

STOREFRONT FOR COMMUNITY DESIGN

PROGRAM IMPACT

FY 2022

MISSION

Storefront for Community Design is a non-profit design center in Richmond, Virginia, that inspires equitable community-driven design in the built environment through innovative programs and resources that engage the next generations of designers.

PEOPLE



92,404 People Served



83 Volunteers



564 Community Partners*

*Non-profits, community orgs, schools, local governments, businesses, residents

PLACES

4

Downtown

11

Northside

3

City-wide
(projects with more than 1 location)

6

East-end

2

Southside



Richmond, VA

PURPOSE

26 projects focused on:



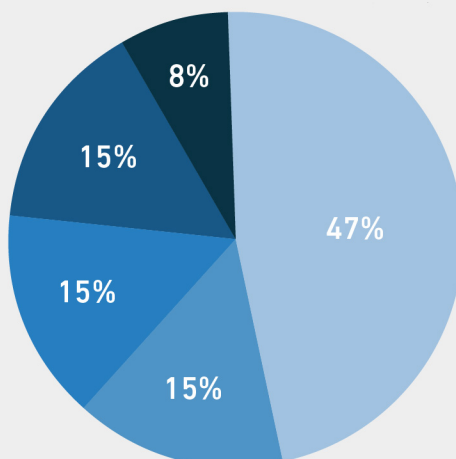
Economic Development



Design/
Planning Tools



Health and
Wellness



Environmental
and Food Justice



Placemaking/
Placekeeping

IMPACT STORIES

Our small staff, 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. In FY2022, Storefront for Community Design (SFCD) provided volunteer services in our design education and low-cost design and planning assistance programs valuing over \$132,000. Here's a look at a project highlight from each program.

CITY BUILDERS DESIGN

7 projects



A Health Empowerment Project

When the Richmond Henrico Health District's data revealed low adoption of COVID mitigation and prevention practices among youth and black communities, SFCD endeavored to use the built environment to empower these groups to take advantage of resources available and make informed decisions. Battling against COVID fatigue and set against the backdrop of racism's formal declaration as a public health crisis, both City Builders and VCUarts mOb studio worked to design a visual health awareness campaign with a unique design style, messaging, and strategic placement. SFCD convened students, an artist mentor, and a poster design collective to develop and install visual works, creating space for intentional conversations about health, wellness, race, and safety that culminated in a public poster show event in the Northside, increasing community awareness.

A Community Circus in Southside

Determined to preserve a fabric of community arts in the changing landscape of the Manchester neighborhood, Host of Sparrows Aerial Circus, a professional aerial dance and circus arts company, struck out to renovate a new space. The owner, Heather, needed an advocate who could begin to translate a vision into reality. After reaching out to SFCD, Heather was connected with Jessie, a local volunteer architect. Possibly even more valuable than the design assistance was Jessie's ability to demystify the language of construction: *"there is such a need just for translating between community members and developers, landlords, and architects so they can better advocate for themselves."* Once Design Session concluded, Heather and Jessie continued collaborating and in fall 2022 Host of Sparrows held their grand opening welcoming students and non-profits for community classes in circus arts to fulfill their mission.

DESIGN SESSION

13 projects



COMMUNITY VISIONING

6 projects



A Guidebook for Highland Grove

When the Better Housing Coalition (BHC) was named as the developer to manage the initial plan to final buildout of Highland Grove, a 33-acre mixed income neighborhood, they knew that collaboration was critical to create lasting change for the better. The first step was to ensure that community voice continued to shape the project. BHC collaborated with SFCD to lead a community visioning process to guide the design of outdoor and architectural elements in the plan. Alongside BHC, Richmond Redevelopment and Housing Authority, the City of Richmond, Maggie Walker Community Land Trust, project:HOMES, Richmond Metropolitan Habitat for Humanity, and resident ambassadors, SFCD convened meetings, created a community survey, and hosted open house events that brought affordable housing non-profits under one roof for resource sharing. Over 150 residents participated throughout the process building a strong foundation to help guide BHC's work moving forward.