



**CEDA NOMINATION FORM**

**INTRODUCTION**

The 2012 VEDA Community Economic Development Awards (CEDA) will be presented during VEDA's Spring Conference in Williamsburg, March 22-23, 2012. One winner can be selected from each of the 5 population categories. These selections will be based on the most significant contributions to economic and community development in the nominees' respective communities.

**AWARD CATEGORIES**

The CEDA may be given to one community from each of the following five population categories: (population will be based on the most recent published decennial census)

- I. Population less than 5,000
- II. Population of 5,001 to 15,000
- III. Population of 15,001 to 40,000
- IV. Population of 40,001 to 100,000
- V. Population of over 100,000

For the purpose of this award, a "community" shall be defined as any unincorporated town or city, incorporated town or city, county/parish, formally established multi-jurisdictional region, metropolitan statistical area, or state. The "community" should reflect work responsibility of the VEDA member submitting the entry.

A maximum of five awards will be given, one in each of the population categories listed above. Each project has to fall under one or more of the four areas mention in this document under "Purpose."

**NOMINATION**

NAME OF COMMUNITY **CITY OF RICHMOND**  
 CHIEF OPERATING OFFICER (IF A CITY OR COUNTY, CITY MANAGER OR MAYOR **MR. BYRON MARSHALL**  
 ADDRESS **900 E. BROAD STREET, SUITE 201**  
 CITY, STATE, ZIP **RICHMOND, VIRGINIA 23219**  
 PHONE **(804) 646-7970** FAX **(804) 646-7987**  
 WEBSITE **[WWW.RICHMONDGOV.COM](http://WWW.RICHMONDGOV.COM)** EMAIL **[BYRON.MARSHALL@RICHMONDGOV.COM](mailto:BYRON.MARSHALL@RICHMONDGOV.COM)**

COMMUNITY POPULATION: **V. POPULATION OF OVER 100,000;**  
**U.S. CENSUS BUREAU POPULATION, 2010 - 204,214**

APPLICATION SUBMITTED BY **JANE FERRARA, CCIM**  
 TITLE **DEPUTY DIRECTOR, DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT**  
 PHONE **(804) 646-6737** EMAIL **[JANE.FERRARA@RICHMONDGOV.COM](mailto:JANE.FERRARA@RICHMONDGOV.COM)**

**SUBMITTED FOR: (CHECK BELOW ALL THAT APPLY)**

- Business Retention/Expansion
- Business Attraction
- Community Development
- Community Involvement**

## **SUMMARY REVIEW**

Please attach a brief description of the economic development efforts and accomplishments (projects and programs). Within this description, address the awards criteria of innovativeness, transferability, community commitment, measured objectives and secondary benefits. The nomination can be no longer than four conventionally formatted 8.5" x 11" pages. Also please submit up to 5 digital photographs related to the community program/project to [veda@associationbuilders.com](mailto:veda@associationbuilders.com). These photos need not be a part of the nomination form.

The Virginia CEDA winner(s) will be announced and recognized during the CEDA luncheon at the VEDA Spring Conference in Williamsburg, March 22-23, 2012. The 2012 Virginia CEDA winners' nomination(s) will also be sent to SEDC by Virginia's SEDC State Director to compete with other southern states' winners. SEDC winners will be recognized later in 2012.

VEDA Member Submitting Form **Jane Ferrara, CCIM**

Name **Jane Ferrara, CCIM**

Address **1500 E. Main Street, Suite 400**

City, State, Zip **Richmond, Virginia 23219**

Phone **(804) 646-6737** Fax

Email [JANE.FERRARA@RICHMONDGOV.COM](mailto:JANE.FERRARA@RICHMONDGOV.COM)

### **Submit to:**

**VIRGINIA ECONOMIC DEVELOPERS ASSOCIATION**

**1340 North Great Neck Road, #1272-128**

**Virginia Beach, Virginia 23454**

**757-412-2664 Fax: 866-873-3690**

**[veda@associationbuilders.com](mailto:veda@associationbuilders.com)**

***All Nominations Must Be Received By February 10, 2012***

## INNOVATIVENESS

The City of Richmond, Richmond Redevelopment and Housing Authority (RRHA), and Bon Secours Richmond Community Hospital formed a unique public/private partnership in the spring of 2010 to engage in a dynamic community planning process. A series of interactive public meetings, known as a charrette, were designed to plan for revitalization of the East End and the 25th Street/Nine Mile Road corridor. The East End Vision Charrette was held June 2- 7, 2010 at various locations in Church Hill and the East End. The intensive week-long planning process included a number of sessions open to the public. More than 1,000 people attended the opening and closing events and the various planning sessions throughout the week.

“The goal was the development of a vision to guide transformative social, educational and physical changes within the East End Planning District,” said Mayor Dwight C. Jones, Richmond’s Mayor. “This is an important undertaking that can lead to revitalized housing as well as increased educational and economic opportunities.”

The purpose of the charrette was to identify specific designs, housing and business opportunities, as well as policy and management recommendations for the revitalization effort. The object was to ultimately determine what means are necessary to engage the residents and make the neighborhood a more desirable place to live and work.

“The East End charrette was different in scope than others we’ve conducted around our health care facilities,” said Peter J. Bernard, CEO of Bon Secours Virginia. “The need for a healthier and vibrant community and living environment is the impetus for this project. From our perspective, it is not necessarily hospital expansion, but development of a flourishing community that will benefit East End residents.”

A team of planners, urban designers, architects, engineers, and facilitators from the internationally renowned urban design and planning firm Duany Plater-Zyberk & Company hosted the week-long event. The opening and closing sessions were held at the Robinson Theater – 2903 Q Street, Richmond, Virginia 23223. A community design “studio” was set-up at the Family Resource Center – 2405 Jefferson Avenue, Richmond, Virginia 23223. Citizens were encouraged to visit the studio throughout the week to discuss their ideas for revitalizing the neighborhood or to participate in formal planning sessions. Planning session topics included transportation and infrastructure; police, fire, and safety; housing, retail, and commercial development; community, faith, and human services; and philanthropy. A children’s charrette was also held to engage the neighborhood’s youth in the planning process.

The success of the charrette resulted from the participation and engagement of community stakeholders. Citizens were informed about upcoming events and encouraged to participate through a multi-faceted outreach and communications strategy developed by the partner organizations and Free Agents Marketing. The strategy included a pre-charrette paper, post-charrette paper, press releases, media interviews, civic association presentations, print advertisements, flyer distribution, and electronic and social media including the creation of a website ([www.eastendvision.org](http://www.eastendvision.org)). Mayor Dwight Jones, Councilwoman Cynthia Newbille, Mr. Peter Bernard, CEO of Bon Secours Virginia, and Ms. Elizabeth Plater-Zyberk of Duany Plater-Zyberk & Company hosted opening and closing events at the Robinson Theater in Church Hill to kick-off and celebrate the week-long planning process.

The East End Charrette involved a holistic, collaborative planning process that harnessed the talents and energies of all interested parties to create and support a long-term vision for the

revitalization of Church Hill and the 25th Street/Nine Mile Road corridor through the East End Transformation Plan.

## **TRANSFERENCEABILITY**

Other localities and health systems use the East End Vision Charrette as an example of an extraordinary public/private community engagement and neighborhood planning process. The City of Richmond, RRHA, Bon Secours Richmond Community Hospital, and Duany Plater-Zyberk & Company received the Virginia Chapter of the American Planning Association 2011 Public Outreach and Engagement Award for the East End Vision Charrette. The partnership with Bon Secours brought tremendous clout and intellectual and financial resources to the public planning process. The continued partnership has brought private sector leadership to facilitate implementation of the East End Transformation Plan.

## **COMMUNITY COMMITMENT AND LEVERAGE**

The City of Richmond and RRHA leveraged the support and financial commitment of Bon Secours Richmond Community Hospital through a public/private partnership to undertake the charrette planning process. Bon Secours provided \$200,000 towards the planning initiative and the City of Richmond and RRHA provided \$50,000. Bon Secours brought in a team of planners, architects, and urban designers from the internationally renowned urban design firm, Duany Plater-Zyberk & Company, to facilitate the charrette.

The partners continue to work together to implement aspects of the East End Transformation Plan. The City of Richmond, RRHA, and Bon Secours Richmond Community Hospital remain committed to transforming the target neighborhood and have invested time, energy, and funding into several key initiatives including landscaping and streetscape improvements, affordable housing redevelopment, investing in entrepreneurship and new businesses, exploring potential hospital expansion, and development of community facilities such as the East End Library Enrichment Center.

## **MEASURED OBJECTIVES**

In the summer of 2010, more than 1,000 people including residents and neighborhood youth, business and community leaders, city and local government representatives, and other community stakeholders attended the opening and closing events and participated in the various planning sessions during the charrette. The goal was to develop a vision for Church Hill and the 25th Street/Nine Mile Road corridor and to guide the transformation of the social, educational and physical aspects of the community in a responsible way over time. The input from residents, community leaders, planners, urban designers, and architects resulted in a long-term vision for the neighborhood.

The East End Charrette resulted in the City of Richmond's most successful community engagement and neighborhood planning process. At the closing session, Duany Plater-Zyberk & Company unveiled the vision for the East End in the *East End Transformation Plan*. The plan serves as a guide for future land use and redevelopment decisions. The plan details specific proposals for a number of areas and is a result of the input from everyone who attended the charrette. The plan has been an extraordinary collaboration between the City of Richmond, RRHA, Bon Secours Health System, and members of the community.