# **PETERSBURG R/UDDAT** Re-envisioning Petersburg Together

Harbor Scene, Petersburg, Va.

MARCH 29 - APRIL 2, 2007







Special Thanks

to the American Institute of Architects, and especially Erin Simmons, who manages the AIA's S/DAT & R/UDAT programs, for making the Petersburg R/UDAT possible;

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# **INTRODUCTION**

# What is a Regional/Urban Design Assistance Team (R/UDAT)?

ince 1967, the American Institute of Architects (AIA) has run the R/UDAT (pronounced roo-dat) program. This is a results-driven community design program based on the principles of interdisciplinary solutions, objectivity and public participation. It combines local resources with the expertise of a multi-disciplinary team of professionals, usually from the fields of urban design, architecture, landscape architecture, planning and economic development, who volunteer their time to identify ways to encourage desirable change in a community. They address the social, economic and political issues as well as develop potential urban design strategies. This comprehensive approach offers communities a tool that mobilizes local support and fosters new levels of cooperation. Following months of preparation, the team visits the community for four intense, productive days. At the end of the visit, the team presents an illustrated document of strategies and recommendations for addressing the community's concerns. Implementation is overseen by a local steering committee of community leaders and citizens dedicated to following up on the recommendations. Team members return within a year to review progress and advise on implementation strategies.

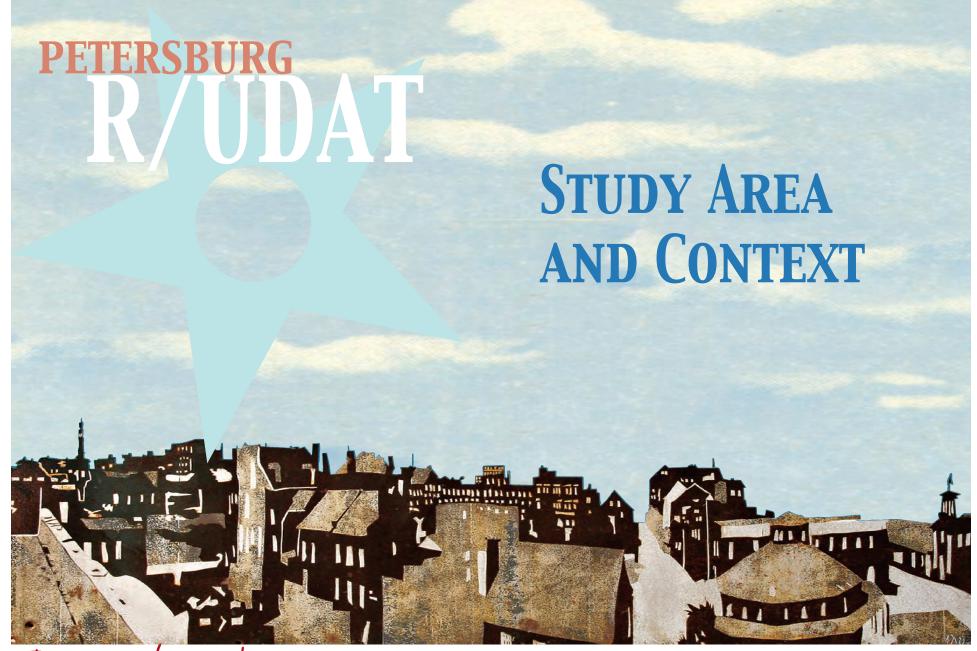
The R/UDAT program has used this grass-roots approach across the nation to help create communities that are healthy, safe and livable, as well as more sustainable.





Petersburg's DOWNTOWN HARBOR INITIATIVE









### **Physical Description**

Petersburg is a community of 32,700 lying approximately 23 miles south of Virginia's capital city, Richmond. The city is located on the south side of the Appomattox River, an historic transportation route to the James River and Chesapeake Bay. Petersburg has a long and varied history spanning several centuries of Native American, English, African, and American influences. The city is also at the northern edge of the Albemarle/Pamlico watershed, with significant influences south to the Carolinas.

The Petersburg R/UDAT study area is bounded on the north by the Appomattox River and its historic diversion channel, on the east by Interstate 95, on the south by Wythe Street and Halifax Triangle, and on the west by Market Street. Several areas were considered as part of this process; Old Town and the historic commercial and historic areas north of Washington Street; the area adjacent to the current Highway 36 couplet of Washington and Wythe Streets; Old Petersburg Harbor and Pocahontas Island; and the Halifax Triangle. The concept plan unifies and connects these various disparate areas within the community. Initially, Blandford Neighborhood was also considered for inclusion, but the team felt this area was being addressed by another study, the Virginia Local Initiatives Support Coalition (LISC).

Old Town/Downtown is the oldest commercial area in the city and the primary retail and government center. More specifically, Old Town is an official historic district extending from Banks Street to the river, and Market to Third.

Washington/Wythe Corridor is the primary entry into Petersburg from the east and from Fort Lee. It is a one way highway couplet that provides connections between downtown and I-85 and I-95. The roadways here are four lanes wide and have been described as significant barriers between downtown and the rest of Petersburg to the south.

Pocahontas Island was historically a free black community that is now physically connected to downtown as a result of creating a diversion channel in the early 20th century and the subsequent silting of Old Petersburg Harbor beginning in the 1940's. Today the Harbor is a shallow basin with no boat access, and Pocahontas has fewer than two dozen homes along with a lumber company and the city's wastewater treatment facility.

Halifax Triangle is a historic black commercial district lying just south of Wythe Street. The district is centered around a historic market triangle, and was an important contributor to the national jazz movement from the 1920s through the 1950s. Efforts to revive that jazz activity are underway.



### **Current Conditions**

Petersburg is the oldest city in the region and is one leg of the Tri-City Area. The other cities making up this triplet are Hopewell and Colonial Heights. Sandwiched among all three communities is Fort Lee, an active and growing military installation housing thousands of personnel and their families. The Base Realignment and Closure Act (BRAC) has determined that Fort Lee will significantly increase its influence in the region, more than doubling in size within the next 4 years. This calculates to an increase of 12,000 personnel, with an estimated 30,000 additional people associated with the personnel or other activities at the Fort. The tri-city region has an overall population of 427,000 and includes one major university, Virginia State, an historic black college. The City of Petersburg is governed by a city council and city manager. The seven member Council is elected by ward.

#### Socio-economic Profile

Understanding the social and economic demographics of Petersburg will help to create a framework to understand the recommendations being made by the R/UDAT, especially since Petersburg's profile is significantly different than the surrounding region. The City is predominantly black, and at 79%, is significantly higher than other major jurisdictions in the area. Growth trends for the region show an expected population increase of 40% over the next 20 years. This is a greater increase than the rest of the state. However, Petersburg's projections show a decrease of 15% over the same period of time, the most of any jurisdiction in the region. The region historically was an agricultural and trade based economy, but has moved more toward a government and service based economy.

#### Age

Age distribution of Petersburg is an important aspect of understanding the City, and provides insight into possibilities for the community in the near future. The median age of Petersburg is 35, slightly younger than much of the rest of the region, and about the same as the rest of the State of Virginia. One-third are under 24 years of age, and 15% are over 64. This could indicate opportunities for both youth activities and commercial and recreational services.

### **Educational Attainment**

Petersburg's educational attainment is quite low in comparison with the rest of Virginia, but not necessarily with the rest of the region. More than 31% of Petersburg's residents do not have a high school diploma. Additionally, while nearly 15% of residents have at least a four year degree, the state has a rate which is twice as high.

#### Income

Per capita income is an informative economic indicator. Petersburg's per capita income is \$15,989, comparable to some other communities in the vicinity, but significantly lower than others. The median household income was \$28,851 which is the lowest in the region. The result of this significantly lower family income results in a significant level of poverty. The number of families in Petersburg below the poverty level is 1,421 which translates to a percentage of 16.7%, several percentage points above any of the other surrounding jurisdictions. Nearly 20% of individuals in Petersburg are considered below the poverty level. Virginia's

numbers as a whole are less than 10%. This most likely indicates that many of the City's resources are being used to assist those at or below the poverty level, rather than channeling those resources into other opportunities for growing the City.

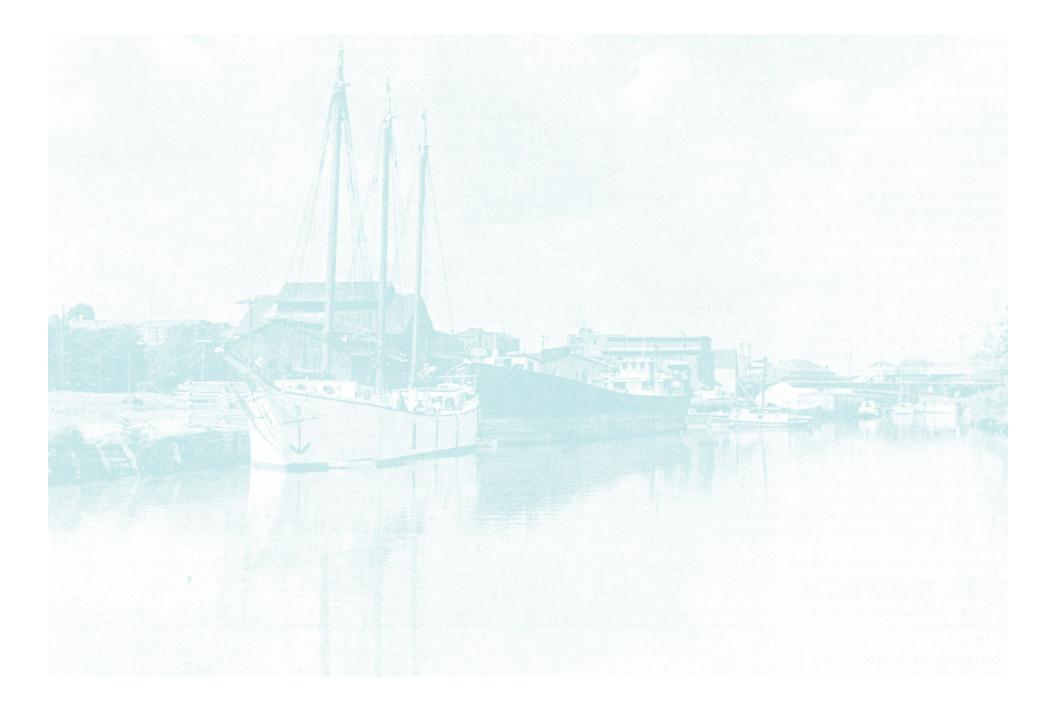
### Household Characteristics

Household size in Petersburg is 2.4, slightly less than the national average, and the number of single-person households is 32% higher than the national average. Owner occupancy is just over 50%, lower than much of the rest of the region. The median value of a home in the City is \$68,000, also the lowest in the region. This is a great opportunity for people from both inside and outside the community to invest.

An interesting aspect of Petersburg's population is that nearly 30% of the population between 21 and 64 years has a disability, and more than 50% of the population over 65 have a disability. This will have an impact on the design of new facilities and infrastructure, and it is important to make certain that these facilities are accessible to those with disabilities. Additionally, 21% of the population has no access to a vehicle, presenting opportunities to increase accessibility by bicycle and on foot.

#### Sector Employment

Nearly 60% of employment in Petersburg is either government or service based. With the expected growth at Fort Lee, this number will likely increase. However, there is also expected to be an increase in construction jobs associated with the expansion of the fort.







# **CHALLENGES AND OPPORTUNITIES**

The study area presents both major challenges and exciting opportunities for the community. Some of these issues extend beyond the boundaries of the study area, but impact it significantly. For example, the poverty level and literacy rates impact Downtown Petersburg as well as the greater Petersburg community, and will require resources from outside the area to resolve.

### **Accepting Growth and Change**

Change is going to occur in Petersburg. The City is at a critical crossroads in its history: it can choose to face a serious continued decline or act progressively to reverse the trend of the last few decades and give Petersburg a chance to really shine. Lots of great initiatives are in progress but they are not yet enough. It is very important for the City to capitalize as much as possible on the expansion of Fort Lee, as it represents a potentially captive audience that can contribute significantly to the growth of the community.

### **Finding Petersburg**

Petersburg is the most important historic community in the region, as well as the primary government and service center, yet it is easily bypassed by visitors everyday. If they do manage to get off the interstate highway they have a difficult time finding downtown. A concentrated wayfinding plan and enhancement of all major entries into downtown is critical for success.

### Building a Downtown for the 21st Century

Creating a downtown for this new century is a significant challenge because of narrow streets, outdated infrastructure, dilapidated buildings, and a perception that downtown has been a place to avoid for many years. Building new infrastructure to support modern technologies and behaviors should be accomplished at every opportunity.

### **Finding Resources**

Always a challenge for any community, this is a particular problem in Petersburg because of the breadth of previous dis-investment in the community. Coordinated funding options will be further discussed in the report, but the community should realize that every step forward is progress, even if it is a small one.

### **Old Petersburg Harbor**

Revitalizing the harbor will take a significant commitment from a variety of agencies at all governmental levels. This is a long-term activity and the community should be encouraged not to lose confidence in whether or when the dredging can occur.

# **Opportunities**

With input from the local steering committee, community leaders, and from citizens of Petersburg, the team has identified seven primary areas of opportunity.

### Scale and Charm

Downtown Petersburg has a unique scale that is not found in many other communities in the region. The three and four story building heights, the narrow streets, and the pedestrian nature of downtown are terrific assets that must be capitalized on.

# **CHALLENGES AND OPPORTUNITIES**

### Diversity

Petersburg as a whole has a wonderful diversity of cultures and people. Downtown Petersburg brings all of these diverse groups and activities together. Providing opportunities for all groups to participate in the development of downtown, both physically and socially will enliven the community and enrich the quality of life for all citizens and visitors.

### Affordability

Petersburg's relatively low median housing prices, and the availability of commercial properties provide a tremendous opportunity for people to invest in the city. Marketing a variety of these properties to local developers and to appropriate developers from outside the community will be a critical piece in accomplishing sustainable and continued growth for Petersburg.

### Accessibility

Petersburg's location on several major interstates and highways means it is easily accessed from all surrounding communities and from major metropolitan areas in surrounding states. This is a great marketing tool that can be used to encourage not only visitors to access the city, but to encourage development from savvy outside developers. This accessibility is not limited to vehicles, and the ability to connect with surrounding parks and communities via bike trails, walking paths, and waterways is one of the best untapped opportunities available.

### History

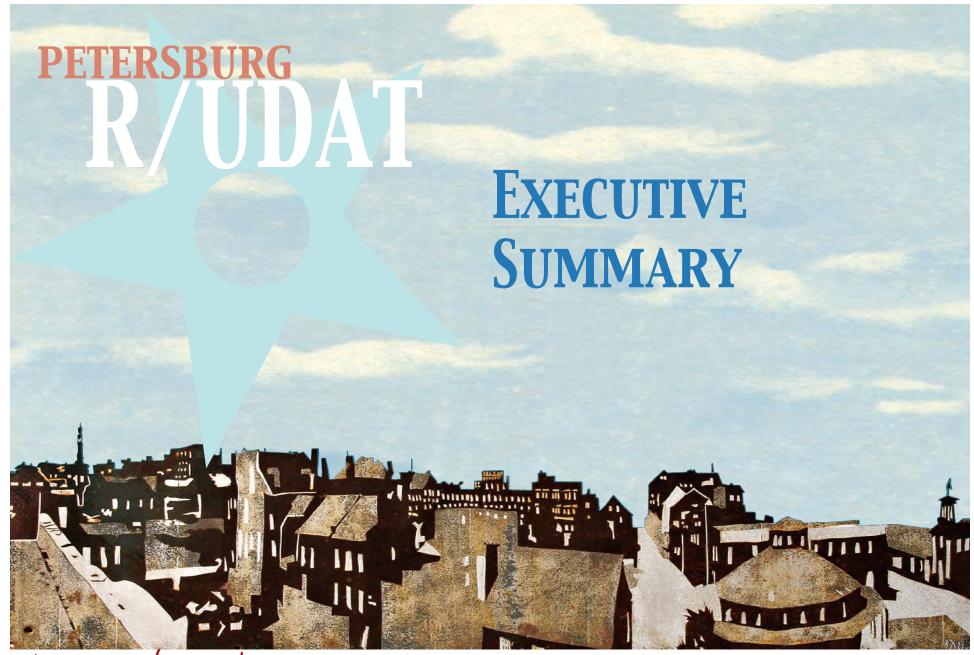
Petersburg is tremendously rich in history. From pre-historic times through Native American settlement, English exploration, colonial settlement, African American slave trade and subsequent activities, and Civil War strife tell the entire story of the American continent. No other community in the region, perhaps in the nation, has such a varied and important heritage. There are hundreds of ways to capitalize on these assets, and these opportunities should explore the entire breadth of activities. While the current primary focus is on Civil War sites, this should not be the only focus. In fact, the significance of African-American achievements here has perhaps the most potential, from Elizabeth Keckley, dress designer and confidante of Mrs. Abraham Lincoln, to Moses Malone, the professional basketball star.

### **Downtown Residential**

The number of vacant downtown buildings and lots, particularly on upper floors and in historic warehouses, presents a tremendous opportunity to develop downtown housing. With the anticipated increase in population at Fort Lee and with an increased demand for downtown living nationwide, this is an opportunity that could really transform Downtown Petersburg.

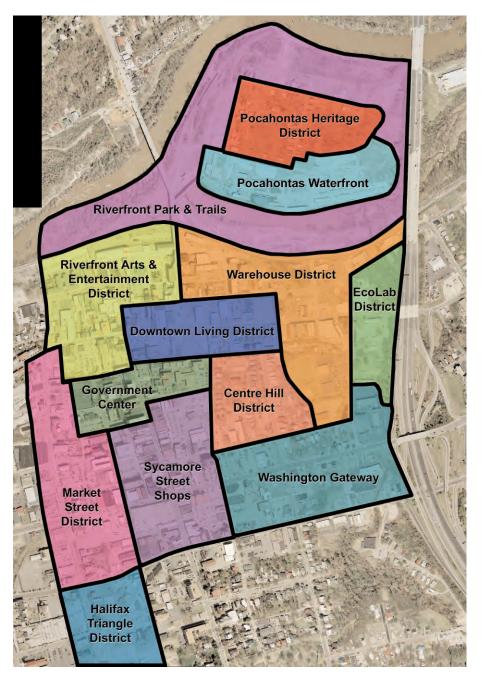
### Art and Culture

With input from the local steering committee, community leaders, and from citizens of Petersburg, the team has identified seven primary areas of opportunity.





# **EXECUTIVE SUMMARY**



The Re-envisioning Petersburg Together Plan presents a future vision of downtown Petersburg that will vitalize the downtown core, acquaint the citizens of Petersburg to its riverfront, and establish an agenda for future action. In order to better address the Plan, it is important to understand the nature and location of the various areas of the downtown that the Plan addresses.

The **Riverfront Arts and Entertainment District** outlines a vision for the area around Sycamore and Old Streets as potentially the first place where significant improvements may be realized.

In the **Downtown Living District** a number of new mixed-use projects are envisioned that will provide a variety of retail opportunities along wide pedestrian oriented sidewalks on Bollingbrook Street with residential uses located in the upper floors.

A vision of a new **Government Center District** is proposed for Union and Tabb Streets with a vehicular roundabout and a public park that links the Center to the new public library site located on Market Street and to the retail activity along Sycamore Street.

The **Sycamore Street Shops District** is seen as once again fulfilling its historic role as a primary retail street with a variety of residential and non-residential uses in upper floors that connects the waterfront to the rest of Petersburg.

In the future Petersburg, the entrance to the City from I-95 along Washington Street is seen as a gateway flanked by two new buildings in what the Plan refers to as the **Washington Gateway**.

# **EXECUTIVE SUMMARY**

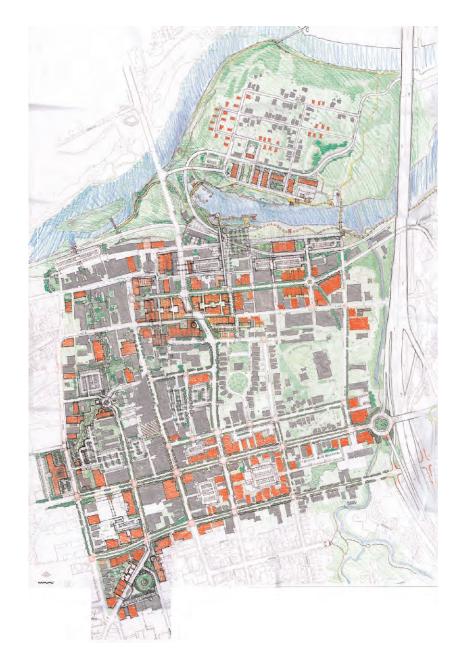
One of the most exciting aspects of the Plan is the revitalization of the waterfront in the **River Harbor Park and Trail District** that includes new opportunities for gaining access to the riverfront, ideas for engaging people of all ages in riverfront activities and recreation, public art and performance venues, riverfront trails, and better access to the water.

The **Pocahontas Heritage District** reestablishes the historic pattern of single family homes that characterize the area and links it to a potentially new development of residences along the waterfront that includes a number of family-oriented and water related activity areas for boating, fishing, walking, biking and other recreational uses.

In the **Market Street District** the Plan envisions opportunities for connecting the new multi-modal transit center on Washington Street, the proposed public library on Market Street, the Government Center District and the Sycamore Street Shops District.

A new and improved **Halifax Triangle District** is envisioned as a neighborhood center that surrounds a redeveloped public open space and public events venue.

In the **Warehouse District** the Plan will enhance the continuation of revitalizing old industrial buildings for new residential and non-residential uses through streetscape improvements and the idea that these historic facilities add immeasurable value to the quality and character of this City.

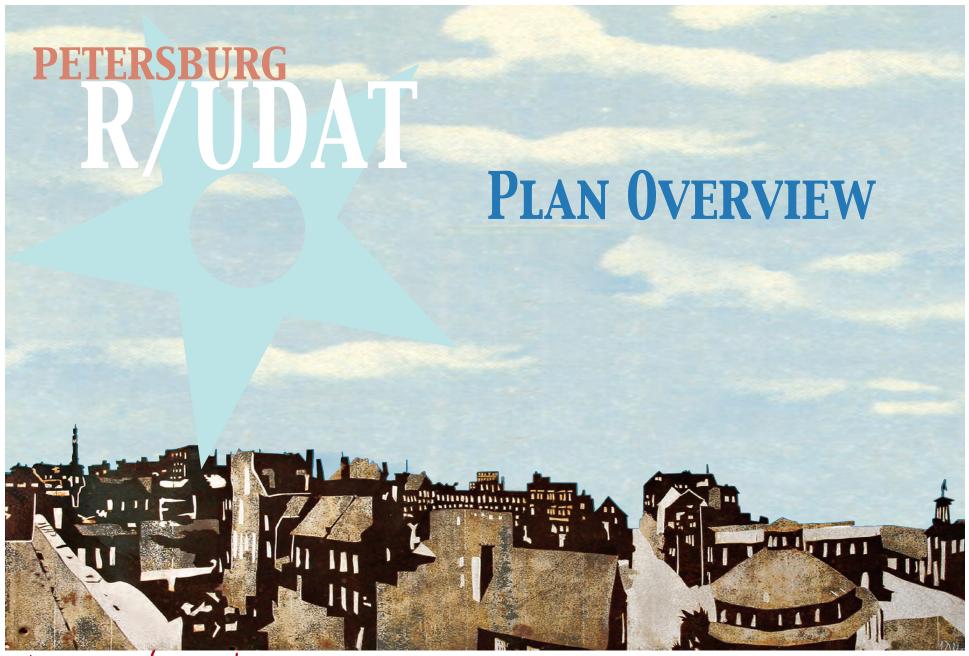


The **Pocahontas Harbor District** presents an opportunity for creating new residential development at the river edge, protected from flooding by a new bulk head, and designed as an integral part of and easily accessibly by residents of the Pocahontas Heritage District.

A **Centre Hill District** is seen as an established historic area that, like the Warehouse District, requires the ongoing attention and care of its property owners and the need for an improved streetscape and landscape that creates an appropriate setting for this historically significant area.

The **Eco Lab District** encompasses a unique idea that will create opportunities for the youth of Petersburg to engage in education, recreation, and job training opportunities that are linked to the future environmental health of the river and the reestablishment of habitat along the river's edge.





Petersburgs DOWNTOWN HARBOR INITIATIVE





# **Riverfront Arts and Entertainment District**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To leverage existing cultural assets clustered at this strategic intersection near the riverfront into a regional arts destination district through the redevelopment of publicly owned land and other investments.

#### B. Urban Design and Architectural Considerations

- The pedestrian scale and orientation against the quirky character of this sub-district creates an eclectic environment that is highly conducive to arts and entertainment audiences and activities that should be cherished and preserved.
- 2. Infill development should be compatible in scale and character with this environment.
- 3. No building in this or any other districts should block regional views to "Lady Justice" on the Court House Tower.
- The vista of "Lady Justice" from Cockade Alley at E. Old Street should be preserved as a way of visually connecting the Downtown's public spaces and landmarks.

- DESIGN STANDARDS: It is very important that all stakeholders work to achieve "signature" architecture that adhere to these general guidelines:
  - a. Employ innovative use of materials and color;
  - b. Incorporate interesting details and rhythms;
  - c. Exploits natural and artificial lighting;
  - d. Use massing and scale to "fit in";
  - e. Include well designed ground floors.

This does not necessarily mean replicating the historic architecture of surrounding structures, but creating visually interesting infill development done with a scale and proportion that are consistent with and enhance the general character of the area.

- 6. BUILDING SETBACK: All buildings are to be set directly on the front and side property lines. In the rear, buildings may be set back from the rear property line, but are not required to create a yard.
- 7. FACADE TREATMENTS: Buildings should have clearly articulated bases that are two stories in height and cornices. Three-part facades are encouraged. The three-parts shall include a detailed and pedestrian-exciting two-story base treatment, body of the building and articulated cornice/parapet. The second and higher floors within any

buildings shall be no less than 9 feet floor to ceiling. Floors above 45 feet or the fourth floors (whichever is lower) of new construction shall be set back from the street edges a minimum of 10 feet to retain the architectural and pedestrian scale of existing Petersburg buildings.

- STOREFRONT GUIDELINES. The following guidelines are intended to encourage the development of a flexible and vibrant, neighborhood shopping street which includes cafe's, restaurants and other retail / entertainment uses that enliven the quality of life both indoors and outdoors.
  - Provide an architectural frame and window opening that allow flexibility for changing uses and tenants over time, while creating a consistent rhythm and identity;
  - Incorporate frequent entrances to ground floor uses, with building entrances at least every 40 feet;
  - c. Use windows and glass doors in no less than 60% of the total ground floor facade;
  - d. Encourage transom windows above doors and storefront windows;
  - e. Set windows a maximum of 18 inches above the ground and within 12 inches of the finished ceiling;

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- f. Provide a minimum of 14' ground level floor to finished ceiling clear height
- 9. Pedestrian connections between the Arts and Entertainment District and surrounding areas should be clearly defined. For example, a grand staircase, reminiscent of the Spanish Steps in Rome, Italy might be created to connect Bollingbrook Street to East Old Street and the Farmer's Market and to create a public place for people to congregate.

#### C. Key Public Actions and Phasing

#### **DISPOSITION OF PUBLIC LANDS**

- Issue Request for Expressions of Interests (RFEI) to determine preliminary private mixed use retail / entertainment developer interest in multiple public owned parcels around W. Banks and Cockade Alley (Parcels 11-9-19, 11-9-801, 11-11-1, 11-10-1, and 11-1-15) as well as along North Sycamore at Baxter Alley (Parcel 11-23-22) – TIMEFRAME: 3 months to 9 months
- 2. TARGETED & COORDINATED SITE REDEVELOPMENT: 5 Years



### **Downtown Living District**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To create a 18-24 hour, living downtown with vibrant retail activity and a lively pedestrian environment by redeveloping large vacant or underutilized parcels with predominantly residential uses located above street level retail.

#### **B.** Urban Design and Architectural Considerations

- No building in this or any other districts should block regional views to "Lady Justice" atop the Court House Tower, including from the Martin Luther King, Jr. Memorial Bridge.
- Buildings should be 4 to 6 stories in height in order to animate adequately frame the streetwalls while not blocking views to "Lady Justice."



- The design standards, building setback, building treatment and storefront guidelines with the Arts and Entertainment section of this document.
- 4. An alleyway extending southward from Cockade Alley, located between Bollingbrook Street and East Bank Street should be created to create a direct view of the Court House clock tower from the River Front Arts and Entertainment District.
- 5. Bollingbrook Street should be reconfigured to create a principle eastwest pedestrian connector located between the Riverfront Arts and Entertainment District to the east and the Warehouse District to the west. The new street configuration should incorpo-



rate wide sidewalks of no less than 12 feet from building face to curb line and should utilize special streetscape, tree pit, corner zone, and crosswalk designs that emphasize the street's special pedestrian function.



- 6. Street trees and pedestrian scale street lights, with attractive warm light quality, should be located no less than 30 feet apart to enhance the visual continuity of the street. Public art should be located throughout the area including sidewalk art, sculpture, wall art, decorative signs, and beautiful storefront displays. Awnings over the sidewalk and sidewalk café activity should be encouraged.
- C. Key Public Actions and Phasing

### CODIFICATION OF FORM BASED GUIDELINES

 After refinement of the Conceptual Plan into a more definitive Small Area Plan, the City should move to codify the guidelines to make



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the redevelopment process more predictable and equitable within this sub-district – TIMEFRAME: Small Area Plan – 3 to 9 months; Codification - 16 months

2. TARGETED CODIFICATION PERIOD: 16 MONTHS





**Government Center District** A. Strategic Approach (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To use public pedestrian walkways and plazas to unify the concentrated City and related governmental activities within this distinct area into a unified and coherent sub-district.

### B. Urban Design and Architectural Considerations

 A centrally located park at the footsteps of the Court House should achieve two important objectives: a) to allow the Court House to be emphasized as an important public landmark and b) to provide a gathering and resting space for shoppers, visitors and others to the Sycamore Street corridor. This new civic park should include literal and figurative artworks which convey the history of the entire city of Petersburg and its diversity.

- 2. A new traffic turnaround located at the intersection Bank and Union Streets, and a linear mid-block park are intended to provide a strong vehicular and pedestrian link that visually and functionally connects the new public library and the City Hall building.
- 3. Public art and durable craft materials should be incorporated throughout the mid-block park. Ornamental plantings and landscape materials should be incorporated as part of the public art enhancement of the area.

#### C. Key Public Actions and Phasing

#### **CIVIC SPACES, VISUAL AND PEDESTRIAN LINKAGES**

- 1. Transform the parking lots in front of the Courthouse into a public square with sensible landscaping, benches and public art.
- 2. Create a civic space with a landmark at the intersection of W. Tabb and North Union Street near the City Hall and other government structures



 Link the new City Hall landmark to the proposed new library at Market Street and Hinton Street visually and with midblock park—therefore connecting all civic buildings within and near this area.

TARGETED PERIOD: 15 YEARS

# Sycamore Street Shop District

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To successfully reuse historic buildings which have ground floor retail spaces and their vacant upper floors with residential and office uses which are critical to the overall economic, cultural, social and environmental health of the entire city and especially to providing day and nighttime patrons to businesses.

### B. Urban Design and Architectural Considerations

 This neighborhood and Downtown sub-district should continue to serve as a shopping district largely for basic goods and services, but must be strategically anchored by retail users who attract significant foottraffic which also helps the smaller businesses to flourish.



- These businesses should consider some degree of specialization in order to compete regionally and work as a complement to other subdistrict businesses.
- The design standards, building setback, building treatment and storefront guidelines with the Arts and Entertainment section of this document.

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#### C. Public Actions and Phasing

# ANCHOR AND LOCAL RETAIL ATTRACTION AND DEVELOPMENT

- Attract at least two medium to large scale retail and/or restaurant uses to anchor the North Sycamore and Washington Street intersection and to create a "gateway" entry to the historic commercial business district
- 2. Create space for and attract a mid-scale, high quality grocery store/bakery to generated needed foot-traffic to support new small business development in currently vacant and underutilized buildings along Sycamore Street between W. Tabb St to Wythe Street. Locate the grocery store within existing buildings and adjacent to existing parking lots behind Sycamore Street buildings.
- Provide building and façade improvement funding assistance to fully improve historic buildings on Sycamore Street; attract local small and diverse businesses to fill unused spaces
- Redevelop the publicly owned site on the southwest corner of North Adams and East Tabb Street with residential
- Target upper floor spaces for residential and professional offices and services to support day and night time retail and restaurant businesses

TARGETED PERIOD: 5-8 YEARS



### Washington Gateway

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To redefine this gateway entrance to downtown Petersburg from the I-95 interchange so that it showcases the best of the city while exciting residents and visitors about the overall "Petersburg Experience" and for them to want to explore more, stay longer, spend more and return.



Petersburg's downtown harbor initiative

#### **B.** Urban Design and Architectural Considerations

- Two 6 to 9 story buildings located on either side of Washington Street at west side of the I-95 interchange will create a threshold leading to the downtown.
- Buildings located on either side of Washington Street should be built to the same build-to line as structures built closest to the sidewalk within the same block and in no case more than ten feet from the Washington Street sidewalk with very well landscaped zoned in that setback.
- All other Washington Street buildings within the Project Area should be up to 4 stories in height and ideally no less than 2 stories so that this "gateway street" or "boulevard" is reasonably well defined on both sides.
- 4. The design standards and storefront guidelines with the Arts and Entertainment section of this document.
- 5. While drive-thru facilities may be incorporated into the design of the street, buildings should be located toward the street front with the drive-thru located to the side or rear of the building. Curb cuts should be limited within this zone with drive-thru access located off side streets whenever possible.
- 6. Crosswalks should incorporate bump-outs at corner zones and pedestrian safe zones within the boulevard median strip.

7. Parking should be located to the rear of buildings.

#### C. Public Actions and Phasing

#### ONE WAY HIGHWAY TO BOULEVARD CONVERSION

- Restore Washington Street into a tree lined boulevard with travel in both directions after a detailed transportation, traffic and streetscape design study
- After refinement of the Conceptual Plan into a more definitive Small Area Plan, the City should move to codify the guidelines to make the redevelopment process more predictable and equitable within this sub-district and to reinforce the Boulevards streetwall – TIME-FRAME: Small Area Plan – 3 to 9 months; Codification - 16 months

TARGETED PERIOD: 3-5 YEARS

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### **River Harbor Park & Trails**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To develop a high quality and signature, natural destination within the River and Harbor Front districts which repositions Petersburg as a world class destination, attracts regional and national visitors/tourists, and increases the city's overall economic, cultural, social and environmental health.recreation and pride

### B. Urban Design and Architectural Considerations

 A key element of this 88+ acres park will be an Art Walk located on the downtown side of the river between Third Street and I-95 where visitors as well as citizens would enjoy a mixture of contemporary artworks which literally and figuratively interpret Petersburg's vast, wide ranging and inclusive historical highlights and the overall "spirit of the contemporary city" outside the traditional museum or gallery setting.



- The Art Walk would emphasize not only the talents of local artists but should pull from an national range of artists.
- 3. Historical events which should be equally interpreted include those of local Native American tribes; the first colonist of Petersburg; the freed and enslaved African Americans of Petersburg, Pocahontas Island, and neighboring towns; the achievements of Petersburg's famous past and present residents.

- 4. Extending the Art Walk beyond the riverfront location is strongly encouraged. Identifying public art opportunity sites at the Farmer's Market, the future Visitors Center, and the proposed riverfront Amphitheater and Plaza would begin a linear system of interconnected pathways highlighted by artworks located throughout the city.
- 5. Public access and safety, pedestrian scale, visual interest, and opportunities for direct visual and physical contact with the water are important elements in the development of the riverfront. Key urban design and architectural features include the following:
- 1000 foot long extension of historic River Street as an auto-free venue that will be the first link in the Petersburg Art Walk lined with small scale food vender and summer retail facilities.
- 7. 1 acre entry and historic train plaza
- 8. Entry bridge over the railroad tracks, a river overlook and amphitheater at the foot of 3rd Street
- Raised boardwalk located on either side of the river extending over wet land areas to accommodate walking and biking that connects to a larger river front trail system.
- 10. Docking facility located at the foot of 3rd Street to accommodate larger water crafts such as historic paddle boats and steam boats.
- C. Public Actions and Phasing

#### SIGNATURE RIVERFRONT PARK

 Conduct a national design competition for the River Harbor Park & Trails from Market Street to Interstate 95 to understand the full range of opportunities to integrate all of the design considerations related to this extremely important "front lawn" of the people of Petersburg



- 2. Budget \$5-12 million for eventual capital construction of the 88+ acres
- 3. Explore the use of one percent of resources for federal and local public works projects to fund a Downtown Arts Projects with particular interest in the Art Walk/Park along the RiverFront and Harbor; also direct donations/grants from local and national foundations

TARGETED PERIOD: 1-3 YEARS

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#### R/UDAT MARCH 29-APRIL 2, 2007

# **Pocahontas Heritage District**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To restore some semblance of the Pocahontas Heritage District to a vibrant and distinctive community akin to its tremendous legacy and to attract a diverse range of cultural tourists.



B. Urban Design and Architectural Considerations

 Architecturally-appropriate single-family detached and semidetached residences should add and restore more of the historic fabric and vibrancy of the Pocahontas sub-district.

- Two additional streets will provide opportunities for localized economic development as new homes are constructed to front onto those streets.
- A new community center should be developed with a direct physical connection to the waterfront and the Roper Lumber Company redevelopment area
- Pocahontas Street at the east end of the Roper Lumber Company site should be relocated to parallel the general limit of the flood zone area.
- C. Public Actions and Phasing

### HERITAGE DISTRICT REBUILDING PROJECT

- Develop historically sensitive, but contemporary housing design guidelines and standards for new homes in Pocahontas
- 2. Design and construct new roadways to provide economic development opportunities for existing Pocahontas residents
- 3. Actively encourage housing restoration at Pocahontas on privately owned sites; consider partnership with Habitat for Humanity and other organizations to construct new and rehabilitated homes

TARGETED PERIOD: 1-8 YEARS

# Market Street District

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)



To construct public facilities as key Downtown landmarks which spill off an economic benefit to the overall economy as they become centralized destinations for visitors to the Sycamore Street corridor and other sub-districts.

# B. Urban Design and Architectural Considerations

 Both the proposed new Intermodal Transportation Center and the new Central Library are significant opportunities to re-image Downtown Petersburg and to attract visitors to the central city and should have an elevate civic presence architecturally. The opportunity to rebuild them should be treated with the same significance as the Court House with "Lady Justice" above and other civic buildings.

- 2. These civic buildings should have an appropriate degree of monumentality at the streets edge.
- 3. Where possible, civic gathering spaces should be planned to front or in conjunction with these buildings.
- 4. These buildings should be on major corridors with high visibility.
- C. Public Actions and Phasing

#### **PUBLIC FACILITIES CONSTRUCTION**

Construct and open the proposed new Intermodal Transportation Center and the new Central Library as soon as possible

TARGETED PERIOD: 1-3 YEARS

# Halifax Triangle District

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To create a well-defined space based on current development needs while commemorating and celebrating Halifax Triangle as a central commercial market and cultural hub within Petersburg's history.



#### B. Urban Design and Architectural Considerations

 The Halifax Triangle area has been recognized as a significant neighborhood center with a strong history as a center of entertainment and community involvement.



- In order to create a more significant public space it is proposed that South Street be closed from 6th to 7th Streets and added to the adjacent Halifax Triangle area.
- Surrounding this central area with ground level retail stores and shops and creating a well managed program of public events will enhance the areas image and attract people from throughout the City and region.
- Any new development or redevelopment must take into account and be respectful of the area's traditional scale and character as an important neighborhood center.

#### C. Public Actions and Phasing

#### **RESIDENTIAL AND CIVIC SPACE**

- Create a new park to be programmed for a variety of performances, especially related to music performance
- 2. Revive the Rialto Theater building with a mixed used restaurant/bar with live performances

3. Encourage infill development on Halifax Triangle with residential an a market appropriate amount of retail services

TARGETED PERIOD: 3-5 YEARS

### Warehouse District

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To continue the adaptive reuse of these facilities and to conserve the stock of unused warehouse buildings for future use.

#### B. Urban Design and Architectural Considerations



- This neighborhood and Downtown sub-district should continue to serve as a live works lofts and crafts district. As possible, crafts products within this district should be marketed and sold at a defined neighborhood location and within the Arts & Entertainment District.
- 2. The design standards, building setback, building treatment and storefront guidelines within the Arts and Entertainment section of this document shall apply for this sub-district as applicable.
- 3. All other Warehouse District buildings within the Project Area should be up to 4 stories in height and ideally no less than 2 stories.

#### C. Public Actions and Phasing

#### FACILITATE LIVE WORK NEIGHBORHOOD DISTRICT

- After refinement of the Conceptual Plan into a more definitive Small Area Plan, the City should move to codify the guidelines to make the redevelopment process more predictable and equitable within this sub-district and to reinforce the Warehouse District as a mixed use live work district – TIMEFRAME: Small Area Plan – 3 to 9 months; Codification - 16 months
- 2. Strongly encourage property rehabilitation and development using available resources to leverage

#### TARGETED PERIOD: 10 YEARS

### **Pocahontas Harbor District**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To create a continuous harbor experience which frames the harbor with active and passive uses.



- **B.** Urban Design and Architectural Considerations
- The Roper Lumber Company site should be redeveloped with 4 to 6 story residential buildings with a variety of access locations that seamlessly connect the site to the Pocahontas Heritage District and the trail system.
- A bulkhead should be located on the north side of the river to protect potential redevelopment of the Roper Lumber Company site fronted by a 150 foot wide wet land area.

### **R/UDAT MARCH 29-APRIL 2, 2007**

## **PLAN OVERVIEW**

3. Small retail stores and services located at the east end of the Roper Lumber Company site should including a small restaurant, small water craft service center, family picnic and activity center and outdoor entertainment area.

## C. Public Actions and Phasing

## **RELOCATE ROPER'S LUMBERYARD**

 Find an alternative site to relocate the Roper's Lumberyard and strongly encourage the owner to sell or redevelop this strategically located properties with predominantly residential and very limited commercial

TARGETED PERIOD: 10-15 YEARS

## **Centre Hill District**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To stabilize this largely intact planned historic residential neighborhood.

## B. Urban Design and Architectural Considerations



 In addition to the preservation and restoration of historic properties, consideration should be given to the design and implementation of improved streetscape and open spaces throughout the area.

## C. Public Actions and Phasing

### **NEIGHBORHOOD STABILIZATION**

- Encourage acquisition and redevelopment of historic Cedar Hill homes
- 2. Streetscape improvements

TARGETED PERIOD: 1-5 YEARS

## **EcoLab District**

**A. Strategic Approach** (i.e. infill, preservation, acquisition, disposition, infrastructure, etc.)

To provide a location for connecting Petersburg's citizens and youth to the future health and success of the City and its environmental resources through education, job training, social skills and recreation programs and specific projects.

**B.** Urban Design and Architectural Considerations

## **PLAN OVERVIEW**



- The EcoLab District is unique in its formulation in that it identifies an area within which the City, through its school system, not-for-profit organizations, or public service groups may experiment with projects and programs for restoring the Appomattox River such as rebuilding wildlife areas, repairing environmentally degraded areas, or other related activities.
- The EcoLab District is identified for its ability to implement the strategy outlined herein. A building for indoor activities, physical connections to the Appomattox River, and adjacent outdoor areas for laboratory testing and training are required.

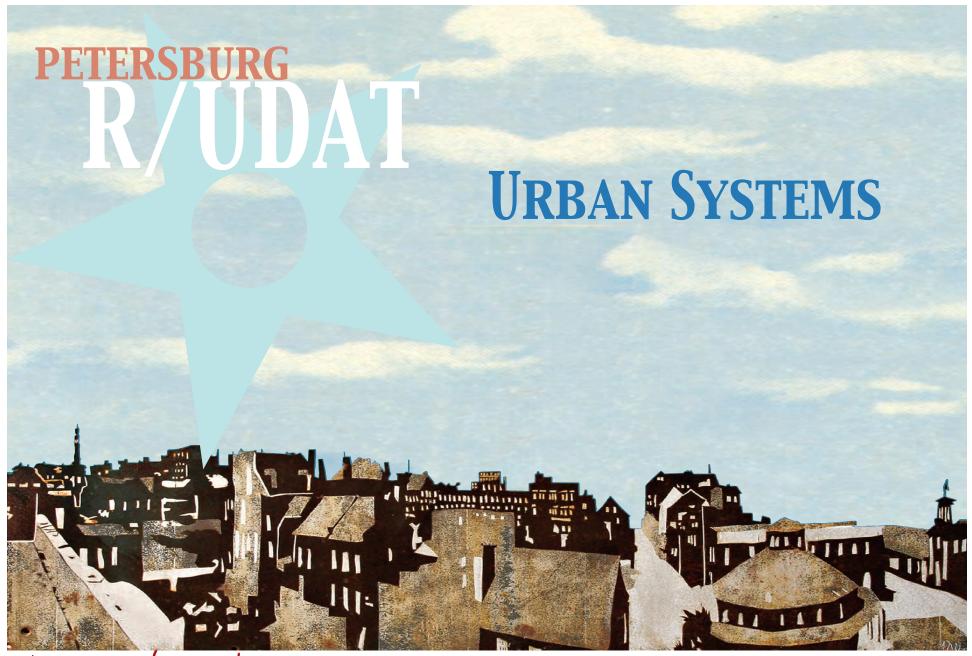
## C. Public Actions and Phasing

LEVERAGE AND PRIORITIZE SUS-TAINABLE DESIGN AND CON-STRUCTION

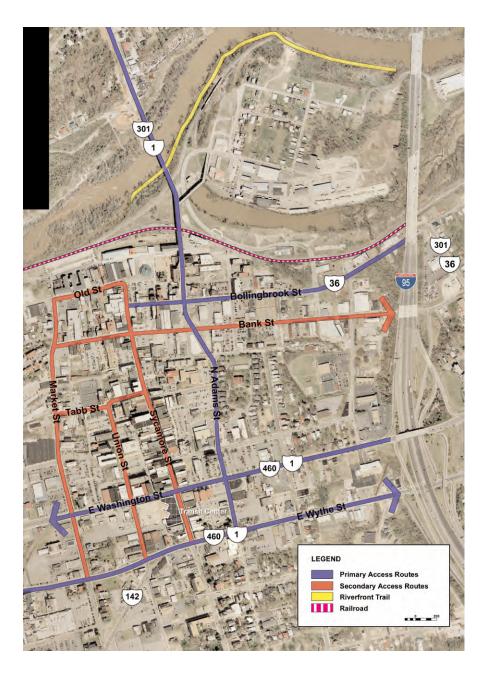
- Acquire and rehabilitate properties to create an ecological sub-district which combines education and production industries relevant to low impact design, green building and other environmentally sound products to be used in local construction while creating jobs for local residents
- Adopt Green Building and Low Impact Design standards for new construction projects in the city and particularly for projects using any government funds or property

#### TARGETED PERIOD: 1-5 YEARS









Transportation Management

## TRANSPORTATION, MANAGEMENT AND PARKING, WAYFINDING AND HISTORIC SIGNS

In many ways, Petersburg has always enjoyed an accessibility advantage to transportation routes in comparison to other cities. Even from a historical perspective, transportation and access have played a role in the development of Petersburg – from its location along the Appomattox River to the historical role that the railroads played during the Civil War. In more recent times, access to major automotive corridors such as Interstate 95, the busiest transportation corridor in the United States, and Interstate 85 enhance the locational advantages traditionally enjoyed by Petersburg. Access to Petersburg is also provided by major US arterials such as Route 1, Route 301 and Route 460, as well as local state of Virginia routes.

Locally, an extensive grid network of streets, alleys and sidewalks provide access to historic sites, cultural centers, and visitor amenities within the historic core of Petersburg. Transit service is provided within the study area by Petersburg Area Transit (PAT) and the Greater Richmond Transit Company (GRTC) which provide direct routes to employment destinations in Richmond and local route services within Petersburg. Multimodal transit services will be significantly enhances with the construction of the Petersburg Station at the intersection of South Union and Washington Streets. The transportation network is shown to the left.

Transportation Management

### **Challenges / Condition Assessment**

Although Petersburg enjoys excellent accessibility to the regional transportation system, there are some challenges within the Petersburg Downtown area identified by the R/UDAT team and local stakeholders as part of this process. These challenges include the following:

- ☆ Lack of Gateways
- ★ Need for Implementation of Petersburg Station
- ☆ Poorly Designed Entry Corridors
- ☆ Lack of Pedestrian Amenities & Walkable Streets
- ☆ Lack of Access to Riverfront and Trail System
- $\star$  Inconsistent or Lacking Signage and Wayfinding
- ☆ Poorly Designed Surface Parking Lots
- 🛠 Need for Green Design and Traffic Calming in Downtown Area
- $\star$  Need to Balance Through-Traffic with Pedestrian Needs
- ☆ Need to Promote Potential for High Speed Rail

# Meeting the Challenges / Transportation Solutions

### **Gateways and Entry Corridors**

A series of improvements will dramatically improve the arrival experience as visitors come to Petersburg. The most significant change is the conversion of the one-way couple of Washington Street and Wythe Street back to their original two-way configuration. This configuration will not only make travel patterns more direct, but also slow throughtraffic down so that the entire area can become more pedestrian friendly in scale and not appear as much as a high-speed thoroughfare.



In order to implement this vision for Washington Street and Wythe Street, several components need to happen. First, access from I-95 and I-85 will need to be re-designed to implement this change in travel pat-

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terns. This pattern change is shown in planning level of detail in Figure Y and includes the provision of all-direction access points at both Washington and Wythe Streets. This will enhance the experience of visitors by allowing for more direct and multiple routes into Petersburg as compared to the existing design that separates patterns due to the oneway pattern.

A double roundabout interchange design is proposed (see sketch proposal). The use of a roundabout design not only improves the currently unsafe design that exists at the southbound ramp from I-95 to Washington Street (also complicated by sight distance and the speed of traffic traveling on the one-way configuration), but provides access to both directions on two-way Washington Street without the use of a traffic signal. In addition, the inclusion of the double roundabouts on the

primary access route, Washington Street, will create an attractive and green entrance feature for visitors. The use of the double roundabout interchange design would be a unique transportation feature within Virginia, although the Virginia Department of Transportation (VDOT) has recently adopted a policy that requires the consideration of roundabouts at intersections as part of the design process, primarily because of their potential safety and capacity benefits. A similar design has been implemented in Colorado and has reduced intersection delay and improved safety for a vehicular flow rate greater than that present on Washington Street today. Full directional access is provided to I-95 at Wythe Street as well, through minor modifications of the ramp structures to create more consistent intersection designs.

Transportation Management

The design for Washington Street includes four lanes of traffic (two lanes in each direction), a center landscaped median with turn bays at intersections, and sidewalks with planting zones on each side of the street. The typical section is shown below. Wythe Street will be constructed in a similar fashion, although the width of the median and sidewalks may be reduced to meet a narrower right-of-way. Some parking may be lost along both streets, although as both streets either approach or diverge from I-95 there are currently parking restrictions along some sections. However, parking can easily be provided behind the development on both streets. In addition, the proposed typical section provides a more consistent driving experience (since the current design includes a varying through-route configuration with some forced turning movements at intersections, some sections striped with only two extra-wide lanes, various on-street parking configurations, etc.).

In order to implement this concept, coordination and detailed planning will be required with the FHWA and VDOT, including more detailed traffic simulation, since concern has been expressed about capacity of the streets. Turn-bays have been provided to meet some of these concerns – in addition, some access management controls are recommended to consolidate curb cuts in the corridor through the use of inter-parcel connections (encouraged as part of all development proposals) and the corridors would be greatly enhanced by the implementation of a coordinated signal system. The R/UDAT recognizes that implementation of this improvement will be a long-term investment, but the potential to create a much more attractive entry gateway and more understandable street network will greatly enhance the visitor experience and create a much more walkable community that allows pedestrians to not only walk along

Transportation Management

these routes, but to much more easily cross these routes to amenities such as the new Petersburg Station and the proposed Halifax Triangle District.

Enhanced gateways are created along Route 1 / Route 301 as streetscapes are enhanced and viewsheds improved. A re-design of the Crater Road / Bollingbrook Street intersection just east of I-95 enhances the arrival of visitors along Route 36 into Petersburg by creating a more intentional access route into downtown along a greatly enhanced, walkable east-west connector with greatly enhanced visual interest.

### **Support Petersburg Station**

The R/UDAT strongly encourages the implementation of the Petersburg Station as a multimodal transit center in the immediate future. Construction of the Petersburg Station enhances transit services and experience for all residents and increase multimodal access by providing enhanced transferring and transit amenities to riders. In addition, the relocation of Greyhound inter-city buses and potential shuttles to Amtrak stations (see High Speed Rail discussion below) also supports multimodal travel and non-automotive modes of transportation directly in the project area. The provision of off-street transfer facilities improves the capacity of local streets and eliminates traffic congestion and pedestrian congestion along Washington Street and Sycamore Street. The station allows PAT to re-design route structures to better support riders and promote transit ridership. Re-routing of future transit routes should include the new destinations being considered in this plan as they develop, including additional service to Pocahontas and areas not currently served by transit as the potential for ridership increases. In order to support the Petersburg Station and transit usage within Petersburg, the R/UDAT also encourages the provision of additional transit amenities along transit routes such as bus shelters and enhanced transit stop signage.

### Streetscape Enhancements

A series of improvements is shown on the design plan that will enhance the design of public realm and streetscapes throughout the area. Many of the improvements include green design and methods to capture stormwater in a manner that is far more sustainable than in the current design. The following principles are recommended for all streets and typical design elements are shown in the following section:

- The undergrounding of utilities will greatly enhance the streetscape and remove visual clutter.
- All streets should include provisions for street trees, street furniture (benches, trash receptacles, pedestrian-scale lighting, etc.) and some consistent design elements (standards for crosswalk materials, sidewalk materials, pavers, etc.) to unify the pedestrian experience.
- Sustainable design such as pervious pavers, bio-swales, retention basins, and tree pits.
- Provisions, as appropriate, for sidewalk cafes, public art, plazas, and ADA accessible facilities.

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- Urban design guidelines that reinforce pedestrian scale along the streets, including pedestrian scale lighting, zero lot lines, restrictions on vaults and utilities within the public realm, appropriate scale and massing, fenestration, awnings, and restrictions on projections into the pedestrian clear zone.
- Implementation of transportation management measures and traffic calming devices that reduce pedestrian crossing distances, provide pedestrian refuges as needed, and slow vehicular traffic.

The goal of the streetscape enhancement program is to provide pedestrian-scale design and enhance walking within all parts of the project area. All designs should also be developed to be consistent with the historic features and amenities of Petersburg.

## Riverfront Access Improvements, River Walk and Trail Connections

A series of improvements are included that provide access to the Appomattox River and the potential Harbor. These include a new promenade, boardwalk and Amphitheater along the Harbor and river as well as active and passive recreational uses and ecosystem preservation zones accessible to the public. A major enhancement is the construction of a new pedestrian bridge over the potentially dredged river providing access to Pocahontas and the already existing segment of the Appomattox River Heritage Trail.

Transportation Management

In addition to the promenade and more built elements of access to the river, connections to a regional system of river walks, or blueways, and bicycle paths are also included in this plan. A river walk is a free public path for pedestrians to use that is primarily located along a river or stream. These pathways have long been valuable assets to the urban environment, functioning as practical pedestrian corridors, as well as visual attractions for patrons. Most of the local history of Petersburg is easily observed from a river walk.

The river walk allows patrons to jog, ride bicycles, or even rollerblade in addition to walking the trail. The calming effects of the flowing water make the river walk ideal for sitting, relaxing and enjoying significant views of Petersburg and the Appomattox, and alternatively, exercising and training. The river walk helps people of all ages incorporate exercise by connecting them with places they may want or need to go and encouraging walking within the downtown area. Along with providing logical connections between the Harbor, Petersburg Riverfront District and other amenities proposed in this plan, the inclusion of a river walk into the urban environment is feasible. Nationwide, river walks are becoming increasingly popular since they are a practical use for land located within floodplains.

Several localities have implemented river walks in their catalog of citizen and visitor activities. The state of Indiana offers a network of river walk trails along its many rivers, creeks and lakes, and has added commercial uses along these pathways. Restaurants, bike shops and in some localities, hotels have been incorporated into these trails in order to create a more pleasurable experience for patrons. River walks such as

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those in San Antonio, Texas and now Richmond, Virginia are significant tourist attractions, and bring people into proximity to the water in their communities.

In addition to an expanded river walk along the Appomattox and Harbor, a potential rails-to-trails route has been identified as an element of the plan. Rails-to-trails are created from abandoned railroad corridors and help to create healthy, scenic recreation and transportation opportunities by providing attractive, safe, accessible and low- or no-cost routes to cycle, walk, hike, jog or skate. Advocacy groups such as the Rails-to-Trails Conservancy have been instrumental in helping communities transform such abandoned railroad corridors into a viable trail or greenway. Funded mostly by Transportation Enhancement programs included in Federal transportation funding legislation, the Railsto-Trails program maintains the federal rail line materials collection statute, referred to as "railbanking", in the Congress and courts as an essential tool to preserve unused rail corridors. Petersburg has several abandoned rail corridors that could be converted into trails and provide linkages to a regional network of facilities providing linkages to such regional attractions as Fort Lee, the Petersburg National Battlefield Park, and other sites. One such potential route could be considered across the Appomattox using the old rail piers that cross the river if they are not included as part of the Southeast Corridor High Speed Rail Corridor.

The full benefits of trails are rarely perceived. People tend to focus on the recreational or environmental aspects of trails and greenways, often failing to see the benefits that a trail can provide to a community's public health, economic and transportation welfare, and even the effect on a community's pride and identity. When seen as a whole, the benefits of trails are extensive and invaluable, especially considering the minimal public investment involved, and compared to other projects with the similar community goals. Additional measures which support cycling include the provision of on-street bicycle routes, bicycle racks, changing stations and bicycle repair facilities and these are also encouraged.

### **Circulation and Wayfinding Enhancements**

A series of changes in the transportation network enhance the circulation patterns within downtown Petersburg. As mentioned above, one of the primary enhancements is the conversion of Washington and Wythe Streets into two-way streets. This shortens travel distances and provides more direct routing choices within the Washington Street Gateways section of the area. In addition, the R/UDAT supports the plans to make Bank Street two-way from east of Sycamore Street to Crater Road. This conversion creates a narrow two-lane access route across the area. The section of Bank Street between Market Street and Sycamore Street is recommended to remain as a one-way street so that the sidewalks can be expanded to create a stronger pedestrian zone that supports the restaurants and shopping facilities located in this portion of the route. By making Bank Street two-way, direct access is also provided into downtown and the Warehouse District from I-95 and I-85 in the northbound direction since an off-ramp is provided that currently can not access downtown directly.

## Other circulation recommendations include the following:

- Bollingbrook Street is the primary pedestrian scale street providing east-west access and it includes a traffic circle at the intersection with Fifth Street.
- The redesign of Halifax Triangle provides additional room for pedestrian and plaza space, supports the goal of creating a public gathering place, and enhances the aesthetics and views toward the Halifax Triangle District.



☆ A new traffic circle at Tabb Street and Union Street enhances the pedestrian environment and views of City Hall.



Transportation Management

- Extending Fifth Street over the railroad tracks to the extension of River Street and the Harbor provides additional access to the river.
- New pedestrian paths provide access from Phoenix Street and Fourth Streets over the railroad track to River Street and the Harbor.
- South Street is vacated between Bollingbrook and Bank Street and developed as a continuous parcel.

All of these changes enhance circulation and provide additional pedestrian connections to new destinations in Petersburg. For wayfinding, the primary access routes remain the same – including Washington Street and Adams Street as the "wayfinding" spine providing access from either US 1/301 and I-95 into the Harbor and Visitors Center area. Secondary access routes include Bollingbrook, Sycamore, Market and Bank Streets and wayfinding signs should be developed to direct visitors to shopping along Sycamore, parking along Union Street and the Visitors Center and other attractions. The focus of the wayfinding system should be on directing vehicle traffic to the proposed districts and parking facilities along direct routes.

## Parking Enhancements

In general, as development occurs within the various districts, additional parking is required. The following general principles are to be followed in designing and implementing parking:

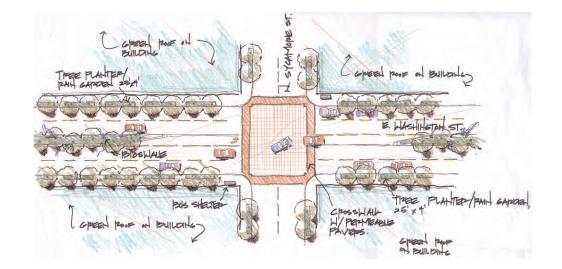


- As shown in several of the typical sections presented below, on-street parking is generally promoted to create a buffer between the pedestrian zone and the vehicular zone.
- Large surface parking lots are discouraged as they create
   "blank" spaces in the urban environment and large amounts
   of impervious surface.
- Structured parking is encouraged, but should include sustainable design, first-floor retail, or mixed-use wraps and design standards that integrate the parking structure into the urban fabric. Parking should occur behind or within development areas so as not to overwhelm the streetscape.
- Where possible, shared parking is encouraged throughout the project area.
- The design of all parking facilities includes green design, including the potential for bio-swales, green roofs, and energy-conserving lights.
- Parking should not be over-provided within the area, to encourage pedestrian and transit usage as appropriate.
- Parking is concentrated in several key locations, mostly located to the north side of downtown. Access to these facilities is provided along Pelham Street, Fourth Street and from Union Street and over 2,000 off-street new spaces have been included as part of the illustrative plan. A com-

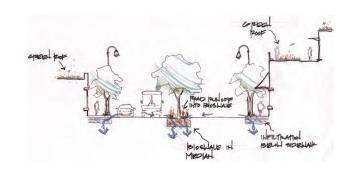
prehensive parking study will help clarify parking demand and supply as density increases and attractions are developed.

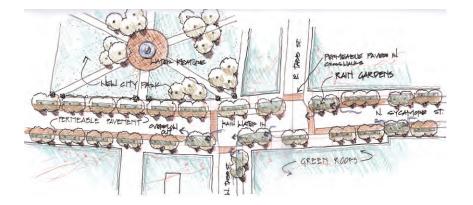
#### **Creation of Green Streets / Traffic Calming Measures**

Green Streets and traffic calming measures are incorporated into the design of all projects and streets within Petersburg. As illustrated in the following section, these facilities include treatments of stormwater in a sustainable manner, the provision of trees and greenery along all streets, and the use of traffic calming measures such as sidewalk extensions at intersections and mid-block locations. The use of roundabouts and traffic circles in several locations provides the opportunity for a greener design and mitigate traffic impacts.



## **URBAN SYSTEMS**





Other design elements include the potential use of a "woonerf" (which is a Danish word for a living street in which pedestrians are more important than cars) in the Riverfront District, on alleys, and other potential locations. A "woonerf" design would not separate pedestrians into a traditional sidewalk zone – but all activities would occur at the same level, similar to the open plazas popular in European cities. The "woonerf" application is most applicable to areas around the Harbor and in the Historic core of the area where the cobblestone streets and gravel parking lots already have a "calming" influence on vehicular traffic.

## Transportation Management

A series of alleyway connections and daylighting of Brickhouse Run provides an attractive amenity within Petersburg for pedestrians, residents,

and visitors. This green connection provides an alternative route for pedestrian activities that is not concentrated along sidewalks and should be designed as a meandering urban oasis. The illustrative plan emphasizes the importance of creating a connection between open spaces, parks, plazas, and other green infrastructure. Such a connection exists from the Halifax Triangle District to the Riverfront that will be signed for wayfinding, historic resources, and green facilities..



The illustrative plan also includes some traffic calming treatments as well, including circles, crosswalk extensions, and expansion of sidewalk facilities. Since traffic calming measures are typically developed with community input, a traffic calming design process should be developed to refine traffic calming measures. In West Palm Beach, for example, a decision was made to traffic calm all streets within the downtown area so as to create a walkable environment throughout all areas. The development of traffic calming measures should include the consideration of transit movements, emergency services provisions, and access to major facilities as part of the collaborative process.

Sustainable Design

### Need to Balance Through-Traffic with Pedestrian Needs

The R/UDAT recognizes that mobility needs to be balanced with access needs, especially as sites and attractions develop over time. Generally, the R/UDAT encourages the principle that pedestrian movements should be enhanced and incorporated into all elements of design. The traditional grid network within Petersburg provides an opportunity to create multiple paths and routes throughout the area so that all vehicular traffic is not concentrated onto one of two routes in the downtown area. Provision of new linkages should re-enforce the traditional grid network and avoid more suburban forms of traffic patterns such as the development of cul-de-sacs and street hierarchies that favor high-speed vehicle speeds. In general, a healthy and vital urban environment will include both vehicular traffic and pedestrian traffic and can be designed to balance the needs of all users in a safe environment.

#### Support High Speed Rail

The Riverfront District has been identified as a potential station location for both the Southeast High Speed Rail Corridor and the Richmond to Norfolk High Speed Rail corridor. The preliminary alternatives being evaluated include the potential for Union Station to serve as the station location. However a closer analysis indicates that the location of Union Station relative to the proposed route for the Southeast Corridor which would utilize the rail spur located to the west side of Pocahontas and reconstruct the rail on the remaining bridge piers over the Appomattox would not be optimal. A station at Ettrick is also being considered and connections to that station would be provided at the Petersburg Station. The addition of a high-speed rail station is strongly encouraged as part of this process, since the station would provide connectivity to all markets served by the high speed rail lines.

After numerous discussions and presentations with the City and local citizens about sustainable design, there soon became unanimous consensus that sustainability should be incorporated into most, if not all, facets of the city and its future development plans. For this exercise, sustainable design is described as any practice that minimizes the negative impact of buildings on the environment and the people that inhabit them. In many cases, sustainable design can reduce pollutants emitted by our buildings, the energy consumed by our buildings, embodied energy (the energy that it takes to get goods and services from one place to another), and agents that contribute to global warming by our buildings.

With this in mind, specific categories that pertain to sustainable design for Petersburg could be broken down into the following five sections:

- 🛠 Sustainable Site Planning
- $\star$  Energy Efficiency and Renewable Energy
- 🛠 Conservation of Materials and Resources
- ★ Safeguarding Water and Water Efficiency
- 🛠 Indoor Environmental Quality

## Sustainable Design

#### Sustainable Site Planning

Sustainable site planning is more than just infilling property within Petersburg; it is an opportunity to encourage environmentally conscious development throughout the city. This design etiquette would especially take into consideration public transportation, urban heat island effect, and sustainable stormwater management.

In most of our cities, public transportation plays a vital role in getting citizens to and from places within their daily lives. By capitalizing on

this resource and making it more available to local residents, single-occupancy car rides are reduced, thus eliminating the need for significant parking areas within the downtown core. Another opportunity is to encourage bicycle use by simply incorporating bike racks in visible areas throughout the city. In time, preferred parking places for alternative fuel vehicles could become part of an on-street parking vocabulary



Urban heat island is another issue that affects our environment and is contributed to by both urban and suburban development areas. Urban heat island effect is the heat that is reflected back into the atmosphere

by dark surfaces on our roads, parking lots, and roof tops. By reducing, shading, or eliminating these types of surfaces, ambient air temperatures can be significantly affected, in a positive manner. To accomplish this, the R/UDAT is proposing that shade trees be planted throughout the city, eventually shading roads and parking lots. Another opportunity

would be the inclusion of green roofs on new and existing buildings. A single green roof can reduce ambient air temperatures by as much as 80 degrees while also absorbing up to 75% of the rain that falls on it, extending the life of the roof up to fifty years, and creating useable space on a surface that is guite often wasted space.



Storm water management is another important aspect of sustainable site design and may form the umbrella under which many other design decisions are made. Too often, rain water is seen as a waste product, not a valuable resource to the project or the environment. By incorporating design techniques such as bioswales, rain gardens, permeable surfaces, and green roofs, we can capture, infiltrate, and recycle a tremendous



Sustainable Design

amount of rain that falls on Petersburg. By putting it back into the ground, it can slowly seep into the harbor and Appomattox River through hydrology patterns established thousands of years ago.

### **Energy Efficiency and Renewable Energy**

A building that optimizes energy performance can often save 40 to 50% of the energy used by a standard building, saving money and the envi-

ronment. This can easily be accomplished by optimizing a buildings insulation, orienting the building to take advantage of solar gains, maximizing the use of natural daylight, and allowing for the use of natural ventilation. By selecting techniques such as occupancy sensors, demand controlled ventilation, lighting controls, reduced plug loads, night cooling, and energy manage-

ment systems, new and existing buildings can become much more energy efficient.

Utilizing renewable, or green energy, is also an opportunity to reduce a buildings dependence on non-renewable energy sources and may offset building energy costs. Techniques that could be employed include solar thermal, solar electric (photovoltaic's), biomass, geothermal, wind, and water currents, provided these technologies do not adversely affect the historic character of significant buildings.



### **Conservation of Materials and Resources**

Something the R/UDAT heard over the course of its interviews is that the local landfill is being filled up and will need to close in the near future. One way to circumvent the need for large landfills would be the diversion of construction waste. This can easily be accomplished through recycling programs that identify and separate out recycled materials, especially items like concrete, steel, and glass. Another opportunity would be the inclusion of easily accessible areas within buildings that are dedicated to the separation, collection, and storage of recycling materials.



Petersburg has a distinct advantage over many other cities in this category since many of its buildings are historical and require that their existing structure be kept intact. However, interior materials that are demolished could be diverted by up to 75%, either by weight or volume.

Another way to divert materials from local landfills would be the use of salvaged or refurbished materials. Again, Petersburg has a distinct advantage in the sheer amount of antique stores in the downtown area. However, when new material is specified, maximizing the use of recycled content should be encouraged. When developing new buildings, parks, etc. it would be beneficial to local merchants to have their materials specified, thus eliminating the need to ship items from distant states, which incurs embodied energy to manufacture and transport.

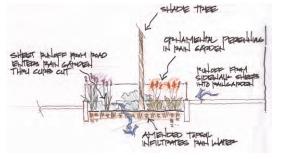


Sustainable Design

### Safeguarding Water and Water Efficiency



This category can apply to both the interior and exterior of our developments. At the exterior level, simple techniques such as high-efficiency irrigation systems can reduce water consumption by 50% or more. Using harvested rain water from roofs for irrigation can often times eliminate the use of potable water. This can be accomplished through the use of rain barrels or cisterns. If every household in the Petersburg area placed a rain barrel on at least two downspouts, the city could potentially divert hundreds of thousands of gallons of water from entering the city system.



At the City level, R/UDAT proposes that all streets incorporate permeable paving in parking aisles, rain gardens at key

locations of intersections and mid-blocks, and infiltrate run-off from sidewalks into trees planters. A significant mandate would be the elimination of all direct discharge into the Brickhouse Run and Lieutenants Creek, which will help alleviate point-source pollution from entering the harbor and Appomattox River.

Safeguarding water at the interior scale could revolve something as simple as specifying water conserving plumbing features. This technique alone could save up to 50% of the water consumed in our buildings.

#### Indoor Environmental Quality

On a daily basis, we can spend up to 90% of our time indoors; with air quality that is often

times 100 times more polluted than the outdoor air. To help reduce pollutants in our interior spaces, it is very important to simply provide



operable windows and ventilation systems that flush out the building. It is also important to use adhesives and sealants, paints and coatings, and carpets and composite woods that do not contain Volatile Organic Compounds or urea formaldehyde.

So, why is it so important to think about sustainable design? By incorporating sustainable design into the city fabric, Petersburg can become more efficient with their energy consumption, safeguard local water sources, use less potable water, provide better indoor environments, preserve and enhance open space, and provide a better future for generations to live, work, and play in Petersburg.

#### **Open Space Preservation**

The plan identifies a series of open spaces in all districts within Petersburg. These open spaces include pocket parks, plazas, linear parks along the Appomattox, interior courtyards, stream corridors, green alleys,



Petersburg's downtown harbor initiative



and green streets. Significant open spaces include the riverfront and all green spaces along the Appomattox and on Pocahontas Island, the lawn at Centre Hill, a green corridor along Lieutenant's Run adjacent to I-95, and the playing fields at the YMCA on Madison Avenue. There are also some existing open spaces such as the pocket parks at Sycamore Street

and Wythe Street and Sycamore Street and Bank Street, alleys along Brickhouse Run, and at various undeveloped parcels throughout the area.

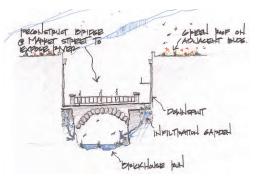
The plan includes the preservation and addition of open space through the creation of linkages and networks. For example, a winding network of open spaces connects the

Appomattox to the Halifax Triangle District and includes the day-lighting of Brickhouse Run as a major amenity. The Lieutenant's Run stream corridor will be maintained and restored as part of the EcoLab district and can serve as a linear open space corridor.



tained on Pocahontas Island to preserve the historical nature and low-intensity character of the area.

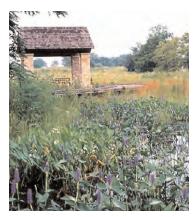
Smaller open spaces include plazas and outdoor spaces along Washington Boulevard and Wythe Streets, as a centerpiece of the Halifax Triangle District revitalization effort



and as courtyards and interior plazas in all districts. Tree plantings along several corridors provide green linkages to the open spaces. The inclusion of green roofs, bio-swales in parking facilities, rain gardens, and other sustainable eco-friendly design principles will ensure

that Petersburg distinguishes itself as a green destination.

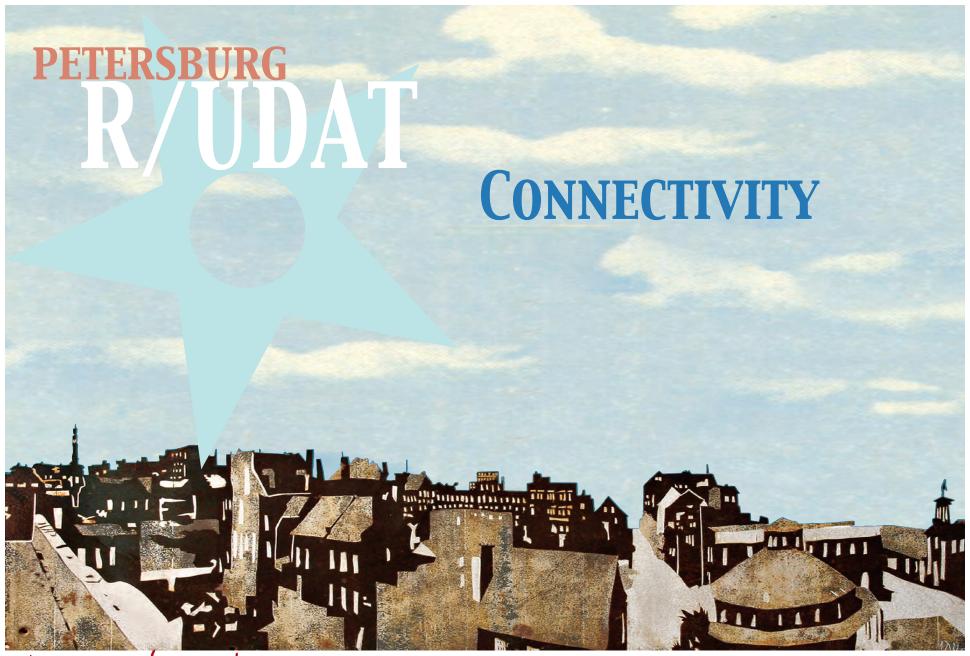




New open spaces are included as part of the redevelopment of the Harbor, including the creation of walking trails, wetland restoration areas, waterfront, wildlife habitat viewing areas, as well as plazas, promenades, and boardwalks. Significant open spaces are main-







Petersburgs DOWNTOWN HARBOR INITIATIVE

# **CONNECTIVITY** Connecting to the Community

# YOUTH ENGAGEMENT AND WORKFORCE DEVELOPMENT

One out of every four African-Americans ages 16 to 25 is unemployed, out of school or otherwise "disconnected" from community or social structures. Studies show that this disconnectedness leads to crime and violence and/or has implications for a young person's successful transition into adulthood, their education attainment and earning potential.

The cultural make up of Petersburg includes 19% white and 81% non white, primarily African American residents. Although 69% of the population includes high school graduates, the unemployment rate is the highest in the region at 11%. Petersburg's annual robbery rate is more than twice the national average and larceny occurs three times more often here than in other cities.

To this end, a central component of the Petersburg Downtown Harbor Initiative involves youth leadership, training and workforce development, preparing our next generation for long-term self-sustainability.

## **Goals for Engaging Older Youth Ages 16-25**

Educational Achievement – Ensure that all residents who do not have a high school diploma have an opportunity to advance toward a diploma, or GED, through participation in the Downtown Harbor Initiative; Workforce Development – Engage residents in all aspects of planning, development, environmental restoration and construction providing work skills and certifications in preparation for entry level employment with contractors and companies.

### $\star$ Skills Trainings and certifications can include:

- Low-environmental impact landscape design (including green-roof installation)
- ☆ Construction (all aspects)
- 🛠 Storm water recharge trail building
- 🛠 Wetlands restoration
- $\star$  Urban forestry including tree planting and maintenance
- Entered Employment/Higher Education Prepare and place youth who complete participation requirements in employment and/or higher education through cooperative agreements;
- Retention Provide post-program support to ensure that young residents remain employed and/or achieve higher education goals.

Connecting to the Community

## **Goals for Engaging Older Youth Ages 12-15**

- High School Retention Support Petersburg Public Schools' goal of retaining 100% of high school students through graduation through the provision of innovative vocational training extension/elective activities tied to Petersburg Downtown Harbor Initiative.
- Civic Engagement through Volunteerism Create an ethic of civic engagement and environmental stewardship by engaging youth in service initiatives tied to creation and maintenance of relevant initiative components (i.e. parks and river).
- Summer Youth Employment Ensure all school youth are employed each summer creating and operating relevant initiative components.

All aspects of the Petersburg Downtown Harbor Initiative will encourage family participation, therefore young people ages 0 - 11 will be served through these efforts and enjoying the new downtown.

What we need in available facilities to draw the attention of young people and develop them personally and professionally

- 🛠 Computer training
- ★ Teen pregnancy prevention
- ☆ STD/HIV and AIDS awareness,
- 🛠 Entrepreneurship
- 🛠 Tutoring/Mentoring

Use the river and parks as a primary youth/family attraction during the warmer months from dawn to dusk. Use the available facilities/structures to provide a draw for children, youth and families year round and during off-peak hours.

R/UDAT MARCH 29-APRIL 2, 2007

## **CONNECTIVITY**

## In the Eco Lab District

- Provide a space for vocational training associated with environmental service and "green collar jogs" including green roof installation, trail design, construction and maintenance, tree planting, wetland restoration and landscaping.
- Connect efforts and activities with local elementary, middle and high schools, colleges and universities through hands on learning opportunities.

## **On River Harbor Park and Trails**

Construct a Leadership in Energy and Environmental Design (LEED) environmental education center for birds of prey, creating a draw for families to visit for raptor shows and all students to receive hands on experience in raptor rehabilitation and training.

## **BUSINESS DEVELOPMENT**

Connecting Petersburg to the community includes identifying the existing business resources downtown, determining what existing businesses are most easily and most effectively expanded, and preparing a retail study to identify particular product gaps downtown. The City of Petersburg's Economic Development Office, working in conjunction with Downtown Petersburg, Inc., may be the most likely organizations to facilitate these activities. Previous issues such as a convoluted business

Connecting to the Community

licensing process have been raised by the Army-Community Heritage Partnerships Program Assessment and these should be considered and corrected.

### Survey of Existing Resources

This is an important first step in determining how to proceed with business development.

- Identify downtown use areas. These have been previously identified in this document, and several of these will need to be addressed first, because of the likelihood of development within that use area. The Riverfront Arts & Entertainment District and the Market Street area are first priorities.
- Survey businesses within each area. The Army-Community Heritage Partnerships Assessment has provided a typical form used in surveying the businesses.
- Survey buildings and parcels within each area. Be sure to include size, approximate floor plan, condition, and photographs. The Army-Community assessment also has a form for this purpose that can be utilized.
- Incorporate all of the information into an electronic format. This allows the information to be utilized to market vacant properties or to advertise spaces available for particular

Connecting to the Community

businesses. A property vacancy map has been prepared as part of the R/UDAT, and should be available as a draft base document.

### Identify Primary Opportunities for Business Expansion

This activity will help identify those unique businesses in the downtown area which have the greatest potential for expansion. These examples include:

- Glenna Jean Manufacturing. This production company provides a terrific product for distribution around the country. Working within the company or with a separate entrepreneur to develop an outlet store in Downtown Petersburg that sells seconds or discontinued lines of the company could increase jobs and visitors downtown. They already have a terrific window display that makes you want to buy the product.
- Feenixx, Inc. This scientific poster company is truly a unique business in town. Making those posters available to the public in a separate storefront, perhaps in conjunction with their other business, Einstein's Emporium, an online science related toy business, could be a significant draw for downtown.
- Appomattox Tile Art Company. A terrific storefront and showroom allow the public to view their product, but providing a retail showroom to sell individual tiles, or working

with a local artist to produce small mosaics that can be sold in a retail storefront could significantly increase activity with this business.

### Prepare a Retail Study

This activity, sometimes called a gap analysis, identifies those retail products which are missing in Downtown Petersburg, and is often very enlightening for existing and potential business owners. Existing businesses are often encouraged to expand their product lines after seeing this study, and those entrepreneurs looking for opportunities use this information to start their own businesses. It is important for a professional consultant to be hired to develop this study, so that the numbers provided are easily defensible to potential businesses looking to move into the district.

## **DOWNTOWN MANAGEMENT**

**Current Organization** - Downtown Petersburg Inc. (DPI) is the primary organization focusing on the improvement of the downtown. The board has opened an office and storefront with a visible presence on Sycamore Street. This visibility shows a commitment to the growth and development of downtown as does their board's hiring of professional staff. It is important to continue the progress this organization has made by providing funding mechanisms to ensure its longevity.

## R/UDAT MARCH 29-APRIL 2, 2007

## **CONNECTIVITY**

Connecting to the Community

#### **Activities and Programming**

DPI has already made a concerted effort to be more inclusive in their activities by sponsoring the Halifax Jazz and Blues Festival. The organization should continue to be strategic and inclusive in marketing its downtown activities to Petersburg and the rest of the region. One possibility is a musical event in partnership with Virginia State University. Creating events that are family friendly is also a good way to unify and include a greater percentage of the population. Maintenance of a regular calendar of events both in print and online will also provide a consistent message to the community that things are happening downtown.

#### Role of DPI in Petersburg R/UDAT

DPI will need to determine its own role in the follow up and implementation of this plan. One possible opportunity for assisting in the implementation is convening a higher education forum to discuss the potential for creating a downtown higher ed center. John Tyler Community College (JTCC) has already developed an outreach center in Downtown Petersburg as a way to encourage potential students. This is a new facility but it has already generated quite a lot of interest. JTCC has also expressed an interest in developing a cooperative educational facility with other educational institutions, including the potential for a computer lab and classrooms downtown. A second opportunity in assisting R/UDAT plan implementation is the development of a business improvement district (BID). This is a funding mechanism where property owners contribute funds, often based on a building's linear street frontage or square footage, to upgrade infrastructure, install street furniture, or make other physical improvements. Several participants in the R/UDAT have mentioned a desire not to increase taxes or fees, but a BID is an assessment on owners in the specific district that receives the benefit of the improvement, not a general tax or fee on the rest of the community.

Connecting to the World

## BRANDING AND IMAGE DEVELOPMENT

Like many communities, the image associated with Petersburg is complex and multi-dimensional and may or may not reflect present day reality. Locally and regionally, the image of Petersburg is more often than not a negative image. Outside of the region, Petersburg's current image has strong ties to Civil War history; but Petersburg's history goes much deeper than the battlefields of the Civil War.

Since the public image of Petersburg, particularly locally, is a negative, R/UDAT thinks the community needs to take steps to redress the issues that give rise to this public perception: we recommend a community brand development process facilitated by a professional.

The idea of a cohesive image for Petersburg must be closely linked to the overall vision that the community is striving to attain. Once you have identified and built community consensus around your brand, you must build on and communicate this positive image effectively. This will reinforce the positive perceptions that diverse stakeholders – particularly residents - may have of Petersburg. A strong unified brand also attracts the outside target markets that share the same values implied by the image, and can result in economic development and a favorable quality of life.

## The Brand Development Process

### Step One: Develop the brand team

Be inclusive and strategic. The team should not be too large and all members should have the ability to think honestly and strategically about the realities of Petersburg's image – both internally and externally. Diversity at all levels (ethnic, demographic, and geographic) is essential to the success of the process. You might consider including representatives from the following organizations (including but not limited to):

- ☆ Chamber of Commerce
- ★ Downtown Petersburg, Inc.
- 🖈 Downtown Churches United
- 🛠 Retail Merchants Association
- 🛠 Historic Petersburg Foundation
- 🛠 Southside Virginia Council of the Arts
- 🛠 Virginia Gateway Region
- 🛠 Petersburg Regional Area Tourism

## **CONNECTIVITY**

Build consensus throughout the process by including: Government and community **leaders**, key property and business **owners**.

### Who is responsible for the process?

"Brand keeper": final say on whether a program or communication is consistent with brand strategy.

### Step Two: Assessment of current situation

Determine how the brand is perceived today by targeted customers

- ☆ Review research (primary and secondary)
- $\star$  Talk with customers
- $\star$  Talk with stakeholders/merchants
- ★ Determine need for additional research (if any)
- $\star$  Identify what the brand is not
- ☆ Review findings with key decision makers

## Step Three: Develop the brand promise

## Know your competitive advantage. What makes you different?

- Identify your REAL competition: What do you replace in the market?
- Know your differentiating benefit: What makes you a better choice than your competitor?

Connecting to the World

- ★ Strengthen the community attributes that support this differentiator.
- $\bigstar$  Understand the emotional motivator for your target customer.

## A Brand is a PROMISE

- ☆ Branding is a chain that begins with the promise you make to customers and ends with what you do to fulfill it.
- Your packaging, logo, advertising, web collateral, even your annual report must communicate this promise.
- You make that promise in your communications, but you must support it with all your actions.

## What **PROMISE** are you making to your target market?

## Step Four: Create the brand communications plan

**Define** how you want your brand to be perceived in the service area

Determine how it will be communicated to targeted customers

Define Brand "Physical" Image

- ጵ Name
- 😾 Logo development
- $\star$  Graphic style standards
- 🛠 Color palette

Connecting to the World

## Develop Key Communication Messages: Messaging Platform

## What is a Messaging Platform?

- $\star$  Top three themes
- $\star$  Most important & overarching ideas
- ☆ What you want people to think of when they think of Downtown
- ☆ Makes right impressions on audience

## Why a Messaging Platform?

- $\star$  Creates a strong foundation
- $\star$  Keeps focus on top themes
- ★ Reminds target market what's important
- $\star$  Fosters consistency in communications
- ☆ Equips Downtown promoters
- $\star$  Gives guidance in marketing efforts
- ★ Keeping on Message : Use at least one message in ever marketing effort

### Messaging Channels

- 🛠 Advertising
- 🛠 Public Relations
- 쓝 Merchandising
- ጵ Collaterals
- 🛠 Media Partnerships

## Step Five: Build and sustain the brand for the stakeholders

## Brand Identity Can Be Built On:

- 쓝 Names
- ☆ Visual images or landmarks
- 🛠 Symbols
- ☆ Narratives (History)
- ☆ Slogans or jingles
- 🛠 Concepts
- $\star$  Combinations of the above

### Importance of Brand Consistency

- ★ Helps the customer ``know" it is you.
- ☆ Creates impact.
- ★ Provides continuity in look/feel.
- ★ Creates efficiency once a style is created, other elements flow.

## Remember....a "voice" can have many variations!

### Build and Sustain the Brand

- $\star$  Identify guiding principles
- ✤ Develop goals at every level
- $\star$  Keep brand attributes in all communications
- ☆ Identify measurements to ensure the brand promise is being delivered at all levels
- $\star$  Events for everyone
- ☆ Operational efficiencies
- ★ Economic vitality

## **CONNECTIVITY**

### **Branding Rules**

- 🖈 Be who you are.
- ☆ Be bold vs. being shy.
- ★ Be consistent.

### Marketing Opportunities

The best way for communities to market is to develop partnerships among benefiting agencies. The Petersburg Regional Area Tourism group is a good example of this, but the partnership can be expanded to include organizations (like Downtown Petersburg, Inc) whose missions are consistent with the community brand.

### Advantages of Advertising Partnerships

- Most cost effective way for individual attractions to promote themselves to the target market.
- Enables the organization to promote whatever image, brand or identity may have been developed as the 'umbrella'
- Creates the image in the mind of the potential shopper or service user that there is a wide variety of attractions, retail and services available in.
- 🖈 Develop an Advertising Partnership
- 🛠 Solicit initial interest
- ☆ Determine possibilities
- ☆ Determine pricing
- ☆ Solicit broad interest
- $\star$  Design the ad (or the program)
- $\star$  Place the ad (or implement the program)

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### Examples of Advertising Partnerships

- 🛠 Packaging
- ★ Accommodation attraction dining transportation
- ☆ Product based discounts for other businesses
- 🛠 Gift Certificates
- ☆ Web Sites
- 🛠 Co-op media advertising

### **Communications and Public Relations**

We used to measure the success of a public relations plan by column inches of press coverage –other wise known as "Ink". Stunts, sham productions surveys and free samples were also categorized under the "PR"umbrella. With the advent of technology, we no longer need to hire a big expensive agency to generate publicity. We can do it ourselves.

The definition of good community public relations is accurate, consistent and timely communications that convey the right message to the right audience. It includes:

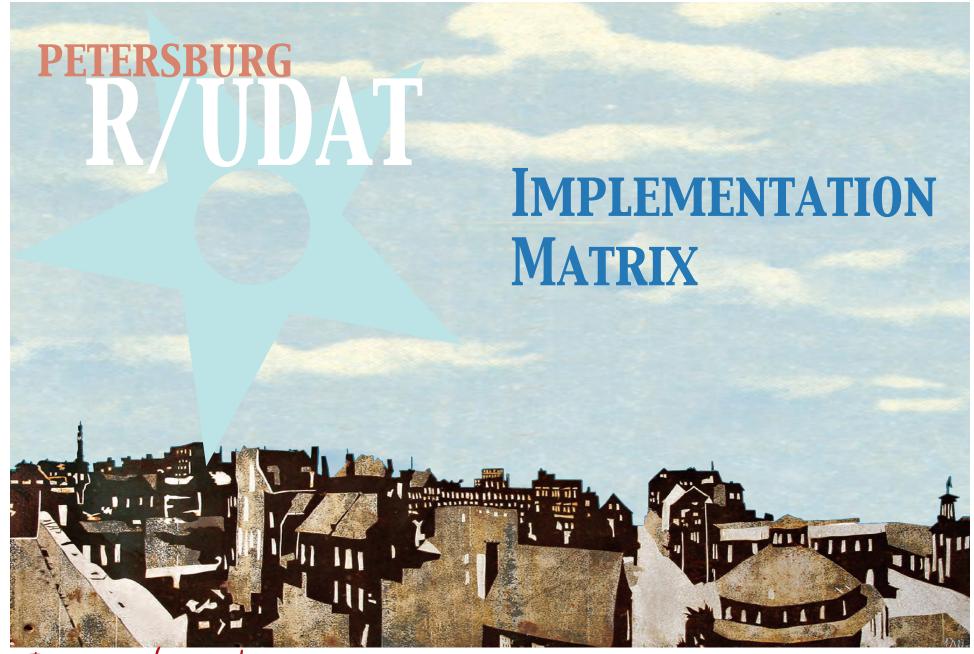
- ☆ Community participation
- 🖈 Bylined articles
- 😾 Public speaking
- 😾 Media commentary
- 🛠 Relationships
- ☆ Good professional citizenship

# Connecting to the World

## **Technology Improvements**

Petersburg has the opportunity to upgrade its technological infrastructure as they implement projects recommended in the R/UDAT plan. Sophisticated technology is more than the future for successful business and global connections – it is essential right now. Success in business recruitment and development will depend on having a solid, dependable infrastructure in place. Reaching a global audience for marketing purposes will be impossible without sophisticated communication networks. Some basic recommendations include:

- Develop a technology upgrade plan for the entire community that can be implemented in phases.
- $\star$  Install underground fiber optic cable throughout the study area.
- Provide wireless service in high use public areas (solar powered, if feasible).
- Consolidate and upgrade website information for both the resident and visitor.
- Use mapping software technology (such as Sketch-Up) to provide virtual tours for both the visitor and potential investor.
- Educate all the citizens regarding the availability, uses and applications of technology at both a strategic and operation level.





## **IMPLEMENTATION MATRIX**

### Downtown Petersburg, VA

Implementation Plan Draft - April 1, 2007

Dratt - April 1, 2007	ACTIVITIES	PHASE	TARGET TIMEFRAME	MATED BUDGET	POTENTIAL FUNDING SOURCES
R/UDAT Plan Outreach & Refinement					
A. R/UDAT Concept Plan - Advertisement/City Trust Building	1 Notices in Local Papers about Plan being Posted	1	0-2 weeks		City, Downtown Petersburg Inc. (DPI)
	2 Public Comment Period - Post & Responses	1	1-2 month		City, DPI
	3 Incorporate Relevant Text Changes into Document	1	2 weeks		City, DPI
	4 Publish Final Revised Plan - Online & Hardcopies	1	Ongoing		City, DPI, R/UDAT
<b>B</b> . Program Development and Feasibility	<ol> <li>Hire Real Estate Development Team to Refine Land Development Plan (including real estate consultant, market analyst/economist, urban designer, and retail strategist)</li> </ol>	1	3-9 months	\$ 200,000	City - Planning, DPI
	2 Implement an International Competition for River-Harbor Parks & Trail Plan (based on Strong Environmental, Stormwater Management and Low Impact Design principles)	1	9-24 months	\$ 500,000	City - Parks & Leisure Services, DPI Council, Foundations
	<b>3</b> Procure Downtown Traffic, Transportation & Streetscape Design Plan (including Sustainability / Stormwater Components)	1	12-16 months	\$ 300,000	City - PDOT
	4 Officially Adopt both Land Development and Traffic/Transportation Plan (codify into the Comprehensive Plan for the City)	2	9-20 months		City - Planning, Council
Marketing - Branding					
A. Urban Market Repositioning/Branding Strategy	1 Implement Branding Strategy through Top Notch Graphic Design, Advertising and Public Relations Firm - Resident Attraction Tier 1 - Communication - Petersburg Residents Tier 2 - Communication - Petersburg-Richmond Region Tier 3 - Communication - Eastern Seaboard (Atlanta to Baltimore)	1	3-36 months	\$ 50,000	City, DPI, COUNCIL
B. Small Business Development Opportunities	1 Execute Ongoing Small Business Attraction and Growth Strategy	2	12-36 months	\$ 500,000	City, DPI, Virginia Economic Council Virginia Enterprise Zones
C. National Developer / Retail Attraction	1 Implement Development / Redevelopment Plan Opportunities to Qualified Local, Regional and National Development Companies	2	12-36 months	\$ 50,000	City, DPI
D. Branding & Marketing Assessment	1 Assess the Effectiveness and Outcomes of the Branding, Attraction and Retention Strategies for Local and Non-Local Users	3	36-40 months	\$ 15,000	City

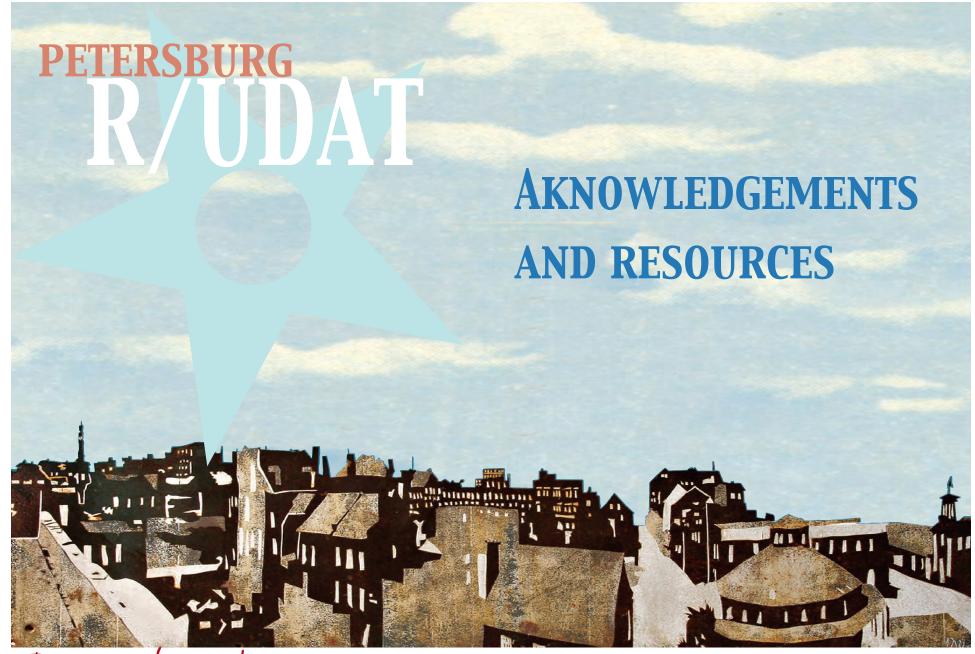
## **IMPLEMENTATION MATRIX**

### Investment / Redevelopment Strategy

Sub-District Phasing Strategy

A	RiverFront Arts & Entertainment District	14	3 months - 5 years		New Market Tax Credits Crater Development Company Revolving Loan Petersburg Enterprise Zone Virginia Real Property Investment Grants Governor's Fund Historic Tax Credits
В	Market Street District	18	9-18 months		VDOT, City, Foundations Governor's Fund
C	Washington Street Gateway	10	12 months - 36 months		Governor's Fund
D	Sycamore Street Shops	1D	12 months - 5 years		Virginia Small Business Financing Authority Governor's Fund United States Small Business Administration Historic Tax Credits
E	River Harbor Park & Trails Plan - National Competition	1E	9-24 months		City
F	River Harbor Park & Trails - Construction (along w/ Dredging Project)	2	2-6 years	\$15-48 million	Army Corp of Engineers Virginia Outdoors Fund Virginia Recreational Trails Fund National Parks Service
	Centre Hill	3			City - Planning & Community Development Historic Tax Credits
	EcoLab	4			Petersburg Enterprise Zone
G	Downtown Living	5	3-8 years		Petersburg Enterprise Zone
Н	Pocahontas Heritage District	6	12 months-8 years		Habitat for Humanity Redevelopment and Housing Authority
Ι	Halifax Triangle District	7			New Market Tax Credits Petersburg Enterprise Zone
J	Warehouse District	8	10 years		New Market Tax Credits Petersburg Enterprise Zone
к	Pocahontas Harbor	9			
L	Government Center	10	15 years		General Fund Taxes







## THE R/UDAT TEAM



### Jane Jenkins, R/UDAT Team Chair

Jane Jenkins is the Executive Director of the Boulder Downtown Business Improvement District in Colorado, which is a 35block neighborhood where property owners tax themselves to provide safety, service, marketing, and programming to maintain and promote the area. She previously served as the Director of the Southwest Office for the National Trust for Historic Preservation. Other experience includes positions as the Development Administrator and Main Street Manager for the City of Denton, Texas; Executive Director of the Pawhuska, Oklahoma Downtown Redevelopment and Preservation Association; and Executive Director of the Wagoner's Switch, Oklahoma Main Street Project. She holds a Bachelor of Arts in Communication Arts Education from Oral Roberts University and a Master of Public Administration from the University of North Texas. Jane was also recently elected chairwoman of the International Downtown revitalization efforts. In addition to her involvement on the Petersburg R/UDAT, Jane has participated on R/UDATs in Springfield, Illinois and Kingman, Arizona.



#### Charles B. Zucker

Charles Zucker has extensive experience as an urban design and community planning consultant. Most recently, Charles managed multiple planning projects for Lee and Associates, Inc., a landscape, urban design, and planning firm in Washington, DC. Typical projects included land use and transportation planning, the creation of master plans, transit expansion and access studies, public art plans, and pedestrian plans. Other experience includes consulting for the DC Office of Planning, where he managed an urban design analysis of the McMillan Reservoir Water Filtration Plant and produced the initial Request for Proposals for the Anacostia Waterfront revitalization effort; serving as the Senior Urban Designer for the City of Boulder, Colorado, Office of Planning where he managed citizen-based planning efforts, provided design review oversight, and addressed urban design issues; serving as Senior Director of the American Institute of Architect's Community Design and Development Program, where he organized and managed a national effort to provide strategic planning services to local nonprofit organizations, AIA chapters, and local governmental planning agencies; and managing the National Endowment for the Arts Design Arts grant program to support innovative architecture, urban design, and landscape projects in communities nationwide.



### J. Todd Scott, AIA

Todd Scott is the Director of Community Development for Astoria, Oregon, the oldest American settlement west of the Rocky Mountains. Todd is a native of Oklahoma, where he was the state architect for the Oklahoma Main Street Center, providing design and historic preservation services to more than 40 communities statewide. He has also served as designer and planner for DesignWorks!, an arts based program revitalizing historic commercial districts in Oklahoma. Todd previously served as the Historic Preservation Officer for Oklahoma City. In Astoria, Todd is currently focused on numerous redevelopment projects including Youngs Bay Landing, a mixed use waterfront development that includes an old power plant site; a new campus for Clatsop Community College; and an updated Master Plan for the Port of Astoria. Todd received his Master of Architecture degree with a specialty in historic preservation and urban design from the University of Oklahoma. Todd currently serves as president of the Association of Oregon Redevelopment Agencies.

## THE R/UDAT TEAM

## Jay Womack, ASLA, LEED AP

Jay Womack is the Director of Sustainable Design for Wight and Company in Darien, IL. Born and raised in Illinois, Jay has a professional background that reflects his lifelong affinity for the natural areas of the Midwest. Over the course of his professional practice, he has worked for both large and small private design firms in Illinois and Georgia, where he collaborated closely with other design professionals on projects including urban renewal projects, academic institutions, and large-scale community planning. His unique perspective of urban planning and ecological restoration allows him to address complex land and water resource development problems and ultimately led him to be an integral part of design teams dedicated to exploring and expanding this perspective of natural resource-based site planning. Jay received his Bachelor of Landscape Architecture from The University of Illinois and has completed coursework toward a Master of Landscape Architecture, with a concentration on Ecological Restoration. He has received recognition from the American Society of Landscape Architects at both the national and state levels for his academic and professional work and as the past president of the Illinois ASLA.



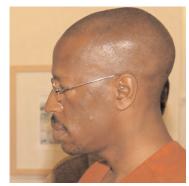
### Francisco A. Behr, AIA

Francisco Behr has over 24 years of planning and design experience in commercial, retail, institutional and mixed use projects. His specialties range from the design of state-of-the-art movie theatres and related entertainment facilities to urban design and planning. Utilizing his unique talent to quickly visualize and sketch ideas and concepts in the early stages of design, he has received an AIA National Service Award for his design workshop contributions to cities such as Helena, Alaska, New York City, Seattle, Washington and the Los Angeles area. He has traveled extensively all over the world specifically to explore and study the qualities that make places successful. Over the past 22 years, Francisco has been an instructor of Site and Urban design in U.C.L.A. Extension's Landscape Architecture Program, and is frequently invited to serve as a visiting Architectural Critic and mentor to students at local universities. He received his Bachelor of Architecture from California Polytechnic State University, San Luis Obispo. He has additionally attended several specialty design and management courses at Harvard University's Graduate School of Design.

#### Derrick Lanardo Woody

Derrick Lanardo Woody is Coordinator of the Great Streets Initiative within the Office of the Deputy Mayor for Planning & Economic Development in Washington DC. Great Streets uses over \$120 million in public investments, gap funding, and infrastructure improvements to bring about physical improvements and investments on seven under-invested corridors passing through 50 of the District's neighborhoods. Previously, Derrick was a Project Manager within the District's Office of Planning and Land Use. All plans produced during this time are in active implementation. Other previous positions include Executive Assistant for redevelopment projects for the Mayor of West Palm Beach, Florida; Urban Designer at Stull & Lee Architects and Planners, Inc., in Boston, Massachusetts; and limited-term economic development consulting in Bloemfontein (Mangaung), South Africa on behalf of the International City/County Management Association, US AID, and the South African Cities Network. He holds a Master of Architecture in Urban Design degree from Harvard University Graduate School of Design and a Bachelor of Architecture from Auburn University.



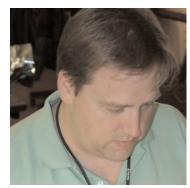


## THE R/UDAT TEAM



#### Glen O'Gilvie

Glen O'Gilvie is the president and CEO of the Earth Conservation Corps, a youth development and environmental service organization in Washington DC. Glen has extensive experience in community and youth development, most notably as Program Officer for The Community Foundation of the National Capital Region where he led the Youth Development Initiative and was responsible for growing the organizations grant programs which build the capacity of nonprofit organizations around the Region. Prior to joining the Community Foundation, Glen served as the National Coordinator for the Robert F. Kennedy Fellows community support programs, supervising Los Angeles and San Francisco, California programming as well as directing the Washington DC operations. Glen holds a Master of Education, Guidance, and Counseling degree and a Bachelor of Arts in Sociology.



### Ken Mobley, AICP

An urban planner with 17 years of experience, Ken Mobley is the Planning Practice Leader for the east coast operations of Parsons Corporation. Ken manages transportation planning projects and the transportation planning and environmental group within the Washington DC office. He has developed an expertise in several areas of transportation planning, including the development of feasibility studies, multimodal transportation plans, freight studies, public involvement campaigns, and analyzing the land use impacts of transportation facilities. His experience spans the entire east coast and covers all modes of transportation and he specializes in developing consensus on controversial projects through facilitation processes. He has experience in several levels of government through his previous employment in local (City of Savannah), regional (Metropolitan Planning Organization in Pittsburgh-SPRPC), and state (Pennsylvania Department of Community Affairs) agencies. He has also managed urban redevelopment programs, conducted comprehensive planning projects, and analyzed urban design projects.



#### Erin Simmons

Erin Simmons is on staff at the national component of the American Institute of Architects as a Program Manager for the Center for Communities by Design. Her primary role at the AIA is to support activities of the design assistance team (DAT) program, providing design assistance to communities across the country. Erin previously worked as senior staff historic preservationist for an environmental and engineering firm in Georgia, where she practiced preservation planning, created historic district design guidelines and zoning ordinances, conducted historic resource surveys, and wrote property nominations for the National Register of Historic Places. She holds a Bachelor of Arts degree in History from Florida State University and a Master's degree in Historic Preservation from the University of Georgia.



## THE R/UDAT STUDENT TEAM MEMBERS

#### Marc Anthony Rodgers

Marc Anthony Rodgers is pursuing a graduate degree in Urban and Regional planning with a focus on Urban Development from Virginia Commonwealth

University in Richmond. Originally from Los Angeles, California, Marc received a Bachelors Degree in Finance from Hampton University. Marc is also interested in the field of historic preservation, and currently works with the Historic Richmond Foundation researching preservation easement opportunities.



### **Corey Pitts**

Corey Pitts is currently a first year graduate student at Virginia Commonwealth University, studying Urban and Regional Planning. Corey is a graduate of Virginia Tech, where he earned his Bachelor of Science degree in Human Nutrition, Foods, and Exercise. He currently works as an intern in the planning department of GRTC Transit System, which provides public transportation for the Richmond metro area. When he graduates in 2008, Corey hopes to apply his academic, professional, and volunteer experiences to create more active and vibrant communities through a combination of transportation planning and economic development.



### Katrina Bauer

Originally from Virginia Beach, Katrina Bauer is currently working towards a Master of Architecture degree at Hampton University. Katrina is the recipient of honorable mention awards for her submissions in the Hampton University Alumni

Plaza Design Competition and in the 2007 Virginia Society Prize competition. Katrina is an active member in the American Institute of Architecture Students, and looks forward to completing her architecture degree and perhaps eventually pursuing further education in the fields of urban planning and landscape architecture.



### Tom Phan

Originally from Southern California, Tom Phan received his Bachelor of Arts degree from UCLA in 1992. After graduation, he developed his skills as a graphic designer in a variety of disciplines including imaging, web development,

and 3D modeling and rendering. With a lifelong in urban studies and architecture, Tom decided to continue his graduate training at Virginia Commonwealth University in 2006. On track to receive a Master of Urban and Regional Planning degree in 2008, he hopes to positively impact communities and neighborhoods by promoting urban designs that emphasize sustainability, economic development, and alternate modes of transportation. He is currently a resident of Richmond, Virginia and interns in the city's Department of Comprehensive Planning.



#### **Brandon Clarke**

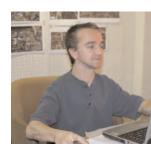
Brandon is currently a third year student at Hampton University pursuing a Master of Architecture degree. Originally from Pasadena, California, Brandon completed middle and high school in Lewes, Delaware. Brandon's affinity for 3-Dimensional thinking and his hobbies of drawing and modelmaking led him to his architectural studies. Along with coursework, both his academic and practical experiences have reaffirmed his belief that architects wield a powerful influence over communities and people.



### Billie Graham

Billie Graham is a graduate student at the Savannah College of Art and Design. He will graduate in June with a Master of Architecture degree. He holds a Bachelor of Fine Arts degree from the Savannah College of Art and Design. Born and raised in Petersburg, he graduated from the Appomattox Regional Governor's School. Billie is interested issues of sustainability and is LEED accredited. He is pursuing a career in sustainable design and construction.





#### Irvin "Smitty" Lynch, III

Smitty Lynch is currently an Architecture graduate student at Hampton University. Smitty resides in Hampton with his wife and cat. He was recently inducted into the Tao Sigma Delta, Iota chapter, which honors academic achievement in architecture. After graduation and licensure, Smitty plans to actively practice in the residential and light commercial architectural market.

Petersburg's downtown harbor initiative

#### **Steering Committee Members**

Terry Ammons- Co-Chair, Petersburg, Virginia, Downtown Harbor Initiative Dulaney Ward- Co-Chair, Petersburg, Virginia, Downtown Harbor Initiative Ann Morriss- Fundraising Chair Gail McCann- Logistics Chair Rob White- Information Packet Chair, Railroads Chair Steve Perez- Public Relations Chair Bettie Guthrie- Communications Chair Jim Wilson- Finance Chair, President of Downtown Petersburg, Inc. Gil Entzminger, Student Relations Co-Chair Linas Kojelis- Government Relations Co-Chair Jim Warehime- Student Participation Chair Bob Zemp- Environmental Committee Chair Larry "Akin" Smith- Government Relations Co-Chair

Tina Bertenshaw Gloria Brown Kimberly Ann Calos Jamie Campbell Vicki Campbell Rusty Davis Madonna Dersch Cynthia Devereaux Steve & Ella Dickenson Joseph Dickens Pat Dillard Karl Dingledine Gil Entzminger Jess Fowler Dean Freeburn Tony Gattuso William Joseph Graham Carl Guthrie John Hart, Sr. Dolly Holmes Sheryl Jordan Alain Joyaux Aimee Joyaux Paul Kelly Kevin Kirby Greg Kostanski Dave McCormack Tom McCormack

RoxzAnne Meisner Gail Merridew Paula Mims Brian Moore Ron Moring J.T. Morriss Latryce Noel Jacob Powell Mitch Pradia Perita Pradia Ken Pritchett Brenda Priebe Patty Pritchett John Rooney Ted Ruhnke Chris Shepherd Christopher Shorr Mark Sprenkle Joe Tedesco Isaac Ward Michelle Winegardner Lena Whitt Treska Wilson-Smith John Whyte Melinda G. Wilson Treska Wilson-Smith Cleve Wright

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Terry Ammons Andrade's Art from the Heart Artistic Ladies At the Globe The Bistro at Market & Grove Brick House Run Pub Buckley Locksmiths Gloria & Kevin Brown Jamie Campbell Vicki Campbell Eric Chandler Cockade City Grill Comcast The Copa Collection at Kimberly Ann's Denise Dahl Scott Davison Patricia Dillard Dixie Diner Downtown Petersburg, Inc. Davis Elliott Vince Forresta Jess Fowler Frederic Freund Gardener's Gate Tony Gattuso Dolly Holmes Java Mio

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Petersburg's DOWNTOWN HARBOR INITIATIVE

### Virginia Economic Incentives

**Governor's Fund** – A statewide grant offered to communities, the Governor's Fund can be used for a variety of uses including on-site utility improvements, site acquisition and development, and the constructions or build out of publicly-owned buildings. In order to receive the grant, the development must create a specified number of jobs as well as attain a certain amount of private assistance, a figure that is based upon population specifics. Funding amounts are determined by the governor of Virginia. The grant requires an application process submitted by the chief appointed official for the jurisdiction. The application should include the following:

- Description of the project
- Location of the project
- Description of the community
- Population
- The unemployment rate
- Any private investment that will be acquired within 30 months of receiving the grant
- Any other funds or grants that will be applied towards the project
- The number and types of jobs that will be created (including the expected average salaries and projected impact)
- Specifics of grant usage and intention
- The amount and type of financial assistance to be provided by the locality
- Average wages for the region
- Importance of the project

• Documentation from the company looking to locate in the community that demonstrates their intention to locate outside of Virginia without the award of the grant.

#### **Requirements by Population**

POPULATION	Number of Jobs	Private Assistance Required
Greater than 100,000	100	\$10 million
50,000 - 100,000	50	\$5 million
Less than 50,000	25	\$2.5 million

Petersburg Enterprise Zone – A community development program managed by the Virginia Department of Housing and Community Development, the Petersburg Enterprise Zone offers state and local incentives to businesses that locate within the zone. Petersburg's enterprise zone encompasses the entire R/UDAT study area. The Real Property Investment Grant is a state incentive that can be applied towards the acquisition of land or facilities. This can be obtained by any individual or entity looking to build or redevelop a facility for commercial, industrial, or mixed-use purposes. The amounts obtained vary depending on whether redevelopment or new construction is taking place, and there is a monetary cap of \$250,000 within a five-year consecutive term.

# **RESOURCES**

Local incentives are comprised of façade improvement grants, architectural assistance grants, tax fee reduction, enhancement to real estate rehabilitation tax exemption, machinery and tool tax reduction, and discounted prices on city-owned industrial sites. Further details and information can be found by contacting the Petersburg Office of Economic Development.

**Crater Development Company Revolving Loan** – The Crater

Development Company Revolving Loan program provides financing for expansion needs to small and medium sized businesses in the counties of Greensville, Prince George, Surry, and Sussex as well as to the cities of Emporia, Hopewell, and Petersburg. The fund provides fixed Direct, subordinated loans up to \$250,000. Awards can be used for land acquisition, equipment, leasehold improvements, new construction, rehabilitation, and soft costs (engineering, architectural, etc.).

The United States Small Business Administration – The SBA offers a variety of loans geared towards small businesses. Many of these loans can be used for facility acquisition and/or renovations in addition to land acquisition. Most of the eligibility requirements for these loans require that a business operate as a for-profit entity and falls within the specified small business size qualifications. Other requirements may be added depending on the particular loan being sought. Application processes vary depending on the loan, and some require working with a local Community Development Corporation.

Virginia Small Business Financing Authority –Loans provided by the Virginia Department of Business Assistance can be obtained for uses such as land acquisition as well as leasehold improvements or expansions. The maximum amount of working capital that can be obtained is \$250,000, with a minimum of amount \$50,000. In order to be eligible for the loan, the business must meet one of the following criteria:

- Have \$10,000,000 or less in annual revenues over each of the last three years.
- Have a net worth of \$2,000,000 or less.
- Have fewer than 250 employees.

Additionally, the applicant must:

- Be unable to obtain financing elsewhere.
- Create permanent full-time jobs.

 $\Sigma$  Provide at least 25% of the project cost as cash equity.

- Provide a first lien on the assets purchased with the loan proceeds.
- Provide a personal guaranty of all individuals owning 20% or more of the business.
- Provide a detailed business plan which includes an in-depth discussion of the business, its product or service, its competitive advantage, competition, potential customers, resumes of principals/management team, the personal financial statements of the owner(s), and reasonable forecasts of profits/cash flow.

Petersburg's DOWNTOWN HARBOR INITIATIVE

Applications must be obtained from VSBFA.

New Market Tax Credits – The New Market Tax Credits provide a 39% credit on an equity investment. The investments are made through a Community Development Entity (CDE). Many branch banks are acting as CDEs today in an effort to function as a "one stop shop" for the NMTC. In return for the assistance they provide, they take a portion of the 39% as processing fees. The net credits available to developers who work with a bank CDE are between 20% & 26%. The credits have to be used in a Qualified Low-Income Community. Currently, Petersburg qualifies as a LIC. These credits can be used towards the entire amount of the loan, including developer and soft costs, and can be used in addition to other tax credits. The NMTC is currently a viable option for projects with a budget of \$2 million and up, but in the future this amount will more than likely decrease.

The Virginia Land and Conservation Foundation – This group provides state funding for the purpose of conserving certain special categories of land use. The categories are open spaces and parks, histories places, natural places, and farmland and forest preservation. Each category has a specific set of criteria. The foundation can provide matching grants for the purchase lands for recreational purposes as well as open spaces. Applications can be submitted by localities, public bodies, and registered non-profits.

Virginia Outdoors Fund – The Virginia Outdoors Fund, administered through the Virginia Land and Conservation Foundation, is designated for the use of acquiring land for recreation purposes. Only cities, towns, counties, and localities responsible for providing public recreation facilities per the Code of Virginia are eligible to apply. The funding is intended to be a reimbursement and is provided through the state's general fund when available.

The Virginia Recreational Trails Fund – The Recreational Trails Fund is a reimbursement grant administered by the Virginia Land and Conservation Foundation. It uses Federal Highway Administration funds to create and/or improve trails. The fund can be used for acquiring easements or adding amenities to improve the trail. Projects are evaluated on criteria such as projected usage, project uniqueness, and linkages provided. Funds reimbursed cannot exceed 80% of the total project cost.

#### R/UDAT MARCH 29-APRIL 2, 2007

# **RESOURCES**

Petersburg was not established as a town until 1748, but had been the site of Native American occupation and settlement for more than ten thousand years. Europeans first explored the area in the early days of May, 1607, prior to the settlement at Jamestown on 13 May 1607. By the 1640s, English population along the Appomattox River had increased sufficiently that Bristol Parish was established, and Fort Henry established on the south side of the river at the falls in 1646. Fort Henry became the center of Virginia's most important trade with the Indians, a trade which lasted into the 1720s. By then, Petersburg had become the tobacco entrepot for a vast region, with fully one third of America's exported tobacco flowing through its inspections (as a corollary to this, the bay at the confluence of the Appomattox and the James became the principal Chesapeake entrance point for slave ships at the end of the Middle Passage.) The Revolutionary War arrived in Petersburg in 1781, when an invading British army led by Phillips and Arnold defeated American militia on April 25. Cornwallis joined his army to the Petersburg force in May and launched the campaign that would prove decisive in the Revolution.

After the Revolution, the Virginia tobacco trade was slowly but surely taken over by New York merchants, but transportation improvements (the progression of roads, canals, steamboats, and finally railroads), commission merchant and auction activities, and manufacturing enterprises (including flour mills, tobacco factories, cotton mills, and iron foundries) kept Petersburg in a leadership role, economically and culturally. By 1860, Petersburg was the Confederacy's second most important industrial city. The first Petersburg rail line was the first interstate railroad in the nation. By the time the Civil War began, Petersburg had rail lines running to Lynchburg (and thence to the great southwest); to the east to City Point and Norfolk; to the north to Richmond; and to the south to Weldon and thence to Wilmington.

Petersburg played a major role in the debates about slavery and secession leading up to the Civil War, and its importance as a trading, manufacturing, and transportation center led to its designation as headquarters for the military department of Southern Virginia and North Carolina throughout most of the war. For those reasons, the war came to Petersburg's gates in 1864, and Petersburg suffered the longest Siege in North American history, a struggle that not only effectively ended the Civil War but also effectively ended the institution of slavery in the United States.

Petersburg came out of the Civil War damaged far beyond the norm of Southern communities—a larger percentage of her men killed and wounded, 800 buildings struck by shells, many savaged by fire, all business and banking and industry almost completely halted. Billy Mahone, who had built the Norfolk & Petersburg Railroad on the eve of the war,

Petersburg History

stayed in Petersburg afterward and consolidated his railroad with the South Side and others. Mahone had to involve himself with Virginia politics in order to effect the consolidation, and after he lost the railroad anyway in 1877, he led the Readjuster movement that allied itself with Republicans and black Virginians and took control of the state. This resulted in two major black state institutions coming to Petersburg, Virginia State University and Central State Hospital, and made Petersburg somewhat of an anathema to the Conservative elite of the state, with long-lasting results. By the 1890s, the Bourbons, firmly in control, effected Jim Crow laws, and got rid of the back vote, putting the state's government in the hands of a business oligarchy.

Part of this movement was an effort to develop a professional, businesslike operation of the government, free of interference (or involvement) by the general public. One feature of this in Virginia was the invention of the council/manager form of government, created in Staunton early in the 20th century, and adopted by Petersburg very early, in 1920.

The first three decades of the 20th century saw several other major developments. First, the advent of the automobile resulted in the demolition of a great deal of historic fabric. Second, the automobile and trolley together brought suburbs to the north and south of the city. The suburb to the north evolved by 1950 into the independent City of Colonial Heights; Walnut Hill, to the south, was eventually annexed by Petersburg.

Finally, World War One brought Camp Lee (now Fort Lee), sleazy red light districts, and fluctuating but very important employment. The Petersburg National Battlefield was largely carved out of Fort Lee after the First World War, and the fort was revived in the Second World War. The most recent BRAC will nearly double the base population at Fort Lee.

The second half of the 20th century has seen the construction of I-95 and I-85, running directly through Petersburg; abandonment and then revival of interest in the old Petersburg Harbor; rampant suburbanization; construction of first one and then another mall, costing the inner city most of its retail business; loss of most of the city's tobacco manufacturing business, so long the centerpiece of Petersburg's industrial base; and a very strong local Civil Rights movement that provided national leadership, leading to integration and then rapid resegregation.

Today, while Petersburg's school system has reached a nadir, there are many signs of revival, powered in substantial measure by history, preservation, and art.

Public Comments

## **RESOURCES**

SUMMARY OF MAP COMMENTS FROM PUBLIC FORUM, SATURDAY, MARCH 31, 2007	Farmer's market and potential for expansion (5x)
POCAHONTAS AREA	Historic significance of Peter Jones trading post (2x)
	Impact of Sycamore Rouge for arts and culture in area
<b>Positives:</b> Pocahontas neighborhood as historic tourism attraction	Siege museum and potential for upgrade
Recommendation to bring back historic Pocahontas Bathing Basin to original site	Flea Island (2x)
Rec. for amphitheater on Pocahontas	Bluebirds around Flea Island
	Center Hill
Negatives:	Many excellent restaurants
Roper Brothers Lumber location (4x)	Mixed uses on Sycamore
Lack of maintenance of park or open space next to lumber yard on Pocahontas	Potential for city income revenue generation activities (receptions/parties)
WATERFRONT TO BANK STREET AREA Positives:	Recommendation for hotel/conference center in area of Bollingbrook and 2nd Street
Green space with walking/bicycle path with potential access to Old Town	Recommendation for hotel/conference center in area of Bollingbrook and N. Adams
Southside depot location with potential NPS visitor center location $(2x)$	Recommendation sports field/courts near waterfront
Access to riverfront	

#### R/UDAT MARCH 29-APRIL 2, 2007

Re-Envisioning Petersburg Together 83

Recommendation for entertainment/shopping area near I-95

Recommendation for green space along waterfront

Recommendation for regional connectivity for riverfront trail

Recommendation for gateway into Old Town on Route 1

Recommendation for gateway on Bollingbrook and 5th

Recommendation area for Civil War monuments in area from Bollingbrook and Bank on N. Adams

Recommendation for waterfront restaurants

Recommendation for Civil War related retail businesses within area

Recommendation for partnership with Colonial Heights for cohesive waterfront

Recommendation for more connection to Pocahontas

#### **Negatives:**

Car wash near

Industrial uses near I-95

Access to river

Metal building on N. Adams and Bollingbrook

Vacant / empty parking lots (2x)

Proximity of Lt.'s Run to old industrial sites is an environmental concern

#### LOWER STUDY AREA (Bank St to Washington)

**Positive:** Historic 200 year old museum in great condition on Hunton Street

Recommendation for trail connection to YMCA

Rec. for library site on Jefferson and Washington

Rec. for utilization of historic resources in future development

Requiring environmentally practices

There is no fast food chains

The YMCA is a great asset

Possible gateway to use cobblestone to reflect historic period

More groceries/drug stores

Petersburg's downtown harbor initiative

Negatives:	Recommendation for view of Petersburg fro
VerizonTower location (4x)	
Sidewalks Along Sycamore	Negatives:
	Current view of Petersburg from I95
Condition of Halifax Triangle	
	Lack of civic architecture
Vacant Brown & Williamson plant	
	Fast moving traffic on one way streets (Was
Design scale of buildings on Sycamore and Washington	
	Condition of I95 exit 52 and E. Washington
Police station	Natala an Markinsten and Muthe cost of I
$C_{2}$ + deploychin $(2x)$	Motels on Washington and Wythe east of I-
Car dealership (5x)	Lighthouse furniture store
Condition of alleys	Lighthouse furniture store
Abandoned houses	
Library not on the corner of E. Washington and Market St.	
Needs to include more war memorabilia	
	VerizonTower location (4x) Sidewalks Along Sycamore Condition of Halifax Triangle Vacant Brown & Williamson plant Design scale of buildings on Sycamore and Washington Police station Car dealership (3x) Condition of alleys Abandoned houses Library not on the corner of E. Washington and Market St.

#### GATEWAY AREA (I-95, WASHINGTON, AND WYTHE)

#### Positives:

Slow traffic on Washington

#### rom 195

/ashington and Wythe) (2x) ton area (2x) I-95





Petersburgs downtown harbor initiative