SECTION III: VISION
VISION STATEMENT

Industrial Manchester is a vibrant and walkable neighborhood with a strong sense of identity expressed through diverse activities, accommodations for families, an energetic street-level experience for pedestrians and an engaging and pleasant open space network.

A complete vibrant and walkable neighborhood with a pleasant open space network will translate to more residents, more housing, more employment, more commerce, more spending and more sustainable economic benefit, thus Industrial Manchester will take full advantage of its location adjacent to the river and downtown.
Goals

At the request of the client this document provides a main design concept linking every future project within the area and reinforcing the neighborhood character in order to ensure the creation of places. Furthermore, the plan recommendations need to be creative in re-using historic buildings (such as opening the buildings to the street in order to create livable streets) in order to provoke future discussion between local authorities and developers. Finally, the need of reinventing public open spaces other than just along the Riverfront was one of the main concerns of the client and residents. The following goals and objectives were established to comply with the client requirements and to guide the realization of the vision for Industrial Manchester.

**Connectivity Goals:**

**Goal 1:** Connect Industrial Manchester with adjacent neighborhoods to establish the foundation for a more cohesive and connected community.
**Goal 2:** Create a legible urban environment to establish awareness of the area’s assets.

**Placemaking Goals:**

**Goal 1:** Pattern a series of open spaces and linkages as an important element in shaping future development.
**Goal 2:** Promote creative ways to increase activity in public spaces.
**Goal 3:** Make proposed open spaces physically and visually accessible to improve mobility.

**Density Goals:**

**Goal 1:** Encourage urban intensification within identified zones that generates activity and is sensitive to the neighborhood character.
**Goal 2:** Utilize podiums for new tower building designs to facilitate a sense of shelter, enclosure and comfort.
Connectivity Goals

**Goal 1:** Connect Industrial Manchester with adjacent neighborhoods to establish the foundation for a more cohesive and connected community.

**Objective 1.1:** Repurpose the extra right-of-way on Porter Street between 12th Street and 6th Streets as a linear open space.

**Why:** Porter Street has been identified in previous planning efforts as a connector between Industrial Manchester and the residential area of Manchester. Porter Street between 12th and 6th Streets offers an opportunity to repurpose underutilized street right-of-way as a new park. Porter Street is very wide (40’), with a right-of-way currently devoted primarily to parking on both sides of the street.

**What:** By expanding the pedestrian area on one side of the street and consolidating the vehicular area to two lanes of traffic and one parallel parking lane would allow a linear park, connecting Industrial Manchester with the residential area of Manchester and the riverfront. Furthermore, an existing urban garden is located between Porter and Bainbridge Street, reinforcing the idea of transforming Porter Street into a linear park. Future collaboration between the City and the community can determine the design of this open space.

**Who:** Tricycle Gardens, GrowRVA, EnRichmond, Beautiful RVA, Sports Backers’ Bike Walk RVA, Richmond Area Bicycling Association City Department of Parks, Recreation and Community Facilities, Department of Economic and Community Development, Department of Planning and Development Review, Water Resources Division of the City Department of Public Utilities (DPU), Richmond Area Metropolitan Planning Organization (RAMPO), RideRichmond, City of Richmond’s Pedestrian, Bicycle and Trails Commission and local food purveyors.

**Other partners:** Project for Public Space (PPS), The Better Block, Partnership for Smarter Growth and SunTrust Bank.

**Possible Funding:** U.S. Department of Transportation USDOT TIGER Grants.

**When:** Within 4 - 5 Years

**Strategies:**

- Explore creative ways to incorporate urban agriculture.

*Figure 27: Existing Urban Garden (between Porter and Bainbridge Streets)*
- Integrate storm water systems into the urban agriculture.
- Reinforce current efforts of Tricycle Gardens in the area by having a Market Place on weekends.
- Place mobile vegetable and fruit carts or temporary stands in strategic intersections.
- Create garden themes (flowers garden, medicinal gardens, vegetable gardens and fruit gardens).
- Explore the idea of integrating biking.
- Provide well-marked crosswalks at all intersections of this portion of Porter St. to reinforce physical connection.
- Engage children from local schools and churches in planting seasonal plants and building birdhouses.

**Figure 28: Current Use of Porter Street and Proposed Ideas**

*Left:* Community input has recognized Porter Street as a connection between Industrial Manchester and its residential area during the recent rezoning in Manchester. This graphic was created by residents during the process of the Manchester rezoning in 2009.

*Top middle:* Current use of Porter Street.

*Bottom middle:* An example of a linear park in San Francisco, CA. offers places for people to sit and gather. Source: sfbetterstreets.org

*Top right:* The steep slope of Porter St.’s landscape allows the street to serve as a water feature, landscaped buffer, and critical storm water function that is attractive with or without water. Portland Oregon. Source: River District Design Guidelines (2008)
Goal 2: Create a legible urban environment to establish awareness of the area’s assets.

Legibility refers the extent to which the cityscape can be “read.” People who move through the city engage in wayfinding – Kevin Lynch.

Objective 2.1: Selectively utilize public art and wayfinding signage to guide pedestrians.

Why: The neighborhood has a fascinating historical identity which should be preserved and enriched. Placing appropriate signage to showcase activities and amenities between open spaces will stimulate access to Industrial Manchester and reinforce its connectivity.

What: Appropriate signage will be placed in major and minor nodes (See Figure 21: Kevin Lynch Map, for major and minor nodes) as part of an integrated streetscape package that includes paving, lighting, landscape, trees, bike racks and benches. Each proposed open space will also have an architectural design feature to display activities and events being held in the community.

Who: VCU Brandcenter, University of Richmond School of Arts, EnRichmond, Storefront for Community Design, Valentine Richmond History Center, ART 180.

Possible funding: Living Cities Integration Initiative, the Art Place Grant.
When: Within 1-3 Years

Strategies:

- Place interactive community installments (or interactive games for children).
- Incorporate an educational component to the wayfinding experience to reveal and enhance historic character of the neighborhood.
- Generate activities to welcome and engage children and their families as part of the community.
- Place public art on strategic intersections and rotate art within spaces to allow entire community to see the art.
- Consider wall-mounted lighting on narrow sidewalks and streets to help illuminate the space and provide more space for people to use.
- Encourage businesses to incorporate architectural canopies, banners and address signage to guide, protect (for inclement weather) and reduce the overall scale of the building from the pedestrian point of view.

Figure 33 (Left): Example of how to integrate historic objects to preserve and enrich the area’s history /Source: Lowell Downtown Evolution Plan (2010).

Figure 34 (Middle top): Wayfinding signage as part of an integrated streetscape approach in Oregon /Source: River District Design Guidelines (2008).

Figure 35 (Middle Bottom): Wayfinding signs in Richmond, Va. /Source: City of Richmond.

Figure 36 (Right): Example of to incorporate canopies to protect pedestrians of inclement weather and reduce the overall scale of the building from the pedestrian point of view.
Placemaking Goals

This document proposes an integrated network of public open spaces that including parks and squares. The proposal includes streets as one of the most important open spaces for Industrial Manchester as well as spaces that are temporary in nature and planned for development in the future. Most importantly, this document considers open spaces as places. Industrial Manchester’s proposed open spaces show the opportunity to view individual open space as part of an overall network, including the entire public realm and the street. The following goals have been created to strengthen the proposed open space network anchored by 7th Street and reinforce linkages among these spaces.

Goal 1: Pattern a series of open spaces and linkages as an important element in shaping future development.

Objective 1.1: Create a new public open space network on 7th Street between Perry Street and Hull Street.

Why: 7th Street is a narrow street connecting the north and south area of Industrial Manchester. With a diverse mix of residential and commercial uses, it offers a walk-friendly route for current residents. 7th Street could become a truly unique pedestrian-oriented environment in the heart of the neighborhood with small open spaces reinforcing current assets (See Figure 26 for current assets of the neighborhood) serving as nodes of social life for the community. The north section of 7th Street (three blocks) will be used as a starting point to show how a variety of attractive open spaces such as squares, pocket plazas and courtyards should be created and linked to one another.

What: Each space will contain edges that are open and inviting with flexible spaces for gathering and activities in order to create successful spaces. Good programming and management is necessary to ensure success.

Who: Led by Parks, Recreation & Community Facilities with collaboration from the City of Richmond Human Resources ADA Coordinator, The City of Richmond Police Department First Precinct Officers, City of Richmond Property Maintenance Division of the Department of Planning and Development Review.

Possible funding: Active Living By Design Grant Program, USDOT TIGER Grants.

When: Within 4-5 Years

Strategies
- Use architectural design features or historic structures to frame and connect public places.
• New proposals for development within blocks that contain a new open space must show the proposed development enhances the likelihood of achieving this open space and its connections to balance of the neighborhood.

• Long industrial blocks such as the Reynolds South sites should be broken up by streets or alleys and these streets should connect to proposed open spaces.

The design concept for 7th Street has the following components:

7th Street Plaza North, 7th Street Plaza South, and 7th Plaza Central: Three small plazas, one at each end of 7th Street, and one in the middle, will serve as focal points of activity, places for display and venues for celebration.

7th Street Shared Street: The remainder of 7th Street between the three plazas would retain vehicular circulation but be redesigned as a single-surface shared street.
Figure 39: Proposed Plazas on 7th Street

Figure 40: 7th Street Plaza North
Figure 41: 7th Street Plaza Central

Figure 41.1: 7th Street Plaza Central at Street Level. It is important that any new building that faces propose open spaces have active ground level uses with flexible recreational equipment to be able to have seasonal recreational activities.
Figure 42: 7th Street Plaza South

Figure 42.1: 7th Street Plaza South at Street Level
Goal 2: Promote creative ways to increase activity in public spaces.

Objective 2.1: Demonstrate opportunities for multi-purpose spaces as a model for re-imagining public space.

Why: In addition to traditional open spaces like parks, courtyards and community gardens, increased emphasis on the role of streets in the City’s open space network has grown. This plan recommends repurposing existing open spaces and integrating them to a pedestrian-friendly street (such as 7th Street). For instance, giving parking lots different uses will reduce the amount of parking needed during weekends, allowing the land to be used for other purposes such as recreational space or additional building area and also reduces construction costs, which could then be used for other amenities.

What: Temporary installations and Lighter, Quicker, and Cheaper (LQC) initiatives will showcase desired future, permanent urban design solutions in proposed public open spaces. Local authorities, businesses and stakeholders should work closely with the community to determine appropriate amenities in new open spaces.

Who: Planning and Development Review, Storefront for Community Design, Hull Street Merchants Association, City of Richmond Parking Department, Economic and Community Development, Greater Richmond Chamber of Commerce, EnRichmond, businesses, residents and property owners.

Other Partners: Urban Land Institute

Possible Funding: Urban Innovation Grants

When: Within 4 - 5 Years

Strategies:
- Engage local stakeholders and businesses in prioritizing nodes for shared spaces.
- Establish a contest between local artists for temporary interventions that demonstrate shared spaces.
- Incorporate shared space principles activities on 7th Street and in new open spaces.
- Encourage and support building shared parking that can be used by businesses during the day and by residents overnight.
Allow on-street parking on streets that connect open spaces as a device to slow down traffic.
Allow closing 7th Street for special events to create a large venue for community festivals.
Eliminate curb separation between sidewalks and the street where plazas are located, making them a level plain for pedestrian movement.
Establish seasonal events to ensure spaces are used throughout the year.
Incorporate temporary testing of various activities using the Lighter, Quicker, and Cheaper (LQC) initiative for flexible testing of various activities.
Utilize pavement striping as a way to experiment with changes in street configurations before investing in permanent solutions. Utilize pots and planters that can be moved to different locations.
Utilize “pop-up-cafes” where sidewalks are too narrow for outdoor dining.
Work with private owners to allow for moveable chair and tables to be located within their plazas areas.
Consider ice skating in 7th Street Plaza Central during the winter months.
Incorporate 2D and 3D art at key intersections.

Figure 44: Pop-up Café with temporary planters in Norfolk, VA.
Source: www.streetsblog.org

Figure 45: Parking Lot on 6th Street

Existing: Industrial Manchester: parking lot on 6th Street currently used as an extended open space by business owners during weekends.

Figure 45.1: Parking Lot on 6th Street

Proposed: painting part of the parking lot and placing water features (avoiding obstructions to keep using this space as parking area during the week) will provide a more satisfying experience for visitors while using the parking lot as a gathering area during the weekends.
**Goal 3:** Make proposed open spaces physically and visually accessible to improve mobility.

“A successful space is easy to get to and get through; it is visible both from a distance and up close.”

--Project for Public Spaces

**Objective 3.1:** Ensure proposed plazas on 7th Street are well connected, easily recognizable and accessible to all users.

**Why:** Open spaces such as parks and plazas work best when they are clearly visible from surrounding streets or sidewalks. Visibility creates awareness and identity for public places, encouraging use (www.pps.org). It also provides safety and helps to prevent crime.

**What:** Open spaces and its linkages should be designed to help orient users guide them in and out. To reinforce visibility, architectural features could be used to frame and connect open spaces. Framing refers to the use of architectural elements to create a sense of place in a specific area, thus generating a specific image for community identification.

**Who:** Department of Planning and Development Review; businesses, residents and property owners.

**Possible Funding:** City of Richmond, Urban Land Institute Foundation Annual Fund, Active Living By Design Grant Program

**When:** Within 4 - 5 Years

**Strategies**

- Make open spaces (parks, plazas and courtyards) visible from adjacent streets. Use design features or place buildings in angles to frame and connect public spaces.
- Include streets and sidewalks as an important part of the open space network to serve as public gathering places.
- Use varied paving materials or colors in parts of the roadway, such as the parking lane, to extend the pedestrian-friendly character of the street.
- Provide wide sidewalks or pedestrian paths with places to sit (if possible 8-foot or more).
- Make sure that there is a minimum 5-foot wide travel way for pedestrians, clear of any obstructions.
- Use appropriate tree forms (single-stem canopy trees) that define pedestrian spaces while allowing for sightlines to storefronts and sign panels.
- Incorporate well-integrated street furniture that is multi-functional, and include play elements, such as benches designed for climbing or sliding.

**Objective 3.2:** Diminish the scale of large industrial blocks and parcels through design patterns that reinforces the link between proposed open spaces.

**Why:** The existing block structure of Industrial Manchester is compatible with accepted standards for pedestrian-friendly blocks, but the consolidation of some parcels has resulted in "superblocks" that exceed the standards. The typical block in the Industrial Manchester is 380’ by 300’. Each of these blocks is approximately the same proportion as blocks in the Fan District (380’ by 350’). The scale of the size of lots in Industrial Manchester, however, is very large compared to the size of lots of the Fan. While the fan lots are usually small (20’ wide and less), Industrial Manchester lots vary from 70’ wide to 360’. This scale creates an environment that is functionally and psychologically challenging for pedestrians to navigate (refer to Figure 49).

**What:** While the study area contains a number of very large lots and lots assemblages, there are certain locations and assemblages that present unique major opportunities or challenges to enhancing the public realm and supporting the area’s circulation and livability. These lots include the Reynolds South site and the intersection of 3rd and Decatur Streets, which will be used to demonstrate, through innovative design techniques, a generalized building massing, pedestrian access, location of public open space and any other key factors in shaping development on these sites. In other words, this document strongly encourages new development to respect the historic grid and provide mid-block passages that preserve neighborhood walkability.

**Who:** Department of Planning and Development Review; businesses, residents and property owners.

**Possible Funding:** Urban Innovation Grants

**When:** As property owners invest in this pattern of urban intensification.
Strategies

- Lots with greater than 300 linear feet of street frontage shall provide a publicly accessible mid-block alley at least 20’ wide, preferably in the middle of the blocks.
- Reynolds South site and the site on the corner of 3rd and Decatur Streets as a model to help guide future development elsewhere in Industrial Manchester.

Figure: 49: Maps of Scale Comparison Between Industrial Manchester and the Fan District
Figure 50: Reynolds South Site Design Concept: as a model to diminish the scale of large industrial blocks (looking west, towards Manchester residential area)

This site is greater than 300 linear feet of street frontage, so this plan recommends providing a publicly-accessible mid-block plaza.
Figure 50.1: Perspective at Street Level: The land drops down dramatically towards the river in front of this building, to take the advantage of the steep topography, a series of terraces, stairs and ramps are proposed to create a natural amphitheater that has downtown as scenery while enhancing the edge boundary of the area.
Figure 51: Intersection of 3rd and Decatur Streets Site Design Concept: as a model to integrate new buildings with historic buildings by taking significant architectural features of historic buildings while at the same time distinguishing the new from the old.

Figure 51.1: Perspective at Street Level.
**Figure 51.2:** Bird’s Eye of Intersection of 3rd and Decatur Streets Block: This site is greater than 300 linear feet of street frontage, so this plan recommends providing a publicly-accessible mid-block passage at least 20’ wide.
**Figure 51.3:** Perspective at Street Level: Notice how architectural features from the adjacent buildings combined with modern material, such as glass, to provide a contrast while at the same time relates to the scale of its neighbor’s buildings.

**Figure 51.4:** Perspective at Street Level: This new building responses to the area’s urban character while expressing its desire to rethink current development trends of the area.
Density Goals

Building height is one of the most controversial topics within the Manchester community. Most of residents and local authorities, however, have expressed support for urban intensification including taller buildings. The recent rezoning of Manchester and the Area Transportation and Land Use Study (2013), have increased the height of buildings to 13-stories (150’). The Industrial Manchester Urban Design Framework is going one step further and using design techniques to illustrate how tall buildings could be placed within the context of the larger community.

For the purpose of the study, this document calls these tall buildings “towers” and recommendations in this document focus only on two aspects of building form: location of towers (150’ tall building) and height of podiums or bases.

In addition to these documented development standards, a Pattern Book for Industrial Manchester is recommended to address how individual projects influence the public realm of the neighborhood. Public realm refers to all the spaces accessible to use by the public. “The public realm can be considered to be the sites and settings of formal and informal public life” (Carmona, Tiesdell, Health, and Oc 2010).

**Goal 1: Encourage urban intensification within identified zones that generates activity and is sensitive to the neighborhood character.**

**Objective 1.1:** The placement of multi-story buildings (towers) should be informed by their impact on viewsheds.

**Why:** Opportunities to integrate taller buildings were identified in previous planning efforts: around the intersection of Semmes Avenue and 7th Street and along Commerce Road – north portion (see Figure 15 for Land Use). In order to preserve Industrial Manchester essential characteristics and preserve desirable views across the area, this document recommends towers should be kept to the northern portions of the area, limiting its distribution and widely spaced.

**What:** To protect notable public views, this document has identified that the view from the Manchester Courthouse to Downtown Richmond should be protected as well as view from the lowest point of the study area. A delimitating topography line that separates flat and elevated areas of Industrial Manchester has been recognized in order to place towers according to the topography of building sites in the area (refer to Figure 54: Main Concept for Industrial Manchester). In addition to these documented density recommendations, the City should facilitate incentive zoning programs such as density bonuses in which the City sets a baseline height of Floor Area Ratio limit and permits additional height through appropriate mitigation in exchange for public amenities. Some amenities that could allow bonus height can include public open space, the creation of flexible spaces and availability for the creation of multipurpose spaces.
Who: Department of Planning and Development Review; businesses, residents and property owners.

Possible Funding: Local Initiatives Support Corporation (LISC) Grant

When: As property owners invest in this pattern of urban intensification.

Strategies

- Towers should be located one every other block starting from Commerce Road (on blocks between Commerce Road and 7th Street and between 6th and 5th Streets) until reaching the delimitating topography line. The delimitating topography line divides the flat and elevated areas of Industrial Manchester (see Figure 53, below to see height of this line and its relation to the Floodwall).
- The number of towers per block is limited to no more than one.
- No towers should be placed in the blocks in front of the Manchester Court; neither in the adjacent blocks.
- Towers should express a tall and narrow form with a well-defined base, a mid-section and a crown.
- Smaller blocks or sites that could not reasonably accommodate a step back should not be allowed to have a tower.
- Towers on Commerce Road and 7th Street should provide street level retail uses, 2nd story office space with residential units above.
- The north node (intersection of Semmes Avenue and 7th Street) should be reinforced by three towers to create the 7th Street Gateway as an entrance to Industrial Manchester (refer to Figures 55 and 55.1).

Figure 53: Elevation of the Delimitating Topography Line and its relation to the Floodwall: This delimitating topography line can be integrated in the design of buildings and open spaces, keeping in mind that views to the River are clear over 14'.
In order to preserve Industrial Manchester’s essential characteristics and preserve desirable views across the area, this document recommends that towers should be kept to the northern portions of the area, limiting its distribution and widely spaced.
**Figure 55**: Perspective of North Node on 7th Street: Intersection of Semmes Avenue and 7th Street reinforced by three towers (looking towards downtown).

**Figure 55.1**: North Node on 7th Street at Street Level (Looking towards 7th St South). It is important that corners of each block reinforce this node to unify buildings and open spaces.
Objective 1.2: Towers should be placed mindfully to facilitate air movement and avoid shading open spaces.

**Why:** Sunlight and adequate air movement are important factors for people to enjoy open public spaces at the street level. This plan seeks to enhance the intimate scale of narrow streets such as 7th Street while maintaining sunlight and air.

**What:** If additional building height is allowed through incentive zoning or density bonus in exchange to public amenities; recommendations (below) for tower location and spacing, (generally limited to one tower per block without blocking the view of Manchester Courthouse to Downtown Richmond) should be considered.

**Who:** Department of Planning and Development Review; businesses, residents and property owners.

**Possible Funding:** Garfield Foundation, the Duke Energy Foundation

**When:** As property owners invest in this pattern of urban intensification.

**Strategies**

- The stories above podiums should be architecturally distinguished and should step back at least 10’ to keep and maintain the perception of pedestrian comfort, as well as preservation of a 45-degree sun plane.
- Tall buildings forming a high, wall-like structure to the front of the prevailing wind or along the waterfront should be avoided.
- Gradation of building heights will help wind movement and will enhance the topography. Height variation across the district with decreasing heights towards the direction of the riverfront should be adopted to promote air movement, preserve views and not create a high-rise tower wall closest to the James River.

*Figure 56 (Right):* Bowery Street in New York: Bowery’s dynamic urban character shows the desire to rethink the way in which a new building can engage with its historic context.

*Figure 56.1 (Left):* Sperone Westwater Art Gallery designed by Foster + Partners. The building’s external form relates to the scale of its neighbors and articulates the changing internal functions, the setback at sixth-floor level aligning with the parapet of the adjacent tenement blocks.

*Source: fosterandpartners.com*
**Figure 57:** Building Height Gradation Across Industrial Manchester (East to West Section)

**Figure 58:** 7th Street Height Sculpting Controls
Goal 2: Utilize podiums for new tower building designs to facilitate a sense of shelter, enclosure and comfort.

Objective 2.1: Podium height limits should be reflective of the width of adjacent streets to give comfort to pedestrians and to maintain light and openness.

Why: While the placement of towers (13-story buildings) are the central topic of most of the discussions, building podiums have a tremendous influence on enhancing the sense of enclosure to provide comfort for pedestrians. A main reason the street environment in Commerce Street feels overwhelming to pedestrians is its width (around 90’) in relation to the scale of the buildings, low in comparison (1 to 5 stories). Urban design experience principles describe that people feel most comfortable on urban streets where the height of buildings is twice the size of the street (ratio of 1:2) because it creates a sense of enclosure and intimacy. Ratios of 1:1 are considered the minimum for comfortable urban spaces (Carmona, Tiesdell, Health, and Oc 2010).

What: Since streets have only two walls to define space and it is the continuity of the street wall and height-to-width ratio determining the sense of spatial enclosure; podiums and all other new construction should have good proportion between its length and the width of the street. Recommendations for podiums below allow flexibility for architectural detailing. The model used to evaluate view impacts and pedestrian comfort assumed a maximum height of 150’ for towers and 10,000 square feet for podiums (100’ x 100’).

Who: Department of Planning and Development Review; businesses, residents and property owners.

When: As property owners invest in this pattern of urban intensification.

Strategies
- Podium height limits for towers along Commerce Road (between Semmes Avenue and Maury Street) should be 90 feet, lowering to 60 feet toward the 7th Street edge.
- Retail ground level of podiums should address the street, providing windows and access points, awnings, signs and/or outdoor dining to create activity and socializing (along Commerce Road).
- Residential buildings may take different approaches; they should face the street and place parking areas behind the buildings or below ground.
- Storefront and ground level uses should have inviting entries: easy to find and incorporate adequate lighting, rain protection and signage.
**Figure 59:** 7th Street Height Sculpting Controls: This graphic suggests that the benefit of tower setback will be maintaining light and air at street level.

By managing growth strategically, this plan’s approach helps provide adequate urban services to create a high quality city neighborhood.

**Figure 60:** Recommended Setback on 7th Street
CONCLUSION

The Industrial Manchester Urban Design Framework outlines recommendations for temporary and permanent open spaces, including its linkages as important elements in shaping future development and density within the area. Many of these recommendations can be implemented right away such as using wayfinding techniques to improve mobility and experimenting in low-cost, temporary installations on parking lots serving other purposes. Other recommendations are more challenging, such as proposed street reconfiguration of Porter Street and changes in land uses, height limits and densities along Commerce Road. However, these changes are key drivers to add the full complement of urban services necessary to create a high-quality neighborhood in an area that was never intended to be residential, commercial or mixed-use. Furthermore, new development will also generate a variety of public revenues (such as property taxes and sales taxes) which will add support in order to increase public amenities and services in Industrial Manchester. The Industrial Manchester: Urban Design Frameworks was generated by the 2009 Downtown Plan and the 2012 Richmond Riverfront Plan to bring further attention to this area. This document has brought further clarity to opportunities and challenges, paving the way forward for further analysis and action.
Industrial Manchester speaking to the present without discarding the past
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