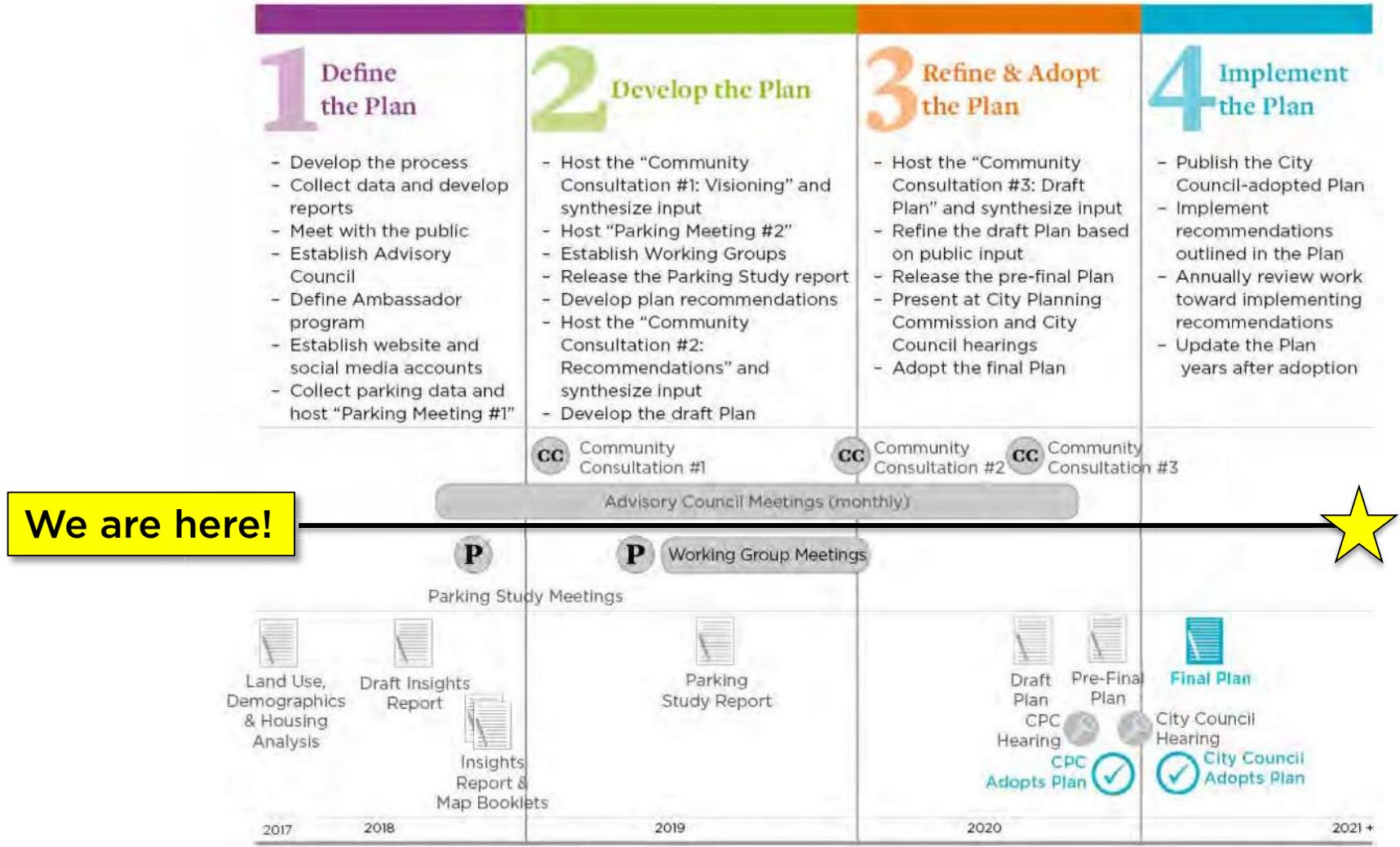


# Richmond 300: A Guide for Growth

Annual Progress Report  
December 20, 2021



# Process



# 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

# 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**

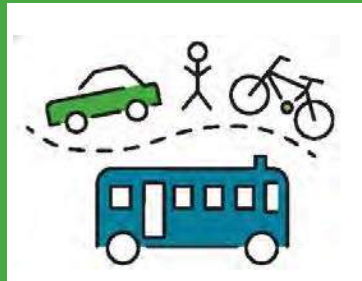
# 5 Topic Visions

## 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

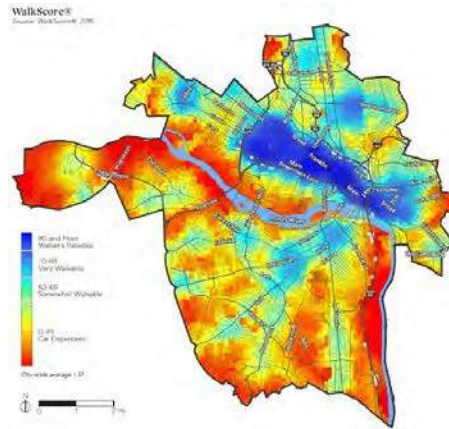


Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

# 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



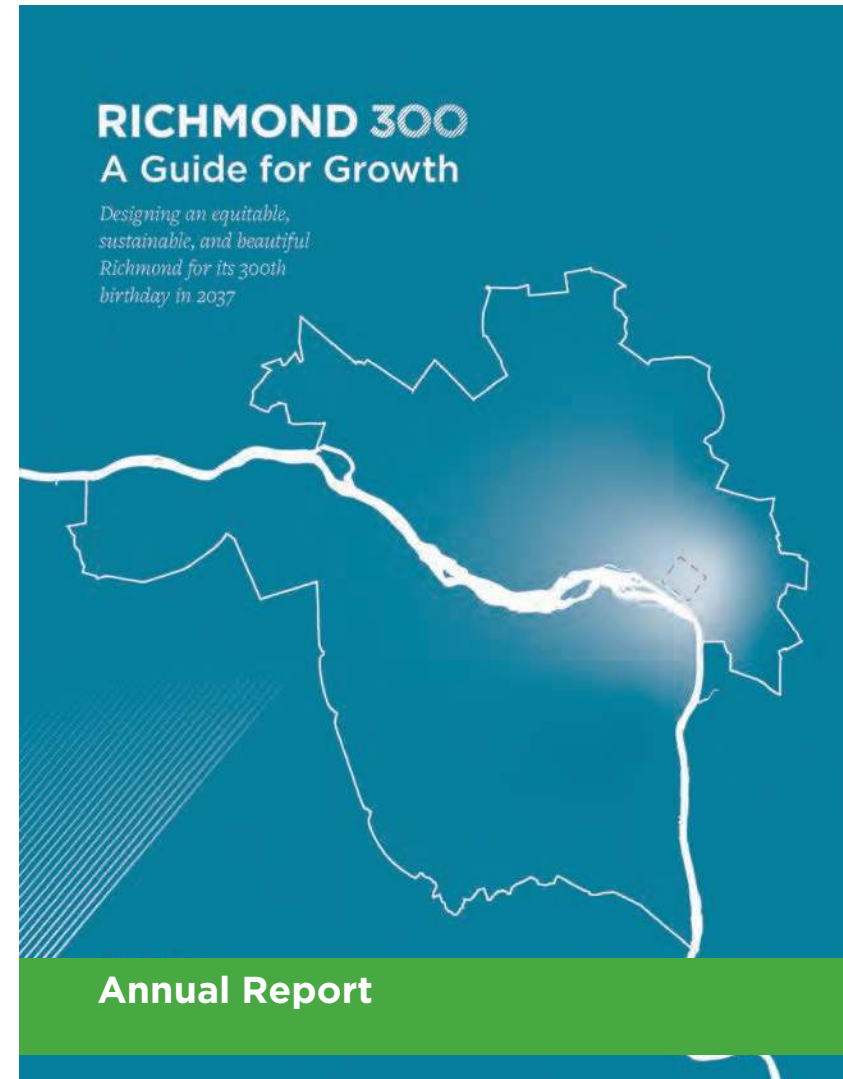
## Realign City Facilities



# 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.





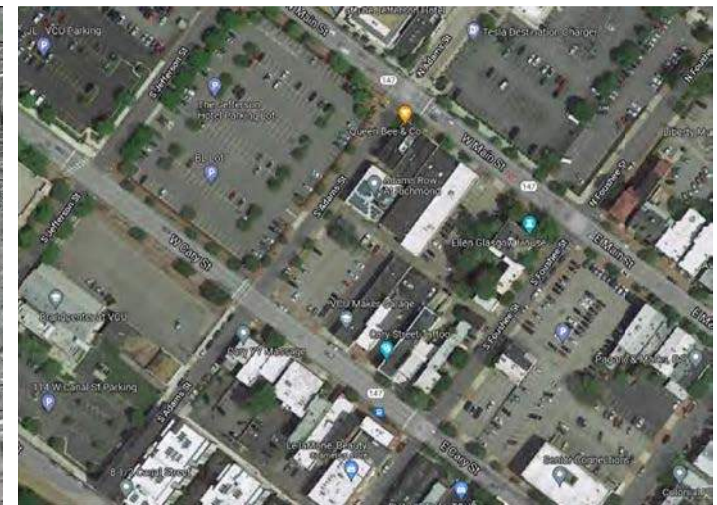
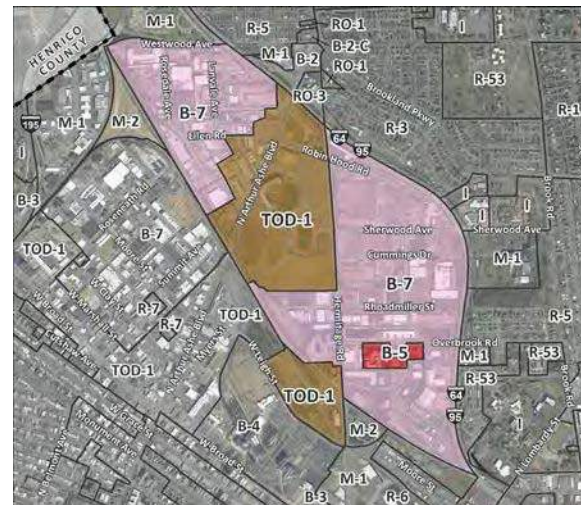
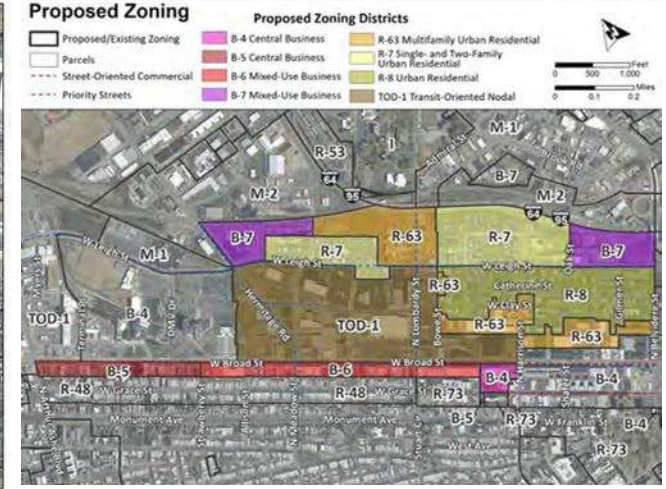
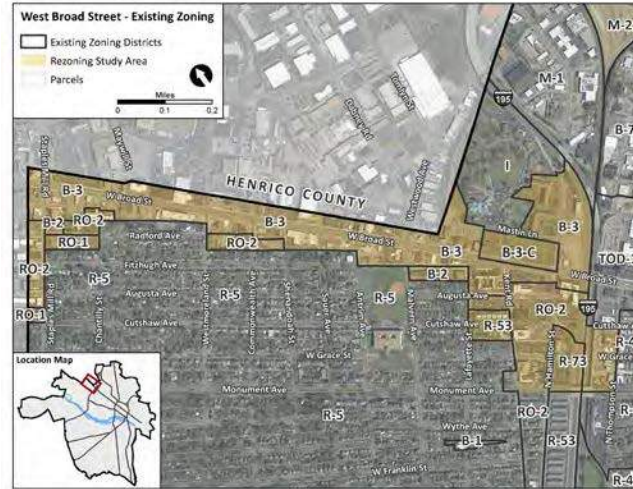
# Office of Equitable Development

- Reports to CAO and DCAO for Economic and Community Development
- Sits within the Dept. of Planning and Development Review
- Matrix structure, reaching across departments to coordinate internal efforts on topics related to **advancing the equitable development of the city**
- Coordinates and develops community engagement
- Seeks to leverage partnerships to implement *Richmond 300* with external entities like RRHA, Plan RVA, foundations, non-profits, and others



# Big Moves: Rewrite the Zoning Ordinance

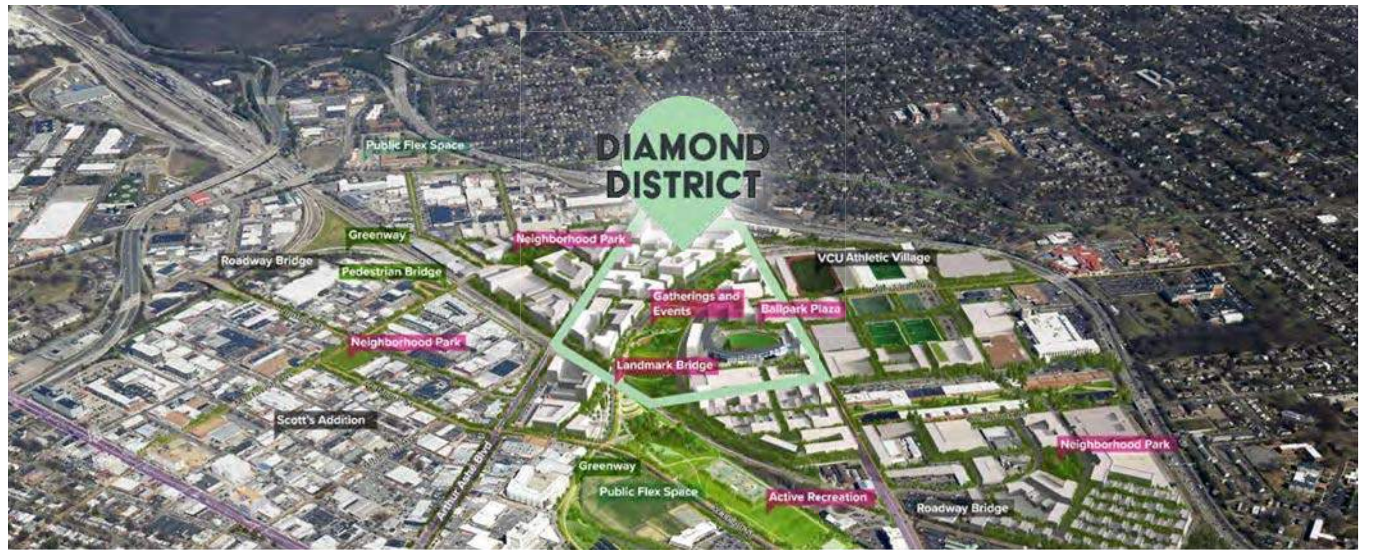
Project	Status	Lead (partners)
West Broad Street Rezoning	To be introduced to Council on 1/10/21	PDR
Allison Street Rezoning	Completed	PDR
Greater Scott's Addition Rezoning	Completed	PDR
Zoning Ordinance Re-Write	Requesting funds in FY23 budget	PDR
Reducing Parking Minimums	Resolution passed in Council; Analysis phase	PDR



# Big Moves: Reimagine Priority Growth Nodes

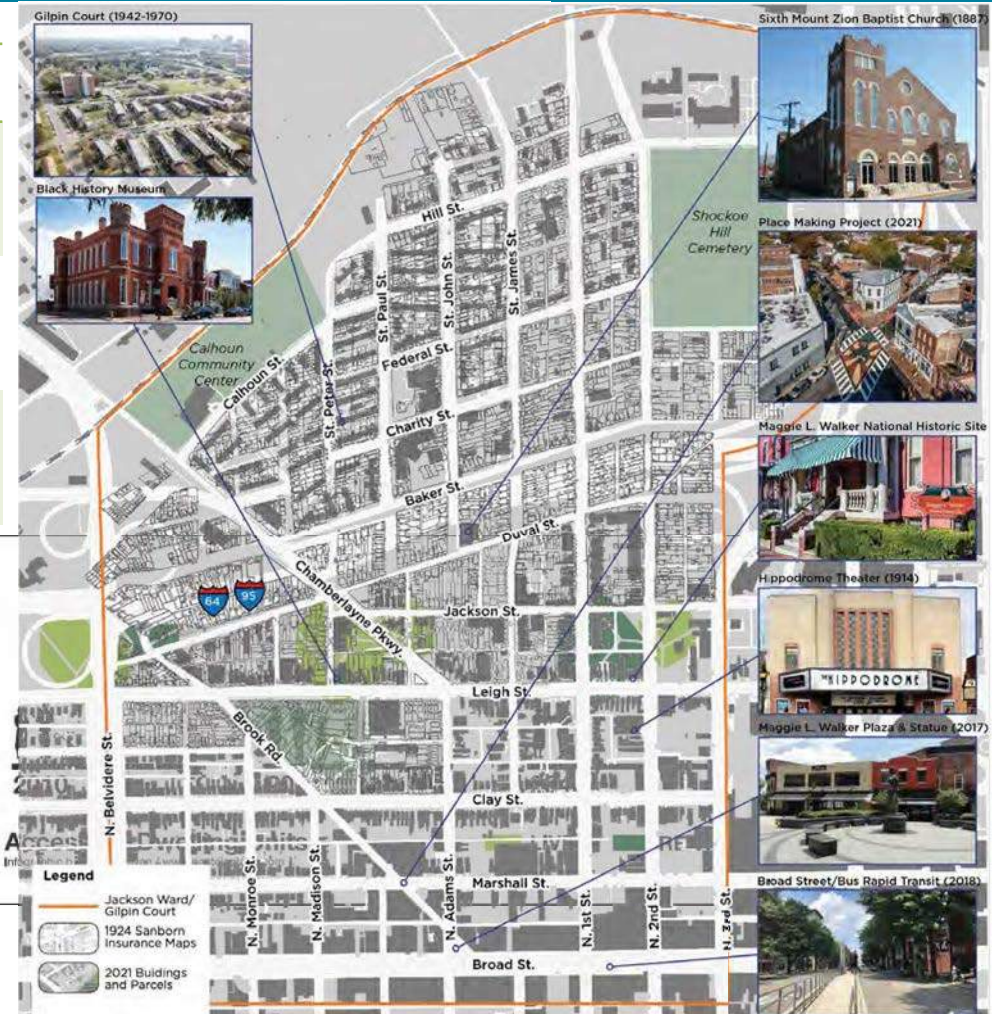
Project	Status	Lead (partners)
City Center Innovation District Small Area Plan	Adopted by CPC To be introduced to Council on 1/10/21	PDR (DPW, DPU, DED, Bio+Tech Park, VCU, GRCC)
Shockoe Small Area Plan	In final stages	PDR (DPW, DPU, DED)
Jackson Ward	\$450k HUD planning grant \$825k State-funded Study	PDR & RRHA (Health District, HCD, OIPI*, OETM)
Diamond District	RFI to be posted by the end of 2021	PDR & DED (VCU)
Southside Plaza	\$100k CDBG award for planning/analysis	PDR (PRCF, DPW, DED)

\*VA Secretary of Transportation Office of Intermodal Planning & Investment



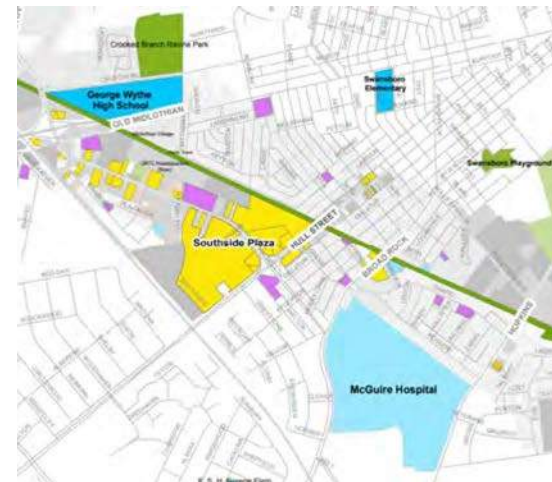
# Big Moves: Expand Housing Opportunities

Project	Status	Lead (partners)
Gilpin/North Jackson Ward Community Plan	In pre-planning stage, \$450k HUD grant	RRHA & PDR (Health District)
Market Value Analysis 2.0	\$125k study funded by RMHF and PlanRVA underway	Richmond Memorial Health Foundation (PDR, PlanRVA)
Equitable and Affordable Housing Strategy	Final plan to be released soon	HCD (PDR)
Accessory Dwelling Unit Ordinance	Resolution passed in CPC, research/public engagement	PDR
Update to the Affordable Dwelling Unit Density Bonus	Proposed changes coming 2022	HCD (PDR)



# Big Moves: Provide Greenways and Parks for All

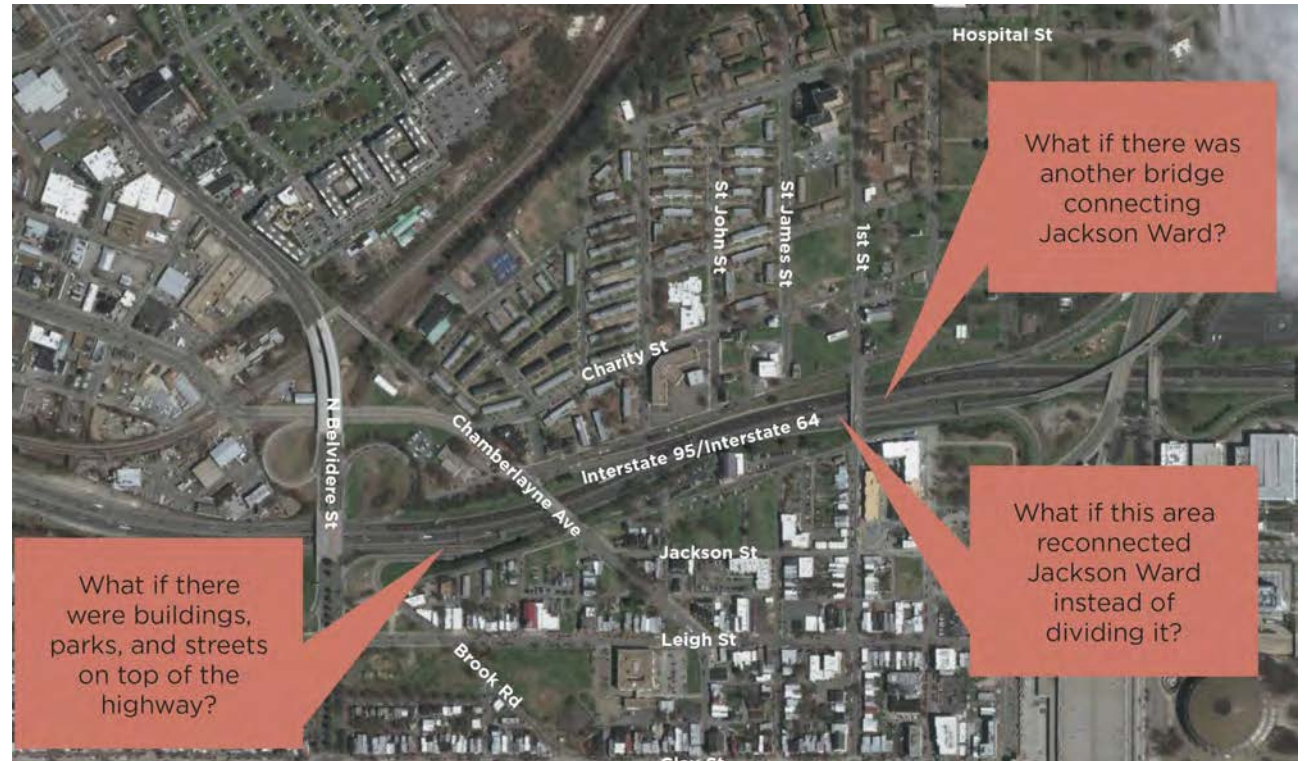
Project	Status	Lead (partners)
Fall Line Trail	Alignment decided Funded by CVTA and the Commonwealth	OETM (DPW, PDR, PCRF)
James River Branch Trail	Funded by VA Smart Scale	DPW (PDR, PCRF)
Scott's Addition/ Science Museum Greenway	Funded by VA Smart Scale	DPW (PDR, PCRF)
West Broad Street Green	Passed CPC	PDR (PCRF, DPW)
Richmond Parks Master Plan	ARPA Funding allocated Early stages	PCRF (PDR, DPW)
Streeteries/ Parklets Program	Research phase	PDR (DPW)
Jackson Ward Place making Project	\$25k grant from Bloomberg, complete	PDR (Venture Richmond, DPW)
5 Parks in Southside	Planning underway	PCRF (DPW, PDR)



# Big Moves: Reconnect the City

Project	Status	Lead (partners)
Jackson Ward I-95 Deck Project	Pre-planning phase, \$825k Commonwealth-funded study	PDR & OIPI* (DPW, DPU)

\*VA Secretary of Transportation Office of Intermodal Planning & Investment



What if there was another bridge connecting Jackson Ward?

What if this area reconnected Jackson Ward instead of dividing it?

What if there were buildings, parks, and streets on top of the highway?



Getting ready for the feasibility study. Engaging the community to define the project and process.

Community-driven feasibility study to develop a preferred option for reconnecting Jackson Ward.

The feasibility study positions Richmond to hopefully have a competitive application for State and Federal funding opportunities.

Once funded, construction documents would be developed and construction would commence.

# Big Moves: Realign City Facilities

Project	Status	Lead (partners)
Diamond RFI	To be posted by the end of 2021	PDR & DED (VCU)
Biennial Real Estate Plan	Adopted by Council; Public Safety Building sold	Council (PDR)
City Center Innovation District Small Area Plan	Adopted by CPC	PDR (DPW, DPU, DED)
Facilities Master Plan	Plan being finalized	DCAO for Operations
City Recreation Center Improvements	Funded by ARPA	Capital Projects (PRCF)



# Other Projects Underway/Completed

Non-exhaustive list of projects that are underway/completed and align with R300 goals, objectives, and strategies. Some of these are led by PDR, and others are led by other city departments.

## High-Quality Places

- Revised UDC Guidelines
- Public art at Southside Skate Park, Westover Hills, and more
- Libby Hill Viewshed ordinance
- Richmond's Guide to Being a Good Neighbor

## Equitable Transportation

- VA Smart Scale: BRT station in the Malvern Gap, Hull Street Improvements
- Richmond Connects 2.0
- Greater Washington Partnership North-South BRT study
- New bike lanes throughout Richmond
- Increase in Amtrak trains at Main Street Station
- Bike Share pilot expansion into public housing

## Diverse Economy

- Economic Development Strategic Plan

## Inclusive Housing

- *See projects in the Expanding Housing Opportunities Big Move*

## Thriving Environment

- *See projects in the Provide Greenways and Parks for All Big Move*
- RVAgreen2050



# Looking Ahead to 2022

## Major projects the Office of Equitable Development will be leading...

Many other entities are leading projects that implement Richmond 300. PDR staff are included in those project teams. All of those projects are not listed here.

Project	2022 Actions	Big Move
West Broad Street Rezoning	Finalize rezoning	Rezoning
Zoning Ordinance Re-Write (if funded)	Prepare/Issue RFP, begin community engagement	Rezoning
Reducing Parking Minimums	Introduce ordinance to change zoning	Rezoning
City Center Innovation District Small Area Plan	Introduce ordinance to adopt plan, issue RFOs, rezone	Nodes
Shockoe Small Area Plan	Introduce ordinance to adopt plan, issue RPF for park, initiate rezoning, and more big moves identified in plan	Nodes
Gilpin/Jackson Ward Community Plan	Begin community engagement, visioning process	Nodes
Reconnect Jackson Ward Feasibility Study	Complete study, align funding opportunities, apply for federal funding	Reconnect
Diamond District	Review RFI submissions, issue RFO, negotiate with teams, introduce ordinances redevelop property	Nodes
Southside Plaza	Begin planning/analysis, begin community engagement	Nodes
Accessory Dwelling Unit Ordinance	Introduce ordinance to change zoning	Housing
Streeteries/ Parklets Program	Finalize regulations	Greenways/Parks

**Thank you!**

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**RICHMOND**

**300**

A GUIDE FOR GROWTH