Revitalizing the City of Hopewell Waterfront

TECHNICAL ASSISTANCE PANEL REPORT

SEPTEMBER 13-14, 2017

SPONSORED BY:
THE CITY OF HOPEWELL, VIRGINIA

Urban Land Institute
Virginia

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SECTION 1

WHO WE ARE

ULI is a trusted idea place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. Founded in 1936 as a nonprofit, nonpartisan research and educational institute, ULI offers you access to the expertise of thousands of dedicated land development professionals.

ULI activities include the publication of books, videos, monthly periodicals, local and national meetings and a broad array of educational opportunities. Cutting edge research focuses on market conditions, new approaches to land use and development, and the factors shaping developmental. With pride, ULI members commit to the highest standards of land use.

VISION

ULI Virginia extends ULI to local members through forums allowing the exchange of ideas and information. ULI Virginia serves as an educational resource and is the region's objective and informal authority on local land development issues.

MISSION

ULI Virginia provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI VIRGINIA PROGRAMS

ULI Virginia hosts educational programs and forums that explore a broad range of issues within land use. Programs include:

- Quarterly Breakfast Series exploring topics including transportation, building healthy places, finance, and housing
- Technical Assistance Panel (TAP) providing expertise in the evaluation of land use around emerging developments
- Reality Check Workshops and Vision Planning
- Exclusive tours and targeted discussion
- Mentorship Program for Young Leaders
- Vision Awards
- UrbanPlan
- Resilient Region
- Local Product Council

About the Technical Assistance Panel (TAP) Program

The objective of ULI Virginia's Technical Assistance Panel (TAP) program is to provide expert, multidisciplinary, and objective advice on land use and real estate issues facing public agencies and nonprofit organizations throughout the Commonwealth of Virginia. Drawing from its extensive membership base, ULI Virginia conducts one and a half day panels offering objective and responsible advice to local decision-makers on a wide variety of land use and real estate issues, ranging from site-specific projects to public policy questions. The TAP program is intentionally flexible to provide a customized approach to specific land use and real estate issues. Learn more at http://virginia.uli.org/uli-action/taps/.

CHAIR – M. ANN NEIL COSBY, Counsel, McGuireWoods LLP

MANAGER – JANE MILICI, Urban Land Institute-Virginia

Panel of Experts

A ULI Virginia Technical Assistance Panel (TAP) was assembled to formulate a vision for the Revitalization of the City of Hopewell Waterfront. This multi-disciplinary panel of revitalization professionals included:

JOE EISEN, Managing Principal
Urban Planner/Architect/Developer
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BILL EUBANKS, FASLA, LEED AP
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Summary biographies for each panel member can be found in Appendix A.

Participating ULI Virginia TAP Committee Members

- **CO-CHAIR: LU GAY LANIER**, Timmons Group
- **CO-CHAIR: ADENA PATTERSON,** McGuireWoods LLP
- **NICK COOPER**, HKS Inc.
- **CAROLYN ENTZMINGER**, Odell
- **SAL MUSARRA**, Kimley-Horn
- **JEFF NELSON**, Draper Aden Associates

Thank You

ULI Virginia District Council would like to acknowledge those whose generous contributions of time and knowledge made the Revitalization of the City of Hopewell Waterfront TAP a success. We recognize and thank the TAP's sponsor representatives from the City of Hopewell, Tevya Griffin and Jake Elder, for their invaluable assistance and for the production of the panel briefing books.

We would also like to thank the City of Hopewell for arranging meetings and working sessions at the Public Library, and for sponsoring the panelists' breakfast, lunches, and dinners, each provided by local Hopewell businesses. We gratefully acknowledge the following City staff for making themselves available during the session:

- Charlie Dane, Assistant City Manager
- Jake Elder, Economic Development Specialist
- David Thompson, GIS Manager
- Aaron Reidmiller, Director of Recreation and Parks
- Tevya W. Griffin, Director of Development
- Austin Anderson, Contract Engineer
- Elliot Eliades, Planning Commission, Chairman

We especially want to thank the stakeholders that came out to share stories and provide insights. The stakeholders were able to provide the panel with a portrait of the City of Hopewell Waterfront and welcomed the creation of a road map for its transformation.

We give a heartfelt thank you to each of the Panel members for generously sharing their time and expertise. Finally, a thank you to the ULI Virginia TAP Committee members for their hard work and diligence throughout the TAP process.

SECTION 2

City of Hopewell Representative

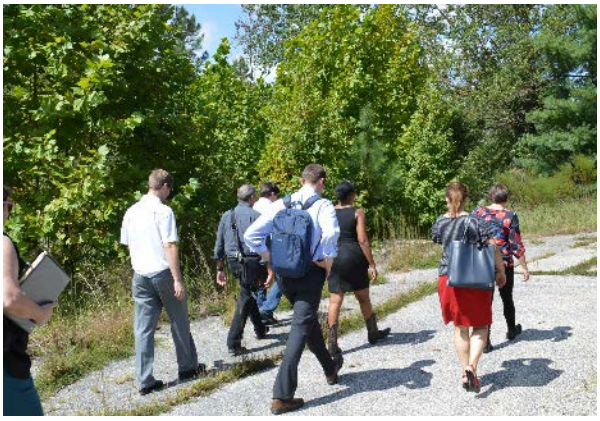
TEVYA W. GRIFFIN Director of Development City of Hopewell, Virginia 100 East Broadway Hopewell, VA 23860 tgriffin@hopewellva.gov 804-541-2226	**JAKE ELDER** Economic Development Specialist City of Hopewell, Virginia 100 East Broadway Hopewell, VA 23860 jelder@hopewellva.gov 804-541-6008

Overview of Process

The City of Hopewell requested ULI Virginia to convene this TAP program to generate recommendations for revitalizing the Hopewell Waterfront. Although there are many potential obstacles, redevelopment of the waterfront could elevate the significance of the area, improve the surrounding area, and spur economic development for the greater community.

In advance of the charrette, panelists were provided access to a website compiled by the City of Hopewell containing pertinent demographic information, historical background, surveys, and maps. On Day One, the panel was given a comprehensive tour of the waterfront by City staff. Day Two began with an intense brainstorming session to address the questions posed to the panel. Afterwards, the panel worked on various schemes and linkages for the redevelopment of the Hopewell waterfront. That evening, the panel reported their efforts to the stakeholders.

As part of the TAP program, a written report is compiled providing information from the tour, stakeholder meeting, panel discussions, and conceptual drawings. The report provides additional background, summarized information, refinement of graphics, and suggestions that can be used by the City to direct and guide the Redevelopment of the Hopewell Waterfront.



Tasks and Questions for the TAP Panel

1. In the context of surrounding parcels, zoning, current land use and the desire of the City to be a destination for the Richmond Metropolitan community, what is the best use of the waterfront for each property? Is it recreation, restaurants, places to lodge, housing or some combination of some or all?
2. Given the environmental constraints of the properties, what is the location of development and highest density each property is able to withstand? To include on-site parking. Based on this density what types of uses are available? Mixed-use, Restaurants, Hotel, Condominiums, Townhomes. We are not looking for a master plan outlining specific uses but a general idea on what density is possible on each property.
3. As the City implements the Complete Streets policy what are the best multimodal linkages/interconnectedness of the properties in question? As the properties are situated along the water and there are possibilities for walking/biking trails, how can the study area be made into a walkable community? Where do opportunities exist to create a true sense of place? Should any changes be made to Route 10 to better facilitate traffic coming into the City from Chesterfield County that would create a true gateway experience?
4. In light of development taking place along the Gateway Corridor (public art, the Boathouse Restaurant, Riverwalk) how would one phase the development of the vacant property in question to see the optimal synergy of the space?
5. The City desires the development of these key properties to set us apart as a regional waterfront destination community while simultaneously maintaining public access sites/points. How is this possible? What is our niche? What is a market strategy to make this a destination community?

Figure 1 - The Hopewell Waterfront

Tour

Figure 2 – City Marina

Figure 3 - Route 10 Bridge over Appomattox River

Figure 4 – Pier near Marina

Figure 7 - Pier at Weston Plantation

Figure 6 - Pier at Weston Plantation

Figure 8 - Lawn to River at Weston Plantation

Figure 9 - Lawn in front of Weston Plantation

Figure 10 - The Boathouse Restaurant

Figure 11 - Views of the Appomattox from the Boathouse Restaurant

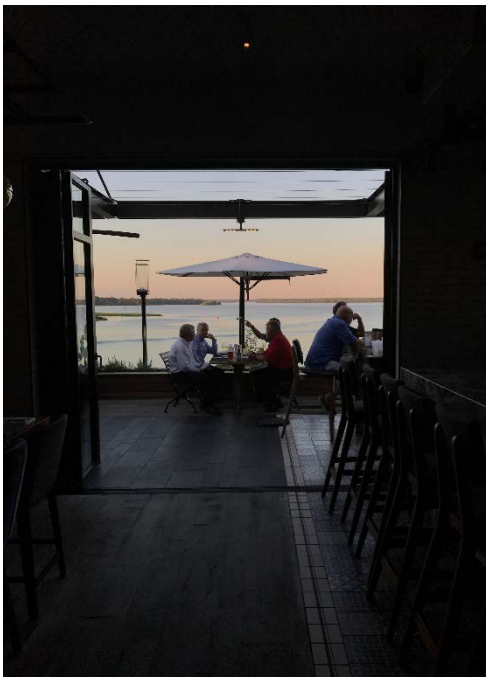


Figure 12 - Cheers!

Figure 13 - Visit to The Bluffs

Figure 14 - The Panel at The Bluffs

Figure 15 - Hopewell Library - Used for Panel Deliberations and Presentation

Figure 17 - The Beach at City Park

Figure 16 - Panelists, City Staff, and Committee Members at City Park

Figure 18 - Discussion of City Park Improvements

Figure 19 - City Park Pavilion

Background and History

Located at the confluence of the James and Appomattox Rivers in Hopewell, Virginia, City Point is one of North America's oldest English speaking communities. The area is historically significant as an eighteenth century port and World War I "boomtown," but is best known for the role it played in the final year of the Civil War. During the Siege of Petersburg (1864-1865), the Union army, under the command of General Ulysses S. Grant, occupied Appomattox Plantation at City Point. Archaeological investigations of City Point indicate that the area has been continuously occupied from about 8,500 years ago to the present day.

In 1611, Sir Thomas Dale moved up the James River to Bermuda Hundred. Dale placed a small farming settlement on the south bank of the James and named it Bermuda Cittie, which became City Point and finally Hopewell. City Point took on an active role in the New World. William Cawson was granted fifty acres of land on a bluff overlooking the James and Appomattox Rivers , representing the first privately owned farm in America. The 1630s saw continued growth and expansion of the Virginia Colony. City Point's unique location made it the major point of entry for the region. Agriculture and trade routes became firmly established. Tobacco, corn, and timber were used in place of money, as well as export commodities, to the mother country.

In 1635, Captain Francis Eppes received a land patent for 1,700 acres, which included Eppes Island, a part of Bermuda Hundred and part of City Point. As part of the grant, Eppes had to build a home and farm the land. The home is now occupied by Appomattox Plantation, the second home built on the City Point site. Built circa 1763, Appomattox Plantation is of frame construction with clapboarding. City Point was unaffected by the American Revolution until the final year of the war when the British landing at City Point to move toward Lafayette's forces in Petersburg but the British were force back down the James River.

In the decades following the American Revolution, City Point remained a small, quiet town but as a recognized U.S. port of entry. In 1815, the Briscoe-Partridge Steamship line began using the wharf and in September 1838, the City Point Railroad was completed, connecting the wharf at City Point with huge warehouses in Petersburg.

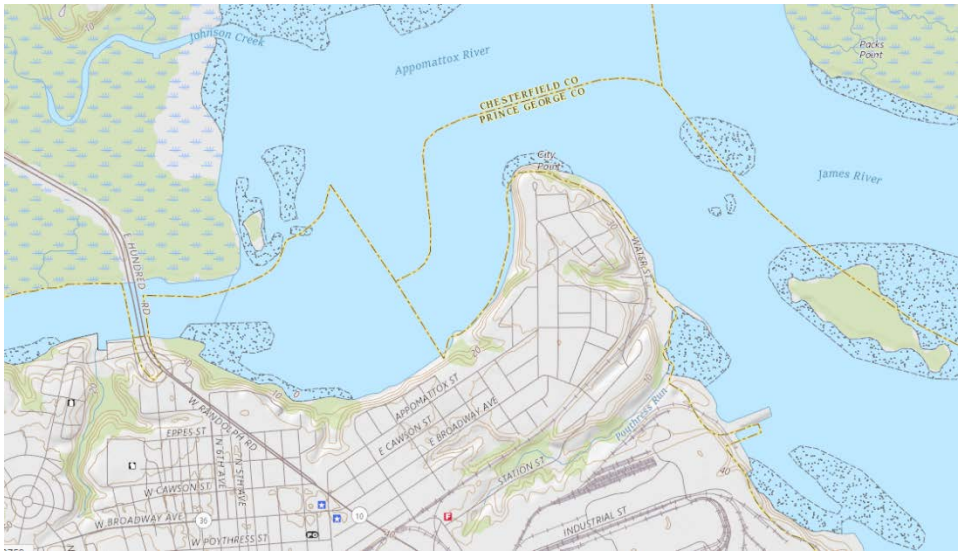
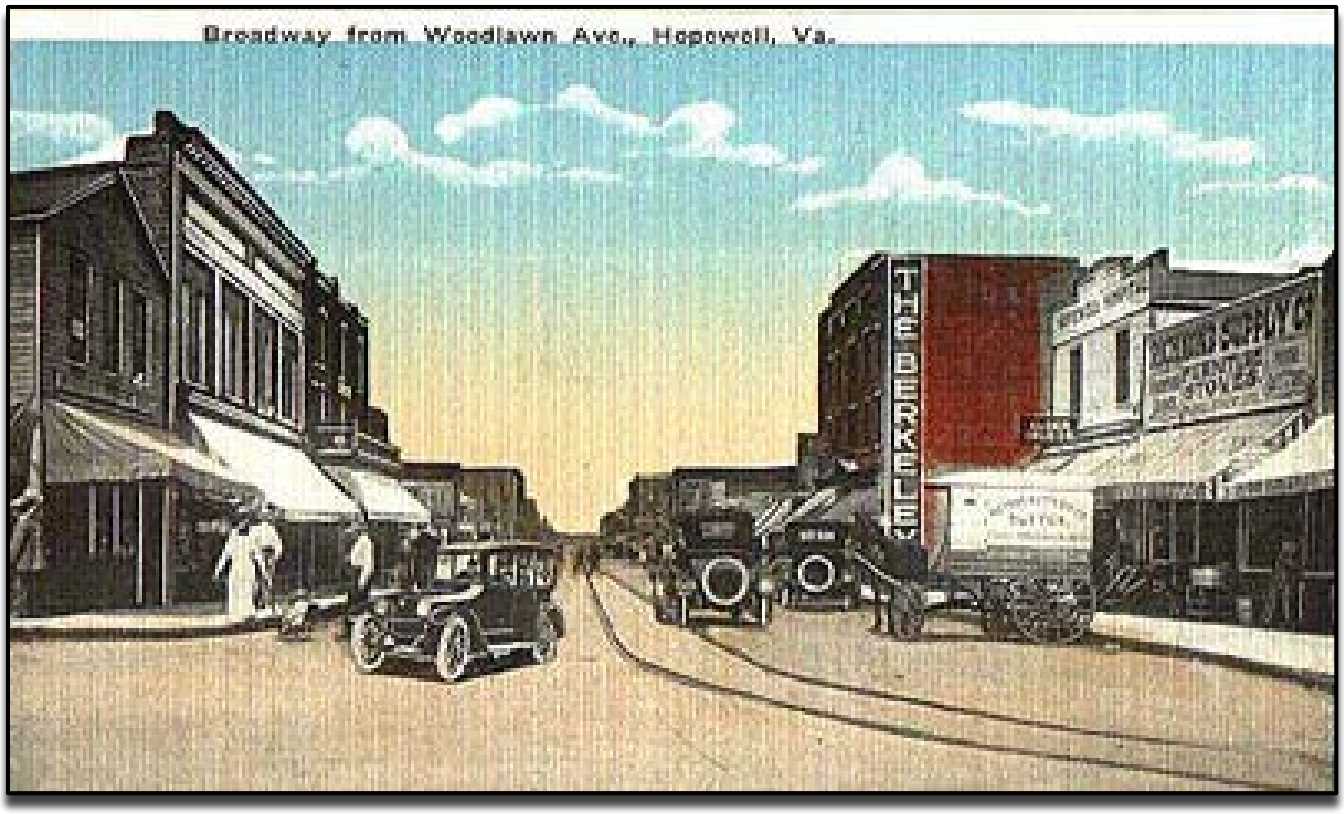


Figure 20 - USGS Map of City Point

The early years of the Civil War had little impact on City Point. City Point became pivotal in the war on June 15, 1864, when Lt. General Ulysses S. Grant, General in Chief of all Union Armies, moved his headquarters to City Point. The waterfront was quickly turned into the largest supply depot of the Civil War. Wharves that could accommodate two hundred ships daily, and warehouses holding a thirty-day supply of rations for the one hundred thousand soldiers involved in the siege of Petersburg, dotted the shoreline. The City Point Railroad was altered to fit Union rolling stock and extended behind the Union siege lines. Much of the physical evidence of the Union Army's occupation remains to be uncovered.

After the Civil War, City Point would become a quiet town with no growth, with an economy based on fishing. The Appomattox Plantation remained in the Eppes family from 1635 until December 1979, when the National Park Service purchased the house and thirteen acres.

In 1913, DuPont built a dynamite plant on the land called “Hopewell Farm.” With the onset of World War I in Europe, DuPont converted the dynamite factory into a guncotton production facility. The population climbed from two hundred to over thirty thousand. DuPont ordered “kit homes” from the Aladdin Company to house its workers and many of these homes still exist as examples of twentieth century industrial housing. On December 9, 1915, a catastrophic fire engulfed the hastily constructed tents and wooden buildings. Three quarters of the area known as Hopewell was destroyed. In 1916, “Hopewell Farm” was incorporated as the City of Hopewell. In 1917, Camp Lee was constructed and thousands of soldiers are trained at the camp and then marched to the dock at City Point to begin their journey to the battlefields of Europe. The end of World War I led to the closure of the DuPont guncotton factory. Thousands left the area as quickly as they had come. The “Boomtown” became a ghost town with a population of less than two thousand. The area of City Point was annexed by the City of Hopewell in 1923.



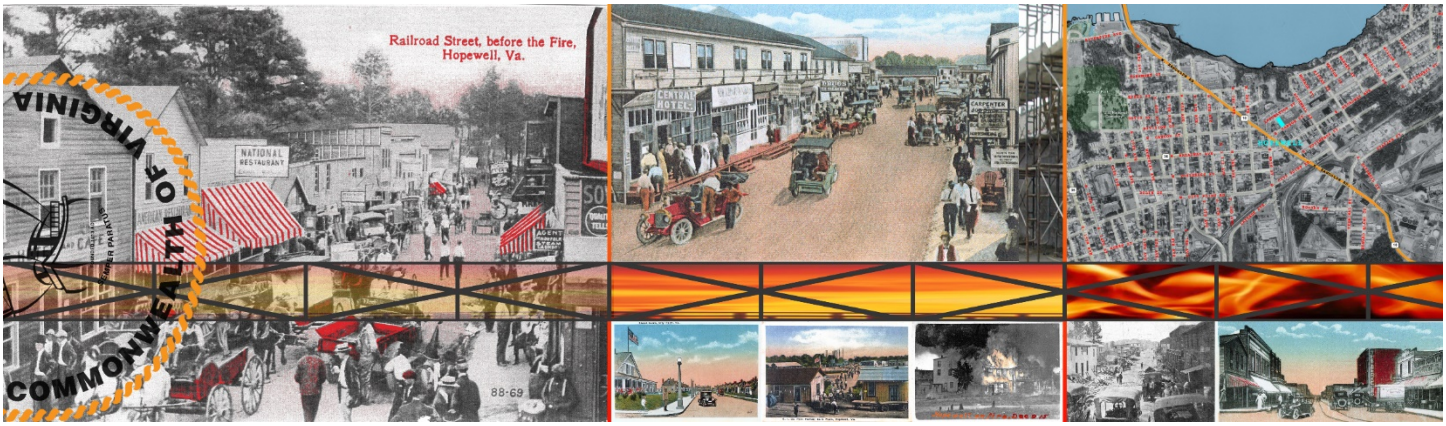
During the 1920s, Tubize, a Belgian rayon company, fills the void left by DuPont’s departure and Hopewell’s population skyrockets to over 15,000. Other industries followed Tubize to the area including National Anco, Hummel Ross, Hopewell China, Solvay, and several smaller manufacturers. Hopewell becomes known as the Chemical Capital of the World.

During that same period, the City seeks to improve services by constructing the Municipal Building, fire station, and schools. The Beacon Theater and a bridge over the Appomattox River were also a part of the construction boom. As the Great Depression sweeps over the United States and the World, Hopewell’s population shrinks again as residents go elsewhere in search of work until the outbreak of World War II. Hopewell’s industries are able to produce raw and finished products vital to the war effort and Camp Lee’s reopening created another influx of soldiers into the area.

The 1950s provides a new focus for the local population when Hopewell High School brings home three consecutive State Football Championships. Camp Lee becomes Fort Lee, which continues to be an integral part of the community due to the Korean Conflict and the “Cold War.” Industry remains “king” providing high paying jobs to the citizens of the city and Hopewell expands by annexing parts of Prince George County.

The nineteen sixties are ushered in by the call for racial equality and the end of segregation. African Americans staged sit-ins at local businesses. Downtown Hopewell declines as the newly built Cavalier Square Shopping Center draws business away from main street.

In 1978, the Virginia Historic Landmarks Commission recognized City Point Area as a historic district and it was added to the National Register of Historic Places in 1979. The current population of Hopewell is slightly under 23,000, which has fluctuated by about a 1000 since the 1970 census.



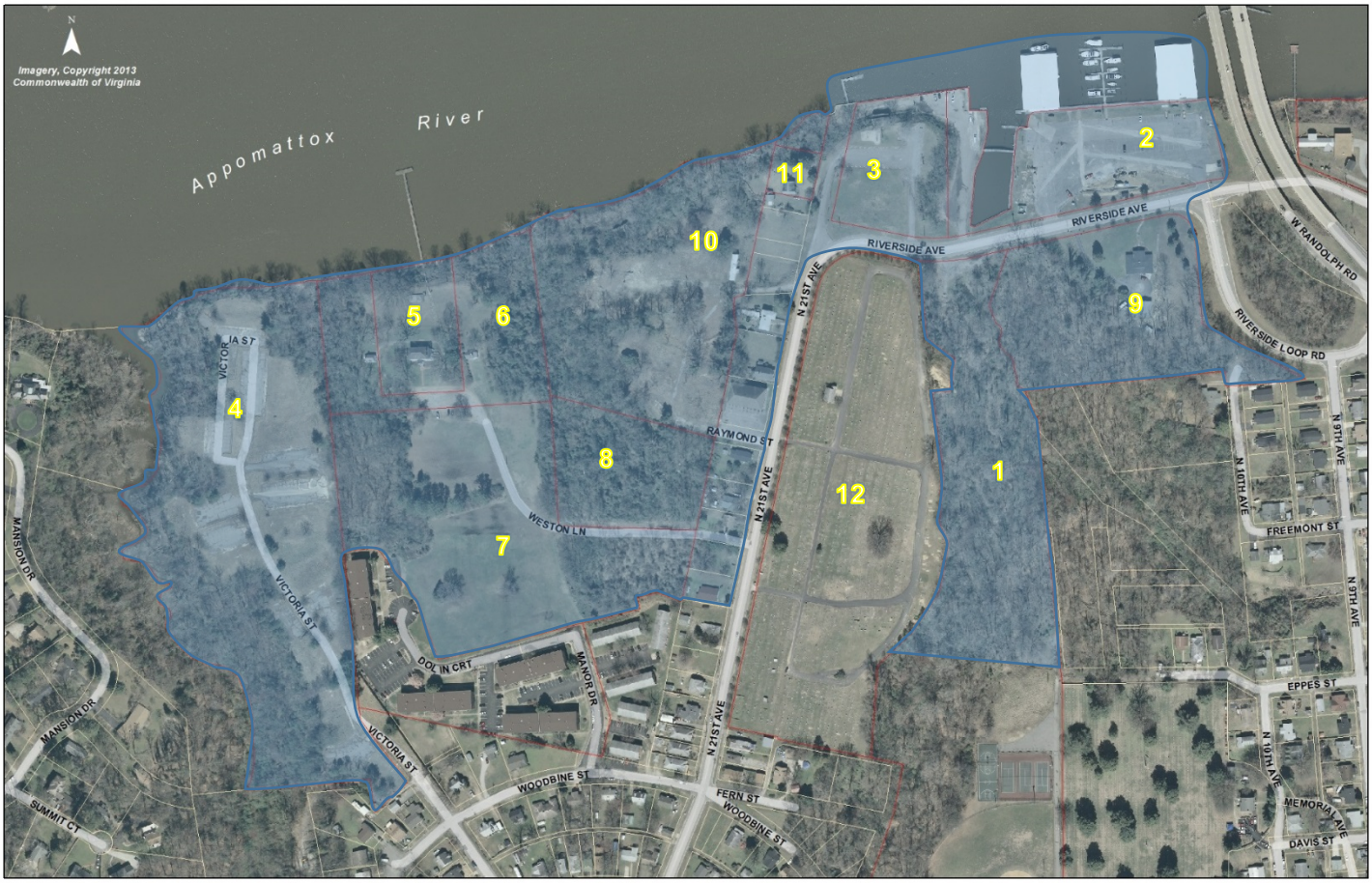


Figure 21 – Properties Ownership along Waterfront

The TAP was asked to focus on that part of the Waterfront (shown in blue) located on the west side of Route 10/West Randolph Road and along Riverside Avenue and 21st Avenue. The City of Hopewell owns four critical parcels that front portions of the Appomattox River. In addition, there are several other property owners willing to participate in the redevelopment of the Waterfront in this area. The chart below identifies the various parcel ownership. These parcels will be referenced in other sections of the report.

Parcel Number	Ownership	Use / Notes about Property	Approximate Acreage
1	City of Hopewell	Stream and drainage area	14.36
2	City of Hopewell	Marina – covered and uncovered slips, summer music program site, boat ramp, and pier	3.61
3	City of Hopewell	Informal park and river access to pier	2.1
4	City of Hopewell	The Bluffs, former low income housing now vacant	12.57
5	Historic Hopewell Foundation (HHF)	Weston Plantation, historic home with river pier and event venue	1.58
6	HHF	Additional grounds and outbuildings of Weston Plantation	3.31
7	HHF	Lawn area of Weston Plantation	8.39
8	HHF	Additional grounds of Weston Plantation	2.53
9	Bradford Cross	Private home overlooking Marina	4.95
10	Doris Renn	Vacant parcel along river	7.08
11	Doris Renn	Private home with additional lot overlooking river	0.52
12	Appomattox Municipal Cemetery	Active cemetery operated by the City of Hopewell	10.84

Key Assumptions

While the City provided overall objectives for the project, no specific decisions have been made about a development vision for the Hopewell Waterfront. The following assumptions were provided by the City of Hopewell:

- A portion of the property within the study area is located within the Enterprise Zone. There are local and state incentives associated with the location.
- The City Council rezoned the Bluffs property to R-1, Residential Low Density. Staff recognizes that this density may not be in keeping with panel suggestions. Please note that Staff and/or the Planning Commission can request rezoning of the property.
- The City is requesting that the Bluffs area and Marina Park be designated as Intensity Developed Areas (IDA's) in the new Comprehensive Plan, to be approved late 2017.
- The City has designated the Route 10 Corridor as a part of an Urban Development Area (UDA).
- The City Council is committed to improving the health of its residents and to that end have recently adopted a Healthy Eating Active Living Resolution that requires infrastructure projects to consider Complete Streets, the placement of recreational opportunities throughout the community including bike paths, trails, more active recreational opportunities.

Key Development Objectives

- Land Use, Density
- Connectivity
- Feasibility/Implementation
- Establishing a Sense of Place for key waterfront sites located on a major gateway into the City (Route 10)

Observed Advantages and Barriers Provided in TAP Application

- Advantages
  - Waterfront (two rivers)
  - Vacant land
  - City owned property
  - Other parties willing to develop
  - Partnerships with adjacent property owners
  - Gateway location
  - Hospital
  - History of city
  - Acreage
- Barriers
  - Property has sat for years with varying ideas on what should be done
  - Previous study and people wanting to see the property as the study conceptualized
  - Topography issues
  - Working around or with property owners of older single family detached homes along 21st Avenue

Stakeholders

Local businesses and organizations considered relevant parties to any significant changes that may occur in the greater Hopewell Waterfront were identified as stakeholders. Stakeholders were invited to meet with the Panel for discussions regarding the history, challenges, concerns, and needs of the Hopewell Waterfront.

Key stakeholders identified: Historic Hopewell Foundation, John Randolph Medical Center, Planning Commission, Planning Staff, business leaders, Economic Development Authority, Friends of the Lower Appomattox, City Council, Hopewell Downtown Partnership, Dock Commission, and property owners in area.

During the Stakeholder meeting on Day One, the Panelist asked a number of questions relating to the City. The primary focus of the stakeholder discussion was to help the TAP panelist understand what the City of Hopewell envisions for the City and the waterfront. The responses to the various questions are compiled in the lists below.

STAKEHOLDER MEMORIES

- Walking from City Point to downtown
- Services available downtown – haircut, food, shopping
- Beacon Theater
- Birthday parties on the cheap
- Where can you go for happy hour?
- Fishing on river
- Cleanup activities

STAKEHOLDER COMMENTS

Assets

- Waterfront
- 2 Rivers – viewable & able to get to it
- Downtown
- Beacon Theater
- Boathouse Restaurant
- "Small Town" Feel
- Community Feel
- Library
- Hospital
- Weston Manor
- Ft. Lee is a partner that can help
- Special Events well attended
- Trail development
- Marina – covered slips always full
- City owns key properties
- Appomattox Street and 21st Ave are most beautiful streets

Weaknesses

- Motel in front of Boathouse
- Zoning Ordinance out of date
- School Accreditation
- Infrastructure needs work – potholes, drainage, wavy roads
- Federal Parks – no sense of partnership
- Negative attitudes toward Hopewell from outside and inside the city – "we all smell Hopewell"
- Low/Moderate Income Community (limits disposable income)
- Old housing stock and too much rental
- Truck Traffic and Route 10
- Shallow water and flats in River
- Access to River not promoted/hard to find
- Lack of Wayfinding signs
- Nothing to draw people
- Maintenance – lack of
- Cleanliness of areas along river & in river
- No Capital Improvement Plan
- Not Planning for next generations and what they want
- Disconnection between destinations – Beacon Theater, Library, Boathouse, and Waterfront areas
- Waterfront underutilized
- Some park areas are perceived as unsafe due to people using them for illicit activities

STAKEHOLDER COMMENTS (CON'T)

- Need to create a better first impression of Hopewell
- How to be proactive as we can't wait for something to fall into our lap
- Focus on attainable goals and maintain long term goals
- Better collaboration of City departments involved with development
- How to make gentrification a good word
- Improve City pride and ownership and increase engagement
- More strategic development
- Take advantage of more funding sources
- Better signs and directions to river
- Create a reason for people to be in Hopewell and develop a for roadmap to reach that goal
- Piecemealing development just because we just want to see something happen
- Goals of Council change with each election – hard to have long term planning
- Ft. Lee should be a partner
- Economic Development spending should be seen as a way to improve all of Hopewell

PANELISTS COMMENTS DURING STAKEHOLDER MEETING

- Use of river has different meanings for different people. Even "seeing" the river is a use.
- Use the Comprehensive Plan to identify everything that really matters and protect those elements and allow the things that don't matter to change
- Focus on small projects that will earn an "A" rather that bigger projects that are just get you a "C+"
- You have to make a place Viable, Livable, and Memorable and link them
    - You have viability and livability because you have assets and infrastructure to build on
    - Make the physical links to important places pleasant and safe to use
    - Don't try to create another major commercial area along waterfront because it will take away from downtown
    - Downtown has memorable qualities so you can build on that for uses needed
    - River development should take advantage of river and not just the need for development
    - New kinds of development and activities on the river will create new memories
    - Business people have to see that there is enough here to take a risk
    - To add to livability you have to take care of the little things like pothole repair
- Take advantage of professionals (architects, engineers, lawyers, landscape architects, planners) that will do things for a limited cost as it is part of their profession to "give back"
- Low Income community hurts because disposable income is limited but it can also mean you have access to grants and various other programs like Business Improvement District (BID)
- Focus on design guidelines for both downtown and residential and make developers building it the way you want it not the way they always do it
- Patience – YOUR GREATEST ASSET IS THE WATERFRONT – DON'T GIVE IT AWAY

SECTION 3

Panel Discussion

The Panel identified a number of Key Assumptions to guide them in determining the best use of the Waterfront.

Key Assumptions

- Waterfront belongs to everyone
- Development should not be piecemeal
- Don't give it away
- Zoning doesn't support what is needed
- Everything should be proportionate to Hopewell
- Believe in your assets!
- Niche is waterfront and downtown
- Focus on "missing teeth" not just Bluffs
- A mix of uses is more feasible than mixed-use
- It is OK to wait for the "right" development
- Trucks will still use Route 10 to 6th Street
- Increase connectivity with new streets
- Local streets already walkable & bikeable
- Focus resources on the primary multimodal corridors
    - Randolph
    - 21st
    - Broadway
    - Appomattox
- Extend trail to marina – in subsequent phases

The Panel also discussed several approaches to the Redevelopment of the Waterfront by focusing on the overarching challenges to implementing a successful redevelopment are to focus on the advantages and address the barriers:

- Advantages
    - Pearls on Strings
    - Urban Farm associated with Hospital
    - Good bones, walkable, blocks good size
- Barriers
    - Average 2100 sf unit
    - 20 du/ac
    - Desire without a roadmap
    - Lacking visible connectively to river and downtown

In addition to the summaries and graphics provided in the report proper, the presentation in Appendix B provides additional information given at the report-out on September 14.

Figure 22 - Preliminary review of Presentation

Strategies

In response to the many advantages and barriers presented by the Hopewell Waterfront, the Panel generated long term and short term strategies to be addressed by the City.

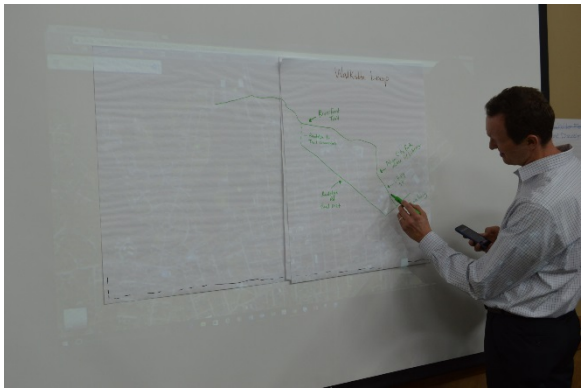
LONG TERM STRATEGIES

1. Complete/Approve Comprehensive Plan
2. Zoning Code Overhaul (Waterfront Overlay)
3. Capital Improvement Program
4. Adopt a Complete Streets Policy
5. Road Diet w/Bike lane on Randolph
6. Develop a Wayfinding Program
7. Complete Linkages/Connectivity Project
8. Develop Hopewell “Brand” and Marketing Strategy
9. Infill and Redevelopment (Focus on “Missing Teeth”)
10. Create and Implement a Street Tree Program

SHORT TERM STRATEGIES

1. Create Zoning Overlay District for Waterfront
2. Narrow Right-Of-Way and Encourage Alley Loaded Garages
3. Establish Architectural Standards for new “Cluster” Zoning
4. Expand Enterprise Zone to include Marina Site
5. Do RFP (Public/Private Partnership) for Development of Marina
6. Make Connection - Downtown to Waterfront
7. Designate Downtown & Waterfront as UDA (Urban Development Area)
8. Hold a Public Art Competition for Public Wayfinding
9. Annual Event Program - Showcase the Waterfront
10. Create Healthy Food Financing Initiative

Panel Deliberations and Analysis



Panel Recommendations - Question Summary and Responses

1. ***Assumptions for best use of the waterfront.***
   - **Preserve and enhance all these properties for their water based / water connection uses.**
   - **All of the properties are stronger if connected with the River Trail and connected back into the neighborhoods and the downtown.**
   - **Create and follow a comprehensive, holistic strategy, one not individualized by property.**
   - **Maintain public access throughout all properties encourage a restaurant zone to build on the Boathouse.**
   - **Turn the Motel into an asset.**
   - **Maximize recreation on the river.**

1. ***Best use of each property?***
   - **The Bluffs – plan for the best development possible.**
   - **Historic Weston Manor – consider development on open spaces.**
   - **Doris Renn Properties – a major key asset, consider the development of a second marina along the river.**
   - **The Park – consider the water edge for kayak rental and personal craft launching, and the upper portion as a restaurant site.**
   - **The Marina – maintain existing use. Reserve area for a future retail use.**
   - **Route 10 Gateway – leverage the planned 'H' gateway art work.**
   - **The Boathouse – leverage the success of this restaurant to bring others to the City.**
   - **The Motel – unique architecturally and can be a great asset to the City as a boutique hotel.**
   - **City Park – connect the City Park the downtown by way of Library Street.**

2. ***Given environmental constraints what are possible uses, location of, and density?***
   - **The density issue should be resolved through the development of the new / completed Comprehensive Plan, and with revised zoning ordinances. The market will determine the highest density for each property. Use the Comp Plan and Zoning Ordinances to "make green tape not red tape" for developers. See the key assumptions in the answer to question one. All future development shall respect these assumptions.**
   - **The density issue for each of the water front properties has to be considered with development in the downtown core of the City. Affordable housing developers are already planning one new affordable project funded with low-income housing tax credits (LIHTC) from VHDA Virginia Housing and Development Agency. More will follow to this market. Package downtown properties for affordable housing developers.**

3. ***Complete Streets – best linkages and connections, trails and water access, and ways to create walkability. Are changes to Route 10 needed to facilitate traffic & create a gateway?***
   - **Trucks will continue to enter the City via West Randolph Road from the bridge.**
   - **Enforce the 6th Street cut-off for trucks.**
   - **West Randolph Road is a great street, a spine, down through Poythras Street.**
   - **Plan pedestrian improvements on West Randolph.**
   - **Create a trail loop with the downtown streets and the River Trail.**
   - **Use Library Street to make a great gateway to the river and the beach at City Park.**
   - **Consider another access to the River Trail at 6th Street.**
   - **Highlight development opportunities downtown.**
   - **Create bike lanes on 21st and Broadway (as they are very bike-able, flat streets with posted speeds suitable for biking).**
   - **Focus on downtown streets and access to river trail, and completing the loop.**

4. ***In light of development along Gateway Corridor (Boathouse restaurant, pubic art "H," and Riverwalk) how should development be phased?***
   - **First, invest in the framework, the bones, invest (though not necessarily to the same level everywhere) in the framework to connect the pieces. The River Walk is priority 1.**
   - **Second, don't rush it, set realistic goals, plan, and carry out one improvement a year.**
   - **The Bluffs may remain without private development for 5-10 years until the value is in the property for the right development. The 'highest and best use' will be informed by the market.**
   - **Phasing and implementation is going to be driven by what the City can afford and what the market asks for and when. Make connections and then fill in.**

5. ***How to set Hopewell apart as a regional waterfront destination?***
   - **Embrace the history.**
   - **Embrace the river.**
   - **Connect the assets.**
   - **Don't be desperate.**
   - **Make development perpendicular to the water.**
   - **Maintain and accentuate river / water front access of all kinds.**
   - **Utilize public access easements.**
   - **Balance redevelopment on both the river and downtown.**
   - **Don't let the zoning restrict development.**
   - **Create a pattern book for future development of low to moderate housing.**

5. ***What is market strategy?***
   - **Focus on the Positive.**
   - **Pay attention to downtown's "missing teeth."**
   - **Continue development of trails and open space.**
   - **Leverage History.**
   - **Promote Beacon Theater.**
   - **Promote Appomattox Regional Library.**
   - **Partner with John Randolph Hospital.**
   - **Accredited Schools (get them all to this level).**

Overall Plans

The Panel identified various overall plans addressing various aspects for the development of the Hopewell Waterfront. Detailed concepts of certain areas follow.

OVERALL LAND PLAN

- Mixed-Use
- Public Open Space
- High Density Single Family
- Low Density Single Family
- Multi-Family

Area of Detail

OVERALL USES PLAN

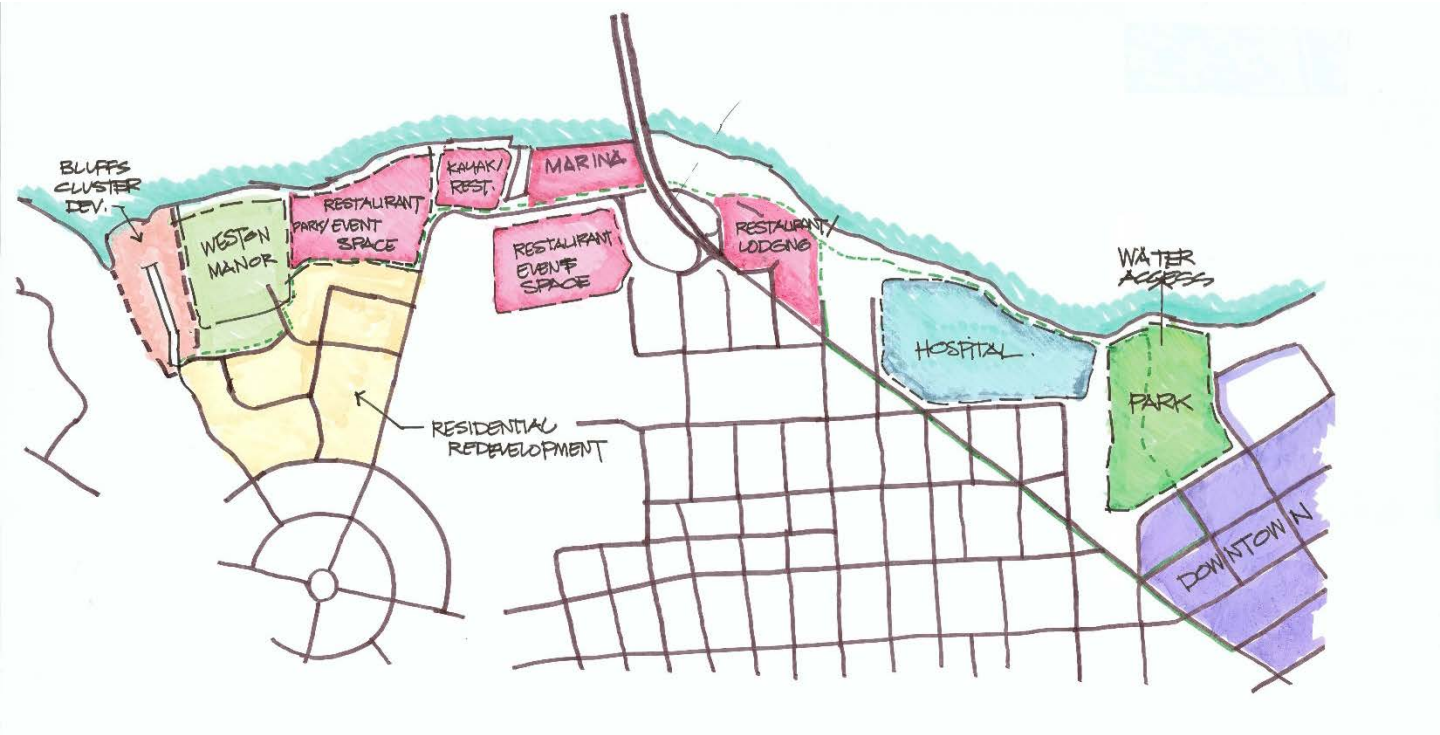


Figure 23 – Potential Land Uses for Waterfront

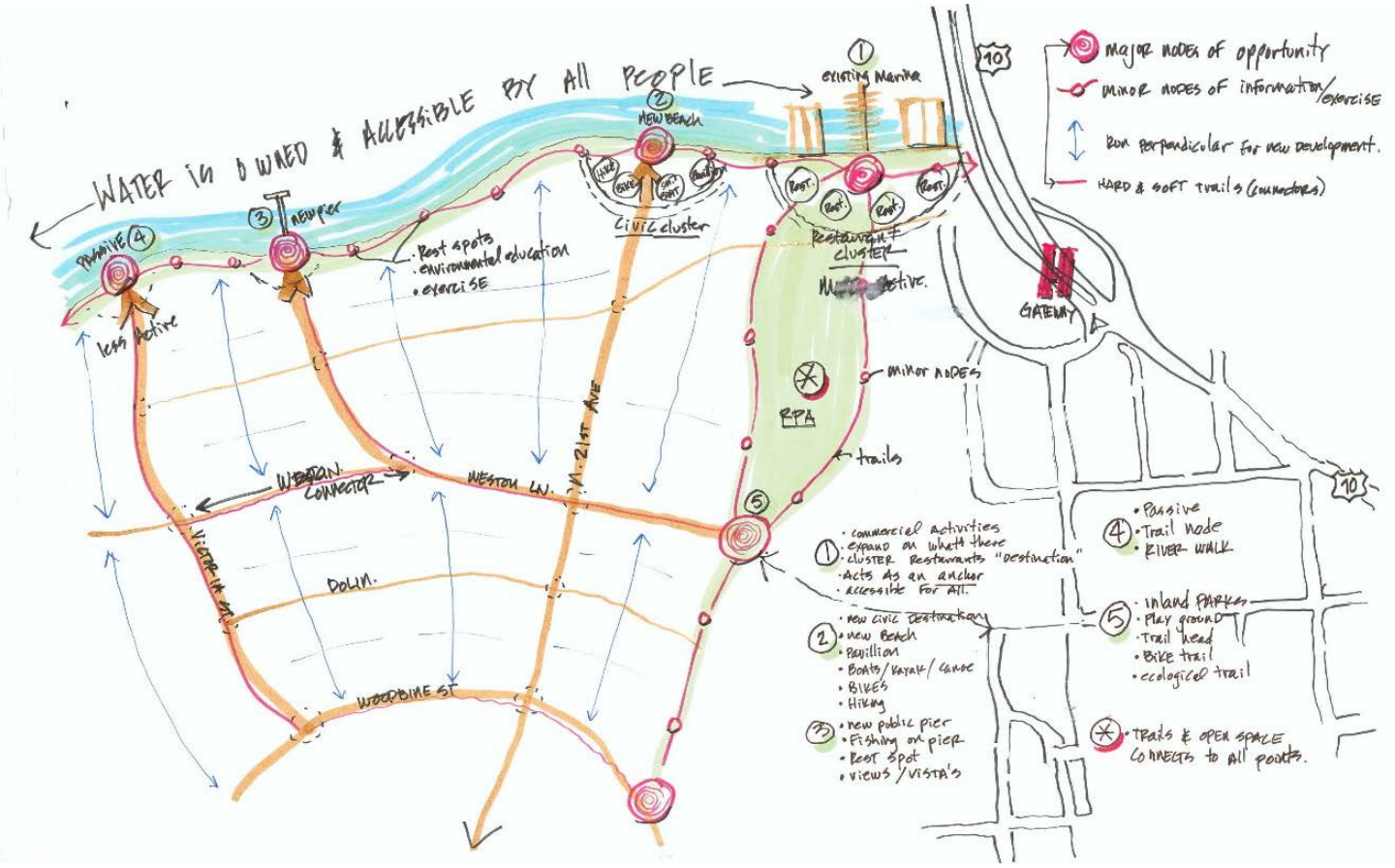
- **Mixed-Use**
- **Public Open Space**
- **Private Open Space**
- **Residential Development**
- **Hospital**
- **Downtown**
- **Bluffs Development**

COMMENTS

- Uses along the water should be the uses that take best advantage of water access and views.
- Efforts to strengthen downtown should continue and all waterfront uses should connect and compliment the downtown core.
- Signage should guide visitors from place to place with a cohesive theme and graphic standard.

Area of Detail

OVERALL ACTIVITY AREAS



COMMENTS

1 – **Existing Marina.**
- Commercial activities.
- Expand existing uses.
- Cluster restaurants to create a "Destination" to act as an anchor along the river front.
- Accessible to all.

2 – **New Civic Destination**
- New beach.
- Pavilion.
- Boats/Kayaks/Canoe launch.
- Bike and pedestrian trail access.

3 – **New Public Pier**
- Fishing on Pier.
- Bike and pedestrian trail access.

4 – **Passive Recreation along river front**
- Trail node.
- River walk.

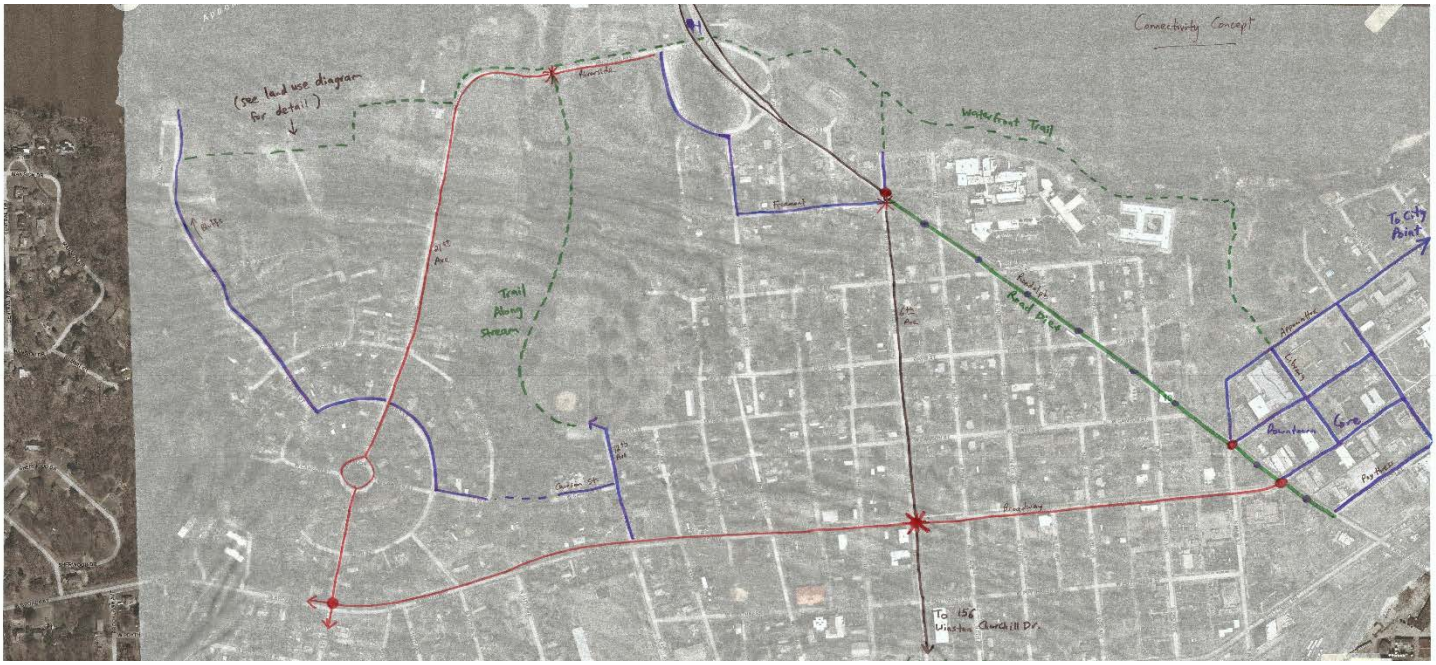
5 – **Inland Parks**
- Integrated with neighborhoods.
- Playground.
- Trailhead.
- Bike trail.
- Ecological trail interpretation.

**Trails and open space connect to all nodes.

Water is owned & accessible by all people.

Area of Detail

CONNECTIVITY PLAN



Through Corridor / Truck Route		**Existing Signal**	
Road Diet Street		**Trail / Shared Use Path**	
Bicycle Lane		**Enhanced Crossing**	
Pedestrian District / Emphasis		**Gateway Art Corridor "H"**	

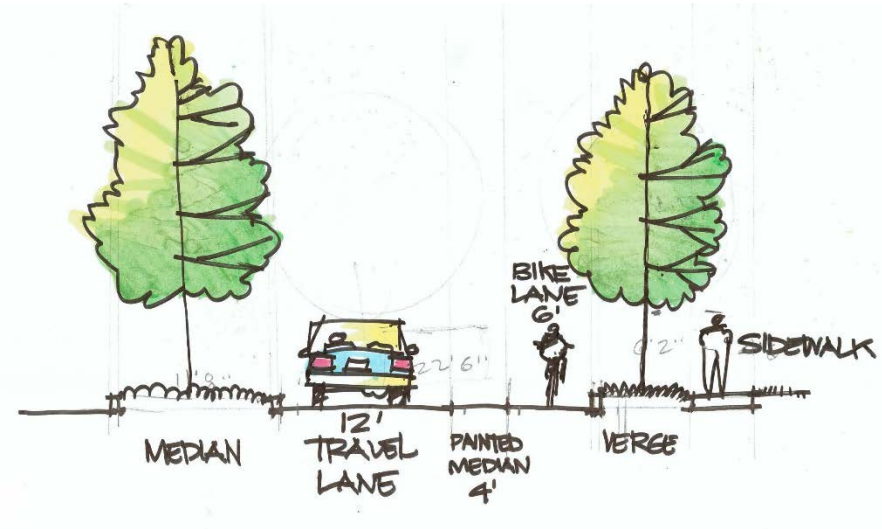
COMMENTS

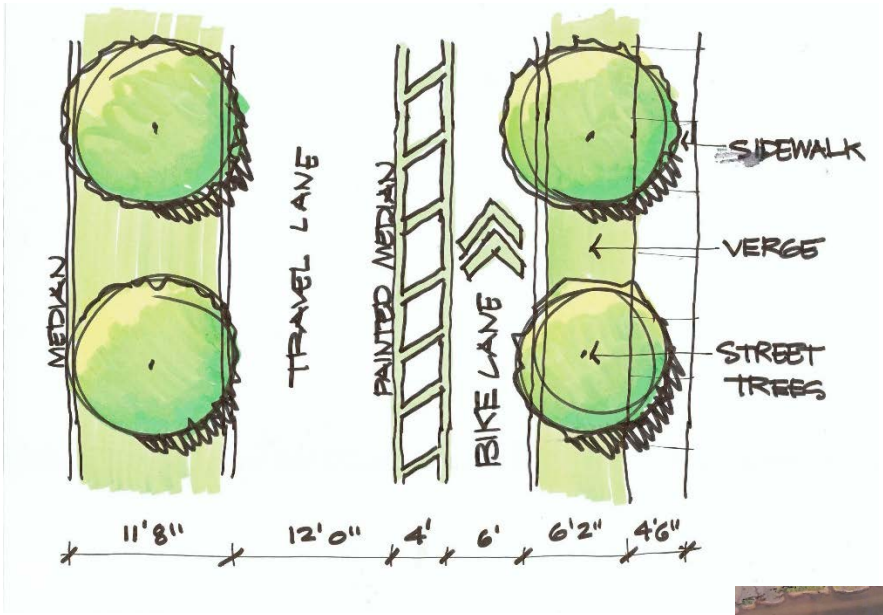
- The Hopewell Transportation Plan should include major efforts to improve multi-modal connections between the primary entry corridor (Gateway Art Corridor), downtown, and the Appomattox riverfront.
- Add bicycle lanes along the primary circuit connecting major nodes and points of interest. Provide a bike share program through grant funding.
- Connect downtown, neighborhoods, and riverfront with a system of trails linking to the greater trail network planned along the river.
- Incorporate Complete Streets vocabulary into vehicular grid.
- Utilize road diets whenever applicable.

Area of Detail

ROAD DIET – RANDOLPH ROAD

Create one 12 foot travel lane to provide a 6 foot bike lane with a 4 foot painted median. Consider flexible bollards or tactile warnings along the median.





Area of Detail

RESIDENTIAL CONCEPT 1 – THE BLUFFS

Residential Concept 1 incorporates a cluster approach with lots of approximately 35' x 80' served by a 30' two-way alley and each unit fronting open space.

Single-family residential units proposed as detached with 5' side setbacks (including eaves), 20' rear setbacks, and 10' front setbacks.

This arrangement would allow floor plates of 24' x 50' or 1,200 SF per floor.

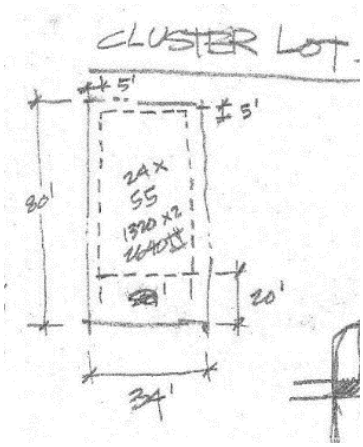
A 2.5 floor ratio scenario would allow up to 3,000 SF. Two floors would allow 2,400 SF.

The 30' two-way alley could accommodate on-street parking for guests and overflow.

Pedestrian connections could be provided through the site as indicated by the orange lines with arrows.

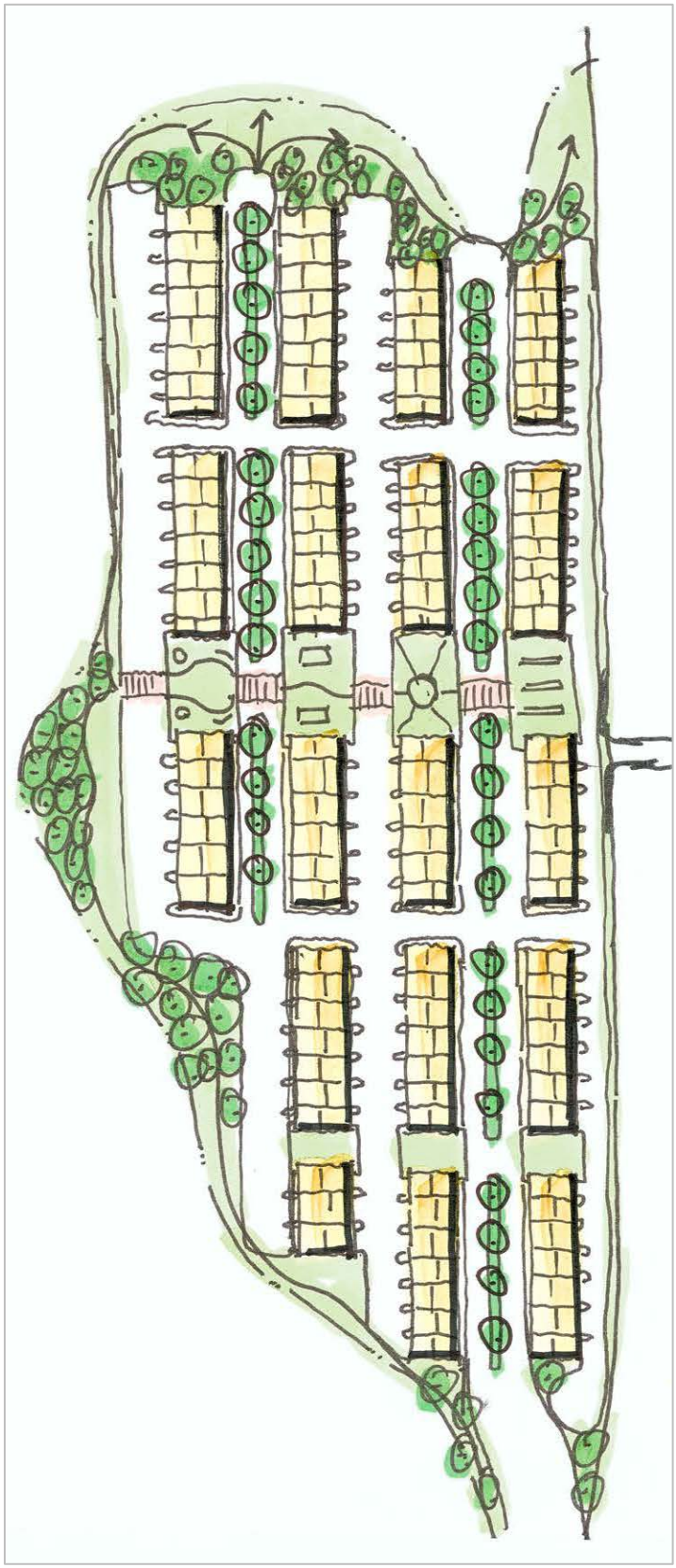
It will be critical to dedicate public open space to open the waterfront for physical and visual access.

Note: This scheme cannot be accomplished without significant changes to the current zoning ordinance.



Area of Detail

RESIDENTIAL CONCEPT 2 – THE BLUFFS



The Bluffs residential concept utilizes attached townhomes to maximize development for the property.

There is a strong integration of pedestrian connectivity and green space throughout the neighborhood.

A “String of Pearls” of green spaces and trails connect neighborhoods and encourage public use of waterfront properties.

It should be noted that this scheme, like many others developed during the TAP, cannot be accomplished under the current zoning regulations.

Changes to the zoning ordinance code need to include allowing

- a horizontal mix of uses
- changes in density and lot size
- changes in maximum building heights
- changes in frontage requirements
- changes in buffer requirements

RESIDENTIAL CONCEPT 3 – REDEVELOPMENT OPTION 1

The Redevelopment Option 1 shows development of the areas along 21st Avenue and the area in front of Weston Plantation. Lots of various sizes and alley accesses. Large and small green spaces provide for pedestrian links and visual relief. The concept demonstrates a relationship between two of the proposed residential layouts and demonstrates viable community options for the adjacent properties.

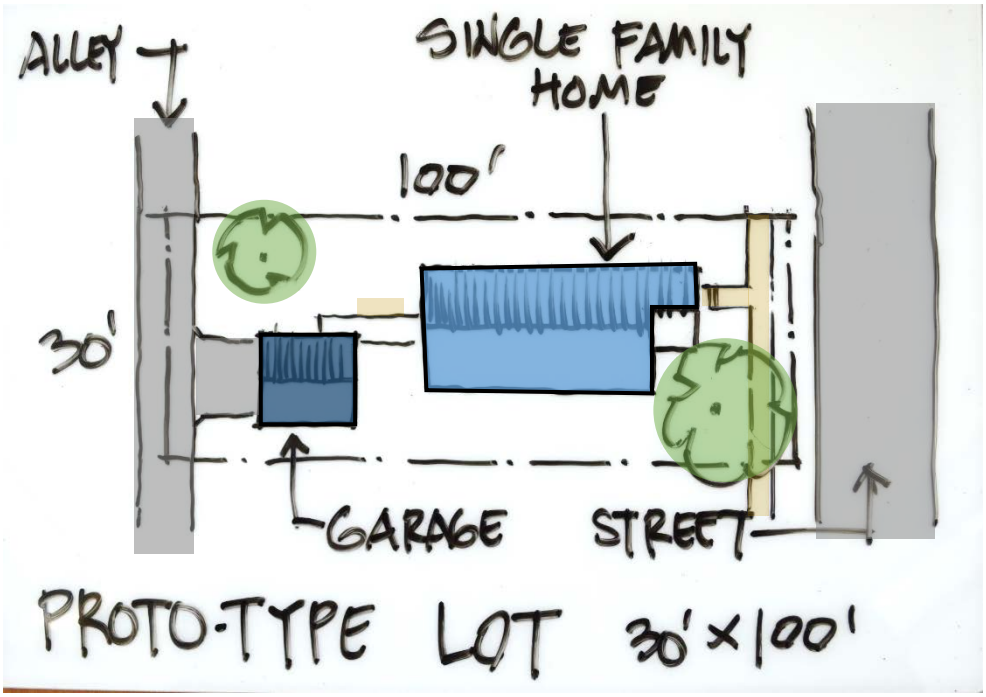
Area of Detail

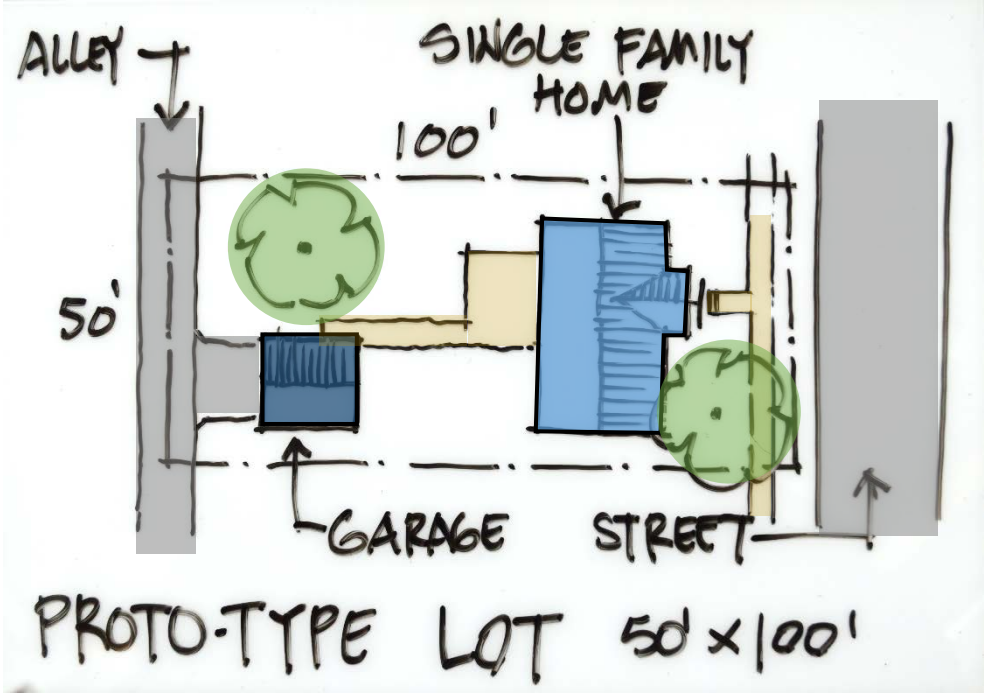
RESIDENTIAL LOTS – REDEVELOPMENT OPTION 2

This rough sketch illustrates a possible single-family detached layout for the area near Weston Manor. The lots can be narrower if alley fed. This would also allow a more pedestrian friendly streetscape. Stormwater is being accommodated through ponds that are roughly 10% of the entire area. Pedestrian connections link this area with adjacent developments. The green space and links provide needed public open space and needed river access where accessible.

Area of Detail

RESIDENTIAL LOTS – PROTO-TYPES





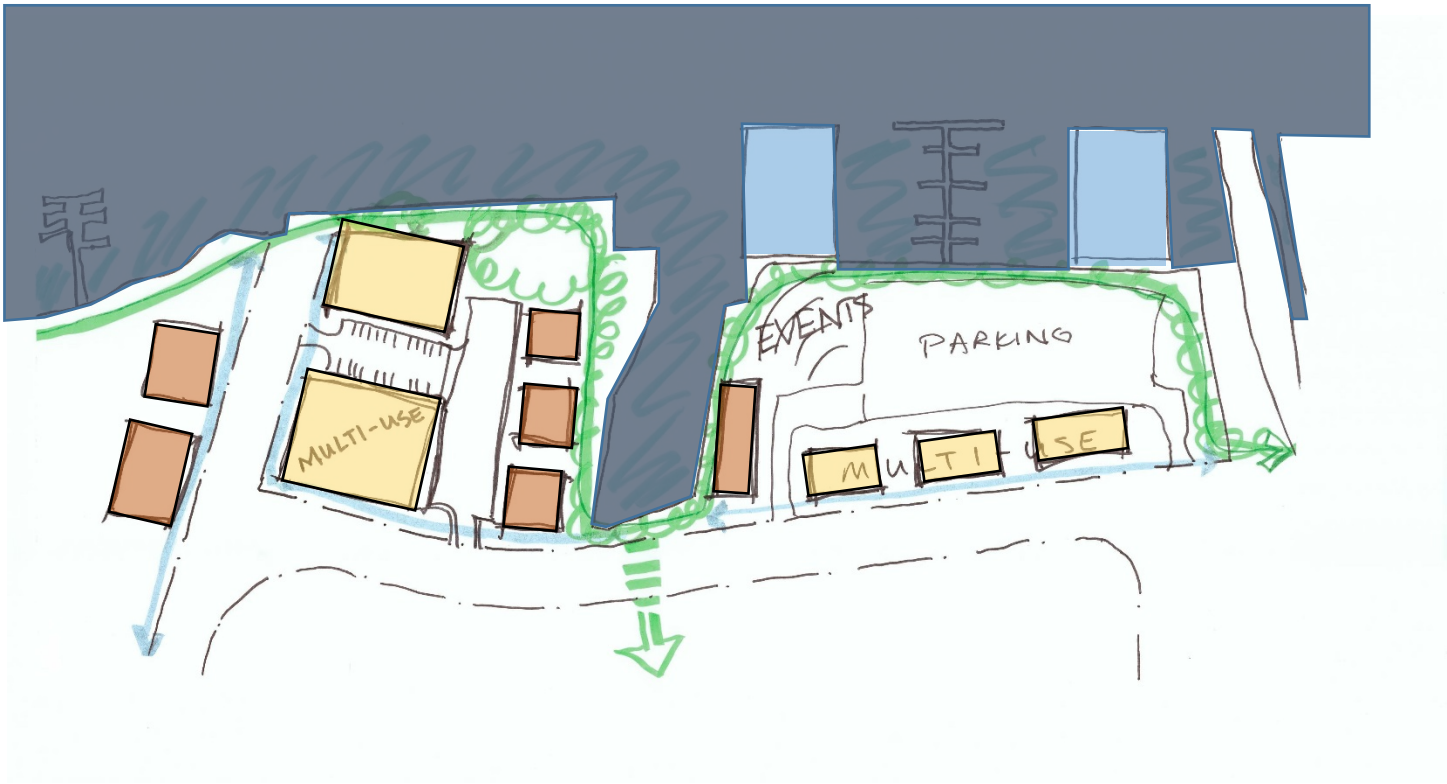
RESIDENTIAL LOTS – REDEVELOPMENT OPTION 3

An alternate redevelopment scheme that recommends residential facing tree-lined streetscapes with alley access with interior nodes of green space for uses such as passive and active parklets and community gardens.

The Riverfront will remain public access with a chain of parks, trails, and open space.

It should be noted that this scheme, like many others developed during the TAP cannot be accomplished under the current zoning regulations. Changes to the code need to include allowing a horizontal mix of uses, changes in density and lot size requirements, changes in maximum building heights, changes in frontage requirements, and changes in buffer requirements.

WATERFRONT OPTION 1



An alternate redevelopment scheme that recommends horizontal mixed use including flex-use, marina shops, vendor shops and public access along the entire riverfront.

It should be noted that this scheme, like many others developed during the TAP cannot be accomplished under the current zoning regulations. Changes to the code need to include allowing a horizontal mix of uses, changes in density and lot size requirements, changes in maximum building heights, changes in frontage requirements, and changes in buffer requirements.

Area of Detail

WATERFRONT OPTION 2

An alternate redevelopment scheme that recommends horizontal mixed use including flex-use, residential, marina shops, vendor kiosks, public access to the river, and public amphitheater.

It should be noted that this scheme, like many others developed during the TAP cannot be accomplished under the current zoning regulations. Changes to the code need to include allowing a horizontal mix of uses, changes in density and lot size requirements, changes in maximum building heights, changes in frontage requirements, and changes in buffer requirements.

Area of Detail

WATERFRONT OPTION 3 WITH REDEVELOPMENT RESIDENTIAL LOTS

An alternate redevelopment scheme that also shows the links between the various land uses.

It should be noted that this scheme, like many others developed during the TAP cannot be accomplished under the current zoning regulations. Changes to the code need to include allowing a horizontal mix of uses, changes in density and lot size requirements, changes in maximum building heights, changes in frontage requirements, and changes in buffer requirements.

Area of Detail

APPENDIX A

About the Panel

JONATHAN B. EISEN
MANAGING PRINCIPAL, THE EISEN GROUP

A native of Washington, D.C., Jon Eisen enjoys the history of his hometown, as well as the constantly evolving cities he does his work. Across the United States, Eisen has contributed more than 60 mixed-use projects. Trained as an architect and urban planner, Jon works with private developers, universities, and municipal officials to create special – and successful – great places. He is currently leading the planning, architecture and strategy for developments in Maryland, Virginia, D.C., Pennsylvania, Delaware, Florida, Washington, North Carolina, Oregon, New Jersey, Kansas, and Colorado. National Harbor, Crown Farm, Crystal City Revitalization, Reston Town Center Phase II, Bethesda Row, Park Potomac, Crocker Park, and The Village of Valley Forge all bear his handiwork.

At TEG, Jon Eisen has had a hand in more than 20 million square feet of mixed-use planning, architecture and development consulting. Earlier in his career, Jon worked on such large-scale projects as the U.S. Holocaust Museum in Washington D.C., Mizner Park in Boca Raton, Colorado Center in Denver and Channelside in Tampa, Florida. He also counsels developers, landowners, universities, cities, and towns, providing them with market analyses and clear-headed thinking about development possibilities in their sites and municipalities. Washington, D.C. officials recently engaged Jon to scrutinize and recommend improvements to its aging commercial districts across the entire city.

Jon Eisen speaks regularly at local and national industry conferences and before government gatherings. He sits on a National Council with the Urban Land Institute and is on the board and teaches for the College of Architecture and Real Estate at the University of Maryland. Whenever he travels, he continues to study and photograph the physical elements of municipal life that contribute to urban vitality. As managing principal of TEG, Jon leads the company, particularly in the planning, entitlements, market analysis, architecture, development consulting and sustainability. From his long experience, Jon has gained considerable expertise in creating great places.

Jon has just recently co-authored the “ULI Retail Development Handbook” and has been published numerous times in industry publications.

LORY MARKHAM
URBAN PLANNER/ARCHITECT/DEVELOPER, ONESOUTH

Born and raised on a Virginia farm just outside the City of Richmond, Lory has always been fascinated by settlement patterns and how urban growth happens.

Lory graduated from Hollins University with degrees in Philosophy and Political Science and earned her MA in Urban and Environmental Planning at the University of Virginia’s School of Architecture. After a short stint at the Richmond Regional Planning District Commission where she focused on affordable housing and blighted property, she continued her public service working in the Department of Planning & Development Review for the City of Richmond.

As Principal Planner for the City of Richmond, Lory’s experience includes serving as Secretary to the city’s Planning Commission and overseeing the review of all development projects in the City that need special approval.

After over a decade of experience in development review and land use planning with the City of Richmond, Lory joined One South Commercial as a commercial agent and started her own consulting business, Markham Planning. Her areas of expertise include the Richmond-Metro market, zoning and development review process, community engagement and neighborhood development. Her focus has always been in making places better and maximizing their potential. To that end, she specializes in complex, innovative mixed-use development deals, infill opportunities, repositioning underutilized properties and multifamily investment portfolios.

DAVID STEMBEL, AIA
PRINCIPAL, GRIMM + PARKER ARCHITECTS

David is the Director of the Residential and Urban Design Studio at Grimm+ Parker Architects where he oversees the residential and mixed-use projects. His studio specializes in multi-family market-rate, affordable and mixed-income communities. His career focus and passion is the improvement of our cities through community planning and design of sustainable, safe, and livable urban neighborhoods. He has collaborated on the design and managed the creative effort for redevelopment projects in cities across the county including Seattle, Philadelphia, and Baltimore, completing multiple HOPE VI communities and over two dozen projects funded with low-income housing tax credits in seven different states.

His projects have received multiple awards from the American Institute of Architects, the American Planning Association, and the National Association of Housing and Redevelopment Officials. The Towns at Orchard Ridge, Baltimore, Maryland, received the WaveMaker Award from the Baltimore District ULI Council for unique, innovative, and visionary development.

MIKE CALLAHAN
PROJECT MANAGER, RENAISSANCE PLANNING

Mike is a project manager with Renaissance Planning in Charlottesville, VA. Mike specializes in transportation and land use planning, applying his experience to a wide range of projects from small area plans to long-range transportation plans. His recent projects in Virginia include the Gateway Crossing Area Plan in Botetourt County, the Rio/29 Small Area Plan in Albemarle County, and an Urban Development Area Study and Comprehensive Plan Amendment for the town of Amherst. The Virginia Office of Intermodal Planning and Investment supported all three projects. Mike also within the last year supported community-planning efforts in Fauquier County, the town of Warrenton, the Lynchburg region, and the town of Christiansburg. In addition to working with local governments in Virginia, Mike has provided planning assistance to about 50 cities and towns across the United States since 2012 under contracts with the U.S. EPA's Office of Sustainable Communities. This work has focused on economic development, infill, and revitalization, local food systems planning, complete streets and walkability, and rural community planning.

BILL EUBANKS, FASLA, LEED AP
CREATIVE DIRECTOR, SEAMONWHITESIDE

Bill Eubanks, FASLA, LEED AP lives in Charleston, SC where he is a licensed landscape architect and the Creative Director of the Urban Edge Studio of SeamonWhiteside. The studio focuses on building community through sustainable urbanism with a focus on the charrette process. Eubanks has completed all certification programs through the National Charrette Institute. In 2011, Eubanks received a "Westie" award for his work in the West Ashley area of Charleston and in 2014 he was named as one of Charleston's "50 Most Progressive" by Charlie Magazine. In 2016, he was named as a Distinguished Alumni of the Fay Jones School of Architecture at the University of Arkansas. He serves on the board of the Ashley Bridge District with the City of Charleston, the board of the East Cooper Land Trust, the Dean's Circle of the Fay Jones School of Architecture at the University of Arkansas, and the ASLA Board of Trustees. Previously, he served on the 10,000 Trees Committee with the City of Charleston and was Vice President, Membership of ASLA. He is a member of ULI. He became a Fellow of ASLA in 2007 and received his Bachelors of Landscape Architecture from the University of Arkansas in 1981.

APPENDIX B

9/14/2017

Urban Land Institute Virginia

City of Hopewell Waterfront

Urban Land Institute Virginia

What is a TAP?

- The TAP Program provides local public sector and non-profit organizations with a tool to solve real estate and land use problems in a uniquely objective way.
- At the same time, TAPs provide District Council members a means to give back to ULI and their local communities.
- ULI members volunteer to serve on a panel and are not compensated for their time, only their expenses.

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Urban Land Institute Virginia

TAP-What We Did

- Received briefing materials before event
- 1.5 days
- Toured site
- Met with stakeholders – discussed history, concerns, and needs
- Identified key issues
- Discussed alternatives
- Developed recommendations
- Presentation of recommendations

Urban Land Institute Virginia

Panelists

- Jon Eisen – Managing Principal, The Eisen Group, Washington DC
- Lory Markham – OneSouth, Richmond VA
- David M Stembel III – AIA, Grimm and Parker, Calverton MD
- Bill Eubanks – Creative Director, Seamon Whiteside, Charleston SC
- Mike Callahan – AICP, Renaissance Planning, Charlottesville VA

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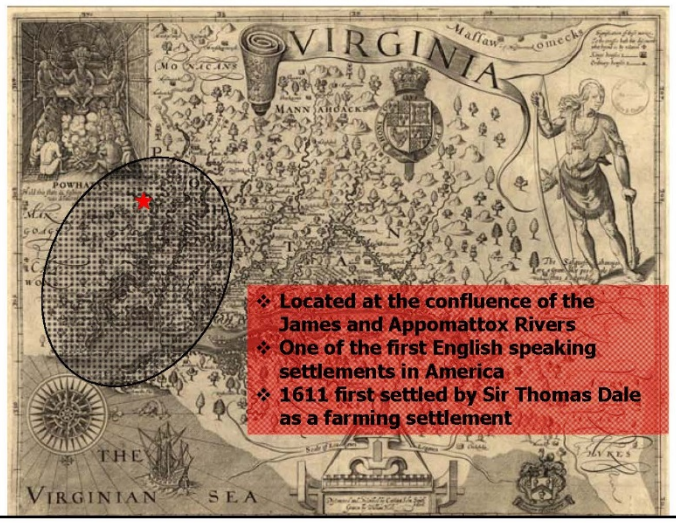
Urban Land Institute Virginia

Stakeholder Participants

- Deborah Randolph, Economic Development Authority
- Wendy Austin, Executive Director, Friends of the Lower Appomattox
- Aaron Reidmiller, Director, Recreation & Parks
- Kevin Healy, Owner, The Boathouse
- Mayor Jacqueline Shornak
- Elliot T. Eliades, Chairman, Planning Commission
- Chris Neal, Planning Commissioner
- Smith Bradford
- Doris P. Renn (owner of adjacent property)
- Evan Kaufman, Hopewell Downtown Partnership

CONTEXT HISTORY OF HOPEWELL



- Located at the confluence of the James and Appomattox Rivers
- One of the first English speaking settlements in America
- 1611 first settled by Sir Thomas Dale as a farming settlement

3

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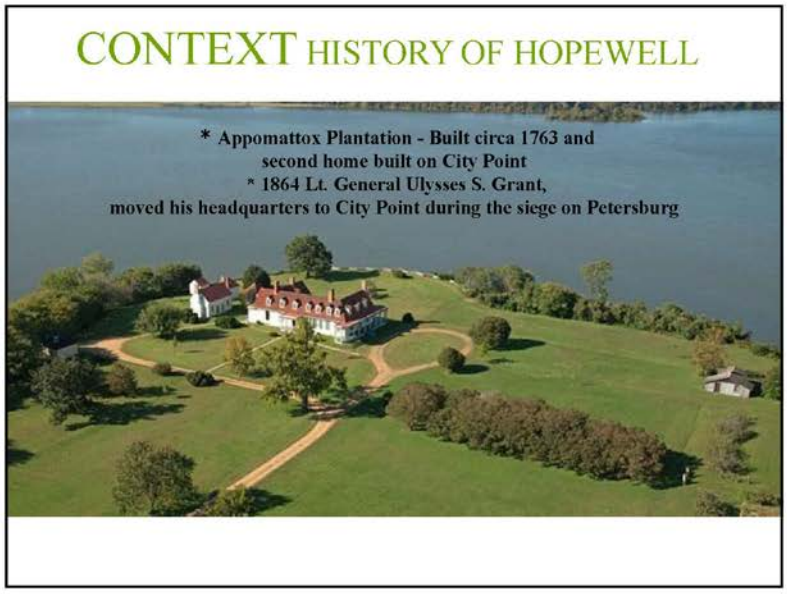
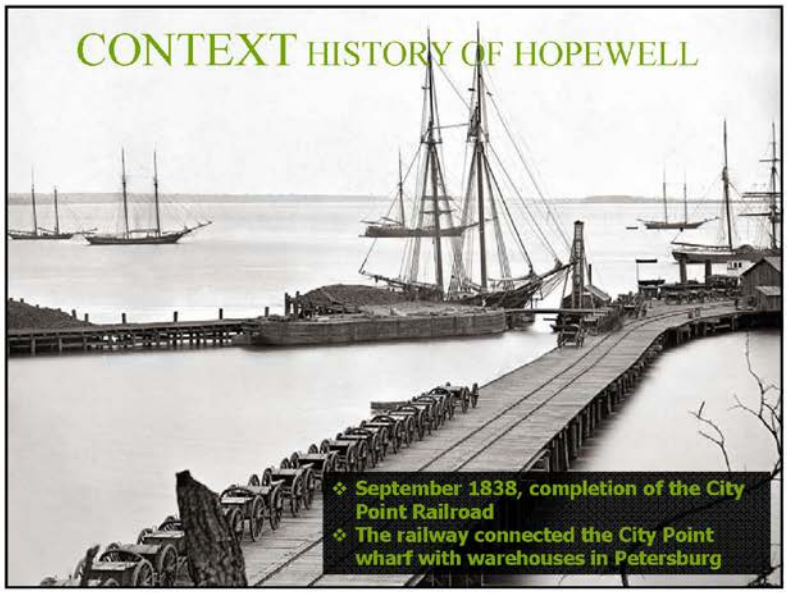

CONTEXT HISTORY OF HOPEWELL
* Appomattox Plantation - Built circa 1763 and second home built on City Point
* 1864 Lt. General Ulysses S. Grant, moved his headquarters to City Point during the siege on Petersburg


CONTEXT HISTORY OF HOPEWELL
September 1838, completion of the City Point Railroad
The railway connected the City Point wharf with warehouses in Petersburg

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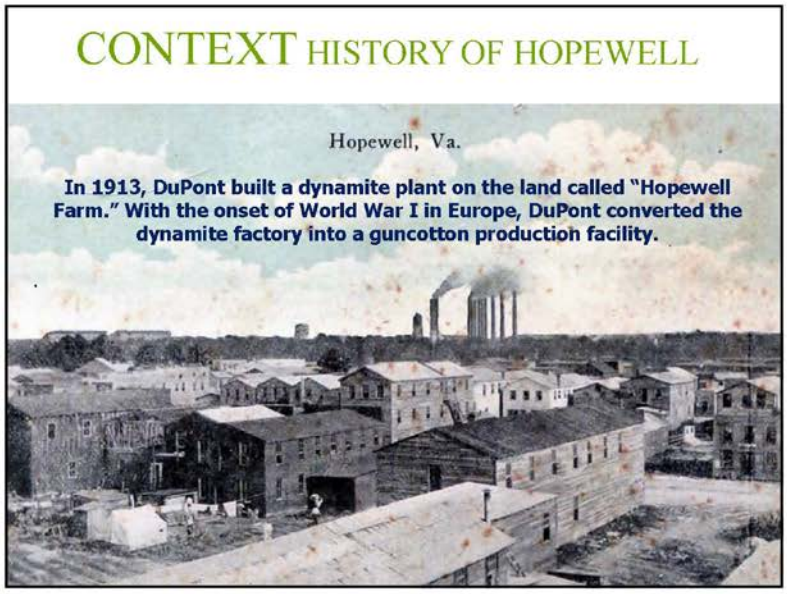
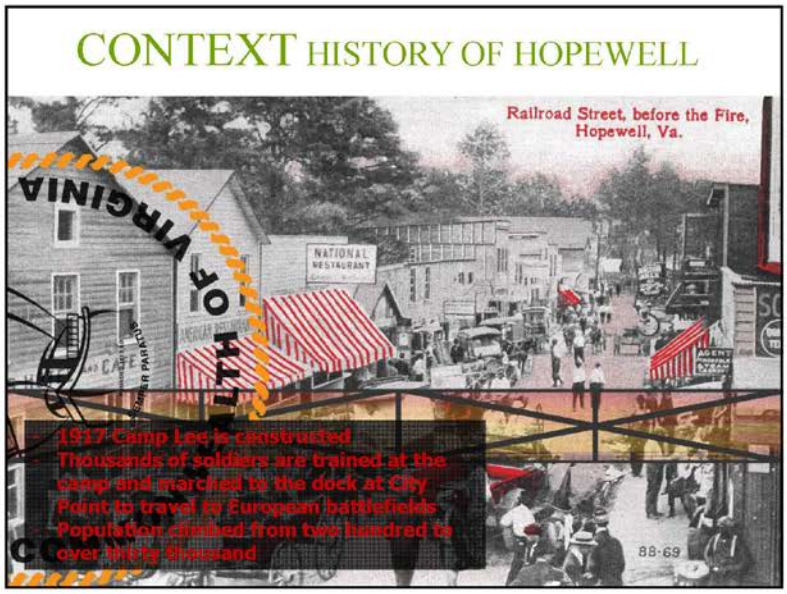

CONTEXT HISTORY OF HOPEWELL
Hopewell, Va.
In 1913, DuPont built a dynamite plant on the land called "Hopewell Farm." With the onset of World War I in Europe, DuPont converted the dynamite factory into a guncotton production facility.


CONTEXT HISTORY OF HOPEWELL
Railroad Street, before the Fire, Hopewell, Va.
NATIONAL RESTAURANT
1917 Camp Lee is constructed
Thousands of soldiers are trained at the camp and marched to the dock at City Point to travel to European battlefields
Population climbed from two hundred to over thirty thousand
88-69

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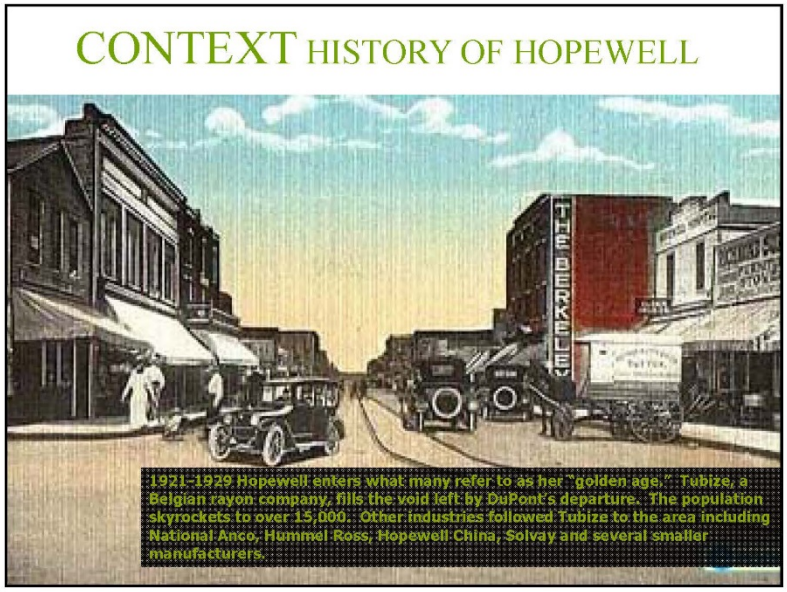
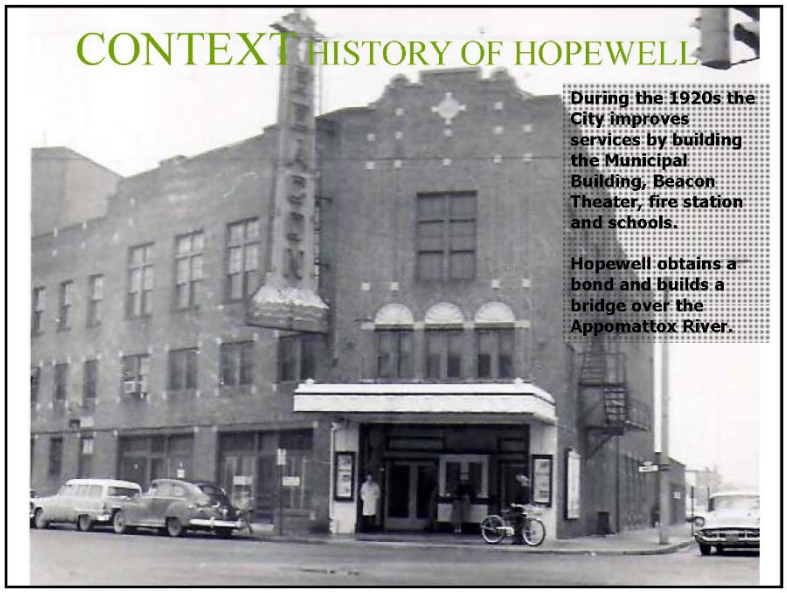

CONTEXT HISTORY OF HOPEWELL
THE BERKELEY
1921-1929 Hopewell enters what many refer to as her "golden age." Tubize, a Belgian rayon company, fills the void left by DuPont's departure. The population skyrockets to over 15,000. Other industries followed Tubize to the area including National Anco, Hummel Ross, Hopewell China, Solvay and several smaller manufacturers.


CONTEXT HISTORY OF HOPEWELL
During the 1920s the City improves services by building the Municipal Building, Beacon Theater, fire station and schools.
Hopewell obtains a bond and builds a bridge over the Appomattox River.

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CONTEXT HISTORY OF HOPEWELL

1978-1979 The City Point Area was recognized as a historic district by the Virginia Historic Landmarks Commission and added to the National Register of Historic Places

CONTEXT WESTON MANOR

7

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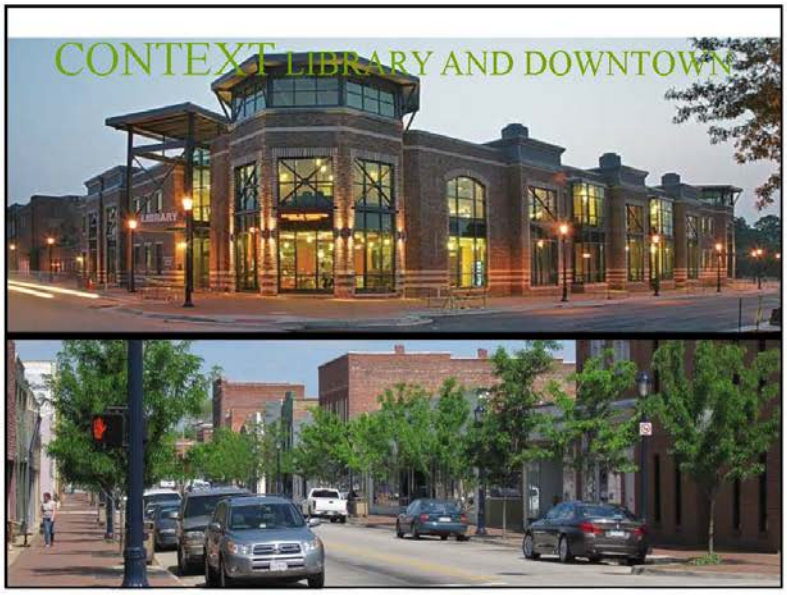
CONTEXT LIBRARY AND DOWNTOWN

CONTEXT BOATHOUSE
BOATHOUSE

9

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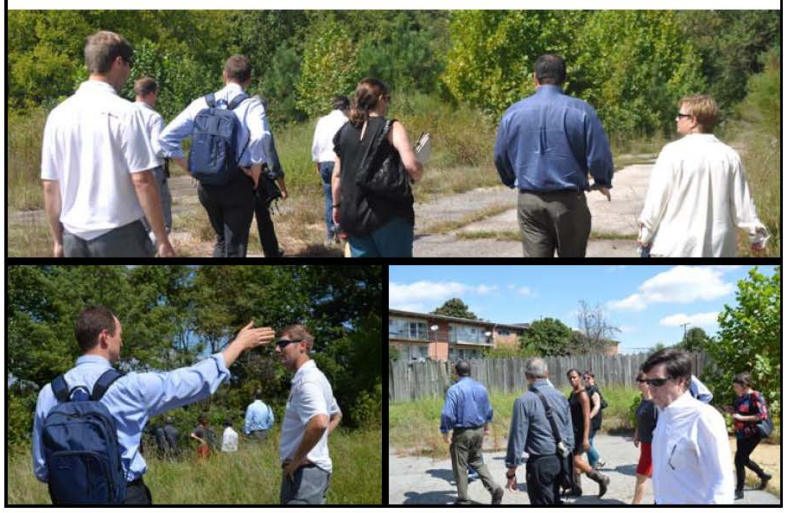
CONTEXT BEACON

CONTEXT UNDERSTANDING SITE



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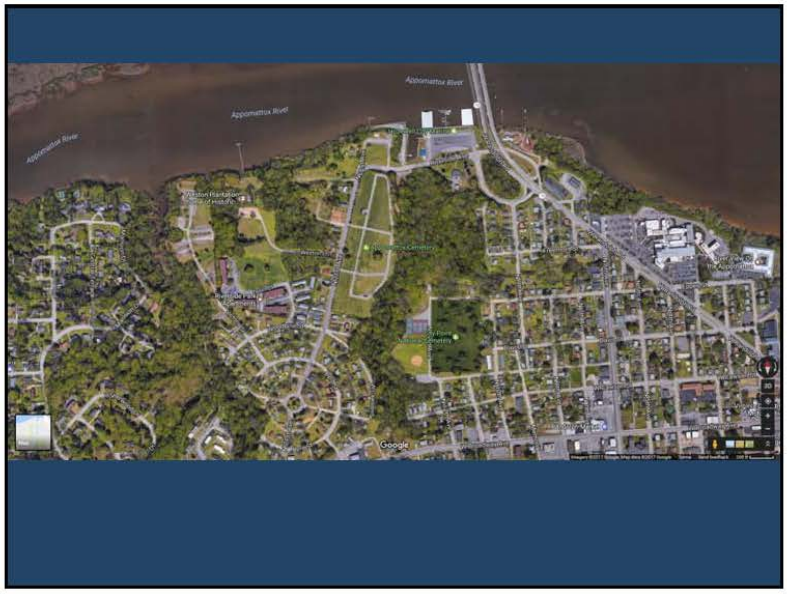
CONTEXT UNDERSTANDING SITE


Appomattox River
Appomattox River
Appomattox River

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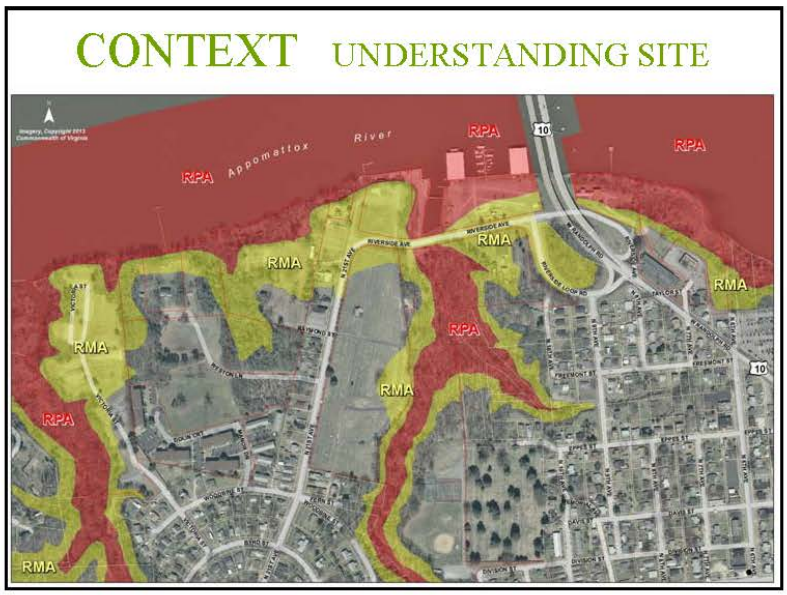
CONTEXT UNDERSTANDING SITE
RPA
Appomattox
River
RPA
RPA
RMA
RMA
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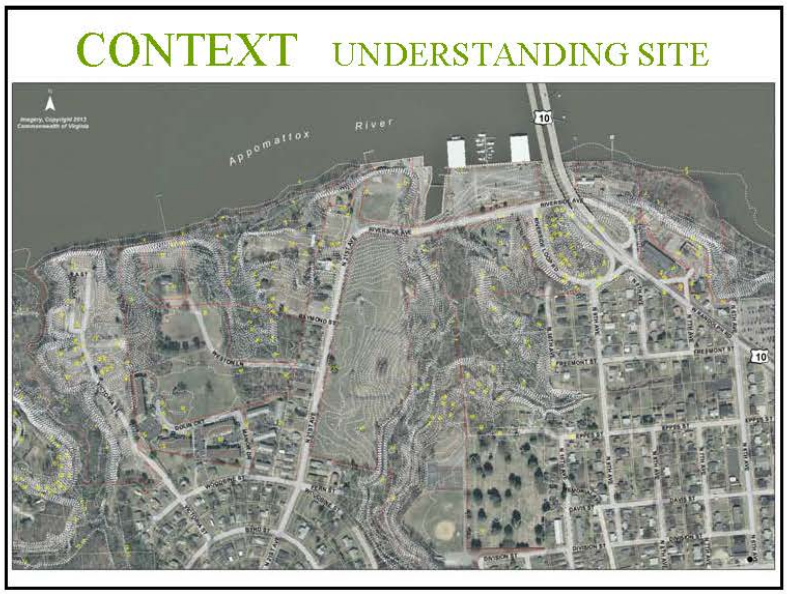
RMA


CONTEXT UNDERSTANDING SITE
Appomattox
River

12

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CONTEXT UNDERSTANDING SITE
JOHN K. GEORGE & CO.
A DESIGN / BUILD FIRM
LEGEND
PROPOSED TRAIL
CITY PARK BOUNDARIES
TRAIL ACCESS POINT
THE HOPEWELL RIVERWALK
CONCEPTUAL DESIGN
JANUARY 13, 2016
A proposed recreational trail along the Appomattox River with the trailhead located at City Park. This trail section is approximately ⅞ mile long and passes through forested uplands at the tidal interface of the river, all the while only steps away from the urban fabric of the city.

PROCESS STAKEHOLDER DIALOGUE

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PROCESS STAKEHOLDER DIALOGUE

PROCESS STAKEHOLDER DIALOGUE
ADVANTAGES
DISADVANTAGES
STATEMENTS
• MOST BEAUTIFUL PLACES SHOULD BELONG TO EVERYONE
• VIABLE, LIVABLE, MEMORABLE
• GOALS MUST BE ATTAINABLE
• MARINA PARK - MOST USED BY EVERYONE
• CITY PARK - PROBLEM BY VAGRANCY

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Stakeholder Memories

- Walking from City Point to Downtown
- Services available downtown – haircut, food, shopping
- Beacon Theater
- Birthday parties on the cheap
- Where can you go for happy hour?
- Fishing on river
- Cleanup activities

Stakeholder Wish List

1. Better first impression of Hopewell
2. Can't wait for something to fall into our lap
3. Focus on attainable goals and maintain long term goals
4. Better collaboration of departments involved with development
5. How to make gentrification a good word
6. Improve City pride and ownership – increase engagement
7. More strategic development
8. Take advantage of more funding sources
9. Better signs and directions to river
10. Create a reason for people to be in Hopewell – roadmap

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Comments

- Most beautiful places should belong to everyone
- Viable, Livable, Memorable
- Goals must be attainable
- Don't leave your candy in the lobby
- Use of the river has different meaning for different people and "seeing" river is also a use of the river

PROCESS PANEL WORKSESSION

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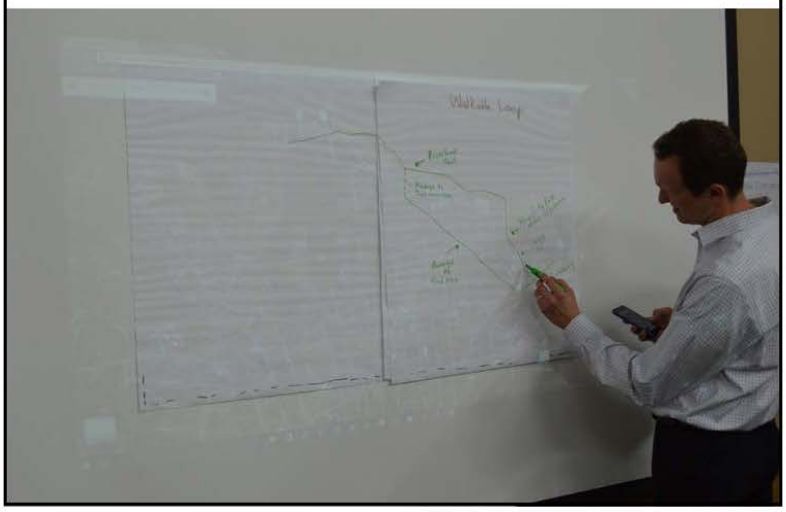
PROCESS PANEL WORKSESSION



Assets

- Waterfront
- 2 Rivers – viewable & able to get to it
- Downtown
- Beacon Theater
- Boathouse Restaurant
- "Small Town" Feel
- Community Feel

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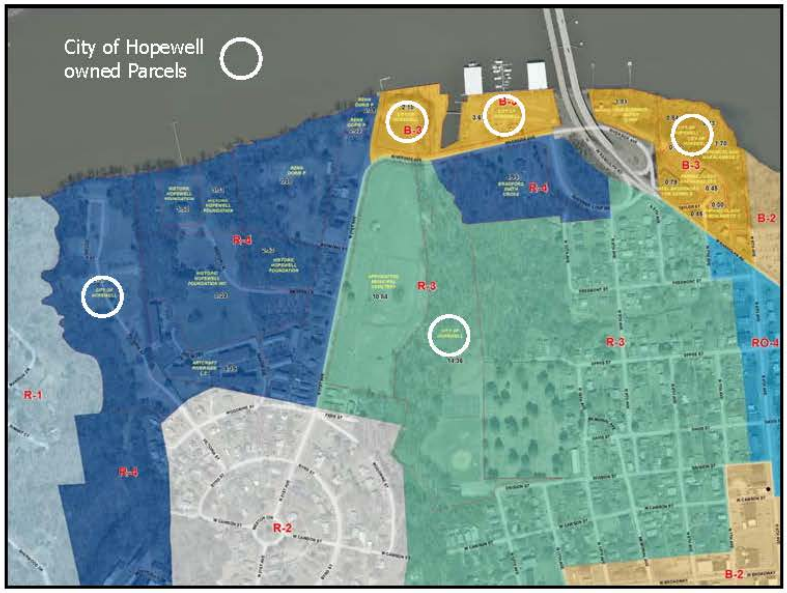
Assets

- Library
- Hospital
- Weston Manor
- Ft. Lee is a partner that can help
- Special Events well attended
- Trail development
- Marina – covered slips always full
- City owns key properties



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Weaknesses

- Motel
- Zoning Ordinance
- School Accreditation
- Infrastructure – potholes, drainage, wavy roads
- Federal Parks – no sense of partnership
- Negative attitudes toward Hopewell from outside and inside the city – "we all smell Hopewell"

Weaknesses

- Low/Moderate Income Community (limits disposable income)
- Old housing stock and too much rental
- Truck Traffic
- Access to River not promoted/hard to find
- Lack of Wayfinding signs
- Nothing to draw people

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Weaknesses

- Maintenance
- Cleanliness of areas along river & in river
- No Capital Improvement Plan
- Not Planning for next generations
- Goals of Council change with each election – hard to have long term planning
- Piecemeal development because we just want to see something

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Key Assumptions

- Waterfront belongs to everyone
- Development should not be piecemeal
- Don't give it away
- Zoning doesn't support what is needed
- Everything should be proportionate to Hopewell
- Believe in your assets!
- Niche is waterfront and downtown
- Focus on "missing teeth" not just Bluffs
- A mix of uses is more feasible than mixed-use
- It is OK to wait for the "right" development

Key Assumptions

- Trucks will still use Route 10 to 6th Street
- Increase connectivity with new streets
- Local streets already walkable & bikeable
- Extend trail to marina – not phase 1
- Focus resources o the primary multimodal corridors
  - Randolph
  - 21st
  - Broadway
  - Appomattox

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Redevelopment

- Advantages
  - Pearls on Strings
  - Urban Farm associated with Hospital
  - Good bones, walkable, blocks good size
- Barriers
  - Average 2100 sf unit
  - 20 du/ac
  - Desire without a roadmap

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Questions

- **Best use of the waterfront - assumptions**
  - Preserve and enhance all these properties for their water based / water connection uses.
  - All of the properties are stronger if connected with the River Trail and connected back into the neighborhoods and the downtown.
  - Create and follow a comprehensive, holistic strategy, one not individualized by property.
  - Maintain public access throughout all properties encourage a restaurant zone to build on the Boathouse.
  - Turn the Motel into an asset.
  - Maximize recreation on the river.

Questions

- **Best use of each property**
  - The Bluffs – plan for the best development possible.
  - Historic Weston Manor – consider development on open spaces
  - Doris Renn Properties – a major key asset, consider the development of a second marina along the river
  - The Park – consider the water edge for kayak rental and personal craft launching, and the upper portion as a restaurant site.
  - The Marina – maintain existing use. Reserve area for a future retail use.
  - Route 10 Gateway – leverage the planned 'H' gateway art work
  - The Boathouse – leverage the success of this restaurant to bring others to the City
  - The Motel – unique architecturally and can be a great asset to the City as a boutique hotel
  - City Park – connect the City Park the downtown by way of Library Street

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Questions

- Given environmental constraints what are possible uses, location of, and density?

The density issue should be resolved through the development of the new / completed Comprehensive Plan, and with revised zoning ordinances. The market will determine the highest density for each property. Use the Comp Plan and Zoning Ordinances to "make green tape not red tape" for developers. See the key assumptions in the answer to question 1. All future development shall respect theses assumptions.

The density issue for each of the water front properties has to be considered with development in the downtown core of the City. Affordable housing developers are already planning one new affordable project funded with low income housing tax credits (LIHTC) from VHDA Virginia Housing and Development Agency. More will follow to this market. Package downtown properties for affordable housing developers.

Questions

- **Complete Streets - linkages and connections, trails and water access, and create walkability? Changes to Route 10 needed to facilitate traffic & create a gateway?**
  - Trucks will continue to enter the City via West Randolph Road from the bridge.
  - Enforce the 6th Street cut-off for trucks.
  - West Randolph Road is a great street, a spine, down through Poythras Street.
  - Plan pedestrian improvements on West Randolph.
  - Create a trail loop with the downtown streets and the River Trail.
  - Use Library Street to make a great gateway to the river and the beach at City Park.
  - Consider an another access to the River Trail at 6th.
  - Highlight development opportunities down town.
  - Create bike lanes on 21st and Broadway (as they are very bike-able, flat streets with posted speeds suitable for biking).
  - Focus on downtown streets and access to river trail, and completing the loop.

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Questions

- In light of development along Gateway (Boathouse restaurant, pubic art "H," and Riverwalk) how should development be phased to create synergy?
  - First, invest in the framework, the bones, invest (though not necessarily to the same level everywhere) in the framework to connect the pieces. The River Walk is priority 1.
  - Second, don't rush it, set realistic goals, plan and carry out one improvement a year.
  - The Bluffs may remain without private development for 5-10 years until the value is in the property for the right development. The 'highest and best use' will be informed by the market.
  - Phasing and implementation is going to be driven by what the City can afford and what the market asks for and when. Make connections and then fill in.

Questions

- City desires development of key vacant properties to set us apart as a regional waterfront designation and maintain public access. How is this possible? What is niche? What is market strategy?
  - Hopewell is the place where a custom steel-hull boat builder bought an old Ford automobile showroom opened up a shop that made the City the center of custom boat building on the James River. Embrace this uniqueness. Hopewell's foundation is history – river & main street. Hopewell is accessible. Be open and embrace the future. With these assets, they will come, and create your future.

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Questions

- Hopewell is rich in history and water, with the great bones of a downtown. Hopewell has desire. So, what is the road map?
  - Embrace the river
  - Connect the assets
  - Don't be desperate
  - Make development perpendicular to the water
  - Maintain and accentuate river / water front access of all kinds
  - Utilize public access easements
  - Balance redevelopment on both the river and downtown
  - Don't let the zoning restrict development
  - Create a pattern book for future development of low to moderate housing

Questions

- What is market strategy?
  - Focus on the Positive
  - Main street
  - Trails and open space
  - History
  - Beacon Theater
  - Appomattox Regional Library
  - John Randolph Hospital
  - Accredited Schools (get them all to this level)

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LONG TERM STRATEGIES

1. Complete/Approve **Comprehensive** Plan
2. Zoning Code Overhaul (**Waterfront** Overlay)
3. Capital **Improvement** Program
4. Adopt a Complete **Streets** Policy
5. Road Diet w/**Bike lane** on Randolph
6. Develop a **Wayfinding** Program
7. Complete **Linkages/Connectivity** Project
8. Develop Hopewell **"Brand"** and Marketing Strategy
9. Infill and **Redevelopment** (Focus on "Missing Teeth")
10. Create and Implement a **Street Tree** Program

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SHORT TERM STRATEGIES

1. Create Zoning Overlay District for **Waterfront**
2. Narrow **Right-Of-Way** and Encourage Alley Loaded Garages
3. Establish Architectural **Standards** for new "Cluster" Zoning
4. Expand Enterprise Zone to include M**arina** Site
5. Do **RFP** (Public/Private Partnership) for Development of Marina
6. Make **Connection - Downtown to Waterfront**
7. Designate Downtown & Waterfront as **UDA** (Urban Development Area)
8. Hold a Public Art Competition for Public **Wayfinding**
9. Annual **Event Program - Showcase the Waterfront**
10. Create **Healthy Food** Financing Initiative

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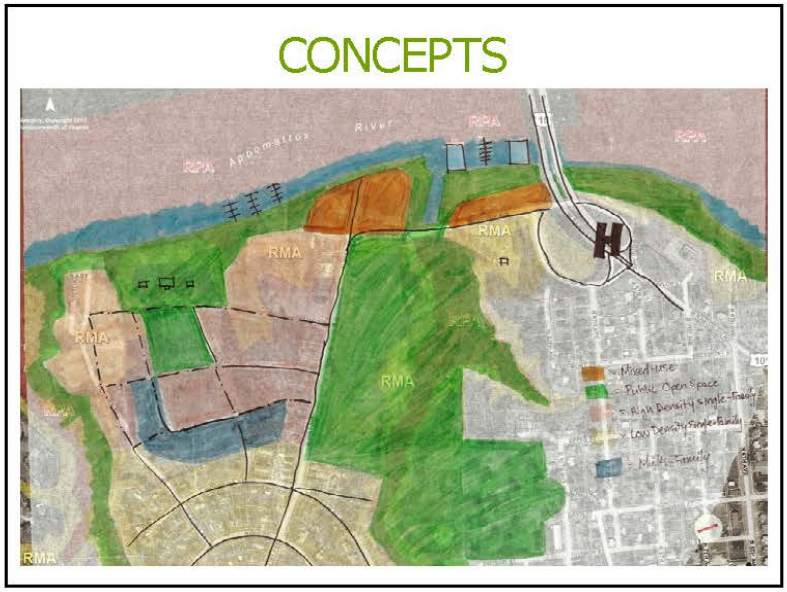
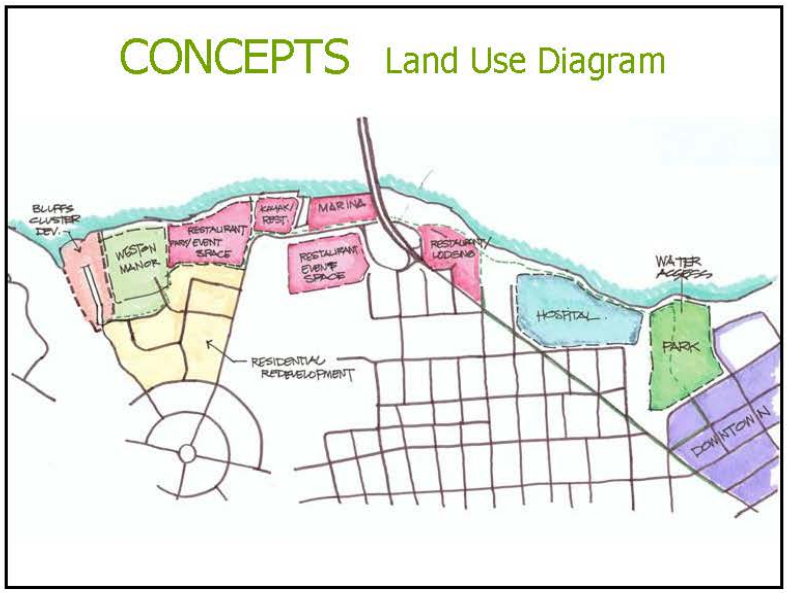

CONCEPTS
Apoomattox River
RPA
RMA
Mixed Use
Public Open Space
High Density Single-Family
Low Density Single-Family
Multi-Family


CONCEPTS Land Use Diagram
BLUFFS CLUSTER DEV.
WESTON MANOR
RESTAURANT PARK/EVENT SPACE
KAYAK/REST.
MARINA
RESTAURANT EVENT SPACE
RESTAURANT/LODGING
WATER ACCESS
HOSPITAL
PARK
DOWNTOWN
RESIDENTIAL REDEVELOPMENT

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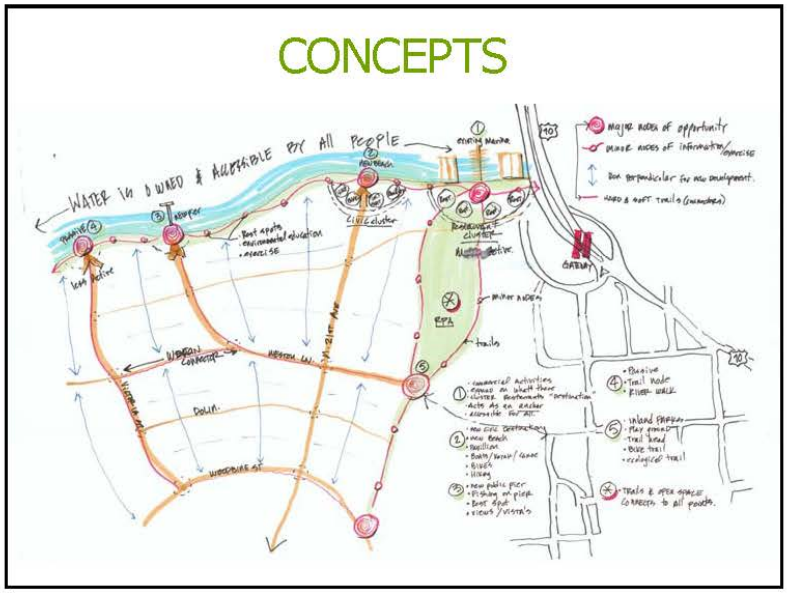
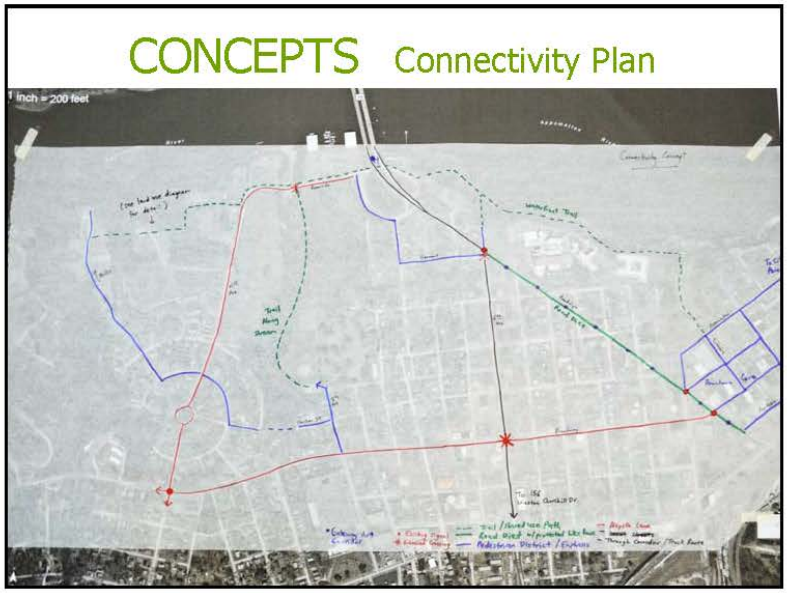

CONCEPTS
WATER IS OWNED & ACCESSIBLE BY ALL PEOPLE
MAJOR NODES OF OPPORTUNITY
MINOR NODES OF INFORMATION/EXERCISE
HARD & SOFT TRAILS (CONNECTORS)
GATEWAY
MINOR NODES
RPA
trails
DOLIN
WOODBINE ST
• Passive
• Trail node
• RIVER WALK
• Inland PARKS
• Play ground
• Trail head
• Bike trail
• ecological trail
• TRAILS & OPEN SPACE CONNECTS to all pockets.


CONCEPTS Connectivity Plan
1 inch = 200 feet

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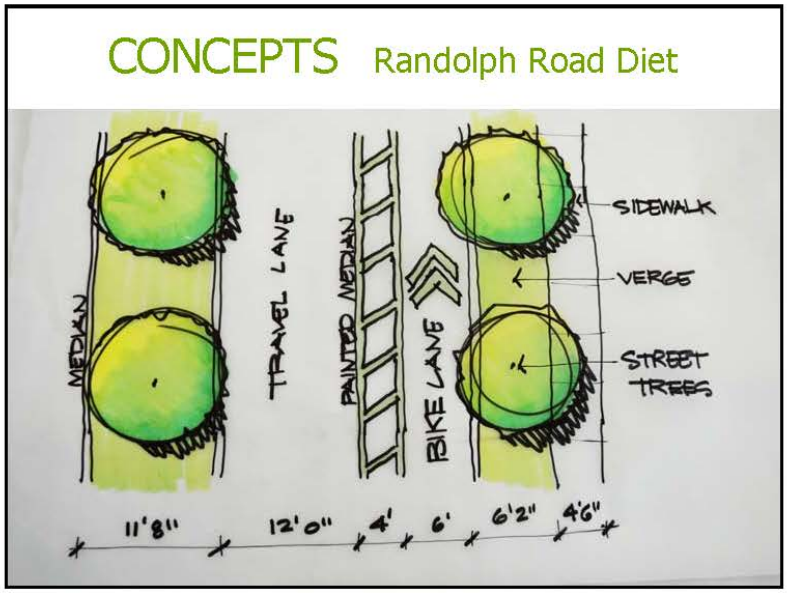
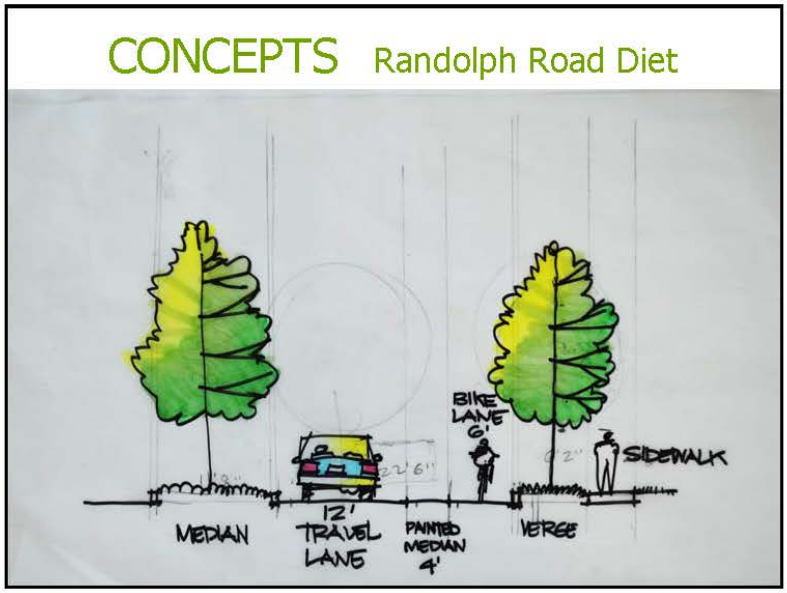

CONCEPTS Randolph Road Diet
MEDIAN
TRAVEL LANE
PAINTED MEDIAN
BIKE LANE
SIDEWALK
VERGE
STREET TREES
11'8"
12'0"
4'
6'
6'2"
4'6"


CONCEPTS Randolph Road Diet
BIKE LANE 6'
SIDEWALK
MEDIAN
12' TRAVEL LANE
PAINTED MEDIAN 4'
VERGE

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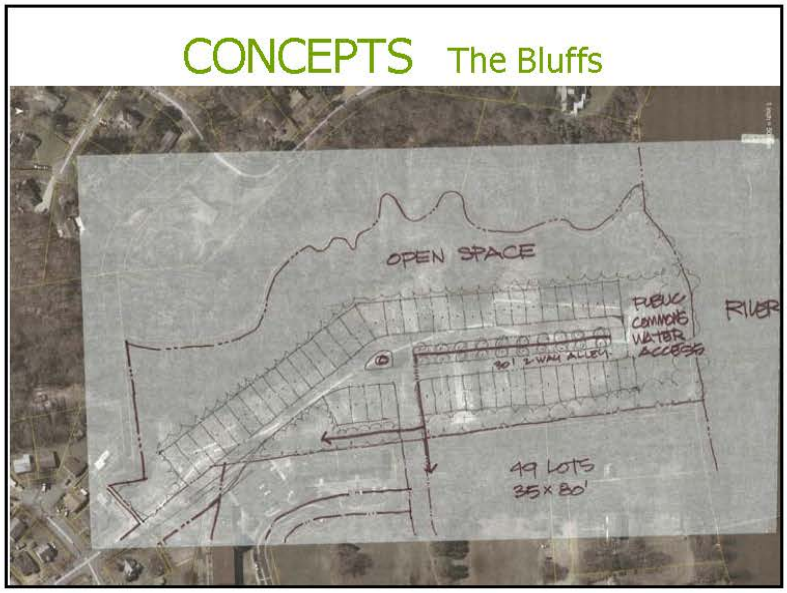
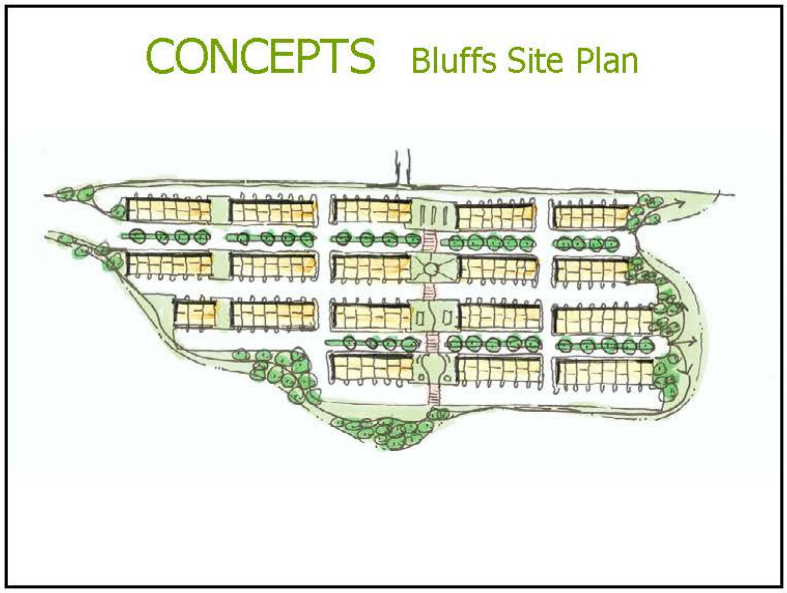

CONCEPTS The Bluffs
OPEN SPACE
PUBLIC COMMONS WATER ACCESS
RIVER
90' 2-WAY ALLEY
49 LOTS
35 x 80'


CONCEPTS Bluffs Site Plan

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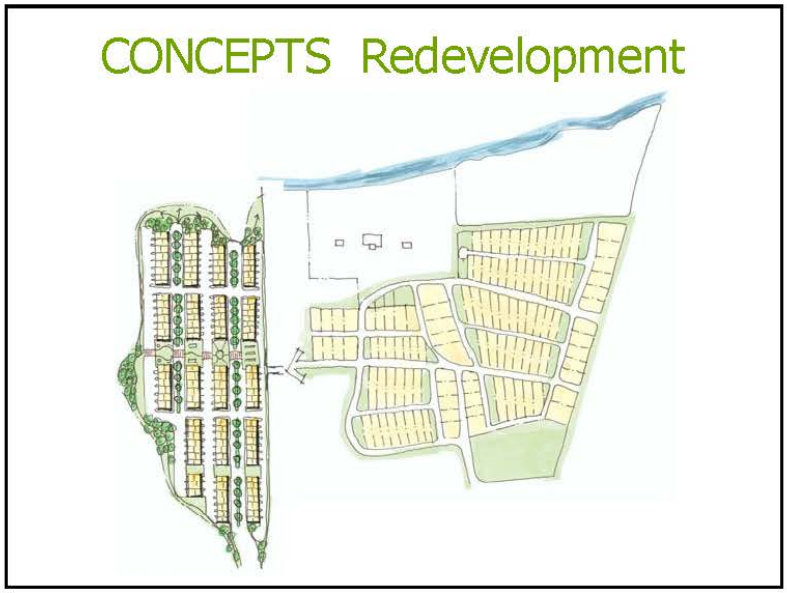
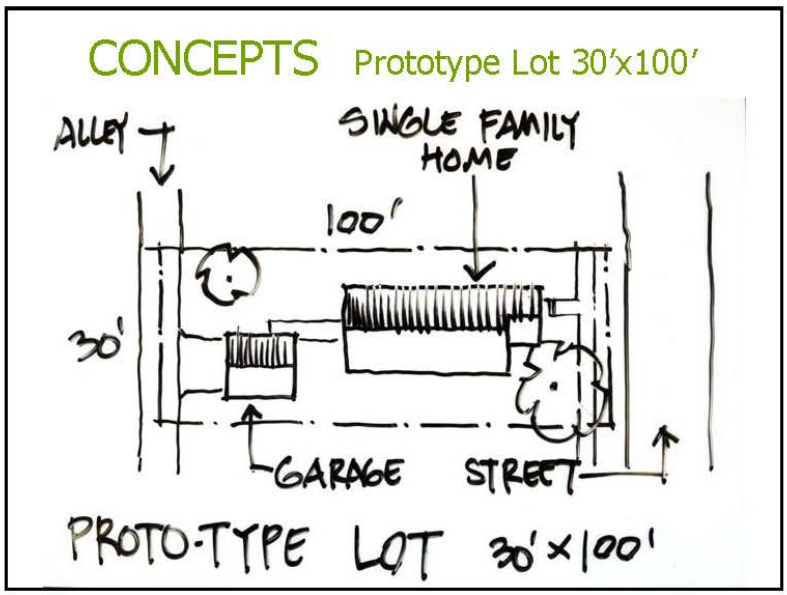
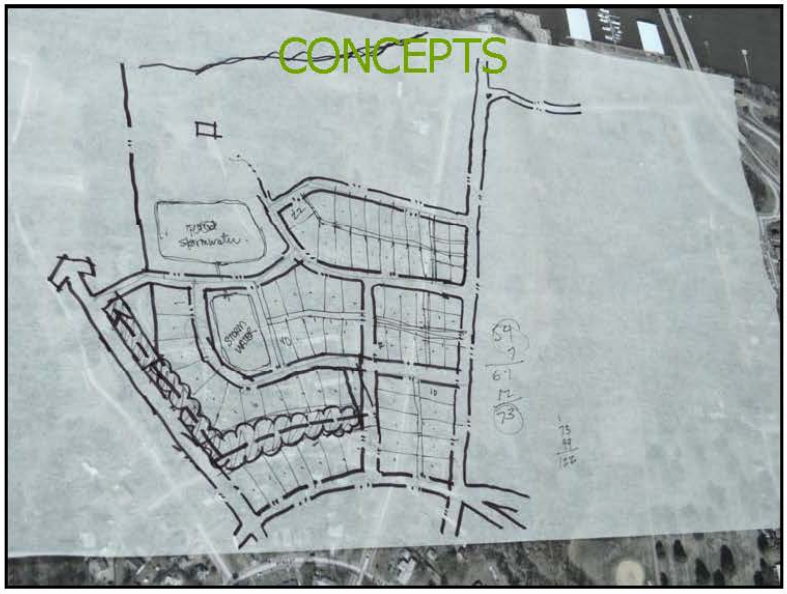


33

9/14/2017


CONCEPTS Prototype Lot 30'x100'
ALLEY
SINGLE FAMILY HOME
100'
30'
GARAGE
STREET
PROTO-TYPE LOT 30'x100'


CONCEPTS

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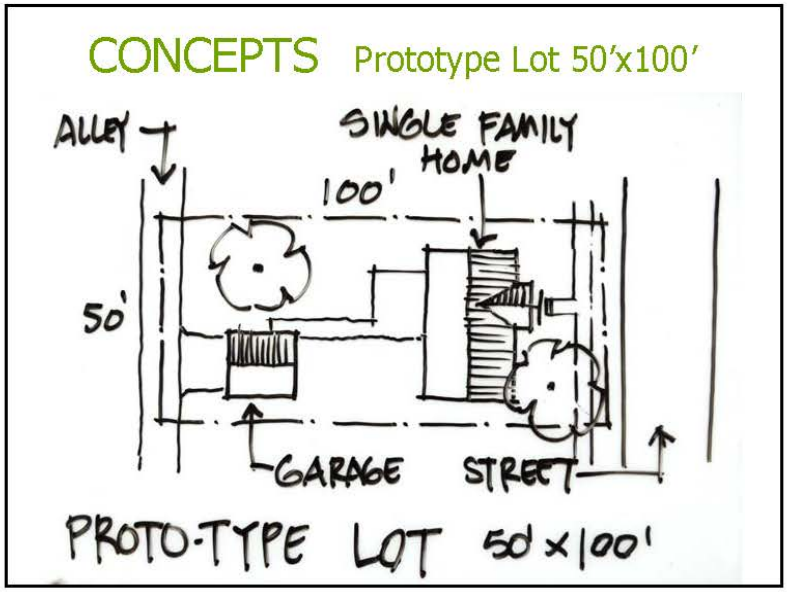
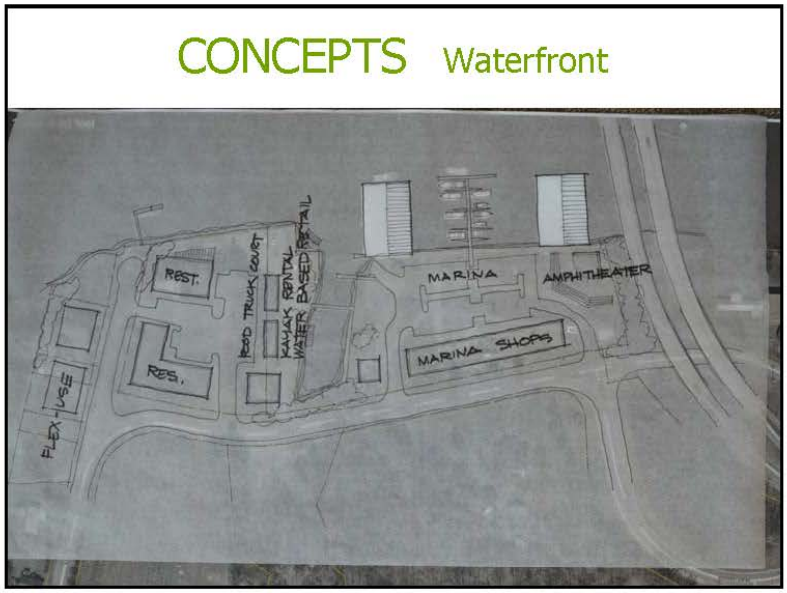

CONCEPTS Prototype Lot 50'x100'
ALLEY
SINGLE FAMILY HOME
100'
50'
GARAGE
STREET
PROTO-TYPE LOT 50' x 100'

35

9/14/2017


CONCEPTS Waterfront
REST.
RES.
FLEX-USE
FOOD TRUCK COURT
KAYAK RENTAL
WATER BASED RETAIL
MARINA
AMPHITHEATER
MARINA SHOPS

CONCEPTS Redevelopment
WESTON MANOR
THE BLUFFS
NEW MARINA
RESTAURANT
EVENT SPACE
PARKING
PARK
RESTAURANT KAYAK RENTAL
EXISTING MARINA
RESTAURANT & EVENT SPACE
GEM
SINGLE FAMILY REDEVELOPMENT 32 LOTS
RPD CONNECTION

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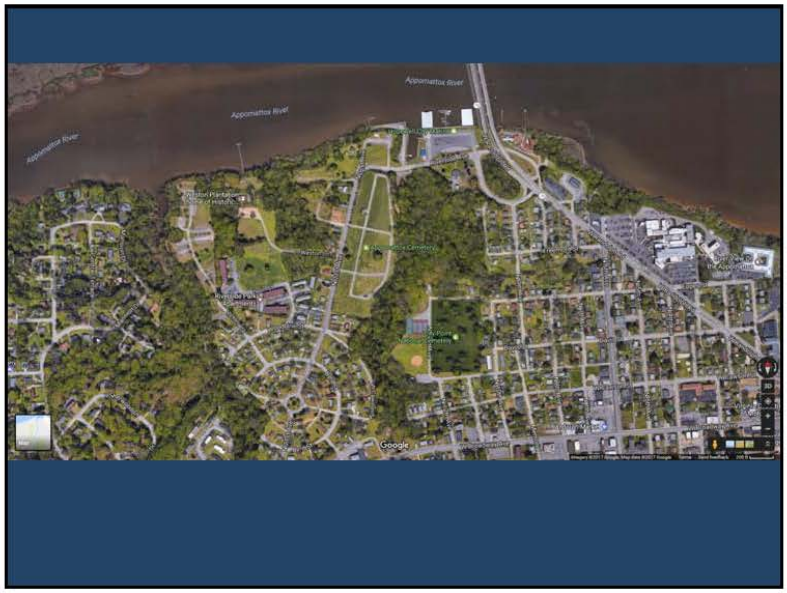
Appomattox River
Appomattox River
Appomattox River
Google

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APPENDIX C

CITY OF HOPEWELL – WATERFRONT

TAP SCHEDULE

Day One

11:15am	Lunch @ Weston Plantation and Introductions (Park at the municipal parking lot on block past Library. Library address is 209 E Cawson St, Hopewell. Van will take everyone to Weston Plantation from there.)
12:30pm	Tour (Weston/Bluffs, Riverside Park, Marina, Boathouse, & Downtown) 15 Passenger van – some committee members may have to follow in car pool
3:00pm	Stakeholders Meeting @ Library (HMA Room)
5:30pm	Panelists return to hotel to freshen up (car pools back to Dinner from hotel will be arranged)
7:00pm	Dinner @ Boathouse (panelists, co-chairs of committee, and City staff)

Day Two

7:30am	Pre-meeting with Panelists and Committee (Location – Hyatt Place Chester, 13148 Kingston Avenue)
9:00am	Discussion of Panel Objectives – Breakfast at Library (Board Room)
9:30am	Panel Working Session (Library Board Room)
12:00pm	Working Lunch (Library Board Room)
5:30pm	Panel Presentation and Summarization of Findings (Library HMA Room)
6:30pm	Reception/Dinner at Library