

City of Richmond Office of Equitable Development

# Report on Requested Amendments to *Richmond 300*



RICHMOND PLANNING &  
DEVELOPMENT REVIEW  
**PDR**

**July 20, 2021**  
Richmond City Council  
*Land Use, Housing and Transportation Standing Committee*

# Richmond 300 won THE national planning award

## Daniel Burnham Award for a Comprehensive Plan

- **THE** award in the Planning profession
- 1 locality wins each year

“The new city-wide comprehensive plan aims to prioritize equitable and sustainable growth in the city over the next 20 years. The plan focuses on environmental justice, walkability and economic growth and outlines six “big moves” to guide implementation. Recognizing the city’s history of racist policies, the planning team took special care to ensure all Richmonders can see their influence in Richmond 300.”

<https://planning.org/awards/2021/excellence/richmond-300/>

DANIEL BURNHAM AWARD FOR A COMPREHENSIVE PLAN

## Richmond 300: A Guide for Growth

Richmond, Virginia

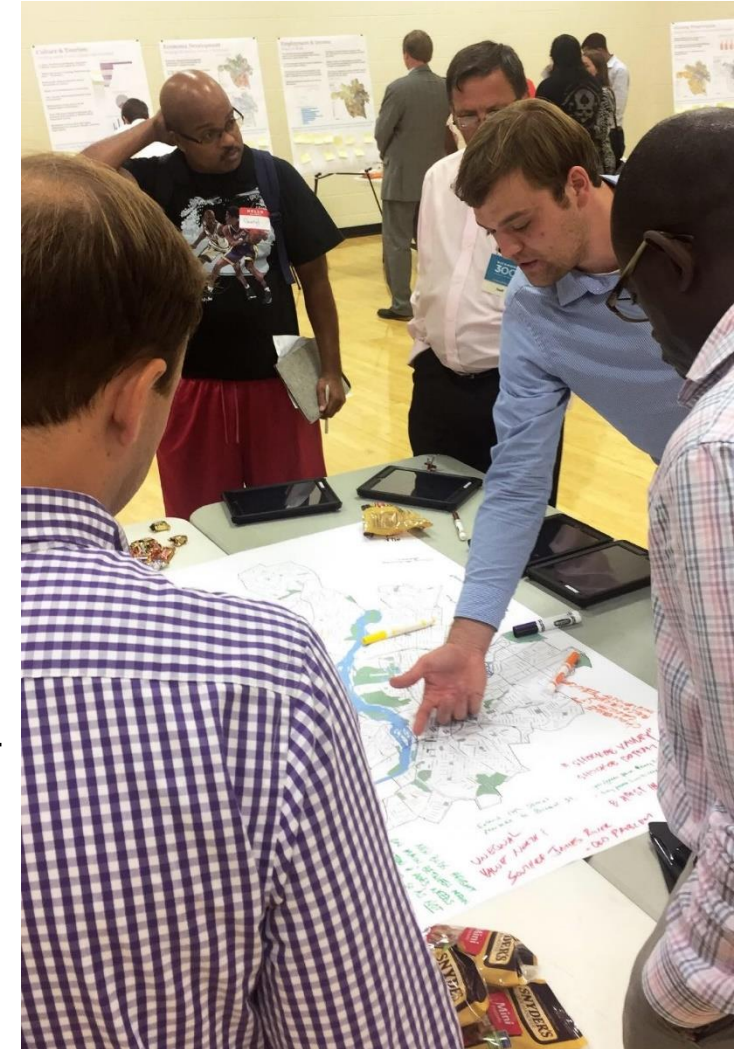
### Righting Past Wrongs With Inclusive Planning



Expansive community engagement, unlike any seen in the city's history, led to the creation of [Richmond 300: A Guide For Growth](#), a city-wide master

# Creating Richmond 300: A Guide for Growth

- **21 members** of the **Richmond 300 Advisory Council** volunteered their time for 2.5 years to help guide the 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





# Meetings

**340+ meetings** (13 virtual R300 meetings and 14 virtual existing meetings)

1st District Meeting	Capital Region Collaborative	Fire Dept Retreat	LGBTQIA Chamber	Pollard Park National Night Out event	The Valentine
25th Street Market Sharing Session	Capital Trees	Forest Hill Neighborhood Association	Libbie/Grove/Paterson Parking Meeting	Pulse Walking Tour	TOD BizSense Event
2nd District Meeting	Capital Trees Board Meeting	Fulton Fest	Library of Virginia Map Presentation	Randolph	Transportation Folks (Max, Ross, Danny, etc)
2nd Street Festival	Carillon Civic Association	Gallery 5 World Café - Land Use	Lillie Estes	Renaissance SR Citizen Association	Union Hill Civic Association
3rd Annual Fall Career & Resource Fair	Carillon Civic Association National Night Out	Gelati Celesti (Stony Point Shopping Center)	Living in Financial Excellence	Reynolds Community College	Union Hill Civic Association
3rd District Meeting	Carytown Parking Meeting	George Mason ES Back to School Night	Living Room chat at home of Amelia Lightner	Richmond Association of Realtors	United Way Zoom Call
3rd District Resource Fair	Carytown South	Gilpin Court Tenants Council	Management Round Table	Richmond chapter of Zeta Phi Beta Sorority, Inc.	UofR Bonner Center Brown Bag
4th District Meeting	Cedar Street Baptist School Giveaway	Ginter Park	Manchester Alliance	Richmond City Democratic Committee Ward 8 Meeting	UofR Engagement Discussion
5th District Meeting	Central Virginia GIS User Group	Ginter Park Terrace	Manchester Parking Meeting	Richmond Health District Retreat	UofR Urban Ecology Class
6PIC National Night Out	Chamber RVA Government Affairs Committee	GRACRE	Mayor's Civic Association Meeting	Richmond Memorial Health Foundation	Urban Hang Suite Sharing Session
6th District Meeting	Chimborazo ES Back to School Night	Greater Richmond Transit Company	Mayor's Office Hours	Richmond Public Library	Urban Studies Student Association (VCU)
7th District Meeting	Church Hill Area Business Association	Greater Woodstock Civic Association	Meeting with Art Burton	Richmond Realtors Association	Valentine Controversial History - Land Use
8th District Council Meeting	Church Hill Association	Green City Commission	Mindful Mornings	Richmond Redevelopment and Housing Authority	Vasen Brewery Birthday Bash
9th District Meeting	City Assessor's Office	GRTC	Mommies, Bellies, Babies and Daddies	Richmond Regional Planning District Commission	VCU Council for Community Engagement
AARP in Richmond, Weinstein Jewish Community Center	City Builders (Changemakers Council)	HBAR	Monument Avenue Preservation Society (MAPS)	RPL Retreat	VCU Experimental Opportunities Fair
Affordable Housing Trust Fund	Commercial Coffee	Heritage Night at the Kickers	NAACP	RPS Rezoning Advisory Committee	VCU Master Plan Coordination
African American Community Engagement Professionals	Community Day - Broad Rock Park	Hermitage Road	National Association of Women in Construction Meeting	RPS Rezoning Meeting - Sacred Heart	VCU Real Estate Trends Conference
Aging and Disabilities Advisory Board	Community Wealth Building	Highway Safety Commission	National Night Out - East End	SABA - Scott's Addition Boulevard Association	VCU Urban Studies 103
AIA Front Porch	Controversy History - Parking	Hillside Court Tenant Council	National Pan-Hellenic Council of Metro Richmond	Second Street Festival	Venture Richmond Board Meeting
ART 180	CREW Richmond	Hispanic Chamber of Commerce Annual Gala	Navy Hill Meeting Boys & Girls Club	Sharing Session: 8th District Focus Group at Broad Rock Library	Virginia Dept. of General Services
Battery Park Civic Association	Diabetes Prevention Program-Bon Secours	Historic Brookland Park Collective	Navy Hill Meeting Pastors Luncheon	Shockoe Partnership	Virginia Dept. of Transportation
Beer+Design	Downtown Parking Meeting	Homeward	New Visions Civic League	Sierra Club	Virginia LISC
Belle Summit	East End Library	Hull Street Library Sharing Session	NNO - Powhatan Community Center	Six Points Innovation Center	Virginia Poverty Law Center Event - Secco
Belmont Library	Economic and Community Development	Hull Street-Midlothian Civic Association	Nomad's Deli Sharing Session	Southside Community Center Sharing Session	Virginia Supportive Housing
Better Housing Coalition	EDA	Humphrey Calder Community Center	North Avenue Library Sharing Session	Southside Community Development Corp. Orientations	VIVA (LGBTQ) Music Festival
Better Housing Coalition Young Professionals Board	Edgehill/Chamberlayne Court	Informal Council Meeting	Northside Strong	Sportsbackers	West End Library
Bible Study - Branches Baptist Church	EnRichmond	Innovate Fulton	Nutty Buttery Sharing Session	Steele Group/ Sotheby's International Realty	Westhampton Citizen's Association
Blackwell Civic Association	Executive Roundtable	Investing in Streets ROI	Oak Grove Civic Association	STEP Community Fellowship	Westover Hills Sharing Session
Bonner Center Brown Bag	Eyes on Richmond	Junior League	Obama ES Back to School Night	Stir Crazy Sharing Session	Westover Hills Civic Association
Broad Rock Library - Spanish	Federal Reserve Bank	Know Your Rights: Housing Justice Event	Office of Sustainability	Taste Sharing Session	William & Mary Board Meeting
Brookland Park / 6 Points Parking Meeting	FEED More - Calhoun Center	Latino Parade and Festival	Omega Psi Phi chapter meeting	TEDxRVA	Women in Design
CACIL	FeedMore	Launch Event	Oregon Hill Neighborhood Association		Woodstock Area Civic Association

# 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.**

# 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**

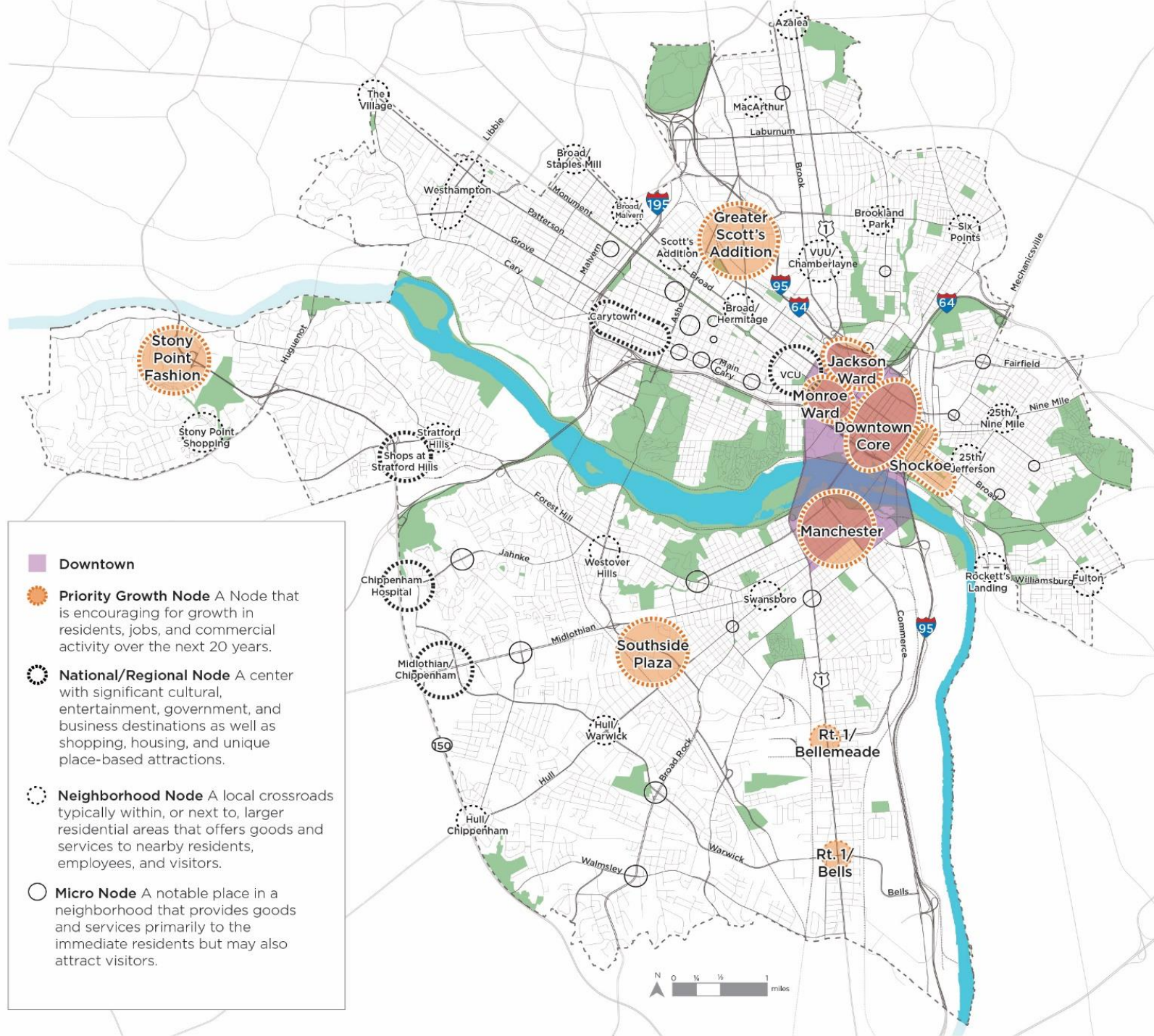


**THRIVING ENVIRONMENT**



# Nodes

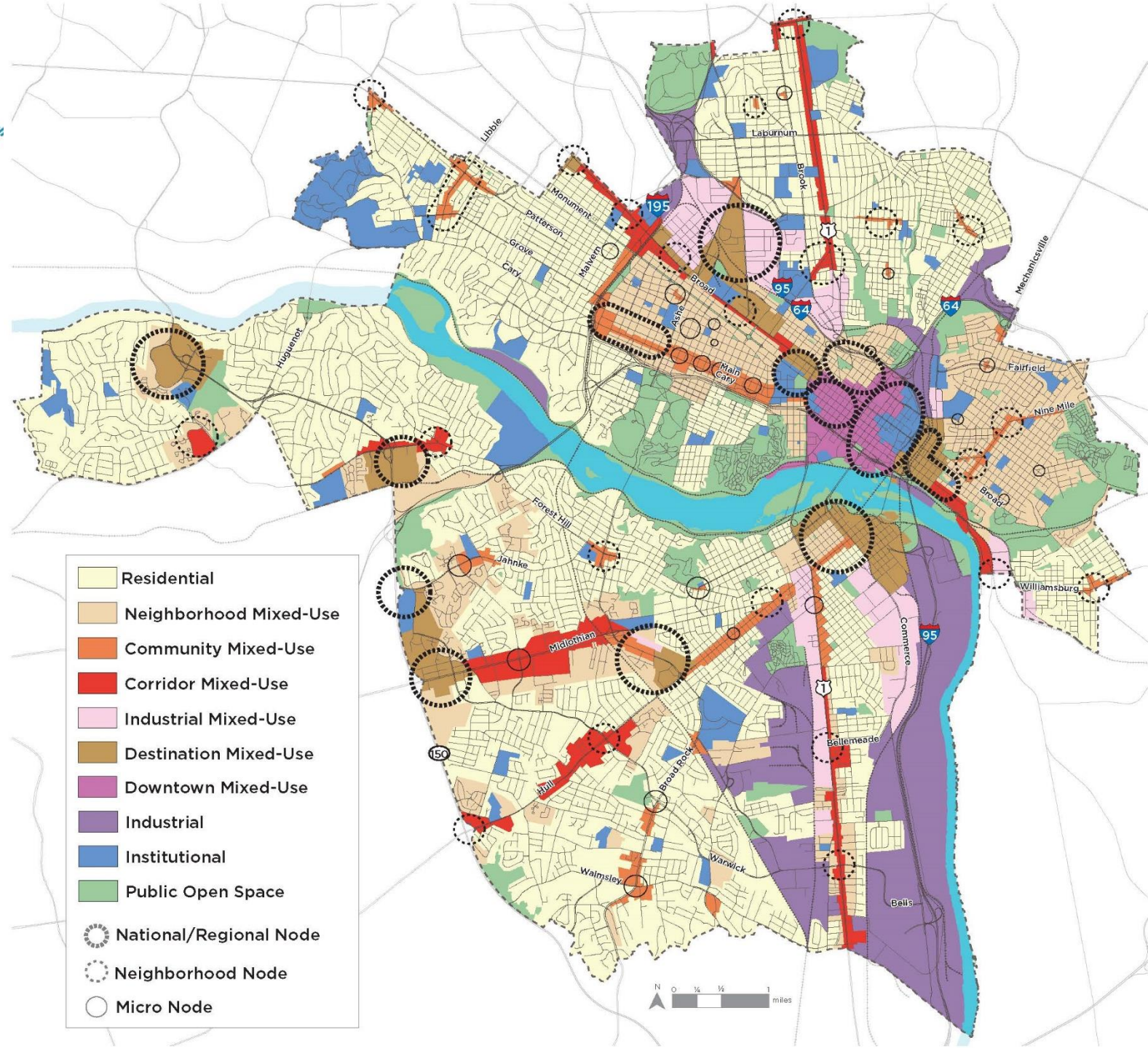
- Nodes are places where people and jobs are today and may be in the future.
- Nodes are the convergence of many uses and multiple modes of transportation.
- The Nodes are places in Richmond that can either 1) accommodate additional growth in jobs and population or 2) are major activity centers today and should be preserved/enhanced.





# 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.
- The future land use vision is implemented utilizing various tools (zoning, streetscape projects, park and open space projects, transportation improvements, and economic development programs).

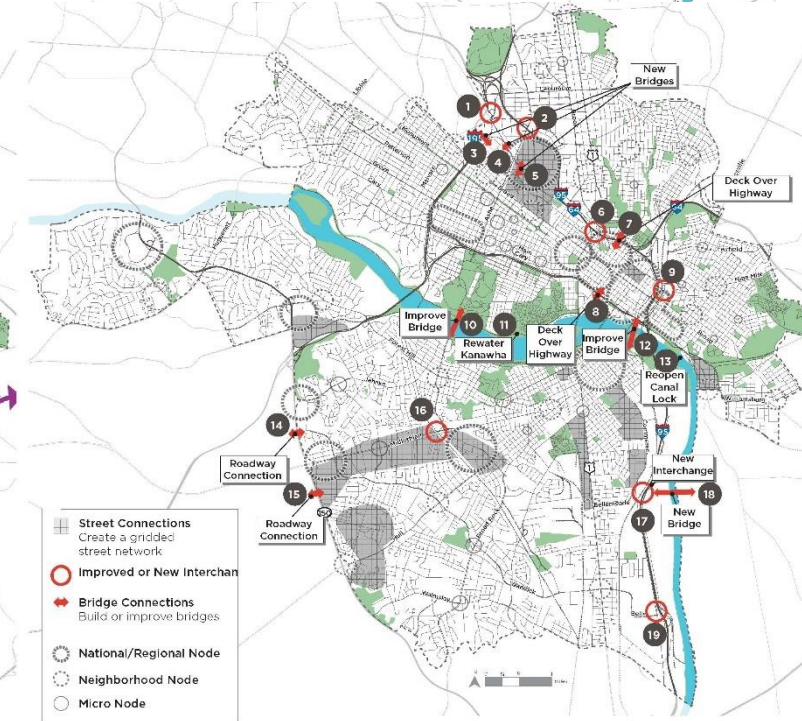
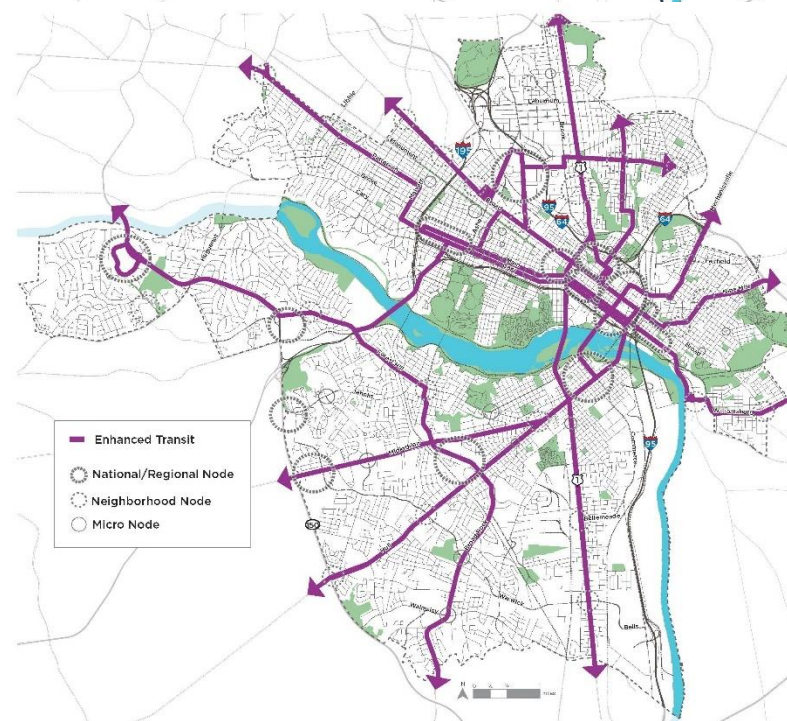
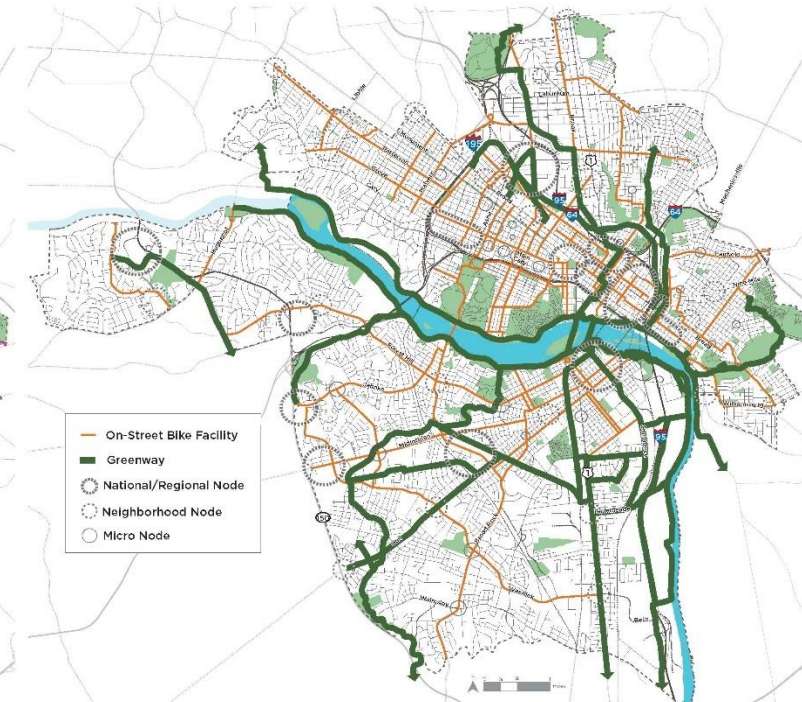
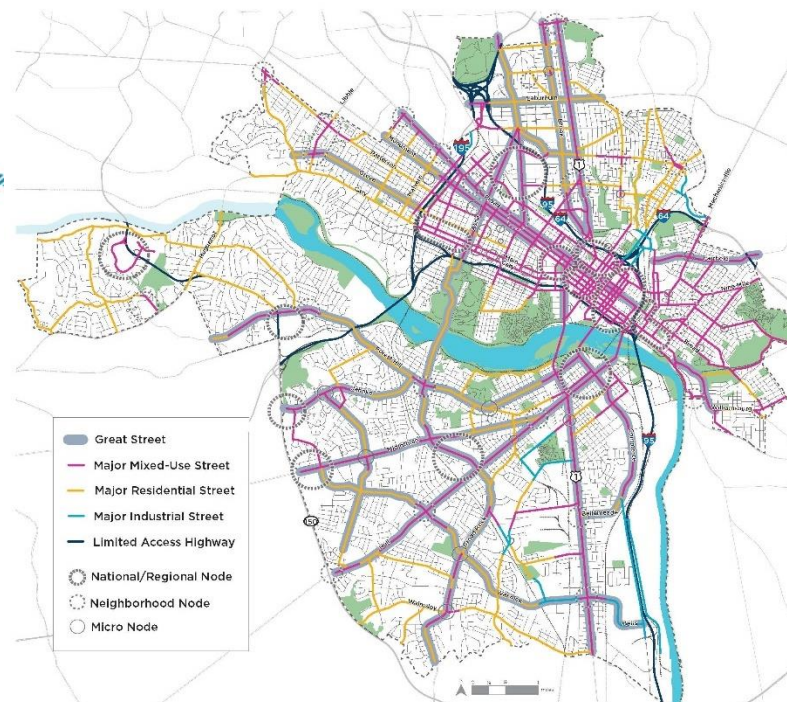




# Future Connections

The Future Connections provide equitable access to and among Nodes.

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



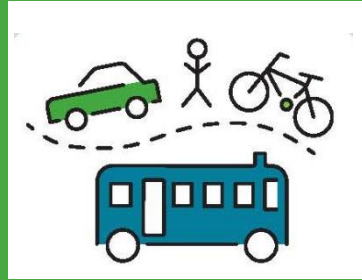
# 5 Topics, 17 Goals, 70 Objectives, 413 Strategies

## 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



# Implementation of Richmond 300

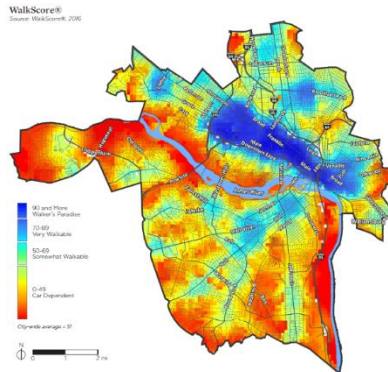
- **Big Moves**

- The six Big Moves intentionally seek to expand equity, increase the sustainability of our city, and beautify our city.
- If the City can advance each of the Big Moves over the next 5 years, Richmond will be well on its way to realize its 20-year vision.

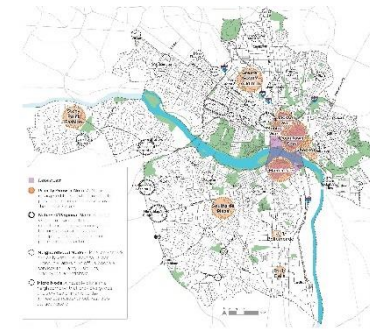
- **Metrics:** *Richmond 300* outlines 22 metrics.

- **Annual Report**

## Re-Write the Zoning Ordinance



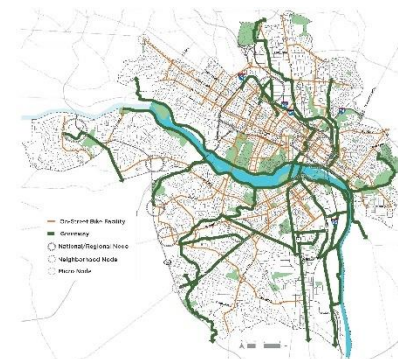
## Re-Imagine Priority Growth Nodes



## Expand Housing Opportunities



## Provide Greenways & Parks for All



## Reconnect the City

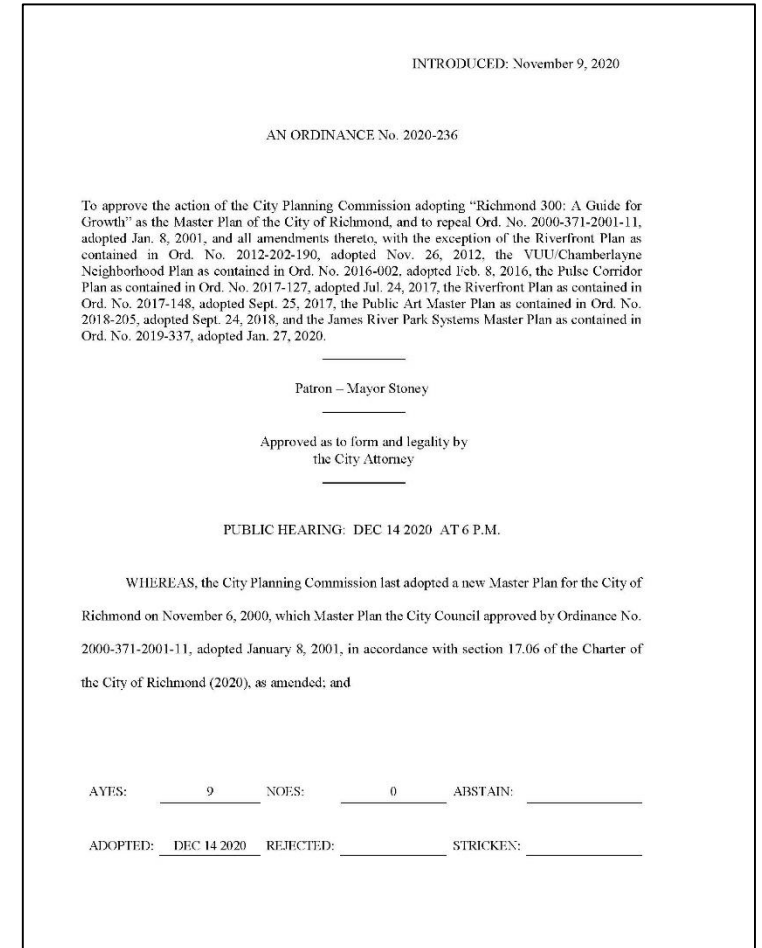
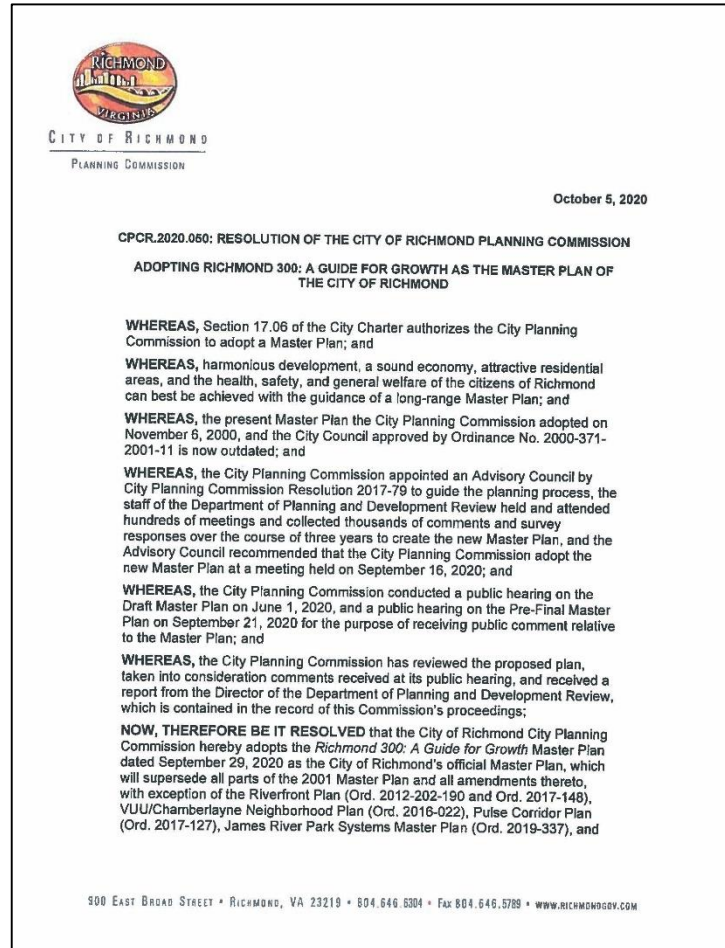


## Realign City Facilities



# Adoption of Richmond 300

- Advisory Council approved Richmond 300 on September 16, 2020 with a 19-2-0 vote (2 members were absent)
- City Planning Commission adopted Richmond 300 on October 5, 2020 with a 9-0 vote
- City Council approved the action of the City Planning Commission adopting Richmond 300 on December 14, 2020 with a 9-0 vote



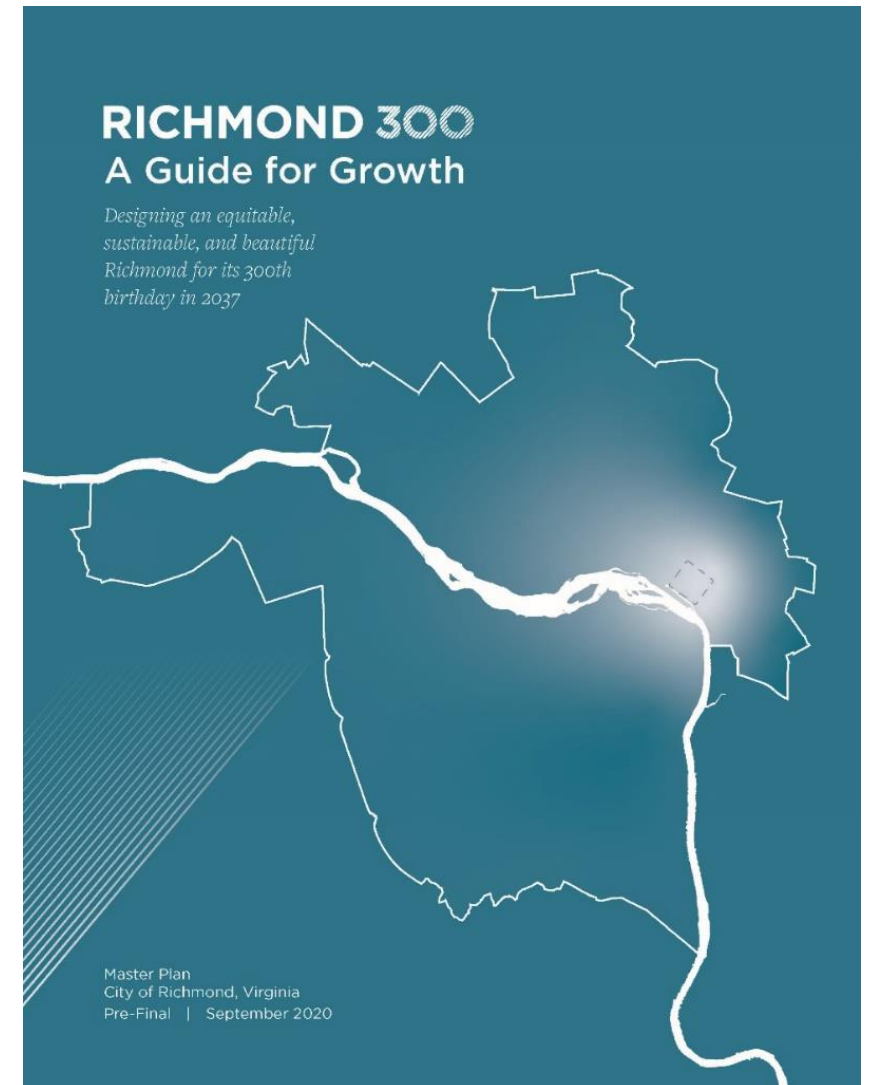


# Summary of Proposed Amendments

---

- **Already in the plan:** 17
- **Clarifying:** 5
- **Out of scope:** 24
- **Fundamental change:** 21

[www.rva.gov/planning-development-review/master-plan](http://www.rva.gov/planning-development-review/master-plan)



# Amending the Citywide Master Plan

---

## **Potential Objectives**

- Share the requested amendments citywide
- Engage a wide variety of Richmonders
- Revise the Master Plan based on public feedback

## **Resources Needed**

- \$200k for a community engagement consultant
- Staff time (40% Deputy Director, 50% 2 PDR staff members, 5% from many other city staff)



# Amending the Citywide Master Plan

---



Total time would be 29-34 months and may change depending on when the engagement process begins (i.e. don't want to commence in December)

# Richmond 300 Implementation Currently Underway

## Office of Equitable Development:

- Developing a citywide accessory dwelling unit ordinance
- Greater Scott's Addition Rezoning
- Science Museum/Allison/VCU Pulse Rezoning
- City Center Small Area Plan
- Shockoe Small Area Plan
- Scoping for the Jackson Ward Deck feasibility study
- Gilpin/Jackson Ward Community Plan
- Southside Plaza Area Plan
- Market Value Analysis 2.0
- Libby Hill Viewshed

## Other City Departments:

- Shockoe Small Area Plan
- Equitable Affordable Housing Strategic Plan
- Richmond Connects 2.0
- Revamp of the West Broad Street Green
- 5 parks in Southside
- City facilities plan
- RVA Green 2050

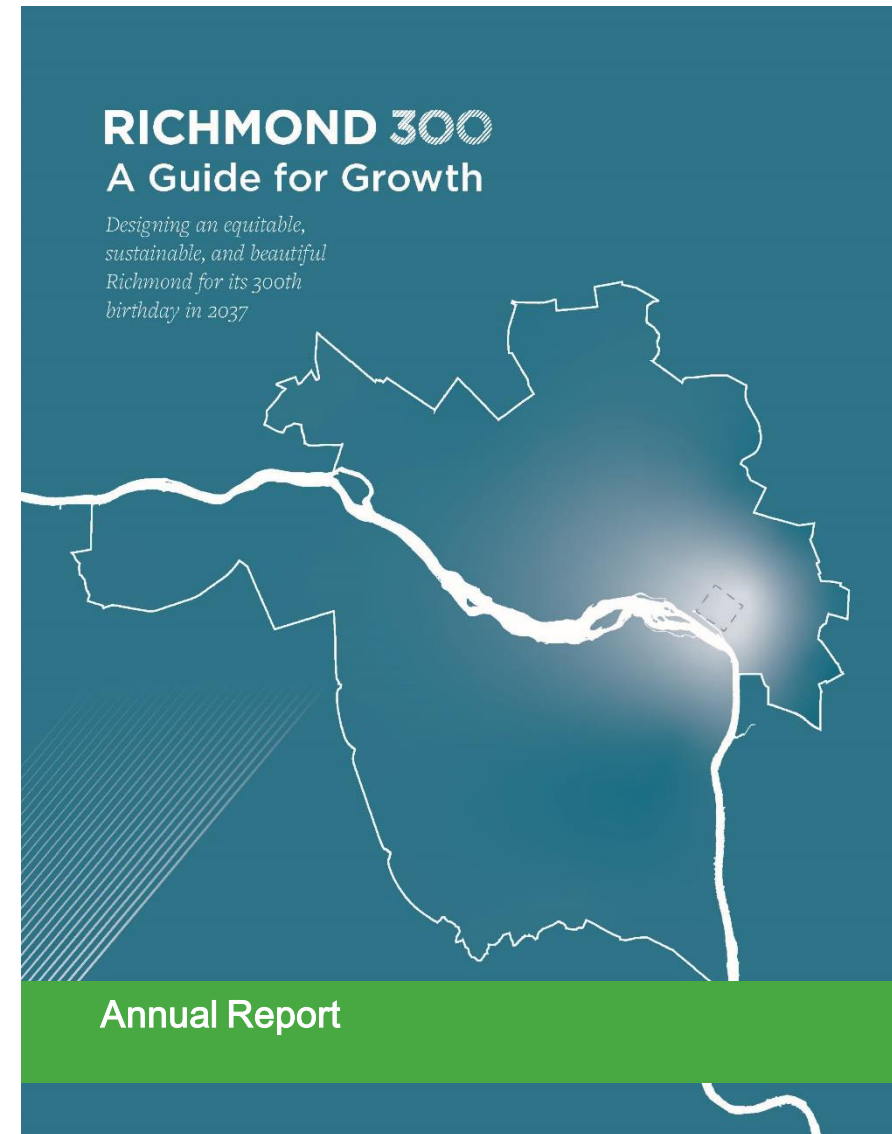
## Upcoming Work:

- Form-based code community learning
- Evaluating parking requirements in the zoning ordinance
- Comprehensive rewrite of the zoning ordinance
- Rewrite the affordable housing density bonus ordinance
- RFP for the Diamond properties
- RFP for City Center properties
- Oak Grove School RFP
- RFPs for affordable housing on City-owned land
- James River Branch Trail
- Scott's Addition Greenway



# Richmond 300 Reporting and 5-Year Update

- Annual Report December 2021-2024
  - Big Moves
  - Other Initiatives
  - Metrics
  - 2024 Annual Report should include a proposed process for a 5-year update
- Review the Plan in January 2025 and start the 5-year update



# Thank you

Maritza Mercado Pechin, AICP  
maritza.pechin@richmondgov.com

