

# Virginia Community Voice



VIRGINIA  
COMMUNITY  
VOICE

A historical map of Southside Virginia, showing various land parcels color-coded in shades of green, yellow, blue, and red. The map includes a grid of streets and various labels such as 'A5', 'B5', 'C3', 'C4', 'C5', 'C6', 'C12', 'C13', 'C14', 'D1', 'D5', 'D6', 'D8', 'D10', 'D11', 'D12', 'D13', 'D14', 'D15', 'D16', 'D17', 'D18', 'D19', 'D20', 'D21', 'D22', 'D23', 'D24', 'D25', 'D26', 'D27', 'D28', 'D29', 'D30', 'D31', 'D32', 'D33', 'D34', 'D35', 'D36', 'D37', 'D38', 'D39', 'D40', 'D41', 'D42', 'D43', 'D44', 'D45', 'D46', 'D47', 'D48', 'D49', 'D50'. The text 'Indigenous land and enslaved people's acknowledgement' is overlaid in a large, black, cursive font. A green rectangular box highlights the text 'Southside Land Acknowledgement we work on Powhatan and Chickahominy land' at the bottom of the map.

# Indigenous land and enslaved people's acknowledgement

**Southside Land Acknowledgement we work on Powhatan and Chickahominy land**

# Healing the wounds of the past



10 LIKELY and VALUABLE  
**SLAVES**  
AT AUCTION.

On **THURSDAY** the 24th inst.  
WE WILL SELL,

*In front of our Office, without any kind of limit or reserve for cash,  
AT 11 O'CLOCK,*

**10 AS LIKELY NEGROES**

As any ever offered in this market; among them is a man who is a superior Cook and House Servant, and a girl about 17 years old, a first rate House Servant, and an excellent seamstress.

**BROOKE & HUBBARD,**  
Auctioneers.

Wednesday, July 23, 1823.

*Richmond Va*

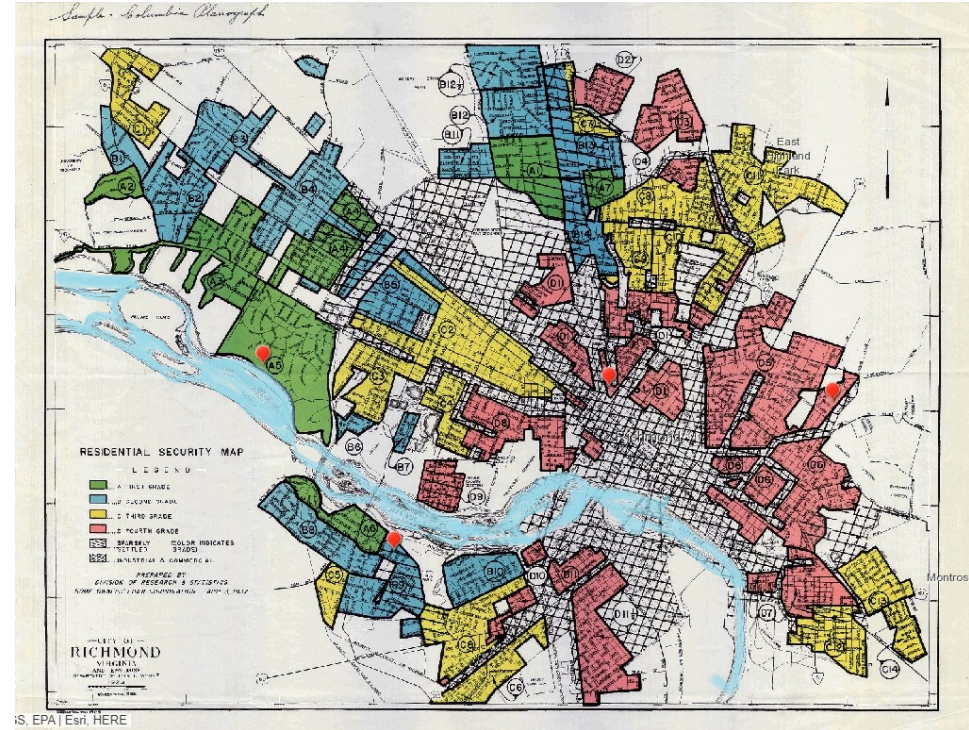
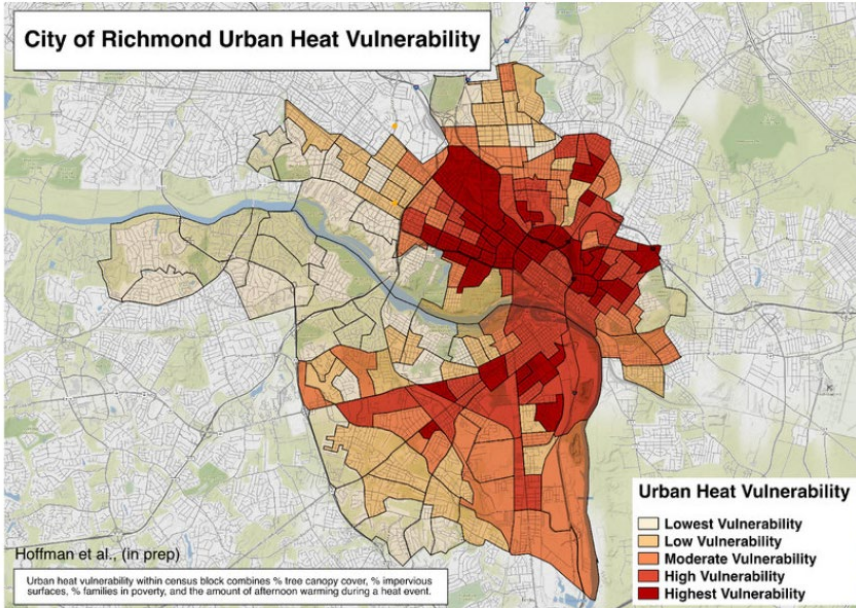


# South Richmond

## Neighborhoods where we organize

- Blackwell
- Bellemeade
- Oak Grove
- Hillside Court
- Davee Gardens
- Cullenwood
- Brookbury
- Southwood

# Racial Inequities



# Mission & Vision

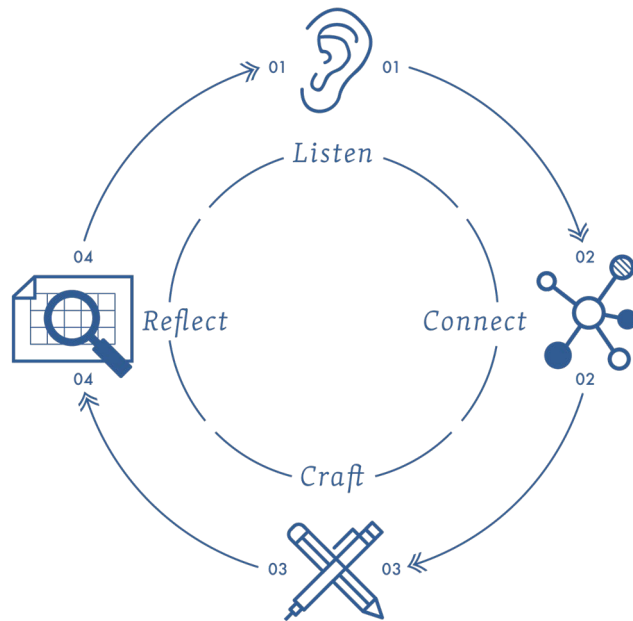
**Mission:** To equip neighbors in marginalized communities to realize their vision for their neighborhoods and prepare institutions to respond effectively.

**Vision:** A Commonwealth where decisions are made equitably



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# Our Process



# Neighbors' Priorities: 2017 Community Survey

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Neighborhood beautification and green space

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Neighborhood safety and walkability

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Access to living wage jobs and career opportunities

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Youth engagement and civic advocacy among Black and Latine

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Housing affordability and equitable development that doesn't push people out



# Our Programs

**RVA Thrives:** Increases neighborhood leadership over decisions affecting the Richmond Highway Corridor community

**Community Voice Blueprint:** Prepares institution to respond effectively to community voice, through training and coaching.

# Building Power & Leadership



- Steering Committee
- Working Groups
- Leadership Academy
- Equitable Development Scorecard

# Steering committee & Working Groups

Strengthen neighbors' capacity to join in the decisions affecting their neighborhoods by:

- Learning and scoping the issues together
- Practicing community organizing techniques
- Crafting solutions and taking action, through programs and advocacy
- Reflecting on progress and course-correcting



# South Richmond Leadership Academy

Topics that Neighbors Want to Learn in the Leadership Academy	Number of Times Picked
Community Organizing	46
Understanding City Government	36
One-to-Ones	33
Public Speaking	32
Negotiating	29
Conflict Resolution	25
Value-Identification	25
Using Data in Advocacy	24
Power Mapping	17

To create a pipeline of local leaders on the Southside who are prepared to sit at decision-making tables and be active organizers in their communities for positive change.

# Climate Action & Resilience



- Greening Working Group
- Clean up Days
- New Park Development
- Community Gardens

# Greening Working Group



# Community Clean Ups

Virginia Community Voice regularly mobilizes neighbors for clean up days



# Art, Reconciliation & Civic Advocacy (ARCA)



Location: New park recently designated by the City of Richmond, currently called Broad Rock Creek Park



# Art, Reconciliation & Civic Advocacy (ARCA)



Oak Grove  
Community  
Garden, funded  
by the  
Chesapeake Bay  
Trust & EPA



Neighbors planning the gardens with the City

# Oak Grove Garden Design



Entryway arch including an "Oak Grove Community Garden" sign  
Vines along fence preferably edible so passersby can pick

# Oak Grove Garden Build, Fall 2023



# Housing & Equitable Development



  
301 W 6TH STREET  
301 W 6TH STREET  
Richmond, VA  
DATE: 10/15/2024  
SCALE: 1/8" = 1'-0"  
PROJECT: 301 W 6TH STREET  
SHEET: A002

- Housing Working Group
- Equitable Development Scorecard
- Community Design Plans
- Advocacy to City Council
- <https://vacommunityvoice.org/housing>

# Equitable Development

Richmond Highway's Equitable Development

## TOTAL SCORE



The pre totals for each focus area are added together for a final score. These provide a numbered ranking system that would allow neighbors and the VACV staff to help determine the equity, inclusion, and beneficial impact of developments and proposals in the Richmond Highway neighborhoods.

Proposals with the highest scores in the excellent section should be given priority support for development and partnership. Proposals and developments in the good range

have room for improvement, but could face either support or disapproval. Proposals ranked as "good" can resubmit or have their scores changed. Poorly ranked proposals should prepare for neighbor disapproval and backlash. Maybe proposals should not be developed or approved by neighborhood associations or council. Proposals with the highest score in the NO column should be prepared to face organized opposition to the development.

Section One

### COMMUNITY ENGAGEMENT

SECTION SCORE

Section Two

### FOOD ACCESS & SECURITY

SECTION SCORE

Section Three

### SAFETY

SECTION SCORE

Section Four

### EQUITABLE JOBS ACCESS

SECTION SCORE

Section Five

### HOUSING & NEIGHBORHOOD DEVELOPMENT

SECTION SCORE

Section Six

Scorecards, Community Design Plans, and Advocacy for a City Ordinance. [Visit our website to learn more.](#)



## Community Design Plan: Prioritizing Richmond Highway

The residents and organizers along Southside's Richmond Highway area developed this community-led design plan to guide Richmond's future growth in their area and ensure community desires are represented and promised through the implementation of Richmond 300.



# Healing Hub

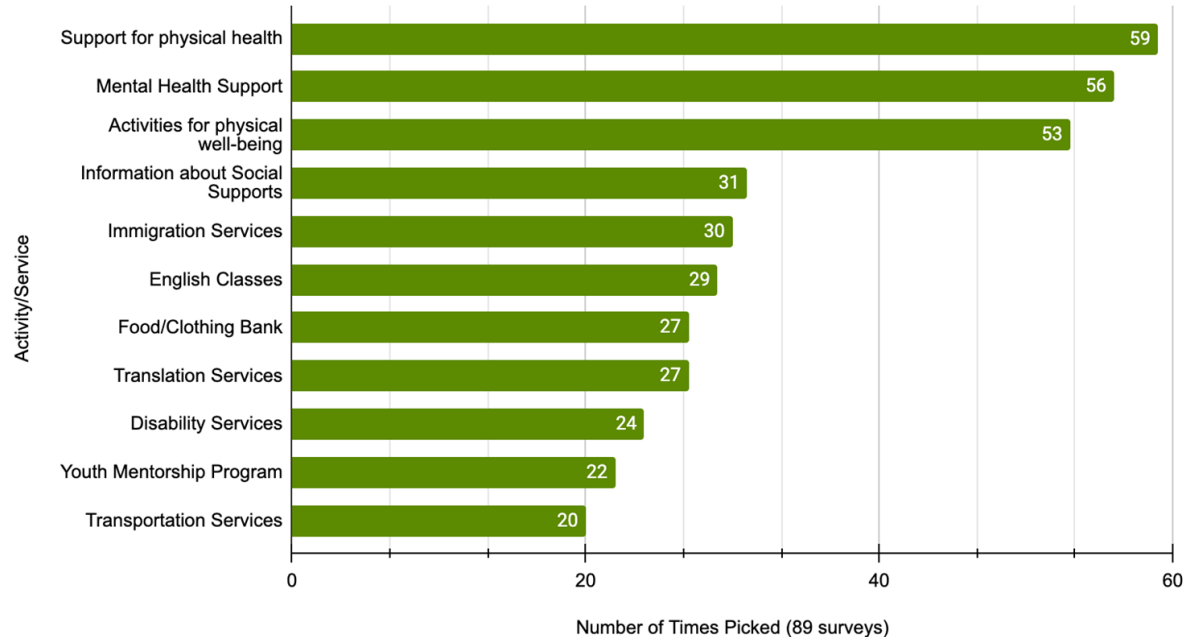
By investing in community rest, healing, and rejuvenation, we can begin to repair the wounds of the past and set the Southside of Richmond on a new path toward thriving once and for all.



# What neighbors want from a Healing Space

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Neighbor-Identified Healing Hub Activities & Services





# When you think about a space for healing, what comes to mind?

## Green Space

“A clean and safe place. A park, I see families walking, exercising, and breathing fresh air.”

“Access to green space is so important...having intentional design around human scale will promote human connections with each other and the environment around them.”

## Peaceful

“Let there be peace, where one can walk quietly.”

“A place where people can gather.”

# When you think about a space for healing, what comes to mind?

## Space Space

"A clean, safe, and diverse space"

"A place that is safe & clean, accessible, where people can find peace & feel welcomed."

"A clean & pleasant place where there is inclusion"

## Multipurpose Space

"Space for people to gather"

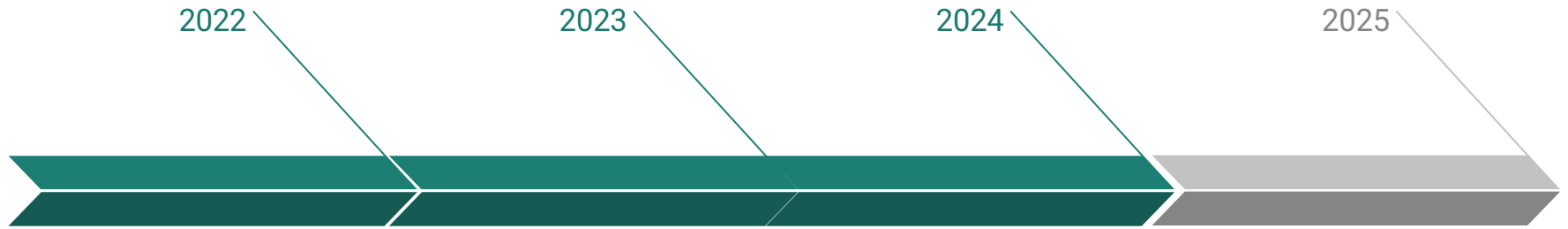
"Space we can use for celebrations"

"Coworking space"

"Multipurpose space for meetings, talks, conferences, and other activities"

"A food pantry or provide access to healthy food"

# Where we are Today



## **Listening**

Started listening process

## **Visioning**

Partner meetings, listening process, Facilities Resource Center Analysis, Concept Designs

## **Space & Funding**

Steward land at 2001 Ruffin Road

Building partnerships

## **Renovate & Prepare**

Renovate building

Hire staff

Build out program offerings

# Partners + Funders

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## Partners

- Richmond Henrico Health District
- The Well Collective + BareSoul Yoga
- Happily Natural Day
- EveryTable
- Dandelion Health
- Maggie Walker Community Land Trust
- City of Richmond Parks and Recreation
- Dr. Lauren Whitehurst
- Facilities Resource Center

## Funders

- Richmond Memorial Health Foundation
- Weissberg Foundation
- Richmond and Henrico Public Health Foundation
- Health Equity Fund
- if Foundation
- Building Healthy Places Network
- Community Foundation for a Greater Richmond



# 2001 Ruffin Road as it looks now

An old elementary school  
that has not been in use for  
almost a decade,

# Ruffin Road once we transform it

By investing in community rest, healing, and rejuvenation, we can begin to repair the wounds of the past and set the Southside of Richmond on a new path toward thriving once and for all





affordable townhomes

orchard

parking and drop off

trash and loading

new building

vegetable garden

breezeway

plaza

gazebo

pond

adaptive re-use building

mindfulness garden

## HEALING HUB - SITE PLAN

Scale: NTS  
Date: 01.11.2024

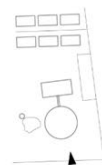


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## HEALING HUB - PERSPECTIVE A



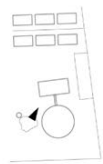
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## HEALING HUB - PERSPECTIVE B

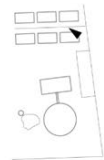


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## HEALING HUB - PERSPECTIVE D

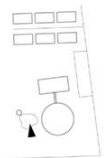


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HEALING HUB - PERSPECTIVE C



Scale: NTS  
Date: 03.25.2024