

HR&A

GRTC

Design
Collective



Downtown Richmond Transfer Hub

Public Meeting 2

March 13th, 2024

01

Overview

CONSULTANT TEAM

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



PROJECT GOALS

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

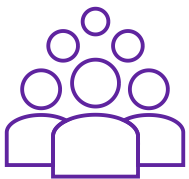
This project can support Richmond's long-term planning goals, such as



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 like the City Center plan as the City attracts new residents.



The East-West Pulse Bus Rapid transit system opened in 2018, with a planned North-South in the future.



Potential uses shown in the City Center Small Area Plan draft (2021). City of Richmond is currently evaluating finalist proposals.

TODAY'S GOALS

In this meeting we will share our design suggestions and listen to feedback that will be summarized in our final report.



Receive More Feedback on
Proposed Transit Features
and Building Amenities



Align Scenarios with City
Priorities like Accessibility,
Inclusivity, and Affordability



Gather Reactions to Possible
Uses, Layouts, and Density
Atop the Transit Center

02

Site Selection

PROJECT PROCESS

SITE SCREENING

SITE ANALYSIS

RECOMMENDATIONS



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.



Preferred Sites

Shortlist of locations which will be recommended for the new downtown transfer station.

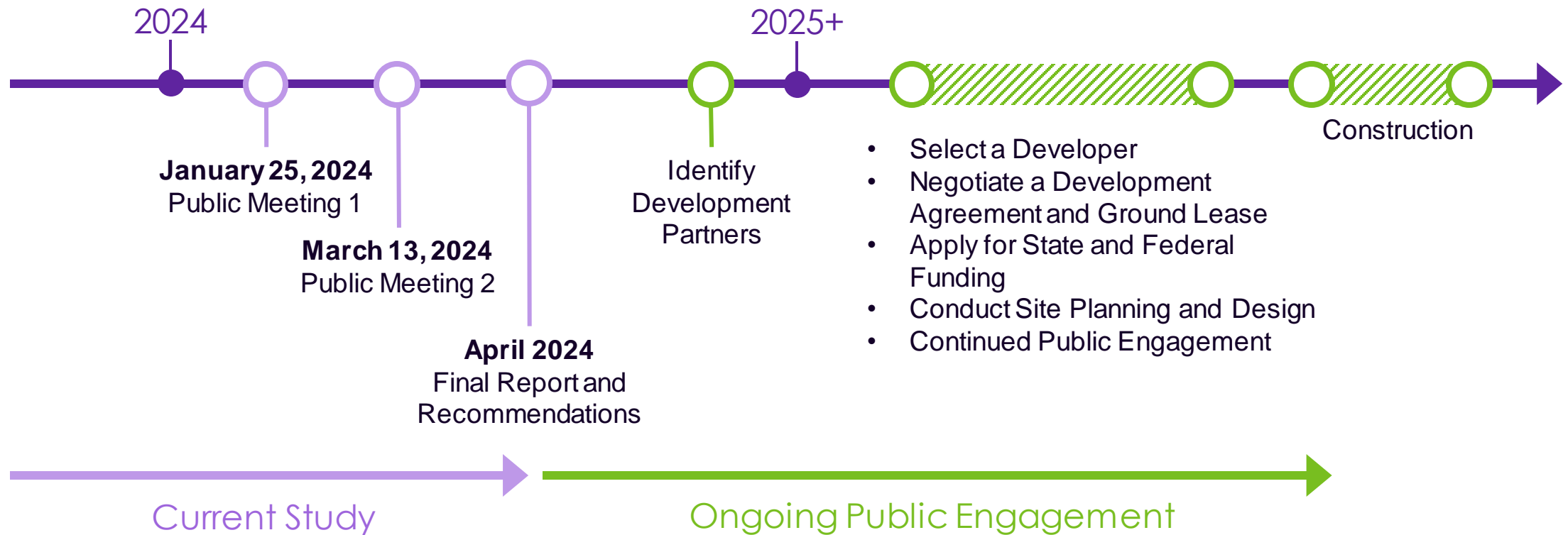
This enables GRTC to release a developer solicitation and to pursue federal, state, and local funding opportunities.



We are here

AFTER THIS STUDY

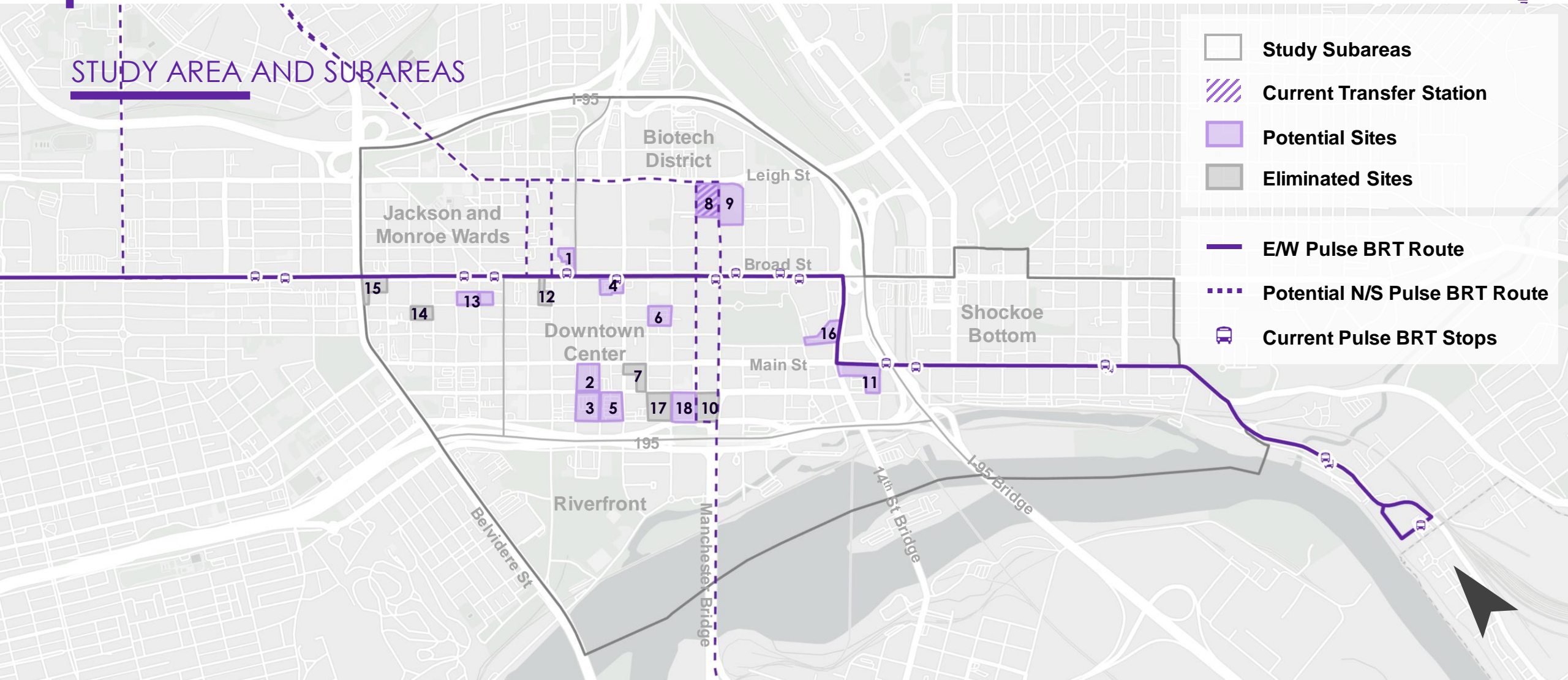
This study marks the start of a 5- to 8-year planning process for the design and implementation of the downtown transfer station.



SITE SELECTION ASSESSMENT

HR&A assessed the viability of the 18 sites provided by GRTC. Six of the 18 sites were eliminated immediately due to substantial existing development.

STUDY AREA AND SUBAREAS



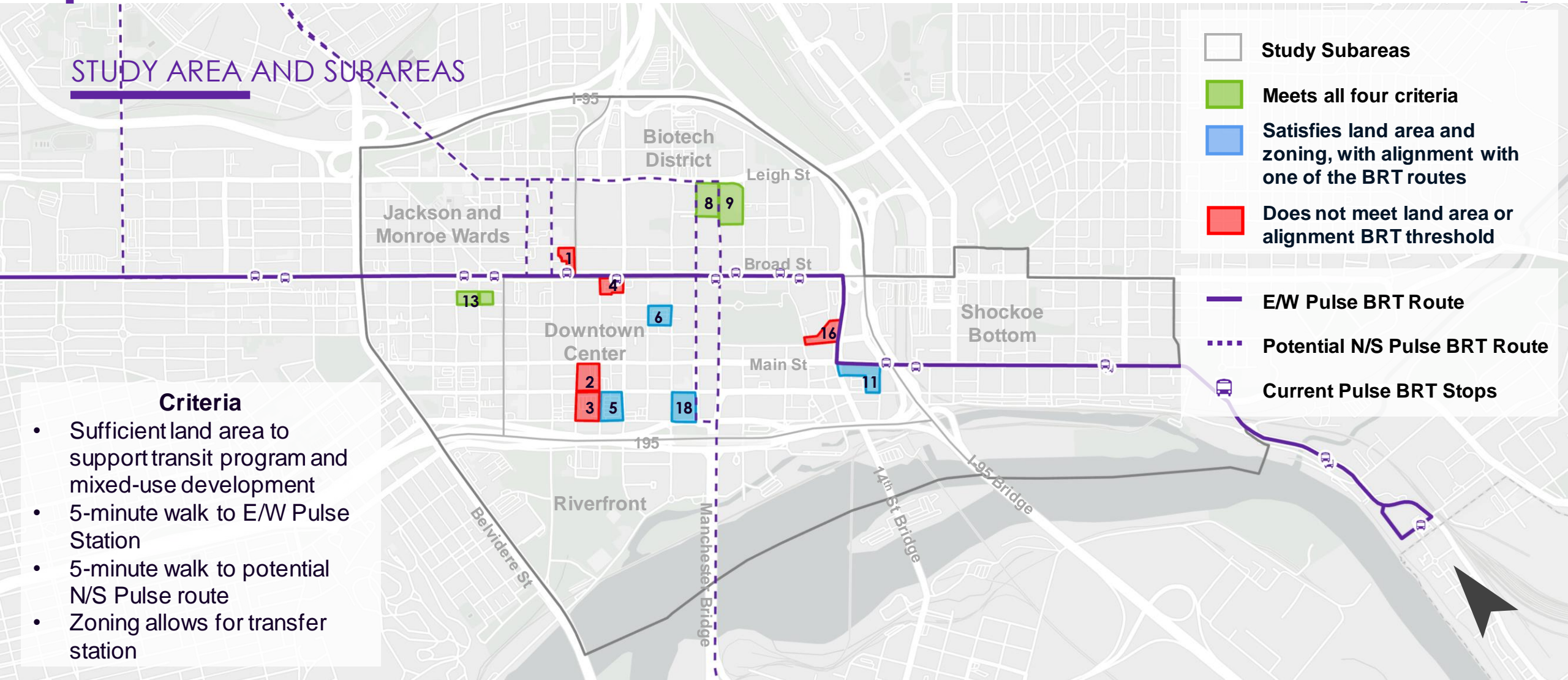
INITIAL SCREENING

Five sites were eliminated after initial screening. These sites did not meet the land area threshold or were more than a 5-minute walk from the existing and potential BRT routes.

STUDY AREA AND SUBAREAS

- Criteria**
- Sufficient land area to support transit program and mixed-use development
 - 5-minute walk to E/W Pulse BRT Station
 - 5-minute walk to potential N/S Pulse route
 - Zoning allows for transfer station

- Study Subareas
- Meets all four criteria
- Satisfies land area and zoning, with alignment with one of the BRT routes
- Does not meet land area or alignment BRT threshold
- E/W Pulse BRT Route
- Potential N/S Pulse BRT Route
- 🚌 Current Pulse BRT Stops



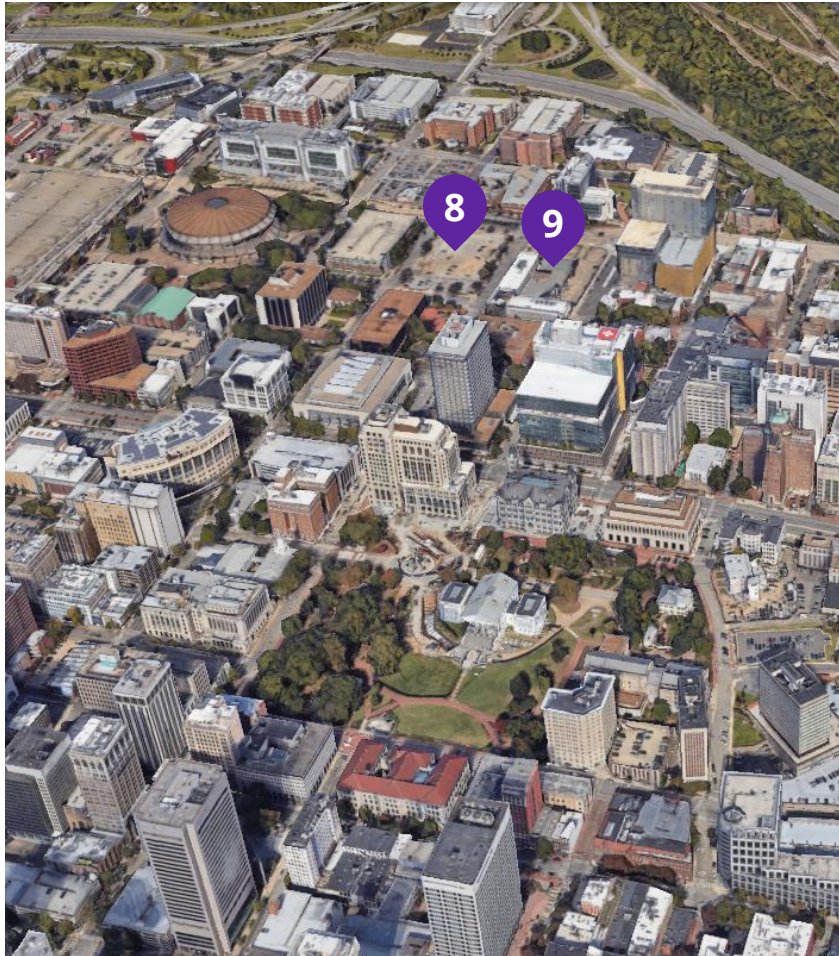
IMPLEMENTATION ASSESSMENT

Of the remaining seven sites, Sites 8 and 9 are best positioned to support an implementable project, due to public ownership of land, no height restrictions, and multiple points of site access.

Site 5	Site 6	Site 8	Site 9
<ul style="list-style-type: none">• None of the parcels are publicly owned• Satisfactory sidewalk network• Restricted by centerline ratio	<ul style="list-style-type: none">• Need to acquire private parcels to make feasible• Only two points of access• Capacity for transit program unlikely	<ul style="list-style-type: none">• All the parcels are publicly owned• Only two points of access• No height restrictions	<ul style="list-style-type: none">• All the parcels are publicly owned• Excellent sidewalk network• No height restrictions
Site 11	Site 13	Site 18	
<ul style="list-style-type: none">• None of the parcels are publicly owned• Capacity for transit program unlikely• Height restricted to less than 5 stories	<ul style="list-style-type: none">• About 1/3 of the parcels publicly owned• Capacity for transit program unlikely• Restricted by the centerline ratio	<ul style="list-style-type: none">• None of the parcels are publicly owned• Satisfactory sidewalk network• Restricted by Centerline ratio	<p>Key</p> <ul style="list-style-type: none">■ Advanced■ Eliminated

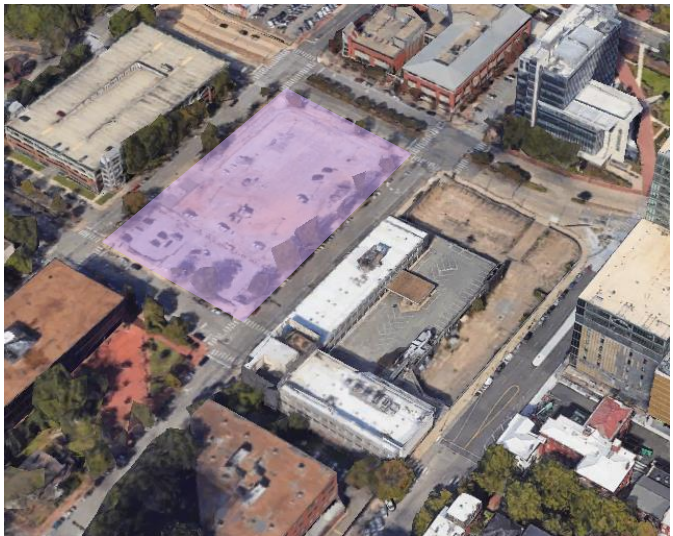
SITE CONTEXT ASSESSMENT

Based on market conditions, the candidate sites can support 450 to 550 multifamily units, 10K to 30K square feet of retail space, and office or institutional uses to support surrounding businesses and organizations.



Site 8

- 450 – 550 Multifamily units
- Up to 10K SF Retail Space
- Office and institutional uses to support surrounding organizations



Site 9

- 450 – 550 Multifamily units
- Up to 30K SF Retail Space
- Office and institutional uses to support surrounding organizations

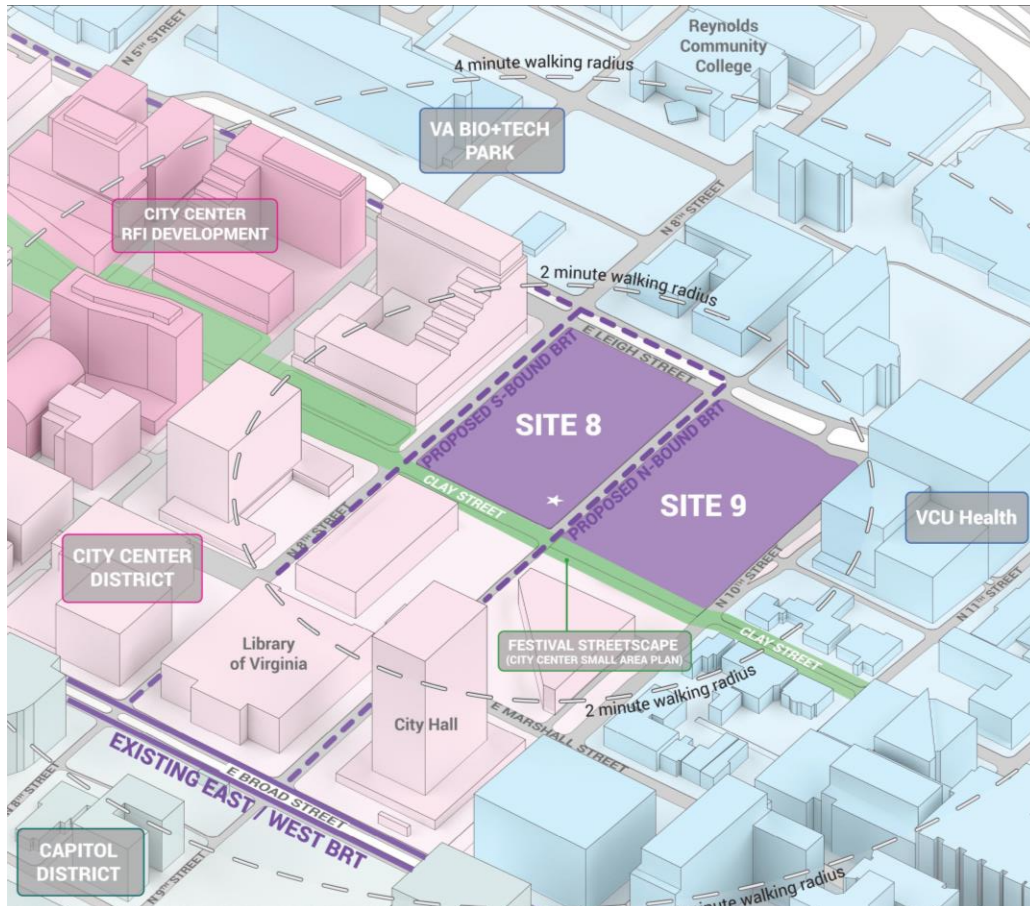


03

Community Feedback

COMMUNITY FEEDBACK

Stakeholders supported locating the permanent transfer hub at Sites 8 or 9, citing connection with the City Center development and continuity with the existing transfer station.



SITE 8

SITE 9

“Sites 8 and 9 are far from most downtown destinations today unless you’re a student, and the lack of people makes it feel less safe. However, the City Center plan could change this area a lot.”

“These are the biggest sites – they would be good for high rises, larger amenities, or could help add green space that’s missing from downtown.”

“I like where the bus transfer station is today, and I’d like to keep this location.”

“Using this site, we won’t need to transfer on the street again while the station is being built”

“Removing the building here can reconnect Clay St and the interesting streetscapes nearby.”

TRANSFER STATION SURVEY

GRTC surveyed 72 riders at the existing transfer station who provided insightful comments regarding desired enhancements and additions to the new transfer hub.

		Suggested Improvements	
Number of Respondents	72		
Percentage of transferring respondents	78%	Bus Info and Departure Signage	Food and beverage options
Most common arrival bus	1		
Most common transfer bus	50	Climate Controlled Space	Restrooms

04

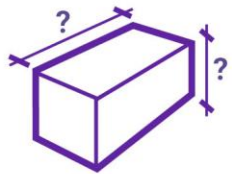
Concepts

CONCEPT DESIGN PROCESS

INITIAL SITE STUDIES

PROGRAM TEST-FITS

FINAL SCHEMES



Program

Can the site accommodate the transit program? Can it fit a minimum amount of development density?



Zoning Flexibility

Able to accommodate both low and high-rise density?



Context Analysis

Are there potential synergies between the site and surrounding context? Scale and Height compatibility?



Design Coordination

Coordination between the bus loop layouts and building program. Studies of different program arrangements within low and high-rise scenarios.



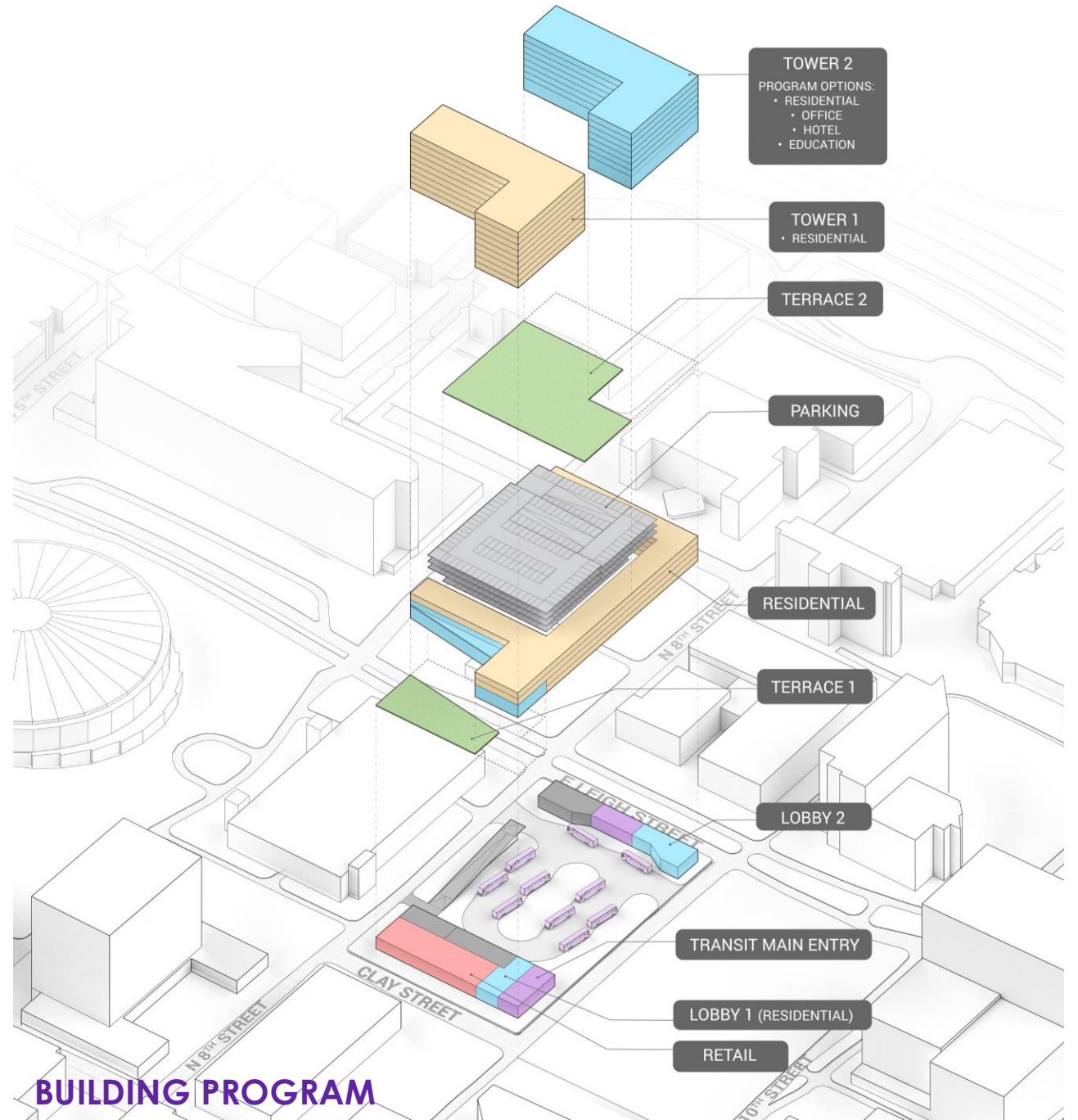
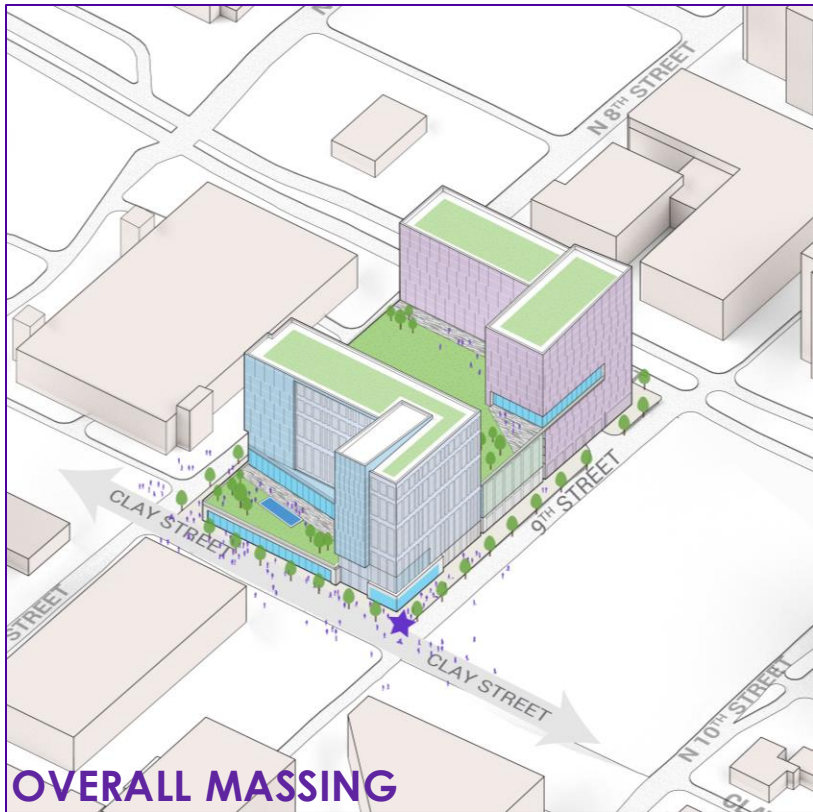
Detailed Concepts

Development of building floor plans and sections to confirm program areas. Schemes will help inform a joint development agreement.

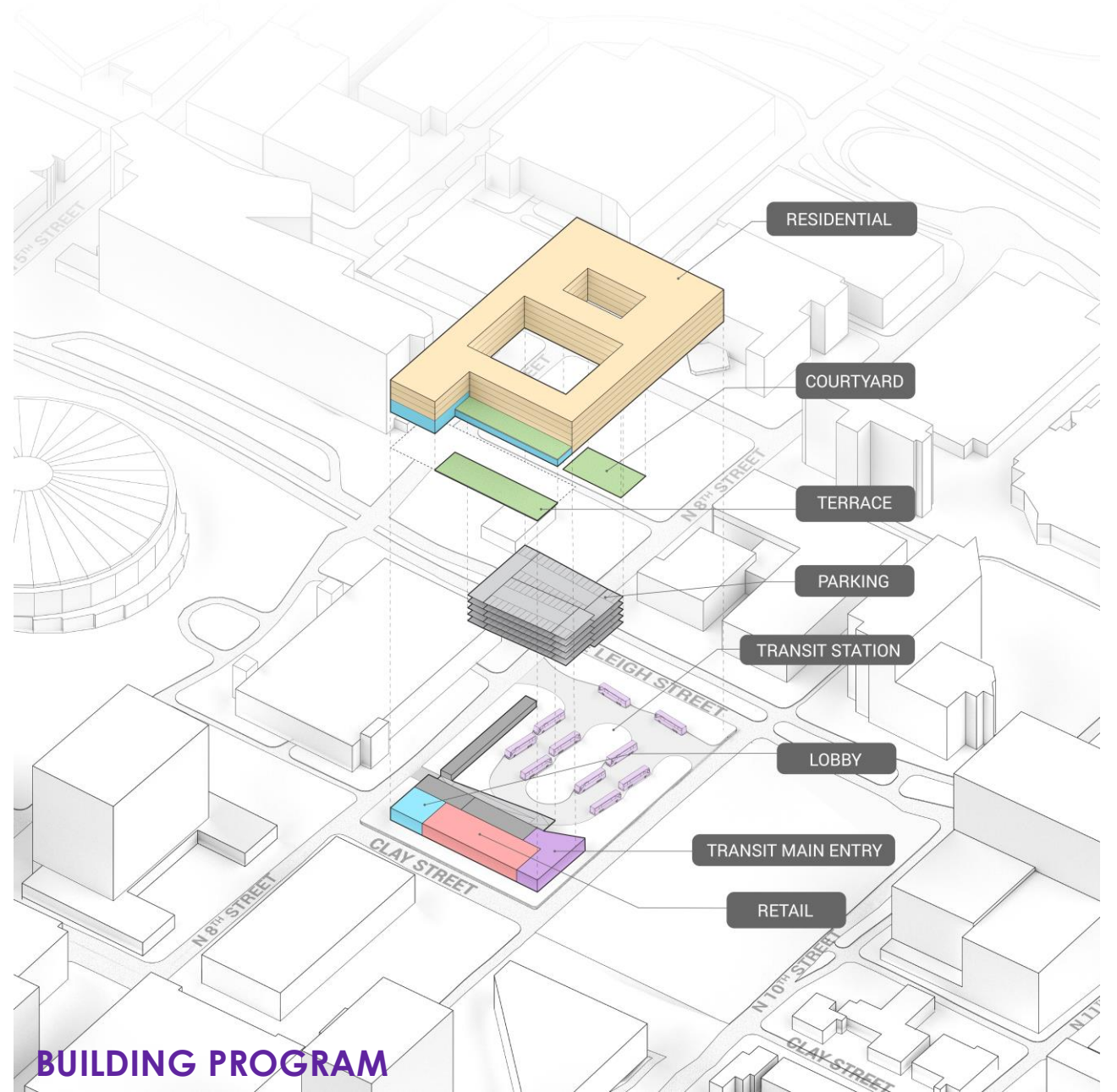
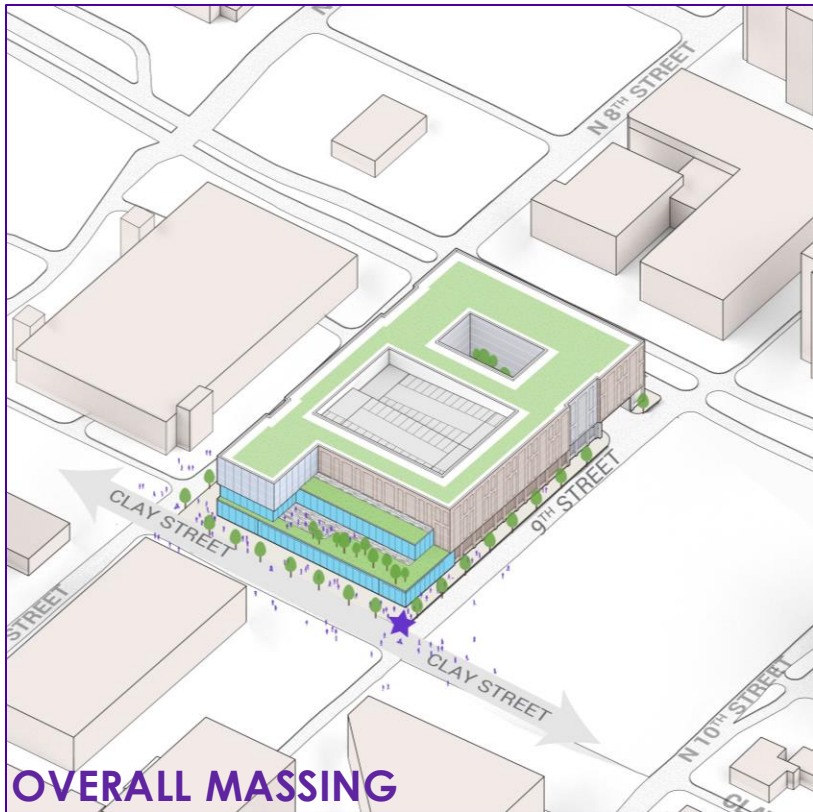


We are here

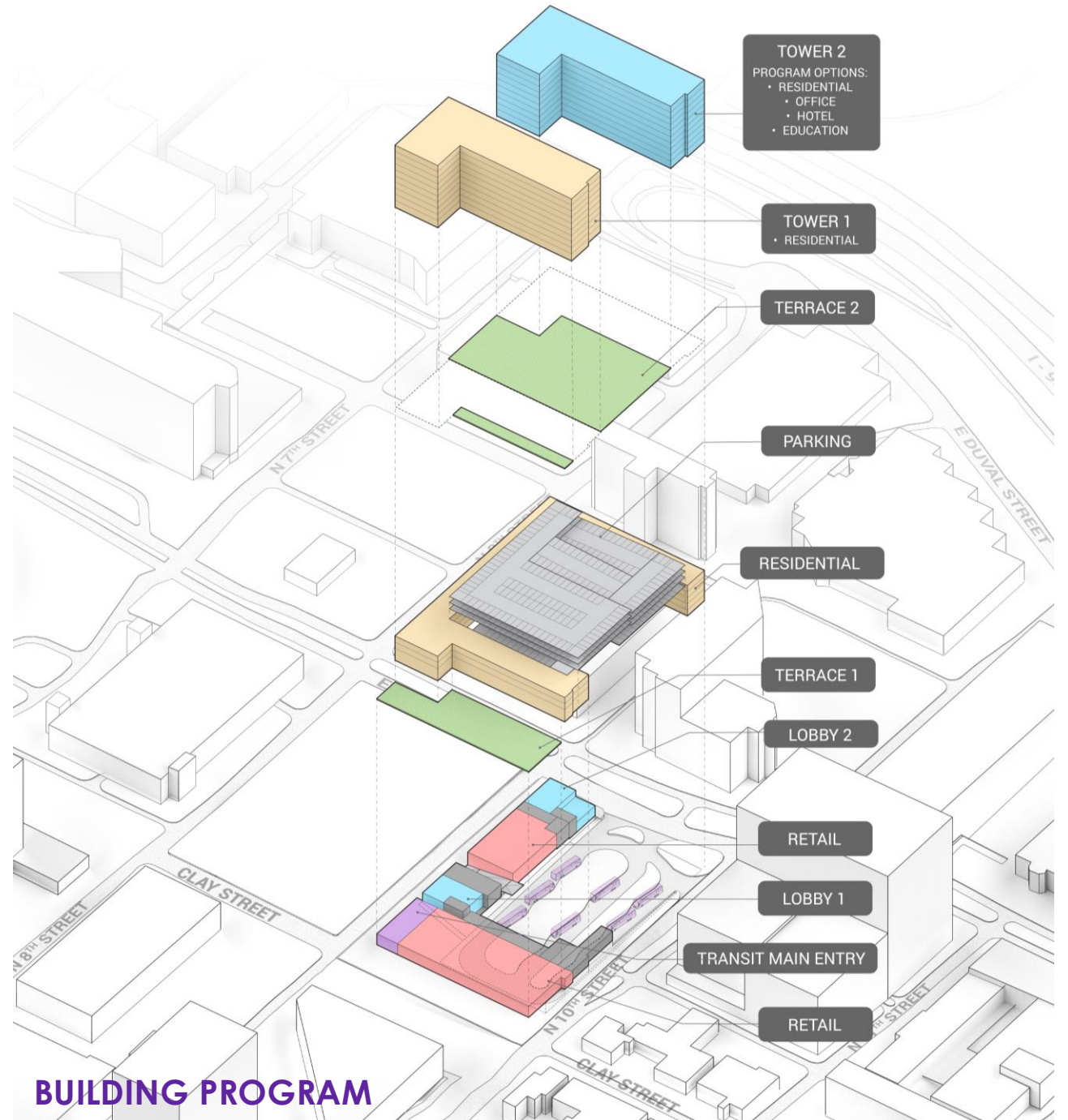
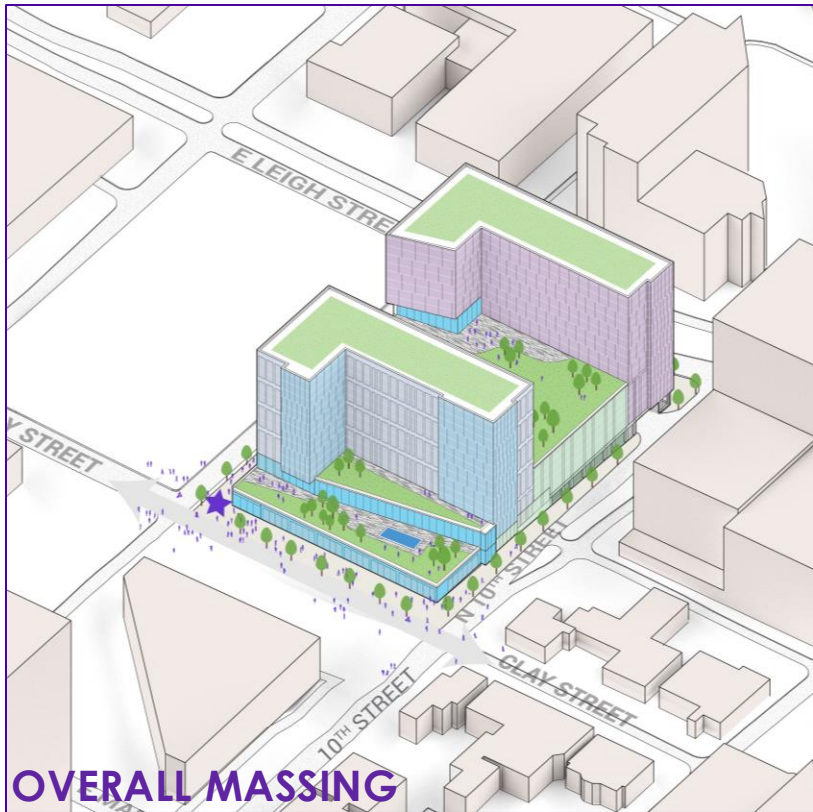
SITE 8 OPTION 1 | HIGH-RISE



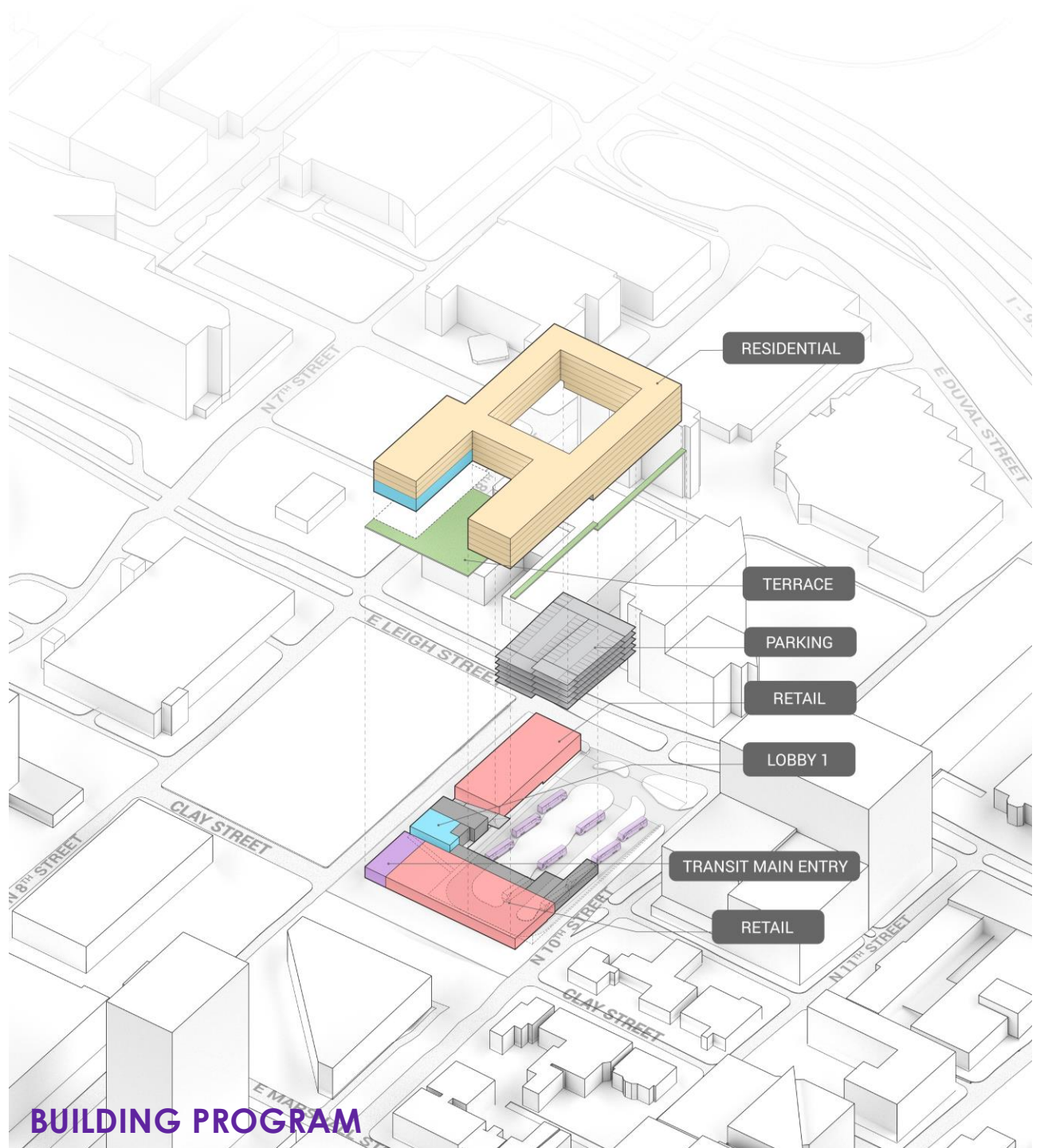
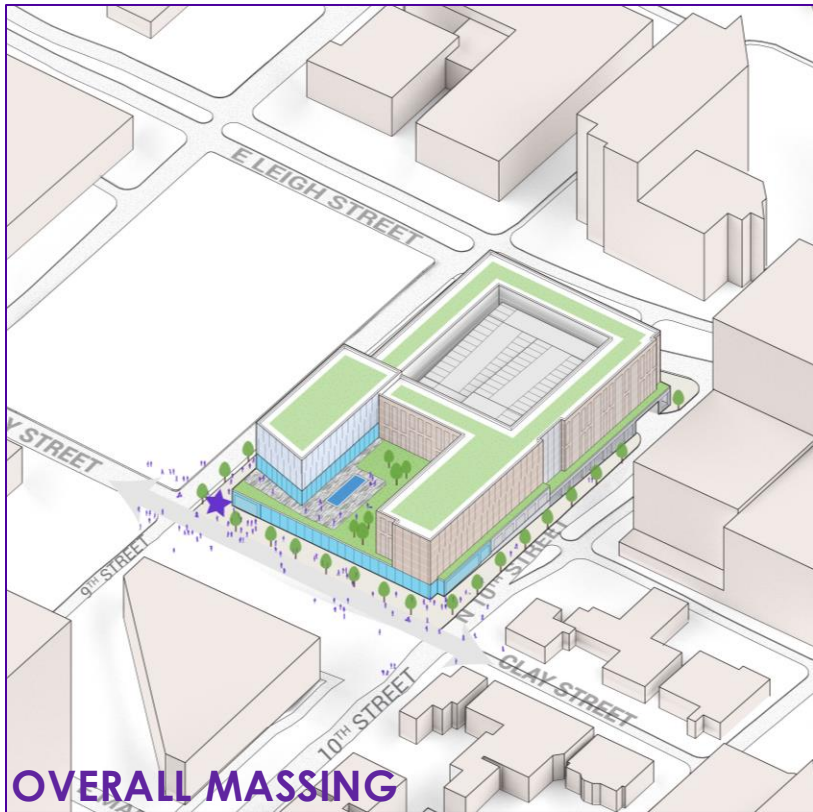
SITE 8 OPTION 2 | LOW-RISE



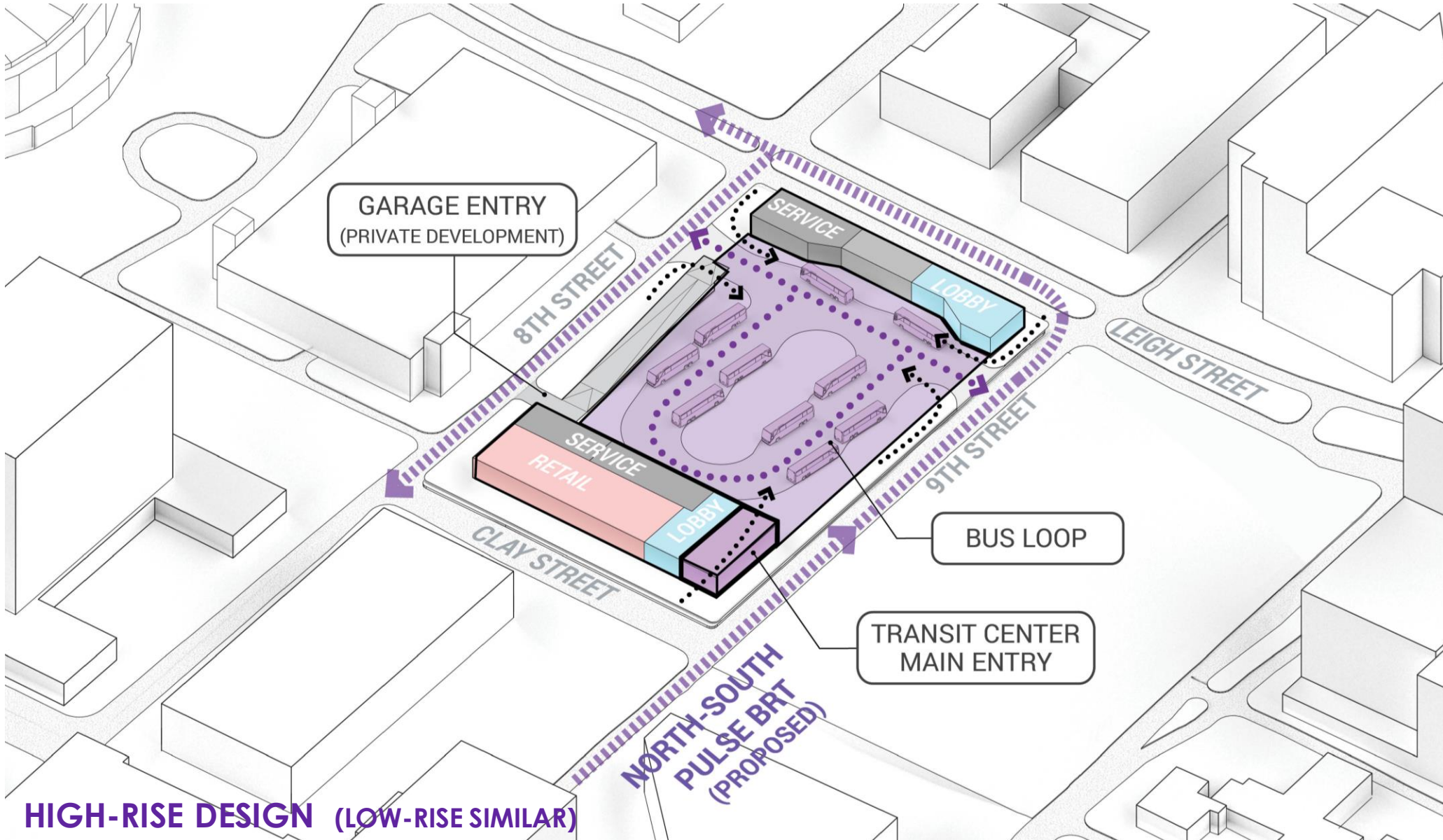
SITE 9 OPTION 1 | HIGH-RISE



SITE 9 OPTION 2 | LOW-RISE

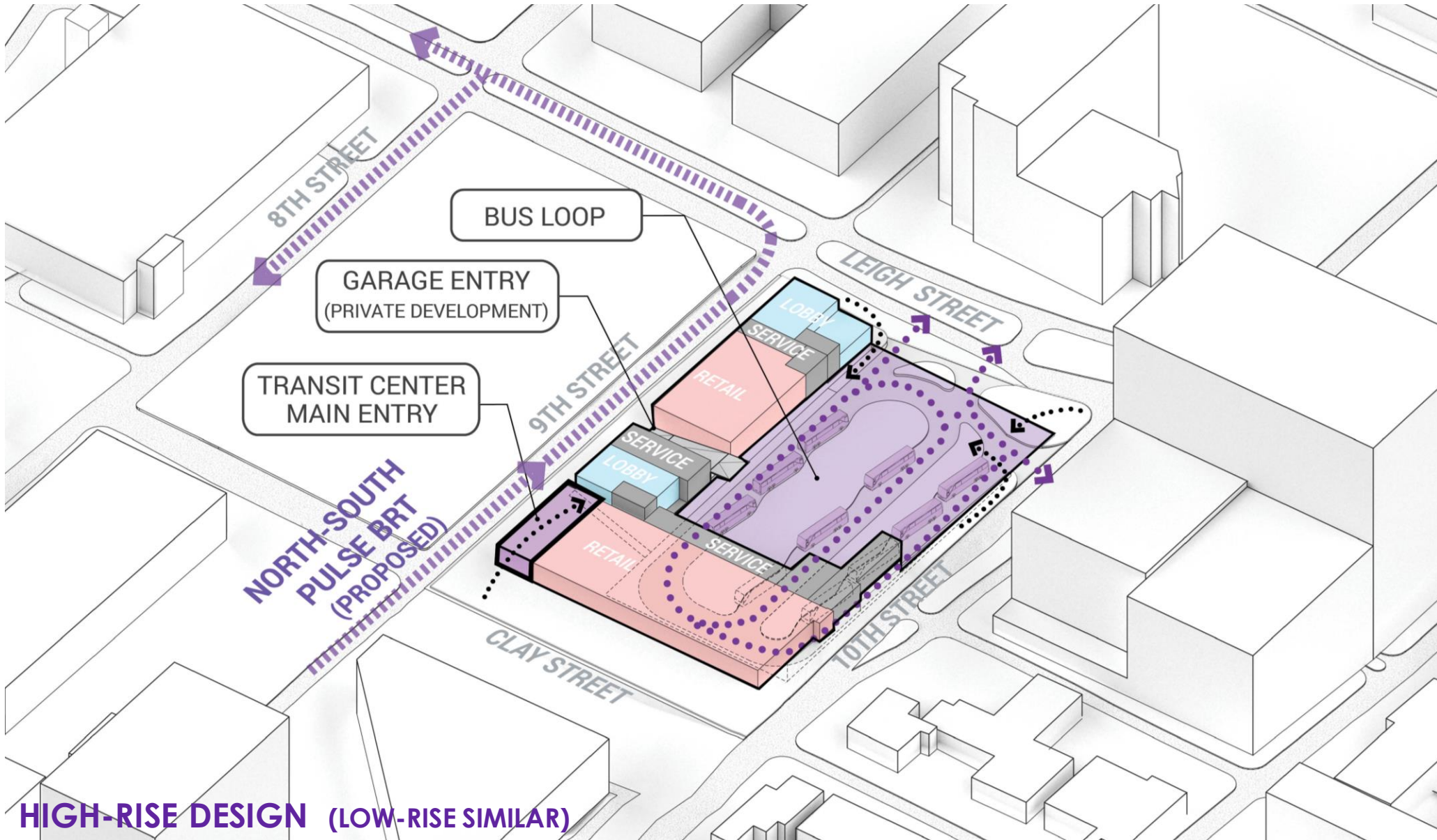


SITE 8 | TRANSIT FACILITY & GROUND FLOOR



HIGH-RISE DESIGN (LOW-RISE SIMILAR)

SITE 9 | TRANSIT FACILITY & GROUND FLOOR



HIGH-RISE DESIGN (LOW-RISE SIMILAR)

STATE-OF-THE-ART TRANSIT | PRECEDENT IMAGES

The new Downtown Transfer Hub would feature a 10-bay bus loop designed to provide a first-rate customer experience, prioritizing comfort and ease of access.



Denver, CO



Toronto, ON



Boston, MA

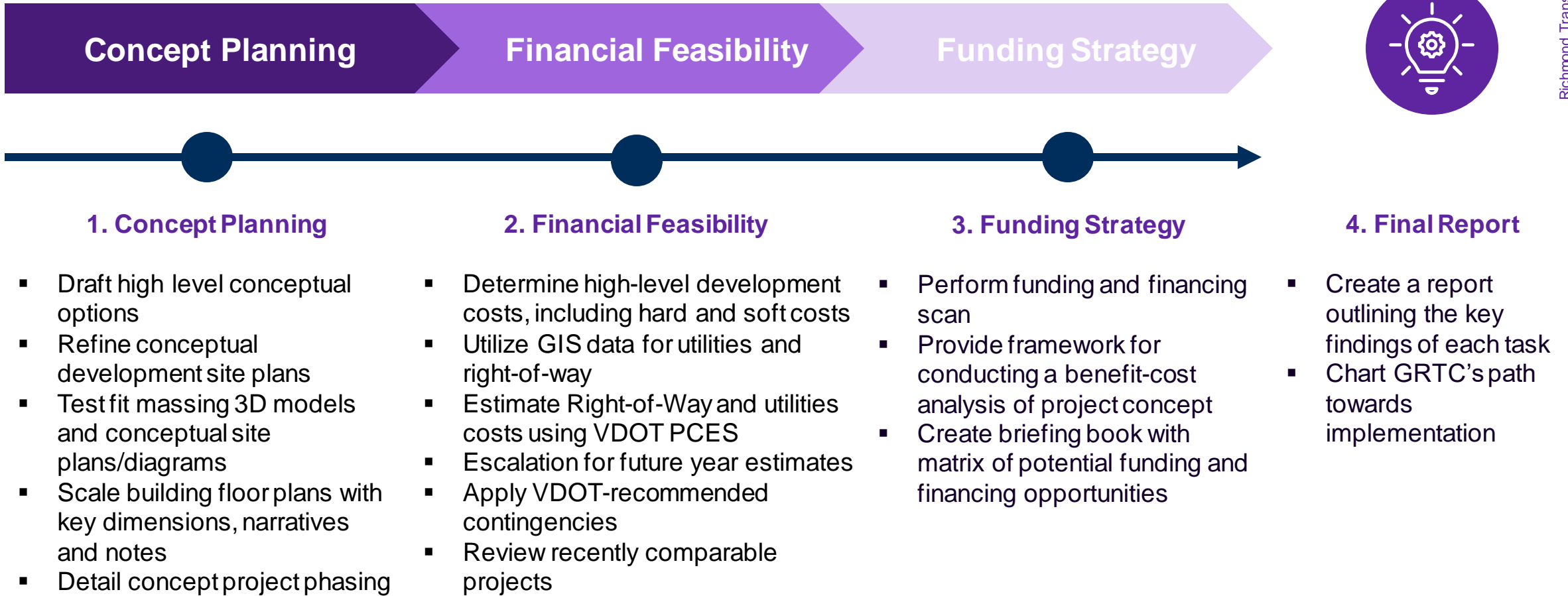
BOARD DISCUSSIONS & FEEDBACK



- Four (4) Stations
 - Station 1: Project Overview Station
 - Station 2: Context Map
 - Station 3: Site 8 Concepts
 - Station 4: Site 9 Concepts
- Facilitator at each station
- Use your sticky notes to leave comments or questions
- For Spanish translation services, please meet at Station 1 / Para traducción al español, arrímese a la estación #1.

MOVING FORWARD

Sites 8 and 9 will be advanced through three additional phases to flesh out potential conceptual designs, evaluate financial feasibility of site programming, and identify applicable funding sources to support implementation.



KEEP IN TOUCH

Keep up to date on project progress through the page on GRTC's website or send additional feedback to planningcomment@ridegrtc.com.



Contact Email

planningcomment@ridegrtc.com



Project Website

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