six Points includes curb bump-outs, pedestrian islands, and new crosswalks that make the area safer and more comfortable for pedestrians and a more desirable destination for local residents and customers.



Gabriel Prosser Freedom Park is a small public space located at the north end of the Corridor. Along with two other City-owned lots on Dill Avenue and Rady Street, these parks form natural gateways into the commercial district at the heart of Highland Park. Unfortunately, the Freedom Park is current closed (locked up) due to illegal activities taking place there in recent years.



Most of the Corridor is wanting for more shade, perhaps in the form of street trees. Certain small street trees would be suitable for locations under utility lines.



There are a few surface parking lots along the Corridor, such as the lot at S&K Supermarket, that break the rhythm of the streetscape and its typical façades. Buffers in the form of low-growing shrubs and/or fencing could break up the expanse and soften the visual impact of hardscape.



Waste disposal is an issue in several spots along the Corridor and several of the alleys off of the Corridor are trash-strewn and unsightly. Clean-up in the alleys with the aid of some design intervention could inspire tidiness and reduce the negative visual impact on the area.

COMMUNITY FEEDBACK

Input from the community is integral to the recommendations made in this report. While Highland Park has been involved in a number of previous community design and planning projects (see pages 14 to 15) that inform the work of this project, targeted and updated input was needed to collect information for the commercial area revitalization.

The project team canvassed business owners and met with residents on January 21st, 2017. Following this meeting, Virginia LISC and Storefront followed up with individual business owners and an online survey (SurveyMonkey) was distributed to the community to gather feedback from those who could not attend the meeting. The information collected is summarized here. Appendices A and B include the questions posed to business owners and residents, a copy of the meeting notes, and a copy of the online survey.

The word clouds on page 13 represent the relative quantity of responses to the questions posed to residents and business owners during the January 21st community meeting and in the subsequent online survey.

Clear preferences and priorities emerged from the meeting and survey. Respondents value:

- The **historic character** of Highland Park and the architecture at Six Points.
- The **diversity** among the business owners and residents.
- The recent **streetscape improvements**, including the roundabout at Six Points.
- The **proximity of Six Points to Downtown** (two miles away).

The most important issues related to needed improvements include:

- Safety
- Universal accessibility (accessibility to specific businesses)
- Cleanliness of the streets
- Lack of an overall design theme to the commercial corridor

Accordingly, respondents indicated the following as their preferred small enhancements to the corridor:

- Waste receptacles
- Street signage
- Bike racks
- Benches

Many respondents indicated the importance of the Bank of America branch on Meadowbridge Road. Unfortunately, the bank closed in March 2017, presenting an institutional void in the neighborhood and another commercial vacancy at Six Points. There was also a clear desire for a few restaurant options and an improved or better grocery option.

QUOTES FROM THE COMMUNITY

The following are some quotes from community members in the online survey:

What are you most proud of about your community?

- “The resilience and friendliness of your neighbors”
- “Diversity, inclusion, pride in ownership and tenacity in addressing challenges”
- “The resiliency to keep believing for improvement”
- “We own beautiful homes in a growing neighborhood”
- “Racial balance and willingness to help one another”

Open-response comments

- “I hope we can convince B of A [Bank of America] to stay, but barring that, replace it with a community-oriented credit union.”
- “Blighted property, demolition by neglect [sic], unsold property because of tax issues and loitering continue to be as [sic] issue. The proliferation [sic] of convenience stores is a safety issue because of alcohol sales and illegal single cigarette sales. So many salons and pay-as-you-go mobile phone stores do not help bring potential shoppers and new revenue to the area.”
- “We really need more aggressive street cleaning. There are too many thoroughfares with no trash cans. There is too much trash in the streets.”
- “There needs to be more “connectivity.”
- “We need more Police presence. No business is going to invest in a high crime area.”
- “Awesome idea- a cafe/bar that all age groups in our community can enjoy for different reasons- i.e. to hangout for lunch/diner, to grab a drink with a friend BUT ALSO, a few nights a week, provides opportunities for local talent to share their passion(s) open mic nights, karaoke nights, slam poetry events, etc) art and music are two of the most effective platforms in bringing a community together, help lower crime rate, and stimulates growth in our community in SO many ways; Awnings are TACKY unless custom made; Would also like to see more retail (including consignment/thrift), services (i.e. electronic repair, beauty services, outreach orgs, etc).”



First community meeting on January 21st (Images: Ebony Walden/LISC)



What are you most proud of about your community?



How would you describe the character of your neighborhood?



What is the greatest asset within the commercial corridor?



What additional goods and services would you like to see along the corridor?



What three businesses do you patronize the most within the commercial corridor?



Are there any issues with walkability or accessibility around the corridor?



What small improvements would help enhance the corridor?



PREVIOUS STUDIES AND SURVEYS

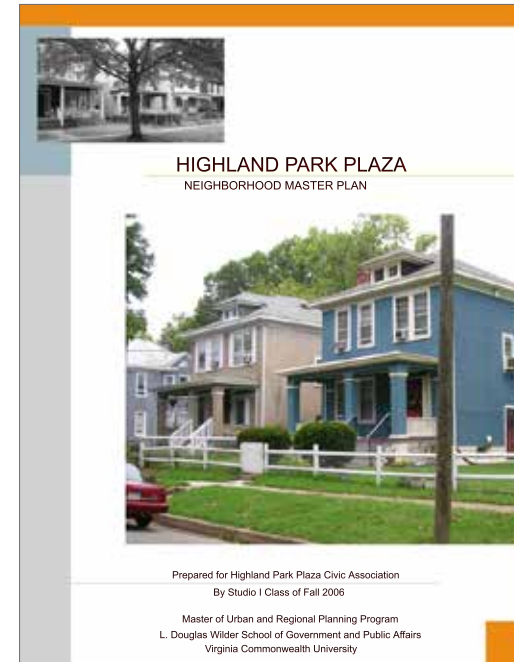
The City of Richmond and the studios from the Master of Urban and Regional Planning (MURP) Program at Virginia Commonwealth University (VCU) have completed a number of plans tackling various aspects of neighborhood planning and revitalization in Highland Park. Some projects have been completed in conjunction with the work that LISC and Storefront have conducted in recent years. Initial analysis work consisted of reviewing these projects and inventorying the relevant findings and design recommendations from each plan. Recommendations from that inventory are found here and the main findings are summarized below. The project team sought to address/respond to the relevant recommendations through the design recommendations that are included in this report. *These responses are noted here in the italicized orange text.* Some of the recommendations from previous studies are related but programmatic in nature and are not specifically addressed in this project.

The studies inventoried include the following:

- *Highland Park Plaza Neighborhood Master Plan* (MURP, 2006)
- *Six Points at Highland Park Commercial Revitalization Plan* (MURP, 2010)
- *North Highland Park Quality of Life* (MURP, 2011)
- *Historic Commercial Corridors Study* (MURP, 2014)
- *North Highland Park Arts and Culture* (MURP, 2014)
- Quality of Life Group work, such as the Highland Park Community Safety Survey (LISC, Storefront, and community partners, 2013–Present)
- Highland Park graphic identity process work (Storefront for Community Design)

SUMMARY

The previous studies of Highland Park emphasize 1) a focus on developing a coherent look and identity for the Corridor/Six Points area, including signage and site furnishings with a logo or branding that represents the character of the neighborhood, and 2) using site improvements to aid in reducing crime, both real and perceived. Several recommendations point to leveraging the neighborhood’s history and celebrating arts and culture with site installations, exhibits, and events such as neighborhood festivals.



2006



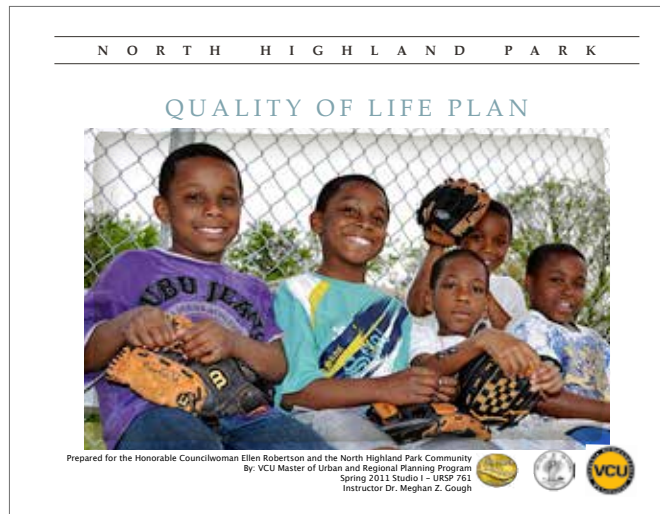
2010

Recommendations

- Provide a brochure of information for current and future business owners in the Six Points Area and make it available to the public. (Action B4)
A brochure could include design guidelines included in this report.
- Businesses should utilize the C.A.R.E. programs (Action B5)
The C.A.R.E. Program was an impetus for the façade improvements covered in this project. LISC developed the 6 Biz Business Improvement Grant Assistance Program to help business owners take advantage of the City’s C.A.R.E. Program.
- Increase the amount of parking along the Meadowbridge Road commercial district (Action D1)
The zoning changes along the Corridor discourage additional off-street parking, but the parking availability along the street could be examined for optimization.
- Add bus shelters (Action D3)
Specific recommendations included in this report
- Install neighborhood signage (Action D4)
Specific recommendations included in this report

Recommendations

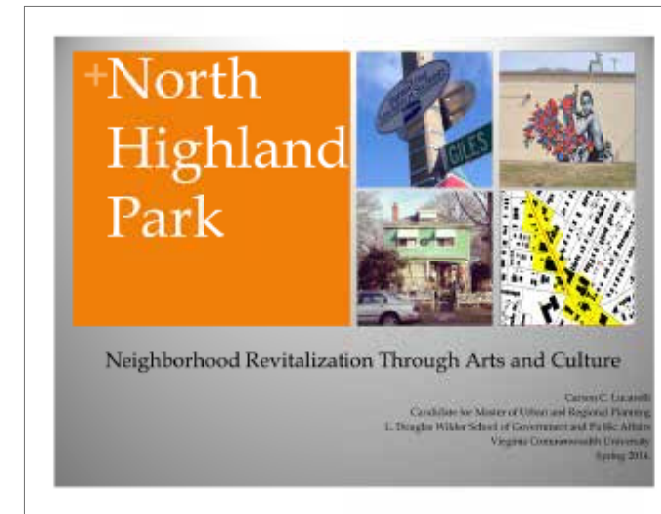
- Establish a unified campaign to promote the Six Points commercial district to potential customers and businesses (Goal 2)
 - Create a community identity, or brand, that may be used for marketing (Objective 2.1): “Design a recognizable logo,” “feature the logo and slogan on all signage,” and “introduce signage including light pole banners and wayfinding signs”
Specific recommendations included in this report
- Establish a safe, welcoming environment (Goal 3)
 - Utilize Crime Prevention through Environmental design (CPTED) strategies to create a unified commercial district (Objective 3.1): Reduce crime while creating an inviting sense of place—install lighting, “eliminate signs of neglect,” “utilize storefront windows overlooking sidewalks as points of observation,” install branded signage and site furnishings
CPTED was considered and incorporated into recommendations made in this report
- Improve connectivity and safety (Goal 4)
 - Strengthen physical and psychological connectedness of the north and south sides of the commercial district (Objective 4.1)
Some of the issues discussed in this goal have since been remedied with the new roundabout and other streetscape improvements at Six Points
 - Improve access to district from Dill Avenue (Objective 4.2)
A small traffic circle has since been added at this intersection.
- Strengthen existing businesses (Goal 5)
 - Assist existing grocery and convenience stores to meet customer demand (Objective 5.2) – “Rebrand and renovate S&K in an effort to present a fresh face to the community”
Design recommendations included in this report



2010

Recommendations

- Increase neighborhood safety for community members and visitors by reducing real and perceived crime (Goal 3)
 - Improve the perceived image of North Highland Park (Objective 3.3): Hold a competition or event to design a logo or brand and a statue or mural for a significant location in North Highland Park *Some brand concepts and locations for public art are recommended in this report.*
 - Foster increased sense of safety through renewed investments in public and private spaces (Objective 3.4): Survey and promote landscape, lighting, and property upkeep *A standard lighting concept, recommended plant palette, and locations for planting are included in this report.*

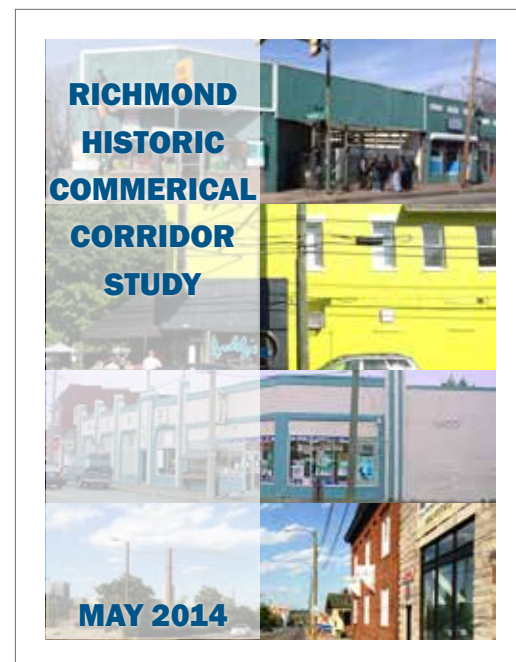


2014

Recommendations

- Enhance cultural arts participation (Goal 2)
 - Strengthen neighborhood festivals: Improve marketing tactics for neighborhood cultural events and expand efforts to attract residents outside of Highland Park (Objective 2.3a)
- Use art and culture to enhance the image and attract investment (Goal 3)
 - Concentrate public art in targeted locations to enhance the neighborhood appearance (Objective 3.1): Strategies:
 - A. Organize pop-up galleries along Meadowbridge Road using existing and vacant storefront to display work
 - B. Identify additional lots and buildings whose owners are open to lot restoration and muralization
 - C. Re-open Gabriel Prosser Freedom Park and hold neighborhood celebration
 - D. Petition for public art to be incorporated in the Six Points Roundabout and Ann Hardy Plaza Master Plan
 - E. Continue murals in the Six Points and surrounding commercial corridor
 - F. Expand neighborhood clean-up efforts to include vacant lot restoration
 - G. Obtain permission from the city to paint park benches, trash bins, and utility boxes

Recommended locations for new murals are included in this report. Recommended gateway locations could incorporate public art.
 - Leverage the historic character of the neighborhood (Objective 3.2)
 - A. Create a new neighborhood logo using volunteers from the Brand Center, MoB, and Storefront for Community Design
 - B. Display Valentine Historical photos of Highland Park along Meadowbridge Road using storefronts of willing businesses
 - C. Apply for an historical marker(s)
 - D. Recreate the Richmond Trolley Route



2014

Recommendations

- Establish a farmers market, working with Boaz and Ruth (Rec. 1.3)
- Establish a small business grant program, partnering with LISC (Rec. 2.2) *LISC has pursued this in part with the 6 Biz Business Improvement Grant Assistance Program, whose first recipients were announced in April 2017.*
- “Create Six Points Brand identity through logo design, brand strategy, and arts and culture events as a means to communicate the value and distinctive qualities of the Six Points community” with direction from Storefront for Community Design (Rec. 3.1) *Specific recommendations on logo design and brand strategy included in this report.*

ASSESSMENT AND DESIGN DIRECTION

An assessment of the project analysis found that Six Points/the Corridor has major assets that favor its revitalization and a set of challenges that need to be addressed in order to seize on this potential.

Assets

- Highland Park and Six Points has a strong sense of place/unique identity.
 - History/historic character
 - Architecture/architectural character
 - Six Points as discernible center of the neighborhood
- Highland Park has a strong sense of community.
 - People are neighborly (friendly, helpful)
 - People are proud of the neighborhood
 - People are resilient
 - People have strong family ties to the neighborhood
- Highland Park/Six Points is experiencing a level of energy and momentum that can continue to drive change.

Challenges

- Ongoing issues with crime and safety
- Trash and issues with cleanliness that blight the streetscape and properties
- Isolation and a lack of connectivity to other areas
- Difficulty competing with other commercial areas

The designs in Section IV strive to incorporate and respond to these assets, while addressing the challenges to the extent possible. The challenges include issues, like crime and safety, that are far larger in scope than what this project alone tackles, but the implementation of the design recommendations, including streetscape and façade improvements, could spur the community and economic revitalization in Highland Park that will ameliorate these issues.

Conversations with business owners and residents and amongst the project team members returned several times to how to make Six Points a commercial area that could attract both local customers—serving as a neighborhood shopping district—and become a destination for others. This aspiration drove the vision for what streetscape and façade improvements could and should look like in Highland Park.

LISC sought to identify some early-action improvements that could be funded in part with the Commercial Area Improvement Plan grant from National LISC. These streetscape improvement projects are identified in the design recommendations.

BUSINESSES SELECTED FOR FAÇADE IMPROVEMENT DESIGN WORK

Virginia LISC’s priorities for façade improvements in the commercial corridor were to assist business owners most suited to and most interested in pursuing the City’s C.A.R.E. grant funds and to select businesses whose improvement could have a sizeable impact on the Corridor. The project team met with twelve business owners along the Corridor and selected seven businesses as the focus of the façade improvement design work. These businesses were:

- Blair’s Salon
- Chicken Box – *selected*
- Farmers Automotive
- Franklin Grove, LLC (3000 1st Ave) – *selected*
- LSG Enterprises, LLC (3019–3023 Meadowbridge Rd.) – *selected*
- New York Fried Chicken
- S&K Supermarket – *selected*
- Simpson’s Market – *selected*
- Six Points Express Mart
- Stay Focused Salon & Barber – *selected*
- Sunoco Gas Station
- Trims Barbershop – *selected*

A number of factors were taken into consideration in evaluating the relative merits of each business, including:

- Location within the Meadowbridge C.A.R.E. district (all businesses contacted)
- Level of business owner interest in the C.A.R.E. program and completing an application
- If a prospective business owner, level of interest in/ plans for developing building
- Level of community/residents’ interest in a particular business
- Level of need for improvements
- Eligibility of improvements for funding covered by C.A.R.E. Program
- Prominence of the business/building on the Corridor (level of impact that improvements could make)

The design team made recommendations to LISC and Storefront based on a preliminary evaluation of the businesses (based on canvassing of business owners and the community feedback). LISC and Storefront made the final selection based on these recommendations and their individual meetings and follow-up with the business owners.



3019 - 3023
Meadowbridge
Road

3000 1st Avenue



north

Meadowbridge Road

south



3002-3006 Meadowbridge Road



1300
E. Brookland
Park Boulevard

1306 Brookland Park Boulevard

3000 3rd Avenue

1404 E. Brookland Park Boulevard



north

Brookland Park Boulevard

south



IV. FUTURE CORRIDOR

DESIGN RECOMMENDATIONS

The design recommendations consist of three main parts:

1. An **overall plan** for recommended improvements along the corridor, including a design palette of site furnishings, signage, and gateway concepts
2. Visualizations of **streetscape improvements**, including early-action projects and other projects of interest
3. Visualizations of **façade improvements** for select businesses

Together, these recommendations embrace the traditional neighborhood character and history of Highland Park through form, material, and color, while introducing modern elements, such as the planters and building awnings, that enliven and update the look and feel of the commercial corridor.

All of the improvements have been cost estimated; these figures are included at the end of this section. All of the design work is conceptual in nature and the cost estimates are preliminary.

OVERALL STREETScape IMPROVEMENTS

The overall streetscape improvements are intended to enhance the corridor in a consistent, coherent, and collective way that defines an overall look and feel for the area. The use of analogous and complementary forms, materials, and colors and appropriate branding that gives the corridor/Six Points an identity are all key to achieving this goal. Site furnishing materials largely consists of metal (steel and aluminum), as well as fiberglass and fiber cement planters. The color palette is discussed on page 23. Gateway features, including signs and plantings, will create a sense of arrival into Six Points and better define the boundaries of the commercial area. (A cost estimate was prepared for a typical gateway sign with landscaping.)

STREETScape IMPROVEMENT PROJECTS

Streetscape improvement visualizations were completed for the following:

- Standard streetscape improvement
- Early-action project: gathering spot at Six Points Express Mart
- Early-action project: gathering spot in front of Trims Barbershop
- Alley clean-up demonstration project

These improvements feature design elements from the overall recommendations. Additionally, a cost estimate was prepared for an early-action improvement project for 6(PIC)—another concept for a small social hub, with bike racks and game tables.

FAÇADE IMPROVEMENTS

Façade improvements were completed for the following businesses/properties:

- 3019–3023 Meadowbridge Road (LSG Enterprises, LLC)
- 3000 1st Avenue (Franklin Grove, LLC)
- Simpson’s Market
- Stay Focused Salon & Barber
- S&K Supermarket
- Chicken Box
- Trims

The improvements incorporate the needs and priorities identified by individual business owners and other possibilities identified by the design team.

In April, LISC selected three recipients for the 6 Biz Business Improvement Zone grant assistance; they were:

- Chicken Box
- LSG Enterprises, LLC
- Stay Focused Salon and Barber

PROGRAMMATIC RECOMMENDATIONS

There are a number of interesting ideas that arose during the design process that were not specifically addressed in the streetscape and façade recommendations, but that warrant further exploration by Highland Park residents, business owners, and community partners. Many of these fall into the realm of events and community initiatives that could leverage future enhancements and further improve the attractiveness and vitality of the corridor:

- Maintenance/upkeep of streetscape by nonprofits and business owners along the corridor
- Community events, such as a farmers market
- Rotating/revolving/seasonal displays of art or other landscape features
- Murals or posters depicting business owners and community leaders
- Exhibits on the history of and changes to the corridor

COMMUNITY FEEDBACK

The project team offered two opportunities for the community to weigh in on the design recommendations:

- Community Meeting on March 13, 2017 at Harvest Thrift: The project team displayed boards with design recommendations, briefly presented on the project background and overall design direction, and then were on hand to speak with attendees.
- “Love Northside” Highland Park Spring Break on April 29 at 6(PIC): The design team displayed the boards with some additional materials and were on hand to speak with attendees.

Feedback from both events was incorporated in this report. A copy of the boards on display at the Spring Break event are included in Appendix C. LISC and Storefront also spoke with individual business owners in March and April during the application process for the 6 Biz Grants and C.A.R.E. Program and gathered additional feedback.

LISC announced the recipients of the 6 Biz Grants at the Spring Break event.



Left and right: Community Meeting in March (Images: Ebony Walden/LISC)



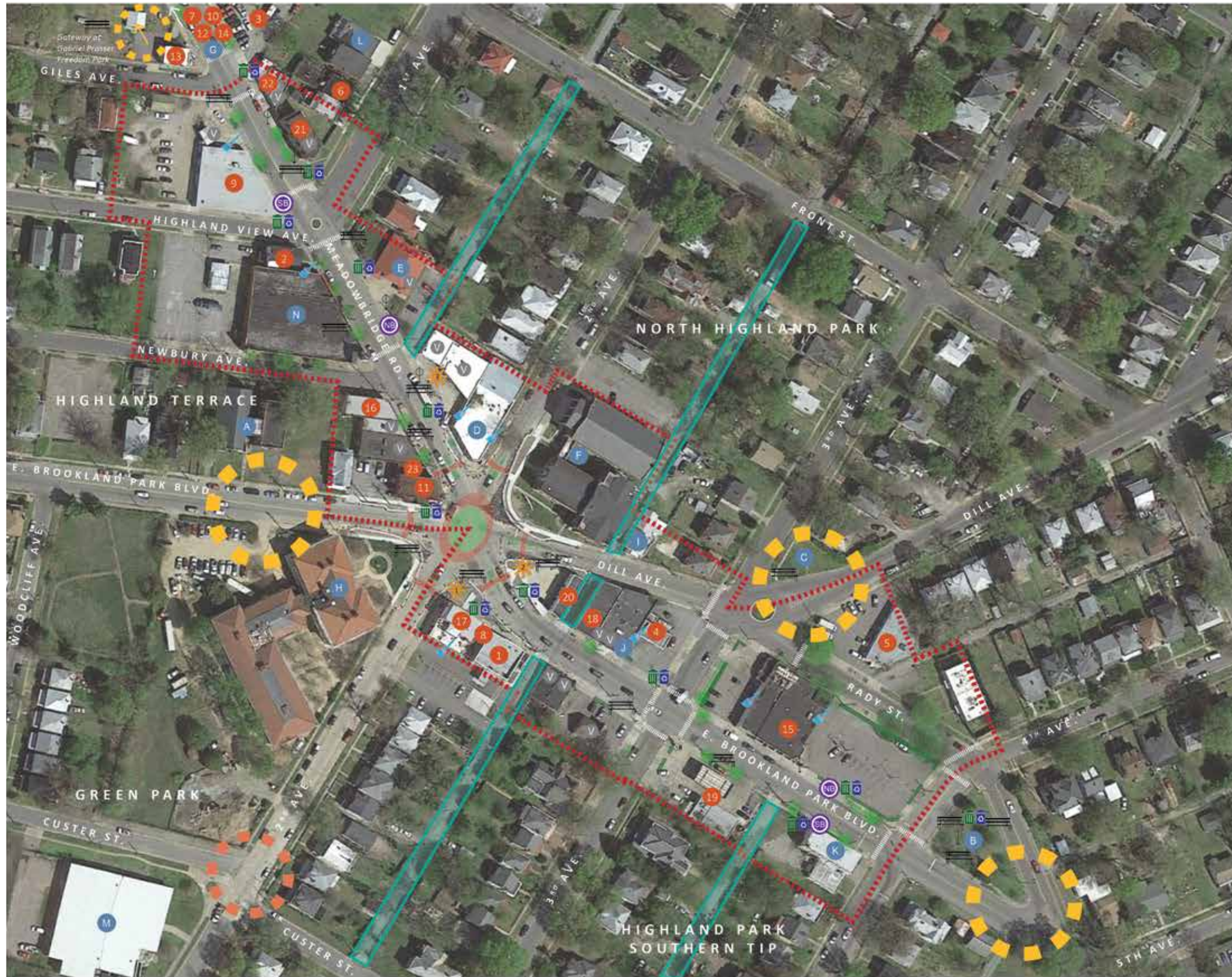
Left and right: Spring Break in April



Stephanie Lewis, owner of LSG Enterprises, LLC and recipient of the 6 Biz Business Improvement Grant from LISC (Image: Ebony Walden/LISC)

RECOMMENDED STREETScape IMPROVEMENTS

The design elements and concepts keyed in on the plan correspond with the design palettes on pages 21 to 24.



LEGEND

BUSINESSES

- 1 Bank of America (closed March 2017)
- 2 Blair's Beauty, Barber & Nail Salon
- 3 Brown's Automotive Sales & Service
- 4 Chicken Box
- 5 Farmers Automotive
- 6 First Avenue Laundry
- 7 Hair Tech Inc.
- 8 Harris Tax and Business Services
- 9 Harvest Thrift
- 10 Jin's Market
- 11 New York Fried Chicken
- 12 North Side Food Mart & Deli
- 13 Northside Outreach Center Thrift Store
- 14 Raceway Convenience Store
- 15 S&K Supermarket
- 16 Simpson's Market
- 17 Six Points Express Mart
- 18 Stay Focused Salon & Barber
- 19 Sunoco Gas Station
- 20 Trims Barbershop
- 21 Future: Franklin Grove, LLC (3000 1st Ave)
- 22 Future: LSG Enterprises, LLC (3019-3023 Meadowridge Rd.)
- 23 Future: African hair braiding salon (3000 Meadowridge Rd.)

CHURCHES, COMMUNITY FACILITIES, AND OTHER POI

- A 1224 E. Brookland Park Blvd.
- B 1500 E. Brookland Park Blvd. (City-owned property)
- C 3001 3rd Ave. (City-owned property)
- D (PIC) (Six Points Innovation Center)
- E Fire Station 15 (historic)
- F Fresh Anointing Cathedral
- G Gabriel Prosser Freedom Park
- H Highland Park Senior Apartments
- I Holy Bible Church of God
- J Holy Temple of God
- K International F&AM Masons Lodge
- L Tabernacle of Praise Temple
- M Verizon Building
- N Future: Seventh Street Memorial Baptist Church

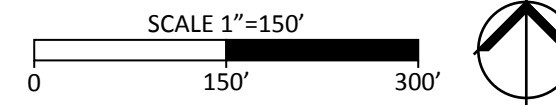
EXISTING CONDITIONS

- Meadowbridge C.A.R.E. District
- V Building vacancy (commercial)
- GRTC bus stop (northbound/southbound)
- Street tree

STREETScape IMPROVEMENTS

- Early-action Projects
 - 1) Gathering spot – Six Points Express Mart
 - 2) Gathering spot – Trims Barbershop
 - 3) Bike hub and game tables – 6(PIC)
- Gateways (Primary/Secondary)
- Sidewalk removal/addition of planting strip
- Street tree
- Parking lot buffer (shrubs)
- Sidewalk addition
- Crosswalks
- Trash and recycling receptacles
- Bench
- Bike rack
- Alley clean-up
- Murals

Google Earth aerial imagery
C.A.R.E. district boundary from City GIS data
New roundabout at Six Points traced from construction plan



DESIGN PALETTE: SITE FURNISHINGS

LIGHTING



1

BOLLARDS AND BIKE RACKS

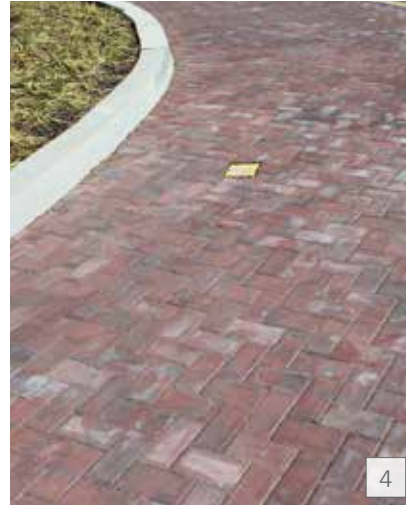


2



3

HARDSCAPE



4



5



6

SEATING



7



8

WASTE RECEPTACLES



9

PLANTERS



10



11



12



13

PRODUCT INFORMATION

All of these site furnishings have been priced and included in the cost estimates for the project, which include full descriptions of each item.

1. Streetlight with Charleston fixture by Phillips Hanover (City of Richmond standard)
2. Bollard by Victory Stanley with chain (sold separately)
3. Bike rack (with bollard) by Victor Stanley (City of Richmond standard)
4. Brick sidewalk to match recent sidewalk improvements at Six Points roundabout
5. Thermoplastic crosswalk striping by Ennis-Flint—custom designs available, so a unique Six Points design or branding/neighborhood identity could be incorporated
6. Bus shelter by Landscape Forms
7. Bench by SITESCAPES
8. Game table by Du Mor—two- and three-seat models recommended for wheelchair accessibility
9. Waste receptacle by SITESCAPES—to be used for both trash and recycling receptacles, with individual decals demarcating which use; can be branded with customized plate or decal.
10. Rectangular planter by Tournesol
11. Rectangular with trellis by Tournesol
12. Round planter by Greenform
13. Narrow, round planter by Greenform

DESIGN PALETTE: SIGNAGE

BANNER SIGN



DIRECTIONAL SIGN



GATEWAY SIGN



PRODUCT INFORMATION

A signage system for Six Points can be broken into banner, directional, and gateway sign types. The design of the signs should correspond, preferably as a standard package to be implemented consistently across the corridor.

#1 and #3 have been priced and used in the cost estimates for this project.

1. This custom light pole banner sign by Boss Metal Fabricators, Inc. is recommended for installation on the streetlights at Six Points, paired with the streetlamps (with the Charleston fixture).
2. This directional sign drew favorable feedback from the community at the Spring Break event.
3. This City of Richmond standard for wayfinding signage was implemented to guide tourists in select areas of the city and could be used as a model for directional signage in Highland Park.
4. Chesterfield County installed directional and informational signage across its historic courthouse complex area. This sign was used to cost estimate directional and gateway signs for the Highland Park improvements.
5. A typical gateway into the Six Points area could simply consist of a standard sign placed in a planted and mulched landscape bed.
6. This simple, but traditional style sign would be appropriate to the Highland Park neighborhood/Six Points.
7. This gateway sign from the Chesterfield Avenue Streetscape Enhancement project in the Village of Ettrick (Chesterfield County) is of an appropriate scale and design for the Highland Park neighborhood/Six Points.
8. An alternative to a standard signage package could be the fabrication of unique, one-of-a-kind signs, perhaps created by local artists, for use at gateways.

DESIGN PALETTE: BRANDING/IDENTITY

The project team developed some initial ideas for the branding and identity of the Corridor/Six Points and how to incorporate that into the proposed improvements. The ideas proposed here are preliminary and further development and community feedback are needed.

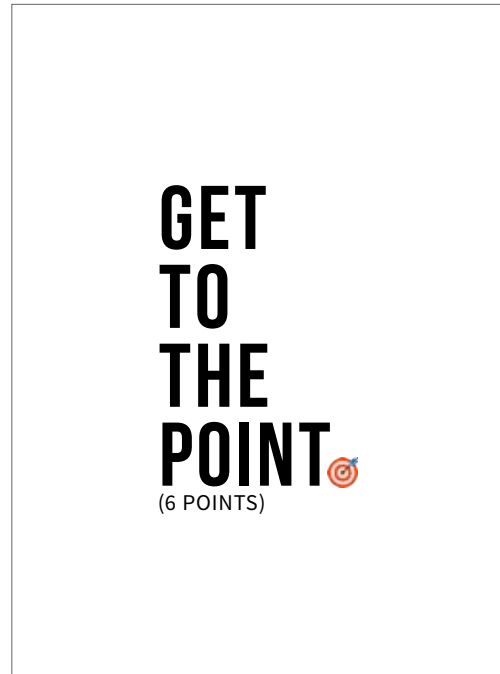
The design team’s main idea was that the community adopt an identity that can be used in signage and site furnishings, such as custom banner pole signs and custom decals on waste receptacles, throughout the commercial corridor. This identity could either focus on a memorable slogan that captures the spirit of the place or could simply employ the name of the place—Six Points or Highland Park. One concept that the design team generated was “Get to the Point (6 Points),” a catchy phrase (and pun) that evokes the energy afoot around Six Points, brands the place as a destination, and freshly renames/rebrands Six Points as “The Point.”

Storefront has also previously done some design development in this area, and some of these ideas could be explored further with the business owners and residents.

The design team developed a conceptual color palette that balances red-orange, orange, and yellow, and tones and tints of those colors, with a cooler blue and more neutral grays. This palette works well in the context of the neighborhood’s historic character, but introduces color contrast through accents (round planters, awnings, and some signs). The bright colors will draw attention to new site furnishings and other improvements and lend the corridor a more contemporary look. Similar colors are available for most of the site furnishings that have been recommended. Black is recommended for the city standard bike rack and light pole and fixture and could be used for the benches and waste receptacles.

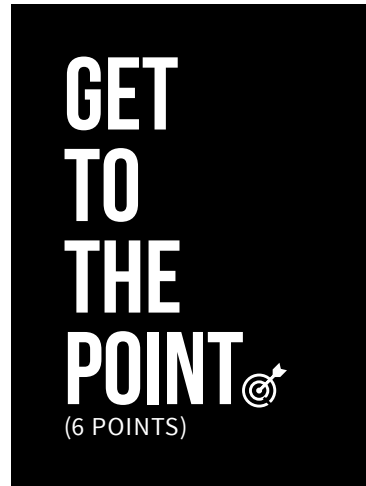
SLOGAN AND CUSTOM SIGN AND DECAL CONCEPT

The recommended application is to cut out the design from the metal sign or other site element, though the slogan could be painted or printed onto a decal and mounted onto receptacles and benches.



BANNER POLE SIGN CONCEPTS

These concepts would be used in the banner sign and site furnishings as shown in the top row images. The concept with “Highland Park” and the street grid was the preferred design in the community feedback from the Spring Break event.



COLOR PALETTE



DESIGN PALETTE: PLANTING

STREET TREES



Carpinus betulus 'Fastigiata' / Common hornbeam



Tilia cordata 'Greenspire' / Littleleaf linden



Taxodium distichum 'Shawnee Brave' / Bald cypress



Amelanchier x grandiflora 'Autumn Brilliance' / Apple serviceberry



Cercis reniformis 'Oklahoma' / Texas redbud

SHRUBS



Ilex cornuta / Chinese holly (top)
Rhus aromatica / Sumac (bottom)



Jasminum nudiflorum / Winter jasmine

GROUNDCOVERS & PERENNIALS



Panicum virginiana 'Shenandoah' / Switch grass



Perovskia atriplicifolia and *Rudbeckia fulgida* / Russian sage and Black-eyed Susan

VINES FOR TRELLISES



Gelsemium sempervirens / Carolina jasmine



Hydrangea anomala subsp. *petiolaris* / Climbing hydrangea



Lonicera sempervirens / Trumpet honeysuckle

ANNUALS



Planter with summer annual mix



Planter with winter annual mix

PLANT INFORMATION

These plants are appropriate to urban conditions in USDA Hardiness Zone 7. Native plants are preferable for their ecological value and suitability to local conditions, but adapted non-invasive non-native species are also included for a streetscape plant palette that will thrive without intensive maintenance.

Street Trees

These trees are appropriate for planting without a root barrier and are less likely to come into conflicts with sidewalks than other species and cultivars.

- Large trees—suitable where there are few vertical constraints and ample soil volume for optimal growing conditions (i.e. a contiguous planting strip or large landscape area)
 - *Carpinus betulus* 'Fastigiata' / Common hornbeam (upright)
 - *Ginkgo biloba* / Ginkgo (plant males to avoid fruit) (irregular crown)
 - *Quercus phellos* / Willow oak (rounded crown)
 - *Taxodium distichum* 'Shawnee Brave' / Bald cypress (pyramidal)
 - *Tilia cordata* 'Greenspire' / Littleleaf linden (pyramidal)
- Small trees—suitable for planting under overhead utilities and in tree wells
 - *Acer buergerianum* / Trident maple
 - *Amelanchier x grandiflora* 'Autumn Brilliance' / Apple serviceberry
 - *Cercis reniformis* 'Oklahoma' / Texas redbud
 - *Pistacia chinensis* / Chinese pistache

Shrubs

- *Cornus sericea* 'Flaviramea' / Yellow twig dogwood
- *Ilex cornuta* 'Rotunda' / Chinese holly – parking lot buffer
- *Jasminum nudiflorum* / Winter jasmine
- *Rhus aromatica* 'Gro-Low' / Fragrant sumac – parking lot buffer

Grasses, Groundcovers, and Perennials

- *Achillea* 'Coronation Gold' / Yarrow
- *Coreopsis verticillata* 'Moonbeam' / Tickseed
- *Juniperus horizontalis* 'Wiltonii' / Creeping juniper
- *Hemerocallis* spp. / Daylily
- *Iris germanica* 'Gold Galore' / Bearded iris
- *Nepeta x faassenii* 'Walker's Low' / Catmint
- *Panicum virgatum* 'Heavy Metal' and 'Shenandoah' / Switch grass
- *Perovskia atriplicifolia* 'Little Spire' / Russian sage
- *Rudbeckia fulgida* var. *sullivanti* 'Goldsturm' / Black-eyed Susan
- *Salvia gregii* 'Furman's Red' or 'Cold Hardy Pink' / Autumn sage

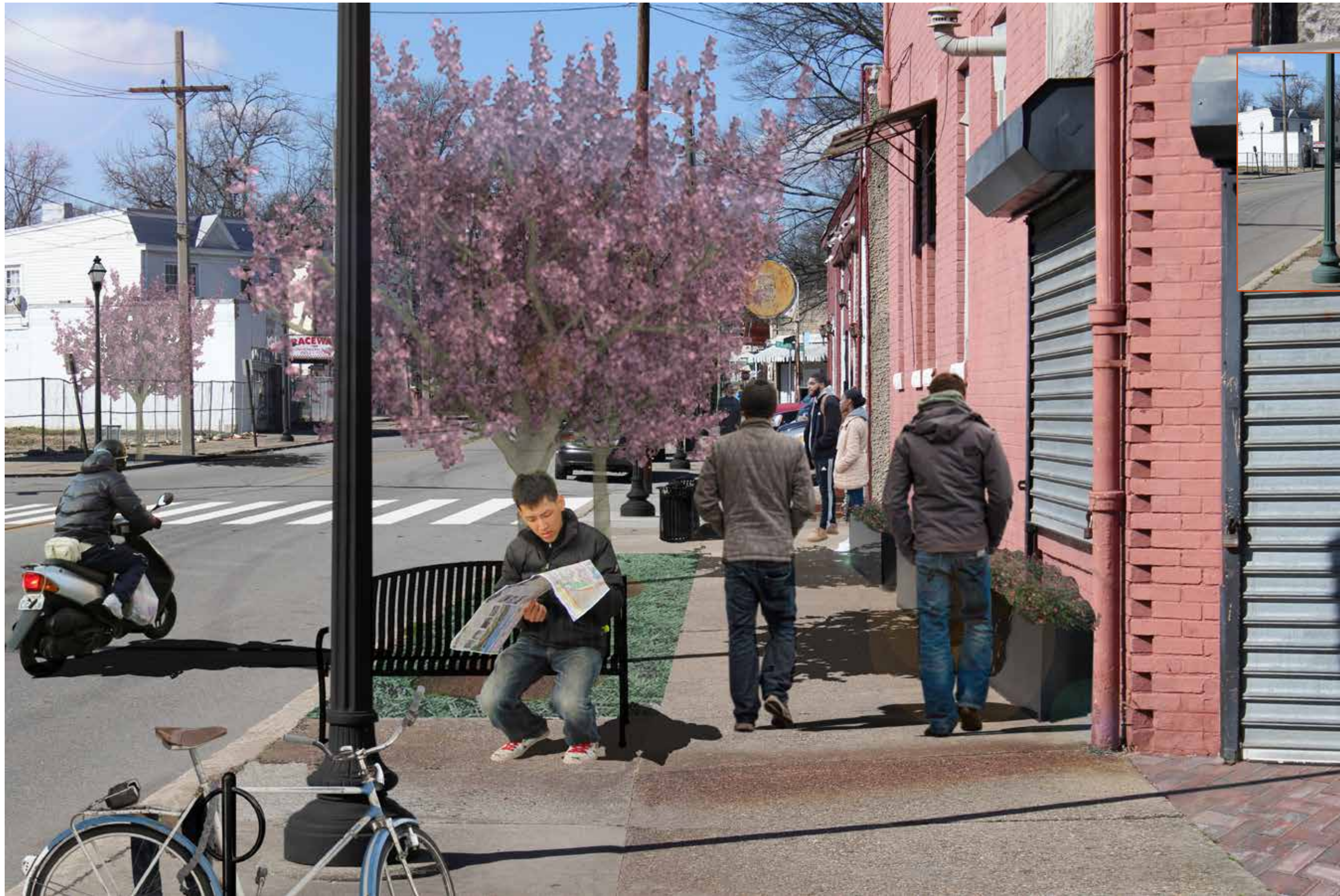
Vines (for planters with trellises)

- *Gelsemium sempervirens* / Carolina jasmine
- *Hydrangea anomala* subsp. *petiolaris* / Climbing hydrangea (needs shade)
- *Lonicera sempervirens* / Trumpet honeysuckle

Annuals (for landscape beds and planters)

Choose a color scheme, perhaps one that corresponds with the corridor-wide color palette.

- Summer: celosia, lantana, petunia, salvia, sweet potato vine, and verbena
- Winter: ornamental cabbage and kale, pansies, and violas



Present

Typical streetscape improvements include site furnishings (bench, bike racks, planters, waste receptacles), an updated streetlamp to match the City of Richmond standard, planting strips with street trees, and crosswalks for pedestrians.

STANDARD STREETScape IMPROVEMENT CONCEPT



Present

A new brick sidewalk outside the Six Points Express Mart replaces a swath of bare earth and creates a space for pedestrians to gather or rest adjacent to the recently installed crosswalks at the Six Points Intersection. Corresponding benches, waste receptacles, and planters are all found in the corridor-wide design palette. Additional groundcovers and perennials are planted to fill in some of the mulched areas of the surrounding landscape beds.

EARLY-ACTION PROJECT: GATHERING SPOT AT SIX POINTS EXPRESS MART



Present

This small brick extension of the sidewalk across from Trims Barbershop is carved out of a portion of a concrete parking lot. Benches, planters, and waste receptacles form a space for pedestrians to gather or rest at the Six Points roundabout and take in the traffic and activity along the Corridor.

EARLY-ACTION PROJECT: GATHERING SPOT AT TRIMS



Present

Disheveled alleyways just off of the commercial corridor can be made-over with new gravel lanes demarcated by cobbles or granite pavers and evergreen groundcovers between the alley and fences. New concrete pads define a space for each homeowner's waste cans. Vines and brush are cleared and new fences and screens of small evergreen trees are installed to improve privacy for homeowners and further delineate the alleys from backyards.

ALLEY CLEAN-UP DEMONSTRATION CONCEPT



Present



FAÇADE IMPROVEMENT CONCEPT: 3019–3023 MEADOWBRIDGE ROAD

PROPERTY OWNER: LSG ENTERPRISES, LLC / STEPHANIE AND GREGORY LEWIS

Formerly the Highland Park Coffee Shop and The Wright Salon

A series of vacant storefronts are transformed into light-filled spaces with an accessible entrance and attractive signs. Modern awnings and wall-mounted fixtures shown here can be used uniformly for storefronts along the Corridor. Planters from the streetscape site furnishings palette soften the hardscape and can add year-round visual appeal with rotating plantings. Next to the storefronts, a small courtyard is improved with a wall and metal roll-up/coiling door to provide a secure storage area.



Present



FAÇADE IMPROVEMENT CONCEPT: 3000 1ST AVENUE

PROPERTY OWNER: FRANKLIN GROVE, LLC

Formerly Yi Xing Chinese Takeout

Fresh paint, new windows, and modern awnings breathe new life into this prominent storefront facing Meadowbridge Road. A painted sign on the building façade evokes advertising from the past. New light fixtures and planters correspond with similar improvements along the Corridor.



Present



FAÇADE IMPROVEMENT CONCEPT: SIMPSON'S MARKET
3002-3006 MEADOWBRIDGE ROAD
 PROPERTY & BUSINESS OWNER: MICHAEL SIMPSON

A new color scheme and signage borrowing from the recommended color palette redefine this distinctive Art Deco commercial building. New light fixtures and planters correspond with similar improvements along the Corridor. Window-filled storefronts and sandwich boards brighten the streetscape and entice customers into Simpson's Market, a neighborhood anchor, and to new businesses next door.



Present



**FAÇADE IMPROVEMENT CONCEPT: TRIMS BARBERSHOP
1300 E. BROOKLAND PARK BOULEVARD**

PROPERTY OWNER: MARIAN ALLEN / BUSINESS OWNER: ALFONZO TRIMUEL

A large painted sign for Trims Barbershop delivers the name recognition and adds the appeal that this prominent building begs for. Planters soften the façade. A small gathering place across from the roundabout creates a venue for seasonal displays and public art, perhaps taking inspiration from the adjoining businesses.



Present



**FAÇADE IMPROVEMENT CONCEPT: STAY FOCUSED SALON & BARBER
1306 E. BROOKLAND PARK BOULEVARD**

PROPERTY OWNER: PATRICE AND VINCENT MORGAN / BUSINESS OWNER: PENNY BURNETT

In the words of its owner, Stay Focused is more than just a salon. Penny Burnett has sought to create a place for community gathering. New windows and doors, modern awnings, and a fresh sign will give Stay Focused greater appeal to customers and community visitors alike. A new ramp with railings ensures that the storefront is fully accessible for all visitors.



Present



FAÇADE IMPROVEMENT CONCEPT: CHICKEN BOX 3000 3RD AVENUE

PROPERTY & BUSINESS OWNER: MARGARET BANDAS

By repurposing storage containers into the marketing and site appeal of the restaurant, these utilitarian structures provide programmatic delineation and a backdrop to a new outdoor dining area, as well as back-of-house secure storage. Planters define a new outdoor dining area with stand up tables and umbrellas. This neighborhood landmark provides a Roadside America-type icon within the corridor.



Present



**FAÇADE IMPROVEMENT CONCEPT: S.&K SUPERMARKET
1404 E. BROOKLAND PARK BOULEVARD**

PROPERTY OWNER: CHONG KIM

S&K receives the much-needed overhaul that the community desires with renovated entrances, a freshly painted façade and modern awnings, new lighting, and planters. A large expanse of windowless façade facing the parking lot presents a premium spot for a large mural, perhaps one that tells the story of the community. These improvements could redefine this building and location as a major neighborhood destination and anchor of the commercial corridor.

COST ESTIMATES: STANDARD STREETScape IMPROVEMENTS

These preliminary cost estimates are for typical streetscape improvements that could be implemented corridor-wide per the design palettes and the proposed streetscape improvements plan. The estimates were prepared in May 2017 and were generated from a combination of manufacturer and distributor list prices and costs from comparable projects.

Hardscape*	Unit	Unit Cost	Manufacturer	Product	Description	Material	Color	Finish
Brick sidewalk	SF	\$ 12.00			Possible replacement by City of Richmond Department of Public Works			
Concrete sidewalk	SY	\$ 35.00			Possible replacement by City of Richmond Department of Public Works			
Crosswalk striping	LF	\$ 18.00	Ennis-Flint	DuraTherm®	Inlaid application with standard pattern and color (custom pattern and color available)	Thermoplastic	White, Burnt Orange, Colonial Brick	
Planting†								
Large street tree	EA	\$ 450.00			See Design Palette: Plantings			
Small street tree	EA	\$ 250.00			See Design Palette: Plantings			
Small shrub, 3 gal.	EA	\$ 30.00			See Design Palette: Plantings			
Small shrub, 1 gal.	EA	\$ 18.00			See Design Palette: Plantings			
Perennials/groundcovers, 3 qt.	EA	\$ 12.00			See Design Palette: Plantings			
Vines	EA	\$ 30.00			See Design Palette: Plantings			
Turf--sod	SY	\$ 4.50			See Design Palette: Plantings			
Turf--seed	AC	\$ 2,700.00			See Design Palette: Plantings			
Mulch	CY	\$ 45.00			Hardwood			
Site Amenities‡								
Bench	EA	\$ 962.50	Sitescapes	CityView	6 ft. bench with back, curved steel bar ends, surface mount, custom logo plate available	Steel	Slate, sterling	Powder coat or DuraCoat
Bike rack	EA	\$ 400.40	Victor Stanley	BRBS-103	3 in. OD tubular steel post flanked by (1) 5/16 in tubular steel ring, surface or in-ground mount	Steel	Gray	Powder coat
Bollard	EA	\$ 325.60	Victor Stanley	BKR-36	3 in. OD tubular steel, surface or in-ground mount, chain not included	Steel	Gray, custom available	Powder coat
Chain (for bollard)	LF	\$ 3.85	Reliance Foundry	Chain	5/16" galvanized proof coil chain (15' lengths needed between each pair of bollards)	Steel	Black	Powder coat
Game table, 2 seats	EA	\$ 2,189.00	Du Mor	448-32GM	35-1/2" Square table, 2 seats, includes game board, wheelchair accessible	Steel	Argento, charcoal, custom available	Powder coat
Game table, 3 seats	EA	\$ 2,541.00	Du Mor	448-34GM	35-1/2" Square table, 3 seats, includes game board, wheelchair accessible	Steel	Argento, charcoal, custom available	Powder coat
Planter, rectangular	EA	\$ 852.50	Tournesol	Wilshire Rectangle	60"Lx18"Wx24"H	FRP fiberglass	Shadow, shark	Acrylic enamel paint, various textures
Planter, rectangular with trellis	EA	\$ 1,639.00	Tournesol	Wilshire Screen Planter w/WX-trellis	60"Lx18"Wx24"H planter w/3" grid trellis	FRP fiberglass, metal	Shadow, shark - container / black - trellis	Acrylic enamel paint, various textures
Planter, round	EA	\$ 465.30	Greenform	Kyoto	28"Dx21"/42 gal.	Fiber cement	Anthracite, gray, custom available - use orange, yellow	
Planter, narrow round	EA	\$ 369.60	Greenform	Geisha	17"Dx26"H/22 gal.	Fiber cement	Anthracite, gray, custom available - use orange, yellow	
Receptacle, trash, 32 gal., top	EA	\$ 984.50	Sitescapes	CityView	32 gal., top opening, ash tray top, surface mount	Steel	Slate, sterling	Powder coat or DuraCoat
Receptacle, recycling, 32 gal., top	EA	\$ 1,045.00	Sitescapes	CityView	32 gal., top opening, ash tray top, recycle decals, surface mount	Steel	Slate, sterling	Powder coat or DuraCoat
Receptacle, trash, 36 gal., side	EA	\$ 1,248.50	Sitescapes	CityView	36 gal., side door with heavy duty keyless latch, ash top, surface mount	Steel	Slate, sterling	Powder coat or DuraCoat
Receptacle, recycling, 36 gal., side	EA	\$ 1,320.00	Sitescapes	CityView	36 gal., side door with heavy duty keyless latch, ash top, recycle decals, surface mount	Steel	Slate, sterling	Powder coat or DuraCoat
Receptacle, custom logo plate	EA	\$ 71.50	Sitescapes	n/a		Steel	Slate, sterling	Powder coat or DuraCoat
Shelter for bus stops	EA	\$ 21,025.40	Landscape Forms	Kaleidoscope OS	3 posts, two bays, one bay with backed 3 seat bench (Presidio bench), low-voltage LED lighting	Metal	Silver, titanium, stormcloud	Metallic or powder coat
Streetlight	EA	\$ 4,200.00	Phillips Hanover lantern	Charleston fixture - 1229, 1237 Series	Post-top fixture with pole	Metal	Black	
Signage^								
Banner sign (for streetlights)	EA	\$ 381.67	Boss Metal Fabricators, Inc.	Light pole sign	24"x60"x3/16" aluminum sign with welded pole bracket assembly	Aluminum	Any color available - color palette should be used	
Directional sign	EA	\$ 2,000.00	Holiday Signs	Freestanding sign	24"Wx24"H aluminum panel sign with cast aluminum 6'H breakaway single post	Aluminum	Per design - color palette should be used	Powder coat
Gateway sign	EA	\$ 2,750.00	Holiday Signs	Freestanding sign	36"Wx27"H aluminum panel sign with cast aluminum 7'H breakaway single post	Aluminum	Per design - color palette should be used	Powder coat

* Installed cost. Crosswalk striping does not include traffic control or asphalt.

† Plants: installed cost / Mulch: material cost

‡ List price + shipping, except streetlight (installed)

^ Banner sign price includes shipping

Note: unit cost with shipping typically includes 10% additional for shipping

COST ESTIMATES: PROJECTS

These estimates are for conceptual-level designs and were prepared in May 2017. Most of the items referenced, including all of the site furnishings, are listed in the cost estimate table on page 36. These costs were generated from a combination of manufacturer and distributor list prices and costs from comparable projects.

EARLY-ACTION PROJECTS

Early-action Project: Gathering Spot at Six Points Express Mart

Item	Unit	Unit Cost	Quantity	Subtotal
Brick sidewalk	SF	\$ 12.00	700	\$ 8,400.00
Bench	EA	\$ 962.50	2	\$ 1,925.00
Bike rack	EA	\$ 400.40	1	\$ 400.40
Trash receptacle	EA	\$ 984.50	1	\$ 984.50
Recycling receptacle	EA	\$ 1,045.00	1	\$ 1,045.00
Custom logo plate for receptacles	EA	\$ 71.50	2	\$ 143.00
Rectangular planter	EA	\$ 878.90	2	\$ 1,757.80
Plant (for planter without trellis)	EA	\$ 12.00	4	\$ 48.00
Rectangular planter with trellis	EA	\$ 1,639.00	1	\$ 1,639.00
Vines (for planter with trellis)	EA	\$ 30.00	1	\$ 30.00
Subtotal				\$ 16,372.70
Mobilization (10%)				\$ 1,637.27
Contingency (20%)				\$ 3,274.54
TOTAL				\$ 21,284.51

Early-action Project: Gathering Spot at Trims Barbershop

Item	Unit	Unit Cost	Quantity	Subtotal
Brick sidewalk	SF	\$ 12.00	210	\$ 2,520.00
Bench	EA	\$ 962.50	2	\$ 1,925.00
Trash receptacle	EA	\$ 984.50	1	\$ 984.50
Recycling receptacle	EA	\$ 1,045.00	1	\$ 1,045.00
Custom logo plate for receptacles	EA	\$ 71.50	2	\$ 143.00
Narrow round planter, 17"	EA	\$ 369.60	4	\$ 1,478.40
Round planter, 28"	EA	\$ 465.30	3	\$ 1,395.90
Plant (for planters)	EA	\$ 18.00	7	\$ 126.00
Subtotal				\$ 9,617.80
Mobilization (10%)				\$ 961.78
Contingency (20%)				\$ 1,923.56
TOTAL				\$ 12,503.14

Early-action Project: Gathering Spot at 6(PIC)*

Item	Unit	Unit Cost	Quantity	Subtotal
Brick sidewalk	SF	\$ 12.00	375	\$ 4,500.00
Bench	EA	\$ 962.50	2	\$ 1,925.00
Bike rack	EA	\$ 400.40	1	\$ 400.40
Game table, 2 seats	EA	\$ 2,189.00	1	\$ 2,189.00
Game table, 3 seats	EA	\$ 2,541.00	2	\$ 5,082.00
Trash receptacle	EA	\$ 984.50	1	\$ 984.50
Recycling receptacle	EA	\$ 1,045.00	1	\$ 1,045.00
Custom logo plate for receptacles	EA	\$ 71.50	2	\$ 143.00
Rectangular planter	EA	\$ 878.90	3	\$ 2,636.70
Subtotal				\$ 18,905.60
Mobilization (10%)				\$ 1,890.56
Contingency (20%)				\$ 3,781.12
TOTAL				\$ 24,577.28

*No visualization

OTHER PROJECTS

Typical Alley Improvement

Item	Unit	Unit Cost	Quantity	Subtotal
Excavation	CY	\$ 5.50	844	\$ 4,644.44
Cobbles/granite pavers	SF	\$ 25.00	1689	\$ 42,222.22
Gravel	TON	\$ 22.00	1976	\$ 43,472.00
Per foot cost*				\$ 45.10

Quantities will vary by alley:

Concrete pad for waste receptacles	SF	\$ 35.00
Perennials/grasses, 3 qt.	EA	\$ 12.00
Groundcovers, 4" pot	EA	\$ 3.00
Evergreen large shrubs/trees	EA	\$ 80.00

*Based on area shown on "Streetscape Improvement Recommendations" Plan

Typical Gateway Installation

Item	Unit	Unit Cost	Quantity	Subtotal
Gateway sign	EA	\$ 2,000.00	1	\$ 2,000.00
Plants	EA	\$ 650.00	1	\$ 650.00
Mulch	CY	\$ 40.00	3	\$ 100.00
Subtotal				\$ 2,750.00
Mobilization (10%)				\$ 275.00
Contingency (20%)				\$ 550.00
TOTAL				\$ 3,575.00

COST ESTIMATES: FAÇADE IMPROVEMENTS

These estimates are for conceptual-level designs and were prepared in May 2017. These costs were generated from a combination of manufacturer and distributor list prices and costs from comparable projects.

Chicken Box

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description	Material	Color
Bollards (without chain)*	EA	\$ 296.00	7	\$ 2,072.00	Victor Stanley	BKR-36	3 in. OD tubular steel, surface or in-ground mount, chain not included	Steel	Gray, custom available
Chain (for bollard)*	LF	\$ 3.85	30	\$ 115.50	Reliance Foundry		5/16" galvanized proof coil chain (15' lengths needed between each pair of bollards)	Steel	Black
Planter, rectangular*	EA	\$ 852.50	10	\$ 8,525.00	Tournesol	Wilshire Rectangle	60"Lx18"Wx24"H	FRP fiberglass	Shadow, shark
Plant†	EA	\$ 18.00	30	\$ 540.00					
Sign, painted	EA	\$ 500.00	1	\$ 500.00					
Hardscape (stamped concrete)	SF	\$ 12.00	500	\$ 6,000.00					
Table	EA	\$ 273.00	3	\$ 819.00	BFM Seating	South Beach	32"Lx32"Wx41"H bar-height tabletop and table base w/umbrella hole	Aluminum	
Umbrella	EA	\$ 335.00	3	\$ 1,005.00	Grosfillex	98801931 Windmaster	9' umbrella w/1-1/2" aluminum pole	Fiberglass	Orange
Paint	SF	\$ 4.00	750	\$ 3,000.00					
Door	EA	\$ 1,250.00	2	\$ 2,500.00					
Windows	SF	\$ 30.00	40	\$ 1,200.00					
Storage container	EA	\$ -	1	\$ -			Possibly sourced for free		
				Subtotal	\$	26,276.50			
				Mobilization (10%)	\$	2,627.65			
				Contingency (20%)	\$	5,255.30			
				TOTAL	\$	34,159.45			

* List price + shipping

† Installed cost

Franklin Grove LLC/3000 1st Ave.

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description	Material	Color
Awning	SF	\$ 975.00	3	\$ 2,925.00	Roberts Awning		10' wide, 40" projection, 3'-0" drop		
Lighting	EA	\$ 300.00	6	\$ 1,800.00	Barn Light & Electric	Old Dixie LED Gooseneck Light	11" shade		Black
Planter, rectangular*	EA	\$ 878.90	6	\$ 5,273.40	Greenform	Delta 60	55"Lx22"Hx24"H/116 gal.	Fiber cement	Anthracite, gray, custom available
Plant†	EA	\$ 18.00	18	\$ 324.00					
Sign, wall	EA	\$ 5,000.00	1	\$ 5,000.00	Acorn Sign Graphics				
Brick	SF	\$ 12.00	500	\$ 6,000.00					
Paint	SF	\$ 4.00	1,000	\$ 4,000.00					
Door	EA	\$ 1,250.00	2	\$ 2,500.00					
Windows	SF	\$ 30.00	150	\$ 4,500.00					
				Subtotal	\$	32,322.40			
				Mobilization (10%)	\$	3,232.24			
				Contingency (20%)	\$	6,464.48			
				TOTAL	\$	42,019.12			

* List price + shipping

† Installed cost

COST ESTIMATES: FAÇADE IMPROVEMENTS

CONTINUED

LSG Enterprises, LLC/3019-3023 Meadowbridge Rd.

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description	Material	Color
Awning	SF	\$ 975.00	3	\$ 2,925.00	Roberts Awning		10' wide, 40" projection, 3'-0" drop		
Lighting	EA	\$ 300.00	3	\$ 900.00	Barn Light & Electric	Old Dixie LED Gooseneck Light	11" shade		Black
Planter, round*	EA	\$ 465.30	4	\$ 1,861.20	Greenform	Kyoto	28"D×21"/42 gal.	Fiber cement	Anthracite, gray, custom available
Planter, rectangular*	EA	\$ 878.90	1	\$ 878.90	Greenform	Delta 60	55"L×22"H×24"H/116 gal.	Fiber cement	Anthracite, gray, custom available
Plants	EA	\$ 18.00	9	\$ 162.00					
Ramp and railing	EA	\$ 6,500.00	1	\$ 6,500.00					
Sign, wall	EA	\$ 5,000.00	2	\$ 10,000.00	Acorn Sign Graphics				
Paint	SF	\$ 4.00	250	\$ 1,000.00					
Storefront door	EA	\$ 1,250.00	3	\$ 3,750.00					
Roll-up door†	EA	\$ 7,000.00	1	\$ 7,000.00	Overhead Door Corporation	12'×12' 610 series coiling door	F-265 flat slat curtain, chain hoist operation, slide bolt locking	Galvanized steel, powder coat finish	
Wall	EA	\$ 1,500.00	1	\$ 1,500.00					
Windows	SF	\$ 30.00	250	\$ 7,500.00					
				Subtotal	\$	43,977.10			
				Mobilization (10%)	\$	4,397.71			
				Contingency (20%)	\$	8,795.42			
				TOTAL	\$	57,170.23			

* List price + shipping

† Installed cost. Can add electric operator.

S&K Supermarket

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description
Awning	SF	\$ 975.00	5	\$ 4,875.00	Roberts Awning		10' wide, 40" projection, 3'-0" drop
Lighting	EA	\$ 300.00	10	\$ 3,000.00	Barn Light & Electric	Old Dixie LED Gooseneck Light	11" shade
Planter, rectangular*	EA	\$ 852.50	4	\$ 3,410.00	Tournesol	Wilshire Rectangle	60"L×18"W×24"H
Planter, round*	EA	\$ 465.30	5	\$ 2,326.50	Greenform	Kyoto	28"D×21"/42 gal.
Plant†	EA	\$ 18.00	17	\$ 306.00			
Sign, painted	EA	\$ 3,000.00	2	\$ 6,000.00			
Paint‡	SF	\$ 4.00	3750	\$ 15,000.00			
Doors	EA	\$ 1,250.00	3	\$ 3,750.00			
Windows	SF	\$ 30.00	250	\$ 7,500.00			
				Subtotal	\$	46,167.50	
				Mobilization (10%)	\$	4,616.75	
				Contingency (20%)	\$	9,233.50	
				TOTAL	\$	60,017.75	

* List price + shipping

† Installed cost

‡ Mural not included

COST ESTIMATES: FAÇADE IMPROVEMENTS

CONTINUED

Simpson's Market

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description	Material	Color
Lighting	EA	\$ 300.00	9	\$ 2,700.00	Barn Light & Electric	Old Dixie LED Gooseneck Light	11" shade		Black
Planter, rectangular*	EA	\$ 878.90	2	\$ 1,757.80	Greenform	Delta 60	55"Lx22"Hx24"H/116 gal.	Fiber cement	Anthracite, gray, custom available
Planter, round*	EA	\$ 465.30	4	\$ 1,861.20	Greenform	Kyoto	28"Dx21"/42 gal.	Fiber cement	Anthracite, gray, custom available
Plant†	EA	\$ 18.00	10	\$ 180.00					
Sign, wall	EA	\$ 5,000.00	1	\$ 5,000.00	Acorn Sign Graphics				
Sign, projecting	EA	\$ 500.00	5	\$ 2,500.00	Acorn Sign Graphics				
Sandwich board	EA	\$ 100.00	2	\$ 200.00	Aarco		42" x 18" Cherry A-Frame Sign Board with Black Write On Chalk Board		
Paint	EA	\$ 4.00	1000	\$ 4,000.00					
Door	EA	\$ 1,250.00	5	\$ 6,250.00					
Window	EA	\$ 30.00	500	\$ 15,000.00					
				Subtotal	\$	39,449.00			
				Mobilization (10%)	\$	3,944.90			
				Contingency (20%)	\$	7,889.80			
				TOTAL	\$	51,283.70			

* List price + shipping

† Installed cost

Stay Focused Salon & Barber

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description	Material	Color
Awning	SF	\$ 975.00	1	\$ 975.00	Roberts Awning		10' wide, 40" projection, 3'-0" drop		
Lighting	EA	\$ 300.00	2	\$ 600.00	Barn Light & Electric	Old Dixie LED Gooseneck Light	11" shade		Black
Planter, rectangular*	EA	\$ 878.90	1	\$ 878.90	Greenform	Delta 60	55"Lx22"Hx24"H/116 gal.	Fiber cement	Anthracite, gray, custom available
Plant	EA	\$ 18.00	3	\$ 54.00					
Ramp and railing	EA	\$ 4,500.00	1	\$ 4,500.00					
Sign, wall or painted	EA	\$ 500.00	2	\$ 1,000.00	Acorn Sign Graphics				
Paint	EA	\$ 4.00	50	\$ 200.00					
Door	EA	\$ 1,250.00	1	\$ 1,250.00					
Windows	EA	\$ 30.00	150	\$ 4,500.00					
				Subtotal	\$	13,957.90			
				Mobilization (10%)	\$	1,395.79			
				Contingency (20%)	\$	2,791.58			
				TOTAL	\$	18,145.27			

* List price + shipping

† Installed cost

COST ESTIMATES: FAÇADE IMPROVEMENTS

CONTINUED

Trims Barbershop

Item	Unit	Unit Cost	Quantity	Subtotal	Manufacturer	Product	Description	Material	Color	
Painted sign	SF	\$ 500.00	1	\$ 500.00						
Planter, rectangular w/trellis*	EA	\$ 1,639.00	4	\$ 6,556.00	Tournesol	Wilshire Screen Planter w/WX-trellis	60"Lx18"Wx24"H planter w/3" grid trellis	FRP fiberglass, metal	Shadow, shark container / black trellis	
Planter, round*	EA	\$ 465.30	2	\$ 930.60	Greenform	Kyoto	28"Dx21"/42 gal.	Fiber cement	Anthracite, gray, custom available	
Plant†	EA	\$ 30.00	6	\$ 180.00						
Paint	SF	\$ 4.00	1500	\$ 6,000.00						
Door	EA	\$ 1,250.00	2	\$ 2,500.00						
Windows	SF	\$ 30.00	50	\$ 1,500.00						
				Subtotal						\$ 18,166.60
				Mobilization (10%)						\$ 1,816.66
				Contingency (20%)						\$ 3,633.32
				TOTAL						\$ 23,616.58

* List price + shipping

† Installed cost

APPENDICES

APPENDIX A: QUESTIONNAIRES & FIRST COMMUNITY MEETING NOTES

The following questions were posed to business owners and residents on January 21, 2017. The project team walked the corridor meeting with business owners and then met with residents at Harvest Thrift for a guided conversation with these questions.

QUESTIONNAIRE FOR BUSINESS OWNERS

1. What are you most proud of about your community?
2. How would you describe the character of the neighborhood?
3. What is the greatest asset within this commercial corridor?
4. Is the establishment of a merchants association valuable for your business?
5. What priorities do you have for improving your storefront and/or streetscape?
6. What additional goods and services would you like to see along the corridor?
7. Are there any issues with walkability and/or accessibility around the corridor?
8. How have the recent projects along the corridor (roundabout/landscaping/storefront maintenance) been received by the community?

QUESTIONNAIRE FOR RESIDENTS

1. What are you most proud of about your community?
2. How would you describe the character of the neighborhood?
3. What is the greatest asset within this commercial corridor?
4. What three (3) businesses do you patronize the most within the commercial corridor?
5. What additional goods and services would you like to see along the corridor?
6. How have the recent projects along the corridor (roundabout/ landscaping/ storefront maintenance) been received by the community?
7. What small improvements would help enhance the corridor? (Where?)
8. Are there any issues with walkability and/or accessibility around the corridor?



1001 Boulders Parkway
Suite 300
Richmond, VA 23225

P 804.200.6500
F 804.560.1016
www.timmons.com

Highland Park Commercial Area Improvement Plan

Community Meeting – January 21, 2017 – Meeting Notes

Visits with Business Owners

Visited:

- Blair's Salon, Jenny
- S&K Supermarket, Sonny
- Stay Focused Salon, Penny Burnett
- Sunoco Gas Station, Omar
- Simpson's Market, Mike Simpson
- Six Points Market, Ray
- Trim's Barbershop, Alfonzo

Responses to Questions for Business Owners

1. *What are you most proud of about your community?*
 - Quality of people, good people—"like family" (Sonny), "quieter folks" (Mike)
 - Good effort on part of residents to improve the neighborhood (Mike)
 - Community of businesses – like family and friends (Penny)
2. *How would you describe the character of the neighborhood?*

See above
3. *What is the greatest asset within this commercial corridor?*
4. *Is the establishment of a merchants association valuable for your business?*
 - Yes – Mike
 - No – Ray
5. *What priorities do you have for improving your storefront and/ or streetscape?*
 - 3019-3023 LLG Enterprises
 - Accessibility
 - Awnings
 - Doors
 - Lighting
 - Painting and trim
 - Roofing
 - Security
 - Windows

CIVIL ENGINEERING | ENVIRONMENTAL | SURVEYING | GIS | LANDSCAPE ARCHITECTURE | CONSTRUCTION SERVICES

- Blair's Salon
 - Front porch cracked
 - Gutter/drainage issues on back porch
 - S&K Supermarket
 - Cleaner outside
 - Door: too heavy, not automatic
 - Lighting
 - Paint
 - Signage
 - Stay Focused Salon
 - Better use of space at front of shop (in front of salon)
 - Signage
 - Windows
 - Sunoco Gas Station
 - No comment
 - Simpson's Market
 - Anything that's going to make it better
 - Six Points Market
 - Awnings
 - Bike racks
 - Lighting
 - Storefront
 - Trash cans
 - Trim's Barbershop
 - Awnings
 - Paint
 - Removing door on side of building (that half of building used for storage)
6. *What additional goods and services would you like to see along the corridor?*
 - African braiding shop will be good (Mike)
 - Cleaners (Ray)
 - Hot dog and ice cream stand in alley (Penny—checking into her ownership of alley)
 7. *Are there any issues with walkability and/ or accessibility around the corridor?*
 - Ramp to sidewalk needed at Stay Focused (Penny)
 8. *How have the recent projects along the corridor (roundabout/ landscaping/ storefront maintenance) been received by the community?*
 - Traffic improvements are good (Mike)
 - Improvements haven't changed this part of the neighborhood (Omar)

APPENDIX A: FIRST COMMUNITY MEETING NOTES

CONTINUED

- Improvements are good (Sonny)
9. *Other comments*
- Not enough foot traffic and need more parking (Mike)
 - Broken into from time to time (Mike)
 - City water bill \$800 a month, an issue (Omar)
 - If improvements made, concern with taxes going up (Sonny)
 - Debt is a concern (Penny)

Meeting with Residents

Individuals present:

- Penny Burnett, owner of Stay Focused Salon
- Tommy Cox, Richmond Virginia Guardian Angels
- Ida Heming
- Sunday Jones, resident and member of Quality of Life group
- Charlita Lemons, 5th Street Baptist Church
- Ellen Robertson, Sixth District City Council Member
- Tanya Rock
- Jo White, Richmond Virginia Guardian Angels
- Chandra Wright, 7th St. Memorial Baptist Church – 3010 Meadowbridge Rd. (future)

Responses to Questions for Residents

1. What are you most proud of about your community?
 - Greenery/parks, Hotchkiss Center [Field]
 - Growth?
 - Housing—historic value, architectural value (challenges for homeowners with costs of upkeep and utilities required for large, older homes)
 - Roundabout
 - The people: great!, long-time residents and business owners, volunteerism
2. How would you describe the character of the neighborhood?
 - Diversity in business lacking, but camaraderie among business owners; need:
 - Cleaners
 - Grocery store
 - Restaurants (sit-down)
 - Too many(?): hair salons, barbers, fried chicken shops
 - Fun—activities for residents, special events
 - Large historic houses

- Longevity of minority-owned stores
3. What is the greatest asset within this commercial corridor?
 - Bank
 - Businesses
 - Chicken Box
 - Churches
 - Harris Tax & Business Services
 - Hope—of business owners
 - S&K Supermarket (but needs improving)
 - Sunoco Gas station
 4. What three (3) businesses do you patronize the most within the commercial corridor?
 - Bank of America
 - Chicken Box
 - Simpson's Market
 5. What additional goods and services would you like to see along the corridor?
 - Bank [Bank of America planning to close this location]
 - Cleaners
 - Small grocery
 - Sub shop – Subway
 6. How have the recent projects along the corridor (roundabout/ landscaping/ storefront maintenance) been received by the community?
 - Murals – reaction?
 - Painting: Simpson's – reaction?
 - Roundabout: looks good, slows traffic, but some say tough for pedestrians to use?
 - Small traffic circles: some say effective, other say they are less successful with busses and trucks
 7. What small improvements would help enhance the corridor? (Where?)
 - 6(PIC) [to be opened]
 - Awnings
 - Benches outside for smokers so they don't stand around on street
 - Clean (keeping) windows, litter
 - Chess tables
 - Community gathering place and community communication
 - How to involve more people as volunteers?
 - How to communicate to others? At 6(PIC)? Website?
 - Crosswalk at Hotchkiss Field

- Design theme/coordination (example of Williamsburg Pottery)
 - Gateway (1500 E. Brookland Park Boulevard)
 - HUD improvement zone?
 - Pastor Miles' windows (future 7th Street Baptist Church)
 - Signage
 - Trash and recycling bins (education about recycling)
 - Cans near convenience stores
 - If city installed, business owners might help empty
 - Ash trays on tops of trash cans
 - Youth Memorial (at gateway site mentioned above?)
8. Are there any issues with walkability and/ or accessibility around the corridor?
 - Accessible route into some businesses an issue
 - Lighting—concern with kids walking to school in the dark
 - New senior housing
 - Safety—use of plantings?
 - Walkability has improved accessibility at street
 - Width of streets, room for parking
 9. Other comments
 - How to draw in external clients
 - How to make a destination?
 - Penny's customers come from all over
 - People leave: costs of heating and maintaining large homes
 - Penny's store: more than a salon—fitness class, ministry, line dancing, cookouts
 - Safety an issue—Penny has added men around to make female staff feel safer

Miscellaneous notes

- Ellen Robertson: tie corridor-wide improvements into current development of the Master Plan
- Many businesses opened 6 or 7 days a week, some are close Sunday, Monday, and/or Tuesday
- Some business owners are not building owners—a mix
- Penny's shop—more than a salon
 - Line dancing Thursdays
 - Freedom Fridays – "lay your burdens down"
 - Cookouts
 - Wants to purchase her building?

APPENDIX B: COMMUNITY SURVEY

A modified version of the questionnaire was posted on SurveyMonkey until mid-February and was used to gather additional information from those who could not attend the Community Meeting.

VERSION 1

1. What are you most proud of about your community?
2. How would you describe the character of the neighborhood?
3. What is the greatest asset within this commercial corridor?
4. What three (3) businesses do you patronize the most within the commercial corridor?
5. What additional goods and services would you like to see along the corridor?
6. How have the recent projects along the corridor (roundabout/ landscaping/ storefront maintenance) been received by the community?
7. What small improvements would help enhance the corridor? (Where?)
8. Are there any issues with walkability and/ or accessibility around the corridor?

VERSION 2

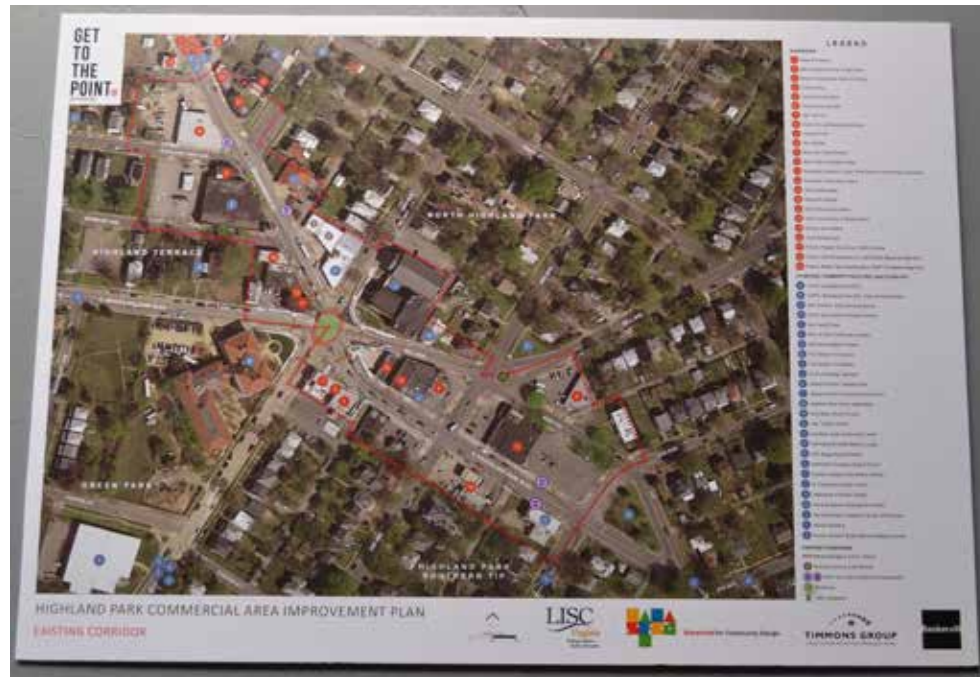
1. What are you most proud of about your community? (Select one.)
 - a. Green spaces and parks
 - b. Historic character
 - c. The people
 - d. Other: _____
2. What single word best describes the character of the neighborhood? _____
3. What is the greatest asset within this commercial corridor? (Select one.)
 - a. Bank of America
 - b. Chicken Box
 - c. Churches
 - d. Diversity in businesses
 - e. Harris Tax & Business Services
 - f. Parks and open space
 - g. Sunoco Gas station
 - h. S&K Supermarket
 - i. Streetscape improvements
 - j. Other: _____
4. What three (3) businesses do you patronize the most within the commercial corridor? (Select three.)
 - a. Bank of America
 - b. Chicken Box
 - c. Simpson’s Market
 - d. Other (name one): _____
 - e. Other (name one): _____
 - f. Other (name one): _____
5. What additional goods and services would you like to see along the corridor? (Select all that apply.)
 - a. Bank (the Bank of America branch may be closing)
 - b. Dry cleaners
 - c. Grocery store – chain
 - d. Grocery store – local
 - e. Fast-food/fast-casual restaurant (e.g. sub shop)
 - f. Full service restaurant

- g. Street food/food cart
 - h. Other: _____
6. How have the recent projects along the corridor (roundabout, landscaping, storefront maintenance, etc.) been received by the community?
 - a. Very well-received
 - b. Well-received
 - c. No to little response
 - d. Poorly-received
 - e. Very-poorly received
 7. What small improvements would help enhance the corridor? (Select all that apply and include a note about where these improvements should be made.)
 - a. Awnings: _____
 - b. Benches: _____
 - c. Bike racks: _____
 - d. Doors/entrances to shops: _____
 - e. Chess or other game tables: _____
 - f. “Gateway” features marking entrance to the corridor: _____
 - g. Overall design theme/coordinated look: _____
 - h. Painting: _____
 - i. Signage along the street: _____
 - j. Store signage: _____
 - k. Recycling cans: _____
 - l. Windows: _____
 - m. Trash cans: _____
 - n. Other: _____
 8. Are there any issues with walkability and/ or accessibility around the corridor? (Select all that apply)
 - a. Accessibility into businesses (i.e. difficult stairs, lack of ramp)
 - b. Lighting
 - c. Overall safety
 - d. Width of road and ability to park on the street
 - e. Other: _____
 - f. Any other comments? _____

Questionnaire results summarized in Word Clouds on page 13.

APPENDIX C: SPRING BREAK BOARDS

The following are photos of the design boards posted at the Spring Break event (April 29, 2017) with stickers that residents used to indicate preferences (blue dots)



APPENDIX C: SPRING BREAK BOARDS

CONTINUED



APPENDIX C: SPRING BREAK BOARDS

CONTINUED

