Richmond 300: A Guide for Growth
Pre-Final Document
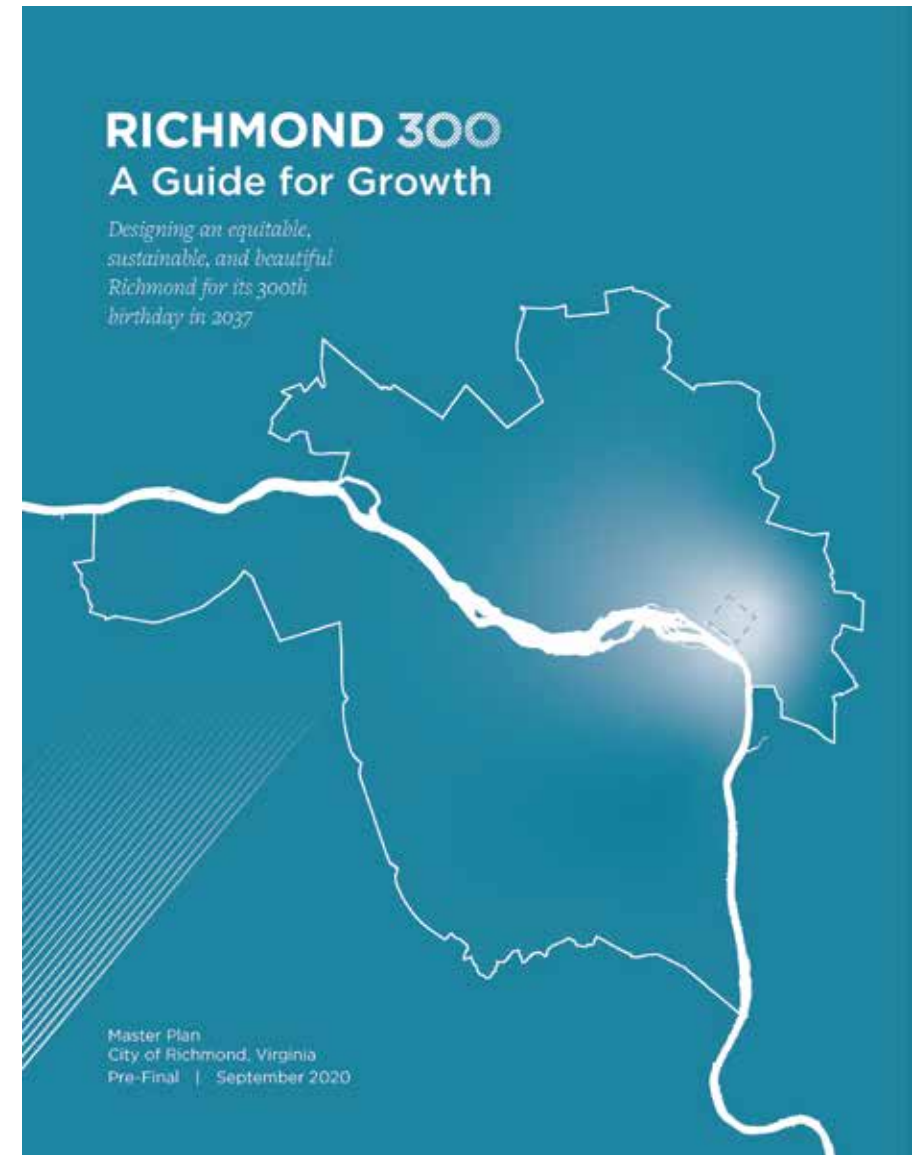
City Planning Commission
September 21, 2020

RICHMOND
300
A GUIDE FOR GROWTH

Pre-Final Plan

www.richmond300.com/prefinal

- Executive Summary

- Entire Plan

- Supporting Reports

- Future Land Use Map (Arc-GIS Online)

RICHMOND 300
A Guide for Growth

Designing an equitable, sustainable, and beautiful Richmond for its 300th birthday in 2037

Master Plan
City of Richmond, Virginia
Pre-Final | September 2020

Thank you!

- **21 members** of the *Richmond 300* **Advisory Council** who have volunteered their time for the last 2.5 years to help guide the development of this plan

- **209 participants** in *Richmond 300* **Working Groups** who crafted the goals, objectives, and strategies of the plan

- **70+ Staff** from **City departments** and **partnering agencies** who have provided their input throughout this process

- **Hundreds of members** **of civic and stakeholder groups** who invited the *Richmond 300* team to over **200 meetings** to discuss the plan

- **Over 2,000 attendees** of *Richmond 300* meetings, either in person or virtual, who provided their thoughts on the future of Richmond

- **Thousands of Richmonders** who took the time to complete **surveys** and **provide comments** that shaped this plan

We hope you see yourself and your input realized in this document.

Engagement Data

8,573 **Attendees** To community events/meetings and *Richmond 300* meetings

4,990 **Responses to surveys**

111 *Richmond 300* **meetings** Forums, Summit, Advisory Council, Sharing Sessions, Parking, Greater Scott's Addition, etc.

229 **Community meetings** civic associations, stakeholder groups, festivals, National Night Out

2,016+ **Comments on the maps & text** Received from the Working Groups, CC#2, and CC#3

**90** **Letters/emails** Received during CC#2 and CC#3 from individuals and organizations

Plan Overview

RICHMOND
300
A GUIDE FOR GROWTH

Existing Context

- Richmond is on the map.

- Richmond's growth has not benefited everyone.

- Richmond's central location within Virginia and the East Coast makes the city well-positioned for economic growth and prosperity.

- Richmond's 62.5 square miles provide ample opportunity to grow the population and the economy.

- Richmond 300 was developed by thousands of Richmonders.

- *Richmond 300* **provides a place-based integrated approach to guide investment and policy for a growing city.**
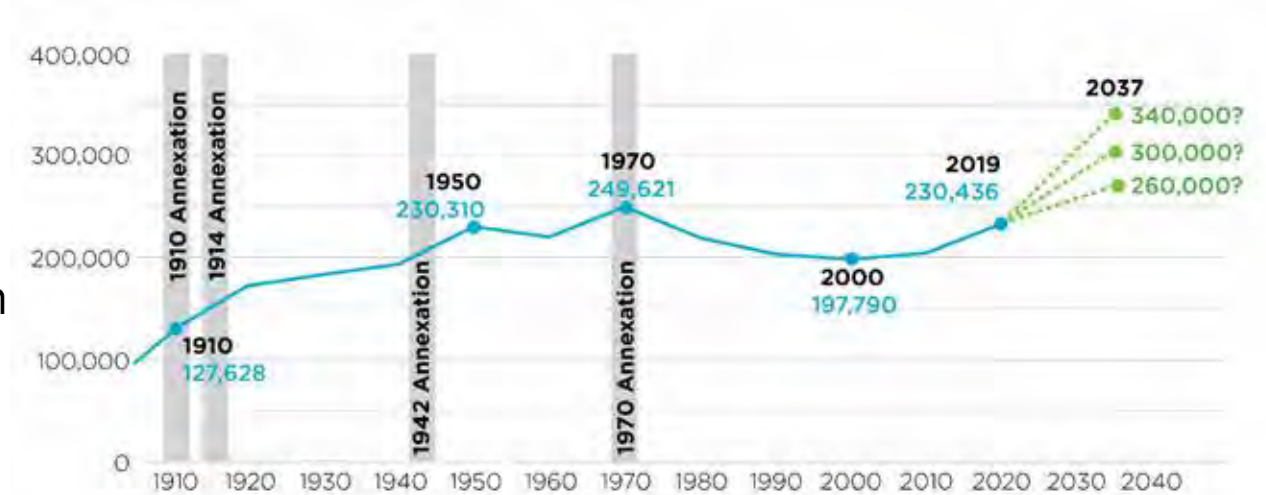
Historic and Projected Population, 1910-2037
Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2019 Population Est.; Population Projections by the Centure for Urban and Regional Analysis at Virginia Commonwealth University, 2017

Vision

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

Vision Story

The vision story helps to illustrate how the city-wide vision could be realized in the lives of Richmonders in 2037. What vision story would you tell?

In 2037, 6-year-old Isabella lives in a home that is affordable to her single parent, Alex.

Her baby sibling, Miguel, attends a nearby daycare.

Isabella's grandparents, Jerome and Tonya, recently downsized and now live in an apartment above Isabella's garage.

All members of Isabella's family thrive in Richmond because they 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.
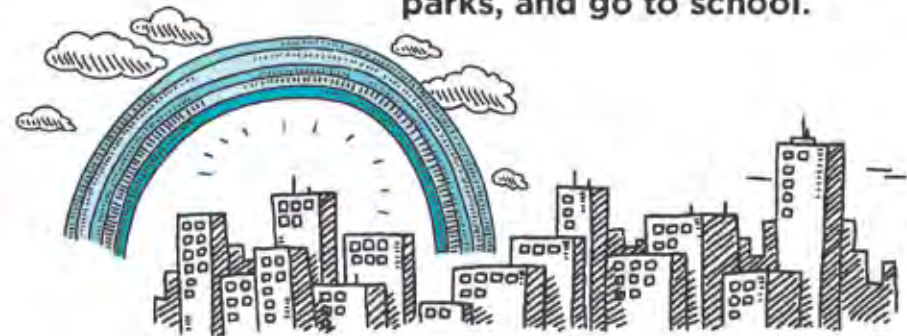
Isabella attends a highly rated socio-economically diverse public elementary school.

Alex has a job that pays a living wage and has the option to commute by transit.

Isabella's uncle Jack and his fiancé Mel just moved to Richmond from D.C. to work in the robust start-up scene. They live in a nearby apartment.

1 City-Wide Vision

3 Maps
to guide Richmond's growth

Nodes Map
Depicts the places where people and jobs are located and the convergence of many uses and multiple modes of transportation.

Future Land Use Map
Depicts how an area should look and feel in the future; not necessarily what the area is like today.

Future Connections Map
Depicts infrastructure improvements needed to support the envisioned development pattern.

5 Topic Visions
with goals, objectives, and strategies

HIGH-QUALITY PLACES

EQUITABLE TRANSPORTATION

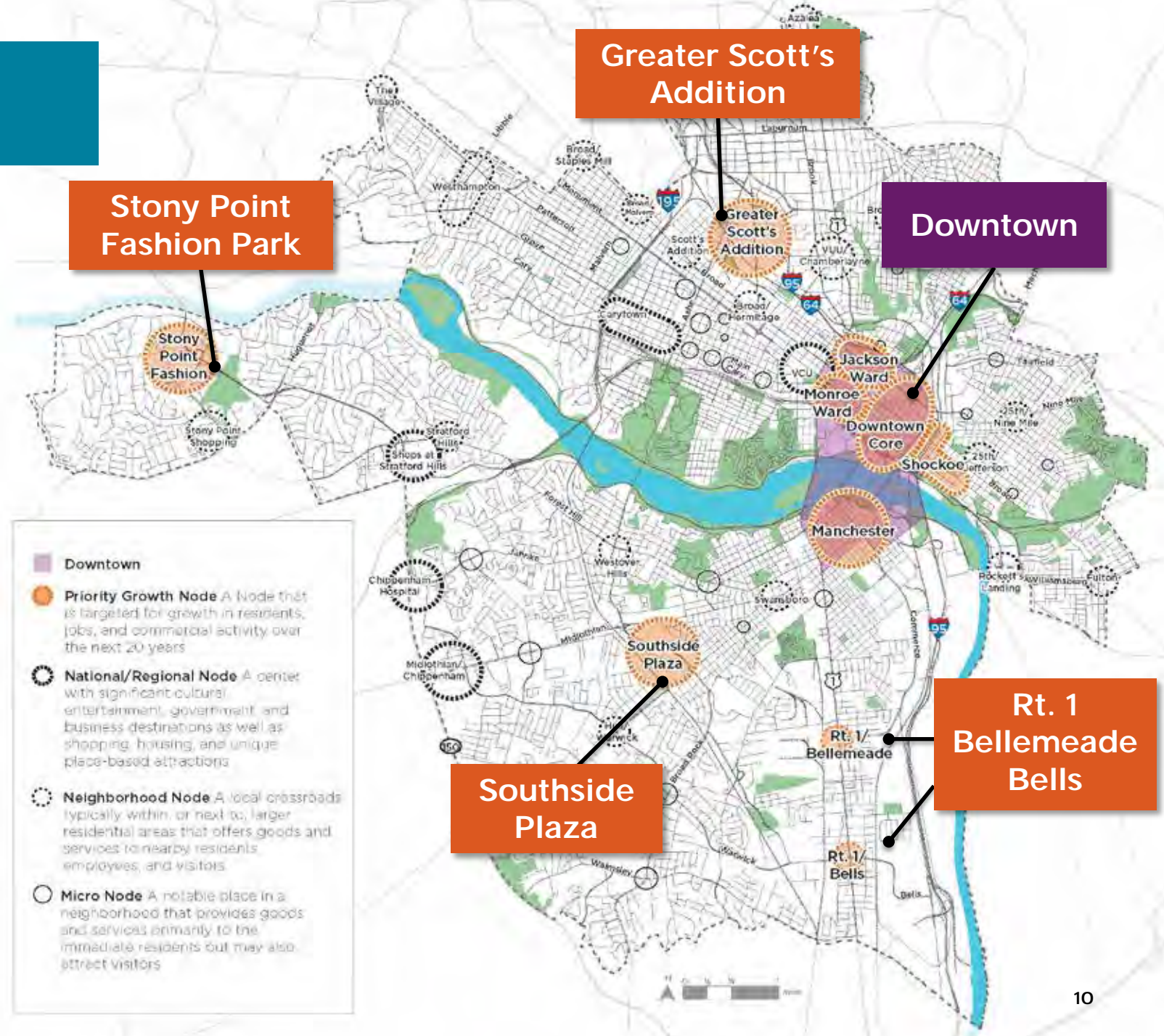**DIVERSE ECONOMY**

INCLUSIVE HOUSING

THRIVING ENVIRONMENT

Nodes

Nodes are places where people and jobs are today and may be in the future. Nodes are the convergence of many uses and multiple modes of transportation.

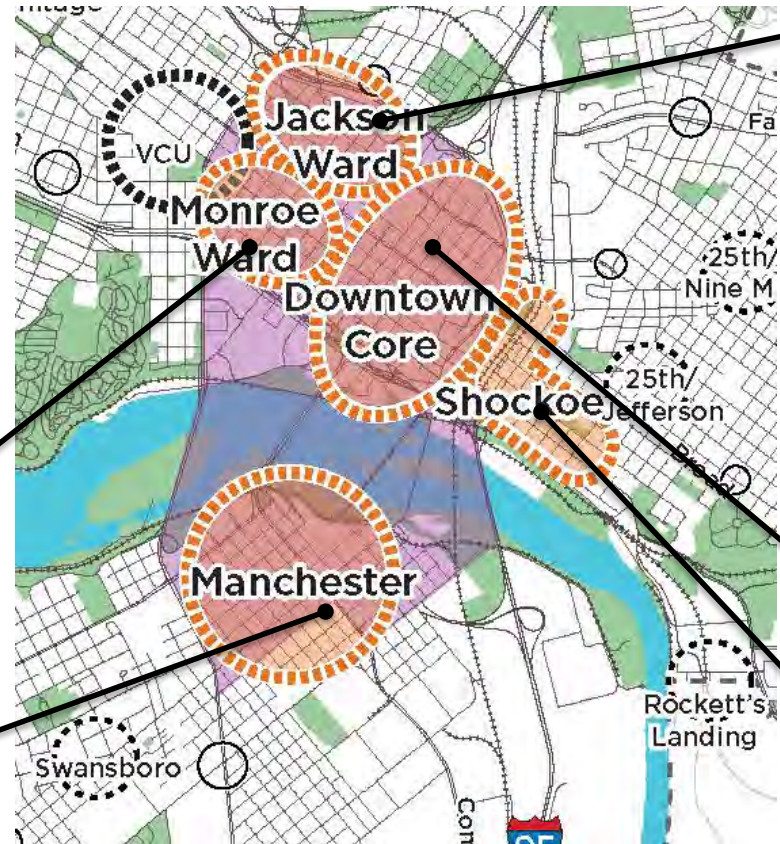**Priority Growth Nodes** are places the city is encouraging the most growth over the next 20 years.

Greater Scott's Addition

Stony Point Fashion Park

Downtown

Rt. 1 Bellemeade Bells

Southside Plaza

Downtown

Priority Growth Node A Node that is targeted for growth in residents, jobs, and commercial activity over the next 20 years

National/Regional Node A center with significant cultural, entertainment, government, and business destinations as well as shopping, housing, and unique place-based attractions

Neighborhood Node A local crossroads typically within, or next to, larger residential areas that offers goods and services to nearby residents, employees, and visitors

Micro Node A notable place in a neighborhood that provides goods and services primarily to the immediate residents but may also attract visitors

Jackson Ward

Monroe Ward

Manchester

Downtown Core

Shockoe
Small Area Plan Underway

Greater Scott's Addition

Ashe Boulevard

Crescent Park

Complete Streets

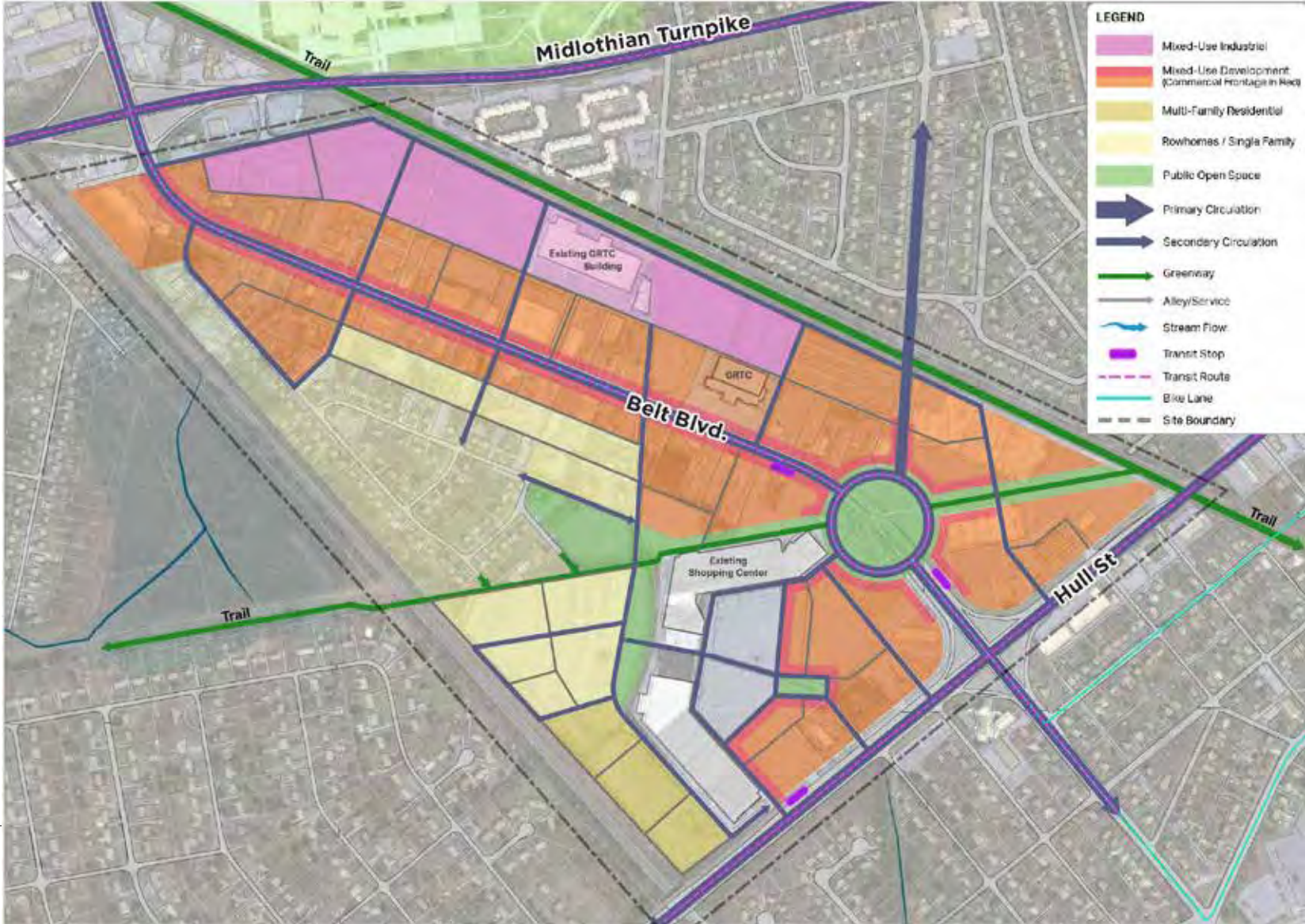Top diagram labels: 12' | 12' | 12' | 12' | 15' | 12' | 12' | 12' | 12'
110' ROW
PEDESTRIAN — VEHICLE — MEDIAN — VEHICLE — PEDESTRIAN

Bottom diagram labels: 7' | 8' | 7' | 8' | 11' | 10' | 14' | 10' | 11' | 7' | 11' | 5'
110' ROW
PEDESTRIAN — FLEXIBLE — BIORETENTION — PARKING — VEHICLE — MEDIAN — VEHICLE — BIORETENTION — GREENWAY — FLEXIBLE

LEGEND

▮	Commercial Frontage
▮	Mixed-Use Development
▮	Multi-Family Residential
▮	Rowhomes / Single Family
▮	Public Open Space
➡	Primary Circulation
➡	Secondary Circulation
➡	Greenway
➡	Alley/Service
∿	Stream Flow
▬	Transit Stop
▬ ▬	Transit Route
▬	Site Boundary

Future Land Use

Future land use designations are visionary and include language about how the area should look and feel in the future, but do not specify what an owner can or cannot legally do with their property.

Residential
Neighborhood Mixed-Use
Community Mixed-Use
Corridor Mixed-Use
Industrial Mixed-Use
Destination Mixed-Use
Downtown Mixed-Use
Industrial
Institutional
Public Open Space
National/Regional Node
Neighborhood Node
Micro Node
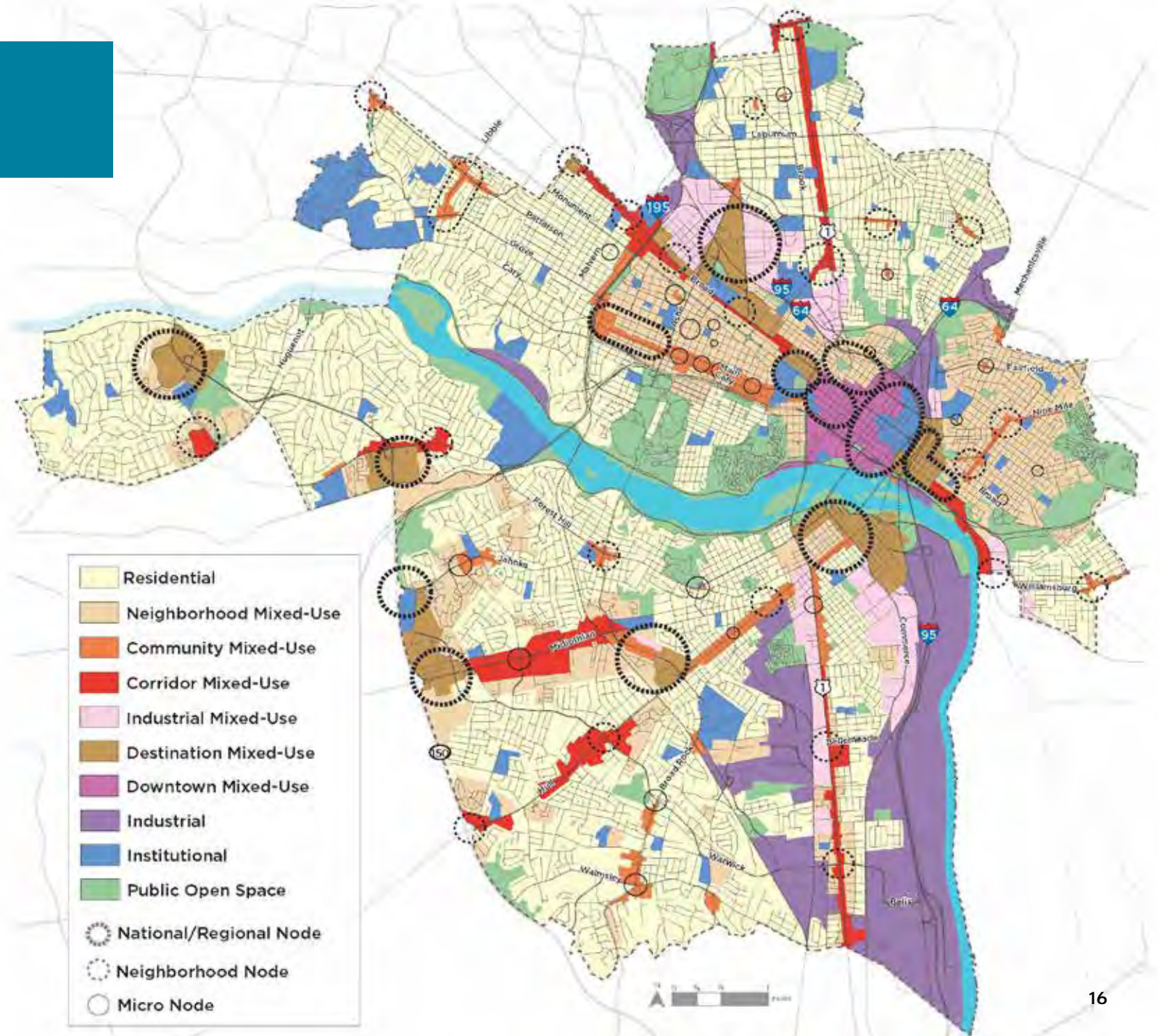
Residential

Neighborhood Mixed-Use

Community Mixed-Use

Community Mixed-Use – New Future Land Use Category

Cluster of medium-density, walkable commercial and residential uses that provide neighborhood services to nearby residential communities and sometimes feature regional attractions.

Community Mixed-Use – Continued.

Development Style: The building size, density, and zoning districts for these areas may vary significantly depending on historical densities and neighborhood characteristics. Future development should generally complement existing context. Uses generally may be mixed horizontally in several buildings on a block or vertically within the same building. Developments continue and/or introduce a gridded street pattern to increase connectivity.

Ground Floor: Ground floor uses engage with, and enliven, the street. Monolithic walls are discouraged, while windows, doors, storefronts, and other features that allow transparency and interaction between building and street are encouraged.

Community Mixed-Use – Continued.

Mobility: Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. Driveway entrances are required to be off alleys whenever possible; new driveways are prohibited on priority and principal streets. Parking areas are located within the structure and to the rear of buildings and require screening; shared parking requirements are encouraged.

Intensity: Buildings generally ranging from two to six stories, based on street widths and depending on the historic context and stepping down in height adjacent to residential areas, as necessary. New buildings that are taller than historical buildings should step back from the build-to line after matching the height of the predominant cornice line of the block.

Primary Uses: Retail/office/ personal service, multi-family residential, cultural, and open space.

Secondary Uses: Single-family houses, institutional, and government.

Corridor Mixed-Use

Industrial Mixed-Use

Destination Mixed-Use

Downton Mixed-Use

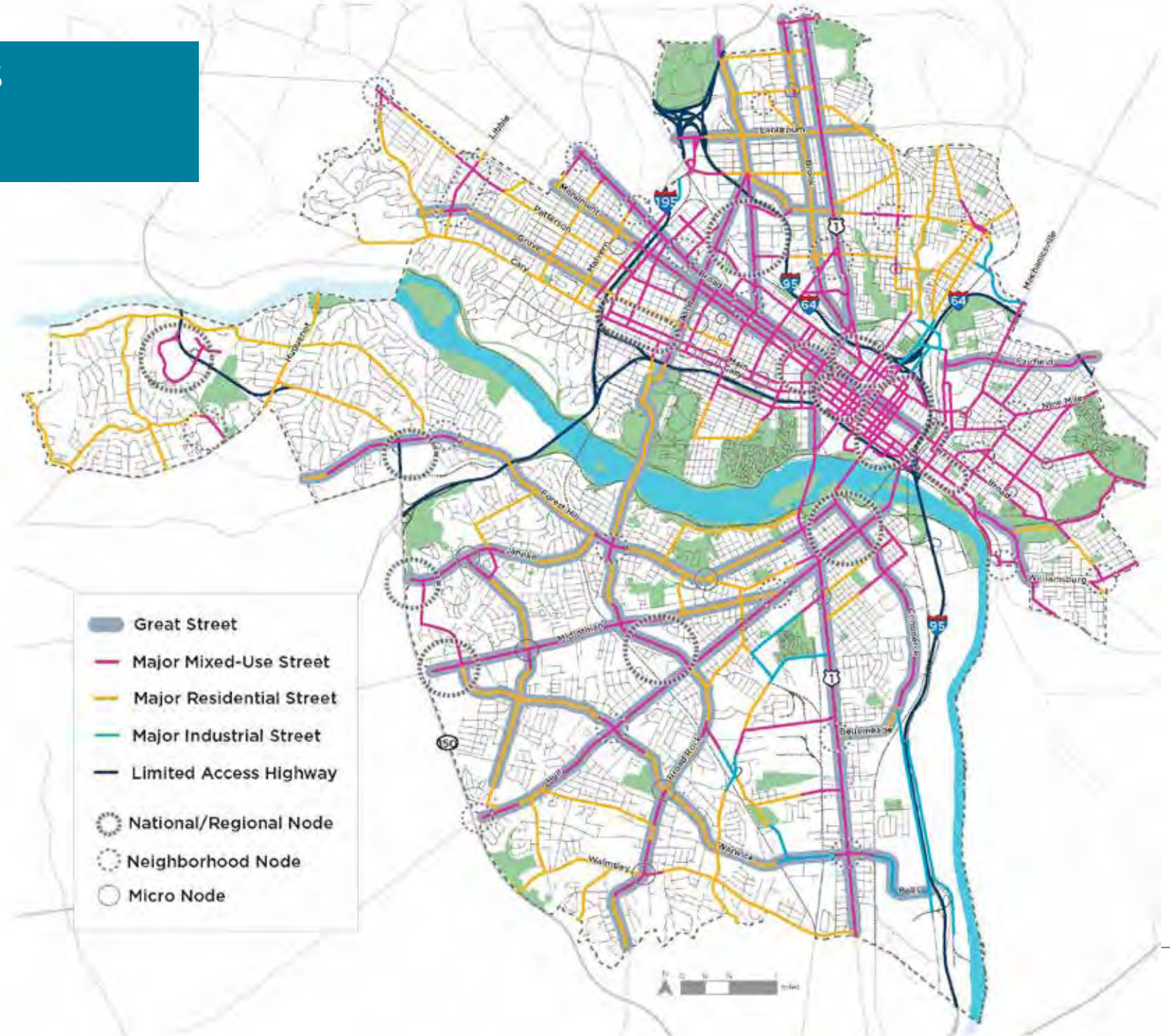# Industrial

Institutional

Public Open Space

Future Connections

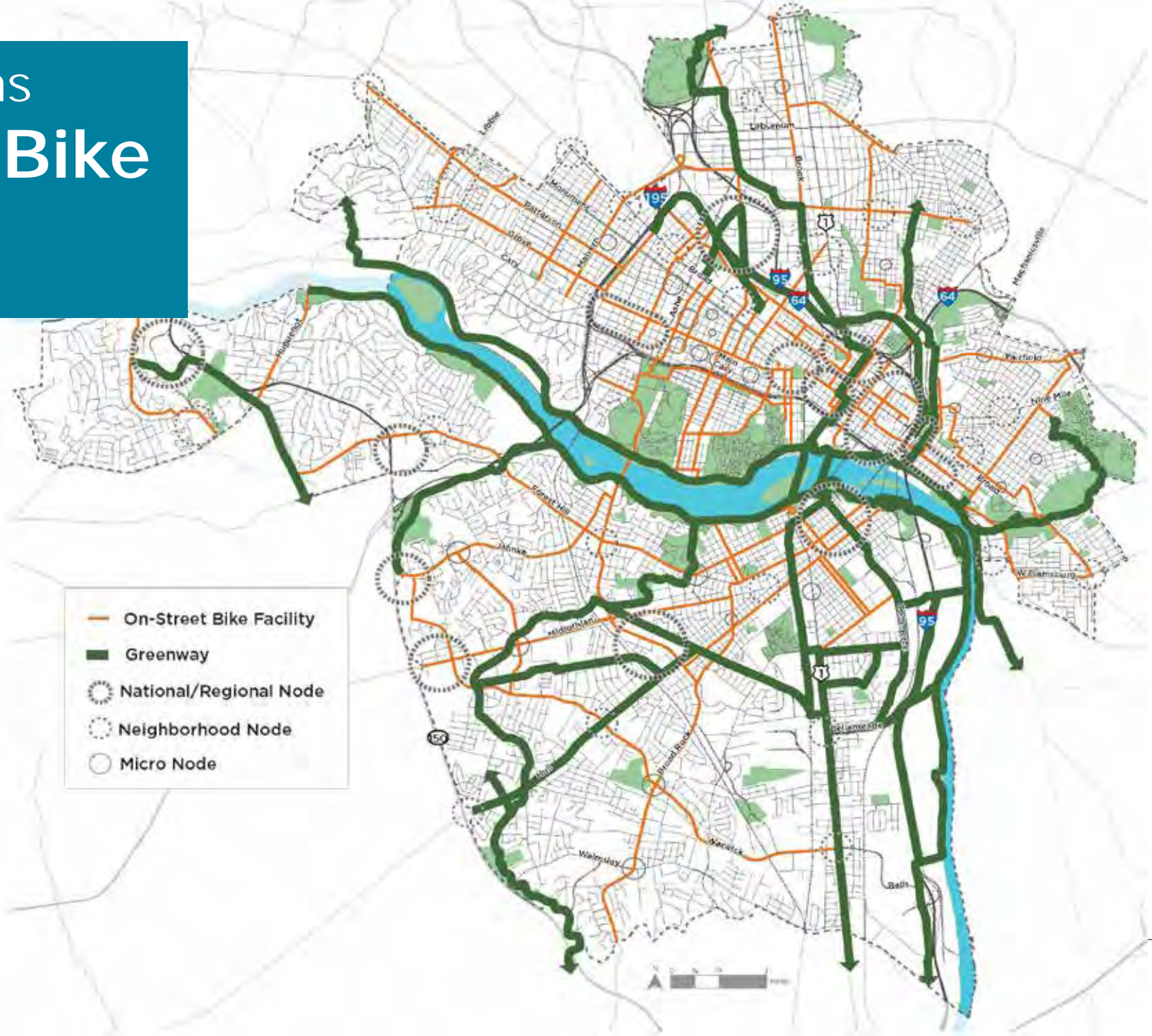The Future Connections provide equitable access to and among Nodes.

- Great Streets
- Street Typologies
- Bike Facilities
- Greenways
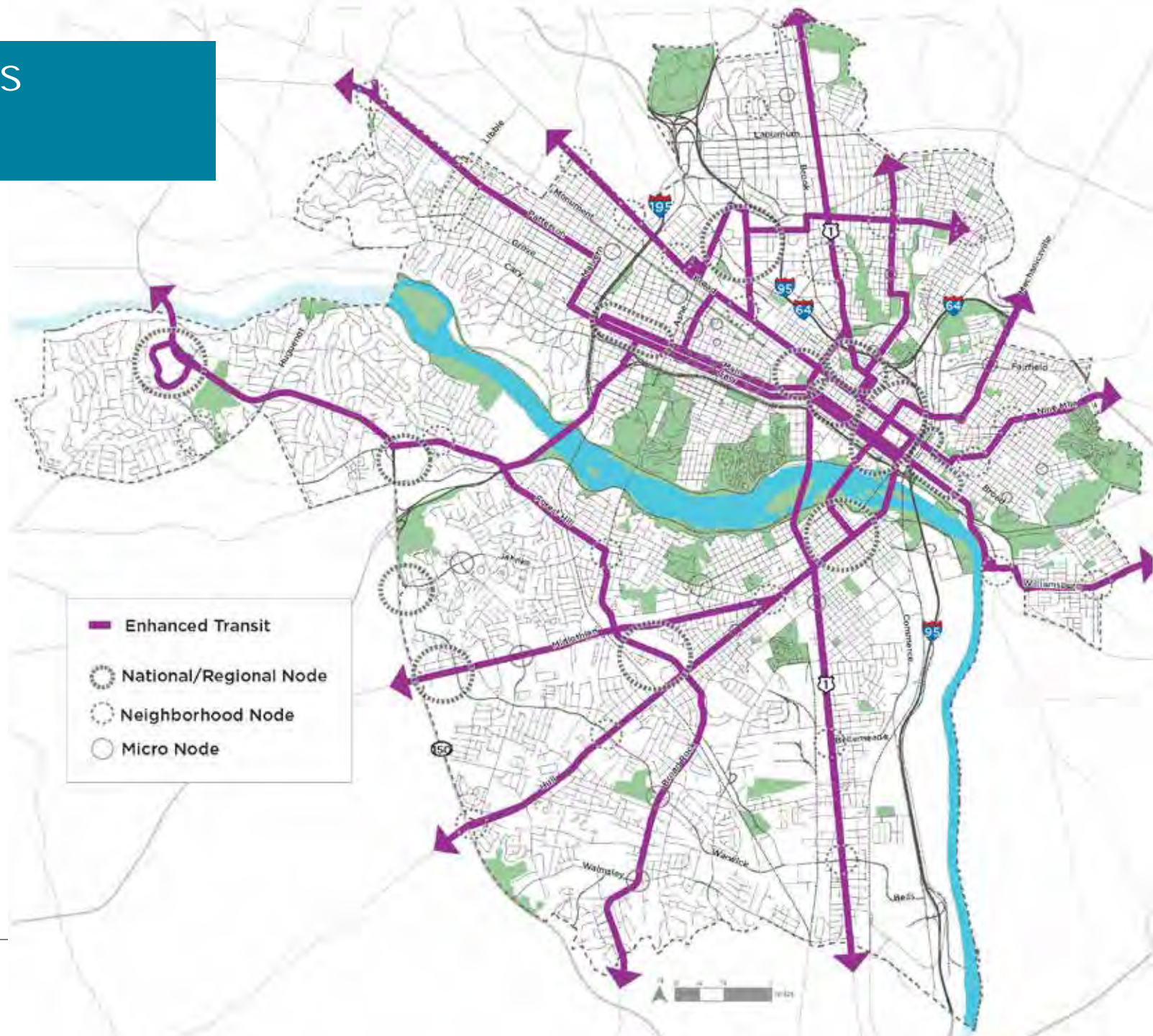- Enhanced Transit
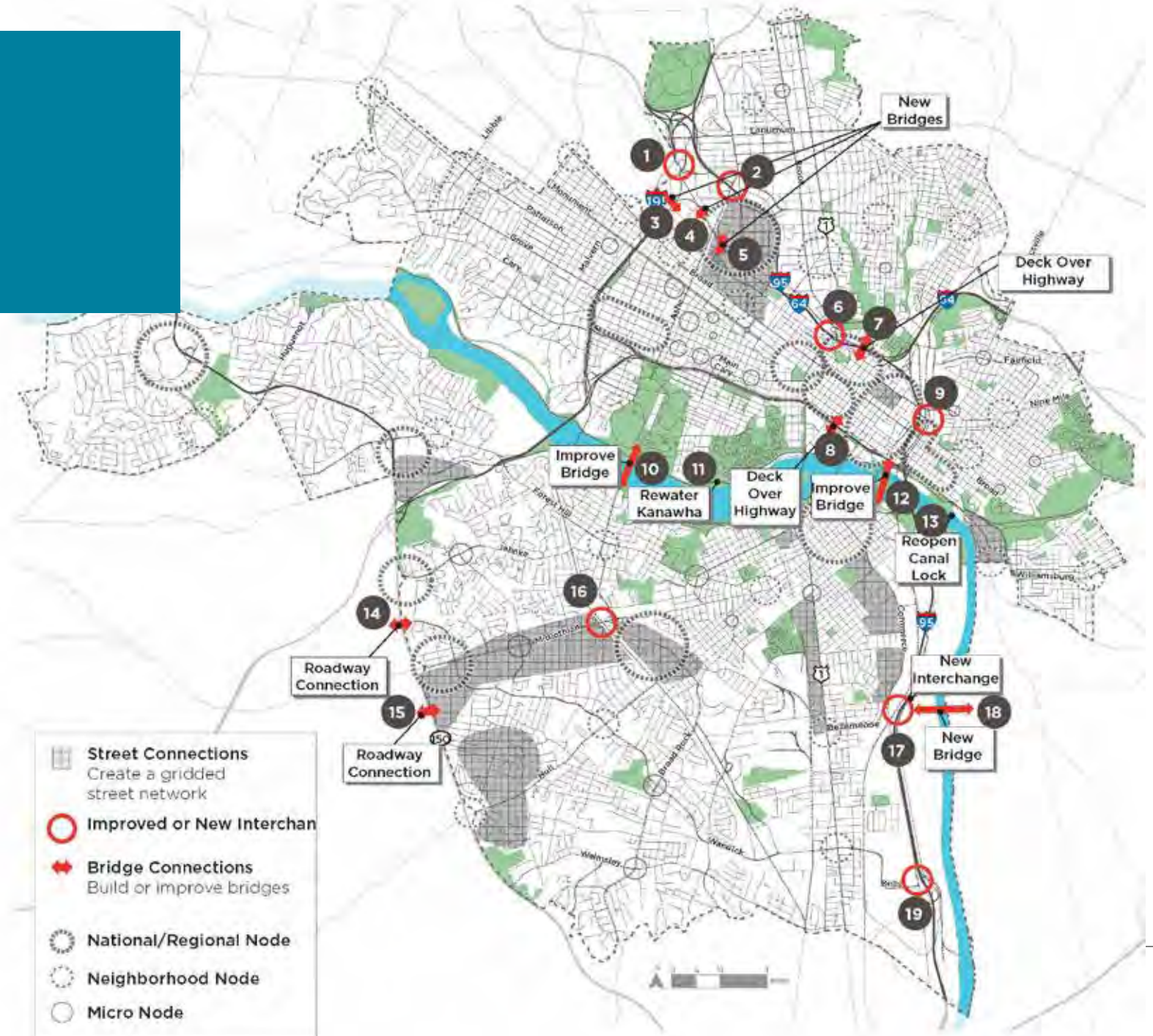- Street Grids
- Bridges
- Interchanges

Legend:
- Great Street
- Major Mixed-Use Street
- Major Residential Street
- Major Industrial Street
- Limited Access Highway
- National/Regional Node
- Neighborhood Node
- Micro Node

Future Connections
Greenways & Bike Facilities

Legend:
- — On-Street Bike Facility
- ▬ Greenway
- ⬡ National/Regional Node
- ⬡ Neighborhood Node
- ○ Micro Node

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Legend:
- Enhanced Transit
- National/Regional Node
- Neighborhood Node
- Micro Node

Future Connections
Bridges, Interchanges & Grids

5 Topic Visions

High-Quality Places

Richmond is a well-designed city of communities interconnected by a network of Nodes, public facilities, and open spaces providing services to residents, businesses, and visitors.

Equitable Transportation

Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

Diverse Economy

Richmond is home to a variety of businesses and industries that offer opportunities for quality employment and capital investment.

Inclusive Housing

Richmond is a city where all people can access quality housing choices.

Thriving Environment

Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

17 Goals, 70 Objectives, 413 Strategies

High-Quality Places

1: Complete Neighborhoods

2: City-Owned Assets

3: Historic Preservation

4: Urban Design

5: Planning Engagement

Equitable Transportation

6: Land Use & Transportation

7: Vision Zero

8: Non-Car Network

9: Streets, Bridges & Connections

10: New Technology

Diverse Economy

11: Jobs & Businesses

12: Tourism

13: Anchor Institutions

Inclusive Housing

14: Housing

Thriving Environment

15: Clean Air

16: Clean Water

17: Resilient & Healthy Communities

High-Quality Places Vision

Richmond is a well-designed city of communities interconnected by a network of Nodes, public facilities, and open spaces providing services to residents, businesses, and visitors.

As the Capital of the Commonwealth, Richmond leads the region in high-quality business and residential growth. Richmond's unique neighborhoods and districts, both historic and new, support a diversity of uses, the equitable accommodation of all phases of life, and the efficient use of land to promote sustainable and healthy lifestyles.

Goal 1: Complete Neighborhoods

Establish a city of complete neighborhoods that have access to Nodes connected by major corridors in a gridded street network.

Rezone
Objective 1.1 Rezone the city in accordance with the Future Land Use Plan, as shown in Figure 18 and described in Chapter 1.

Small Area Plans
Objective 1.2 Develop small area plans for areas that require more examination.

Jobs and Housing
Objective 1.3 Support the growth of jobs and housing in Nodes by using placemaking, clustering community-serving facilities at Nodes, and prioritizing infrastructure projects that encourage multi-modal accessibility to and from Nodes, as shown in Figure 19.

Residential Areas
Objective 1.3 Maintain and improve primarily residential areas by increasing their linkages to Nodes, corridors, parks, and open space, and maintaining high-quality design standards.

	Residential
	Neighborhood Mixed-Use
	Community Mixed-Use
	Corridor Mixed-Use
	Industrial Mixed-Use
	Destination Mixed-Use
	Downtown Mixed-Use
	Industrial
	Institutional
	Public Open Space
◯	National/Regional Node
◯	Neighborhood Node
◯	Micro Node

Goal 2: City-Owned Assets
Efficiently manage City-owned land and facilities.

New and Existing City Facilities

Objective 2.1 Align new facilities and improve existing City-owned facilities with the Future Land Use Plan.

Acquisition and Disposition

Objective 2.2 Create a real estate acquisition and disposition strategy, prioritizing increasing jobs, housing, access to parks, and other basic needs of low-income and traditionally marginalized communities.

Utilities

Objective 2.3:
Plan for expansion and improvement of utilities to support housing and employment centers.

Goal 3: Historic Preservation

Support growth that preserves the historical urban fabric and enhances understanding of Richmond's multi-faceted past.

Preservation

Objective 3.1 Preserve culturally, historically, and architecturally significant buildings, sites, structures, neighborhoods, cemeteries, and landscapes that contribute to Richmond's authenticity.

Demolition

Objective 3.2 Reduce the demolition of historical buildings.

Expand Representation

Objective 3.3 Broaden the constituency for historic preservation by more equally representing, preserving, and sharing the sites related to traditionally under-represented groups (e.g., Native Americans, Blacks).

Goal 4: Urban Design

Establish a distinctive city comprising architecturally significant buildings connected by a network of walkable urban streets and open spaces to support an engaging built environment.

Building Form
Objective 4.1: Create and preserve high-quality, distinctive, and well-designed neighborhoods and Nodes throughout the city.

Public Art
Objective 4.2: Integrate public art into the built environment to acknowledge Richmond's unique history and neighborhood identity, and engage the creative community, focusing public art efforts in areas that do not have public art today.

Open Space
Objective 4.3: Increase neighborhood access to, and through, a well-designed network of open spaces.

Walkability
Objective 4.4: Increase Richmond's walkability along all streets.

Goal 5: Planning Engagement

Foster a planning engagement culture that effectively and equitably builds people's capacity to organize to improve the city and their neighborhoods.

Public Knowledge

Objective 5.1: Increase public knowledge of planning processes and continuously engage civic associations, special interest groups, and traditionally under-represented groups in the planning process.

City Hall Engagement

Objective 5.2: Engage City staff, appointed commissioners, and elected officials in the planning process.

Equitable Transportation Vision

Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

Walking, biking, and transit options are the most convenient and used forms of transportation in Richmond; thereby improving the natural environment and our health. Richmond's multi-modal transportation system is high-quality and easy for all people to use regardless of income and physical abilities and seamlessly connects Richmond neighborhoods and attractions to each other, the region, and the nation.

Goal 6: Land Use and Transportation Planning

Align future land use and transportation planning to support a sustainable and resilient city.

Objective 6.1: Increase the number of residents and jobs at Nodes and along enhanced transit corridors in a land development pattern that prioritizes multi-modal transportation options.

In the planning and design of cities, far more attention must go toward serving the needs and aspirations of people and the creation of great places as opposed to expediting movement.

—Robert Cervero, et al, Beyond Mobility

Goal 7: Vision Zero

Systemically change the built environment to shift our safety culture and ensure that individuals are not killed or seriously injured on city streets.

Objective 7.1: Reduce all traffic-related deaths and serious injuries to zero by implementing the Vision Zero Action Plan.

Pedestrian-involved Crashes
- ■ Fatal Injury
- ■ Incapacitating Injury
- □ Non-Incapacitating Injury & Possible Injury

Cyclist-involved Crashes
- ▲ Fatal Injury
- ▲ Incapacitating Injury
- △ Non-Incapacitating Injury & Possible Injury

FIGURE 23 // Pedestrian- and Bicycle-involved Crashes, 2011-2016
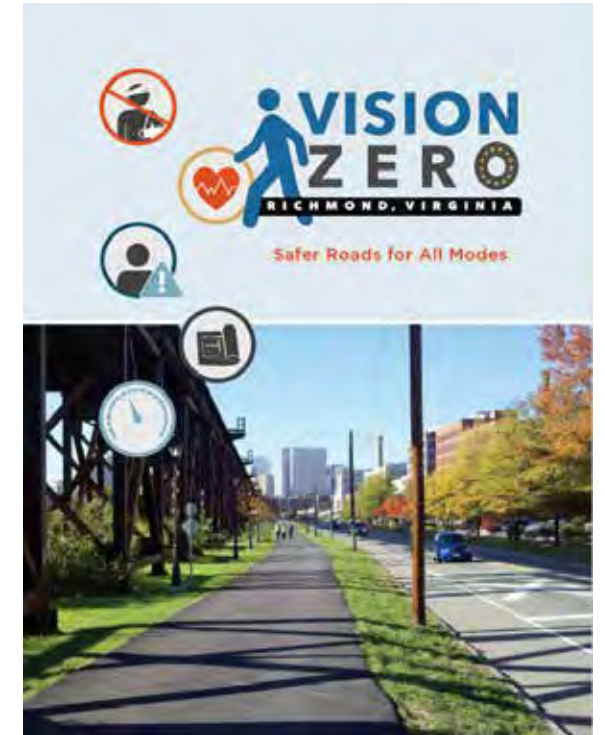
Goal 8: Non-Car Network

Enhance walking, biking, and transit infrastructure to provide universal access to all users, prioritizing low-income areas and areas within the high-injury street network.

Pedestrian Experience

Objective 8.1: Improve pedestrian experience by increasing and improving sidewalks and improving pedestrian crossings and streetscapes, prioritizing low-income areas.

Greenways

Objective 8.2: Increase the miles of greenways in an interconnected, regional network.

Bicyclist Experience

Objective 8.3: Expand and improve on-street networks and amenities serving bicyclists and slow-moving vehicles (less than 15 miles per hour), as shown in Figure 27.

Transit Experience

Objective 8.4: Increase transit service to serve existing and new riders so that 75% of residents live within a half mile of a transit line with service that comes every 15 minutes by 2040, as shown in Figure 28.

Intercity Travel

Objective 8.5: Increase the number of intercity travel options connecting the Richmond region to other regions and cities.

Transportation Demand Management

Objective 8.6: Increase the number of employers implementing Transportation Demand Management (TDM) strategies to shift individuals from single-occupancy vehicles to biking, walking, and transit for daily tasks.

Goal 9: Streets, Bridges, Grids
Build and improve streets and bridges to expand connectivity for all users.

Complete Streets
Objective 9.1: Improve streets for all users by aligning future land use categories with Complete Streets recommendations, prioritizing low-income areas and areas within the high-injury network.

Bridges
Objective 9.2: Improve and create bridges to strive for a high level of reliability, access, and safety, as shown in Figure 30.

Alleys
Objective 9.3: Increase the miles of alleyways and improve existing alleyways to manage circulation.

Grids
Objective 9.4: Strengthen the street network by preventing superblocks and encouraging gridded street networks and two-way streets.

Pavement
Objective 9.5: Improve 80% of street pavement to a condition index of good or better.

Parking
Objective 9.6: Implement parking strategies that effectively manage supply and demand of parking, as identified in the Parking Study Report, as shown in Figure 31, and improve the physical appearance of parking.

Goal 10: Emerging Transportation Technologies

Incorporate emerging technology into the transportation network in ways that seek to reduce single-occupancy vehicle use and reduce greenhouse gas emissions.

Signals

Objective 10.1 Expand and maintain the Richmond Signal System for better managed and safer transportation options.

New Mobility

Objective 10.2 Develop programs to manage new mobility and emerging shared transportation technologies.

Curb Management

Objective 10.3: Utilize technology to manage and monetize the curb to reduce vehicle miles traveled related to circling the block.

Electric Vehicles

Objective 10.4: Increase the number of low-emission vehicles.

Diverse Economy Vision

Richmond is home to a variety of businesses and industries that offer opportunities for quality employment and capital investment.

Richmond is a first choice location for businesses and investment because the city's transportation, housing, cultural, outdoor, commercial, and institutional amenities create a vibrant city. Richmonders of all income levels have opportunities for life-long learning and skill-building.

Goal 11: Jobs & Businesses

Foster an environment that supports the growth of existing and new small, medium, and large businesses, focusing on Nodes, major corridors, and industrial centers.

Zoning

Objective 11.1: Increase the areas of appropriately zoned land near various transportation modes and housing to retain, create, and attract employers.

Inclusivity

Objective 11.2: Implement equitable economic development strategies to expand inclusivity and opportunity.

Minority-Owned Businesses

Objective 11.3: Increase the number and support the growth of small businesses, start-ups, and women-owned and minority-owned businesses.

Industrial Land

Objective 11.4: Determine the acres of land needed and locations for future industrial users.

Marketing Nodes

Objective 11.5: Increase the number of jobs in Nodes by branding and marketing the Nodes.

Goal 12: Tourism

Develop tourism and attractions to further elevate Richmond's image and to continue to delight existing and future residents, employees, and visitors.

Attractions
Objective 12.1: Maintain, grow, and market Richmond's tourism attractions.

Events
Objective 12.2: Host regional, national, and international events.

Lodging
Objective 12.3: Increase the availability and options for lodging in the city.

Visitor Facilities
Objective 12.4: Increase the availability and options for lodging in the city.

Goal 13: Anchor Institutions

Leverage institutions to strengthen job sectors and collaborate on land planning.

Cooperative Relations

Objective 13.1: Create new and support existing cooperative relationships between institutions and neighborhoods.

Institutional Planning

Objective 13.2: Encourage institutional development and expansion through policy and careful consideration of land resources.

Inclusive Housing Vision

Richmond is a city where all people can access quality housing choices.

By preserving and increasing housing options, Richmond supports existing and new residents, regardless of income. As the city grows, Richmond provides options to existing residents, preventing involuntary displacement and reducing housing disparities. Housing is the foundation of inclusive Richmond neighborhoods that are walkable with adequate linkages to services, goods, and open spaces.

Goal 14: Housing

Preserve, expand, and create mixed income communities, by preserving existing housing units and developing new ones—both renter- and owner-occupied—throughout the city.

"You Don't Have to Live Here"

Why Housing Messages Are Backfiring and 10 Things We Can Do About It

2020

Communications
Objective 14.1: Increase city-wide awareness of the importance of integrating affordable housing into every residential neighborhood so every household has housing choice throughout the city.

Homelessness
Objective 14.2: Ensure that homelessness is rare, brief, and one-time.

10,000 Units
Objective 14.3: Create 10,000 new affordable housing units for low- and very low-income households over the next 10 years.

Mixed-income Communities
Objective 14.4: Increase the number of mixed-income communities along enhanced transit corridors.

Goal 14: Housing

Preserve, expand, and create mixed income communities, by preserving existing housing units and developing new ones—both renter- and owner-occupied—throughout the city.

More Housing Types

Objective 14.5: Encourage more housing types throughout the city and greater density along enhanced transit corridors and at Nodes (shown in Figure 38) by amending the Zoning Ordinance.

RRHA Properties

Objective 14.6: Transform Richmond Redevelopment and Housing Authority (RRHA) public housing properties into well-designed, walkable, mixed-use, mixed-income, transit-adjacent communities.

Mobile Home Parks

Objective 14.7: Re-imagine the future of manufactured home parks.

Displacement

Objective 14.8: Develop inclusionary and equitable housing options for our gentrifying neighborhoods to prevent involuntary displacement.

Age In Place

Objective 14.9: Assist households that desire to age in place in their neighborhoods.

Thriving Environment Vision

Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

Carbon emissions are low, air and water quality are high, and city-wide solid waste production is minimal. The City is positively adapting to the effects of a changing climate, with a built environment that enhances and protects natural assets, including the James River. All residents have equitable access to nature and a healthy community.

Goal 15: Clean Air

Improve air quality within the city and the region, achieve a 45% reduction in greenhouse gas emissions within the city by 2030, and achieve net zero greenhouse gas emissions within the city by 2050 via RVAgreen 2050.

Transportation Pollution
Objective 15.1: Reduce air pollution related to transportation.

City Infrastructure and Facilities Pollution
Objective 15.2: Reduce air pollution related to City infrastructure and facilities.

Private Building Pollution
Objective 15.3: Reduce air pollution related to private buildings.

Waste
Objective 15.4: Reduce the amount of waste going to landfills.

Goal 16: Clean Water

Improve local water quality and manage the built environment to enhance and protect natural assets such as the James River.

Streams
Objective 16.1: Restore all streams to healthy riparian areas.

Conservation
Objective 16.2: Place an additional 100 acres under conservation easement, prioritizing conservation of land that creates connected green corridors.

Water Use
Objective 16.3: Reduce water consumption by 10% per capita.

Green Infrastructure
Objective 16.4: Increase green stormwater infrastructure throughout the city, prioritizing areas with a high heat vulnerability index score.

Goal 17: Resilient and Healthy Communities

Positively adapt to the effects of a changing climate via RVAgreen 2050, and ensure that all residents have equitable access to nature and a healthy community.

Park Access

Objective 17.1: Increase the percentage of Richmonders within a 10-minute walk of quality open space to 100%, prioritizing low-income areas with a high heat vulnerability index rating, with a long-term goal of having all Richmonders within a 5-minute walk of a quality open space, as shown in Figure 41 and Figure 42.

Tree Canopy

Objective 17.2: Increase city-wide tree canopy from 42% to 60% (see Figure 43) and seek to achieve a 30% tree canopy in all neighborhoods, prioritizing areas with a high heat vulnerability index rating and low tree canopy coverage.

Urban Heat

Objective 17.3: Reduce urban heat, prioritizing areas with a high heat vulnerability index rating.

Food Access

Objective 17.4: Expand access to the local healthy food system, prioritizing residents in low-income areas.

Rain Events

Objective 17.5: Reduce the impact from heavy rainfall events and sea level rise.

Infrastructure Resiliency

Objective 17.6: Increase the resiliency of infrastructure and community assets.

Biodiversity

Objective 17.7: Increase and enhance biodiversity within Richmond.

Light Pollution

Objective 17.8: Reduce light pollution

Implementation:
Metrics

Richmond 300 outlines 22 metrics, each with the following:

- Desired trend: increase or decrease
- Baseline statistic
- Baseline year
- Data source and notes

Data for metrics should be updated every other year in the Annual Report.

Sample Metrics:

Metric	Desired Trend	Baseline Statistic	Baseline Year	Data Source	Data Notes
Total population	Increase	230,436	2019	Census	Census, 2019 Population Estimates
Total Jobs	Increase	204,125	2020	Census	ESRI Business Analyst Online, Business Summary
% population in poverty	Decrease	21.9%	2018	Census	2018 ACS 1-Year Estimates (Table S1701) 47,857 (+/- 6,758) / 219,006 (+/- 1,770)
% population with a high-school degree	Increase	85.1%	2018	Census	2018 ACS 1-Year Estimates (Table S1501) 137,195 (+/- 3,294) high school graduate or higher / 161,126 (+/- 274) population 25 years and over
% of population with a post-secondary degree	Increase	41.9%	2018	Census	2018 ACS 1-Year Estimates (Table S1501) 67,516 (+/- 3,246) bachelor's degree or higher / 161,126 (+/- 274) population 25 years and over
Median income (adjusted for inflation using 2019 as baseline for inflation)	Increase	$61,937	2018	Census	2018 ACS 1-Year Estimates (Table S1901) $61,937 (+/- 94)
City-wide WalkScore	Increase	52	2020	WalkScore	Walk Score.com
% population living within 1/2 mile of high-frequency transit*	Increase	51.7%	2014-2018	Census, GRTC	ESRI Business Analyst Online, 2014-2018 ACS 5-Year Estimates 115,800 (+/- 2,720) / 223,787
% of jobs within 1/2 mile of high-frequency transit*	Increase	77.7%	2020	Census, GRTC	ESRI Business Analyst Online, Business Summary 158,644 / 204,125
# of deaths and severe injuries due to transportation crashes	Decrease	193	2019	VDOT	VDOT Crash Data
Miles of bike lanes	Increase	49	2020	City	DPW

Implementation:
Big Moves

- Priority actions for Richmond to work toward in the next 5 years to set the city up for success in the next 20 years.

- The Big Moves intentionally seek to **expand equity, increase the sustainability, and beautify** of our city.

- Chapter 7 includes key benefits, vision/goal alignment, and action steps for each Big Move.

Re-Write the Zoning Ordinance
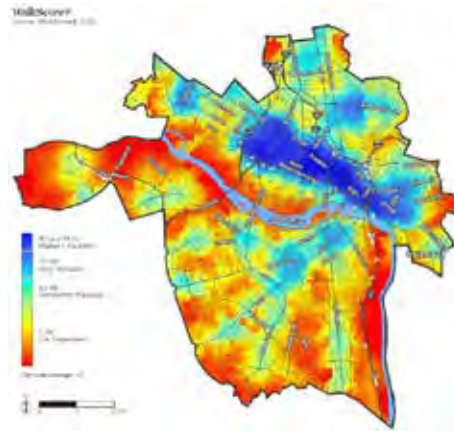
Re-Imagine Priority Growth Nodes

Expand Housing Opportunities

Provide Greenways & Parks for All

Reconnect the City

Realign City Facilities

Implementation:
Reporting

Annual Report should include the following :

- **Metrics:** Updated every other year, this section includes new statistics for the metrics described at the beginning of each this chapter.

- **Big Moves:** A summary of the actions that have transpired to advance each Big Move since the last Annual Report was published. The actions may include, but are not limited to, the action steps outlined in Chapter 7.

- **Other Goals:** A summary of any other actions undertaken in an effort to advance any of the 17 Goals outlined in Chapters 2 through 6 of that have transpired since the last Annual Report was published.

RICHMOND 300
A Guide for Growth

Designing an equitable, sustainable, and beautiful Richmond for its 300th birthday in 2037

Annual Report
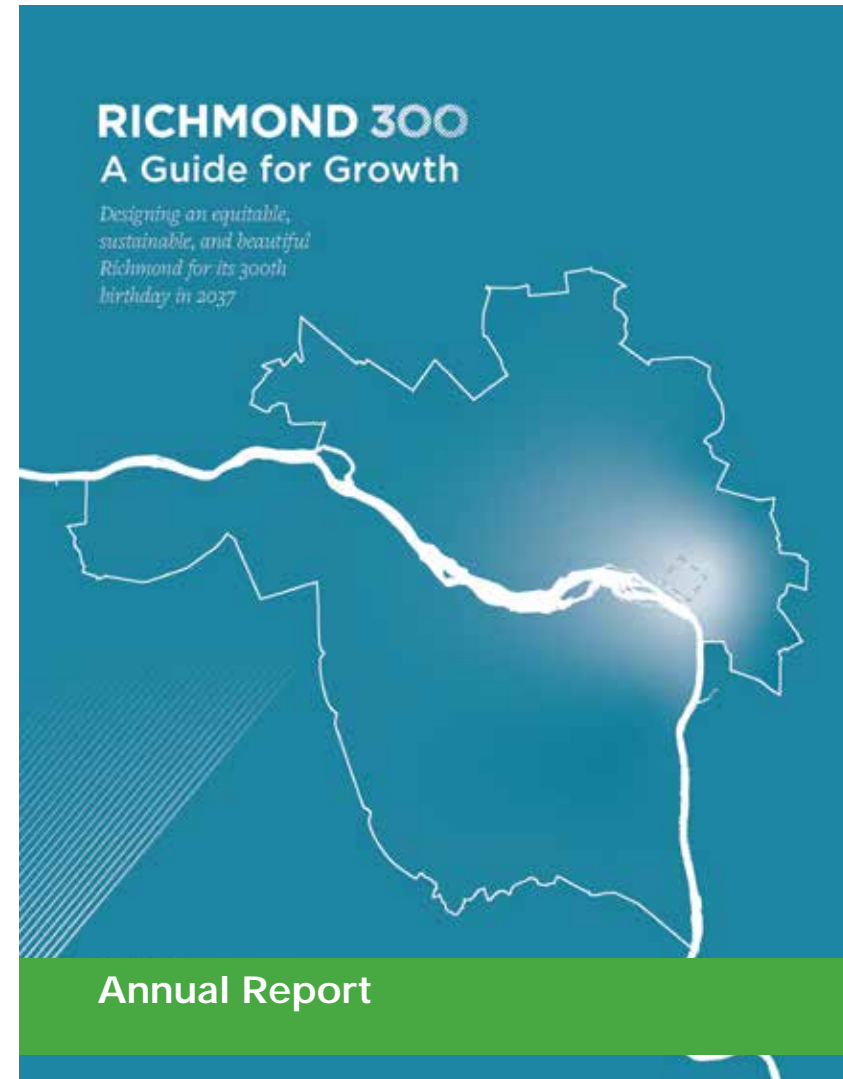
Draft to Pre-Final Changes

RICHMOND
300
A GUIDE FOR GROWTH

CC#3 (May –July 2020)

- **5 pre-CC#3 meetings** with 45 community leaders that work with/represent traditionally under-represented communities

- **70 letters or emails** received with **308 comments**

- **829 comments** on the Draft (779) and future land use map (50)

- **318 questions were asked** during 11 virtual summits in which **662 people participated** (60 people on average at each), and **586 views** and **646 downloads** of the summit recordings

- **23 meetings** with stakeholder groups and commissions (Venture, Oregon Hill, Westhampton, Randolph, Hermitage Road, Church Hill, CAR, PAC, etc.) with **449 attendees**
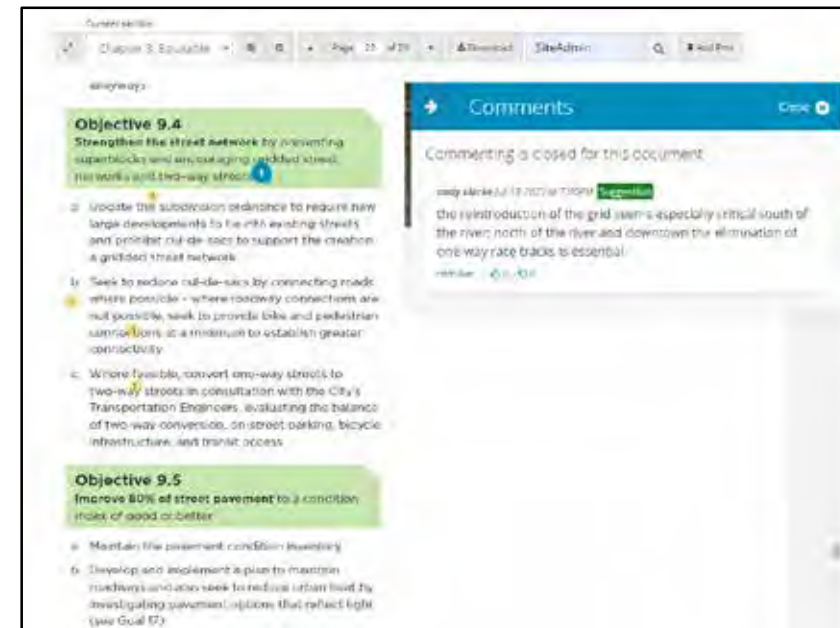
Summary of Major Changes

See Memo dated 9/17/20 for descriptions of the items below.

- **Executive Summary**

- **Introduction**

- **Chap. 1**: Nodes, Future Land Use, Future Connections

- **Chap. 2:** Goal 1, Goal 2, Goal 3

- **Chap. 5:** Objectives reordered

- **Chap. 6:** Goal 17 objectives reordered

- **Chap. 7:** Entirely new chapter

Moving from Pre-Final to Final

PDR Recommended Adjustments:

1. Add population chart and text about population projections to the Executive Summary.

2. Insert letter from PDR Director and CPC Chair.

3. Define the term "greenways."

4. Adjust bike facilities in Oregon Hill (comment from community member).

5. Add new Objective 8.7 with strategies for the Port and Freight Rail (Plan RVA comment).

6. Add call-out box adjacent to Obj. 17.4 with summary of grocery store market analysis completed by CURA.

7. Expand the table of contents to include the goals, and include a figure list and table list.

8. Revise process diagram and add engagement data in Appendix B.

9. Create PDFs with more bookmarks for the Plan and Supporting Reports PDFs.

Next Steps

- **September 29**
  Release Final Plan
  Including editorial corrections and aforementioned adjustments

- **October 5, 1:30 P.M.**
  City Planning Commission Meeting
  Adopt the Final Plan

  Virtual meeting link to be shared on the Planning Commission Agenda at:
  https://richmondva.legistar.com/Calendar.aspx%C2%A0

Contact Information

646-6348

richmond300@richmondgov.com

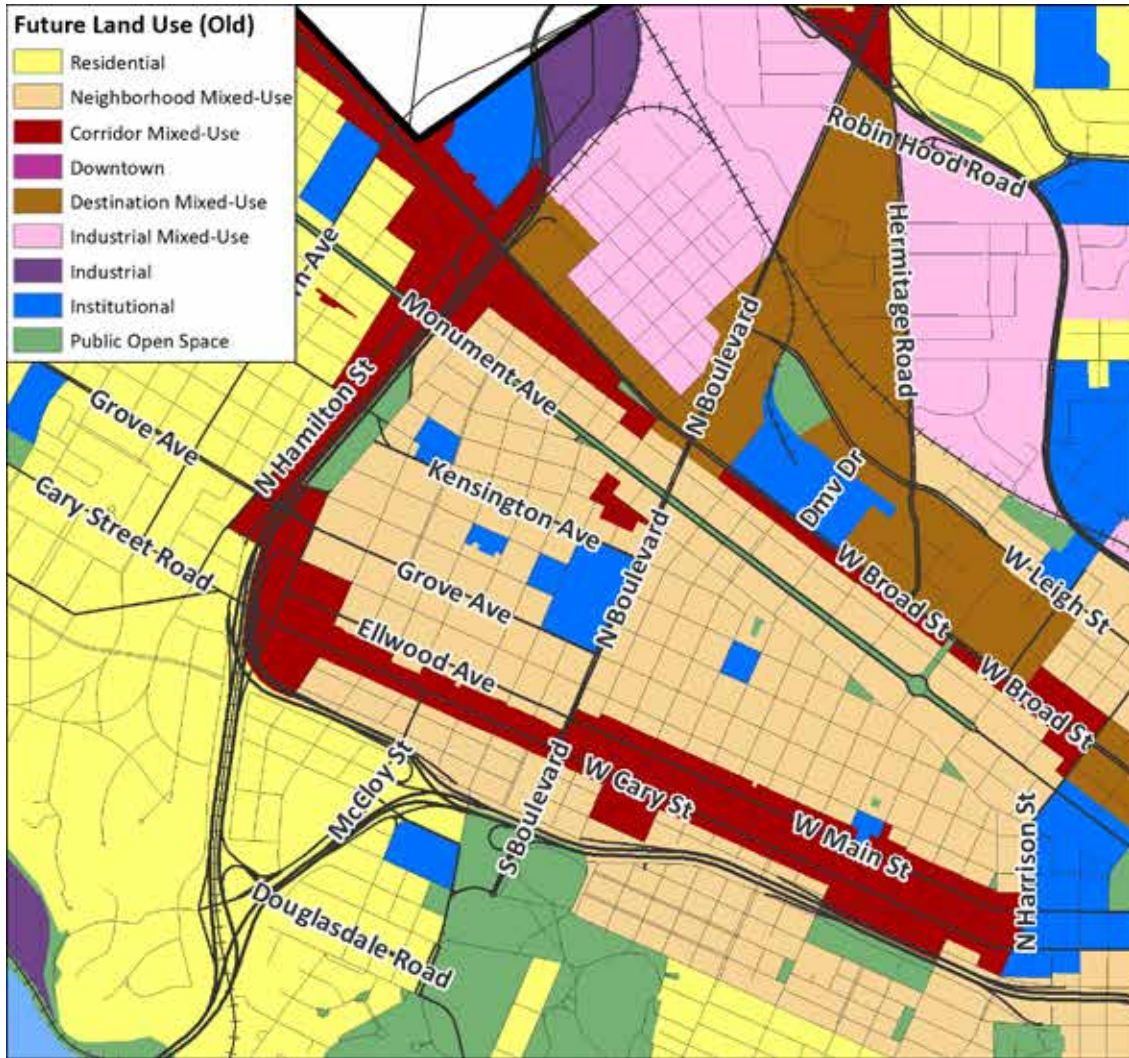richmond300.com

facebook.com/richmond300

instagram.com/richmond300

Thank you!
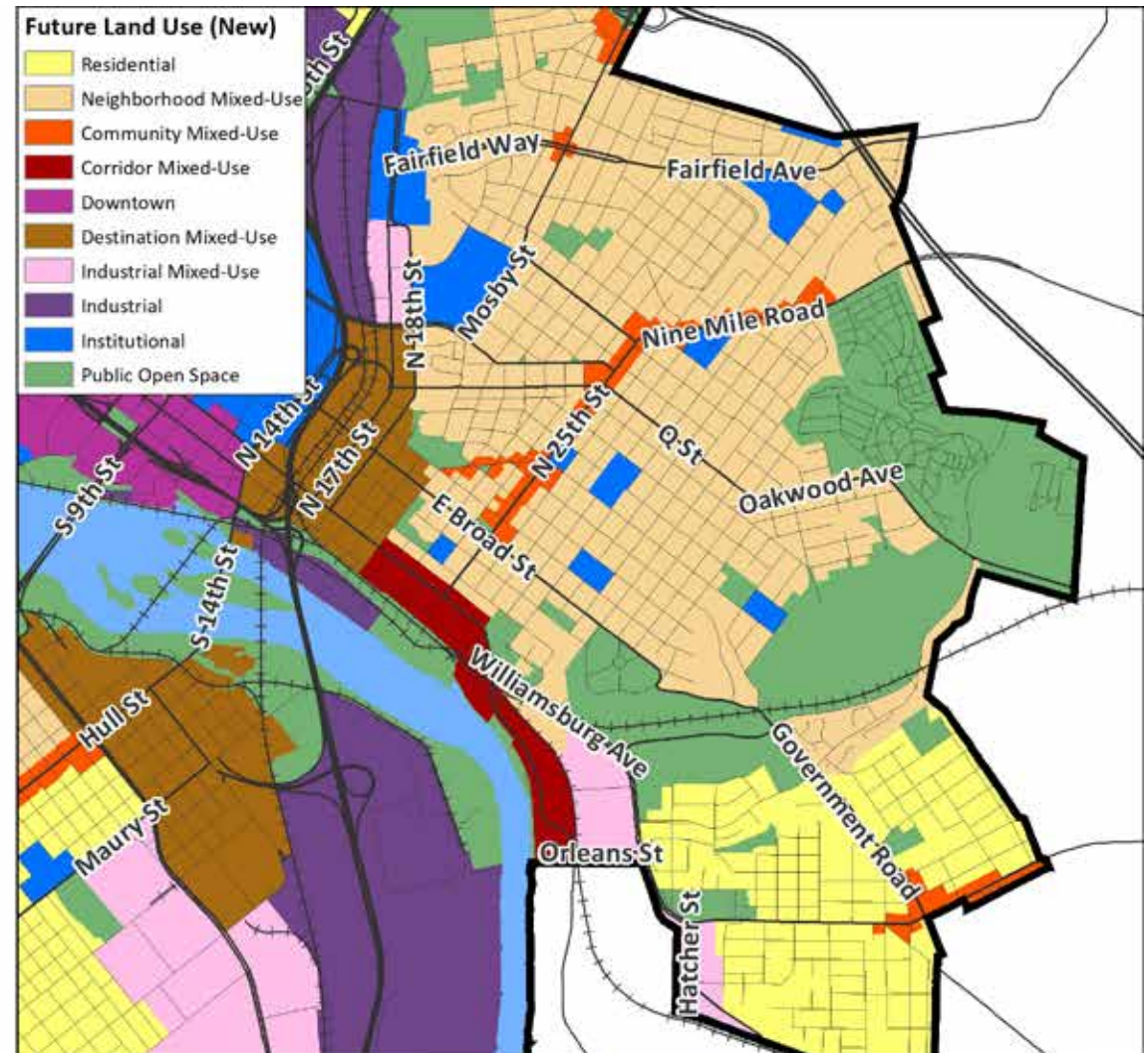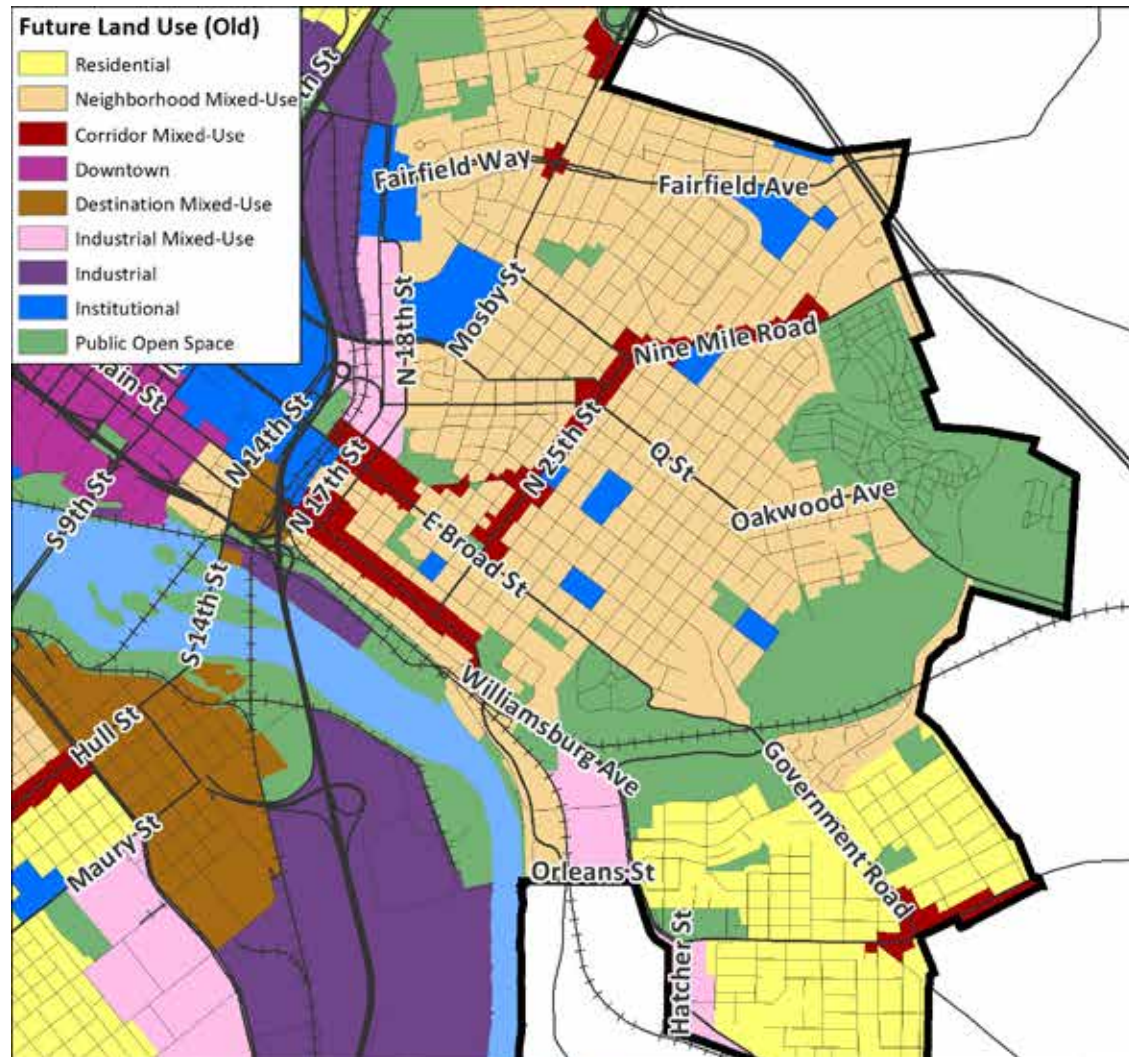
Q&A

RICHMOND 300

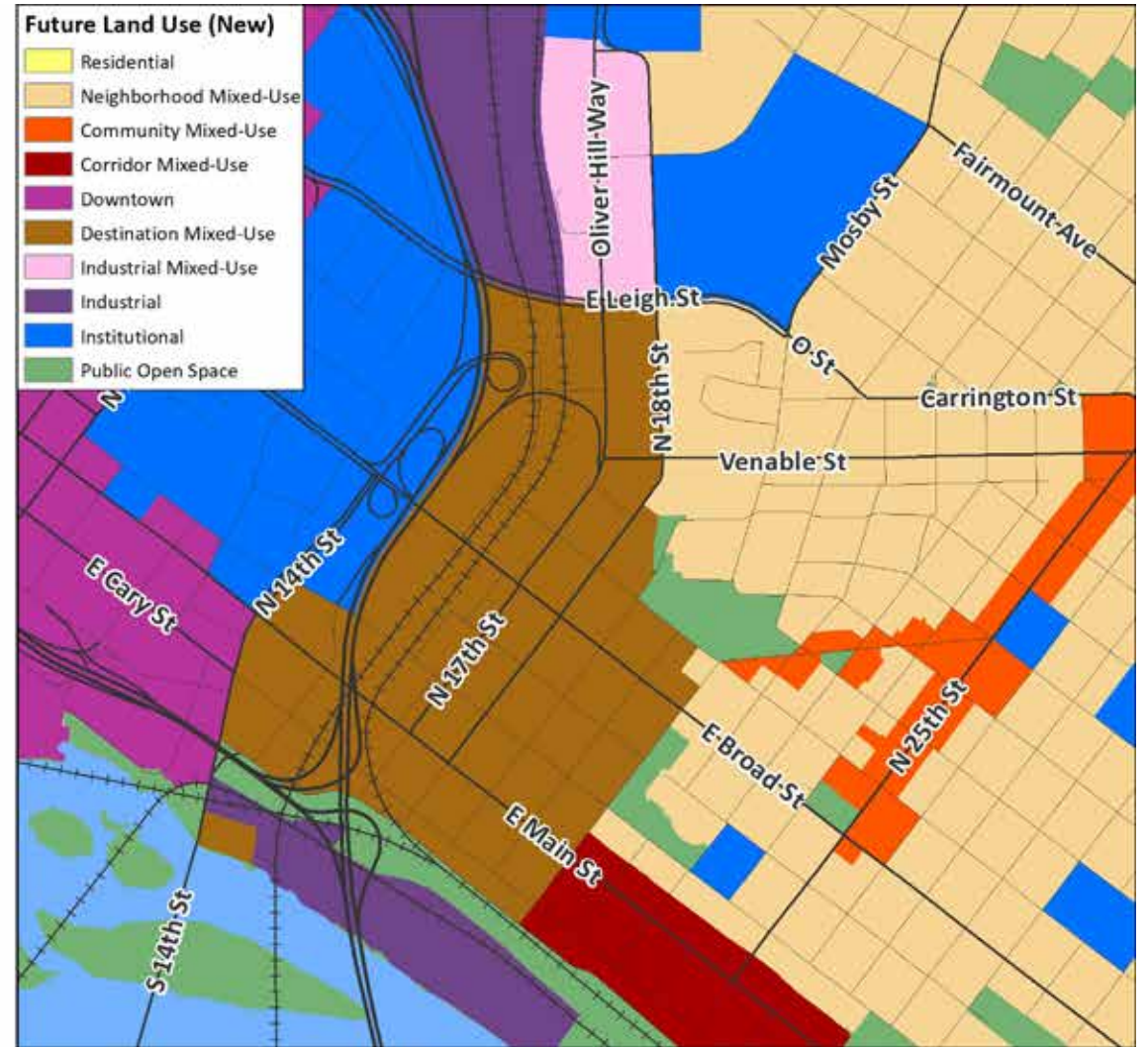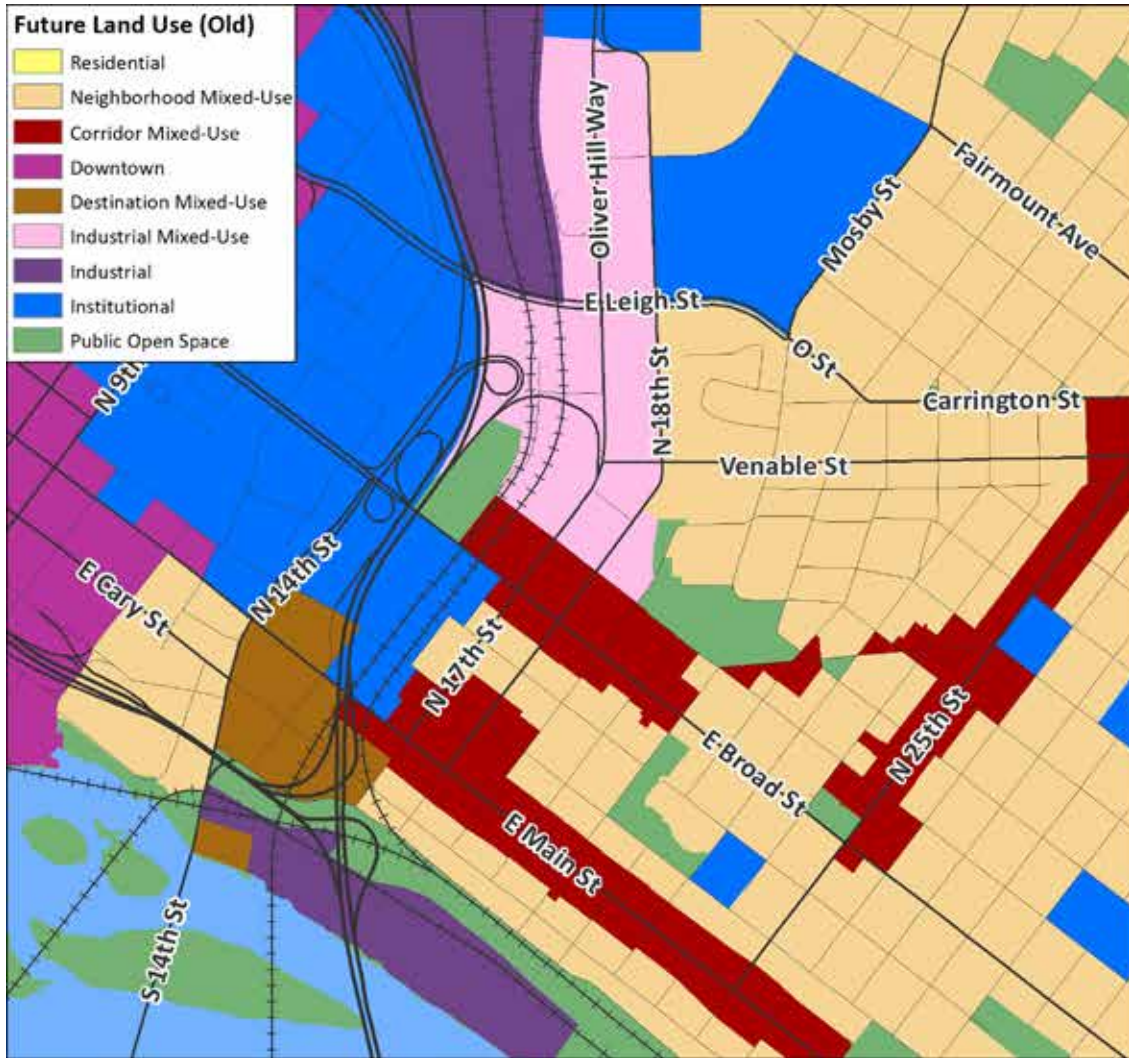A GUIDE FOR GROWTH

Westhampton – Future Land Use
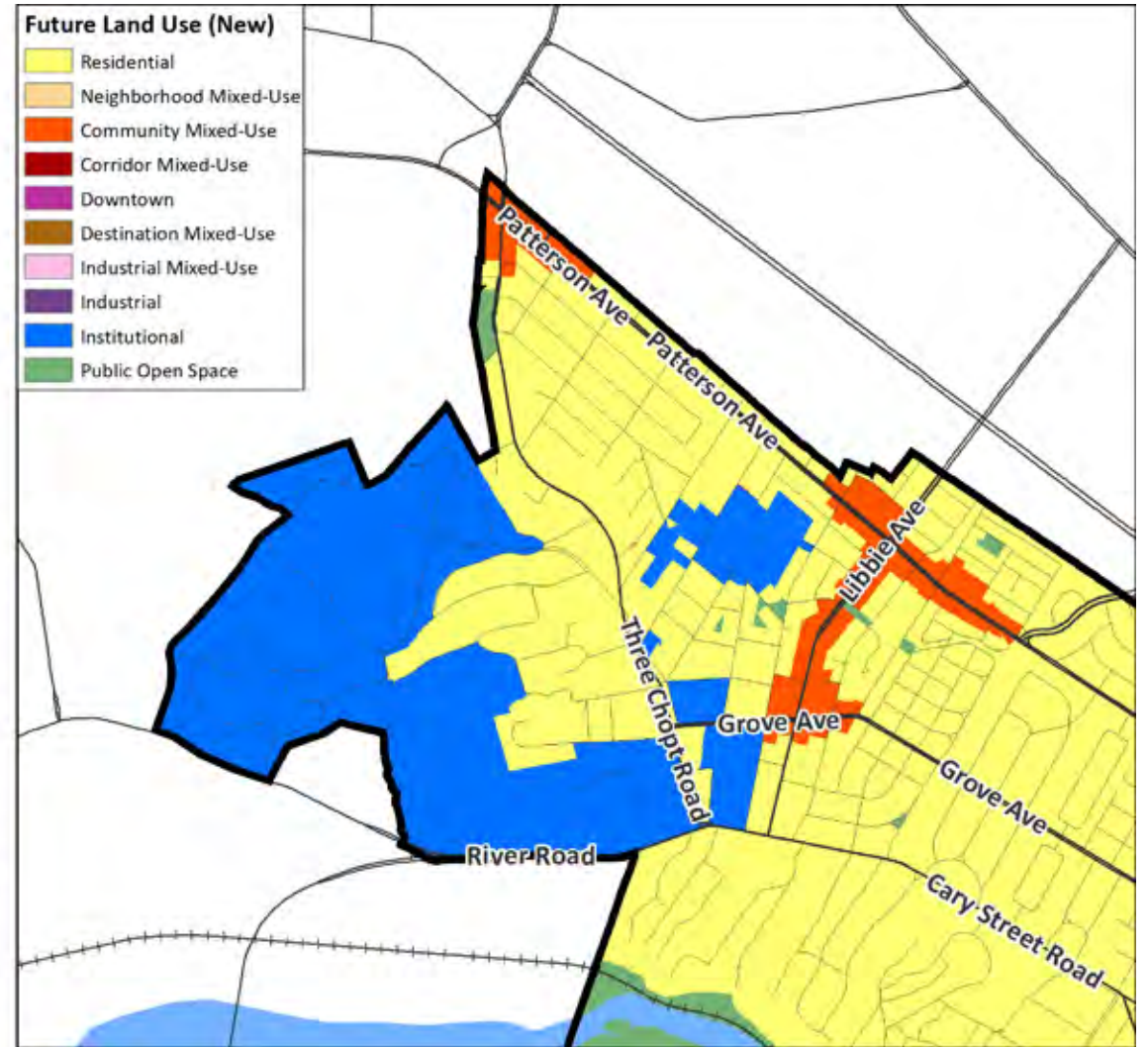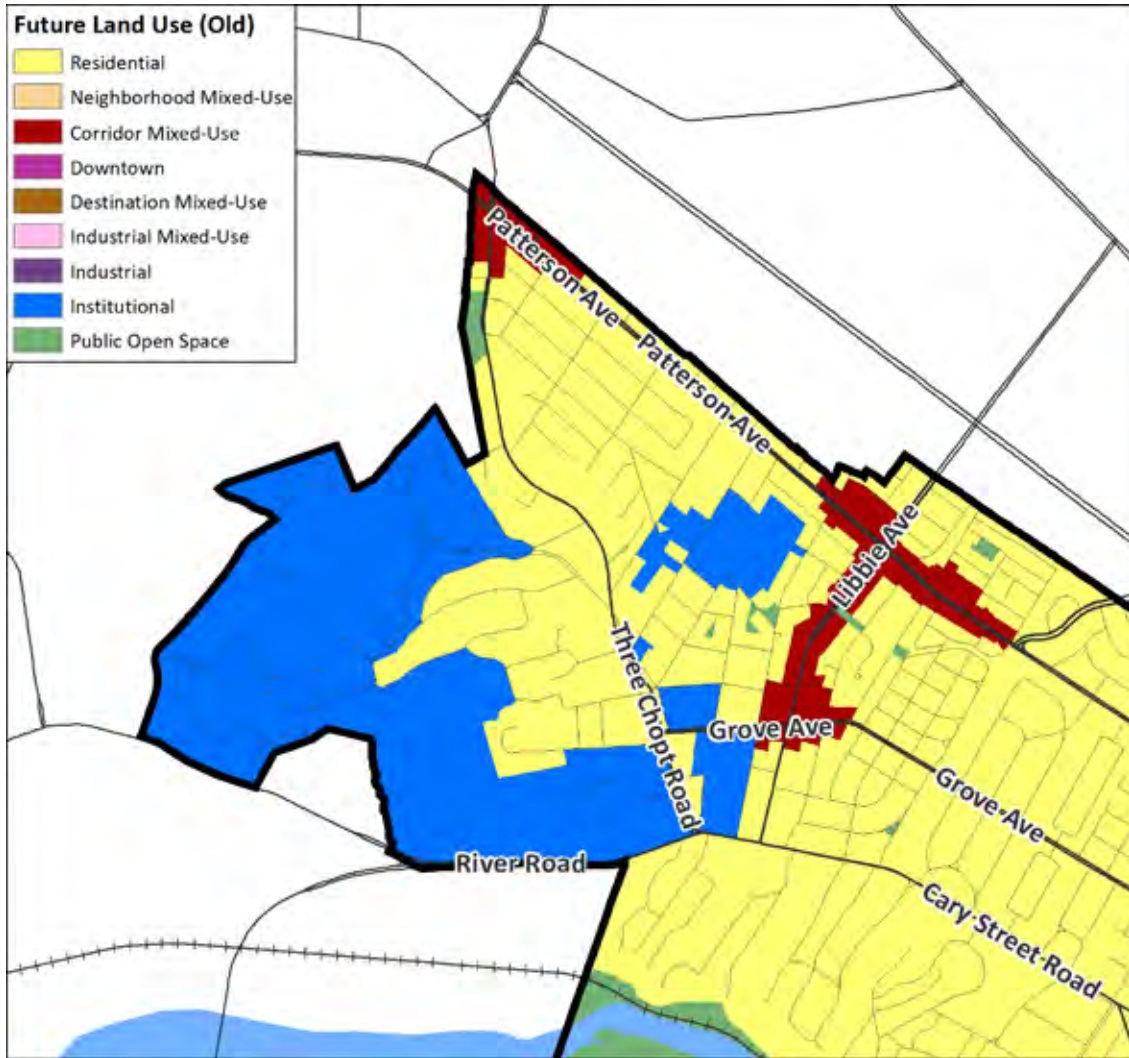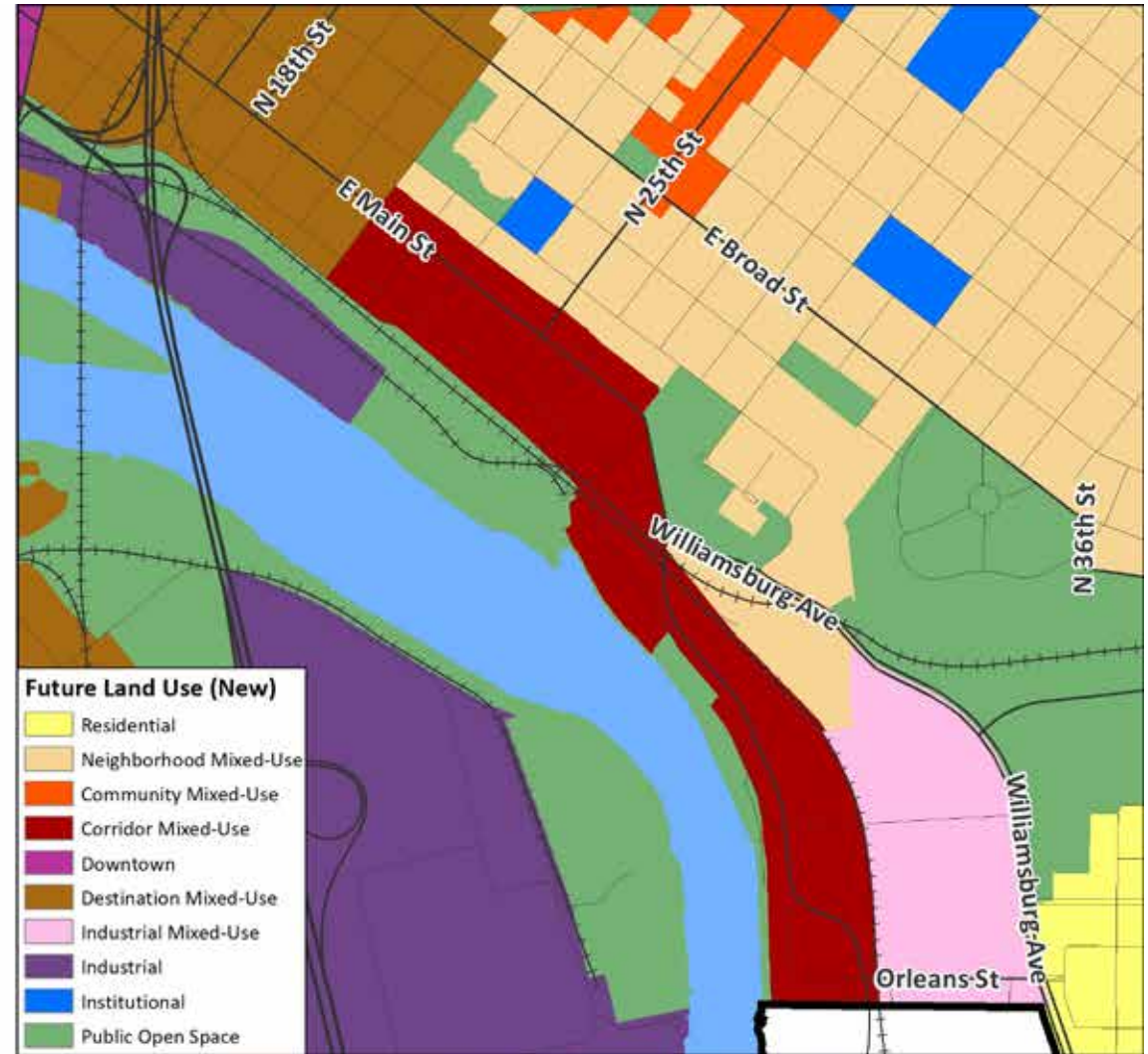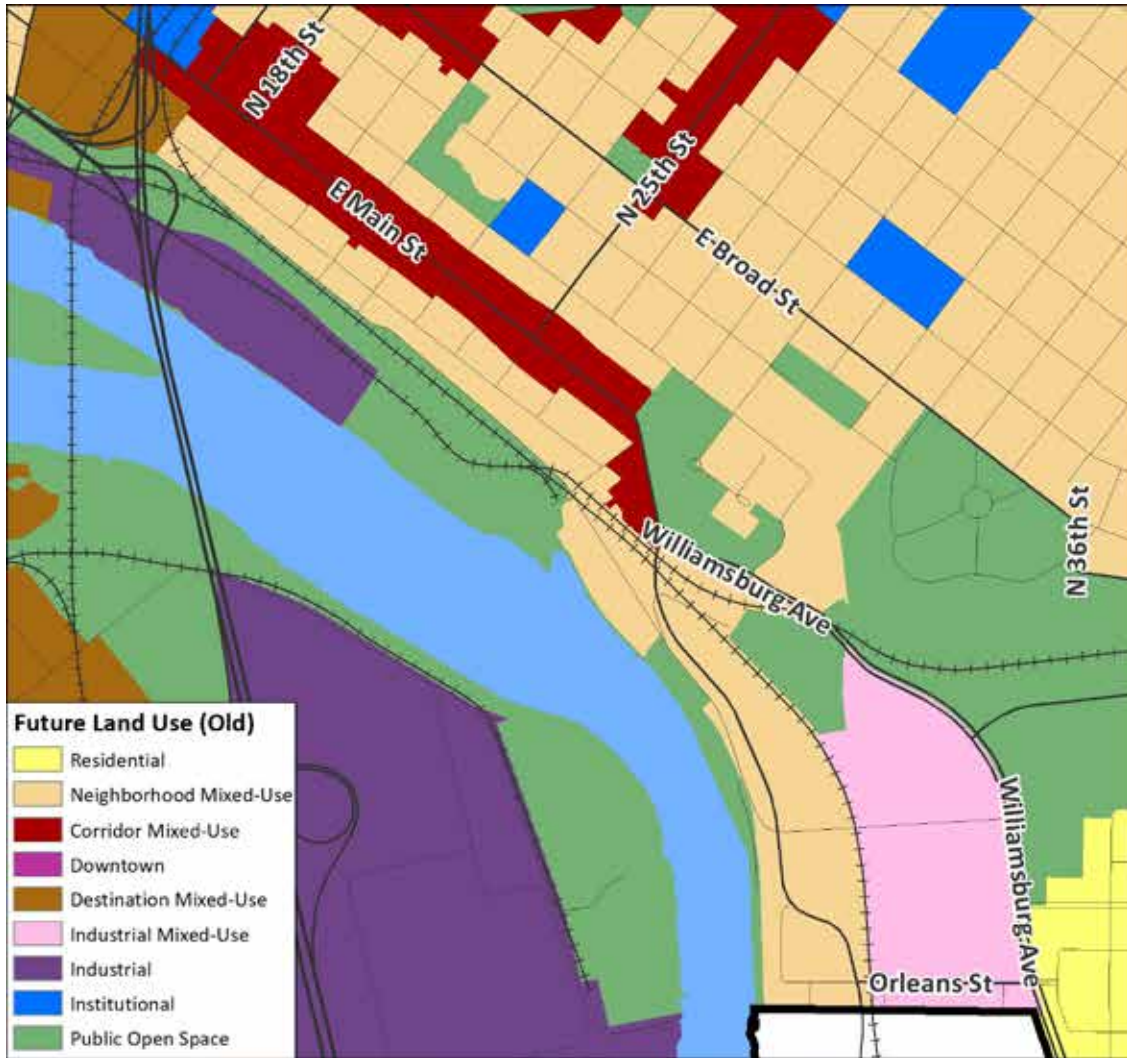
The Fan – Future Land Use
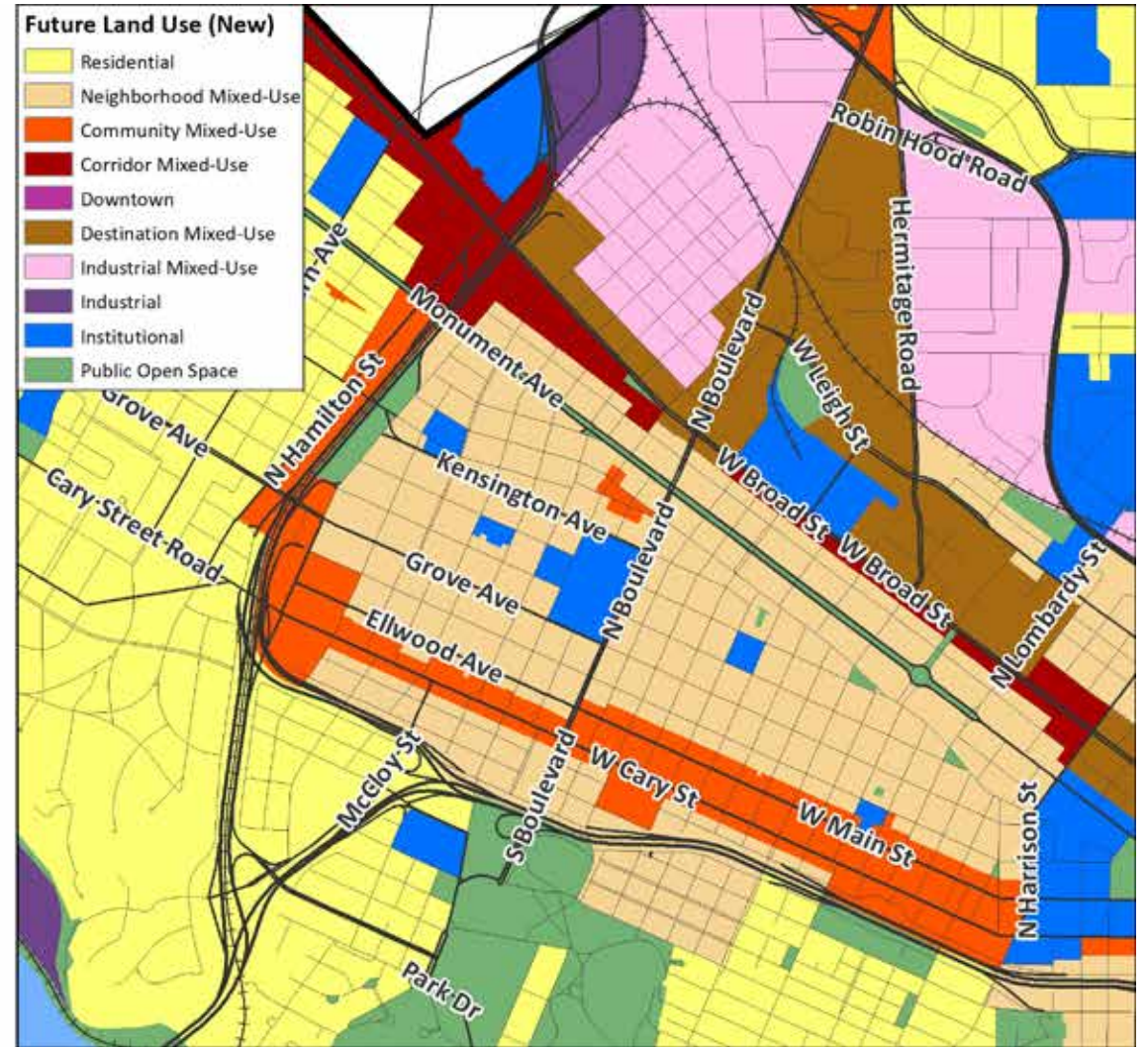
Northside – Future Land Use

East End – Future Land Use

Future Land Use (Old)
- Residential
- Neighborhood Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space

Future Land Use (New)
- Residential
- Neighborhood Mixed-Use
- Community Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space

Shockoe – Future Land Use

Future Land Use (Old)
- Residential
- Neighborhood Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space

Future Land Use (New)
- Residential
- Neighborhood Mixed-Use
- Community Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space

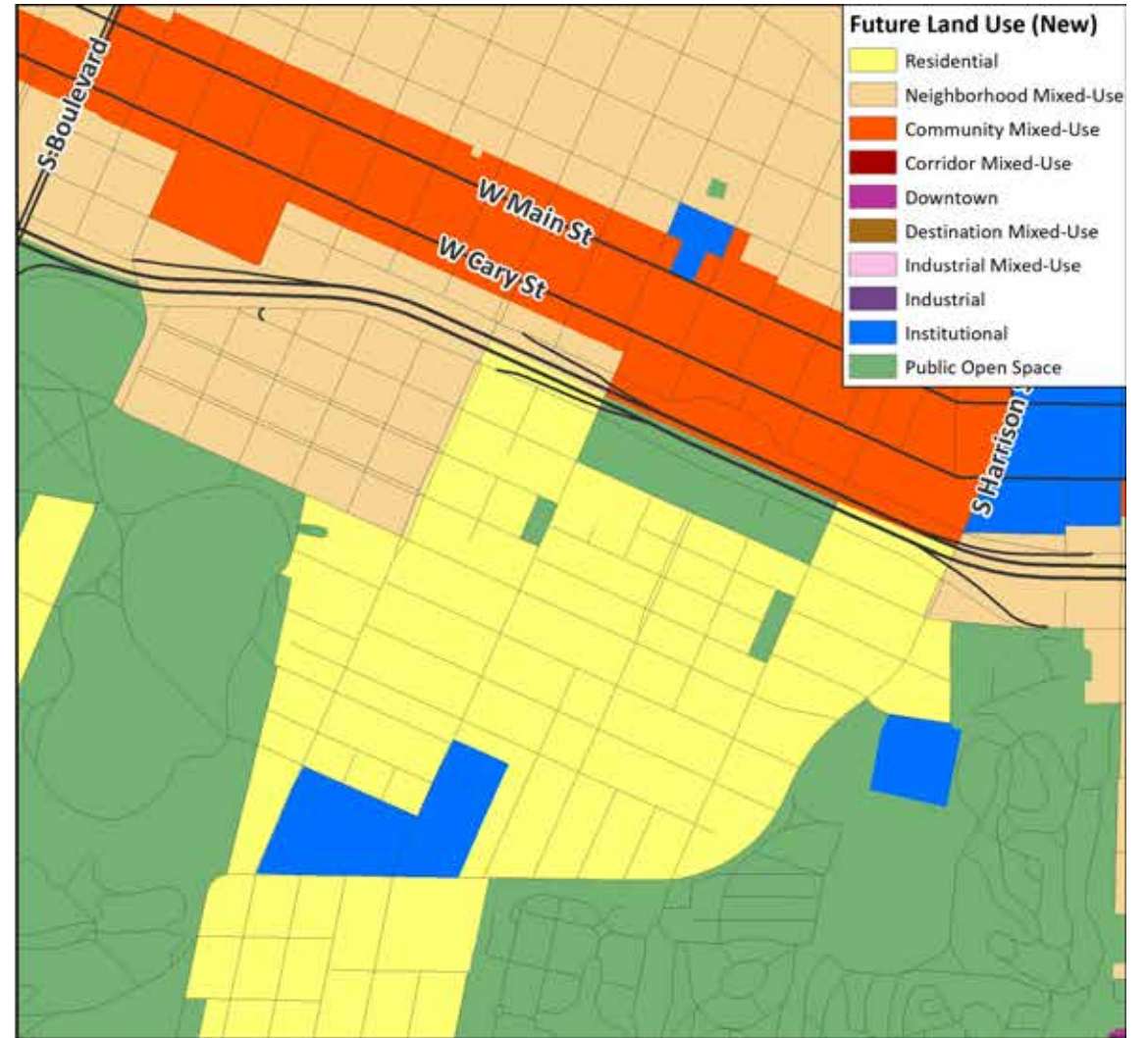# Rocketts Landing – Future Land Use

Future Land Use (Old)
- Residential
- Neighborhood Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space

Future Land Use (New)
- Residential
- Neighborhood Mixed-Use
- Community Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space
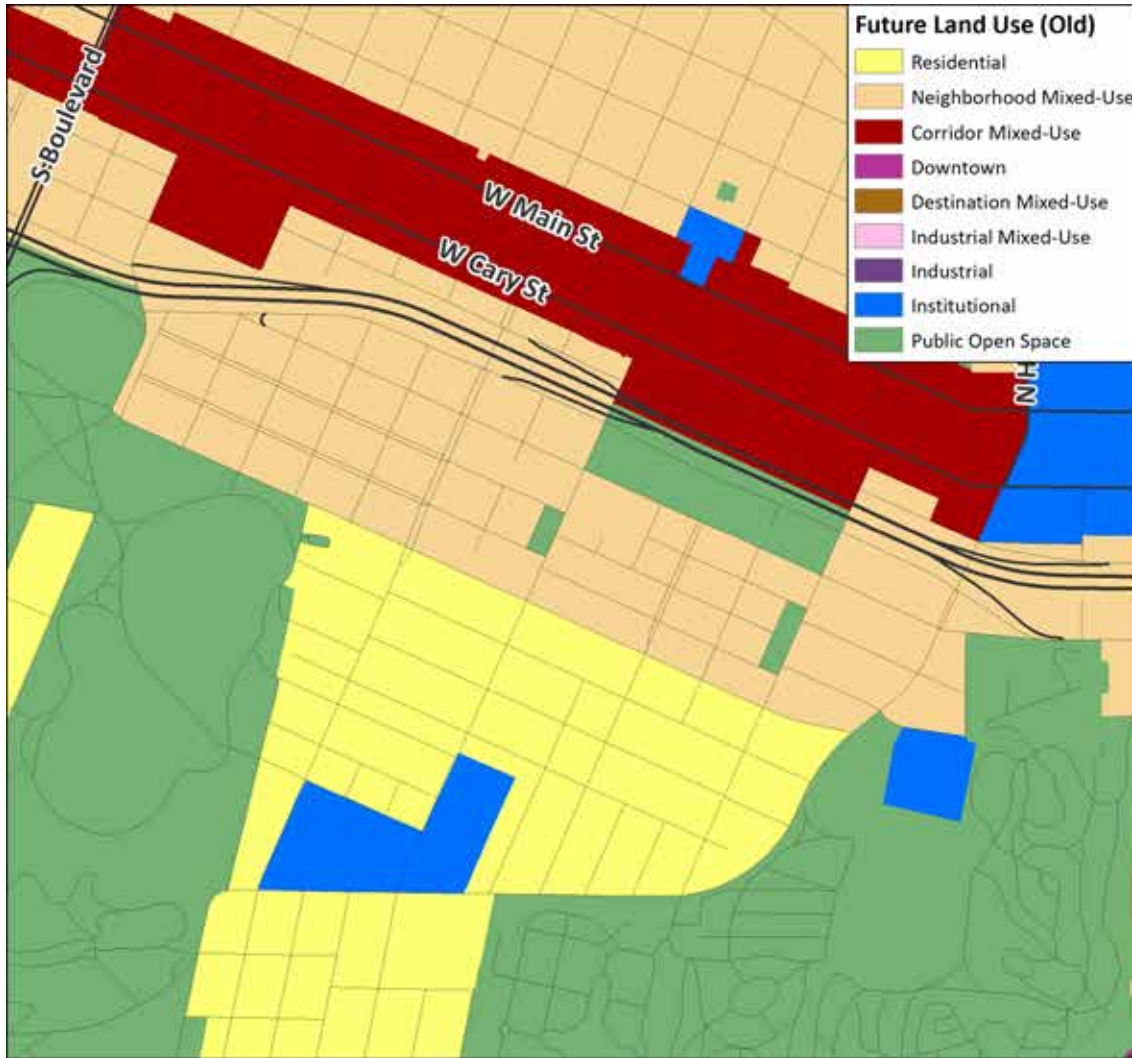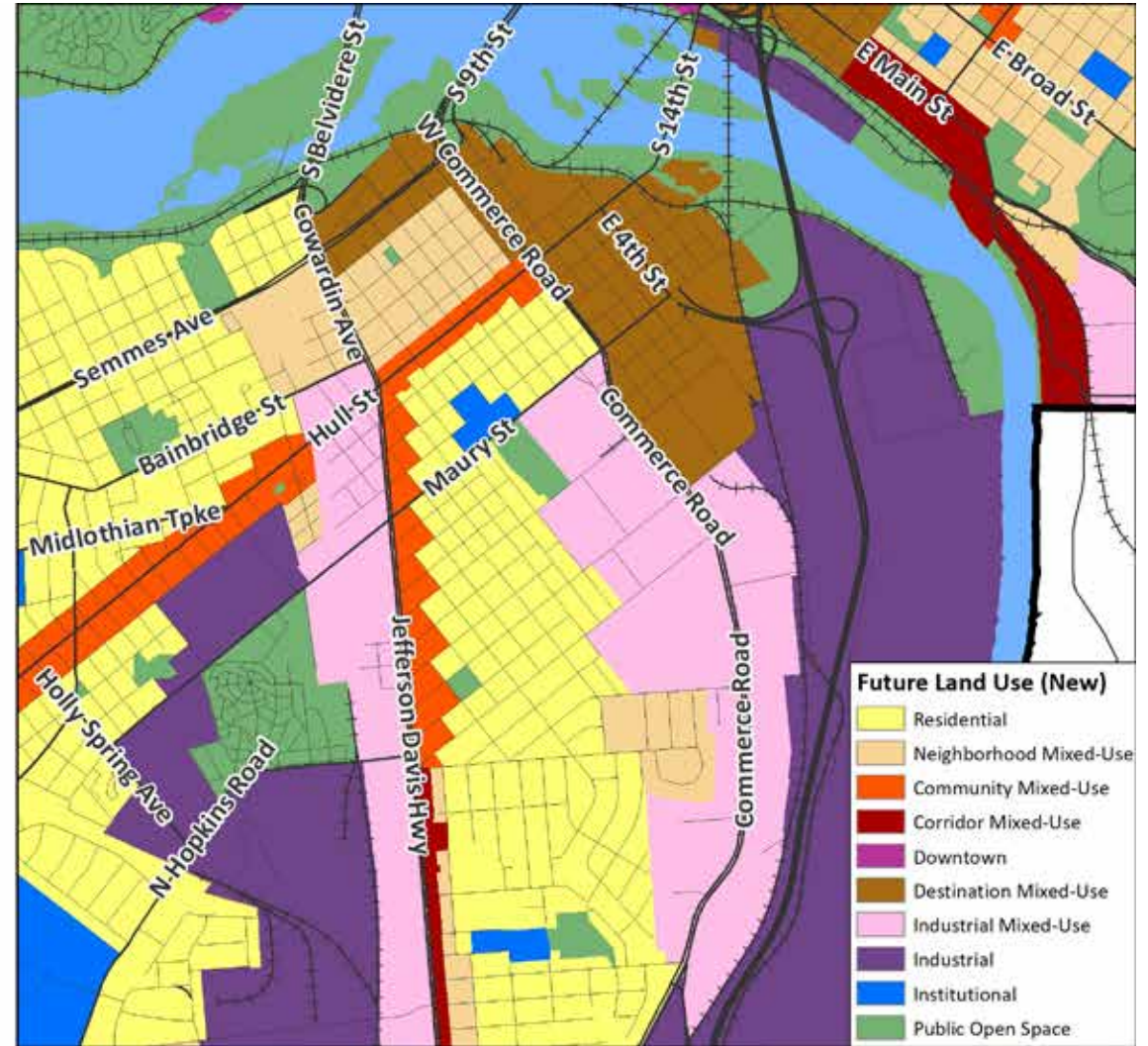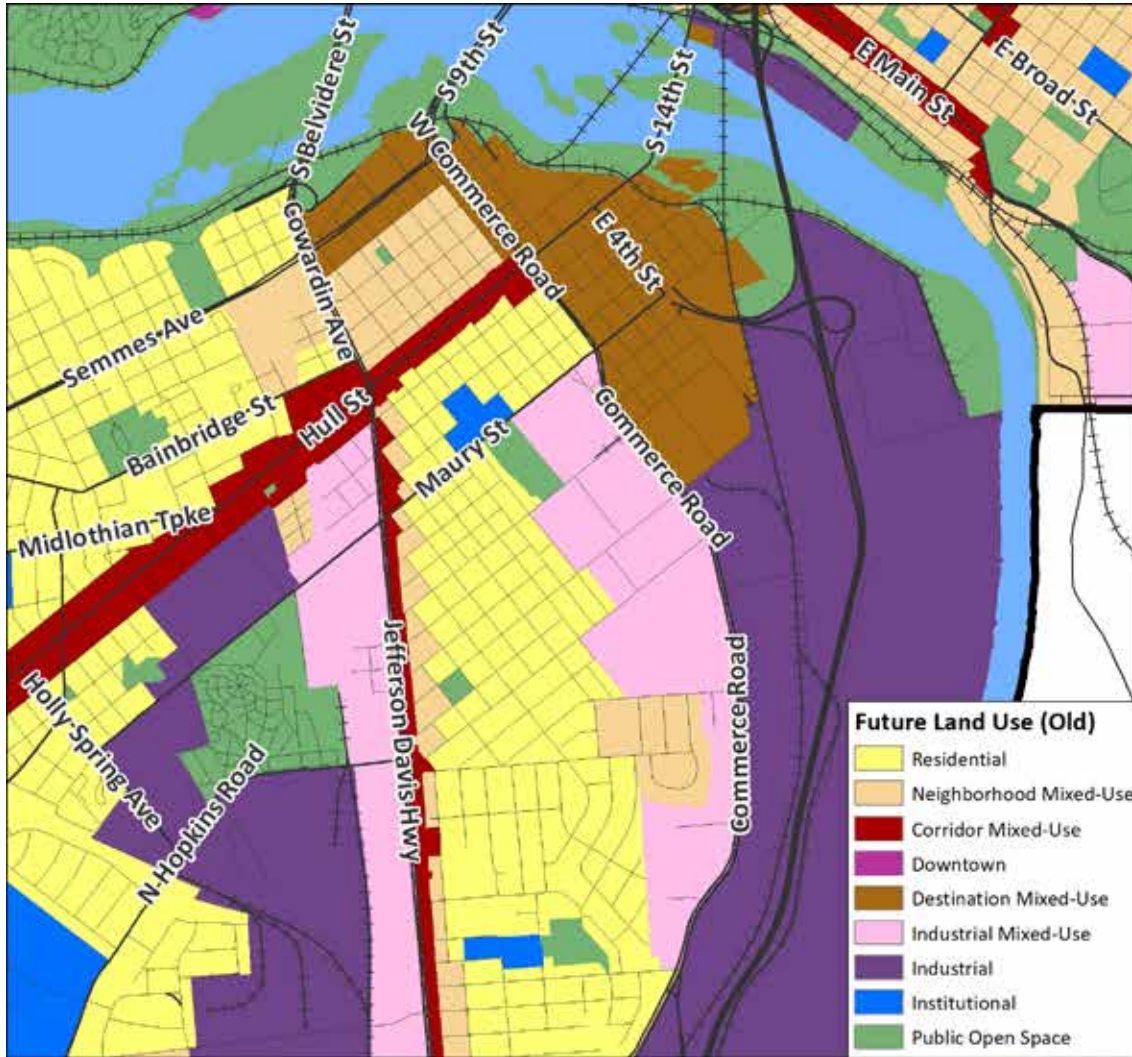
Oregon Hill – Future Land Use
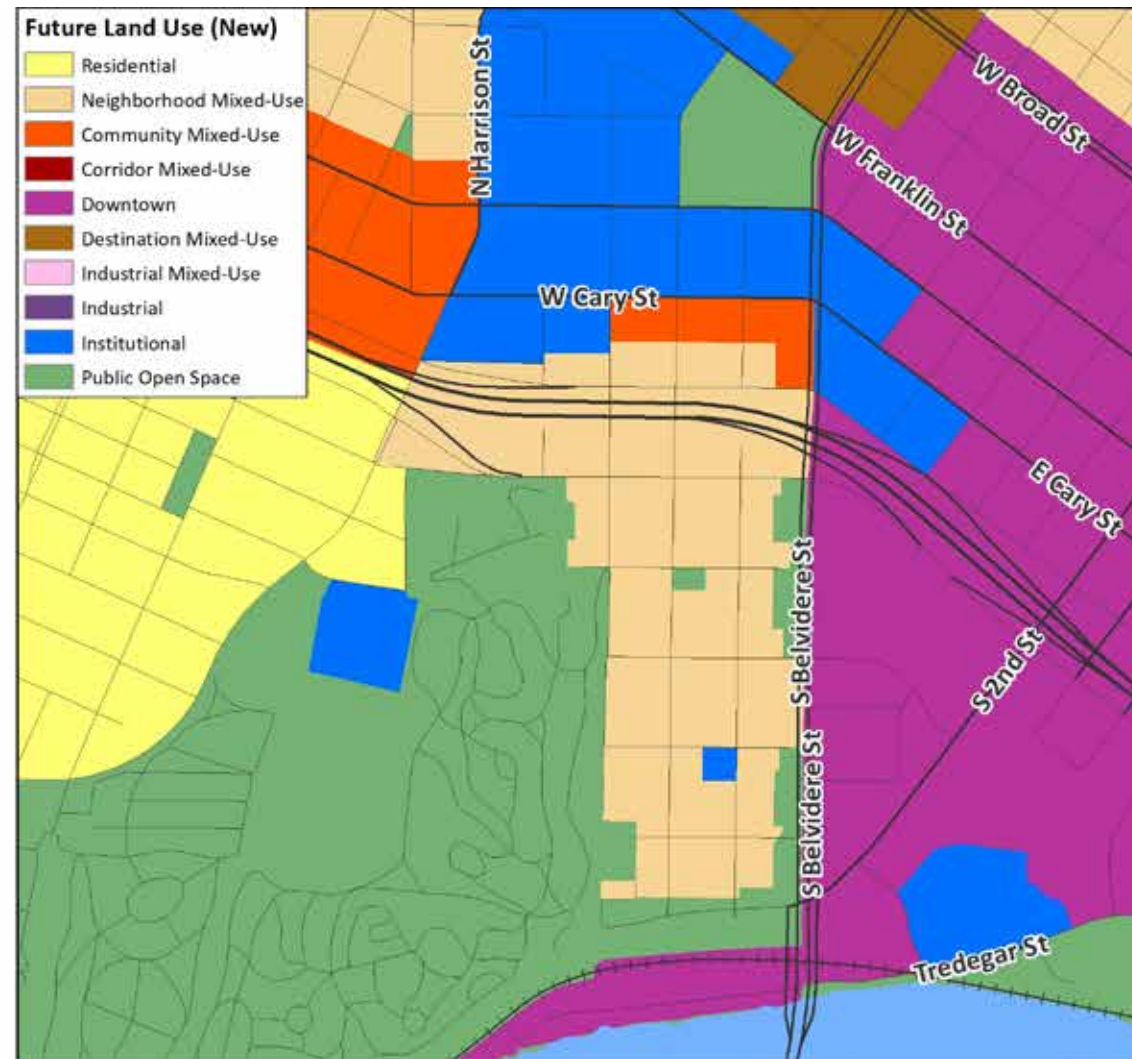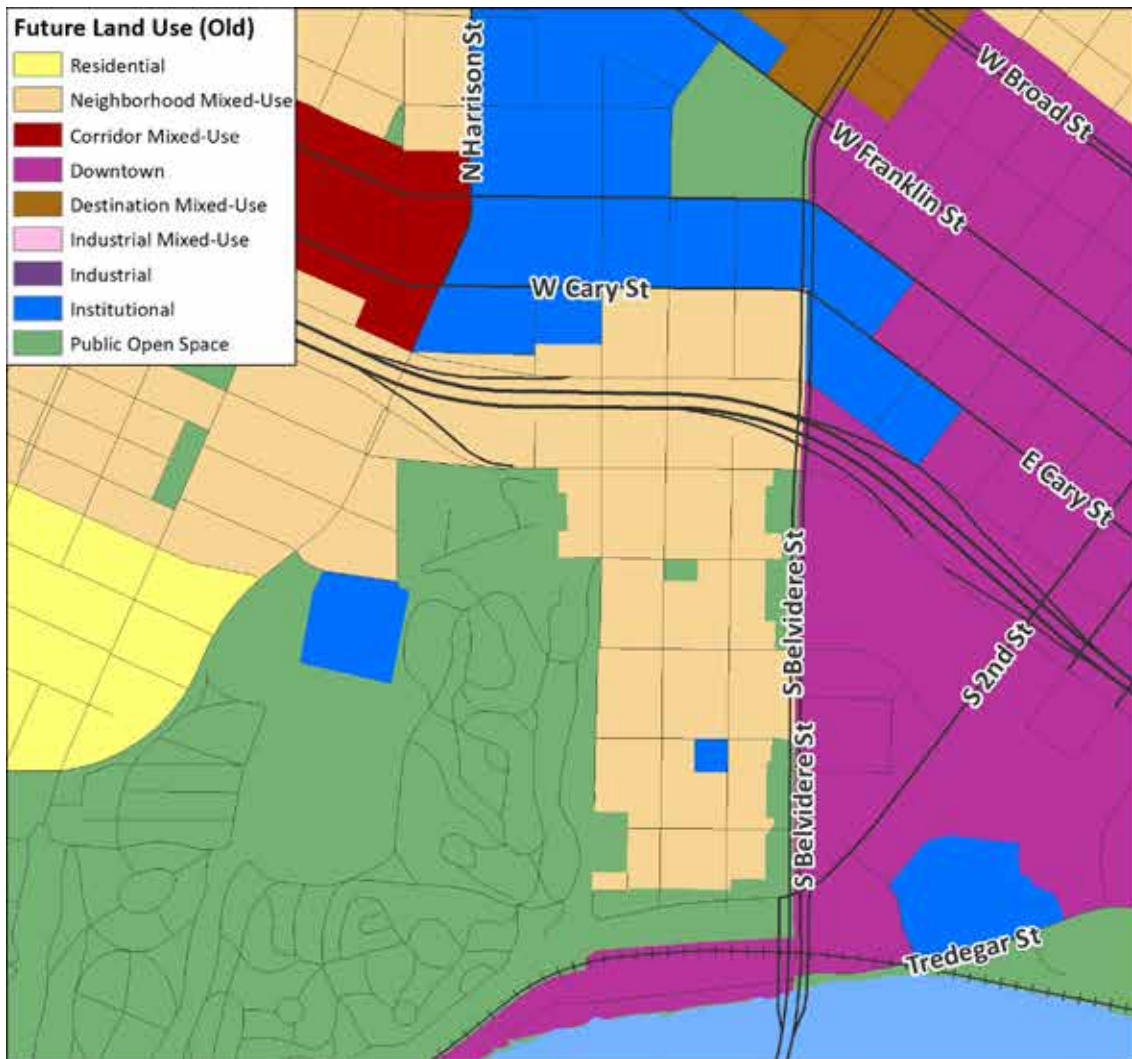
Randolph – Future Land Use

Manchester – Future Land Use

Southside Plaza – Future Land Use

Future Land Use (Old)
- Residential
- Neighborhood Mixed-Use
- Corridor Mixed-Use
- Downtown
- Destination Mixed-Use
- Industrial Mixed-Use
- Industrial
- Institutional
- Public Open Space

Future Land Use (New)
- Residential
- Neighborhood Mixed-Use
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- Corridor Mixed-Use
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