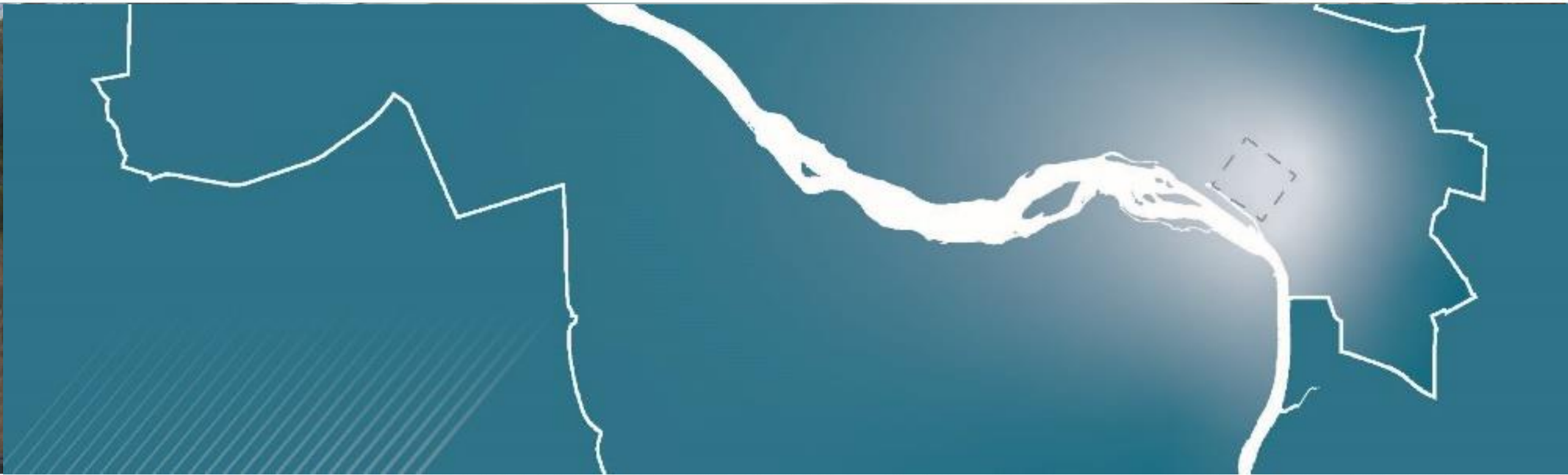


RES. 2021-R026

Requested Amendments to *Richmond 300*



RICHMOND PLANNING &
DEVELOPMENT REVIEW
PDR

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

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

Adoption of *Richmond 300*

- **Advisory Council** approved *Richmond 300* on September 16, 2020 (19-0-2 vote, 2 absent)
- **City Planning Commission** adopted *Richmond 300* on October 5, 2020 (9-0 vote)
- **City Council** approved the CPC adoption of *Richmond 300* on December 14, 2020 (9-0 vote)



CITY OF RICHMOND
PLANNING COMMISSION

INTRODUCED: November 9, 2020

AN ORDINANCE No. 2020-236

October 5, 2020

CPCR.2020.060: RESOLUTION OF THE CITY OF RICHMOND PLANNING COMMISSION

ADOPTING RICHMOND 300: A GUIDE FOR GROWTH AS THE MASTER PLAN OF THE CITY OF RICHMOND

WHEREAS, Section 17.06 of the City Charter authorizes the City Planning Commission to adopt a Master Plan; and

WHEREAS, harmonious development, a sound economy, attractive residential areas, and the health, safety, and general welfare of the citizens of Richmond can best be achieved with the guidance of a long-range Master Plan; and

WHEREAS, the present Master Plan the City Planning Commission adopted on November 6, 2000, and the City Council approved by Ordinance No. 2000-371-2001-11 is now outdated; and

WHEREAS, the City Planning Commission appointed an Advisory Council by City Planning Commission Resolution 2017-79 to guide the planning process, the staff of the Department of Planning and Development Review held and attended hundreds of meetings and collected thousands of comments and survey responses over the course of three years to create the new Master Plan, and the Advisory Council recommended that the City Planning Commission adopt the new Master Plan at a meeting held on September 16, 2020; and

WHEREAS, the City Planning Commission conducted a public hearing on the Draft Master Plan on June 1, 2020, and a public hearing on the Pre-Final Master Plan on September 21, 2020 for the purpose of receiving public comment relative to the Master Plan; and

WHEREAS, the City Planning Commission has reviewed the proposed plan, taken into consideration comments received at its public hearing, and received a report from the Director of the Department of Planning and Development Review, which is contained in the record of this Commission's proceedings;

NOW, THEREFORE BE IT RESOLVED that the City of Richmond City Planning Commission hereby adopts the *Richmond 300: A Guide for Growth* Master Plan dated September 29, 2020 as the City of Richmond's official Master Plan, which will supersede all parts of the 2001 Master Plan and all amendments thereto, with exception of the Riverfront Plan (Ord. 2012-202-190 and Ord. 2017-148), VUU/Chamberlayne Neighborhood Plan (Ord. 2016-022), Pulse Corridor Plan (Ord. 2017-127), James River Park Systems Master Plan (Ord. 2019-337), and

Patron – Mayor Stoney

Approved as to form and legality by

the City Attorney

PUBLIC HEARING: DEC 14 2020 AT 6 P.M.

WHEREAS, the City Planning Commission last adopted a new Master Plan for the City of Richmond on November 6, 2000, which Master Plan the City Council approved by Ordinance No. 2000-371-2001-11, adopted January 8, 2001, in accordance with section 17.06 of the Charter of the City of Richmond (2020), as amended; and

AYES: 9 NOES: 0 ABSTAIN: _____

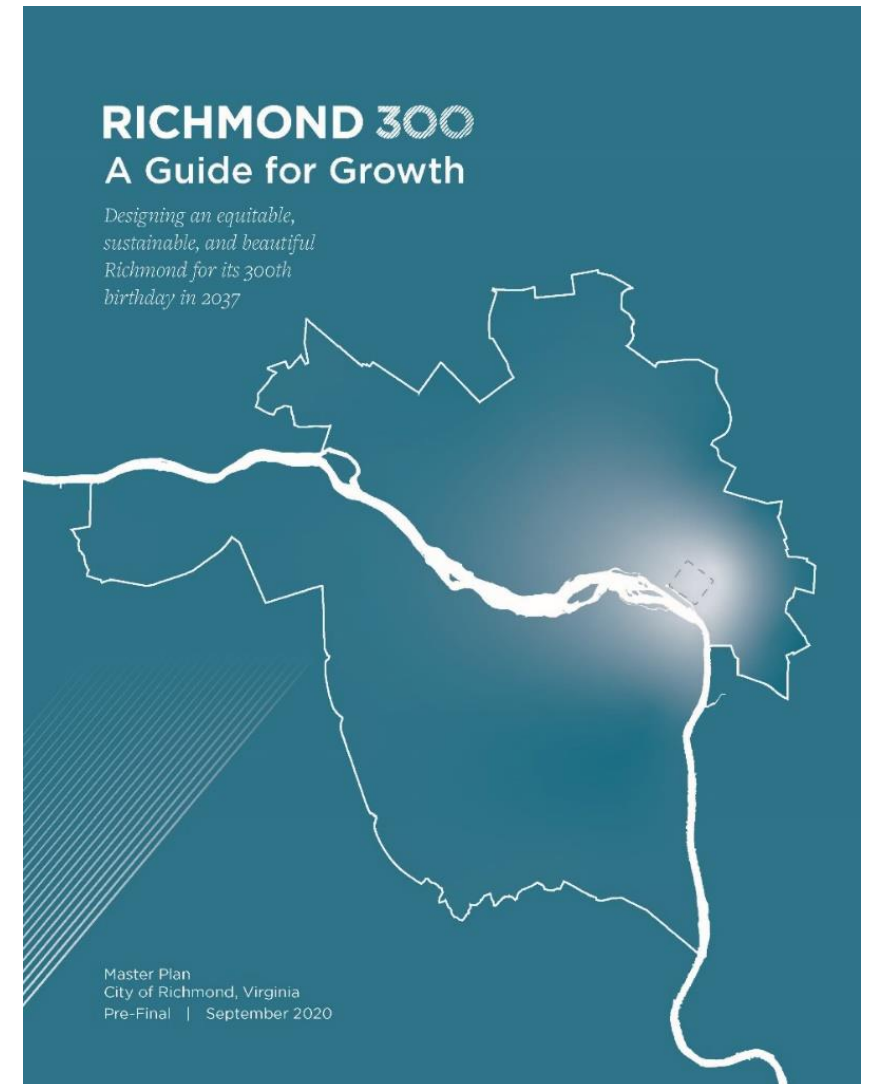
ADOPTED: DEC 14 2020 REJECTED: _____ STRICKEN: _____

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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



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)

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

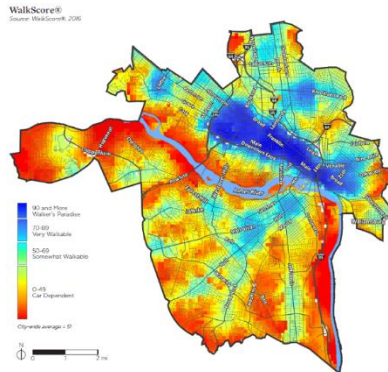
Resources Needed

- \$200,000+ for a community engagement consultant
- Staff time
 - 40% Deputy Director
 - 50% two PDR staff members
 - 5% from many other city staff

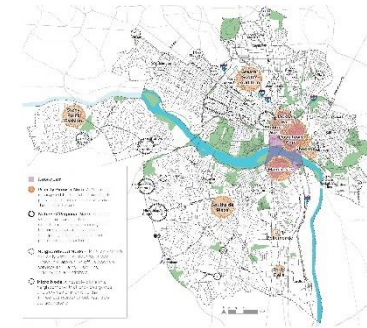
Implementation of *Richmond 300*

- 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 five 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



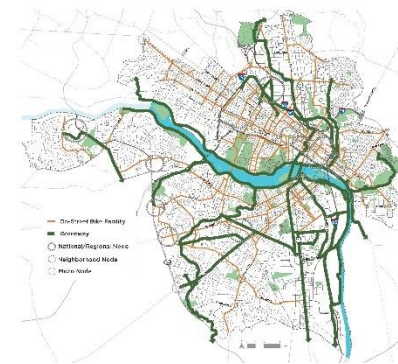
Re-Imagine Priority Growth Nodes



Expand Housing Opportunities



Provide Greenways & Parks for All



Reconnect the City



Realign City Facilities



Implementation of *Richmond 300*

- **Re-write the zoning ordinance**
 - accessory dwelling unit (ADU) ordinance
 - affordable dwelling unit ordinance
 - minimum parking requirements
 - short-term rental ordinance
 - Libby Hill viewshed
 - Form-based code community learning
 - design overlay districts
- **Re-imagine priority growth nodes**
 - Greater Scott's Addition zoning
 - Pulse Corridor (Science Museum / Allison / VCU-VUU) zoning
 - City Center Small Area Plan
 - Shockoe Small Area Plan
 - Pulse Corridor (Willow Lawn / Staples Mill) zoning
 - Jackson Ward / Gilpin Community Plan
 - Southside Plaza Small Area Plan
- **Expand housing opportunities**
 - Equitable Affordable Housing Strategic Plan
 - Market value analysis 2.0
 - RFPs for affordable housing on City properties
- **Provide greenways and parks for all**
 - West Broad Street Green
 - Five parks in Southside
 - James River Branch Trail
 - Scott's Addition Greenway
 - Manchester Canal
 - Reimagining Monument Avenue
- **Reconnect the City**
 - Richmond Connects 2.0
 - Jackson Ward Deck feasibility study
- **Realign City facilities**
 - City facilities plan
 - RVA Green 2050
 - RFP for Diamond properties
 - RFP for City Center properties
 - RFP for Oak Grove School

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

