



Community Health Plan

2013



Community Health Plan

For the Honorable Councilperson Cynthia Newbille and the Fairmount Community

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gements

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Executive Summary

The Fairmount neighborhood is located in the East End of Richmond, north of Union Hill and just West of Church Hill. Originally established in 1890, the neighborhood grew quickly into a model streetcar suburb. However, through years of isolation created by the interstate system and lack of investment Fairmount fell victim to urban blight.

The neighborhood today is experiencing a renaissance. Businesses are coming back, housing is being restored, new residents are moving in, and investment is being made by the local government and school systems. There is also a strong presence of local organizations and dedicated individuals devoted to various aspects of revitalizing the Fairmount area.

Despite the current efforts and assets in the neighborhood, there are still critical issues to address. The East End of Richmond has been under scrutiny for the health disparities that exist in this part of the City. Fairmount is not immune to this crisis. The community has voiced concern over access to healthy food, opportunities to live more active lifestyles, as well as social and physical connectivity with the surrounding neighborhoods and City. There is a strong, invested constituency in the Fairmount neighborhood with shared goals of improving the quality of life while increasing economic development and strengthening the social fabric between all of those who live, work, and play in the neighborhood. After an analysis of history, existing conditions and efforts, as well as community engagement in Fairmount, the following guiding principles and goals have been developed:

Healthy Eating- We will work collaboratively with those in the Fairmount area to understand the current food situation in the neighborhood while working to increase access to healthy foods, improve education about food and nutrition, and improve collaboration between organizations to develop a more complete and unified community health infrastructure.

Active Living- We will work with the community to redefine existing green and public spaces to promote options for safe, physical activity. These spaces will provide an anchor of shared experiences between all different groups of people to incorporate active living into their daily lives.

Critical Connections- It is important to establish both a vibrant and inviting social environment through enhanced collaboration between neighbors and community organizations as well as adequate transportation connections through streetscape and infrastructure improvements.

Implementation of these specific guiding principles and the Fairmount Community Health Plan as a whole are contingent upon community involvement and support. This is a plan developed for the neighborhood, by the neighborhood, but the work cannot stop here. Fairmount residents, business owners, and organizations must continue to be committed to the success of the plan and make it a priority to bring about the desired change.

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Introduction

The Fairmount Community Health Plan was developed as a way to comprehensively improve health in the Fairmount neighborhood. A community health plan looks at the health of a neighborhood in a holistic way, beyond just physical health indicators such as diabetes and obesity. Community health plans include physical, mental, social, and economic health of neighborhoods and residents. The goal of this type of plan is to create strategies that improve the overall health of a neighborhood based on data gathered and voiced local concerns.

Through community engagement and research this plan was created to guide stakeholders in a direction of improved health in the Fairmount area. This plan is presented in two parts. Part I is an analysis of existing conditions within the neighborhood and a discussion on how the guiding principles were derived. The second part of the plan focuses on the three guiding principles and the corresponding goals, objectives, and strategies for implementation. The implementation time tables should serve as a check-list for accomplishing the goals throughout the next five years. The guiding principles for the Fairmount Community Health Plan include:

Healthy Eating- We will work collaboratively with those in the Fairmount area to comprehensively understand the current food situation in the neighborhood while working towards improving and expanding upon existing nutritional infrastructure. This will be realized through various physical and educational measures identified and implemented by the community that will offer all residents the opportunity to maximize their health benefits through a more complete and active neighborhood health and nutrition system.

Active Living- We will work with the community to redefine existing neighborhood public spaces and enhance future opportunities to establish new spaces that will reinforce the physical activity network of Fairmount. These spaces will provide an anchor of shared experiences between all different groups of people. By using innovative and safe physical settings in each of these spaces, residents will integrate these activities into their daily lifestyle. Supplying first the residents' needs for safe places for physical activity will not only give a place for activity, but also will create social benefits.

Critical Connections- It is important to establish both a vibrant and inviting social environment as well as adequate transportation connections for the neighborhood that would not only engage citizens, but also affect someone's desire and or ability to be a functioning member of the social network of Fairmount. This will provide suggestions to maximize social cohesiveness and thus form the fabric of a tighter knit, healthier community and encourage investment in the community.

This plan was developed in collaboration with Councilperson Newbille, the City of Richmond, neighborhood residents, and various organizations. It is now time to capitalize on these efforts and begin using this document to improve the overall health of the Fairmount area.

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NEIGHBORHOOD HISTORY

Fairmount, one of Richmond, Virginia's most historic neighborhoods, lies in the city's East End. The neighborhood was first established in 1890. It briefly became an incorporated town in 1902 prior to being annexed by the City of Richmond in 1906.

Originally used for agricultural purposes, the neighborhood eventually expanded into a small residential area. In the late 1800s, the electric streetcar was introduced to the Fairmount area which allowed easier access to the rest of Richmond. More churches and localized grocery stores began to emerge. It quickly grew into a thriving trolley car suburb with hundreds of aesthetically and architecturally unique homes. In its years of booming development, Fairmount welcomed the construction of lumber yards, commercial districts, a horse racing track, a mental health facility, and other public amenities. Fairmount was an extremely vibrant community, both economically and socially, during the late 19th century and into the early 20th century.

The neighborhood consisted of mostly Caucasian residents until the 1930s. By 1934, African-Americans became the majority population south of Fairmount Avenue. Over the next two decades changes, in school zoning and regulation, suburbanization, and White church migration shifted the demographic profile of the neighborhood. By the 1950s-60s, the entire Fairmount Area became predominately African-American.

During this period of time, the bustling local economy was supported with many local independently owned grocery stores and retail services that were all within walking distance of the Fairmount neighborhood. Some of these services included a hardware store, a drugstore, a bakery, Buster Brown shoe store, 5 & Dime, Clark Jewelers, dentistry, a fish market, and many other amenities. There were also four public housing developments built. The community at this time was very close knit, with strong communal parental guidance, less crime, more unified faith based organizations, and a more prevalent youth presence.

People's News. http://chpn.net/news/2009/08/26/fairmount_8280/

Annette; Carter, Augustine; and Mary Thompson. Interview by Shepard Beamon, Jenna Evers, Kaila McClead, Jesse Revlla and Toby Vernon. Neighborhood Interview. Fairmount neighborhood, February 8, 2013



CURRENT NEEDS FOR COMMUNITY REVITALIZATION

"In the late 80's, I said it like this...it was like we went to sleep. The community was one way and suddenly we woke up and it was like "Hey, what's going on?!"
-Mary Thompson, Resident



In the past fifty years, the Fairmount Area has suffered, along with the rest of the East End, from economic flight, community disinvestment, and political neglect. Little in the way of new construction had occurred prior to 2010 and the demographics profile has remained consistent with only occasional residential infill. There has been, however, some rehabilitation on a few homes in the past 20 years. In 1993, the New Visions Civic Association was established to help create a safer and more engaged community, and is still committed to the restoration of their community today. Surrounding civic association influence has also been instrumental in drawing attention and hopes for reinvestment to the community.

COMMUNITY ENGAGEMENT

The existing discourse on health and economic development in Richmond's East End is bringing an increasing and vital focus of attention and resources to the district. Ongoing revitalization efforts surrounding the Fairmount area in Shockoe Bottom, Fulton, and Church Hill are hard-won victories for an area which continues to suffer from legacy isolation. As an area that once enjoyed strength and richness, the residents of Fairmount desire a path to renewed vibrance that is characterized by a safe, physically, mentally, spiritually, economically, environmentally, and socially healthy community. To achieve this vision, Fairmount area residents and leaders seek a community-based plan that cultivates the health and wellness of their community.

Community-based planning aims to strategically address challenges at the community level through a bottom-up approach of problem identification and mitigation utilizing local social capacity. To that end, this plan has been conceived of and guided entirely by input and reaction from local members and stakeholders of the Fairmount community. To continue in that spirit, all implementation strategies presented in this plan have been formulated to capitalize on existing community assets which include social organizations, schools, civic engagement networks, law enforcement, faith-based organizations, physical infrastructure, businesses, and economic investment trends.



7th District Councilperson Cynthia Newbille and the several civic associations of the Fairmount area were instrumental in initiating and forming conceptual boundaries for the Fairmount Area Community Health Plan. These boundaries have been established based on need for revitalization and the existing network of community assets that will see the plan's recommendations through to completion. Through the continued assistance of the Councilperson and civic association members, VCU MURP Studio participants spent hundreds of combined hours meeting with local community members to gain a fuller understanding of the various perceptions of local challenges and opportunities within their community. Individual and group meetings, surveys, interviews, and man-on-the-street encounters served as indispensable points of community data that accompanied empirical evidence. As the plan developed, local residents and businesses were consulted throughout the process for reaction to the trajectory of the plan's direction and the accuracy of its vision. The plan, as it is presented currently, is constructed to the greatest possible extent to meet the desires, the needs, and the visions of Fairmount area community members.

CURRENT AND FUTURE

Richmond Redevelopment Housing Authority (RRHA) owns four public housing developments in the surrounding area: Creighton Court, Fairfield Court, Mosby Court, and Whitcomb Court. There are currently no plans for future development to any of the public housing developments directly within our study area. Plans for acquired land parcels at the Nine Mile Rd./25th St. intersection are stagnant. There are no major grocery stores that are interested in establishing business there. It also took several years to acquire those land parcels, as some property owners could not be reached or refused to sell. There are future plans to work with project:HOMES and Southside Community Development and Housing Corporation (SCDHC) to revitalize one block in the Fairmount area in order to increase homeownership.



City of Richmond Master Plan – East Planning District (2000)-ADOPTED

The East Planning District is the 11th Amendment to the City of Richmond Master Plan. The plan does not address the Fairmount Area specifically, but the neighborhood does fall within the East Planning District. Given the historic context of much of the East End, the land use plan is a result of long-standing patterns of development and land use, some that date back as early as the mid-18th century.

The Master Plan proposes redevelopment and revitalization through a series of land use and zoning controls. Minimizing negative impact from public housing on surrounding residential areas has been proposed through partial conversion of housing units from public to private ownership. Future residential and commercial infill should be compatible with existing use and density. Neighborhood commercial uses are deemed appropriate only so long as ABC licenses are not included with their operation in an effort to avoid the negative impact on adjacent residential units often experienced as a result of corner stores. Persistently vacant and neglected lots deemed unsuitable for development should be reserved for public open space use. Controls for preserving historic neighborhoods, such as Fairmount, should be maintained and encouraged.

Fairmount Historic District Neighborhood Revitalization Plan (2008)

*By Catherine L. Easterling, Urban and Regional Planning Department – Virginia Commonwealth University
Client: City of Richmond, Tyler Potterfield*

This document addresses the challenges of historic preservation in low-income areas. The plan recommendations include educating residents on funding and the importance of historic preservation, creating affordable housing options, a vacant building plan with tax incentives, monitoring of vacant buildings, building a closer relationship between the residents and the police, and streetscape improvements.

Redevelopment Plan for Fairmount Avenue, 25th Street and Nine Mile Road and Surround Neighborhoods (2008)

*By Marilyn McAtter, Urban and Regional Planning Department – Virginia Commonwealth University.
Client: Richmond Redevelopment & Housing Authority, John Syndor*

The plan explains how Richmond Redevelopment & Housing Authority (RRHA) has acquired contiguous property over five years so that a large-scale development can occur at 25th and Nine Mile. Interviews with local civic leagues New Visions, New Unity, and Union Hill addressed preferred shopping locations of residents. A marketing plan for the commercial area is included.

East End Transformation Plan (2010)-ADOPTED

By Duany Plater-Zyberk & Company

Information gathered during a charette held in the East End community between May 31- June 7, 2010 resulted in plan recommendations for the East End area. The plan includes a grocery store site at 25th Street and Nine Mile Road; town centers at 25th Street and Nine Mile Road and 25th Street and Venable Street; plans for a community center, a library complex, streetscape and infrastructure improvements; as well as suggestions for zoning changes. An implementation matrix is included for the projects and action items.

Richmond Riverfront Plan (2012)-ADOPTED

*By DESIGN TEAM:
Lead Design HARGREAVES ASSOCIATES, Economics HR&A, Urban Design Support ODELL, Land Owner Liaison REYNOLDS WESLEY, Planning Support MCGUIRE WOODS, Engineering MOFFATT & NICHOL*

The Richmond Riverfront Plan addresses the riverfront on the North and South banks of the James River in downtown Richmond. This plan will provide a greater connection between the James River and the East End District on 21st and 25th streets through the use of accessibility and streetscape improvements.

SURROUNDING INFLUENCES



The organizations, institutions and amenities that comprise the social fabric of an area have a direct influence on the health of a community. The Fairmount neighborhood is accessible via Interstates 64 and 95. Downtown Richmond is less than 2 miles away, therefore, as the downtown continues to grow, this proximity could benefit the neighborhood. Within the area, several churches and faith-based organizations provide crucial support for economically challenged residents including education, tutoring, food pantry programs, transportation, financial assistance, and health screening events. The local food infrastructure consists of several corner stores and a few small take-out style restaurants. The nearest grocery store is at the bottom of Shockoe Hill nearly two miles away.

In addition, the Bon Secours Richmond Health System owns and operates the Richmond Community Hospital which is located near the important intersection of 25th Street and Nine Mile Road. There are plans to develop a 25,000-square-foot medical office, as well as a wellness and fitness center that will require 75 full-time employees.¹ Bon Secours is a collaborative partner with the City of Richmond and many organizations working to enhance the health and community around the hospital location. The Virginia Commonwealth University Medical Center is connected to the neighborhood via the Martin Luther King, Jr. Bridge. Richmond Public Schools has four schools within the Fairmount Area catchment: Woodville Elementary School, Fairfield Court Elementary School, Martin Luther King Junior Middle School, and Armstrong High School.

¹ Redskins camp, Bon Secours expansion part of \$40 million deal," Richmond Times Dispatch, October 23, 2012, accessed February 2, 2013,

COMMUNITY CONTEXT

The Fairmount area not only contains a disproportionate number of Richmond residents living below the poverty line, it does so at a much higher density and with a greater percentage of poor residents under the age of 18. With its geographic isolation and scarce economic opportunity, the district suffers a dearth of healthy foods due to the out-migration of grocery stores and markets to wealthier suburban areas of town. The Fairmount area is identified as a food desert by the USDA, characterized by an absence of healthy food options including fresh fruits, vegetable, proteins, and other unrefined, whole food. Individuals living within food deserts are known to suffer inequitably from low health outcomes, indicated by high blood pressure, obesity, Type 2 diabetes, poor cognitive development, and many other health maladies.



2010 Census Demographic Information		
Population	Fairmount Area	% of Total
Total	6,745	100%
White	325	5%
Black	6,282	93%
Other	138	2%
Income	\$21,467	-

Figure 1.1: Demographic Profile

Upon gaining a deeper understanding of existing social and economic dynamics in the district, and establishing a clear connection between poor health outcomes and existing local conditions, three main themes emerged as points of focus for cultivating community health in the Fairmount Area. Concern for access to healthy foods became evident in citizen voices documented in recent news articles and through the 7th District Health and Wellness Initiative led by district's councilperson, Cynthia Newbille. Community cohesiveness, perceived safety issues, and a lack of recreational resources that support an active lifestyle were problems that community members repeated throughout the data collection process. Disconnections in critical communication, social, and transportation dynamics in the area arose frequently as well. All of these factors were identified as essential components to a healthy community and necessary to address directly.

Economic Research Service. United States Department of Agriculture. last updated February 28 2013. <http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx#.UYgdIit4Yf8>

I. Healthy Eating

Social and economic characteristics of the Fairmount Area indicate that residents are especially vulnerable to the low health outcomes usually associated with food deserts. The neighborhood has no public market or grocery store that provides a variety of affordable whole foods such as fruits, vegetables, beans, legumes, and proteins. The nearest grocery store, Fresh Market, is nearly two miles away and many local residents do not have ready access to modes of transportation for grocery shopping. Without a grocery store, residents very much rely on the local corner stores for food. In addition to lacking a supportive local food infrastructure that provides residents with the option of healthier food purchases, local residents are not sufficiently equipped with the necessary food and nutrition education that is so important in closing the gap between food access and improved health.

Corner Stores

As the Figure 1.2 illustrates, nine corner stores fall within the bounded study area, each of them lie within a ten minute walk from any neighborhood in Fairmount. The average hours of operation for the stores are from 8:00am to 8:00pm. Most of the stores in the area accept nutritional assistance vouchers (EBT, SNAP etc.), which can be used to purchase a variety of whole, fresh, and frozen foods as well as soft drinks, candy, ice cream, energy drinks, and other processed foods. Nonfood items or prepared foods are not approved for assistance vouchers.



Figure 1.2: Corner Stores Map

Corner Stores Cont.

A food access assessment was performed to gain a fuller understanding of food variety, quality, and availability in the area. Each of the nine corner stores which serve as the primary source of food for many local residents were surveyed to determine the type of fresh and frozen unprocessed, whole foods that were offered to residents. All of the fresh vegetables appeared to be of good quality during the days of the survey. Refer to Figure 1.3 for complete list of survey results.

All nine of the stores have a line of food items that include canned foods, snack foods, soft drinks, and candy. Six of the nine stores offer a very limited selection of produce at varying degrees of quality. Three of the stores, The Family Dollar Store, Fairfield Minimarket, and Ocean Grocery, did not offer fresh canned or frozen produce of any kind. Produce items were sold by the individual piece eight of the nine stores with prices differing only slightly between locations. Market Place on Mosby Street was observed to carry the largest selection of fresh produce, retailing almost every item on the list except broccoli, and it is the only store that sold potatoes, onions, and peppers by the pound. Mushrooms and broccoli proved to be the scarcest of produce options throughout the area.

Each of the nine stores also offered a variety of processed proteins including hot dogs, deli sliced ham, and bologna. However, only two stores sold whole meats including beef, chicken, and pork cuts. Dairy was limited in all nine locations to low fat milk, cheese, and eggs. Five of the corner stores offered prepared foods, which tended to consist of fried chicken, fried potatoes, deviled crabs, and heavily seasoned fried or steamed shrimp.

Average Price, Quantity, and Quality of Survey Items in All Stores			
Item	Quantity	Price per Unit	Quality
Apples	15	\$0.95	Good
Bananas	20	\$0.65	Good
Broccoli	2	\$1.29	Good
Carrots	-	-	-
Celery	-	-	-
Cucumbers	4	\$0.95	Good
Grapes	-	-	-
Green Beans	-	-	-
Green Pepper	3	\$1.36	Good
Lettuce	2	\$2.48	Good
Mushrooms	-	-	-
Onions	19	\$0.80	Good
Oranges	14	\$0.83	Good
Potatoes	78	\$0.50	Good
Tomatoes	17	\$0.50	Good
Milk (1 gallon)	10	\$4.00	Good
Eggs (a box of 12 eggs)	15	\$1.99	Good

Figure 1.3: Market Inventory



Urban Agriculture

Urban agriculture is an excellent way for communities to increase their own access to healthy foods, especially in severely underserved areas such as Fairmount. Several community gardening projects are ongoing in the study area and capacity for growth is strong. The Friends of Woodville Community Garden Association is registered with the Richmond Grows Gardens program as stewards of the garden at 28th Street and Tate Avenue. Nearby, a grove of fruit trees stands in relatively good condition, however, the stewards of that grove are unknown. Local residents have planted blueberry bushes and assorted fruit trees along Carrington Street at O Street and Mosby Street. The Tricycle Gardens community garden is located just at the bottom of Union Hill, along with the associated Jefferson Community Garden. Learning gardens at Peter Paul Development Center and Anna Julia Cooper Episcopal School, with support from Shalom Farms, offer an opportunity for young people to gain exposure to local food production while learning new life skills.

II. Active Living

Living an active lifestyle is an important part of healthy living and healthy communities. Regular physical activity performed in a safe, welcoming environment offers remarkable health benefits. This kind of activity also increases community member interaction and demonstrates a sense of involvement and inclusion that is emblematic of a healthy community. However, it is clear that residents are less likely to be active in their own neighborhood if they feel unsafe or know that the possibility of crime is real. Similarly, business and financial investment in communities tends to dwindle with the issue of both real and perceived crime. This inevitably has a compounded negative effect community wide. By ensuring a safe environment for residents to work and play, communities can better support active lifestyles. Certain spatial and design strategies can be implemented that positively influence safety within a space.

Limited opportunity exists for recreational activity in the Fairmount area. Two small public swimming pools serve the area; Woodville Pool at 2305 Fairfield Ave. and Fairmount Pool at 2000 U Street. Lucks Field, adjacent to the pool at U Street, is the only park within the surrounding neighborhoods. It is equipped with a small playground, horseshoe pits, a sand court where volleyball nets should be, two full basketball courts, and a baseball diamond. The overall condition of Lucks Field is fairly unkempt with lighting and bleachers in disrepair, non-functional bathrooms, and no obvious connection to the broader community. Throughout the day, locals are frequently observed gathering at the bleachers consuming alcoholic beverages.



Figure 1.4: Map of Existing Parks



Lucks Field

Redefining community gathering spots and enhancing the network of existing parks and green spaces can be effective in supporting more active lifestyles of area residents. Promoting healthy communities also requires safe streets and recreational spaces that allow residents to feel invited and protected within these newly defined areas. Offering a variety of recreational activities engages the community in creating active habits as well as directly linking them to public spaces in their neighborhood. Lucks Field could be used to reorganize the community’s focus and make parks and recreation a priority.

III. Critical Connections

In the past, the Fairmount neighborhood was the site of a strong and connected community that was aesthetically, physically and socially vibrant. Those past connections included circulation within and outside of the neighborhood, as well as greater social interaction between members of the community. In more recent years, the community has experienced a decrease in cohesiveness. After careful observation and analysis, it was found that the Fairmount area has experienced this decrease in cohesiveness due to many social and economic reasons. There are limited facilities and local amenities for children to enjoy, therefore, few children feel safe enough to play in the neighborhood. Instead, many children must be transported to facilities outside of the neighborhood. Some of the young adult residents decide to relocate from the neighborhood because of education or employment. Today, the neighborhood has a stronger presence of older generations but lacks the younger generation necessary for a sustained healthy community.

Within the Fairmount area, several civic associations work towards cultivating community relationships and organizing public events. New Visions Civic League and Unity Civic League are local stalwarts that have been strongly led by longtime residents for many years. Nearby Union Hill Civic Association maintains an active presence, and Church Hill Central Civic Association has recently sparked a renewed membership by combining two civic associations. Each of these civic leagues were informative and heavily participatory in the planning process and look forward to growing membership and transitioning into a new era of leadership.

Critical social services are being provided by local faith-based organizations that meet material and spiritual needs of many area residents. Each of the local churches and education centers possesses a deep commitment to community service and is a valued asset. Throughout the data collection process it became clear that although many important health and social services were being provided, more cross-organizational communication should be employed.



Figure 1.5: Civic Associations Map



Crime Statistics

Crime and safety may be a threat to the process of establishing a healthy community. Real crime is suggestive of a disinvested, poorly maintained area and may prove to be a deterrent for future investment or development. This also prevents community members from taking ownership of the neighborhood and the areas intended for public uses are often left neglected or used inappropriately. Future recommendations to improve the health of the community will need to take the crime statistics into consideration.

Figure 1.6: & 1.7: Crime Map of Burglaries, Robberies and Assaults from 2012 to 2013



Crime Statistics Cont.

Figure 1.8 illustrates the changes in crime within the Fairmount area over a five year period from 2008-2009 to 2012-2013. Overall, crime has been reduced by 9%, which is indicative of the recent neighborhood investment to rehabilitate the area. Burglary, robbery, and theft are concerns that need to be addressed because they have recently become more prevalent. Residents and businesses may be inclined to leave the area if they view these as threats to their safety or livelihood.

Crime Statistics Summary				
Type of Crime	2008-2009	2012-2013	Change	% Change
Homicide	15	18	2	13%
Sex Offense	42	22	-20	-48%
Robbery	161	180	19	-12%
Assult	1425	1344	-81	-6%
Burglary	366	403	37	10%
Vice	935	668	-267	-29%
Theft	955	1330	375	39%
Vehicle Theft	251	248	-3	-1%
Other	5555	1618	-937	-17%
Total	9706	8831	-875	-9%

Figure 1.8: Crime Statistic Comparison

Richmond Police Department Crime Incident Information Center. Accessed February 15, 2013

Important Community Assets

For a community such as Fairmount, local businesses, faith-based organizations, civic leagues, and non-governmental service providers are the thread which holds the social fabric of the community together.

Education

The Fairmount community has many critical education assets. The Richmond Public School System operates four schools within the Fairmount area catchment: Woodville Elementary, Fairfield Court Elementary, Martin Luther King, Jr. Middle, and Armstrong High School. Non-denominational and non-traditional faith-based organizations including Peter Paul Development Center, East End Fellowship, and Church Hill Activities and Tutoring (known as CHAT), provide supplemental education and service-based activity and skills development opportunities.

Renovations at the Martin Luther King, Jr. Middle School are currently underway and, according to the Chief Operating Officer of Richmond Public Schools, are reported to include a large community service capacity. Plans call for a public health department clinic, a pediatric dental clinic (staffed by MCV dental students), an auxiliary gym built for community use (as a part of the Richmond Parks and Recreation Department), and several community meeting rooms. The auditorium will also be refurbished for after-school community event hosting. The newly renovated school is scheduled to open on January 6, 2014.

Faith-Based Organizations

The faith-based community in the Fairmount area holds particular importance because of the great scope of services and support that are provided through them. Many of the churches within the neighborhood offer programs that provide food, clothing, nutritional information, diet and exercise education, and other programs directed towards youth. Not only is the faith-based community a vital support structure for the neighborhood, but for many local residents, the faith-based community *is* their community.

Civic Associations

Although membership numbers of the broader Fairmount area civic associations New Visions Civic League, Unity Civic League, Union Hill Civic Association, and Church Hill Central Civic Association have fluctuated throughout the years, their commitments to enhancing, empowering, revitalizing, and connecting their community has remained steadfast. The leagues have not only sustained their official registry despite some years of turbulent civic investment, but more recently they have combined resources to coordinate a National Night Out event for the previous two years that has purportedly enjoyed great success.

Civic Associations Cont.

This kind of sustained community investment will be essential for future plan implementation. Although several members of the local civic leagues that have served as faithful leaders have expressed an interest in transitioning into a new generation of leadership, they were unaware of the many new families moving into and making investments in the community. This provided greater evidence to the disconnections in social relations among similarly-minded residents of all ages.



Recreation

The Fairfield Court Boys and Girls Club provide afterschool homework assistance, FBLA, and arts and sports activities. Within the neighborhood, Lucks Field serves as the primary source of recreational activity; however, this park is not being utilized to its full potential as it appears that more adults than children utilize the facility. The City Planner asked us to consider who owns this park, not literally, but psychologically. The Active Living portion of this plan will consider how positive and contributing members of the neighborhood can gain ownership of the park.

Community Centers

Several community centers are nested within the broader Fairmount area that offer a dynamic range of services and programs intended to enrich and empower the community. They are integral to residents of all demographic profiles and will perform equally important roles in plan implementation.

The East District Center functions as management apparatus for decentralized public services and programs that support healthy family structures, economic development, and a healthy environment. Programs include a senior center, early childhood development initiatives, youth activities through Richmond Parks and Recreation, and Virginia Cooperative Extension services including 4-H.

The East District Family Resource Center acts as an information hub for local health awareness services including the 7th District Health and Wellness Initiative. The Center also provides a food pantry and community meeting space to complement regular health and family education workshops.

The Fairfield Court Boys and Girls Club provides a safe and welcoming space for youth activities and supplemental education. An array of extracurricular activities at the Club introduces young people to culinary arts, future business opportunities, dance, modeling, choir, drama, arts and crafts, and recreational sports. Health and life skills education offered at the Boys and Girls Club creates awareness of lifestyle alternatives to those commonly associated with the surrounding neighborhood.

The Peter Paul Development Center offers a variety of after school programs to area youth that includes tutoring and supplemental education, free meals, recreational activity, and educational gardening skills. The Center also offers a food pantry program and senior exercise programs.

Church Hill Activities and Tutoring (CHAT) is a non-denominational faith-based organization which offers after school tutoring and supplemental education, and emphasizes a need to cultivate life skills through service and experiential learning.

CPTED Strategies

*“This is something everyone knows: A well-used city street is apt to be a safe street.
A deserted city street is apt to be unsafe.”
– Jane Jacobs*

The Eyes on the Street theory, by Jane Jacobs, asserts that consistent street activity will deter criminal activity. Street activity should be encouraged through well-planned high-density and mixed-use communities, which, in turn, will promote economic and social stability. Certain design elements found in her book, *The Death and Life of Great American Cities*, encourage greater visibility and sense of security. She writes that buildings must face the street, and windows and porches should have a clear view of the street. The sidewalk should be used continuously throughout the day and create a safe place for children to play. Narrow streets encourage slow moving traffic, which in turn provides a safer, more pleasant environment for a variety of activities. Shops and public spaces should be found throughout the neighborhood to encourage activity on the sidewalks, and the storeowners should have an interest in the safety of the community. Lastly, good lighting is essential for those who use the sidewalk when it is dark.

Crime Prevention through Environmental Design (CPTED)

Although individuals may perceive environments differently, most agree that their impression of an unfamiliar environment evokes a sense of danger or a state of alertness. CPTED promotes safety and diminishes the incidence of crime in any given environment through design principles. The goal of CPTED is to make public spaces inviting and provide community members with a sense of ownership.

Four Principles of CPTED:

1. Natural Surveillance: Visibility should be a priority in the design of public spaces.
2. Natural Access Control: Natural access ingress and egress controlled by some means, such as a small fence or a flowerbed. It is important to relay to people to “walk here” and “do not walk there.”
3. Territoriality: The importance of this strategy is to show that the community owns and cares about this space.
4. Maintenance: The design of a new space will only be successful if the area will be fully kept up.

cptedsecurity.com/cpted_design_guidelines.htm

Jane Jacobs. *The Death and Life of Great American Cities*.(New York: Random House Inc., 1961).

Community Gathering Spaces

By promoting healthy communities through collaboration and land use planning, this plan utilizes an interdisciplinary approach to redefining existing neighborhood public spaces and enhancing future opportunities and establishing new spaces, that will reinforce the physical activity network of Fairmount. By using innovative and safe physical settings in each space residents will be able to assimilate activities into their daily lifestyle. Healthy communities and active living for the Fairmount community is the long-term objective of this plan and it includes improving the quality of life in the Fairmount neighborhood.

Today we recognize that decisions about land use, community design, and transportation planning have a direct effect on the rate of overweight and obesity, incidence of chronic diseases, such as cardiovascular disease, diabetes, and mental illness, and pedestrian injury and fatality. Additionally, environmental conditions such as poor air quality, deteriorated housing conditions, and ground and surface water contamination all are influenced by land use planning and all have effect on public health, especially disadvantaged populations, including minorities, children, and elderly.

Informal Gathering Spaces

The study area possesses an assortment of valuable spaces for informal gatherings. These informal spots do not present any kind of infrastructure for recreational activities, however, residents have integrated these spaces in their day-to-day life because they have found natural valuable attributes.

Following the completion of our team field research and citizen observation, we discovered that some of the residents' preferred gathering spots were located at corner stores, barbershops, beauty salons, and outside the pharmacy on 25th street. Residents seem to congregate and visit directly in front of the stores on 25th Street. Unfortunately, there are no places to assemble or be seated to commune with friends, except for the concrete bench that the pharmacy building provides which seems to always be occupied.



Public Transportation

Public transportation connections in the community currently consist of five bus routes that serve the Fairmount neighborhood. Those include Routes 3, 4, 7, 11, and 45 (see Figure 1.9). Given the remarkable public transit ridership of local residents, these routes are in fact crucial means of transportation for work, shopping, and socializing for the Fairmount community. Upon comparing census data for the entire United States and the census tracts of our study area (203 and 204- See Appendix for Census Tracts map), the Fairmount study area had much higher rates of public transportation usage than the United States, as well as a much lower car ownership rate. Within the two census tracts in the study area, 64% and 30% do not own a vehicle compared to 6.8% of Richmond and 9% of the United States. Also, 36% and 24% in the two census tracts use public transportation, versus 2% in the Richmond area and 5% nationally.² (See Appendix for detailed transportation graphs)



Figure 1.9: Greater Richmond Transit Company (GRTC)

A new bus connection that utilizes the Martin Luther King Bridge entry into Fairmount from downtown would provide greater time and cost savings to areas riders. None of the bus routes currently use this direct link causing many of the routes to be much longer than necessary. According to GRTC customer service, the last time a bus route used the MLK bridge was at least 10 years ago.

Another connection that needs to be considered is the RVA Shoppers' Shuttle. This is a free service run by GRTC that goes to the Wal-Mart Super Center at 2410 Sheila Lane three times a month. The shuttle which began running in February 2012 is a result of recommendation from the Mayor's Food Policy Task Force. The Shoppers' Shuttle is intended to help residents of food desert areas gain access to grocery stores. Within the Fairmount area, there is a stop at the Fairmount House at 22nd and U Streets; directly outside of the study area there are stops in Fairfield Court, Mosby Court, Creighton Court, and Whitcomb Court.³

² American Community Survey 2011

³Office of the Press Secretary to the Mayor. "Mayor Announces RVA Shoppers' Shuttle", Feb, 1, 2012 and "RVA Shoppers' Shuttle Schedule Updated," Aug 29, 2012



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VISION STATEMENT

We are the residents of Fairmount, and our aspiration is to revive and construct a prosperous community out of our existing neighborhood through community health initiatives.

The Fairmount neighborhood will work to progress the quality of life and health of its residents by endorsing education programs and diverse pathways to a healthy lifestyle.

We will reinforce community relationships so that neighbors are eager and able to come together to lead their community into a healthier lifestyle.

We are determined to create and fortify a neighborhood identity that is visible to outside communities.

The Fairmount community will be safe, beautiful, and a welcoming destination for residence, recreation, work, and commerce.

The Fairmount community will integrate our existing network of community services and organizations to improve opportunities for healthy eating, physical and social activity, and healthy education.



HEALTHY EATING

Goal 1: Increase access to nutritious food options that fit into the community's culture and lifestyle.

Objective 1.1: Continue efforts towards attracting a grocery store in Richmond's East End.

Why: Based on the content in the *Redevelopment Plan for Fairmount Avenue, 25th Street and Nine Mile Road and Surrounding Neighborhoods*, as well as the East End Charrette it is clear that the East End of Richmond needs an affordable and accessible full-service grocery store. It is important to continue the current efforts towards accomplishing this goal.

Who: 7th District Councilperson, in collaboration with- the 7th District Health and Wellness Initiative, RRHA, City of Richmond Department of Economic and Community Development.

What: Support efforts outlined in the East End Charrette, and the 25th and 9 Mile plan to encourage attraction of a grocery store for the area.

When: Year 1 to Year 5



Objective 1.2: Provide and promote healthier fresh, frozen, and prepared food options in the local convenience stores.

Why: As a food desert, the Fairmount area suffers from unequal access to healthy food which, when combined with existing demographic and structural conditions, results in poor health among the neighborhood residents. Healthier food options, as well education about the importance of nutritious foods, will help to improve residents' health.

Who: Led by Tricycle Gardens in collaboration with Field of Dreams Farm, 17th St. Farmer's Market, Grow RVA, Shalom Farms, Backyard Farmer, 7th District Health and Wellness Initiative, 7th District Councilperson, Bon Secours, local/regional farmers, and local food purveyors.

What: Fresh, frozen, and/or prepared healthy food options will be made available through local entrepreneurs. Points of focus include Song's Market (1400 Mechanicsville Turnpike) and N. 25th St. Market, which have the available capacity for new displays containing fresh produce and other healthy food options inside the store year-round. Additionally, outdoor produce stands during permissible seasons will increase visibility and access while demonstrating local support for healthier food choices. Fresh fruits and vegetables, as well as healthier snack alternatives, will be made available via mobile fruit carts or temporary stands in areas of higher activity such as Lucks Field. Each option might offer various forms of fresh snacks such as pre-made salads, fruit cocktails, smoothies, cut veggie snacks, and "fruit-on-a-stick".

When: Year 1 to Year 3



Figure 2.1: Rendering of Song's Market with facade improvements

Goal 2: Develop lifelong healthy eating habits and facilitate education about food and nutrition.

Objective 2.1: Increase knowledge of healthy eating.

Why: Good health is something that is important to instill at an early age. An important method to teach youth about the maintenance of their own healthy future can be achieved by increasing youth involvement and education about food and nutrition.

What: Instructional lessons (service learning, demos, and workshops) in food production, preparation, and preservation will all be offered to the Fairmount community. Through the Farms To Schools grant offered by USDA (for which Richmond Public Schools currently is developing a strategic plan), each of the four public schools in the neighborhood's catchment will have regular health and nutrition education integrated into current curricula and future activities offered. Fresh, seasonal fruits and vegetables grown by local farmers will be readily available at schools for meals and snacks. Food production and cooking classes will be offered by area businesses such as Food Systems Inc., Edible Education, and Field of Dreams Farm. Beyond the school day, the City's Richmond Grow's Gardens initiative will expand the Urban Agriculture Learning Series it currently operates to include Fairmount area community gardens which will include the future Martin Luther King Jr. Middle School Community Agriculture Project.

Who: Richmond Public Schools and administration (Nutrition Services, Health Services) in collaboration with Edible Education, Food Systems Inc., Backyard Farmer, Shalom Farms, Field of Dreams Farm, Tricycle Gardens, Richmond City Parks and Recreation, and Richmond Grown Gardens

When: Year 1 to Year 3



Objective 2.2: Use community gardens as tools to educate the community about how food affects health while introducing local residents to healthy food options.

Why: Community members will benefit greatly from an institutionalized community agriculture network that effectively maintains local gardens and coordinates educational activities and workshops out of the garden space. Hands-on, skills based learning experiences will help close educational and opportunity gaps while empowering individuals with greater control over what they eat.

Who: Backyard Farmer in collaboration with Tricycle Gardens, Fit 4 Kids, VCU, Virginia Union University, University of Richmond, J. Sargent Renoilys Community College, and Hands on Greater Richmond

What: A Community Agriculture Task Force will be established, which will capitalize on the capacities of existing organizations that will institutionalize a system of construction, maintenance, and educational opportunity in local community agriculture projects. Members of the Task Force will work in collaboration with existing and future gardens to ensure best gardening practices while educating locals about the relationship between healthy eating and healthy living. A network of urban agriculture professionals will coordinate with volunteers to share knowledge and develop skills through the community garden environment. Local urban-agriculture and leaders along with community service providers will spearhead the Task Force.

When: Year 1 to Year 5



Figures 2.2 & 2.3 Redesigned community gardens to facilitate learning and excitement about healthy eating.

Goal 3: Engage community organizations and encourage them to work collaboratively to support a unified community health infrastructure.

Objective 3.1: Coordinate on-going efforts and assets pertaining to food and nutrition to create an organized educational resource for the Fairmount community.

Why: Disparate organizations working towards a common goal will be more visible through a comprehensive information management system than through secluded efforts.

Who: 31st St. Baptist Church, in collaboration with Church Hill Christian Community Wellness Center, Peter Paul Development Center, Anna Julia Cooper Episcopal School, Church Hill Activities and Tutoring, East End Fellowship, Roots of Woodville Community Garden, and Tricycle Garden.

What: The Enrichmond Foundation will collect, maintain, and publish information relevant to local food and nutrition provision through assorted forms of print and digital media. Important contact and calendar information pertaining to urban agriculture projects, gardening education, health screenings, food pantries, garden work exchange programs, cooking workshops, and other similar projects related to food, community health, and wellness will all be aggregated into a central information hub for easy public reference.

When: Year 1 to Year 3

Goal 1: Increase access to nutritious food options that fit into the community's culture and lifestyle										
Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures		
	1	2	3	4	5					
Objective 1.1: Continue efforts towards attracting a grocery store to the East End										
Support efforts outlined in the East end Charrette and the 25th and Nine Mile plans to encourage attraction of a grocery store for the area	■	■	■	■	■	7th District Councilperson, 7th District Health and Wellness Initiative, RRHA, City of Richmond Department of Economic and Community Development		7th District Councilperson, 7th District Health and Wellness Initiative, RRHA, City of Richmond Department of Economic and Community Development		
Objective 1.2: Provide and promote healthier fresh, frozen and prepared food options in the areas local convenient stores										
Collaborate with other groups such as the healthy corners initiative, who are already working in the community's convenience stores to provide a wider variety of healthier food options	■	■	■			Tricycle Gardens, the 7th district City Council, Bon Secours, local food purveyors		Convenience store owner involvement and communities purchase commitment		
Independently collaborate with Song Market to help set up an indoor/outdoor produce stand	■	■	■			Owner of Songs Market, Tricycle Gardens and Shalom Farms		Commitment of the owner of Song's Market		
Encouragement of mobile fruit cart and/or temporary fruit and vegetable stands in areas of higher activity and special events	■	■	■			Backyard Farmer and the 7th District Health and Wellness Initiative	Field of Dream Farm, 17th Street Farmers Market, Grow RVA	Customer and vendor participation		

Goal 2: Develop lifelong healthy eating habits and facilitate education about food and nutrition										
Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures		
	1	2	3	4	5					
Objective 2.1: Increase knowledge of healthy eating										
Use Farms to Schools grant to incorporate a health class in local elementary and high schools to include a class that incorporates nutrition and hands on gardening techniques into its curriculum	■	■	■			Food Systems, Inc., Director of Nutrition Services for Richmond Public Schools, Edible Education	Martin Luther King Jr. Middle School	Student attendance and parents' dedication		
Support existing nutrition programs and host community cooking and food preservation workshops in local churches, schools and service organizations	■	■	■	■	■	Peter Paul Development Center, Richmond Public Schools, Anna Julia Cooper Episcopal School, Richmond Grow Gardens	Field of Dreams Farm, Ms. Augustine Carter from New Visions Civic Association, Edible Education	Commitment of community cooking class teachers and venues		
Recruit community youth and local artists to design a street marketing campaign using public art and graffiti to convey health and nutrition messages using pictograms and word "bombs" on public spaces and participating businesses	■	■	■	■	■	Richmond Public Schools, VCU Graphic Art Department	Community Volunteers	Visuals of nutrition and health based art displayed in the Fairmount study area		

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Recruit youth from local high school to create an blog about healthy foods, portion size and healthier food choices with teachers instruction and supervision	■	■	■	■	■	Susan Roberson Director of Nutrition Services for Richmond Public School		Students and instructor will have to be involved in and be aware of local food movements, nutrition education and current/local nutrition events to post regularly on the blog
Objective 2.2: Use community gardens as a tool to educate the community about how food effects health and introduce them to different food options								
Work with the city council to rehabilitate the existing community garden on Tate Street and 28th Street and/or provide measures for additional urban agricultural areas within the community	■	■	■			7th District City Council, Parks and Recreation for the City of Richmond, Richmond City Sustainability Office	Richmond Foundation, New Visions Civic Association	Commitment from residents to maintain the community garden
Hold community garden classes that can teach the community of all ages how, what and where to grow foods and the importance these foods and the connection between clean food and a healthy body	■	■	■	■	■	Peter Paul Development Center, Tricycle Garden, Farm to Family		Commitment from community teachers, local growers and Peter Paul Development Center

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Encourage “Try it before you buy it” program with the local gardens which will allow anyone in the community to try new foods that are grown in the community gardens			■	■	■	Tricycle Gardens, Shalom Farm, Farm to Family		The growers and individuals who grow in gardens willing to share produce
Establish a Community Agriculture Task Force which capitalizes on the capacities of existing organizations that will institutionalize a system of construction, maintenance, and educational opportunity in local community agriculture projects	■	■	■	■	■	Richmond Public Schools and Administration (Health and Nutrition Services)	Edible Education, Food Systems Inc., Backyard Farmer, Shalom Farms, Field of Dream Farm, Tricycle Gardens, Richmond City Parks and Recreation, Richmond Grown Gardens	Continual maintenance of community gardens and community participation
Goal 3: Coordinate on-going efforts pertaining to food and nutrition to create an organized education resource for Fairmount								
Create a task force to that will collect, maintain and publish information relevant to local food and nutrition through assorted print and digital media in collaboration with Enrichmond Foundation	■	■	■			Enrichmond Foundation, 31st Baptist Church, Church Hill Christian Community Wellness Center, Peter Paul Development Center	Anna Julia Cooper Episcopal School, Church hill Activities and Tutoring, East End Fellowship, Roots of Woodville Community Garden Tricycle Gardens	Commitment of Enrichmond and community organizations and members to maintain lines of communication

ACTIVE LIVING

Goal 1: Redefine existing green and public spaces to promote safe physical activity and recreational options.



Objective 1.1: Reinvent Lucks Field as the center of community recreation.

Why: Lucks Field is centrally located in the Fairmount neighborhood and is an ideal space for residents of the community to enjoy passive and active recreation. Providing residents with a safe, outdoor recreation setting will encourage an active, healthy lifestyle. Redefining spaces to accommodate recreational activities will foster more informal interactions between residents creating a feeling of community and a sense of ownership.

Who: Led by Parks, Recreation & Community Facilities with collaboration from the City of Richmond Human Resources ADA Coordinator, Richmond Police Department First Precinct Officers, City of Richmond Property Maintenance Division of the Department of Community Development, Residents, and Virginia Recreation and Park Society. Funding will be available from the Active Living By Design (ALBD) Grant Program.

What: Existing assets throughout the community will be connected to Lucks Field through ADA compliant walking and biking paths. The field will be physically restructured to feature a new walking path. The bathrooms and playing surfaces will be renovated with funds from Active Living By Design (ALBD). Underutilized features will be removed and the space will be reclaimed for other uses. Lucks Field will hold organized sporting events and leagues drawing their participants from within the Fairmount community.

When: Year 1 to Year 5



Figure 2.4: Rendering of Lucks Field

Objective 1.2: Create connections between existing green and public spaces using Lucks Field as the model for future redevelopment.

Why: Having an urban recreational system is an asset for the city and its residents. The connection of the three existing recreational spaces in the Fairmount community will provide residents with safe, pedestrian-friendly public spaces in which residents can enjoy outdoor activities. Through increased use and activity in these community spaces, the perception of safety and sense of civic pride will develop.

Who: EnRichmond; Virginia Recreational Trails Program (RTP); City of Richmond Parks, Recreation & Community Facilities; and Virginia Recreation and Park Society. Funding will be available from the Active Living By Design (ALBD) Grant Program and the Virginia Foundation for Health Youth.

What: Strategies, such as placing sharrows to encourage bicycling, improving lighting, and adding attractive vegetation to draw walkers onto the designated connector pathways, will be used to reinforce the link of this urban recreational system. Nodes created at the turning points along the selected pathways will feature community artwork, seating, and options for recreation. Lucks Field, in the heart of the study area, would serve as a pilot project to examine ways of improving access to the other two recreational areas, especially for pedestrians.

When: Year 1 to Year 5

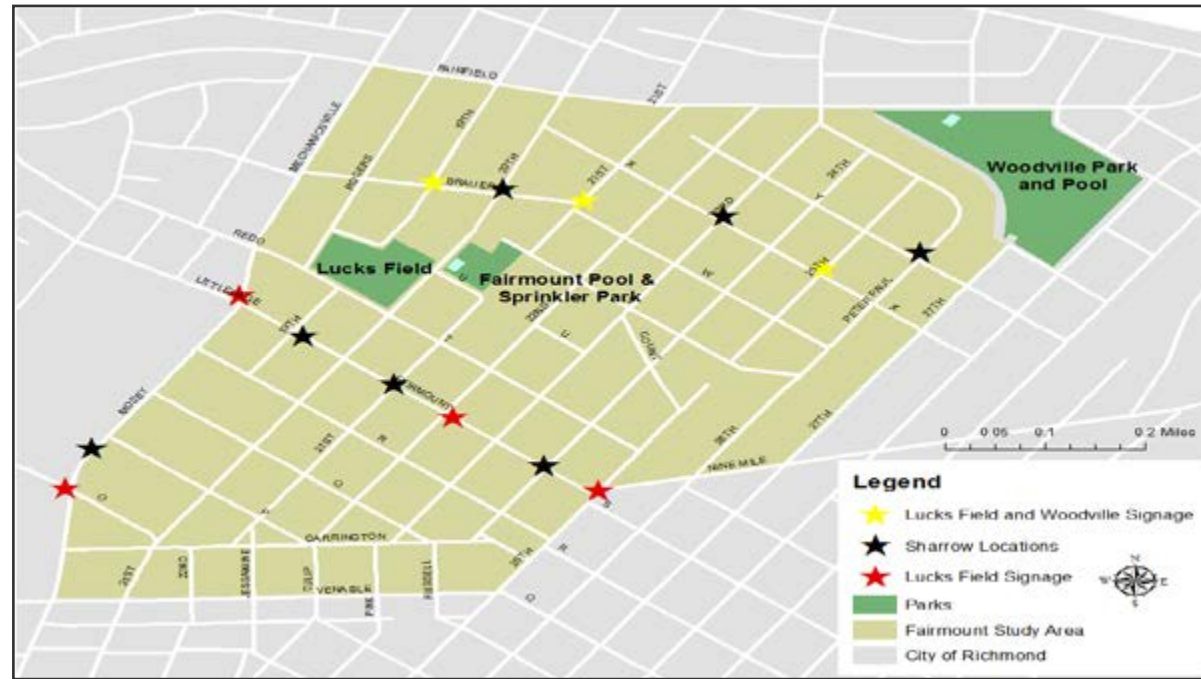


Figure 2.5: Signs and Sharrows (See Appendix for location details)

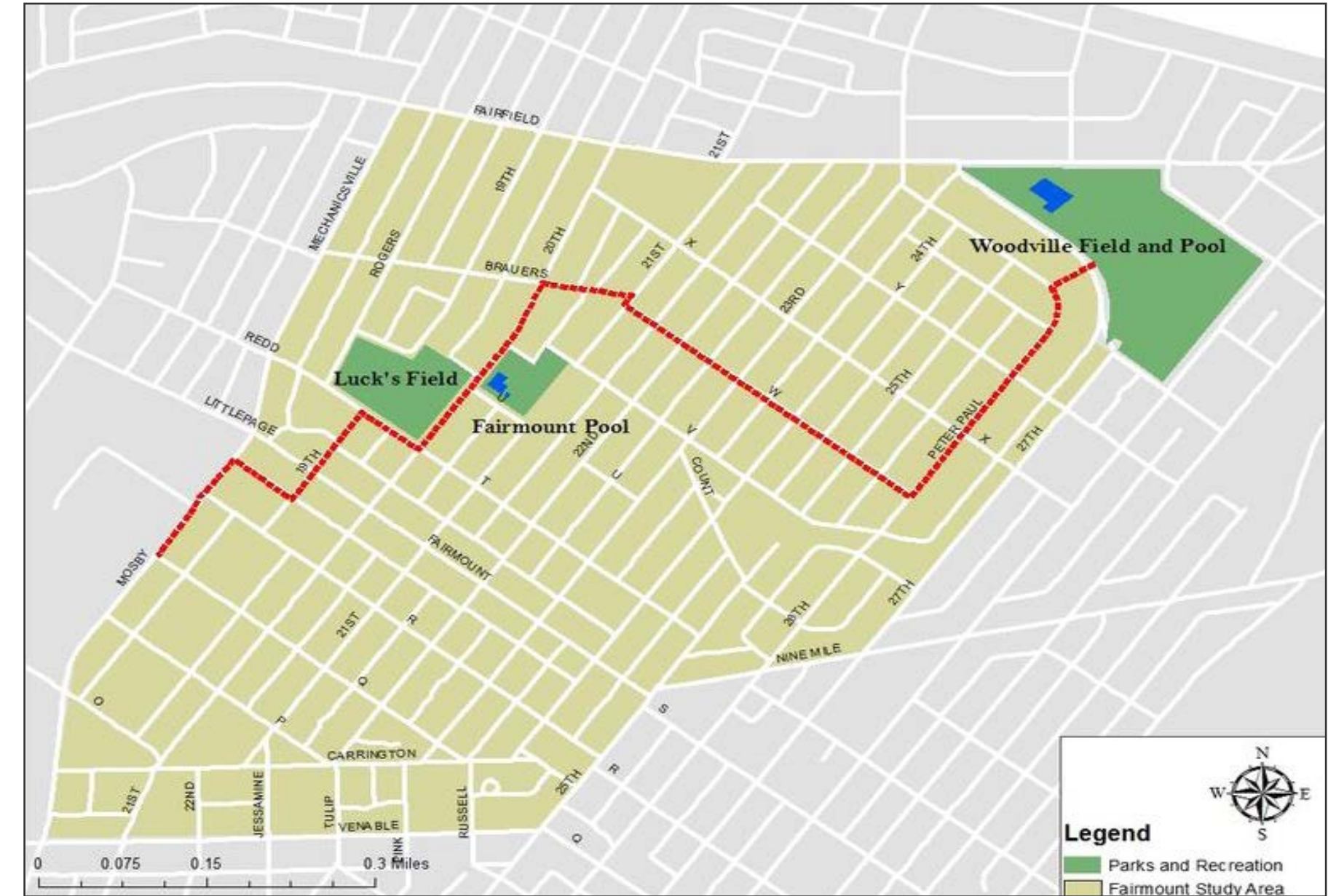


Figure 2.6: Potential Walking Path Route

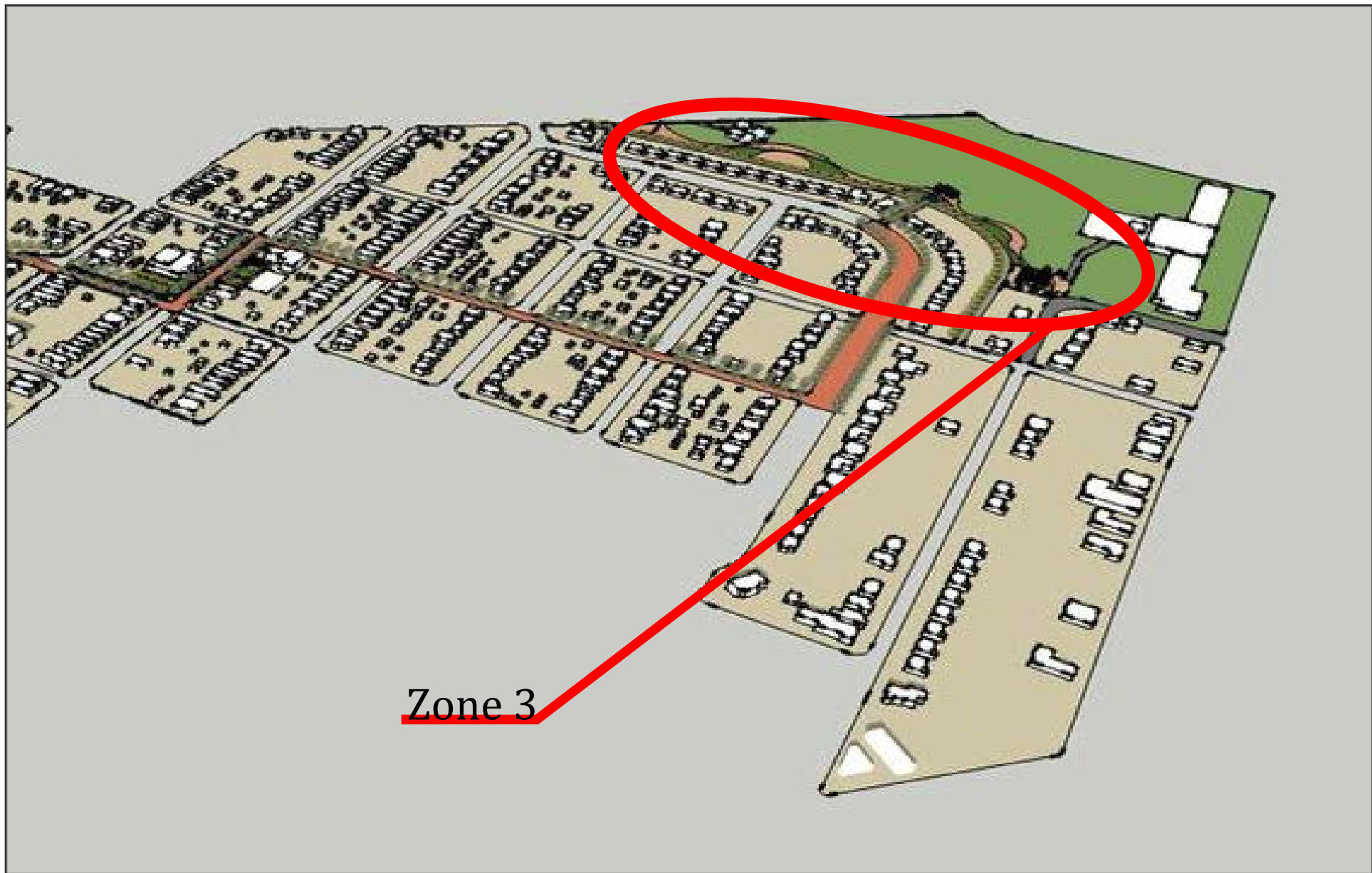
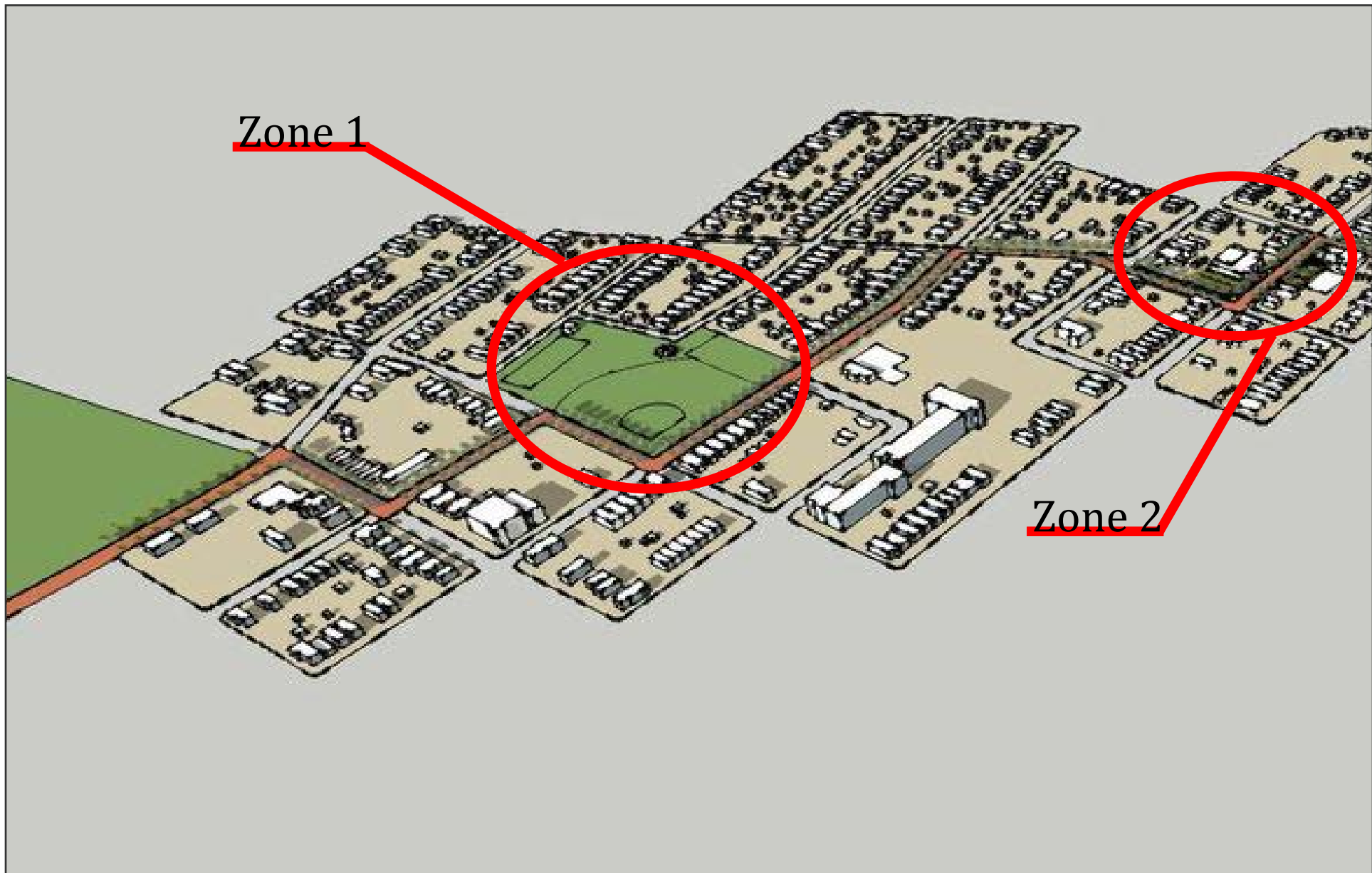


Figure 2.7: Centers for activity along the proposed walking path through Fairmount

Zone 1: Lucks Field



Figure 2.8: Lucks Field Rendering for unused space



Figure 2.9: Lucks Field Rendering improved entrances into the park

Zone 2: The Lots

The lots are a variety of design implementations for vacant or underutilized lots on 22nd Street near Peter Paul Development Center.



Figure 3.1: Rendering for improvements to the lot on the corner of W and 22nd Streets



Figure 3.2: 22nd Street Rendering

Figure 3.3: Rendering for improvements to the lot next to St. Peter's Episcopal Church on 22nd Street



Figure 3.4: Rendering of proposed traffic circle at Bauers Lane and 21st Street

Zone 3: The Edge

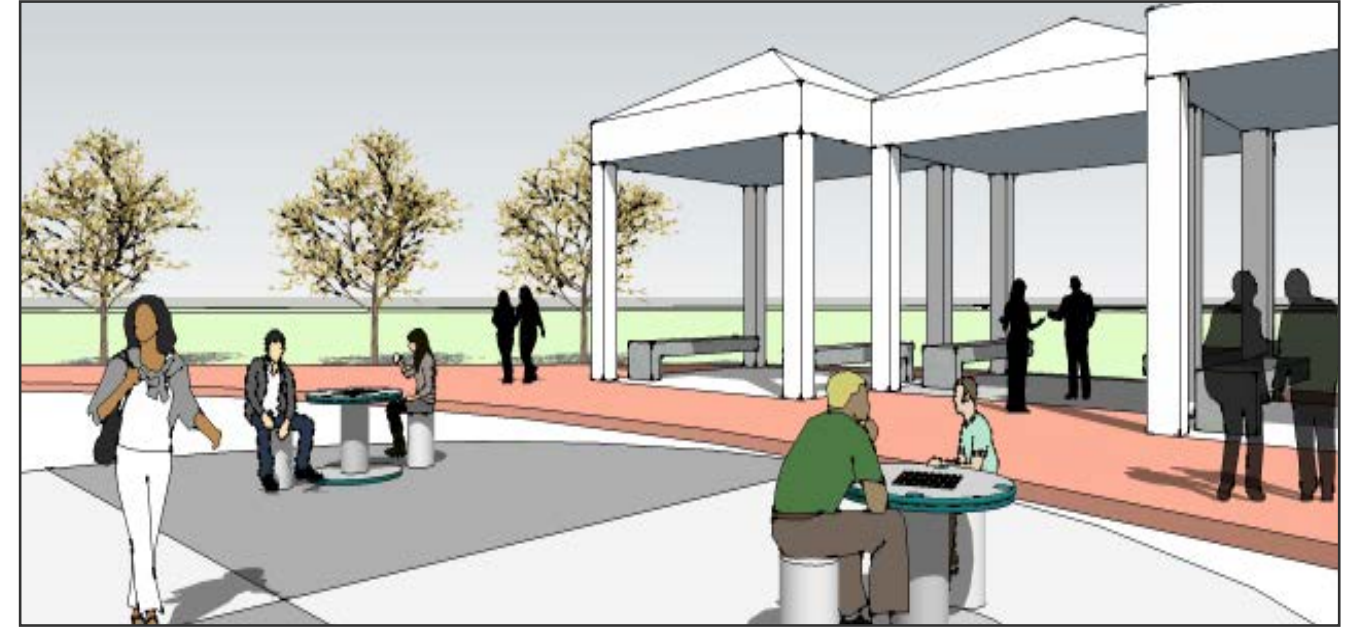


Figure 3.5 & 3.6: The Square: The waiting plaza

The Edge, will be a place for visitors to see, for students to play, and for the entire community to gather not only for large events, but most importantly everyday activities.



Figure 3.7 & 3.8: The Circle: The checkers plaza



The Triangle: The playground plaza



Figure 3.9 & 4.1: Pocket Park Renderings near Woodville along “The Edge”

Objective 1.3: Increase the sense of community ownership of Lucks Field.

Why: Making Lucks Field a safe, thriving environment that is highly utilized as a meeting place for families, residents, and recreational groups will increase community investment. Paved walkways and playground area, as well as new landscaping will develop a sense of proprietorship for its users.

Who: City of Richmond First Precinct Police Department, Residents, City of Richmond Property Maintenance Division of the Department of Community Development, and EnRichmond. Funding will be available from the Active Living By Design (ALBD) Grant Program.

What: Crime Prevention Through Environmental Design (CPTED) principles will be used for redesigning Lucks Field. Natural surveillance will be achieved through appropriate lighting and landscaping that will allow visibility throughout the park. The ADA compliant walkways will guide visitors through the space and the existing fences that surround the field will be removed and be replaced with hedges and trees where appropriate to create an open design. This landscaping method will help create natural access control. The main entrances to the park at the north and south points along 19th Street will become visible gateways and signage will indicate the recreational spaces throughout the park. A 3.5-foot fence surrounding the playground will retain visibility while creating a safe environment for younger children.

When: Year 1 to Year 4



Figure 4.2: Lucks Field Rendering

Goal 2: Build awareness of recreational opportunities in Fairmount.



Objective 2.1: Develop branding and place-making strategies to entice residents to utilize existing assets.

Why: The Fairmount area has an important historical identity and the integrity of the community may be preserved and enriched by showcasing the existing assets through branding. Place-making will enhance these important assets to create a destination that may be enjoyed by residents and visitors. Appropriate signage will showcase what amenities are offered in the community. Distinctive and visual signs will promote access to safe outdoor spaces to play and will offer a connection between existing assets in and around the Fairmount area.

Who: ART 180, Peter Paul Resource Center, EnRichmond, VCU Brand Center and Design Center, Storefront for Community Design, and City of Richmond Public Works.

What: Signage will be placed in strategic gateways, intersections, and spots within the community. Each recreational area will hold an information kiosk or mural that will advertise events and activities that are being held in the community. Schools in the area will facilitate a design contest or event to design the logo of Lucks Field and paint the new murals in the park.

When: Year 1 to Year 4

Goal 1: Redefine existing green and public spaces to promote safe physical activity and recreational options								
Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Objective 1.1: Reinvent Lucks Field as a center of community recreation								
Reallocate existing spaces to accommodate new group activities	■	■	■	■		City of Richmond Property Maintenance Division of the Department of Community Development & Virginia Recreation and Park Society	Active Living By Design ALBD Grant Program & Virginia Recreation & Park Society	Number of groups using Lucks Field, specifically team sports and exercise classes
Apply CPTED principles in the park design, including added lighting, walkways, and signage; the removal of the fence along the border; and utilizing landscaping to guide people through the space	■	■	■	■		The City of Richmond Police Department First Precinct Officers	Residents	Evaluation of the redeveloped park from a CPTED design guideline checklist
Develop ADA compliant walking paths to increase mobility	■	■	■	■		City of Richmond Human Resources ADA Coordinator, & Virginia Recreational Trails Program (RTP)	City of Richmond Economic & Community Development	Number of non-compliant features reduced from year to year in official evaluations
Improve park restroom facility		■	■	■		City of Richmond Property Maintenance Division of the Department of Community Development & Active Living Be Design ALBD Grant Program	Virginia Recreation & Park Society. City of Richmond Economic & Community Development	Regularity of restroom cleanings and number of service calls to repair broken fixtures

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Maintenance of the park through city and community-wide initiatives	■	■	■	■	■	City of Richmond Property Maintenance Division of the Department of Community Development & Virginia Recreation and Park Society	New Visions Civic Association, Unity Civic League, Union Hill Civic Association, Church Hill Central Civic Association	Community cleanup days and routine checkups made by the city
Objective 1.2: Create a connectin between existing spaces using Lucks Field as teh model for future redevelopment								
Link Lucks Field to Woodville School and Martin Luther King School with biking and walking paths	■	■	■	■	■	EnRichmond, City of Richmond Parks, Recreation, & Community Facilities, City of Richmond Economic & Community Development	Virginia Recreation & Park Society City of Richmond Economic & Community Development, & Virginia Recreational Trails Program (RTP)	Number of walkers and cyclists utilizing the designated pathways as opposed to alternative routes
Create interactive community installments along pathways				■	■	City of Richmond Economic & Community Development Division, & Virginia Recreation & Park Society	Active Living By Design ALBD Grant Program, & City of Richmond Public Works	Cleanliness and utilization of installed features after implementation
Create a new access point to Martin Luther King School, making a distinction between the public park and the private school property				■	■	City of Richmond Parks, Recreation, & Community Facilities, & City of Richmond Economic & Community Development Division	EnRichmond, Active Living By Design ALBD Grant Program, & City of Richmond Public Works	The number of non-student visitors to the park must increase over a predetermined time horizon

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Identify potential nodes along the path between Lucks Field and the schools to reinforce connectivity			■	■	■	City of Richmond Economic & Community Development Division, City of Richmond Public Works	Virginia Recreation & Park Society, EnRichmond, Virginia Recreational Trails Program (RTP) & Active Living By Design ALBD Grant Program	Community interest in the nodes in the form of benches and recreational fixtures being used
Objective 1.3: Create a sense of community ownership of Lucks Field								
Create additional lighting to provide greater visibility at all times	■	■	■	■		City of Richmond Parks, Recreation, & Community Facilities	Active Living By Design ALBD Grant Program	Increased natural surveillance throughout the park
Remove the existing fence surrounding the park	■	■				City of Richmond Parks, Recreation, & Community Facilities, & City of Richmond Economic & Community Development Division	Active Living By Design ALBD Grant Program, & City of Richmond Public Works, and The Fairmount Community Members	Safer, more attractive natural access to and from the park
Add trees around the perimeter of the park creating a natural, open decorative design		■	■			City of Richmond Parks, Recreation, & Community Facilities, & City of Richmond Economic & Community Development Division	EnRichmond, Active Living By Design ALBD Grant Program, & City of Richmond Public Works	Community member's attraction to the park and ability to use the entire park for a variety of recreational activities without fencing restrictions

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Create gateways at the north and south points of the park along 19th Street with signage indicating the park's recreational spaces			■	■		City of Richmond Economic & Community Development Division & Active Living By Design ALBD Grant Program	City of Richmond Economic & Community Development & Virginia Recreation & Park Society	Visual impact and clear signage of the park gateways must be easily interpreted by all visitors
Pave the playground area and build a 3.5-foot, brick wall that will maintain visibility but create a safe space for young children to play		■	■	■		City of Richmond Parks, Recreation, & Community Facilities	Active Living By Design ALBD Grant Program, & City of Richmond Public Works	Increased use of the playground space
Goal 2: Build awareness of recreational opportunities in Fairmount								
Objective 2.1: Develop branding and place-making strategies to entice residents to utilized existing assets								
Provide signage in critical locations	■	■	■			City of Richmond Public Works	EnRichmond, Virginia Land Conservation Fund (VLCF)	Absolute number of signs installed throughout the neighborhood, and their clarity of labels and directions
Install an information kiosk on the restroom facility façade, including a map highlighting the community assets		■				City of Richmond Public Works	Virginia Land Conservation Fund (VLCF)	The number of visitors to the recreation spaces that use the kiosk for pamphlets or other information versus the total number of visitors

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Install community-created murals similar to those in Highland Park				■	■	ART 180, & Peter Paul Resource Center	Robinson Theater Community Arts Center, & Woodville Elementary School	Community interest in the mural design contest, and the maintenance or lack thereof after their installation

CRITICAL CONNECTIONS

Goal 1: Create and enhance collaboration between neighbors and community organizations.

Objective 1.1: Increase neighborhood communication through social functions and additional media outlets.

Why: Social functions and increased methods of communication will improve community participation by bringing awareness to neighborhood opportunities such as events, activities, classes, and programs. The neighborhood residents vary in ages and levels of online participation, therefore it is necessary to incorporate a variety of communication options.

Who: Led by New Visions Civic Association and Unity Civic Association and 7th District Councilperson with collaboration from Neighborhood churches and organizations, Residents, Virginia Commonwealth University: Mass Communications Department, Department of Civic Engagement

What: The community will hold events throughout the year, such as community block parties, movie nights, and community yard sales. Community bulletin boards will provide a way for the neighborhood to communicate and promote events, meetings, and activities through a central, visible location. An individual or group of individuals will be designated to collect information and news from the neighborhood for a quarterly newsletter that will be available at neighborhood resource centers or mailed to residents. A VCU Mass Communications student can intern to compose and edit the East End newsletter. Civic associations will communicate via email to those residents who prefer this method of communication.

Where: Lucks Field, publicly owned vacant lots, Martin Luther King, Jr. Middle School, East End Public Library, Robinson Theater, Family Resource Center

When: Year 1 to Year 2



Objective 1.2: Attract more community participation in civic associations.

Why: The Fairmount civic associations work to improve the neighborhood and depend on the work of volunteers. The civic association meetings are an opportunity to plan events for the neighborhood, address neighborhood issues or concerns, and increase communication and cohesiveness. When needed, a strong civic association can be influential on neighborhood businesses, investors, local government, and community organizations.

Who: New Visions Civic Association, Unity Civic Association

What: Recruit Block Leaders for each street in the civic association areas to keep residents informed and increase participation in civic association meetings and events. Child care services can be provided by volunteer senior members of civic associations to allow for more involvement of neighborhood families.

Where: Martin Luther King, Jr. Middle School, East End Library

When: Year 1 to Year 2

Objective 1.3: Get to know and build connections with newer neighborhood residents.

Why: The Fairmount neighborhood has many residents that have been in the community for generations. It is important to build upon this strength with collaboration between older and newer residents. New residents may not be aware of their neighborhood civic association. It is important for new residents to feel welcome and connected to their neighborhood in order for them to have the opportunity to contribute positively.

Who: Led by New Visions Civic League and Unity Civic League in collaboration with Block Leaders

What: Create a welcoming committee who will hand-deliver a letter explaining the civic association with times of meetings and contact information to community members. The letter will also invite the neighbors to connect by email if that is more convenient for them. In addition, it will inform new neighbors of upcoming neighborhood projects and events. Ask new neighbors to complete a survey regarding if, how, and when they would like to participate in the civic association and or community events.

When: The welcoming committee should reach out to new residents quarterly

Objective 1.4: Create public art to help beautify the neighborhood and improve the pedestrian experience.

Why: Public art helps to create a sense of pride and identity for a neighborhood. Working on a common project fosters social connections between neighbors and organizations. Creating a more attractive streetscape improves walking conditions and encourages exercising outdoors.

Who: Led by New Visions Civic Association and Unity Civic Association in collaboration with Richmond Public Art Commission, Art 180, Boys & Girls Club, Church Hill Activities and Tutoring, 7th District Councilperson, Storefront for Community Design, Martin Luther King, Jr. Middle School, Woodville Elementary School, Fairfield Court Elementary School

What: Areas in the neighborhood that could benefit from public art will be identified. Examples of art will include murals done by children and/or professionals, a statue, or street painting. Competitions for design will be held by the neighborhood elementary and middle schools.

When: Year 2 to Year 3



Goal 2: Improve transportation connections through streetscape and infrastructure improvements.

Objective 2.1: Increase bicycle ridership and safety through infrastructure improvements and community outreach by local cycling groups.

Why: Nearly half of the study area population could benefit from more affordable transportation. This is also a healthier mode of transportation. Currently, the neighborhood does not have bicycle infrastructure in place.

Who: Led by 7th District Councilperson in collaboration with Richmond Cycling Corps., Ride Richmond, Department of Parks and Recreation, Bon Secours Richmond Community Hospital, City of Richmond Public Works Department, City of Richmond Planning Department.

What: Cycling groups will help promote bicycling as a practical and healthy mode of transportation through community outreach. Outreach will be held in a public space in order to attract neighborhood attention and involve as many residents of the community as possible. Cycling instructors will also teach neighborhood residents how to restore older bicycles, maintain their bicycles, and teach riding safety tips. Bicycle safety measures such as bike lanes, sharrows, Share the Road signs, and bike route signage will be added to City-identified bicycle routes.

When: Year 2 to Year 5





Figure 4.3-4.5: Potential Streetscape and Infrastructure Improvements

Objective 2.2: Improve the Martin Luther King, Jr./Leigh Street Bridge and the Martin Luther King, Jr. and Mosby St. intersection.

Why: The Martin Luther King, Jr. Bridge/Leigh Street Bridge is a major connection for the neighborhood because it connects Fairmount to downtown Richmond. Downtown is a source of jobs, entertainment, and services for the residents of Fairmount and the Church Hill community. The intersection of the bridge and Mosby Street is also a major gateway into the neighborhood. Bicycling and pedestrian improvements were previously identified as important needs for the neighborhood through the East End Charrette.

Who: Led by the City of Richmond Planning Department in collaboration with 6th District and 7th District Councilpersons, Storefront for Community Design, City of Richmond Public Works.

What: Safety features of the intersection will be increased, such as extended curbs, pedestrian refuge islands, and a raised crosswalk. There will be way-finding for vehicles entering Church Hill to important locations in the neighborhood such as Jefferson Park, the 25th Street business corridor, and Martin Luther King, Jr. Middle School. This important gateway to the neighborhood will also be improved through landscaping and Church Hill neighborhood street banners.

When: Year 3 to Year 5

Objective 2.3: Increase neighborhood beautification on major corridors and landscaping improvements on available vacant lots or open civic spaces.

Why: Streetscape improvements will enhance the appearance of the neighborhood and keep the neighborhood clean of litter and debris. Participation of neighborhood residents and organizations empowers the neighborhood to take control of their environment. Enhancing neighborhood beautification will create a sense of pride in the neighborhood. It also signifies to the residents that this is a place that is cared for and therefore is a place they should care for too. This will serve as an opportunity for a community social gathering.

Who: Led by New Visions Civic Association, Unity Civic Association, Neighborhood churches, Block Leaders, 7th District Councilperson, Clean City Commission, Storefront for Community Design, Armstrong High School Family, Career and Community Leaders of America Club, Boys & Girls Club, Church Hill Activities and Tutoring, Richmond Tree Stewards, Virginia Commonwealth University: Office of Sustainability, Green Unity Student Organization, Division of Community Engagement.

What: An adopt-a-street program will be adopted for Fairmount Avenue, Fairfield Avenue, 25th Street, Carrington Street, as well as other streets that could benefit from periodical maintenance. Individuals, organizations, or businesses “adopt” a street, intersection, lot, park, or gateway. The agreement with Clean City Commission is to keep the area cleared of litter for at least two years. Clean City Commission supplies the materials to help with the cleanups. After completing four cleanups, the organization obtains a sign with their name on the spot and a mention on the Clean City Commission web site. Flower beds and trees will be planted, as well as places to sit in vacant lots owned by churches and the City of Richmond.

When: Year 1 to Year 2



Figure 4.6: Possible vacant lots for redevelopment

Goal 1: Create and enhance collaboration between neighbors and community organizations										
Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures		
	1	2	3	4	5					
Objective 1.1: Increase neighborhood communication through social functions and additional media outlets										
The community will hold events throughout the year such as: community block parties, movie nights and community yard sales	■					Unity Civic League and New Visions Civic Association	7th District Councilperson, Neighborhood churches and organizations, Residents	Amount of neighborhood residents that participate in events		
Provide community bulletin boards in a central location to promote events, meetings, and activities through a central, visible location	■	■				7th District Councilperson	Unity Civic League and New Visions Civic Association, Neighborhood churches and organizations, Residents	Use of bulletin board for posting and reading information		
An individual or group of individuals will be designated to collect information and news from the neighborhood for a quarterly newsletter that will be available at neighborhood resource centers. A VCU Mass Communications student can intern to compose and edit the East End newsletter	■					7th District Councilperson	VCU Mass Communications, VCU Department of Civic Engagement	Ask residents and information providers for feedback		

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Civic associations will communicate via email to those residents who prefer this method of communication	■					Unity Civic League and New Visions Civic Association	Residents	Increase of participation or interest in civic association activities by those that receive email notifications
Objective 1.2: Attract more community participation in civic associations								
Recruit Block Leaders for each street in the civic association areas to keep residents informed and increase participation in civic association meetings and events	■					Unity Civic League and New Visions Civic Association	Residents	Block Leaders feedback of their reception, successes and challenges with communication

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Objective 1.3: Get to know and build connections with newer neighborhood residents								
Create a welcoming committee who will hand-deliver a letter explaining the civic association with times of meetings and contact information, invite the neighbors to connect by email if that is more convenient for them, inform new neighbors of upcoming neighborhood projects and events	■					Unity Civic League and New Visions Civic Association	Block Leaders	By the amount of new community members older members know and are in contact with
Ask new neighbors to complete a survey regarding if, how and when they would like to participate in the civic association and or community events	■	■				Block Leaders	Unity Civic League and New Visions Civic Association	Organization of data collected and adaption to preferences
Objective 1.3: Get to know and build connections with newer neighborhood residents								
Identify areas in the neighborhood that could benefit from public art		■	■			7th District Councilperson, New Visions Civic Association and Unity Civic Association	Richmond Public Art Commission, Art 180, Storefront for Community Design	Consensus on identified area(s).

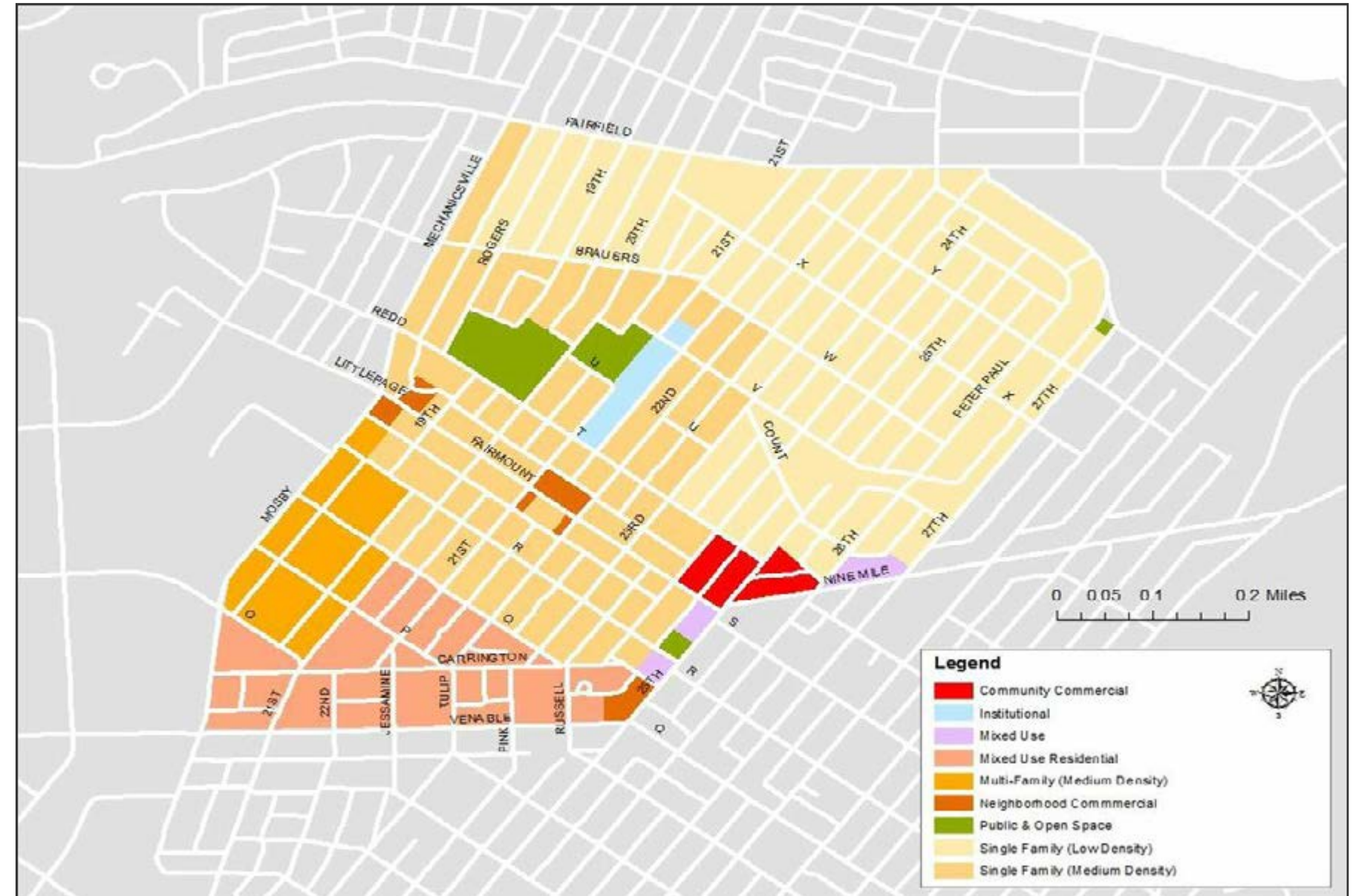
Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Hold design competitions for public art at neighborhood elementary and middle schools		■	■			7th District Councilperson, New Visions Civic Association and Unity Civic Association	Art 180, Boys & Girls Club, Church Hill Activities and Tutoring, Storefront for Community Design, Martin Luther King, Jr. Middle School, Woodville Elementary School, Fairfield Court Elementary School	Cooperation of schools and number of design entries
Goal 2: Improve transportation connections through streetscape and infrastructure improvements								
Objective 2.1: Increase bicycle ridership and safety through infrastructure improvements and community outreach by local cycling groups								
Cycling groups will help promote bicycling as a practical and healthy mode of transportation through outreach. Outreach will be held in a public space in order to attract neighborhood attention and involve as many residents of the community as possible. Cycling instructors will also teach neighborhood residents how to restore older bicycles, maintain their bicycles, and teach riding safety tips		■	■			7th District Councilperson	Richmond Cycling Corps., Ride Richmond, Department of Parks and Recreation, Bon Secours Richmond Community Hospital	Event participation and feedback from participants and cycling organizations

Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Bicycle safety measures such as bike lanes, sharrows, Share the Road signs and bike route signage will be added to City-identified bicycle routes			■	■	■	7th District Councilperson and Residents	City of Richmond Public Works Department, City of Richmond Planning Department, Richmond Cycling Corps., Ride Richmond, Bon Secours Richmond Community Hospital	If bicyclists feel safer on the routes with the safety measures
Objective 2.2: Improve the Marting Luther King Jr./ Leigh Street Bridge and the Martin Luther King Jr. and Mosby Street intersection								
Increase safety features of the intersection such as, extended curbs, pedestrian refuge islands, and a raised crosswalk			■	■	■	City of Richmond Planning Department	6th District and 7th District Councilpersons, Storefront for Community Design, City of Richmond Public Works	By the amount of features added and resident feedback
This important gateway to the neighborhood will also be improved through landscaping, Church Hill neighborhood street banners, and way-finding for vehicles entering Church Hill to important locations in the neighborhood such as Jefferson Park, the 25th St. business corridor, and Martin Luther King, Jr. Middle School				■	■	City of Richmond Planning Department	6th District and 7th District Councilpersons, Storefront for Community Design, City of Richmond Public Works	By the amount of features added and resident and visitor feedback

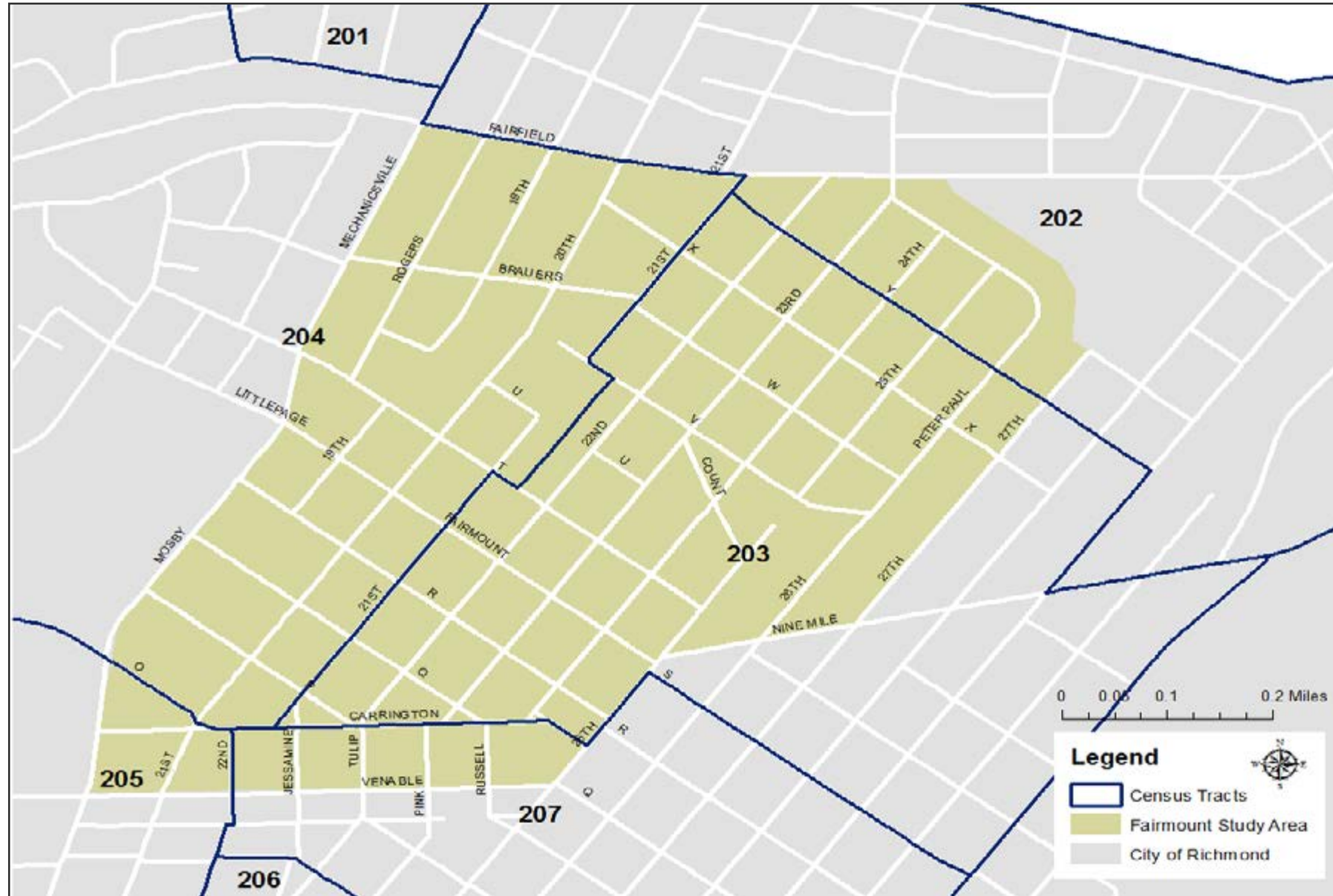
Action Steps	Year					Facilitating Partner	Other Partners	Performance Measures
	1	2	3	4	5			
Objective 2.3: Increase neighborhood beautification on major corridors and landscaping improvements on available vacant lots or open civic spaces								
An adopt-a-street program will be adopted for Fairmount Avenue, Fairfield Avenue, 25th St., Carrington Street, as well as other streets that could benefit from periodical maintenance. Individuals, organizations, or businesses "adopt" a street, intersection, lot, park, or gateway	■	■				New Visions Civic Association, Unity Civic Association	Neighborhood churches, Block Leaders, 7th District Councilperson, Clean City Commission	Decrease in litter in debris on adopted streets
Flower beds and trees will be planted, as well as places to sit in vacant lots owned by churches and the City of Richmond	■	■				New Visions Civic Association, Unity Civic Association	Storefront for Community Design, Armstrong High School Family, Career and Community Leaders of America Club, Boys & Girls Club, Church Hill Activities and Tutoring, Richmond Tree Stewards, Virginia Commonwealth University: Office of Sustainability, Green Unity Student Organization, Division of Community Engagement	Participation in planting events and use of space



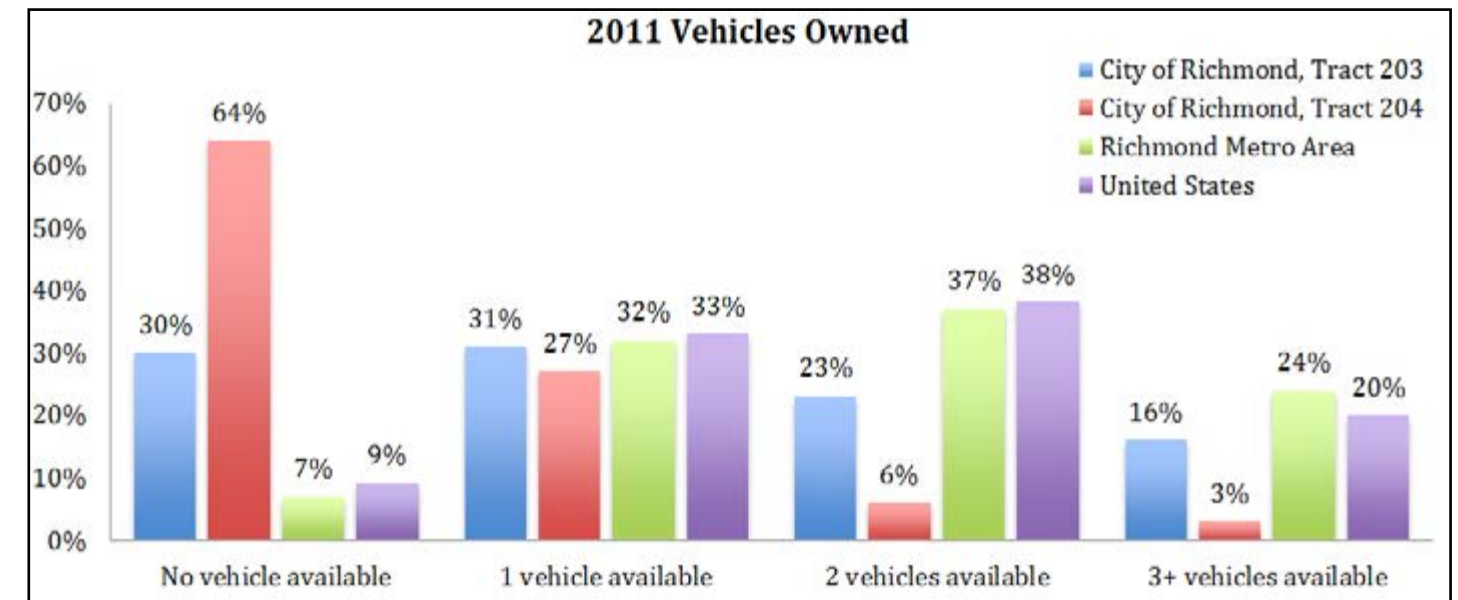
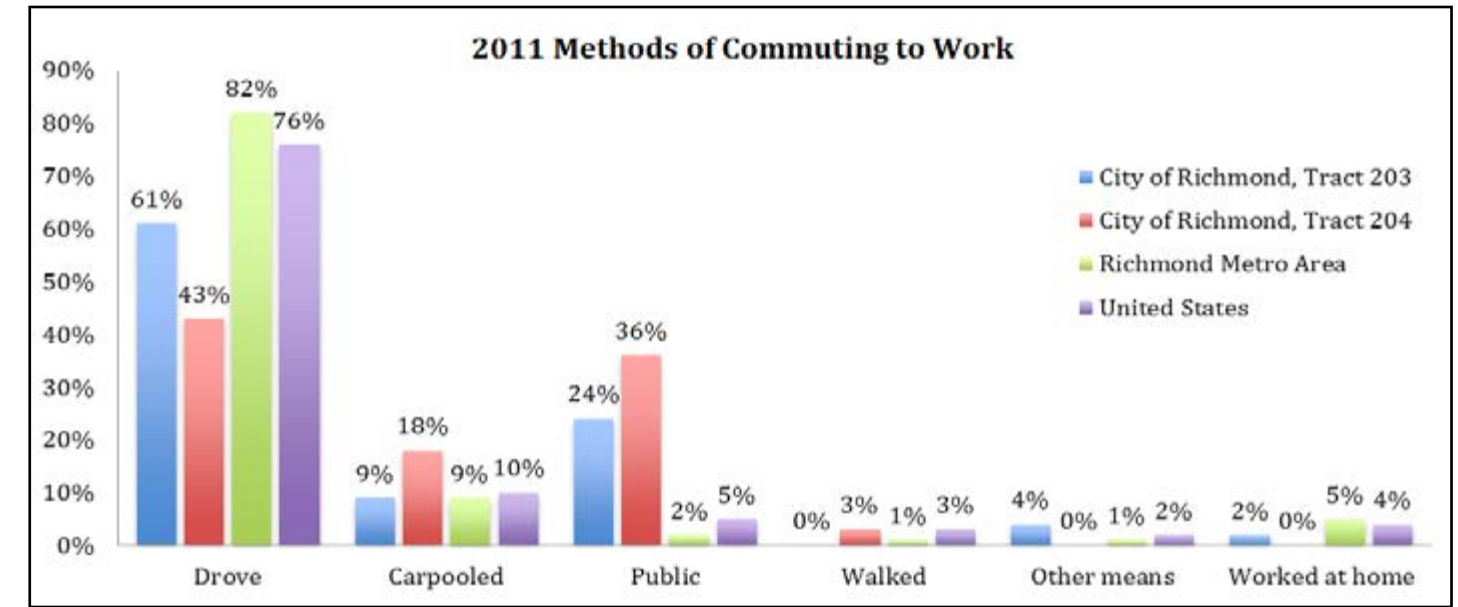
LAND USE MAP



CENSUS TRACTS



TRANSPORTATION DATA



IMPROVEMENT MAP- DETAILS

I. Red Stars: These stars indicate the ideal locations for signage directing on-lookers to Lucks Field.

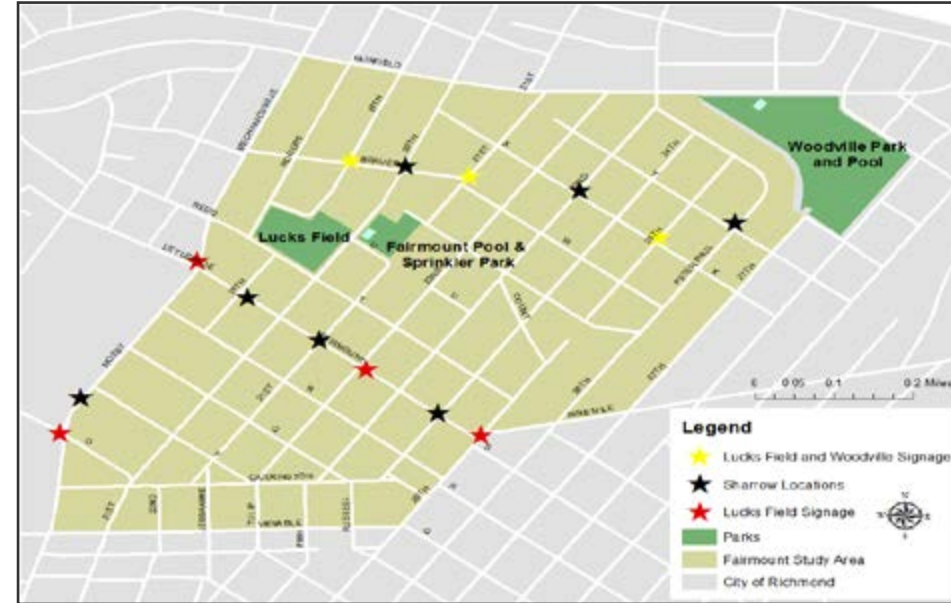
MLK Bridge: The MLK Bridge is one of the critical connections existing in Fairmount. Serving as the direct link between the community and the city downtown, the MLK Bridge is entrance point to Fairmount for many coming from downtown. There should be signage, preferably 25-50 yards prior to the end of the bridge, indicating the distance and direction to Lucks Field, and a bike symbol, indicating that the route can be managed by bicycle.

25th Street and Nine Mile Road: Both a critical connection and a prominent commercial district, this intersection serves as the greatest opportunity to voice the recommendations of the committee and provide poignant signage to the study area. Signs should serve pedestrians and motorist entering from all directions: Southbound on Nine Mile, Northbound on 25th Street.

II. Yellow Stars: In order to fulfill the objective of linking residents to recreational assets, the yellow stars represent the spots for signage directing on-lookers to the locations of both Lucks Field and Woodville Elementary School.

19th Street and Brauers Lane In accordance with the objectives and goals of this committee, to establish a link between the existing recreational assets, signage representing the locations of both Lucks Field and Woodville should be placed at the referenced intersection.

W and 21st Streets: In accordance with the objectives and goals of this committee, to establish a link between the existing recreational assets, signage representing the locations of both Lucks Field and Woodville should be placed at the referenced intersection.



X and 25th Streets: In accordance with the objectives and goals of this committee, to establish a link between the existing recreational assets, signage representing the locations of both Lucks Field and Woodville should be placed at the referenced intersection.

III. Black Stars: These stars indicate the ideal locations for sharrows. These markings will encourage bicycling and alert drivers to the presence of cyclists.

Mosby Street: In order to encourage multimodal transportation, sharrows along Mosby Street will encourage cycling in the area.

Fairmount Avenue: In order to encourage multimodal transportation, sharrows along Fairmount Avenue will encourage cycling in the area.

Brauers Lane, X, 19th, 27th and 28th Streets: In order to encourage residents to utilize the link between Lucks Field and Mosby Street, sharrows should be painted, in addition to the aforementioned signs, to promote active living.

CONTACT LIST

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
17th Street Farmer's Market	Executive Director, John Sydnor	100 N. 17th St. Richmond, VA 23219	804-646-0477	http://www.richmondgov.com/Farmers-Market/	■		
31st Street Baptist Church	Pastor Henderson, Parish Nurse Barbara Rogers	823 N. 31st St. Richmond, VA 23223		pastorhenderson@31sbc.org	■		
6th District Councilperson	Councilperson Ellen Robertson	900 E. Broad St. Suite 200 Richmond, VA 23219	804-646-7964	http://www.ellenrobertson.com/			■
7th District Councilperson	Councilperson Cynthia Newbille	900 E. Broad St. Suite 305 Richmond, VA 23219	804-646-3012	Cynthia.newbille@richmondgov.com	■		■
7th District Health and Wellness Initiative	Dick Sealy	2405 Jefferson Ave. Richmond, VA 23223	804-644-4496	seventhdistrict.hi@gmail.com	■		
Active Living by Design (ALBD) Grant Program			919843-2523	info@active-livingbydesign.org		■	
Anna Julia Cooper Episcopal School	Head of School Mike Maruca	2124 N. 29th Street Richmond, VA 23223	804-822-6610	info@ajces.org	■		

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
Armstrong High School, Family, Career, and Community Leaders of America Club	Principle April Hawkins-Jones	2300 Cool Lane Richmond, VA 23223	804-780-4449	Ahawkins@richmond.k12.va.us			■
Art 180	Executive Director Markene Paul	114 W, Marshall St. Richmond, VA 23220	804-233-4180	marlene@art180.org		■	■
Backyard Farmer	Shiela Lovelady, Sean Sheppard	1730 Rhoad Miller St. Richmond, VA 23220	757-350-1356	info@backyardfarmer.us	■		
Bon Secours Richmond Community Hospital-Healthy Communities	Director Lynne Washington	1500 N. 28th St. Suite 206 Richmond, VA 23223	804-225-1723	Lynn_Washington@bshsi.org	■		■
Boys & Girls Club	Director William Morris	2506 Phaup St. Richmond, VA 23223	804-359-5250	www.bgcmr.org			■
Churh Hill Activities and Tutoring	Service Coordinator Mackenzie Mumey	601 N. 31st St. Richmond, VA 23223	804-236-4964	machenzie.mumey@chatrichmond.org	■		■
Church Hill Christian Community Wellness Center	Rev. Glinda Ford	2011 Fairmount Ave. Richmond, VA 23223	804-780-0053	Glind.ford@rbaonline.org	■		

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
City of Richmond Human Resources and ADA coordinator			804-646-7050	Askr@richmondgov.com		■	
City of Richmond Planning Department	Principle Planner Juanita Buster	900 E. Broad St. Rm. 511 Richmond, VA 23219	804-646-4169	Juanita.Buster@richmondgov.com			■
City of Richmond Property Maintenance/Code Enforcement		900 E. Broad St. Rm. G-12 Richmond, VA 23219	804-646-4169	http://www.richmondgov.com/planninganddevelopmentreview/PropertyMaintenance.aspx		■	
City of Richmond Public Works	Deputy Director of Operations Bobby Vincent	900 E. Broad St. Richmond, VA 23219	804-646-7000	Bobby.vincent@richmondgov.com		■	■
Clean City Commission	Coordinator Darlene Mallory	3506 N. Hopkins Rd. Richmond, VA 23224	804-646-8325	http://www.richmondgov.com/CommissionCleanCity/AdoptSpot.aspx			■
East End Fellowship	Pastor Don Coleman	2906 Q St. Richmond, VA 23223	804-420-8601	http://www.eastendfellowship.org/	■		

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
Edible Education	Ann Butler		804-218-7903	http://edibleedu.com/	■		
EnRichmond	Executive Director John Sydnor	100 N. 17th St. Richmond, VA 23219	804-646-0954	http://www.enrichmond.org/		■	
Fairfield Court Elementary School	Principal Craig Mayo	2510 Phaup St. Richmond, VA 23223	804-780-4639	cmayo@richmond.k12.va.us			■
Field of Dreams Farm	Greg Riggs	8600 Lakefront Dr. Henrico, VA 23294	804-332-7000	fodfarm.com	■		
Fit 4 Kids	Mary Dunne Stewart (Director), Nellie Knight	501 E. Franklin St. Suite 418 Richmond, VA 23219	804-521-4414	grfit4kids.org	■		
Food Systems Inc.	Sean Sheppard	1730 Rhoad Miller St. Richmond, VA 23220	757-350-1356	info@backyardfarmer.us	■		
Grow RVA	Owner Karen Atkinson	Various Locations		growrva@gmail.com	■		
Hands on Greater Richmond	Vanessa Diamon, Director Holly Gordon, Programs and Operations Manager	7501 Boulders View Dr. Suite 101 Richmond, VA 23225	804-330-7027	handsonrva.org	■		

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
Martin Luther King Jr. Middle School	Principal Valerie Harris	1000 Mosby St. Richmond, VA 23223	804-780-8011	vharris@richmond.k12.va.us			■
New Visions Civic Association	President Mary Thompson	1101 N. 22nd St. Richmond, VA 23223	804-648-7915	Mwthompson111@aol.com			■
Parks, Recreation & Community Facilities	Recreation Program Coordinator Ray Chavis	900 E. Broad St. Rm 407 Richmond, VA 23219	804-646-1084	ray.chavis@richmongov.com	■	■	■
Peter Paul Resource Center	Director of Operations Lamont Bagby	1708 N. 22nd St. Richmond,, VA 23223	804-780-1195	lbagby@peterpauldevcenter.org	■	■	
Richmond Cycling Corps.	Director Craig Dodson	1717 Summit Ave. Richmond, VA 23230	804-525-8200	http://www.richmondcyclingcorps.org/			■
Richmond Grows Garden	Vicky Campbell	900 E. Broad St. Suite 600 Richmond VA 23219	804-646-1057	http://www.richmondgov.com/communitygarden/	■		
Richmond Police Department 1st Precinct Officers	Lt. William "Jody" Blackwell	2501 Q St. Richmond, VA 23223	804-646-3387	William.Blackwell@richmondgov.com		■	
Richmond Public Arts Commission	Deputy Director Douglas Dunlap	900 E. Broad St. Rm 510 Richmond, VA 23219	804-646-6335	Douglas.dunlap@richmondgov.com			■

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
Richmond Public Schools and Administration (Nutrition Services, Health Services)	7th District School Board Representative Don Coleman, Director of Richmond Public Schools Nutrition Services	201 W. Graham Road Second Floor Richmond, VA 23222	804-780-8240	sroberso@richmond.k12.va.us	■		
Richmond Tree Stewards	Vice President Jan Thomas		804-387-7654	www.richmondtreestewards.org/ Verdant2012@gmail.com			■
Ride Richmond	Amy George		804-491-9490	info@riderichmond.net			■
Roots of Woodville Community Garden				http://telmoregardens.blogspot.com/	■		
Shalom Farms	Program Director Dominic Barrett	1010 W. Laburnum Ave. Richmond, VA 23227	804-592-6151	info@umumr.org	■		
Storefront for Community Design	Burt Pinnoc	205 E. Broad St. Richmond, VA 23219	804-322-9556	info@storefrontrichmond.org		■	■
Tricycle Gardens	Sall Schwitters	2107 Jefferson Ave. Richmond, VA 23223	804-231-7767	tricyclegardens.org	■		

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
Unity Civic Association	President Willie Andrews	1525 N. 23rd St. Richmond, VA 23223	804-643-9353	willieand@aol.com			■
VCU Brand Center and Design Center	Brand Center director Haylayne Spivak	103 S. Jefferson St. Richmond, VA 23284	804-828-8384	brandcenter@vcu.edu		■	
VCU Division of Civic Engagement	Vice Provost Catherine Howard, Associate Vice Provost Lynn Pelco	Ginter House, 901 W. Franklin St. Richmond, VA 23284	804-828-8790	cohoward@vcu.edu lepelco@vcu.edu			■
VCU Green Unity Student Organization	Rachel Elves (Union Hill Resident)			greenunity4vcu@gmail.com			■
VCU Mass Communications Department	Coordinator of Student Services Natasha J. Long	901 W. Main St. Rm 2216 Richmond, VA 23284	804-828-2660	http://mass-comm.vcu.edu/advertising/undergraduate-programs/internships/			■
VCU Office of Sustainability	Director Jacek Ghos	1050 Oliver Hill Way Richmond, VA 23298	804-828-2857	jghosh@vcu.edu			■
Virginia Foundation for Healthy Youth	Executive Director Marty Kilgore	701 E. Franklin St. Suite 501 Richmond, VA 23219	804-786-2523	http://www.vfhy.org		■	

Name	Contact Name	Address	Phone Number	Website/Email	Guiding Principle		
					Healthy Eating	Active Living	Critical Connection
Virginia Recreation and Park Society	Executive Director Jim Stutts, CPRP, CAE		804-730-9447	jim@vrps.com		■	
Virginia Recreational Trails Programs (RTP)	Synthia Waymack	203 Governor St. Suite 326 Richmond, VA 23219	804-786-5046	http://www.dcr.virginia.gov/recreational_planning/trailfund.shtml		■	
Woodville Elementary School	Principal Rosalind Taylor	2000 N. 28th St. Richmond, VA 23223	804-780-4821	rtaylor@richmond.k12.va.us			■

PHOTO CREDITS

Photos taken by VCU students unless otherwise stated

Page 1: Children biking- Okada, Masaaki. "Wheelie dealers." Richmond Newspapers, Inc., 1984; The Valentine Richmond History Center Collections Online Database.

Page 12: Playing games- Morley, P. Kevin. "Games at Joe & Brenda's Barber Shop." Richmond Newspapers, Inc., 1989; The Valentine Richmond History Center Collections Online Database.

Page 14: East End Charrette- East End Division (<http://www.eastendvision.org/photo-gallery.html>)

Page 33: Roof Lines- Mobile Food Cart- Meggie Kelley, Storefront for Community Design Volunteer

Page 34: National Night Out- Murden, John. "Photos from National Night Out of Fairmount Avenue." Church Hill Peoples News Blog, August 3, 2011.

Page 35: Hills Market Columbus, Ohio- Columbus Underground (<http://www.columbusunderground.com/the-hills-market-to-open-downtown-grocery-store-in-spring-2012>)

Page 36: Song's Market Rendering- Eliza Furedy, Storefront for Community Design Volunteer

Page 38: Community Garden Renderings- Sara Shirley, Storefront for Community Design Volunteer

Page 45: Lucks Field Rendering (Arial)- Sara Shirley, Storefront for Community Design Volunteer

Page 50 & 51: Lucks Field Renderings- Sara Shirley, Storefront for Community Design Volunteer

Page 57: Lucks Field Rendering- Sara Shirley, Storefront for Community Design Volunteer

Page 58: Sharrows- Transit Miami (<http://www.transitmiami.com/wp-content/uploads/2010/07/sharrow12NE2.jpg>)

Page 64: Community Bulletin Board- Community Building Partnership of Stark County, Inc.

Page 66- Community Artwork- Portland, Oregon Neighborhood News and Events – Neighborhood Notes

Page 68- Streetscape Improvement Renderings- Eliza Furedy, Storefront for Community Design Volunteer