Six Points at Highland Park
Commercial Revitalization

APPENDIX

Prepared for Richmond City Councilwoman Ellen Robertson

Master of Urban and Regional Planning Program
L. Douglas Wilder School of Government and Public Affairs
Virginia Commonwealth University
Six Points Commercial Revitalization Plan 2010

Appendix

Prepared for the Honorable Ellen Robertson, Councilwoman
City of Richmond

Prepared by:
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December 2010
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<th>Page</th>
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<td>Six Points Area, 2010: Average Annual Expenditures by Income Category, Consumer Expenditure Survey, 2009</td>
<td>29</td>
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<td>Table 15</td>
<td>Six Points Area, 2010: Estimated Expenditures and Development Potential: Convenience Trade Area</td>
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</table>
APPENDIX A: Existing Conditions

Trade Area Demographics
This section includes an overview of the demographics and public safety data used to define the Six Points district. Data was compiled from multiple sources, including the US Census Bureau and the City of Richmond Crime Incident Reporting Website. Given the differing levels of geography that are reported across each source, we defined the trade area for the demographics portion which used US Census Bureau data as the following block groups:

- Block Group 1, Census Tract 108, Richmond city, Virginia
- Block Group 2, Census Tract 108, Richmond city, Virginia
- Block Group 3, Census Tract 108, Richmond city, Virginia
- Block Group 1, Census Tract 109, Richmond city, Virginia
- Block Group 2, Census Tract 109, Richmond city, Virginia
- Block Group 4, Census Tract 109, Richmond city, Virginia
- Block Group 1, Census Tract 110, Richmond city, Virginia

The geographic area of analysis for the public safety data was derived using data from Richmond Police sector 411, which most closely aligns with those block groups cited above. Further, we compared all data to city-wide data.

Table 1.

<table>
<thead>
<tr>
<th>Total Population by Sex, 2000</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE AREA</td>
<td>3,943</td>
<td>4,920</td>
<td>8,863</td>
</tr>
<tr>
<td>1 MILE</td>
<td>8,452</td>
<td>7,938</td>
<td>16,390</td>
</tr>
<tr>
<td>2 MILE</td>
<td>22,016</td>
<td>26,412</td>
<td>48,428</td>
</tr>
<tr>
<td>RICHMOND</td>
<td>91,726</td>
<td>106,064</td>
<td>197,790</td>
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</table>

Source: US Census, SF3, 2000

Table 2.

<table>
<thead>
<tr>
<th>Male Population by Age, 2000</th>
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</thead>
<tbody>
<tr>
<td>0-5</td>
</tr>
<tr>
<td>TRADE AREA</td>
</tr>
<tr>
<td>273</td>
</tr>
<tr>
<td>1 MILE</td>
</tr>
<tr>
<td>439</td>
</tr>
<tr>
<td>2 MILE</td>
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<tr>
<td>2,162</td>
</tr>
<tr>
<td>RICHMOND</td>
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<tr>
<td>7,562</td>
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</table>

Source: US Census Bureau, SF3, 2000

Table 3.

<table>
<thead>
<tr>
<th>Female Population by Age, 2000</th>
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</thead>
<tbody>
<tr>
<td>0-5</td>
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<tr>
<td>TRADE AREA</td>
</tr>
<tr>
<td>362</td>
</tr>
<tr>
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</tr>
<tr>
<td>577</td>
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<tr>
<td>2 MILE</td>
</tr>
<tr>
<td>2,308</td>
</tr>
<tr>
<td>RICHMOND</td>
</tr>
<tr>
<td>7,356</td>
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</tbody>
</table>

Source: US Census Bureau, SF3, 2000
Table 4.

<table>
<thead>
<tr>
<th>Population By Age Cohort Below Poverty Level, 1999</th>
<th>&gt;5</th>
<th>5</th>
<th>6-11</th>
<th>12-17</th>
<th>18-64</th>
<th>65-74</th>
<th>75+</th>
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<tbody>
<tr>
<td>TRADE AREA</td>
<td>183</td>
<td>70</td>
<td>457</td>
<td>292</td>
<td>1,123</td>
<td>164</td>
<td>144</td>
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<tr>
<td>1 MILE</td>
<td>263</td>
<td>107</td>
<td>620</td>
<td>411</td>
<td>1,624</td>
<td>223</td>
<td>200</td>
</tr>
<tr>
<td>2 MILE</td>
<td>1,943</td>
<td>427</td>
<td>2,502</td>
<td>1,649</td>
<td>6,285</td>
<td>735</td>
<td>531</td>
</tr>
<tr>
<td>RICHMON D</td>
<td>4,045</td>
<td>913</td>
<td>5,257</td>
<td>3,825</td>
<td>22,107</td>
<td>2,112</td>
<td>1,926</td>
</tr>
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</table>

Source: US Census Bureau, SF3, 2000

Table 5.

<table>
<thead>
<tr>
<th>Total and Percentage Below Poverty Level, 1999</th>
<th>Total</th>
<th>Percentage</th>
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<tr>
<td>TRADE AREA</td>
<td>2,433</td>
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<td>1 MILE</td>
<td>3,448</td>
<td>51.06</td>
</tr>
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<td>2 MILE</td>
<td>14,072</td>
<td>45.08</td>
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<tr>
<td>RICHMON D</td>
<td>40,165</td>
<td>27.16</td>
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</table>

Source: US Census Bureau, SF3, 2000

Table 6.

<table>
<thead>
<tr>
<th>Means of Transportation, 2000</th>
<th>Richmond city, Virginia</th>
<th>Richmond Pct</th>
<th>Trade Area</th>
<th>Trade Area Pct</th>
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</thead>
<tbody>
<tr>
<td>Total:</td>
<td>88,924</td>
<td>3.114</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car, truck, or van:</td>
<td>73,908</td>
<td>63.1%</td>
<td>2,298</td>
<td>73.8%</td>
</tr>
<tr>
<td>Drove alone</td>
<td>62,743</td>
<td>70.6%</td>
<td>1,875</td>
<td>60.2%</td>
</tr>
<tr>
<td>Carpooled</td>
<td>11,185</td>
<td>12.6%</td>
<td>423</td>
<td>13.6%</td>
</tr>
<tr>
<td>Public transportation:</td>
<td>7,354</td>
<td>8.3%</td>
<td>520</td>
<td>16.7%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>100</td>
<td>0.1%</td>
<td>11</td>
<td>0.4%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>969</td>
<td>1.1%</td>
<td>93</td>
<td>3.0%</td>
</tr>
<tr>
<td>Walked</td>
<td>3,941</td>
<td>4.4%</td>
<td>93</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other means</td>
<td>629</td>
<td>0.7%</td>
<td>35</td>
<td>1.1%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>2,023</td>
<td>2.3%</td>
<td>64</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, SF3, 2000
Table 7.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7+</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADE AREA</td>
<td>26.64</td>
<td>24.91</td>
<td>19.42</td>
<td>12.98</td>
<td>8.14</td>
<td>5.13</td>
<td>2.78</td>
</tr>
<tr>
<td>1 MILE</td>
<td>26.62</td>
<td>26.59</td>
<td>19.38</td>
<td>12.49</td>
<td>8.15</td>
<td>4.01</td>
<td>2.77</td>
</tr>
<tr>
<td>2 MILE</td>
<td>30.27</td>
<td>28.46</td>
<td>18.31</td>
<td>11.50</td>
<td>6.70</td>
<td>2.92</td>
<td>1.85</td>
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<tr>
<td>RICHMONDC</td>
<td>37.61</td>
<td>31.81</td>
<td>14.72</td>
<td>8.93</td>
<td>4.25</td>
<td>1.63</td>
<td>1.06</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, SF3, 2000

Chart 1.

Percentage of Vacant Housing Units, 2000

Source: US Census Bureau, SF3, 2000
PUBLIC SAFETY

Table 8.

<table>
<thead>
<tr>
<th>Year</th>
<th>Homicide</th>
<th>Sex Offense</th>
<th>Robbery</th>
<th>Assault</th>
<th>Burglary</th>
<th>Vice</th>
<th>Theft</th>
<th>Vehicle Theft</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>42</td>
<td>154</td>
<td>848</td>
<td>5,081</td>
<td>1,583</td>
<td>2,734</td>
<td>5,879</td>
<td>979</td>
<td>20,302</td>
</tr>
<tr>
<td>2008</td>
<td>31</td>
<td>160</td>
<td>778</td>
<td>5,064</td>
<td>1,749</td>
<td>2,722</td>
<td>5,356</td>
<td>1,032</td>
<td>21,585</td>
</tr>
<tr>
<td>2007</td>
<td>55</td>
<td>172</td>
<td>970</td>
<td>5,379</td>
<td>1,874</td>
<td>2,816</td>
<td>5,734</td>
<td>1,252</td>
<td>22,928</td>
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<tr>
<td>2006</td>
<td>72</td>
<td>217</td>
<td>999</td>
<td>5,494</td>
<td>2,282</td>
<td>2,959</td>
<td>6,399</td>
<td>1,435</td>
<td>19,376</td>
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<tr>
<td>2005</td>
<td>83</td>
<td>245</td>
<td>1,212</td>
<td>5,320</td>
<td>2,512</td>
<td>2,803</td>
<td>8,321</td>
<td>2,246</td>
<td>16,318</td>
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<tr>
<td>2004</td>
<td>90</td>
<td>249</td>
<td>1,354</td>
<td>5,465</td>
<td>2,722</td>
<td>2,036</td>
<td>8,170</td>
<td>2,403</td>
<td>14,215</td>
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<tr>
<td>2003</td>
<td>89</td>
<td>278</td>
<td>1,351</td>
<td>5,740</td>
<td>3,117</td>
<td>1,845</td>
<td>10,892</td>
<td>2,905</td>
<td>16,108</td>
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<tr>
<td>2002</td>
<td>83</td>
<td>357</td>
<td>1,341</td>
<td>5,781</td>
<td>3,039</td>
<td>1,820</td>
<td>12,277</td>
<td>2,593</td>
<td>18,599</td>
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<tr>
<td>2001</td>
<td>67</td>
<td>293</td>
<td>1,342</td>
<td>6,393</td>
<td>2,873</td>
<td>1,658</td>
<td>11,053</td>
<td>2,795</td>
<td>20,835</td>
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<tr>
<td>2000</td>
<td>75</td>
<td>298</td>
<td>1,097</td>
<td>5,932</td>
<td>2,844</td>
<td>2,438</td>
<td>10,915</td>
<td>2,570</td>
<td>21,680</td>
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</table>

Source: RPD Crime Incident Information Center

Table 9.

<table>
<thead>
<tr>
<th>Year</th>
<th>Homicide</th>
<th>Sex Offense</th>
<th>Robbery</th>
<th>Assault</th>
<th>Burglary</th>
<th>Vice</th>
<th>Theft</th>
<th>Vehicle Theft</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>35.5%</td>
<td>-3.8%</td>
<td>9.0%</td>
<td>0.3%</td>
<td>-9.5%</td>
<td>0.4%</td>
<td>9.8%</td>
<td>-5.1%</td>
<td>-5.9%</td>
</tr>
<tr>
<td>2008</td>
<td>-43.6%</td>
<td>-7.0%</td>
<td>-19.8%</td>
<td>-5.9%</td>
<td>-6.7%</td>
<td>-3.3%</td>
<td>-6.6%</td>
<td>+17.6%</td>
<td>-5.9%</td>
</tr>
<tr>
<td>2007</td>
<td>-23.6%</td>
<td>-20.7%</td>
<td>-2.9%</td>
<td>-2.1%</td>
<td>-17.9%</td>
<td>-4.8%</td>
<td>-10.4%</td>
<td>-12.8%</td>
<td>18.3%</td>
</tr>
<tr>
<td>2006</td>
<td>-13.3%</td>
<td>-11.4%</td>
<td>-17.6%</td>
<td>3.3%</td>
<td>-9.2%</td>
<td>5.6%</td>
<td>-23.1%</td>
<td>-36.1%</td>
<td>18.7%</td>
</tr>
<tr>
<td>2005</td>
<td>-7.8%</td>
<td>-1.6%</td>
<td>-10.5%</td>
<td>-2.7%</td>
<td>-7.7%</td>
<td>37.7%</td>
<td>1.8%</td>
<td>-6.5%</td>
<td>14.8%</td>
</tr>
<tr>
<td>2004</td>
<td>1.1%</td>
<td>-10.4%</td>
<td>0.2%</td>
<td>-4.8%</td>
<td>-12.7%</td>
<td>10.4%</td>
<td>-25.0%</td>
<td>-17.3%</td>
<td>-11.8%</td>
</tr>
<tr>
<td>2003</td>
<td>7.2%</td>
<td>-22.1%</td>
<td>0.7%</td>
<td>-0.7%</td>
<td>2.6%</td>
<td>1.4%</td>
<td>-11.3%</td>
<td>12.0%</td>
<td>-13.4%</td>
</tr>
<tr>
<td>2002</td>
<td>23.9%</td>
<td>21.8%</td>
<td>-0.1%</td>
<td>-9.6%</td>
<td>5.8%</td>
<td>9.8%</td>
<td>11.1%</td>
<td>-7.2%</td>
<td>-10.7%</td>
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<tr>
<td>2001</td>
<td>-10.7%</td>
<td>+1.7%</td>
<td>22.3%</td>
<td>7.8%</td>
<td>1.0%</td>
<td>-32.0%</td>
<td>1.3%</td>
<td>8.8%</td>
<td>-3.9%</td>
</tr>
<tr>
<td>2000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: RPD Crime Incident Information Center
PUBLIC SAFETY

Table 10.

<table>
<thead>
<tr>
<th>Year</th>
<th>Homicide</th>
<th>Sex Offense</th>
<th>Robbery</th>
<th>Assault</th>
<th>Burglary</th>
<th>Vice</th>
<th>Theft</th>
<th>Vehicle Theft</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>7</td>
<td>18</td>
<td>91</td>
<td>692</td>
<td>148</td>
<td>466</td>
<td>316</td>
<td>82</td>
<td>2,210</td>
</tr>
<tr>
<td>2008</td>
<td>3</td>
<td>12</td>
<td>72</td>
<td>653</td>
<td>174</td>
<td>388</td>
<td>356</td>
<td>95</td>
<td>2,208</td>
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<tr>
<td>2007</td>
<td>8</td>
<td>15</td>
<td>90</td>
<td>684</td>
<td>164</td>
<td>449</td>
<td>350</td>
<td>139</td>
<td>2,419</td>
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<tr>
<td>2006</td>
<td>13</td>
<td>22</td>
<td>85</td>
<td>688</td>
<td>234</td>
<td>423</td>
<td>397</td>
<td>180</td>
<td>1,743</td>
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<tr>
<td>2005</td>
<td>11</td>
<td>21</td>
<td>106</td>
<td>654</td>
<td>213</td>
<td>428</td>
<td>440</td>
<td>239</td>
<td>1,575</td>
</tr>
<tr>
<td>2004</td>
<td>25</td>
<td>26</td>
<td>119</td>
<td>725</td>
<td>311</td>
<td>345</td>
<td>474</td>
<td>203</td>
<td>1,365</td>
</tr>
<tr>
<td>2003</td>
<td>23</td>
<td>25</td>
<td>107</td>
<td>672</td>
<td>316</td>
<td>289</td>
<td>715</td>
<td>238</td>
<td>1,298</td>
</tr>
<tr>
<td>2002</td>
<td>15</td>
<td>47</td>
<td>135</td>
<td>700</td>
<td>284</td>
<td>304</td>
<td>773</td>
<td>214</td>
<td>1,624</td>
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Source: RPD Crime Incident Information Center

Table 11.

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<th>Year</th>
<th>Homicide</th>
<th>Sex Offense</th>
<th>Robbery</th>
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<th>Theft</th>
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</table>
Dunbar Building Conditions Survey

CRITERIA USED IN EVALUATION OF EXISTING CONDITIONS

1. DEFECTS IN STRUCTURAL ELEMENTS

The determination that a structure has major, intermediate, or minor defects results from evaluation of structural elements at two levels. There are four degrees of severity of defect: major, intermediate, minor, and standard, although minor or intermediate may be the worst rating that is applied to some elements.

FIRST LEVEL

First level defects are deficiencies in vital structural elements, either exterior or interior, which render the structure inadequate, detrimental, or unsafe with relation to its function and use. There are major, intermediate, minor, and standard degrees of severity of defect.

EXTERIOR

Foundation - Sagging, sinking, or with a critical amount of loose or missing material or open pier.

Walls - Out of plumb, bulging, or with a critical amount of loose of missing material, rot, or open cracks.

Roof - Sagging, rotted, or broken structure, severe leaking with a critical amount of rotting or missing roofing.

SECOND LEVEL

Second level defects include a combination of defects which are either less critical than those listed above or relate to less important structural members as listed below.

EXTERIOR

Trim - Rotted, substantially loose and/or missing material. (Most severe rating can only be intermediate).

Gutters and Downspouts - Rotted, substantially loose and/or missing material. (Most severe rating can only be minor).

Porches and Exterior Stairways - Poor condition, sagging, loose, sinking, or shaky with missing material, rotting or with structural defects, weakened balusters or railings. (Most severe rating for exterior stairways can only be intermediate).
Chimney - Out of plumb or deteriorated to a potentially dangerous condition creating a fire hazard or structural weakness. (Most severe rating can only be intermediate).

Paint - Badly neglected, scaled, cracked, missing. (Most severe rating can only be intermediate).

2. **Basis of Evaluation**

**SOUND** -
- Three (3) minor deficiencies or less, in any level.
- Four (4) minor deficiencies or less in the second level.
- One (1) intermediate deficiency or less plus one (1) first level minor deficiency or plus two (2) second level minor deficiencies.

**DETERIORATING** -
- Four (4) minor deficiencies with at least one (1) in the first level.
- Any five (5) minor deficiencies.
- Two (2) intermediate deficiencies.
- One (1) major deficiency in second level.

**DILAPIDATED** -
- Four (4) intermediate deficiencies with at least two (2) in the first level.
- Five (5) intermediate deficiencies with at least one (1) in the first level.
- One (1) major deficiency in first level.
# 1. STREET ADDRESS

## 2. BUILT-UP DATA
- [ ] Improved
- [ ] Unimproved

## 3. TYPE OF CONSTRUCTION
- [ ] Frame
- [ ] Frame/Masonry
- [ ] Masonry
- [ ] Frame/Metal
- [ ] Masonry/Metal
- [ ] Metal

## 4. NO. OF STORIES

## 5. OCCUPANCY DATA
- [ ] Occupied
- [ ] Vacant
- [ ] Partially Occupied

### OCCUPIED BY
- [ ] Owner
- [ ] Tenant
- [ ] Other

## 6. FIRST FLOOR USE
- [ ] Residential
- [ ] Commercial
- [ ] Industrial
- [ ] Public
- [ ] Other
- [ ] Mixed

## 7. USE ABOVE FIRST FLOOR
- [ ] Residential
- [ ] Commercial
- [ ] Industrial
- [ ] Public
- [ ] Other
- [ ] Mixed

## 8. LAND USE DATA
- [ ] Residential
- [ ] One Family
- [ ] Multi-Family
- [ ] Commercial
- [ ] Light Industry
- [ ] Heavy Industry
- [ ] Church
- [ ] Other Institutional
- [ ] Public
- [ ] Other

## 9. EXTERIOR EVALUATION

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<td>Sinking</td>
<td>Cracked</td>
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<tr>
<td>Loose, Missing Material</td>
<td>Open Por</td>
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<td></td>
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</tr>
<tr>
<td>WALLS</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Cracked</td>
<td>Out of Plumb</td>
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<td>Sagging</td>
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<td>Sagging</td>
<td>Loose, Missing Material</td>
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<tr>
<td>Evidence of Leaking</td>
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<td>TRIM, APPURTENANCES</td>
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<tr>
<td>GUTTERS &amp; DOWN SPOUTS</td>
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<td>CHIMNEY</td>
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<td>Normal Maintenance</td>
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# BUILDING CONDITION SURVEY RESULTS

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APPENDIX B: Survey and Interview Instruments

This section compiles both the survey and interview instruments used in the Six Points Revitalization plan as well as the results of those surveys and interviews. In all, four different surveys were administered in the Fall of 2010. Those instruments include:

- Shopper intercept survey
  - In all, 51 shoppers were interviewed in the district.

- Community survey
  - This survey was administered to 152 area Church goers and 10 individuals at Hotchkiss Field.

- Merchant interview
  - In all, 15 merchants were interviewed in the district.

- Stakeholder interview
  - In all, 3 additional stakeholders were interviewed.

Survey 1. Shopper Intercept Survey Instrument

SHOPPER INTERCEPT SURVEY
Date:          Time of Day:  
Location:         Surveyor Initials:  

Read: Hello, my name is __________________. I am a graduate student at VCU in the Masters of Urban & Regional Planning program. At the request of Councilwoman Ellen Robertson our class is working to create a revitalization plan for the Six Points-Highland Park Area commercial district. We are conducting a confidential survey of shoppers in this area to better understand what improvements are needed. I’d like to ask you a few questions that should take a couple of minutes.

If there are any questions you do not want to answer please say so.

1. How often do you come to Six Points? (Circle best answer, read answer choices)
   (a) daily  (b) weekly  (c) monthly

2. How do you travel to and from Six Points? (read answer choices)
   (e) Walk   (f) Bike   (g) Car   (h) Bus

3. Which Six Points businesses have you used? (Circle all letters that apply)
   (i) convenience/food marts  (j) take-out food  (k) sit down restaurant
   (l) personal banking  (m) clothing  (n) barber/salon
   (o) gas  (p) automotive services  (q) entertainment
   (r) other (please write)_________________________________
4. What new businesses would you like to see locate in Six Points (Circle all letter that apply)
   (s) convenience/food marts (t) take-out food (u) sit down restaurant
   (v) personal banking (w) clothing (x) barber/salon
   (y) gas (z) automotive services (aa) entertainment
   (ab) other (please write)__________________________
   (ac) Write names of new businesses if stated (i.e Wal-Mart, etc…)

5. When shopping in Six Points do you feel safe?
   (ad) Yes  (ae) No  (af) No Response

6. What three (3) improvements would you MOST like to see along Six-Points? (Circle letters that apply)
   (ag) roadway/traffic improvements
   (ah) sidewalk/pedestrian improvements
   (ai) reduce crime
   (aj) visual appeal of store fronts
   (ak) lighting
   (al) landscaping
   (am) variety of businesses & services
   (an) other (please specify):__________________________

7. (ao) Any Additional comments? (please explain):

8. (ap) What is your zip code? _________________________________

Read: Thank you for your response. Your answers are confidential.

SHOPPER INTERCEPT SURVEY RESULTS:

n = 51

1. How often do you come to Six Points?
   Daily  37
   Weekly  5
   Monthly 3
   Other   1
   No Response 4

2. How do you travel to and from Six Points?
   Walk  26
   Bike   3
   Car   20
   Bus   9
3. Which Six Points businesses have you used?
Convenience / food marts  41
Take-out food  22
Sit down restaurant  11
Personal banking  10
Clothing  11
Barber / salon  9
Gas  22
Automotive services  3
Entertainment  2
Other  17

4. What new businesses would you like to see locate in Six Points?
Convenience / food marts  12
Take-out food  5
Sit down restaurant  9
Personal banking  0
Clothing  10
Barber / salon  0
Gas  1
Automotive services  0
Entertainment  3
Other  22

5. When shopping in Six Points do you feel safe?
Yes  39
No  9
No Response  1

6. What three (3) improvements would you MOST like to see along Six-Points?
Roadway / traffic improvements  9
Sidewalk / pedestrian improvements  6
Reduce crime  17
Visual appeal of store fronts  4
Lighting  4
Landscaping  2
Variety of businesses & services  5
Shopper Intercept Survey Results Summary
- For people who shop in the area, most do it daily
- Most walk from neighborhoods, many drive, some take the bus, bikes used as well
  Convenience/food marts, takeout food, and gas are [again] the most commonly used businesses
- Most people feel safe
- Shoppers would like a larger or name-brand grocery store, more clothing stores, entertainment options (billiards, movie store), Laundromat, and a pharmacy
- The shoppers would like recreation for kids, fix up buildings and the roads, reduce loitering and drug activity
- Most definite shoppers are from the Six Points neighborhoods or adjacent zip codes
Survey 2. Community Survey Instrument

At the request of Council Woman Ellen Robertson, the VCU Urban Commercial Revitalization is creating a plan for improvements in the Six Points.

Questions: Ms. Lynne Lancaster, City Council Liaison (804) 645-1954 or Professor John Accordini (804) 827-0525

1) How often do you buy things in Six Points? (Circle best answer)
   (a) Daily    (b) Weekly    (c) Monthly    (d) I do not shop "Six Points"

2) Where do you currently buy things? (Circle all letters that apply)
   (e) Laburnum Ave    (f) Chamberlayne Ave    (g) Mechanicsville Tpk
   (b) Broad St and Lombardy Ave    (i) Other
       (please write)

3) Which Six Point local stores/businesses have you used? (Circle all letters that apply)
   (i) Convenience/food mats    (k) Take-out food    (l) Sit-down restaurant
   (m) Personal banking    (n) Clothing    (o) Barber/Salon hair care
   (p) Gas    (q) Automotive service    (r) Entertainment
   (s) Other: (Please write)

4) List three stores/businesses services you want in Six Points area?
   (T) Please list

   (U) Please list

   (V) Please list

5) What are the two most important things that you would like to see change in Six Points?
   (W) Please explain

   (X) Please explain

6) What is your zip code

   Thank you for your response. Your answers are confidential
COMMUNITY SURVEY RESULTS: LOCAL CHURCH CONGREGATIONS

n = 152

1. How often do you buy things in Six Points?
   Daily       7
   Weekly      37
   Monthly     26
   I do not shop “Six Points”  82

2. Where do you currently buy things?
   Laburnum Ave   74
   Chamberlayne Ave   40
   Mechanicsville Tnpk   65
   Broad St and Lombardy Ave  31
   Other     52

3. Which Six Point local stores / businesses have you used?
   Convenience / food marts  60
   Take-out food    77
   Sit down restaurant  22
   Personal banking   36
   Clothing       18
   Barber / salon   27
   Gas           56
   Automotive services  17
   Entertainment   11
   Other           5

Church (Shopper Survey) Results Summary
- Most of the survey takers didn’t shop (not consistently anyway) in the Six Points area, meaning there are many visitors, at least on Sunday, who do not shop there, but potentially could
- The most commonly used businesses are convenience food marts, take out food, banking and gas, but we must recognize these are also business types which tend to serve the broadest range of shoppers
- Most shoppers outside the area visit the Laburnum and Mechanicsville Turnpike corridors
- Types of services/businesses most desired in the area include more fast food, after school programs/ recreation/ community center, grocery/convenience stores
- Things to change in the area: better appearance of streets and buildings, reduce loitering and crime, add community activities
- Many churchgoers are from the Six Points zip code but many come from adjacent zip codes and slightly fewer from other parts of the city
COMMUNITY SURVEY RESULTS:
HOTCHKISS FIELD INTERCEPT

n = 10

1. How often do you buy things in Six Points?
   - Daily: 3
   - Weekly: 2
   - Monthly: 0
   - I do not shop “Six Points”: 3

2. Where do you currently buy things?
   - Laburnum Ave: 4
   - Chamberlayne Ave: 6
   - Mechanicsville Tnpk: 4
   - Broad St and Lombardy Ave: 3
   - Other: 5

3. Which Six Point local stores / businesses have you used?
   - Convenience / food marts: 6
   - Take-out food: 7
   - Sit down restaurant: 3
   - Personal banking: 4
   - Clothing: 3
   - Barber / salon: 3
   - Gas: 4
   - Automotive services: 2
   - Entertainment: 1
   - Other: 0
Map 1. SURVEYED SHOPPERS DISTRIBUTION BY ZIP CODE
Survey 3. Merchant Interview Instrument

MERCHAND INTERVIEW  Interview Number: ______

Hello, I am a graduate student at VCU. At the request of Councilwoman Ellen Robertson, we are gathering information from local business owners about conditions in the Six Points. The information we collect will be used in an effort to make improvements to the area. Your response is greatly appreciated and will remain confidential.

Questions: Ms. Lynne Lancaster, City Council Liaison (804) 646-7964 or Professor John Accordino (804) 827-0525

Date and Time ___________________ Interviewer ___________________

Address ___________________________________________________________________

Business Name ____________________________________________________________

What is your home zip code?

What do you like about this location?

What do you NOT like about this location?

Has your business experienced any of these problems? (Circle all that apply)

Robbery Theft Vandalism Loitering

If so, what could be done to fix or prevent these issues?

What should a business organization in this area do?

How do you get customers? (Circle all that apply)

Printed advertisement Internet Word of mouth Storefront sign

Other ________________________________

What would you like to see improve in the Six Points area?

Do you know of any incentives or loans available for doing business or making improvements in your district? (If so, which?)

Additional questions and comments:
MERCHANT INTERVIEW RESULTS:

What do you like about this location?
Merchants think the area is convenient and central to the neighborhoods and bus lines, some owners grew up nearby and are invested through time. Some mentioned the established customer base in the district. Customers are friendly. Police check in with businesses. Boaz and Ruth is in this area because as a nonprofit ministry/CDC, this is "where [they] need to be." Many neighbors walk to businesses in the district, especially the grocery store. Sundays can bring additional traffic with all the nearby churches. There is potential for growth and improvement in the district, would be great to see this change.

What do you NOT like about this location?
Some are happy with the location and community, citing few issues when asked this question. Others thoughts mentioned that it is a poor neighborhood, and as a commercial district is not as good for attracting customers from outside the area. There are many loiterers, and customers have expressed discomfort with this. Loitering can be a worse problem for elderly customers, and may signal drug activity. Beyond loitering, crime is a general concern, especially at night. One merchant said "White folks are afraid to come here". Merchants said the area has an image of being full of crime and gets negative attention from the media. Some are there because of the challenge or as a good cause. One merchant mentioned the park is good, but it is locked off and no one can use it. There can be issues with shoppers having fixed, low income, so they can only shop there a little at the beginning of the month and business gets quiet late in the month. Some merchants wish for better appearance of many buildings, vacant and non-vacant.

Has your business experienced any of these problems?
Most interviewed business had just experienced problems with loitering and occasional vandalism.

If so, what could be done to fix or prevent these issues?
Better lighting and increased police presence, including additional patrols and/or check-ins, and breaking up bad groups, were ideas mentioned. Some said they could use more city/state/federal funding, particularly for renovation of properties and adding street trees. More jobs and education would help stop the “revolving door” of the incarcerated. And others said they had no problems on this topic. One owner said there was once a camera on the post in the middle of the intersection, which had reduced loitering, but it is gone now.

What should a business organization in this area do?
Many owners were interested in participating in or learning about a business organization while others thought it would not be worth their time. It should fight crime and drug issues, and coordinate with the City on this. It should seek better infrastructure in the area, like high-speed internet or road improvements. It would seek more effective businesses, even a better grocer or a drug store. It would engage in marketing and helping businesses improve. It should help maintain upkeep/visual appeal of the district. A business organization should recognize the community, use the market to interact with people, deliver high quality, reasonably priced product. Something should be in place at least informally, according to some owners.
How do you get customers?
Most merchants attract customers via word of mouth and their storefront signs. Word of mouth is strengthened by local community events held in the district, and is important as many residents do not use the Internet. Some have tried printed advertisements but have not found it economically feasible.

What would you like to see improve in the Six Points area?
Merchants want to see:

- Reduced crime, drugs, loitering
- Improved design and aesthetics- lighting, clean up streets, improvements to street and storefronts
- More fast food and mainstream restaurants
- Improvements to favor elderly – crosswalks, ramps
- Greater government support
- Affordable housing: old homes are expensive to operate, and the historic designation increases expenses. More population would improve demand for businesses.
- Open up the park across the street
- Overall employment and education for members of the community
- More parking, such as in adjacent vacant lots
- Activity in vacant buildings
- Programs for the younger kids in the community

Do you know of any incentives or loans available for doing business or making improvements in your district? (If so, which?)
Some merchants are aware of the CARE program but have not used it. Almost all interviewed are interested in learning more about it. Others have not heard of any grant programs.

Additional comments:
- An elderly assistance program to pickup neighborhood residents has a limit of at least a $50.00 purchase
- Overall area conditions have improved and merchants want to see the neighborhood continue to improve.
- Suggestion for Boaz and Ruth partnering with outside organizations to provide a food pantry, clinical services, pregnancy resource center, and youth services
- Merchants know many members of the community and he believes that they are good people
- Current daycare programs are limited and do not meet demand
- No problems with parking/traffic flow at current location
- Merchants like to employ members of the community
- Many merchants have operated here for many years
- The commercial establishments up the Meadowbridge Ave were different and cut off from those commercial establishments around the central 6 points area
- Biggest problem is the perception of crime. It must be improved before businesses can succeed.
Some stores could benefit from changing their hours to match the community.
Survey 4: Stakeholder Interview Instrument

STAKEHOLDER INTERVIEW

Hello, I am a graduate student at VCU. At the request of Councilwoman Ellen Robertson, we are gathering information from local property owners about conditions in the Six Points. The information we collect will be used in an effort to make improvements to the area. Your response is greatly appreciated and will remain confidential.

Questions: Ms. Lynne Lancaster, City Council Liaison (804) 646-7964 or Professor John Accordino (804) 827-0525

Date and Time

Interviewer

Address

What is your home address zip code? ______________

Which properties do you currently own in Six Points

What are your plans for these properties over the next 3-5 years?)

What are two most important advantages of owning property here?

What are two most important DISadvantages of owning property here?

What are two things you would like to see change in Six Points?

In what way are you involved in the Six Points community, and/or how would you like to be involved?

Are you aware of any public financial assistance / tax relief to property owners in the commercial area?

How do you feel about traffic flow through the district (including intersection)?

Prepare a question in advance regarding this person’s role in the community.
For example, for pastors: What does your church do during the week?

Additional questions and comments:
STAKEHOLDER INTERVIEW RESULTS

n = 3

What are two most important advantages of owning property here?
- Centrally located – bus line, nearby neighborhoods, good access to highways
- There are large plots.
- The historic district character of area & neighborhood and available tax credits
- Parks (like Hotchkiss)

What are two most important DISadvantages of owning property here?
- Drug use. Many residents and rehabbers are offered drugs at the bus stop – an unfortunate temptation and location for rehabbers.
- Properties are blighted and under-cared-for
- The alleys have potholes.
- Litter and loitering

What are two things you would like to see change in Six Points?
- Beautification
- Police presence
- An anchor drug store
- A reputable anchor store (perhaps a chain) that people recognize as offering a quality product.
- Gateway signage
- Facade improvements
- The main intersection improved, One suggestion is roundabout
- Litter and alleys conditions improved
  more community services provided for the youth – Masons intend to create youth programs and would be interested in partnership opportunities

In what way are you involved in the Six Points community, and/or how would you like to be involved?

- Masons organize health fairs/screenings, community meetings; communicate with neighborhood organizations; Starting a youth program

Are you aware of any public financial assistance / tax relief to property owners in the commercial area?

- Historic tax credits for properties
- Care/Technical assistance facade/ safety improvement
- Some are not aware but would like to know more information about the care program and any improvement grants. The building needs roof repair.
How do you feel about traffic flow through the district (including intersection)?
- One would rather not have more traffic near that could interfere with sensitive operations.
- One suggests roundabout/ enhanced crosswalks/traffic light timing/ more street signage
- The main intersection is difficult to navigate

Additional Comments
- Crime is a real problem because perception is reality. Some do not feel comfortable in the area.
- There is a need for any number of prescription drugs. The senior center would be an immediate, decent-sized customer.

Q: What kind of social changes would you like to see in the Six points area?

A: I would like to see more crime prevention vs. arrests.

Stakeholder Interview Results Summary
- One respondent owns lots near Fresh Anointing – He plans to sell 2 residential properties behind to the church to become a parking lot; Would like to see walkability and access for elderly and pharmacy, medicine, as well as street improvements to the two major intersections to make them easier to cross
- Unlike the merchant surveys, the stakeholder surveys that were taken seem like the respondents were more sensitive to the crime and drugs in the area. The merchants seemed to be divided as to whether that was a problem, with people who were more comfortable in the neighborhood didn't notice a problem.
- All three stakeholders mentioned that the main intersection was difficult to navigate, and the planner actively mentioned the roundabout. Hardly anyone in the community or merchants volunteered that as an idea, or seemed to think it was the most pressing issue in the area.
- A common theme is simply beautification and facade improvements. It echoes between the opinions of what needs to be fixed in the area and for suggestions of what the city or a business association can do to help. This is also a popular opinion in the merchant surveys. Other mentions in this area were litter and general upkeep of sidewalks and potholes.
- The owner of one establishment also expressed a need for a drug store, which was an expressed need in the area. This correlates with our demand analysis that the area could support a unit for non prescription drugs and 2 units for medical supplies.
APPENDIX C: Retail Market Analysis

This section used quantitative analyses in order to define the level of consumer expenditures within the trade area and then compare that information to the existing supply of retail in the trade area. The results helped us to understand the level of unmet consumer demand in the area in order to further evaluate potential retail options for the district.
Table 13. Six Points Area, 2010: Shares of Average Annual Expenditures by Income Category

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<th>Number of Households at Supermarket</th>
<th>Convenience*</th>
<th>Food</th>
<th>Home</th>
<th>Food**</th>
<th>Alcoholic Beverages</th>
<th>Housekeeping and Cleaning Supplies</th>
<th>Postage</th>
<th>Apparel and Services</th>
<th>Boys and Alterations</th>
<th>Watches</th>
<th>Transportation</th>
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Table 14. Six Points Area, 2010: Average Annual Expenditures by Income Category

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*Note: Data represents the average annual expenditures for household categories as calculated by the Census Bureau in 2009. 2035 values are extrapolated from the number of projections.
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<th>Priority Level</th>
<th>Secondary Level</th>
<th>Tertiary Level</th>
<th>Potential Expenditure</th>
<th>Real Total Market(1)</th>
<th>Medians/UnitSquare Foot(2)</th>
<th>Number of Supportable Square Feet(3)</th>
<th>Existing Market(4)</th>
<th>Existing Square Foot(5)</th>
<th>Unit Outlay MarketSquare Foot(6)</th>
<th>Median GSA(7)</th>
<th>Potential New Utiles(8)</th>
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### Notes:

1. Real total market is the estimated total market size for the category.
2. Medians/Unit Square Foot is the median cost per square foot.
3. Number of Supportable Square Feet is the number of square feet that can be supported.
4. Existing Market is the existing market size.
5. Existing Square Foot is the existing square footage.
6. Unit Outlay Market Square Foot is the unit outlay market square foot.
7. Median GSA is the median government square area.
8. Potential New Units is the potential number of new units.

### Categories:

- **Food & Home**
  - Food & Home: Convenience
  - Food & Home: Area
  - Food & Home: Existing Square Feet
  - Food & Home: GLA
  - Food & Home: Food
  - Food & Home: Alcohol
  - Food & Home: Other
  - Food & Home: Appliance
  - Food & Home: Entertainment
  - Food & Home: Health
  - Food & Home: Other

- **Apparel & Accessories**
  - Apparel & Accessories: Men's wear
  - Apparel & Accessories: Women's wear
  - Apparel & Accessories: Other

- **Professional Services**
  - Professional Services: Legal
  - Professional Services: Medical
  - Professional Services: Other

- **Personal Services**
  - Personal Services: Beauty
  - Personal Services: Medical Supplies
  - Personal Services: Pets

- **Transportation**
  - Transportation: New
  - Transportation: Used
  - Transportation: Other

- **Healthcare**
  - Healthcare: Medical Supplies
  - Healthcare: Other

- **Entertainment**
  - Entertainment: Movie Tickets
  - Entertainment: Concert Tickets
  - Entertainment: Other

- **Pet Care**
  - Pet Care: Food
  - Pet Care: Other

- **Other**
  - Other: Real Estate
  - Other: Other

### Data:

- **Food & Home:**
  - Food & Home: Convenience: Convenience
  - Food & Home: Area: Area
  - Food & Home: Existing Square Feet: Existing Square Feet
  - Food & Home: GLA: GLA
  - Food & Home: Food: Food
  - Food & Home: Alcohol: Alcohol
  - Food & Home: Other: Other
  - Food & Home: Appliance: Appliance
  - Food & Home: Entertainment: Entertainment
  - Food & Home: Health: Health
  - Food & Home: Other: Other

- **Apparel & Accessories:**
  - Apparel & Accessories: Men's wear: Men's wear
  - Apparel & Accessories: Women's wear: Women's wear
  - Apparel & Accessories: Other: Other

- **Professional Services:**
  - Professional Services: Legal: Legal
  - Professional Services: Medical: Medical
  - Professional Services: Other: Other

- **Personal Services:**
  - Personal Services: Beauty: Beauty
  - Personal Services: Medical Supplies: Medical Supplies
  - Personal Services: Pets: Pets

- **Transportation:**
  - Transportation: New: New
  - Transportation: Used: Used
  - Transportation: Other: Other

- **Healthcare:**
  - Healthcare: Medical Supplies: Medical Supplies
  - Healthcare: Other: Other

- **Entertainment:**
  - Entertainment: Movie Tickets: Movie Tickets
  - Entertainment: Concert Tickets: Concert Tickets
  - Entertainment: Other: Other

- **Pet Care:**
  - Pet Care: Food: Food
  - Pet Care: Other: Other

- **Other:**
  - Other: Real Estate: Real Estate
  - Other: Other: Other
Retail Market Analysis
Notes on Estimated Expenditures and Development Potential: Convenience Trade Area

** For further explanation refer to category composition sheet
(1) Real Market total is the potential expenditure normalized to account for inflation from August 2009 to August 2010
(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Neighborhood Shopping Center tables, unless otherwise starred (*), noted in BOLD, underlined italics. Star (*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2008 dollars (multiplier = 1.16). Bold indicates numbers not available at the Neighborhood Shopping Center level for 2008; this data was instead taken from the U.S. Community/Super Community Shopping Centers (2008). Underlined italics indicate that there were no median sales per square foot, or Median GLA, for the category, but instead for a series of subcategories (Refer to Category Composition Table). The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of $253.83. This number takes into account the average sales per square foot for a restaurant without liquor ($199.47) and that for a restaurant with liquor ($308.16).
(3) Supportable square feet calculated by real market total divided by median sales per square foot.
(4) Existing stores were inventoried through a windshield survey of the trade area.
(5) Existing stores were multiplied by median GLA to determine Existing Square Feet.
(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet.
(7) Median Gross Leasable Area indicated by ULI (Refer to footnote (2) for explanation of methodology)
(8) Potential new units=Unmet demand in square footage divided by median GLA.
(9) Because grocery and convenience stores sell alcohol products, an estimate was made that 10% of either type of unit would be dedicated to alcohol sales, therefore, we added 1 units of alcohol derived from 1 grocery store and 10 convenience stores (10%). The added units do not represent stores dedicated wholly to alcohol sales.
(10) Potential Expenditures for laundry and cleaning supplies were imputed into grocery (50%), Prescription and drugs (25%) and Other Household Products (25%)
(11) This category includes "Parts & Tires" & "Maintenance and repairs" from the Dollars and Cents categories in order to match the Consumer Expenditure Survey categories.
(12) Included in non-prescription is also an optician which could be prescription as well.
(13) Because grocery and convenience stores sell tobacco products, an estimate was made that 10% of either type of unit would be dedicated to tobacco sales, therefore, we added 1 units of tobacco products and smoking supplies derived from 1 grocery store and 10 convenience stores (10%). The added units do not represent stores dedicated wholly to tobacco and tobacco product sales.
MISCELLANEOUS NOTES ON POTENTIAL RETAIL VENTURES CONSIDERED

This section compiles information from research that was conducted in order to get more information about specific potential retail options for the Six Points district. These options include;

- Wal-Mart
- Movie Vending kiosk
- Laundromat
- Pharmacy
- Local food
- Supervalu
- Thrift store destination

**Wal-Mart**

Members of the community indicated their desire to have a Wal-Mart located in the Six-Points area. In order to further understand the feasibility of this request, we interviewed a range of stakeholders. Those stakeholders included;

- Staff at Local Initiatives Support Corporation (LISC)
- Four staff at City of Richmond Department of Economic and Community Development
- Chris Francoise, Commercial Real Estate Broker
- Steven V. Restivo, Director of Community Affairs, Wal-Mart

Below is a summary of the interviews. The results of these interviews indicated that the likelihood of Wal-Mart locating in the district is very low, mostly due to the lack of a large enough parcel, the surrounding economic influences and unfavorable demographics.

- Demographics are not in the Six-Points district's favor (i.e. decreasing population, income etc.)

- If Wal-Mart were to locate near the district it would likely be as a social responsibility move to show commitment to revitalizing distressed communities, yet there are still “better” locations available. This would also entail significant work from the city to convince Wal-Mart to do this.

- Traffic flow of area not as appealing as other nearby areas. Those nearby areas were noted to be Laburnum, Mechanicsville, and even Broad & Lombardy.

- Surrounding commercial centers (see above) are more appealing for developing a Wal-Mart or large retailer for other reasons including stronger commercial activity, larger sites, similar density / demographics etc.

- The area has not shown enough positive growth that would catch the interest of a Wal-Mart. Wal-Mart chooses urban locations based on demonstrated / sustained growth while it locates in rural areas because of slim competition / captive market.
- If Wal-Mart were to locate near the district it would likely be as a social responsibility move to show commitment to revitalizing distressed communities, yet there are still more economically appealing locations available.

- Perception of crime must be changed to make the area more appealing. The overall perception of the community must be changed.

- The City of Richmond attempted to solicit Wal-Mart to develop a full-service center along Jeff Davis corridor a few years ago. However, Wal-Mart indicated that the demographics were simply not in the area's favor. It was also mentioned that the 6 Points are had less-appealing demographic features / economic trends.

- There is not a parcel large enough to handle even a 20k to 30k store (even if they developed a 2-story site) unless they take one of the Churches or Hotchkiss field.

**Movie vending kiosks**

*The idea of a movie rental store was mentioned in interviews with community members. One potential option to fill this void would be the location of small-scale video rental kiosks outside of local stores. Below are some notes that were derived from interviews and additional research.*

Locating a kiosk by S&K would help generate additional traffic while providing a service that is currently unavailable in the district – movie rentals. This small addition would benefit the surrounding neighborhoods and the nearby senior center, bringing additional foot and vehicle traffic in the district and most directly S&K.


Blockbuster Express is a similar service: 1-877-300-2128, [http://www.blockbusterexpress.com/contact-us](http://www.blockbusterexpress.com/contact-us).

**Laundromat**

*Below is a summary of information from interviews conducted with people familiar with the Laundromat industry.*

Laundromat needs: First, a Laundromat needs a large population. That population needs to be high density. That population needs to contain a high percentage of renters, but not those in new apartment building that are likely to have laundry facilities. Duplexes and rental houses are good. Renting couples with children are a good customer base because kids produce lots of laundry. College students are good because they often live in dorms or cheap housing without washers and dryers. The Laundromat needs to be highly visible, advertising is pretty much useless. Proximity to customers is critical (that is, the surrounding commercial corridors won't matter much...people pretty much go to the closest Laundromat). Parking situational and should meet expectations of the customer base. If customers are accustomed to street parking, having no parking lot isn't much of a problem; however, if they're accustomed to off-street parking, it's a problem. Also demographics come into play...will the typical customer be...
carrying a single-person load of laundry or a family's laundry? If it's the latter, they won't want to walk far, if at all.

The location should be relatively cheap. The most significant investment will be equipment, which has a lifespan of 5-10 years. Equipment is often financed by distributors (much like a car being financed by the financial arm of a car mfr). However, since credit remains tight today, it's more likely that the best terms will come from a combination SBA and local bank loan.

- Demographics are often overstated. There's a Laundromat in the west end, which isn't demographically good for that sort of business, and it's been highly successful for 35 years. It draws customers from Goochland.

- Middle to lower income neighborhoods are a positive

- What makes a Laundromat successful today is how the store is built. It needs to be clean. It needs to have good sight lines in and out of the store (corner lots are extremely good). 2,000 square feet is about appropriate. It needs a/c. It needs automatic doors, wifi, and televisions.

- Attended stores do better.

- Must be open 7 days/week and about 14 hours/day

- It needs a mix of equipment, the more efficient the better (utilities are about 25% of revenue, 15% with highly efficient equipment)

- It needs a glass store front; customers need to feel safe and secure

- It needs to be well-lit inside and out

- Building width is important and avoid bowling-alley shaped stores

- Investors come in all shapes and sizes, it's often an entry business for foreign nationals or a side business for well-paid professionals

- Upfront costs in Richmond are low compared to Henrico and Chesterfield (he specifically said not to expect many Laundromats to open in Henrico due to sewer hookup costs around $64,000, compared to Richmond's $14,000).

- Looking at initial investment of about $500,000

- Laundromats work well with anchor stores such as grocers.
Pharmacy

Below are some notes from interviews conducted with people familiar with small scale, locally owned pharmacies.

Size Requirements: Depends on where you are. If residential and you carry more over-the-counter type goods and merchandise, house-ware items, would need 4,500 -5,000 sq ft. If more of an apothecary type store like he is, just selling pharmaceuticals and a few merchandise items then 2,500 sq. ft. (His store is 2,300) A real inner city pharmacy could get by with as little as 1,250.

Security: State Board of Pharmacy mandates what type of security devices you have to have. He has sonar in the building, glass monitors, all his doors and windows have sensors. Alarm system is hooked to cellular instead of landline.

Startup Costs: Depends on your market. If you sell a lot of kid drugs, liquid antibiotics you'll need a lot more. To start a small store you need $2 - 2.25k that's just drugs and some stuff to sell - household convenience items. Any rehab is additional as are fixtures and shelving. For example if you wanted a greeting card section in the store, you'd need an extra 1,000 square feet and 5 to 6k just to buy the inventory.

Location: You want to be a close to as many people as possible, but delivery can be a highly effective business strategy. Small guys have to do delivery as they can't compete with the CVS and Walgreens. Behind Martin’s and Kroger, CVS is the third largest grocer in Richmond. If given the option people will go there because they can buy a fan and some hot pockets. But since co-pays for drugs are the same regardless of where you go, if you deliver you can compete.

Local Food

Below is some information related to a service in the Richmond area that provides fresh fruits and vegetables to communities.

Farm to Family – possibly available for events. Contact number: 804-767-8570
Website: http://www.farmtofamilyonline.com/
Nearby market location 2817 Mechanicsville Tpk.

Supervalu

The Supervalu Company, responsible for grocery store enhancements in south Richmond and eastern Henrico County, is familiar with the issues facing urban grocers. Our discussions with Supervalu focused on determining the feasibility of either enhancing distribution options at S&K or establishing a new grocer in the study area. As of the publishing of this plan, the company is conducting market research to assess potential demand as well as infrastructural needs.
Thrift Store Destination

Determinants of a sustainable thrift store
- Access to off street parking or availability of on street options
- Easy access to transportation routes
- Storage space for inventory during for off-season goods and daily turnover (approximately 1/3 of the store will be allocated to inventory/storage)
- Little promotional needs, can be done very low cost
- Supply of quality goods via the community or larger parent organization
- Target specific demographic or have goods in store that apply to all levels (current market trends have been moving towards inclusion of all socio-economic groups)
- Location near other thrift/clothing shops

Individual Stores Contacted

Goodwill
Stores are a vehicle for workforce readiness and development. A total of 98% of income generated from the sale of donated goods. A workforce total of 18-20 hires per store. Part of mission to assist those without jobs that have mental and emotional issues find work. Received Jack’s IDC informational packet and is currently reviewing. Goodwill hoping to roll out “soft skill” training (externally) by the end of the year, but currently only for internal training. Their store opening model is driven by DONATIONS and must review population density for 1, 3 and 5 mile radius. 4-5 current projects – 3 in Chesapeake, 1 in Richmond. Stepped in and assisted Hampton Roads Goodwill (was about to fail). Emporia and Franklin are on the “radar screen” but would like to look/drive around. On paper – the 5-mile population density scares him. The issue of importing donations – do not want to do this. Petersburg store not doing great – only received 15-20% of what is needed to stock store. Development would be looking for vacant lots 2-2.5 acres – for new construction, at 10,000-12,000 sq. feet is lease (old grocery store, pharmacy, etc.). Is currently seeking rates for lease in Emporia. Indicated it is comparable to 2nd/3rd generation rates for shopping centers in Richmond but probably cheaper. Goodwill owns about 1/3 of the properties and long-term goal of buy/build. Talked with Mike Winkler – VP, Workforce Development, who centers on strengthening the Community College Coalition.

Plato's Closet
Average store size is 2,500 to 3,600 square feet. Prime real estate location is in power strip centers or suburban centers around. Also they look for regional shopping malls with a solid teen draw. The core customer group is females age 12 to 24. The key market demographics are middle- to upper-middle-income households and junior/senior high school and college enrollments.

Once Upon A Child
Average space needed (in square footage) is 2,500-3,000. The primary real estate locations for these stores are in power strip centers or suburban centers around regional shopping malls with a solid teen draw. Their market demographics are targeted towards middle- to upper-middle income households, and females 45 to 60.
Buffalo Exchange
Founded in 1974, Buffalo Exchange currently operates 37 company-owned stores in 13 states and so far, has two franchised stores open (it has yet to launch a formal franchise effort). According to CoStar Tenant, at least three of these resale stores opened during this recession. Buffalo Exchange stores typically range 2,500 to 5,000 square feet and are typically located in neighborhood or community centers, mixed-use centers, freestanding buildings, or downtown locations. Preferred co-tenants are among the discount, entertainment and fashion variety.

Salvation Army
The Salvation Army has opened at least 27 new stores since the beginning of 2008. These stores range in size from 1,200 to 50,000 square feet, with an average store size of 16,300 square feet. More than half of these stores are 12,000 square feet or larger, also making it a good candidate to backfill vacant anchor stores.

Play It Again Sports
Specializing in the resale of used sports equipment and gear, Play it Again Sports has grown to about 350 stores since their founding 25 years ago. The retailer has primarily grown through franchisee, as it is part of the Winmark Corporation's family of franchise companies. According to CoStar Tenant, at least 13 new Play it Again Sports stores have opened since the start of the recession. The size of these new store leases range from 2,600 to 19,200 square feet, with an average size of about 6,300 square feet.

The Clothing Rack
An independent thrift stores, partnered the Junior League of Richmond. This store has been located in the Carytown area for over 34 years, and in existence for 62 years. Has had the ability in the past to sustain themselves in lower economic neighborhoods. There is some apprehension with the idea of other like uses being located within a close vicinity of the store, but those were higher end options of the same use and might actually be helping the thrift business. Approximate store footage is 6000 square feet with 1/3 of that being devoted to storage. Dependant on the quality of donations received to make store run. Uses informal promotion and collects/compiles list of email addresses from store customers. Easy access to parking and transit corridors are of importance.

Love of Jesus Thrift Store
Two locations on the east and south side of the city are run as thrift store that offer clothing, furniture, and other home accessories. These stores are run under the Richmond Outreach Center, a non-profit organization that is run by area pastors that look at serving the poorest areas in the city. They have done projects in the past in coordination with the city schools, police, and adult education programs to make a larger impact on the community. They actively look to interact with the neediest areas of the city. Both locations are exist on a major transit corridor (Nine Mile Road and Midlothian Turnpike) and in commercial strip locations.
INCENTIVES FOR BUSINESS RETENTION, EXPANSION & IMPROVEMENTS

Richmond Commercial Area Revitalization Effort (CARE)
Point of Contact: Denise Lawus, denise.lawus@richmond.gov.com (804) 646-5633

The Richmond CARE program is designed to form partnerships for community and economic revitalization efforts between local merchants, residents and the City of Richmond’s Department of Economic Development. CARE serves as an important point of contact to provide technical assistance and business loans to CARE area operations. The purpose of this program is to foster redevelopment and stimulate economic stabilization and business improvements. Incentives include:
- Loans for rehabilitation to the interior and exterior of existing buildings up to a 50% rebate or $3,000.
- A rebate up to 50% or $3,000 for security improvements to commercial businesses.
- CARE Loan Program of up to $50,000 for rehabilitation of commercial structures.
- Fire suppression system installation reimbursement of 100% or $7,500.

Richmond Chamber of Commerce: Greater Richmond Small Business Development Center (GRSBDC)
Point of Contact: Michael Leonard, mike.leonard@grcc.com, (804) 783-9369

GRSBDC is implemented through the Chamber of Commerce and is designed to improve economic opportunities in the Richmond region by providing in-depth quality counseling, education, and information services to the small business community in partnership with local, regional and national resources. This includes business management training programs, workshops, and luncheons designed to stimulate cooperation and communication between small business owners to improve operations and service. Services are targeted for business start-ups and managing current operations through financing opportunities, providing market strategies for business presence and recognitions and employee training and recruitment assistance. Businesses must become a member of GRSBDC to be eligible.

Local Enterprise Zone Program
Point of Contact: Lisbeth Coker, lisbeth.coker@richmond.gov.com, (804) 646 3792

Properties and businesses located with the City of Richmond designated “Enterprise Zones” are eligible for reimbursements/rebates for development projects that seek to expand, remodel and hire new employees. These rebates most applicable to the Six Points commercial district include:
- Machinery & Equipment rebate up to 50% or $5,000 toward the purchase of new or specialized machinery for a local business.
- Development Fee rebate for permits associated with the expansion or renovation of commercial facilities up to $3,000 for investments of a minimum of $20,000 within the past 12 months.
The Metropolitan Business League

*Point of Contact: Darshall J Ford, dford@thembl.com, (804) 649-7473*

The Metropolitan Business League works to promote small and minority business development in the Richmond Region to member businesses. It provides education, training and advocacy for members including group discounts on insurances for businesses. Other services include: developing business and marketing plans, training through Business Boot Camp, guides for starting new businesses and a Brown Bag lunch series of lectures to members and nonmembers on various business issues. The greatest asset of the Metropolitan Business League is its access to funding and financing sources including: First Market Bank, Consolidated Bank & Trust Co., Capital Source and the Richmond Economic Development Corporation.

Neighborhoods In Bloom Revolving Loan Fund

*Point of Contact: Denise Lawus, denise.lawus@richmondgov.com (804) 646-5633*

The Neighborhoods in Bloom Revolving Loan Fund is designed to promote economic revitalization in Richmond’s Neighborhoods in Bloom Areas. The Revolving Loan Fund targets small businesses that do not have access to conventional financing options. This program provides loans up to $50,000 that can be used for working capital, acquisition of new property, purchasing commercial property machinery and equipment and building rehabilitation. Loan must be used to stimulate job creation/retention and providing goods and services to low to moderate-income areas. A interest rate of 4% accompanies all loans, 20 years for real property and 10 year for equipment and machinery.

Virginia Enterprise Initiative (VEI)

*Point of Contact: Telly D. Tucker at telly.tucker@dhcd.virginia.gov; (804) 371-7121*

The Virginia Enterprise Initiative (VEI) has many services related to community and economic revitalization. These efforts are designed to extend credit and capital, training and technical support for business recruitment and improvement in low-income areas to provide economic stabilization and incentives. The mission of VEI is to “create entrepreneurial communities that are great places to live.” VEI can work within communities to establish public/private partnerships and set up nonprofit organizations to assist with setting up loans, applying and implementing community development block grant funds (CBDG). VEI is a comprehensive services that works alongside the VA Department of Housing and Community development to implement VA Enterprise Zones and Virginia Main Street.
Appendix D: Additional Photos

This section compiles photographs taken throughout the course of the project. All photos were taken from August through October of 2010 in the Six Points district by students in the Urban Commercial Revitalization course.
Pictures of Washington D.C. intersections used for reference

Source: Google Earth

Source: Google Earth
Source: Google Maps