

Downtown Richmond Transfer Hub

Public Meeting 1

January 25th, 2024

TEAM STRUCTURE

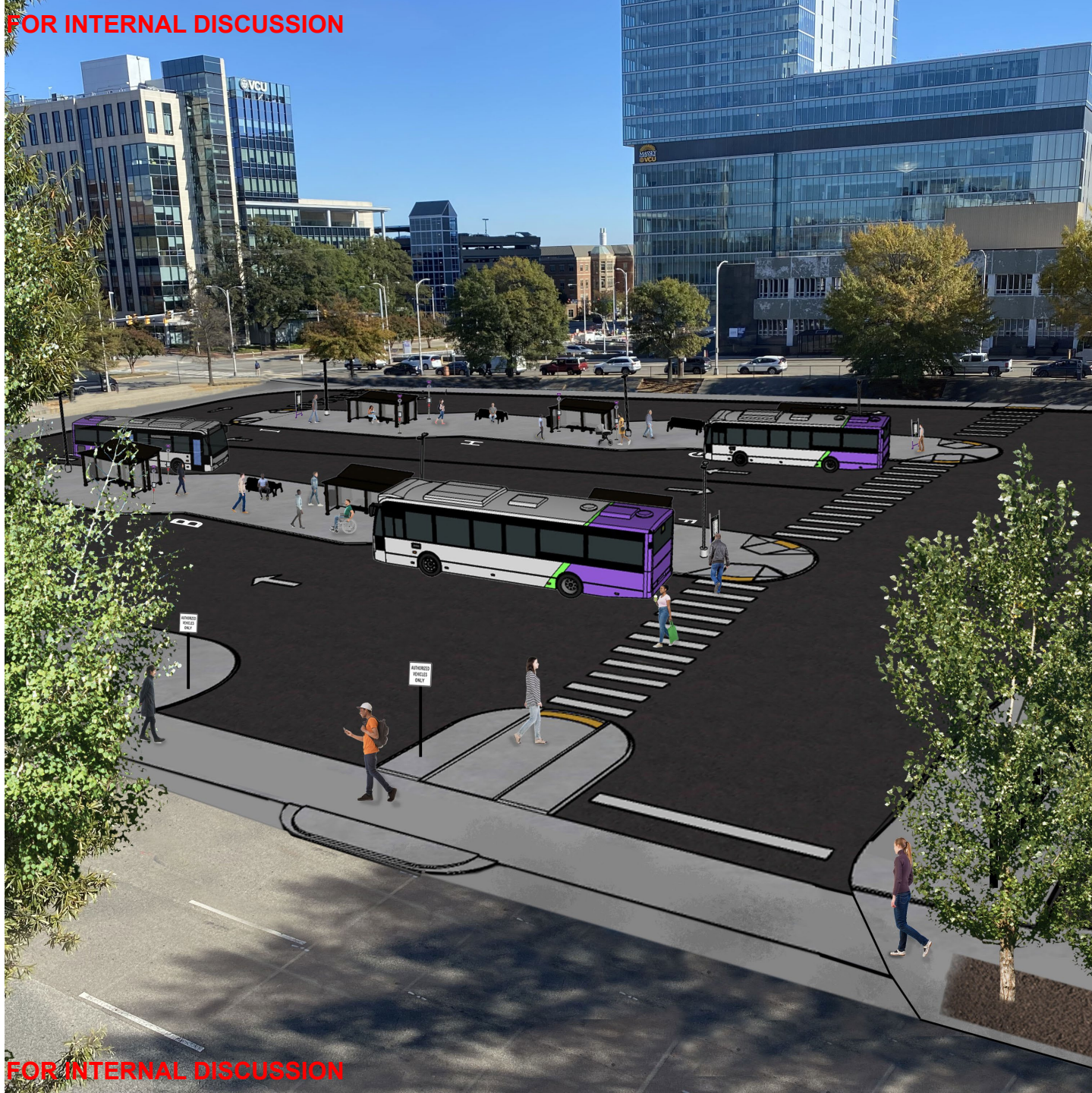
GRTC has partnered with HR&A, VHB, and Design Collective to identify potential sites and develop an implementation strategy for establishing a permanent Downtown Transfer Hub.



TRANSIT HUB HISTORY

For over 15 years, GRTC has sought a permanent downtown bus transfer location, but past attempts have not been able to secure a long-term site.

- 2013** GRTC planning study identifies 17 sites for a potential bus transfer center. While many have received studies, they have not moved forward due to shifting priorities or alternate development plans.
- 2018** A temporary on-street transfer hub is set up on two sites in anticipation of a proposed permanent facility development. The proposal is not implemented, leaving the temporary system in place.
- 2020** One of the temporary transfer sites is removed, reducing the transfer hub to one site
- 2023** Current temporary bus transfer station completed on a short-term lease (pictured)
- 2027** Lease for current transfer station ends



TODAY'S GOALS

This meeting is a first of several opportunities to collect public feedback on our findings so far.



Discuss Transformative
Potential Impact of the
Downtown Transfer Hub



Understand Public Priorities
and Visions for the
Downtown Transfer Hub



Establish a Collaborative
Design Process Early in the
Project

PROJECT GOALS

Identifying the right location for the transfer station can meet mobility needs of riders and leverage an opportunity for joint development.

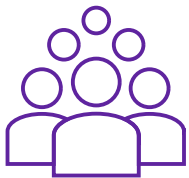
This project can support Richmond's long-term planning goals, such as



Prioritize
Equitable Transit



Develop
Inclusive Housing



Foster a
Diverse Economy



Create and Support
High-quality Places



RICHMOND TODAY

Richmond has recently made historic investments in Bus Rapid Transit (BRT) and Downtown is witnessing renewed investment as the City attracts new residents.



TRANSIT ORIENTED DEVELOPMENT

Transit Oriented Development (TOD) clusters amenities around public transportation, making them more equitably accessible, reducing car dependency, and supporting urban vibrancy.



Raleigh Union Station

Raleigh’s upcoming RUS Bus facility is a multimodal transit hub connecting the intercity rail, bus network, and potential commuter rail in one location, including affordable and market rate housing and ground floor retail.



New Carrollton

WMATA and partners are in the process of redeveloping a 49-acre opportunity zone into a mixed use, mixed income, transit-oriented neighborhood containing 1,500 multifamily units, 1.1M SF of office space, 150K SF of retail, and a 200 room hotel.

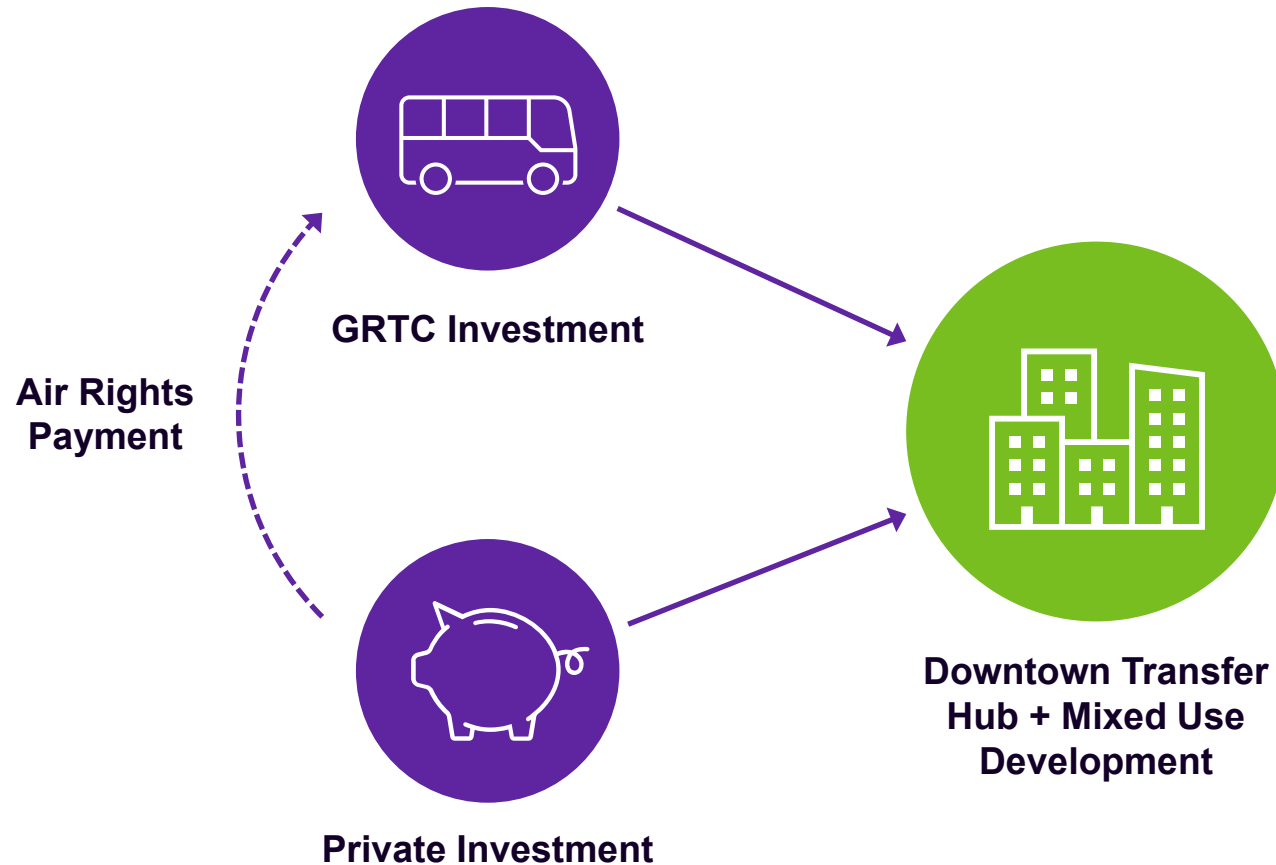


Pittsburgh East Liberty Station

The 2015 East Liberty multimodal transit station development included multifamily housing and retail, and helped to increase local transit ridership by 6%.

JOINT DEVELOPMENT

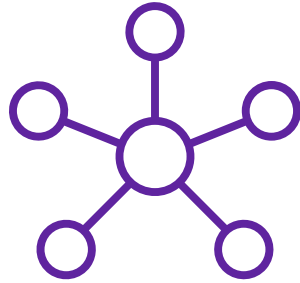
Joint Development is a public-private partnership approach to coordinating investments in transportation improvement to deliver mixed-use development alongside transit infrastructure.



By selling air rights over the transfer hub to allow a private developer to build other uses on top of it, GRTC can deliver new amenities to Downtown residents, while also supporting an efficient transit system.

WHY DOWNTOWN?

A downtown transfer station benefits both riders and the City of Richmond on multiple levels.



Improved Connectivity

Downtown Richmond is the most transit-dense area of the city as lines converge. An intentional strategy is therefore necessary to connect local routes and maintain on-time service.



Catalytic Impact

A transfer hub project can foster the necessary momentum to attract additional uses to the site and bring necessary amenities Downtown.



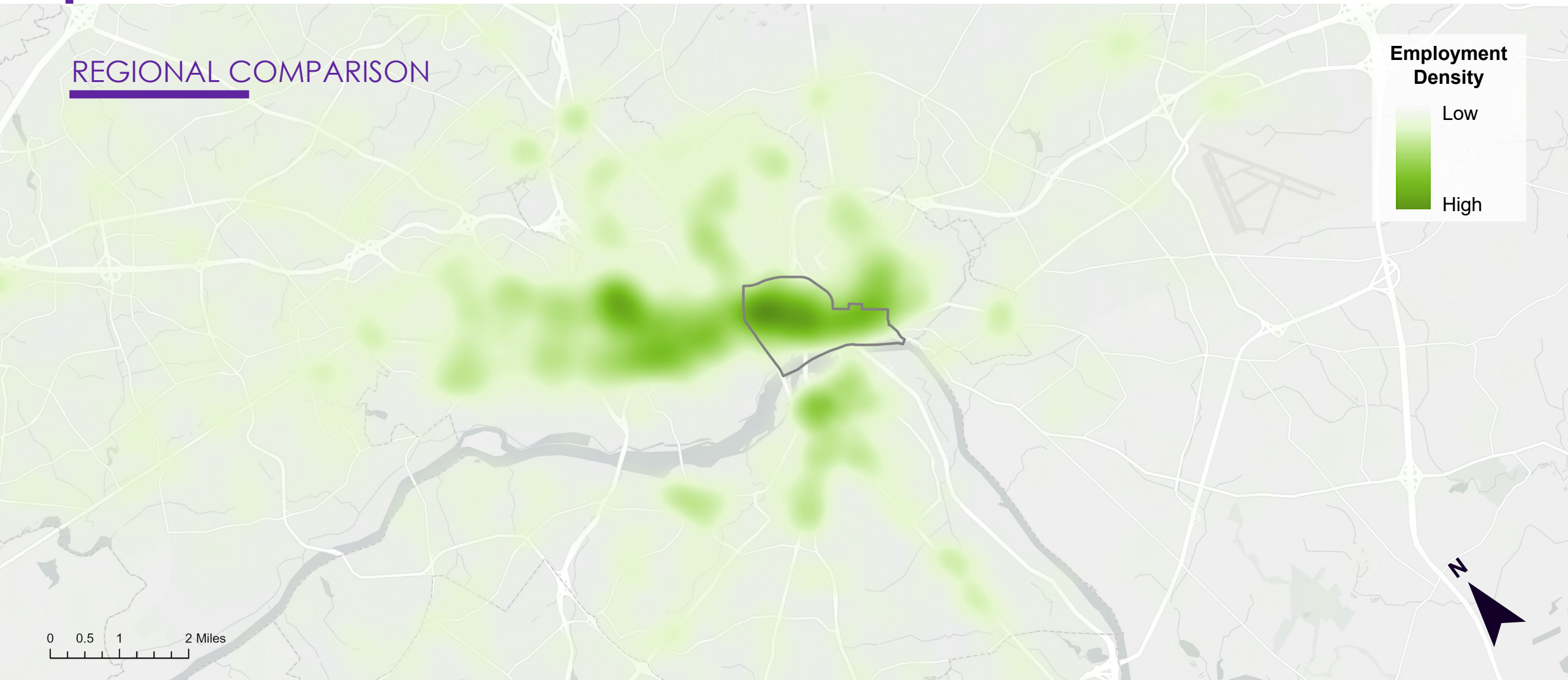
Proving the Concept

With established demand, the downtown hub can provide stability to the GRTC network and introduce TOD concepts to Richmond which can inform future transit investments throughout the city.

WHY DOWNTOWN?

The study area is also central to the highest density of job locations for residents across the Richmond MSA, making it ideal for commuters.

REGIONAL COMPARISON



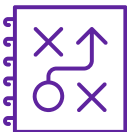
PROJECT PROCESS



Market Scan
What is demand like for different uses Downtown?



Land Use and Zoning Review
Where can a station be built, and are other projects being considered there?



Transportation Technical Analysis
How will the station site affect traffic and bus routes?



Implementation Assessment

Assess site-specific challenges that determine how difficult it is to build a mixed-use transfer hub.

We are here

A green arrow pointing upwards from the text 'We are here' to the 'Implementation Assessment' step.

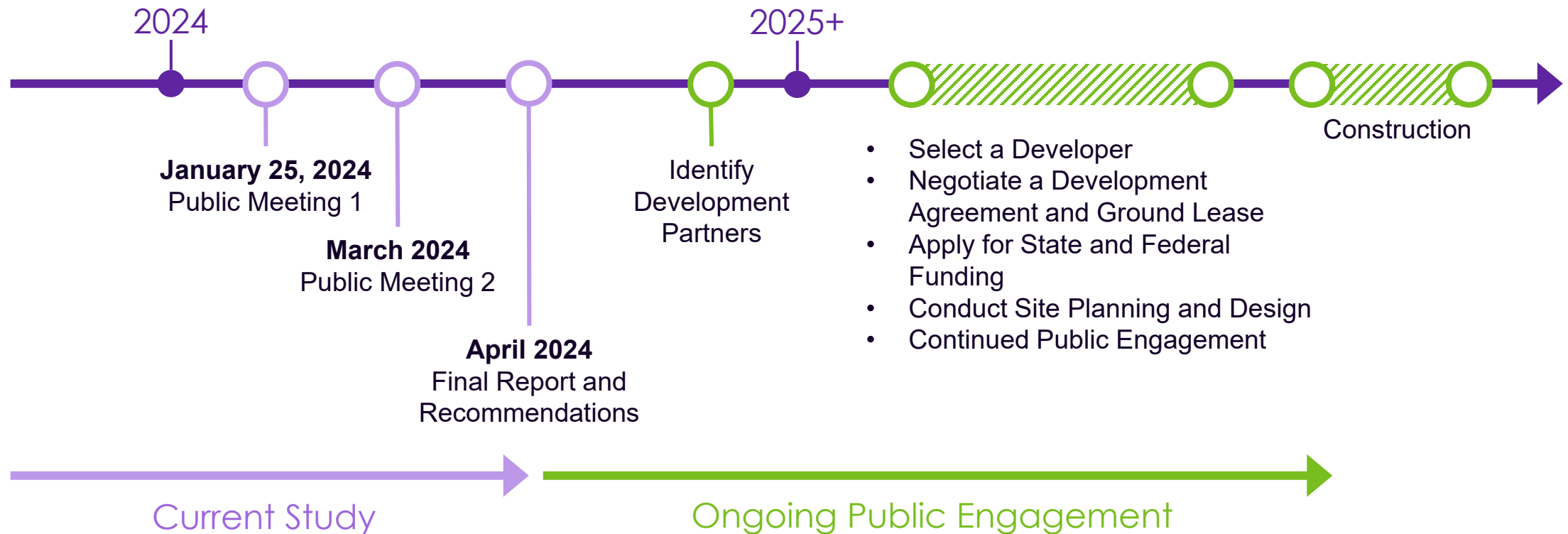


Preferred Sites

Shortlist of 3-5 locations which will be recommended for the new downtown transfer station.
This enables GRTC to release a developer solicitation and to pursue federal, state, and local funding opportunities.

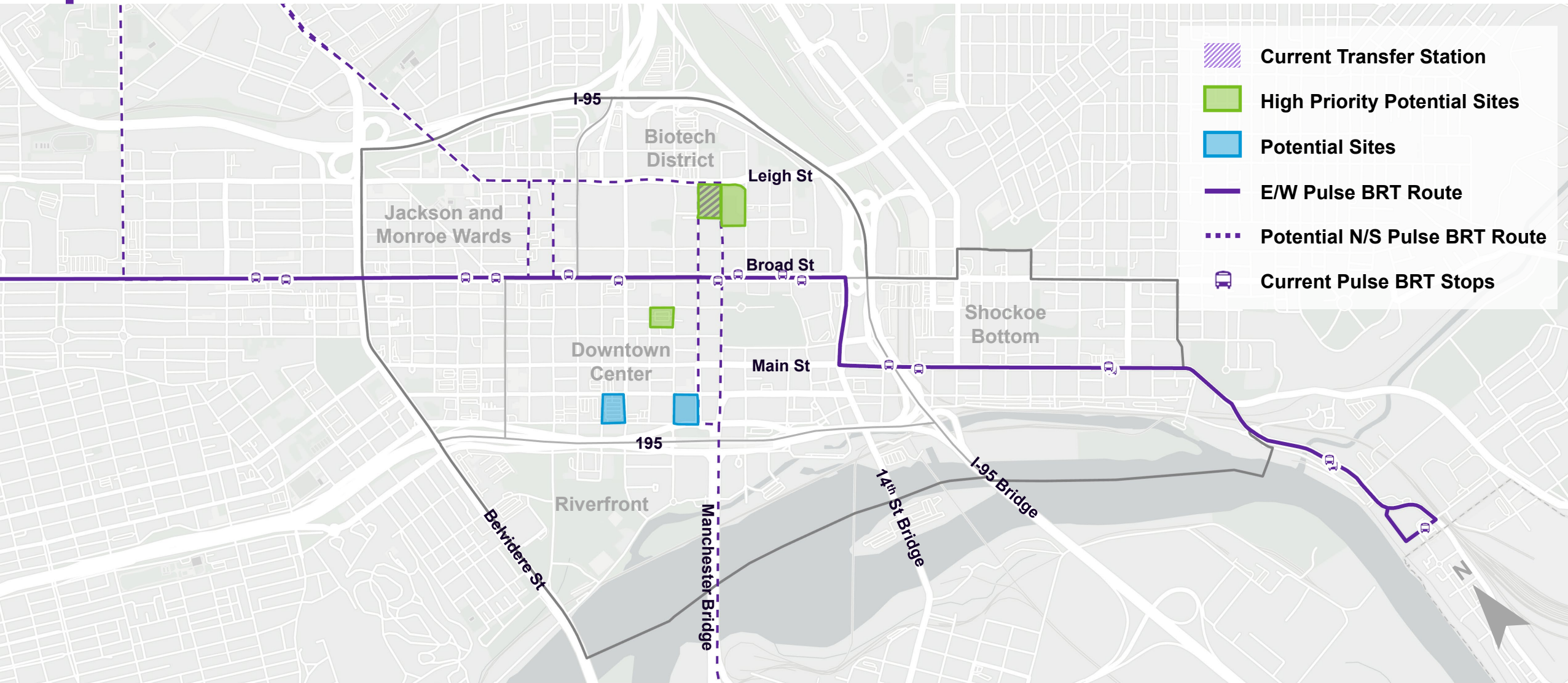
AFTER THIS STUDY

This study marks the start of a 4- to 6-year planning process for the design and implementation of the downtown transfer station.



STUDY AREA AND SITES

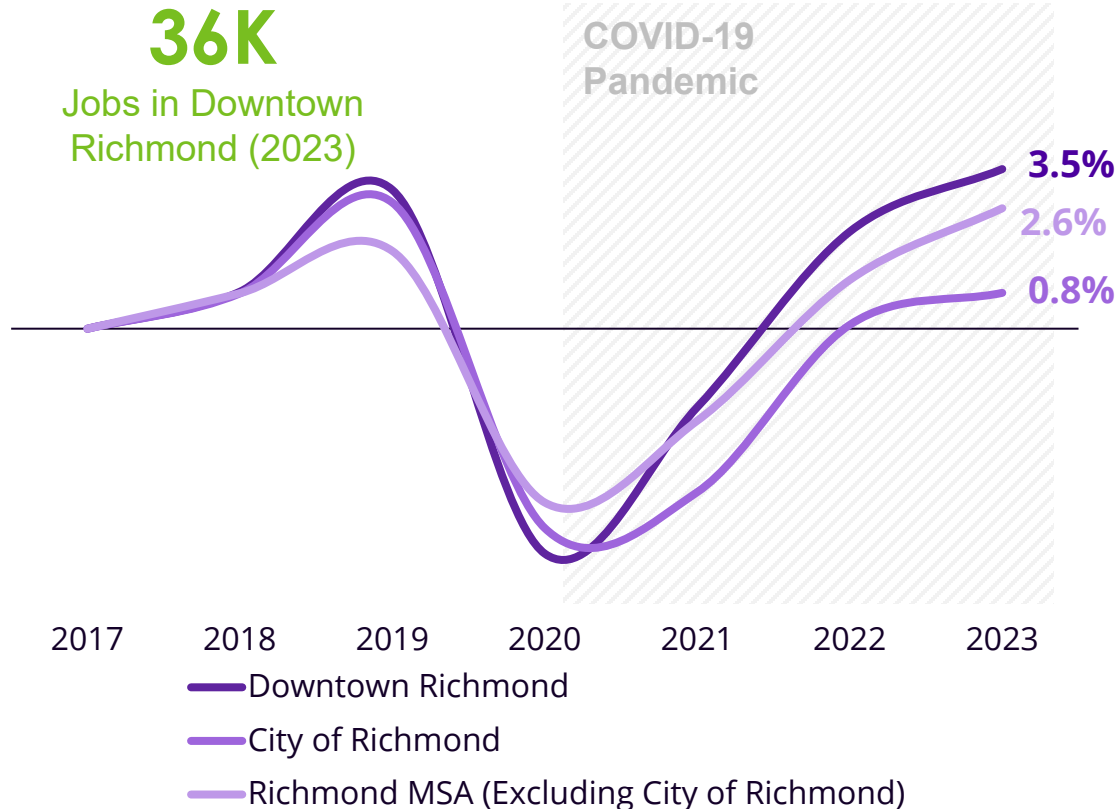
The sites being considered are located throughout the downtown core bounded by the highways and Belvidere St.



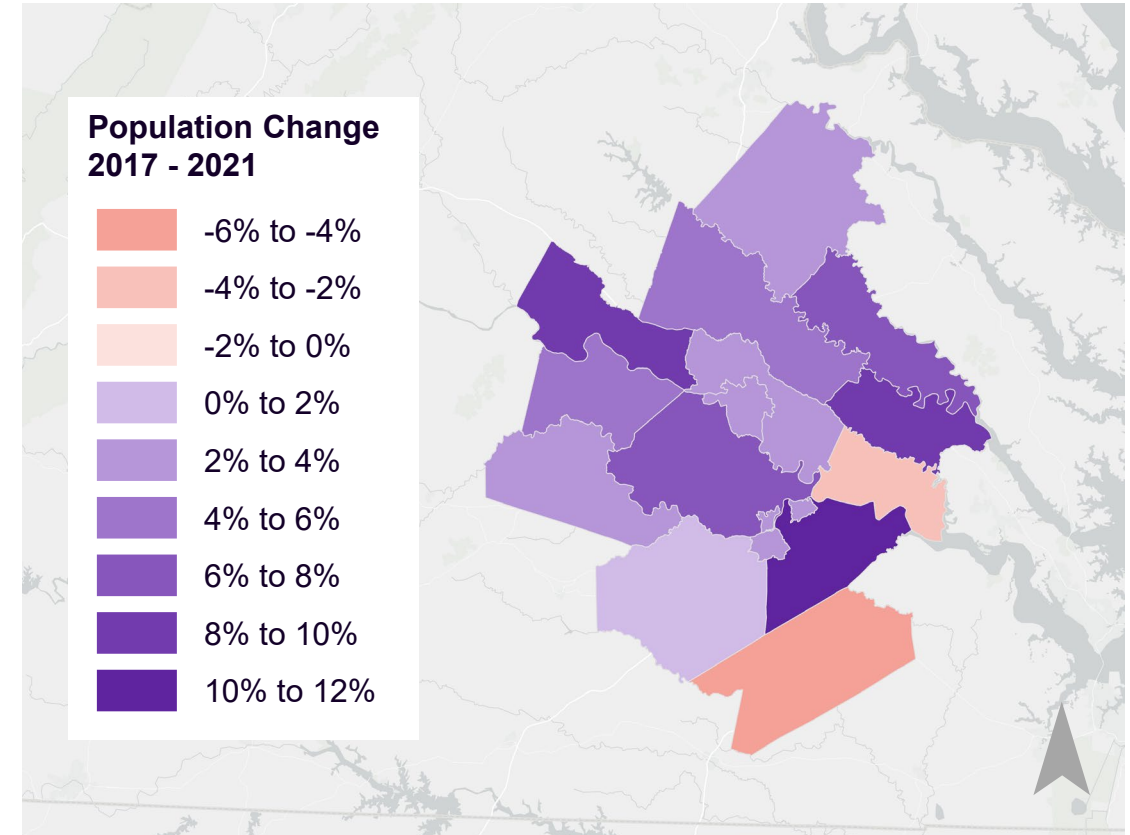
REGIONAL GROWTH

The Richmond region has experienced sizeable growth since 2017, adding 33,000 residents and 17,000 jobs and positioning Downtown Richmond for continued investment.

EMPLOYMENT GROWTH SINCE 2017



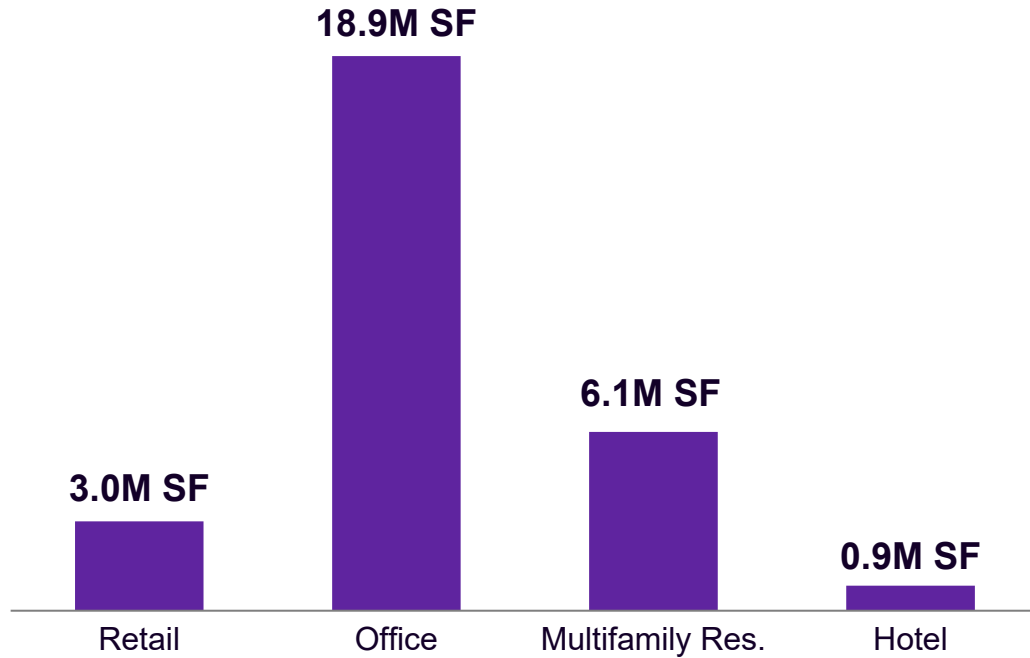
POPULATION CHANGE (2017-2021)



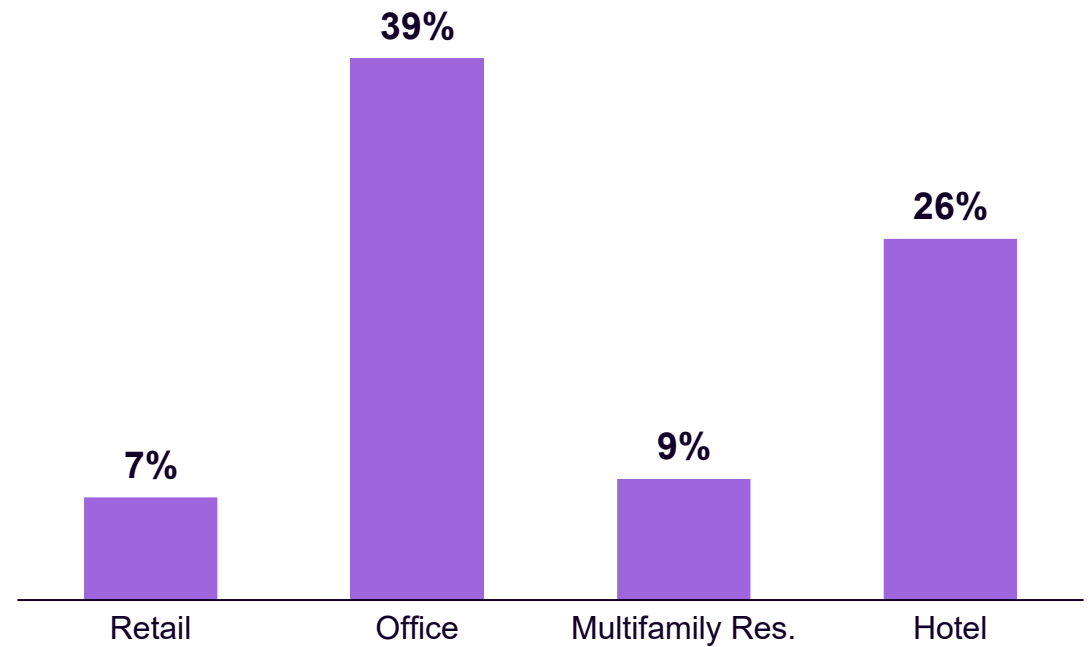
DOWNTOWN USES

Downtown Richmond is already home to a large portion of the region’s office space, but there is an opportunity to expand its residential neighborhoods to accommodate a growing population.

DOWNTOWN RICHMOND INVENTORY (2023)



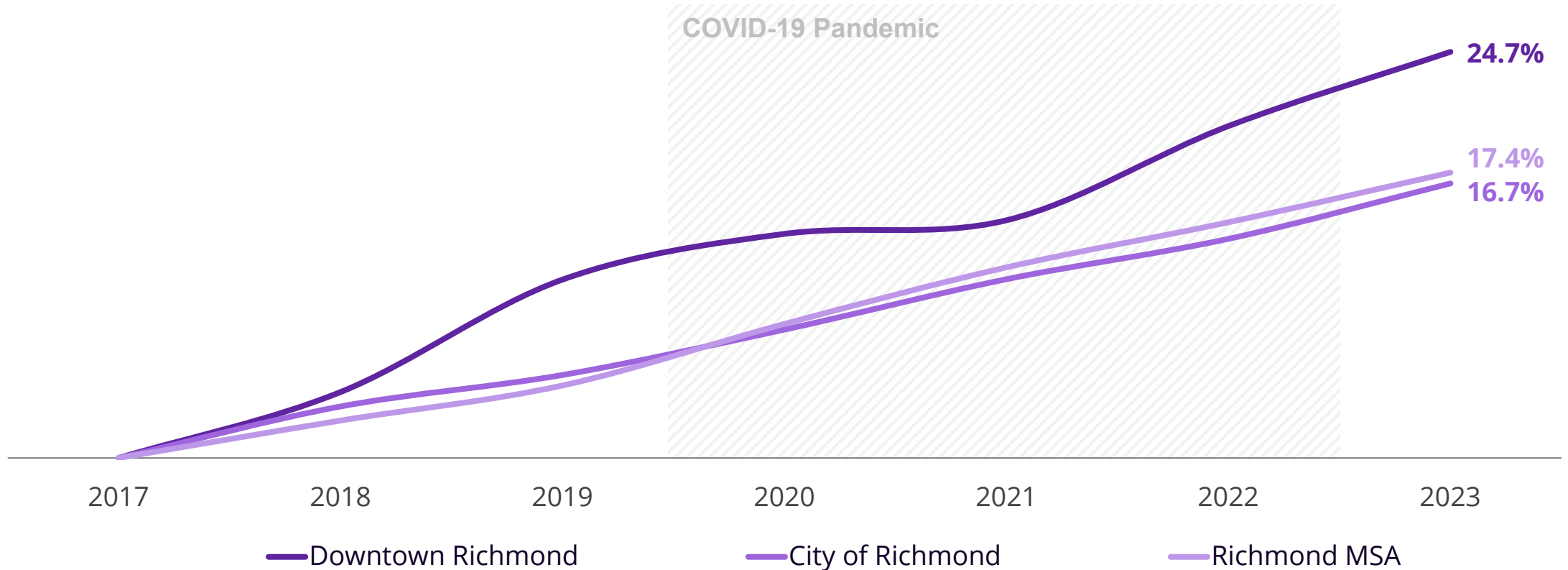
DOWNTOWN SHARE OF CITY OF RICHMOND INVENTORY (2023)



RESIDENTIAL

While the Richmond Region has continued growing, Downtown has experienced an outsized boom in multifamily production.

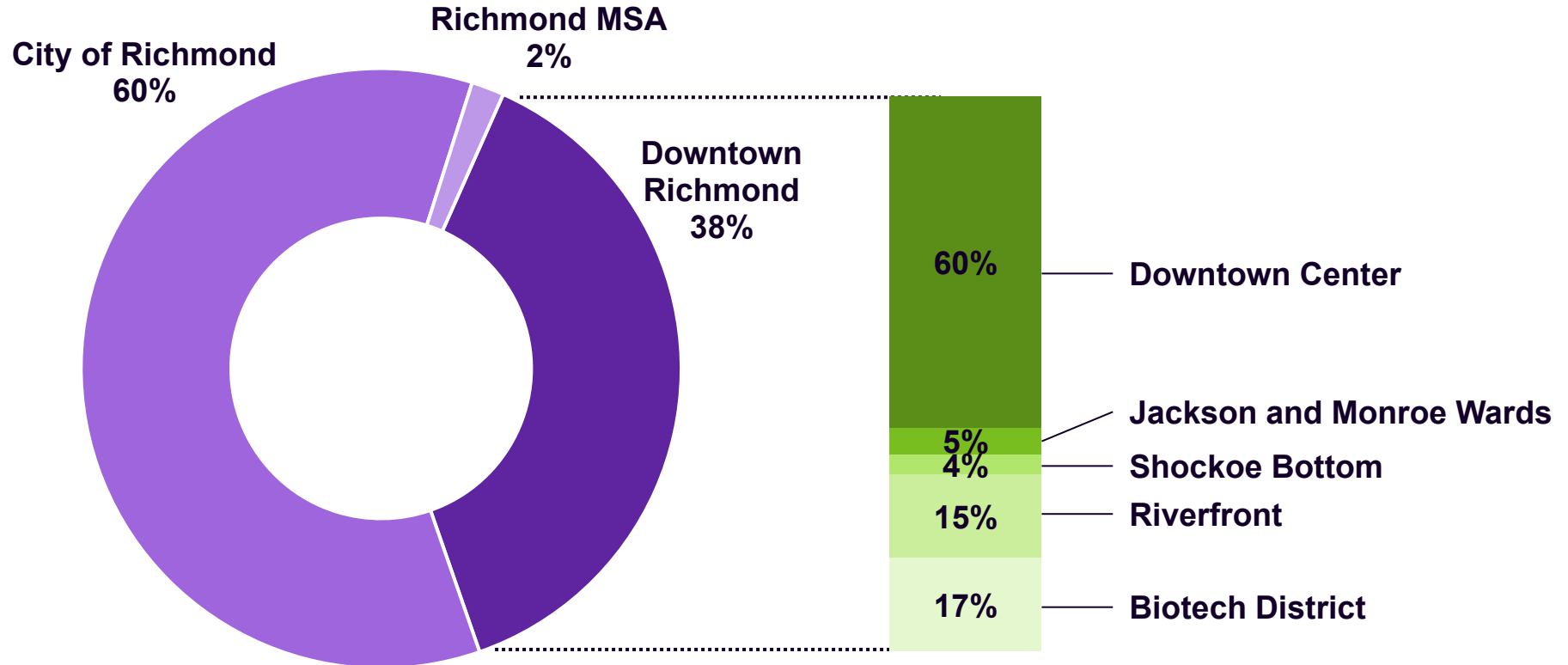
MULTIFAMILY INVENTORY GROWTH (2017-2023)



OFFICE

Office space is currently the largest use in Downtown Richmond and represents a significant proportion of the regional inventory.

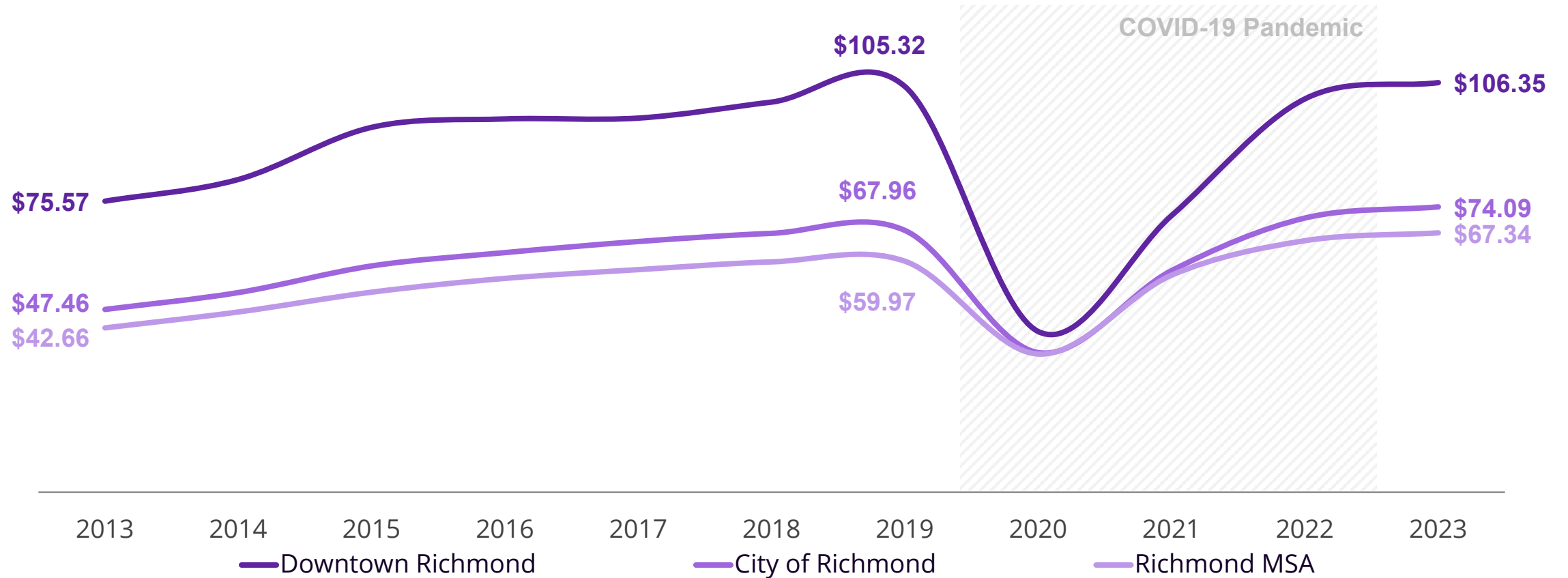
SHARE OF OFFICE SPACE
(PERCENTAGE RELATIVE TO OVERALL MSA)



HOTEL

While occupancy remains lower than before the pandemic, hotel revenues have rapidly recovered.

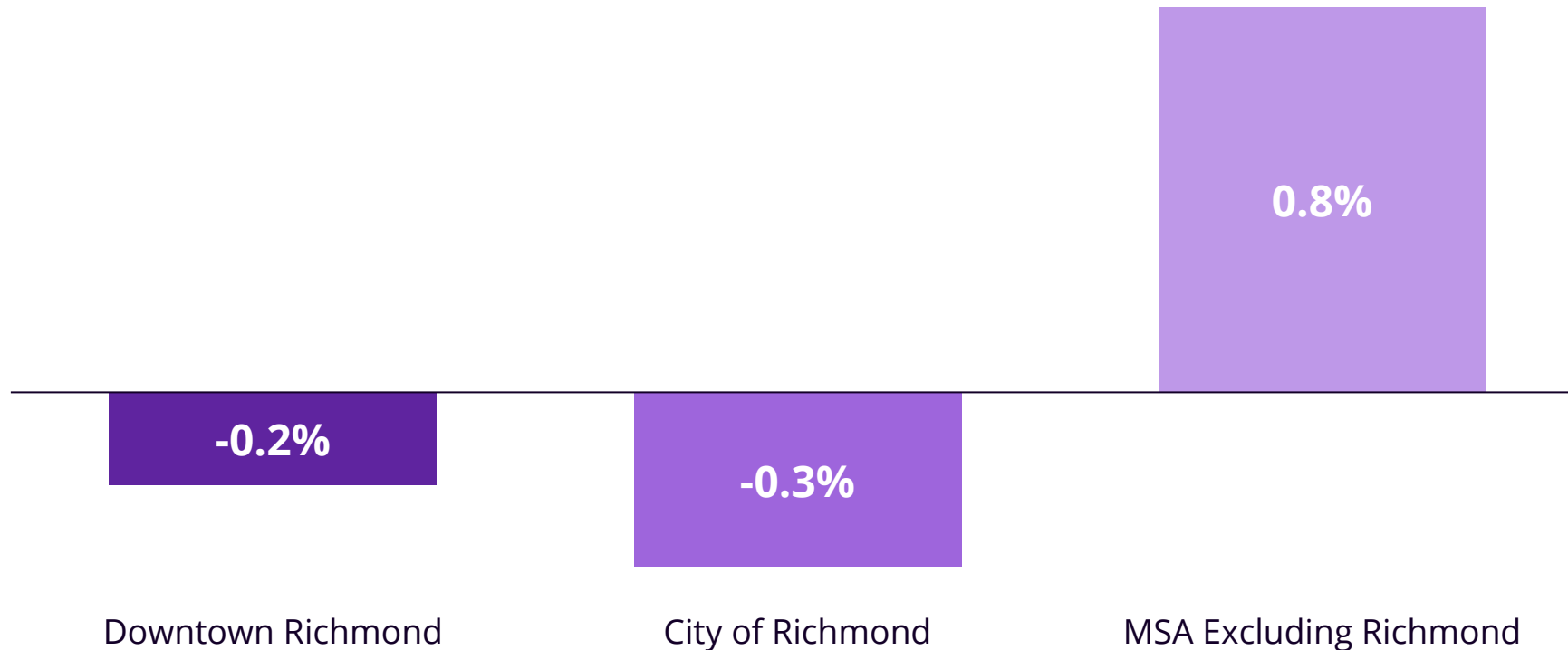
REVENUE PER AVAILABLE ROOM (RevPAR)
(2013-2023)



RETAIL

Downtown retail has been resilient through the pandemic, with low vacancy despite a small decrease in inventory.

RETAIL INVENTORY CHANGE (2017-2023)



NEXT STEPS

This meeting is the first of several opportunities to provide feedback and insight as we begin evaluating what sites and potential uses can best support vibrancy in Downtown Richmond.

CURRENT MEETING

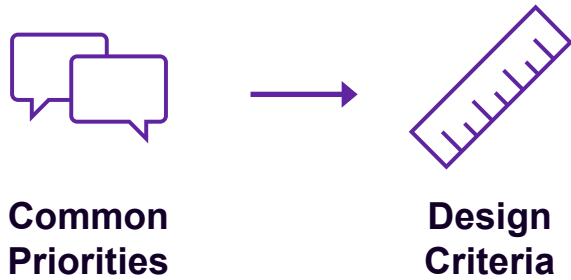
- Initial site feedback
- Assessing needs for residents, commuters, workers, and visitors
- Roundtable conversations
- Mapping Downtown

FUTURE ENGAGEMENT

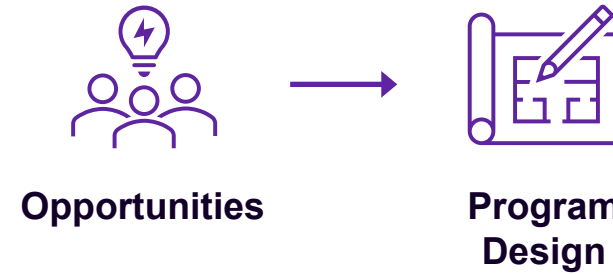
- Public Meeting 2 (March 2024)
 - Refined potential sites and possible use scenarios
- Further comments can be emailed to planningcomment@ridegrtc.com
- <https://ridegrtc.com/statistics-reports/projects-plans/permanent-downtown-transfer-hub>

HOW FEEDBACK HELPS

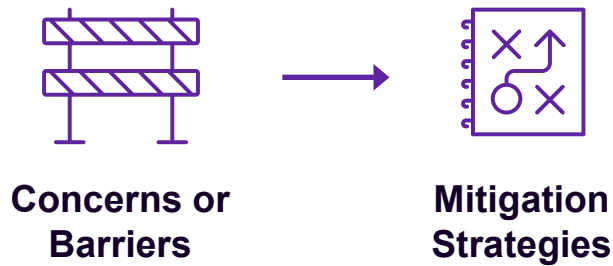
Ideas and priorities shared at these meetings will be used to inform how we begin to design potential layouts and modeling what uses could be supported on site.



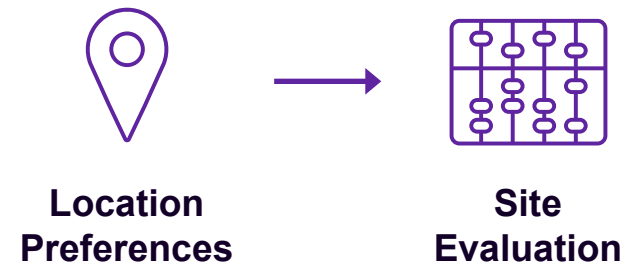
*What is important for the new transfer station to achieve?
Are there any features or amenities which would be useful?*



*Are there any unmet needs downtown?
What uses would be convenient to have at the station?*



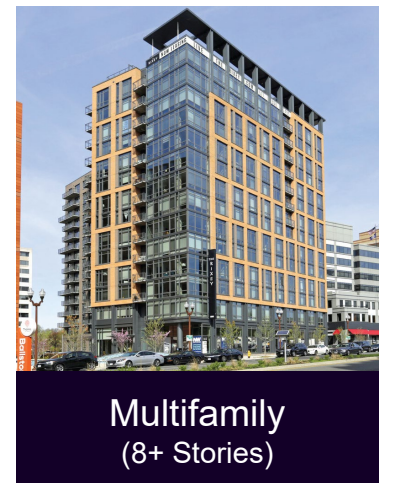
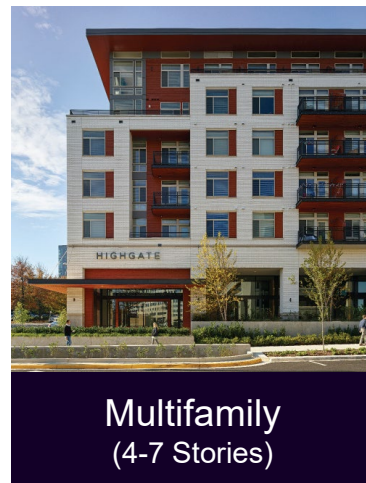
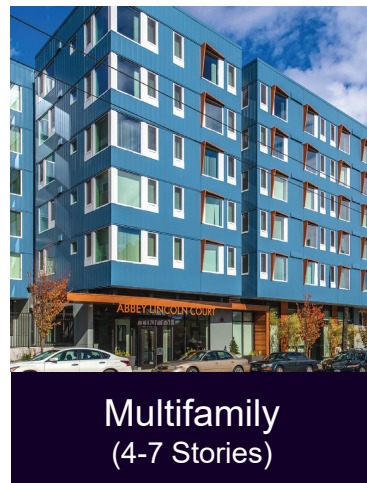
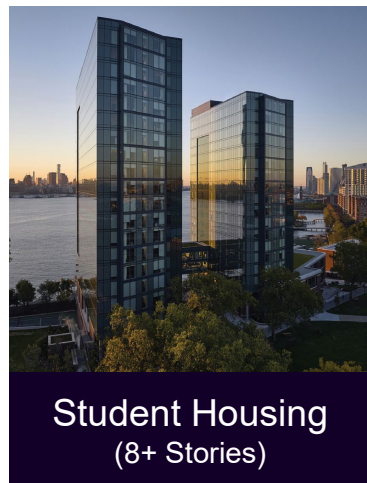
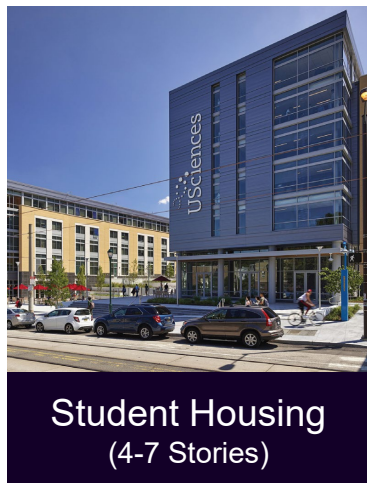
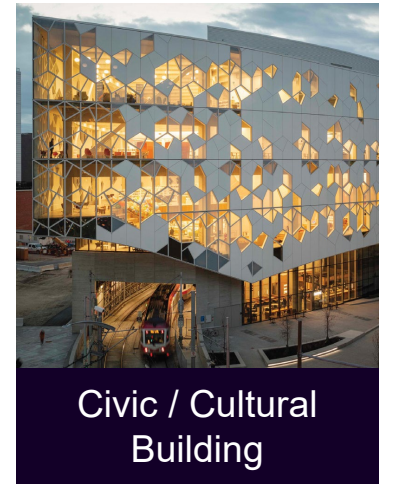
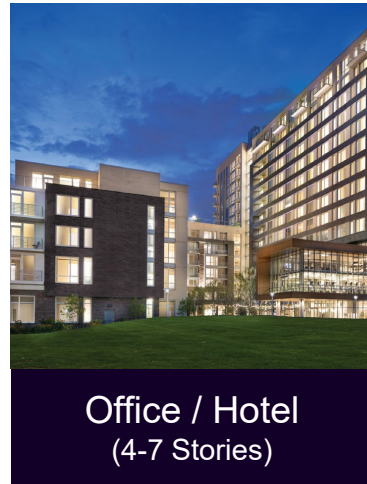
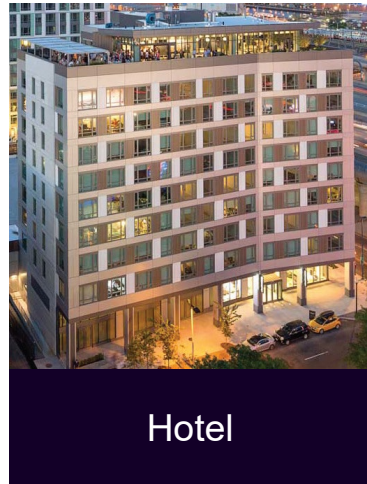
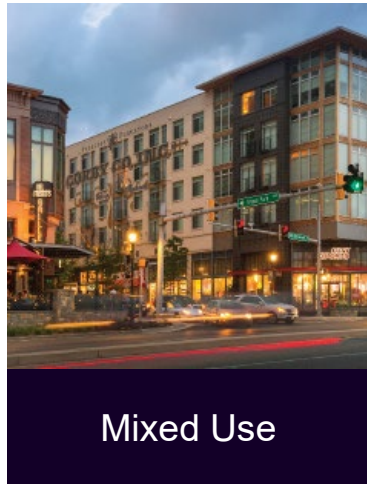
*What would make you ride the bus more?
What are some challenges to consider downtown?*



*Which sites are most or least appealing to you?
Which downtown places would be useful to have nearby?*

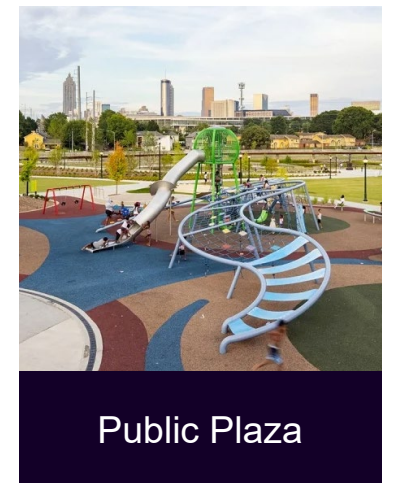
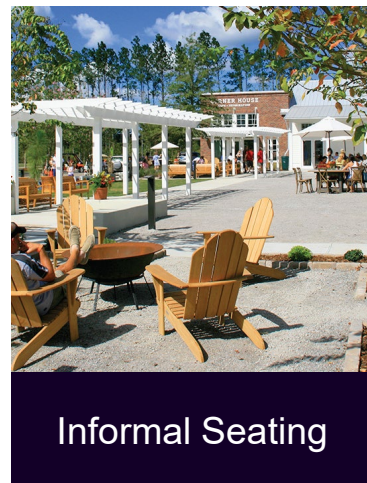
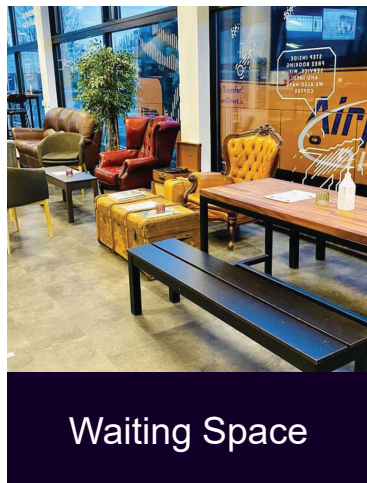
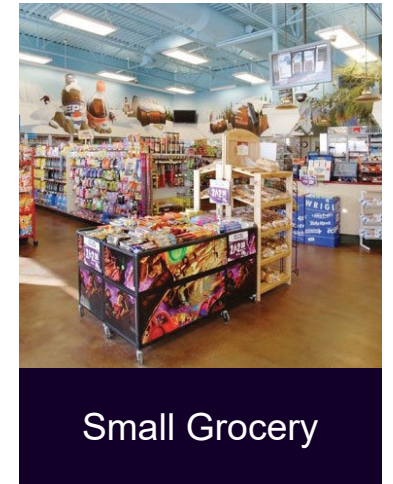
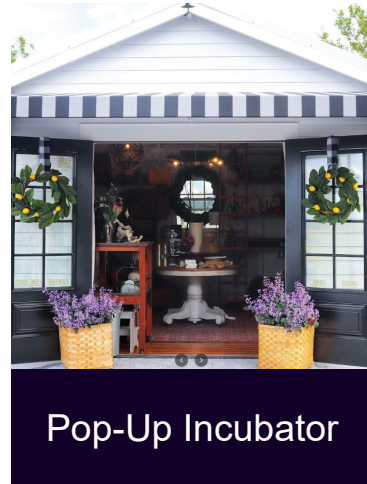
DESIGN ELEMENTS

In the current concept design phase, we are considering a variety of uses, scales, features, and amenities on each site.



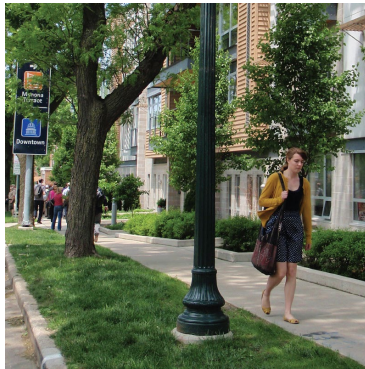
AMENITIES

In the current concept design phase, we are considering a variety of uses, scales, features, and amenities on each site.



PUBLIC SPACE

In the current concept design phase, we are considering a variety of uses, scales, features, and amenities on each site.



Street Trees



Retail Streetscape



Outdoor Dining



Shared Use Streetscape



Pocket Park



Promenade



Large Plaza



Seating Plaza



Games



Food Trucks



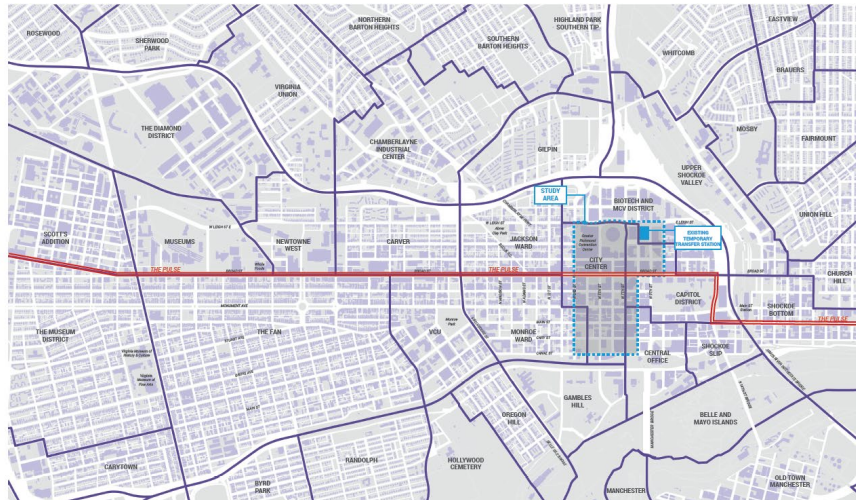
Bike Repair Station / Shop



Pedestrian & Bike Facilities

TODAY'S MEETING

This meeting is collecting feedback in two formats: a series of focus group discussions and a map table to help understand Downtown's assets, opportunities, and considerations.



TELL US WHERE YOU: ● LIVE ● WORK ● PLAY

LIVE, WORK, OR PLAY OUTSIDE OF THE MAP? PLACE YOUR DOT ON THE EDGE CLOSEST TO THAT DIRECTION
WANT TO TELL US MORE? USE YOUR STICKY NOTES TO ADD ADDITIONAL COMMENTS

Map Table

Before you go, leave notes telling us where you spend time downtown, what you might like to see created in certain areas, where you avoid, and other thoughts on how you want Downtown to evolve.



Focus Groups

Small group roundtables will follow this presentation, giving a chance to share your reactions to the proposed sites, your transportation priorities, what uses you would like to see at the station, and the street-level experience around the station.

KEEP IN TOUCH

Keep up to date on project progress through the page on GRTC’s website, or send additional feedback to



Contact Email

planningcomment@ridegrtc.com



Project Website

<https://ridegrtc.com/statistics-reports/projects-plans/permenant-downtown-transfer-hub>

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