

Richmond 300: A Guide for Growth

Progress Presentation to the City Planning
Commission about the City-wide Master
Plan Update

March 18, 2019



Process

1 Define the Plan

- Develop the process
- Collect data and develop reports
- Meet with the public
- Establish Advisory Council
- Define Ambassador program
- Establish website and social media accounts
- Collect parking data and host "Parking Meeting #1"

2 Develop the Plan

- Host the "Community Consultation #1: Visioning" and synthesize input
- Host "Parking Meeting #2"
- Establish Working Groups
- Release the Parking Study report
- Develop plan recommendations
- Host the "Community Consultation #2: Recommendations" and synthesize input
- Develop the draft Plan

3 Refine & Adopt the Plan

- Host the "Community Consultation #3: Draft Plan" and synthesize input
- Refine the draft Plan based on public input
- Release the pre-final Plan
- Present at City Planning Commission and City Council hearings
- Adopt the final Plan

4 Implement the Plan

- Publish the City Council-adopted Plan
- Implement recommendations outlined in the Plan
- Annually review work toward implementing recommendations
- Update the Plan years after adoption

CC Community Consultation #1

CC Community Consultation #2

CC Community Consultation #3

We are here!

Advisory Council Meetings (monthly)

P

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Working Group Meetings

Parking Study Meetings

Land Use, Demographics & Housing Analysis

Draft Insights Report

Insights Report & Map Booklets

Parking Study Report

Draft Plan
CPC Hearing

Pre-Final Plan

CPC Adopts Plan

Final Plan

City Council Hearing

City Council Adopts Plan

2017

2018

2019

2020

2021 +

Community Consultation #1 (CC#1)

We shared the *Insights Report*

We asked:

1. Richmond has added 30,000 people in the last 18 years, in what ways has that affected your life?
2. If Richmond were to add 30,000 new residents by 2037, where within the city would they live?
3. What is your vision for the City of Richmond in 2037?
4. What are your big ideas for getting to that vision?

- ✓ **1,030 surveys collected**
- ✓ Hosted 7 “Visioning Open Houses”
- ✓ Hosted an online “Visioning Open House”
- ✓ Staffed booths at festivals in September and October 2018

Download the full CC#1 Report at www.richmond300.com/consult

Question 1 | Richmond has added 30,000 people in the last 18 years, in what ways has that affected your life?

PDR staff received **746 responses.**

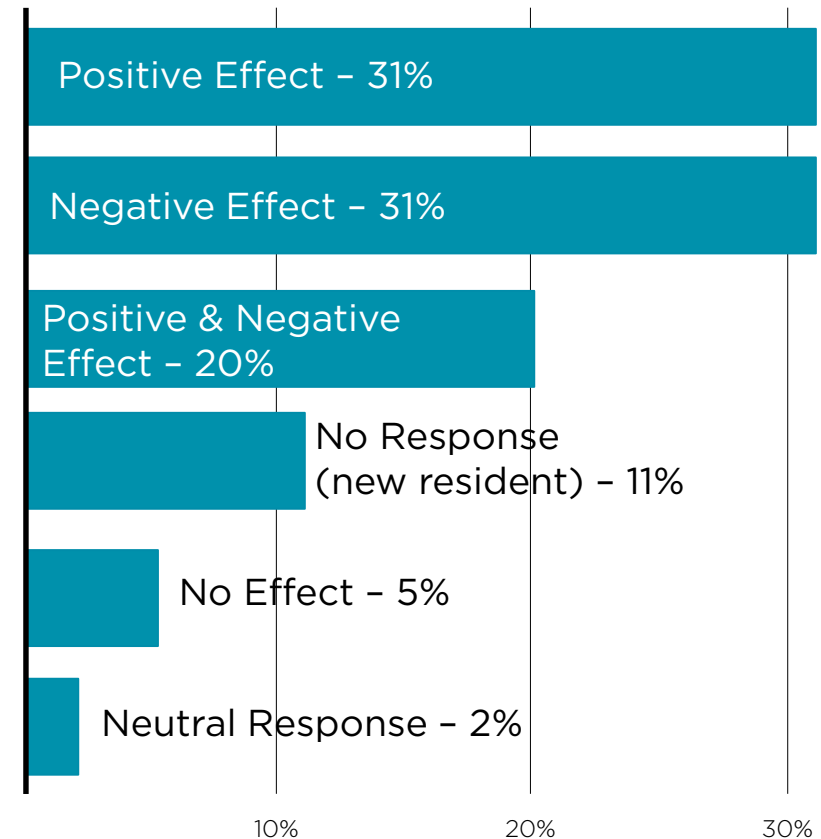
Sample Positive Effects:

- Revitalization of neighborhoods and vacant buildings
- City is more vibrant with more things to do
- Population is diverse, younger, and creative and includes families.
- Expansion of public transit
- City is safer

Sample Negative Effects:

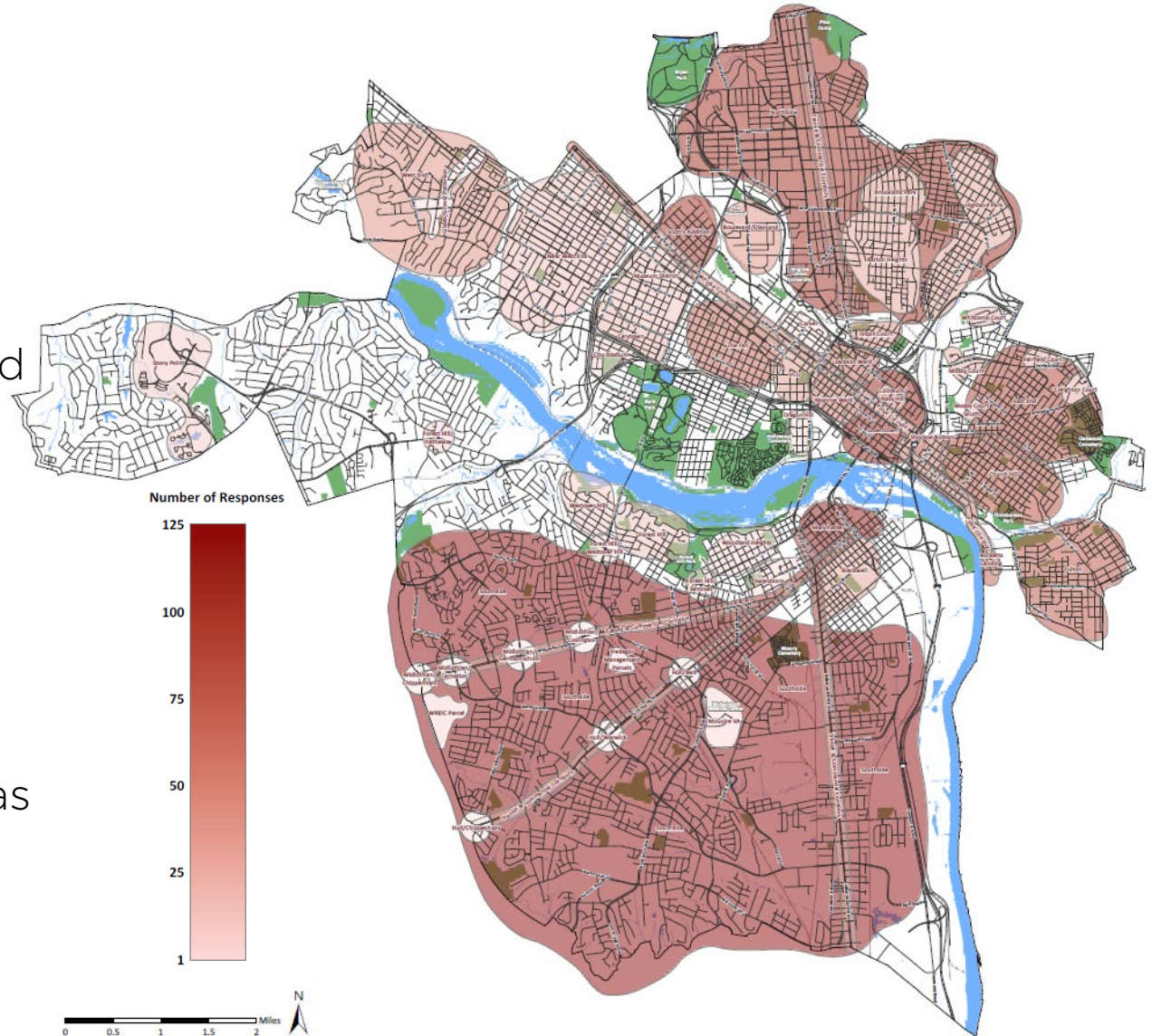
- Increased traffic and stress on roadways
- Limited parking
- Decrease in housing affordability
- Gentrification and displacement

Impact of Growth from 2000 to 2018



Question 2 | If Richmond were to add 30,000 new residents (or more) by 2037, where within the city would they live?

- **PDR staff received 633 responses**
- PDR staff mapped the answers that cited specific areas
- Darker colored areas of the map indicate a neighborhood was cited more frequently



Question 3 | What is your vision for the City of Richmond is 2037?

PDR collected **987 vision** statements in 2017 & 2018 from community members, City staff, and City elected officials.

a thriving, safe, innovative, accepting and culturally rich City that welcomes ALL PEOPLE that visit or reside here.

- submitted online

A livable city, a great place to live, work, and play, one that embraces all ages and races.

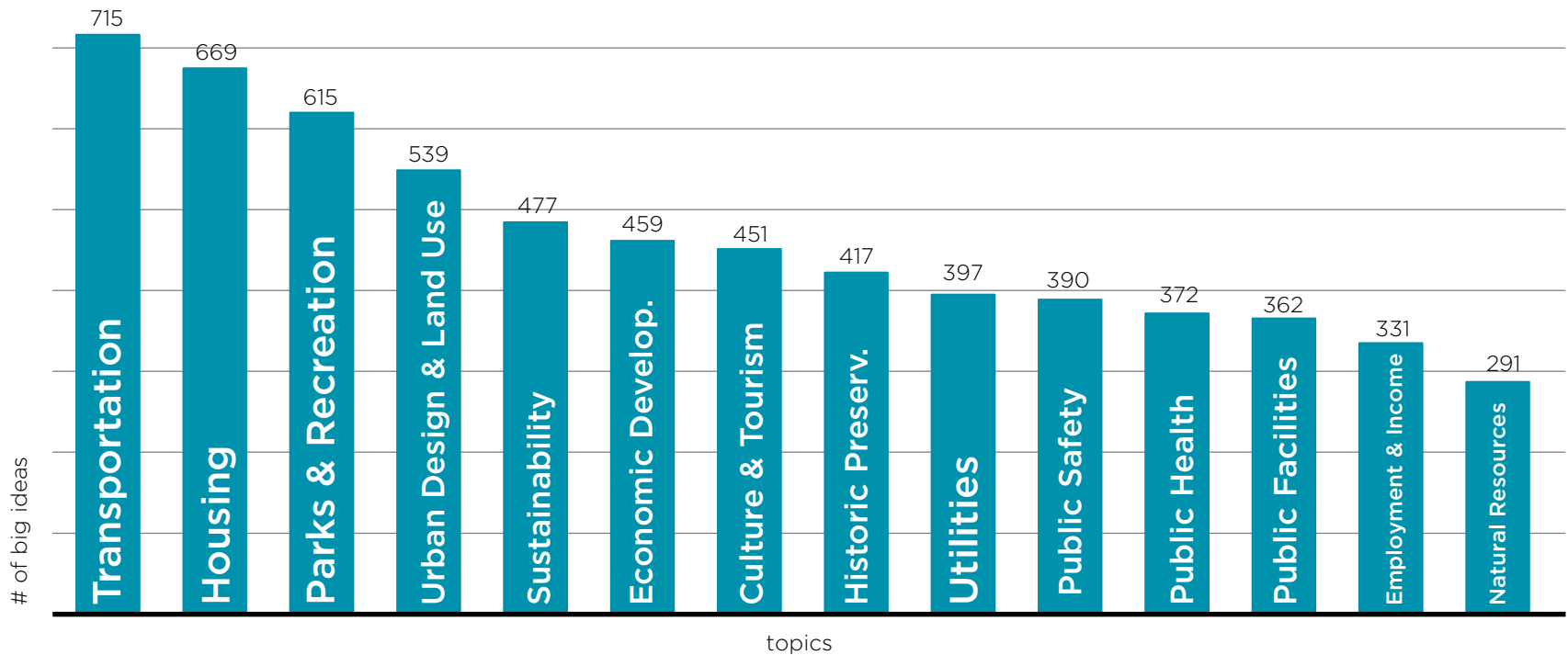
- submitted at MLK Middle School Open House

...a city that accommodates people of all ages and backgrounds. Housing for people during all phases of their lives. They don't need to move out to have kids if the schools are good and housing is relatively affordable.

- submitted during small group interviews with City staff

Question 4 | What are your big ideas related to these topics to include in the Master Plan?

PDR staff received **6,485 big ideas**.



Process | Phase 2: Developing the Plan

Shaping the Vision, Goals, Maps and Recommendations

Collect

Community-generated big ideas

Technical Team policy ideas

Advisory Council policy ideas

Sept '18 – Feb '19

Sort & Filter

PDR Staff sort, filter, and create:

- Initial draft vision and goals
- initial draft future land use map
- initial draft transportation map
- long list of policy ideas

Nov '18 – April '19

Develop

Working groups expand ideas and develop:

- draft goals
- draft future land use map
- draft transportation map
- short list of policy ideas

March – July '19

Refine

Community Consultation #2:
Gain comments on the draft maps and short list:

- Richmond 300 meeting
- Council district meetings
- Small group meetings
- Online survey

Sept – Oct '19

Vision | Draft Vision Statement

A statement articulating what we want our city or look and feel like in the future.

In 2037, Richmond is a welcoming, inclusive, diverse, innovative, and equitable city of thriving neighborhoods; ensuring a high quality of life for all.

Vision | Draft Aspirational Ideals

General guidelines that set the foundation for the Master Plan

- Improving the quality of life for all Richmonders
- Expanding opportunity for all Richmonders
- Promoting healthy living and improving community resilience
- Supporting a culture of whole-community learning – meaning a city-wide learning system to support learning all times of the year, across all neighborhoods, and for all ages.

Vision | Draft Vision Story

A communication tool to make the vision come alive and apply to individuals living throughout the city

In 2037, a 6 yr.-old named **Isabella** lives in a home that is affordable to her single-parent, **Alex**. Her 1-yr.-old brother, **Miguel**, attends a nearby daycare and **Isabella** attends a great public school. **Alex** has a job that pays well, has great benefits, and can ride the bus to work. Isabella's uncle, **Jack**, and his fiancé, **Sam**, just moved to Richmond from D.C. to work at a start-up. They live in an apartment in one of Richmond's historic neighborhoods. Isabella's grandparents, **Jerome** and **Tonya**, recently downsized and now live in an apartment above Alex's garage. Isabella's teacher, **Mel**, owns a starter home in a new city neighborhood and has an easy commute to school. **All members of Isabella's community thrive in Richmond** because they live in safe neighborhoods and can easily walk, bike, take transit, or drive to see friends and family; shop at stores; go to work; play in parks; and go to school.

What vision story would you tell?

Draft Goals

The desired results that will help us reach our vision.



Draft Goals

The desired results that will help us reach our vision.



Draft Goals

The desired results that will help us reach our vision.



Draft Goals

The desired results that will help us reach our vision.



Draft Goals

The desired results that will help us reach our vision.



Process | Phase 2: Developing the Plan

Working Groups Purpose and Topics

Purpose: creating the initial recommendations for *Richmond 300*, which will be vetted and amended by the community at-large during public meetings in September and October 2019.

Five Topics:

- **Land Use** (including historic preservation, public facilities, urban design, and open space)
- **Transportation**
- **Economic Development** (including employment and income, culture and tourism)
- **Housing**
- **Environment** (including parks and recreation, natural resources, utilities, sustainability/resiliency)

Note: there are cross-sectional topics, such as public health, public education, public safety, sustainability, which will have representation across multiple topic areas.

Process | Phase 2: Developing the Plan

Working Groups Composition

Project Management

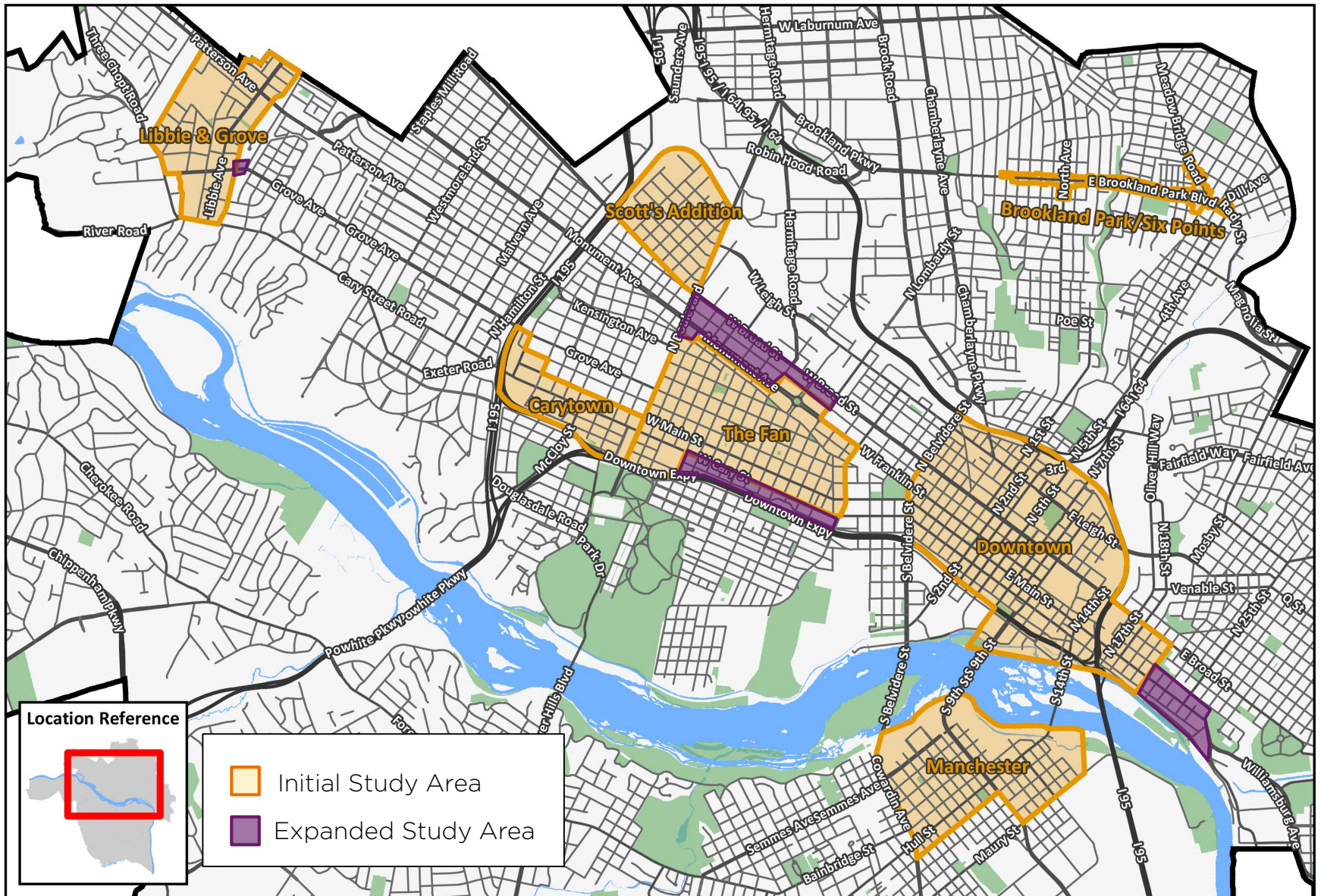
Project Director: Mark Olinger

Project Management Team: William Palmquist, Maritza Pechin, Marianne Pitts

	Land Use	Transportation	Economic Development	Housing	Environment
AC Co-Leader	Ted Ukrop	Max Hepp-Buchanan	Bernard Harkless	Burt Pinnock	Damian Pitts
TT Co-Leader	Kim Chen	Dironna Moore Clarke	Jane Ferrara	Denise Lawus	Alicia Zatcoff
PDR Liaison	Will Palmquist	Josh Son	Brian Mercer	Jonathan Brown	Anne Darby
PDR Staff Support	Yessenia Revilla Leigh Kelley	Alex Dandridge	Sandra Escorcia Janell Baker	Andrea Cuffee Rich Saunders	Josh Young
Meeting dates	March 20, 4-7 P.M. April 17, 4-7 P.M. May 15, 4-7 P.M. June 5, 4-7 P.M. July 10, 4-7 P.M. July 24 4-7 P.M.	April 23, 4-7 P.M. May 21, 4-7 P.M. June 18, 4-7 P.M.	April 25, 4-7 P.M. May 23, 4-7 P.M.	April 24, 4-7 P.M. June 19, 4-7 P.M.	May 9, 4-7 P.M. June 6, 4-7 P.M.
Meeting location	Main Library (101 E. Franklin St)	Studio Two Three (3300 W. Clay St)	Dominion Payroll (3220 Rockbridge St #300)	TBD	Main Library (101 E. Franklin St)

AC = Advisory Council, TT = Technical Team

Parking Study | Study Areas



Parking Study | Engagement

- **June 2018** – 7 meetings in the 7 study areas to share existing conditions data – **meetings covered by the local TV news**
- **September 2018** – 12 small group meetings with stakeholder groups to discuss recommendation ideas
- **December 2018 and January 2019** – 7 meetings in the 7 study areas and online surveys to gain input on recommendations – **over 600 surveys collected**

Parking Study | Sample Recommendations

- Define curbside parking spaces
- Enforce existing parking policies
- Develop a policy for defining curbside ADA parking spaces
- Improve pedestrian infrastructure
- Promote shared parking initiatives

DESMAN will present the draft Parking Study at the April 15th meeting of the City Planning Commission

Next Steps

Working Groups are meeting to finalize the goals and develop draft recommendations:

- March 20, 4-7 PM:** **Land Use Working Group Meeting #1** (Main Library, 101 E. Franklin St)
- April 17, 4-7 PM:** **Land Use Working Group Meeting #2** (Main Library, 101 E. Franklin St)
- April 23, 4-7 PM:** **Transportation Working Group Meeting #1** (Studio Two Three, 3300 W. Clay St)
- April 24, 4-7 PM:** **Housing Working Group Meeting #1** (Location TBD)
- April 25, 4-7 PM:** **Economic Development Group Meeting #1** (Dominion Payroll, 3220 Rockbridge St #300)

For more information visit: www.richmond300.com/workinggroups