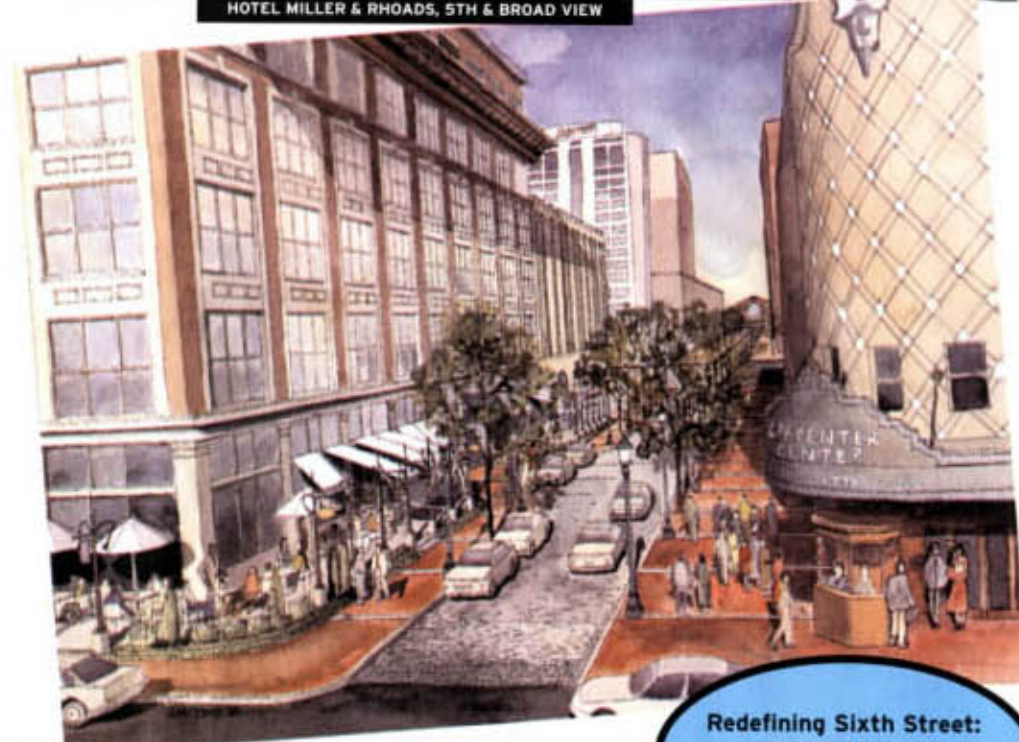


Broad Street Redeveloped



HOTEL MILLER & RHOADS, 5TH & BROAD VIEW



HOTEL MILLER & RHOADS, 6TH & GRACE VIEW

Redefining Sixth Street:
A new hotel and
Performing Arts Center

Hotel Miller & Rhoads

In order for the new convention center to succeed, two things need to happen. The Broad Street environment must be transformed and additional hotel rooms adjacent to the center must be developed.

A proposal from a Chicago developer to construct a 216 room hotel in the old Miller & Rhoads building addresses both needs. The city is finalizing a development agreement with ECI Investment Advisors to take on the role of Master Developer for the Broad Street project. ECI was selected by a team of city and Renaissance leaders from a field that included some of the nation's top urban, mixed-use developers.

The proposed project includes the hotel, a park across from the convention center, expanded parking, demolition of the 6th Street Marketplace, and restoration of 6th Street and the streetscape. The hotel will feature oversized rooms, a health club and restaurant, and retail spaces on the first floor. The restaurants will feature outdoor dining along 6th Street, across from the new Performing Arts Center.

When all of the Broad Street elements become a reality over the next five years, including the Performing Arts Center, Federal Courts building, and related developments in Jackson Ward, the transformation of the Broad Street/convention center area will be complete.



CONCEPTUAL PLAN OF THE PERFORMING ARTS CENTER BY COMMONWEALTH ARCHITECTS

Performing Arts Complex

Richmond's long gone Broad Street retail core will be reborn soon as a cultural center anchored by a "world class" performing arts complex. The exciting new vision focuses on the area around the Carpenter Center and includes the vacant Miller & Rhoads and Thalhimer's buildings. City leaders and arts community activists see it as a dynamic attraction in the heart of town that will provide a variety of great venues for the performing arts. Interest in new facilities for new arts venues has already led to the creation of the Alliance for the Performing Arts. Under the leadership of the Arts Council of Richmond, the Alliance brought virtually all of the major performing arts groups together for the first time to work

toward a master plan for new and renovated facilities.

In order to make the plan a reality, the Capital Region Performing Arts Foundation has been created. Members of the Renaissance Economic Development Committee teamed with Chamber of Commerce leaders and Arts Council leaders to create the Foundation, which will be chaired by Jim Ukrop. The Foundation will raise the over \$80 million needed to build and renovate arts facilities. The Foundation will own/lease and manage all the facilities. Brad Armstrong, a former Martin Agency executive, has been chosen to run the Foundation.

The Performing Arts Center, Convention Center, and the proposed hotel on the Miller & Rhoads block, should be a huge attraction to devel-

opment all around the area, where many smaller projects already are creating change. They will trigger development of street-level shops, restaurants, and service businesses, and will generate enough pedestrian traffic to turn the area into a vibrant district late into the night.

The performing arts project will include expansion of the Carpenter Center, construction of new 600- and 250-seat theaters on the Thalhimer's site, expansion of the Empire Theatre, and renovation of the National Theatre. The Landmark Theatre also would undergo major improvements as part of the Performing Arts plan.

Downtown boosters say this kind of development has proven to be the key to turning around blighted city centers elsewhere. And supporters of the arts see it as a daring step for metro Richmond in its climb up the ladder of cities with rich cultural offerings. The combination should have dramatic results downtown and throughout the region.

New Federal Courts Building Slated for Downtown

By October 2001, the Federal General Services Administration (GSA) is expected to announce the site for the new Federal Courts Building in downtown Richmond. The preferred site is the block bounded by Broad, Grace, 7th and 8th streets. The \$65 million, 250,000-square-foot building is to be designed by noted architect Robert A. M. Stern, and will house U.S. District Courts. The photograph (left) is of the lobby of the Beckley, West Virginia Federal Courts building also designed by Stern.

