

STOREFRONT FOR COMMUNITY DESIGN

PROGRAM IMPACT FY 2021

MISSION

Storefront for Community Design is a non-profit design center in Richmond, Virginia that connects community members to design tools and resources that build community capacity and engage the next generation of designers.

Our small staff, large volunteer base, and scores of community partners are nimble enough to incorporate new and creative ways of engagement and problem solving, that increases access to design resources and advances equity in the built environment.

PEOPLE



242 Community Partners



99 Volunteers



60,275 People Served

PLACES

10

Downtown

6

Northside

7

Southside

7

East-end

3

City-wide

PURPOSE

33 PROJECT IDEAS TO ADVANCE

8



Environmental and Food Justice

7



Health and Wellness

4



Community Organizing

2



Placemaking/Placekeeping

7



Economic Development

5



Design/Planning Tools



VALUE: \$205,271

IMPACT STORIES

FY 2021

City Builders Design Workshop



Engaging the Next Generation of Designers

Storefront for Community Design collaborated with youth to select, participate, and complete a project from our implementation plan. While our staff and leadership created the implementation plan, it was important for youth voices to be heard and involved in the process. They fully engaged in conversations with the community, visited designers and their spaces, assisted in the remodeling of the Six Points Innovation Center, a non-profit collective space, and helped to lead various volunteer projects.



Creative Strategies for Economic Empowerment

A 13-week economic empowerment pilot program was launched with community partners to teach entrepreneurial skills to youth living in the North Side. Participants were treated to lectures from seasoned Black business owners where they learned the history of Black business development in Richmond, gained entrepreneurial skills, explored creative strategies to build a business idea, and cultivated that idea into a business plan. Additionally, they learned the value of civic engagement and how it impacts them as a citizen and corporate citizen/business owner.

IMPACT STORIES

FY 2021

Design Session



East End Building Facade Improvements

In Richmond's East End, a community partner requested facade improvements to their building at 1612 Williamsburg Road. The building owners of the old Transitions Day Services were looking for ways to give their building a facelift while preparing for new tenants, a Montessori School. Storefront's architecture volunteer conducted a site visit and consultation, and created a facade concept incorporating the owners' and community's needs. In just a few months, the building owners have begun implementing the vision by adding lighting fixtures and landscaping based on the conceptual design provided through Storefront.



Increasing Food Access on the Southside

Storefront for Community Design envisioned a Mini-Farm at Hillside Court in Richmond's Southside with a high school resident and community partner. The idea began as an effort to provide the community with the means to produce their own food, encourage spending time outdoors, and understand the health benefits that come with it. After several site visits and design consultations, Storefront's landscape architecture volunteer brought the vision to life in a vivid conceptual rendering to use for future community engagement and fundraising efforts.

IMPACT STORIES

FY 2021

Community Engagement



Reimagining an Old Bank Building

In collaboration with community partners, Storefront led an initiative to receive feedback and ideas from residents for the new intended use of the former Bank of America building located in Richmond's North Side. The team developed a creative digital and physical outreach plan to frame an accessible, culturally responsive community listening approach that amplified the ideas of residents. The final recommendations have since been used to develop a Request for Proposals and the community is eager to see a new business come to the neighborhood in the coming years.



A New Vision for a Neighborhood Park

Storefront for Community Design assisted in reimagining the facilities at the Westover Hills park site in Richmond's Southside. Storefront conducted on-site visits, virtual meetings, and volunteer coordination to develop a conceptual plan for amenity upgrades including a walking trail, dog park, skate park, pickleball courts, and a multi-use recreation field.