

Richmond 300: A Guide for Growth Final Document

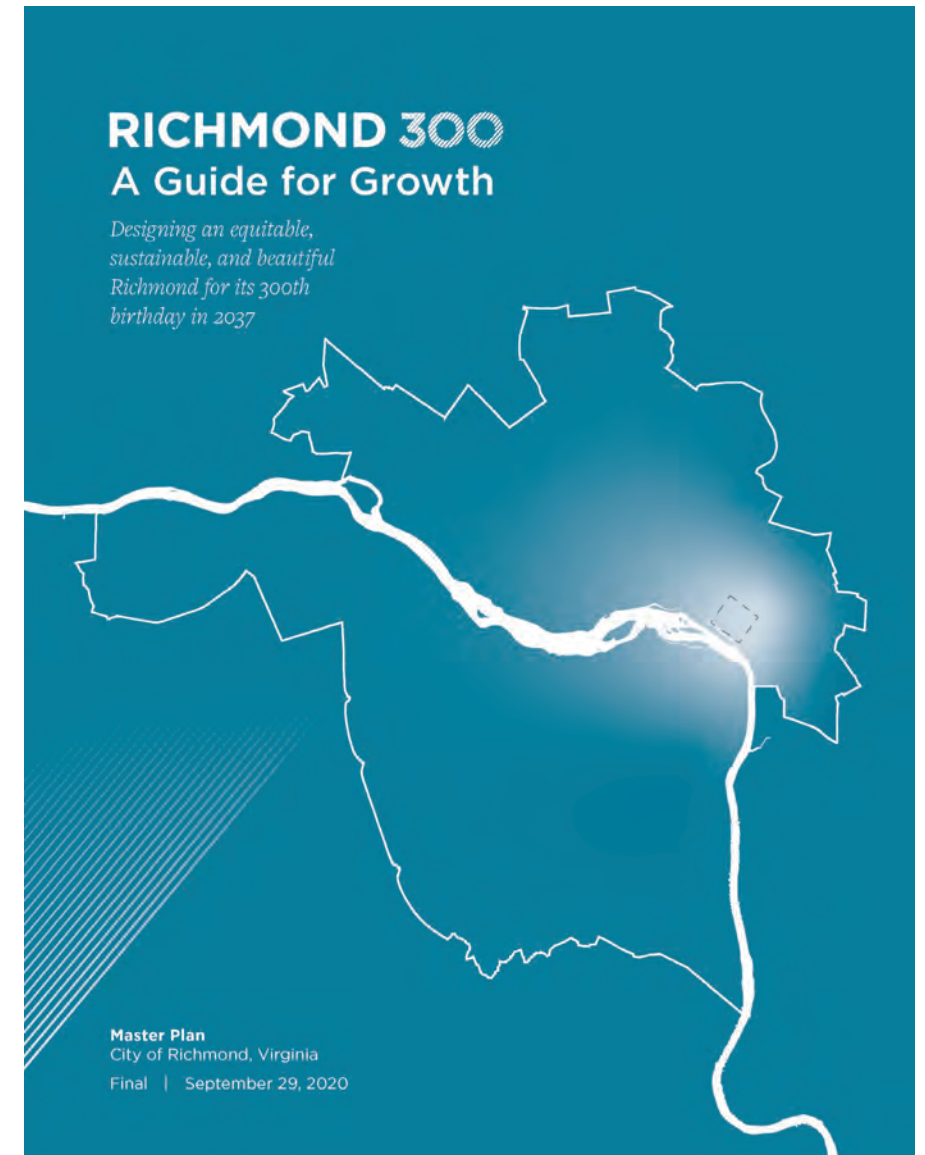
Land Use, Housing, and Transportation Committee
City Council
November 17, 2020



Final Plan

www.richmond300.com/final

- Executive Summary
- Entire Plan
- Supporting Reports
- Future Land Use Map (Arc-GIS Online)



Draft to Final: Noteworthy Changes

- **New Future Land Use Category:** Community Mixed-Use
- **Future Land Use Map Changes** to Randolph, Oregon Hill, Shockoe, Rocketts Landing, and several Neighborhood Nodes and corridors that became the new Community Mixed-Use category
- **New Objectives:**
 - Objective 1.2 related to Small Area Plans
 - Objective 2.3 related to City utilities
- **New Call Out Boxes:** shopping centers, institutional buildings, and grocery stores

Process

1st Advisory Council Meeting
January 2018



Community Consultation #1: Visioning and Big Ideas
September - October 2018



Working Groups: Creating the Maps and Strategies
March - July 2019



Community Consultation #2: Review Maps and Strategies
September - October 2019

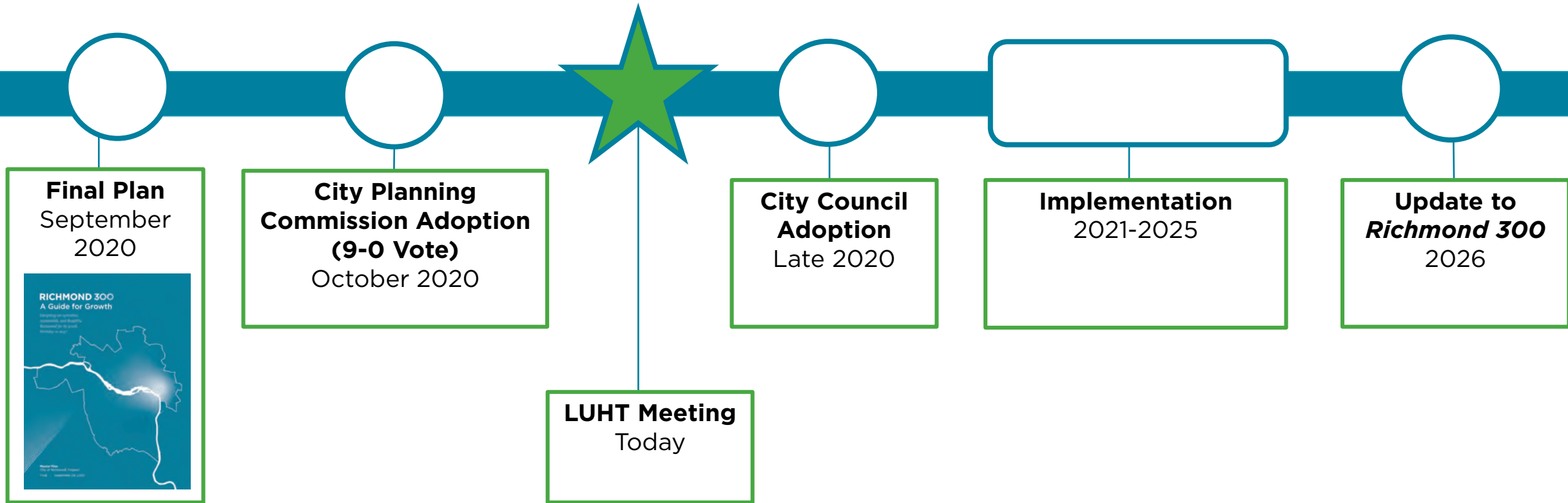


Community Consultation #3: Review Draft Plan
June-July 2020



Advisory Council Approves Pre-Final Plan
(Vote: 19-0-2)
September 2020

Process (Cont.)



Engagement Data

	Existing Meetings		R300 Meetings		Surveys		Comments		
	#	Attendees	#	Attendees	#	Responses	Text	Map	Email or Letter
Pre-Planning and Data Collection [Sept. 2016 – May 2018] Gather contact info and data, share why planning matters and that the Master Plan update is commencing	90	2,400							
Advisory Council [Jan. 2018 - Sept. 2020] 21-member group provides guidance and expertise in creating Richmond 300			26						
Community Consultation #1 [Aug. – Oct. 2018] Gather vision statements and big ideas	40	1,300	7	258	1	1,030			
Working Groups [March – July 2019] Develop goals, objectives, strategies, and maps			15	693			267		
Community Consultation #2 [Aug. – Nov. 2019] Gather comments on draft content and maps	62	1,645	28	369	1	1,015	112	500	20
Community Consultation #3 [June – July 2020] Gather comments on the Draft Plan	23	449	16	778*			1,087	50	70
Parking Study [June 2018 – Jan. 2019] Create parking strategies for 7 areas of the City	14	70	14	426	2	800			
Greater Scott's Addition Framework Plan [June 2019 – Feb. 2020] Develop the Greater Scott's Addition Framework Plan			3	170	2	1148			
Coliseum Framework June 2020 – present] Develop a Framework Plan for the Coliseum Area			2	215**	2	997			
TOTALS	229	5,864	111	2,749	8	4,990	1,466	550	90

*Virtual Summit recordings had 586 views and 646 downloads as of 9/9/2020.

**Coliseum Mtg#1 was during the CC#3 Downtown Summit, therefore 160 attendees are excluded from the total attendee count to avoid double counting.

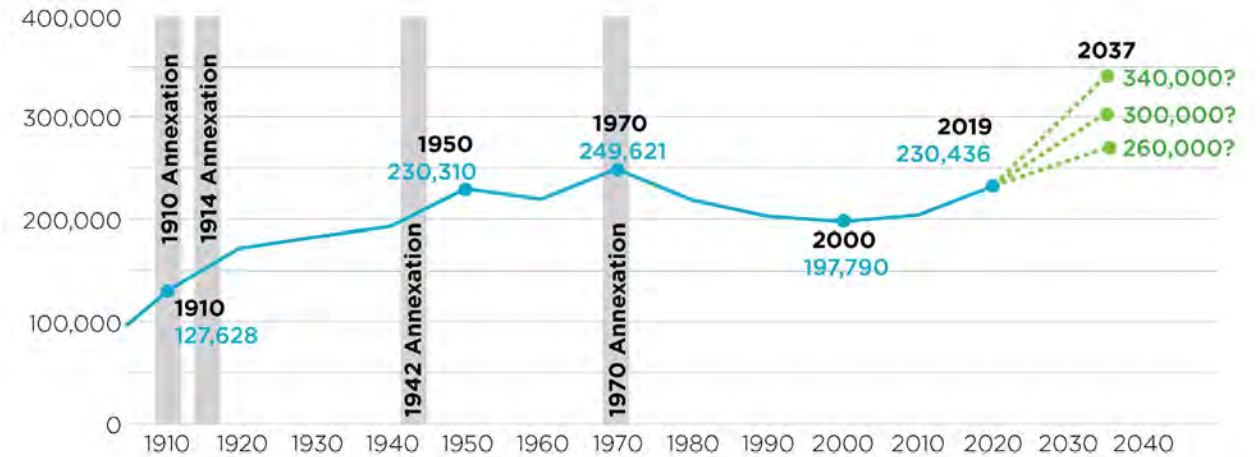
Thank you!

- **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.

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 Center 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.

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

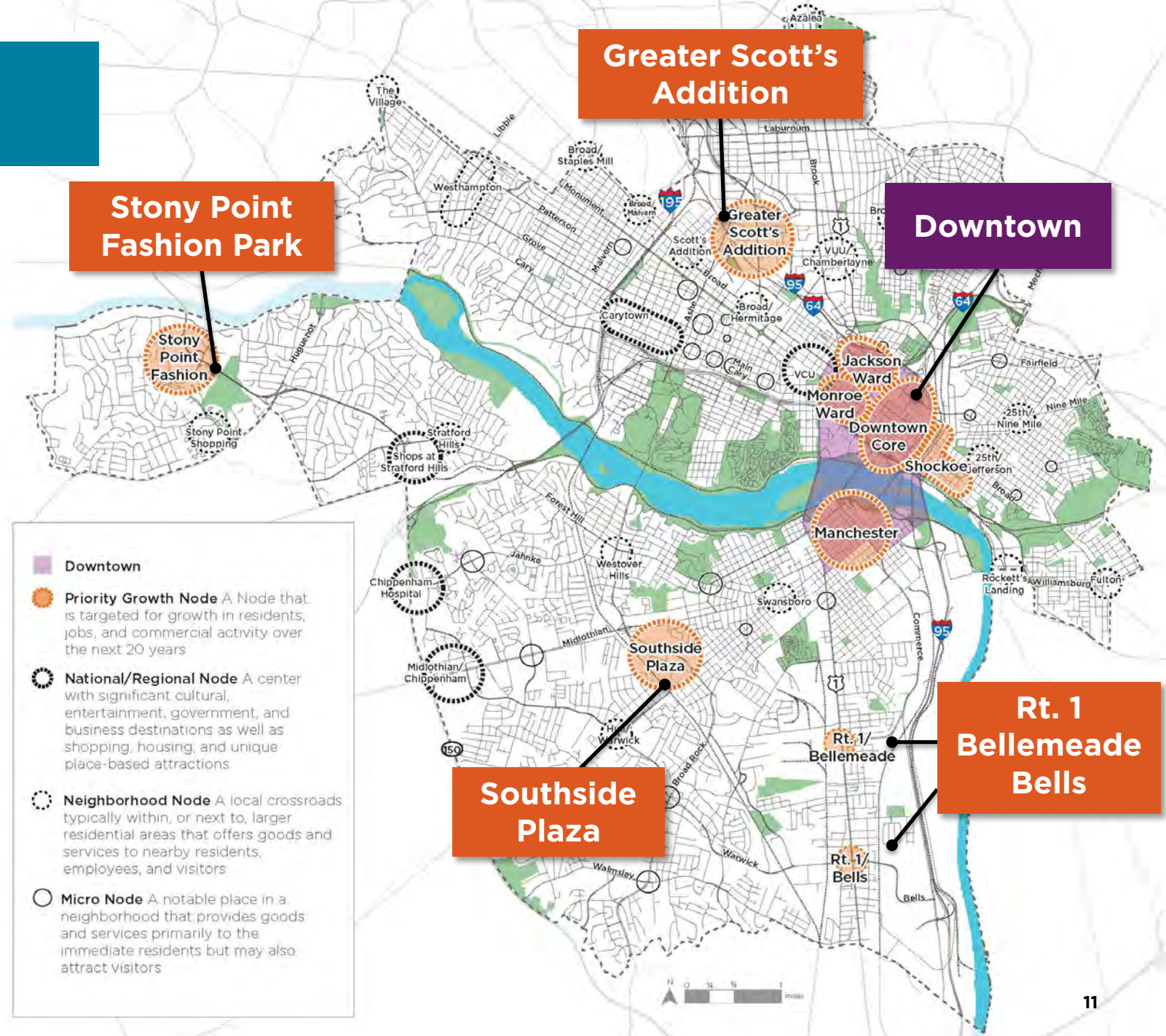


THRIVING ENVIRONMENT

Nodes

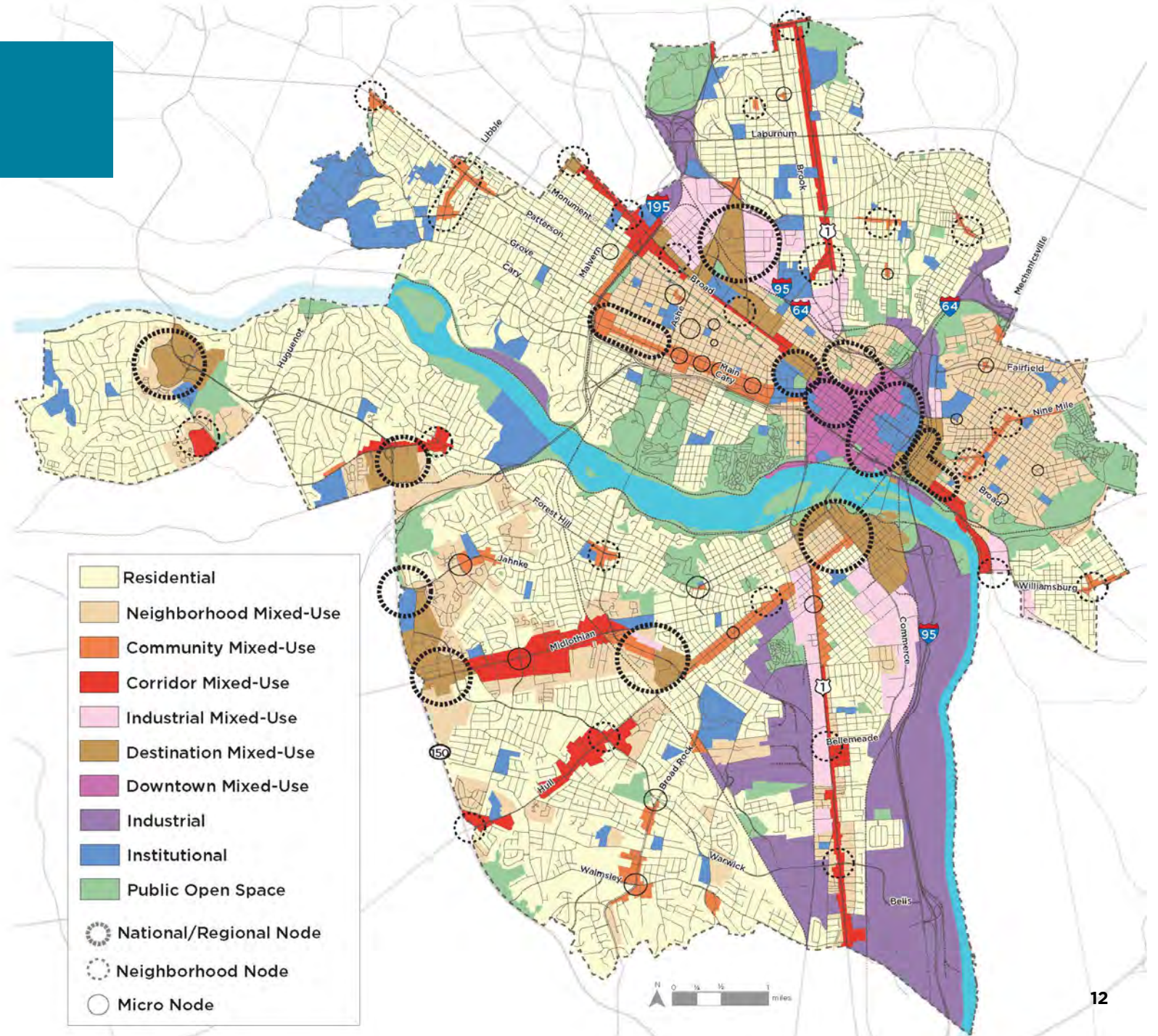
Nodes are places where people and jobs are today and may be in the future. Nodes are the convergence of many uses and multiple modes of transportation.

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



Future Land Use

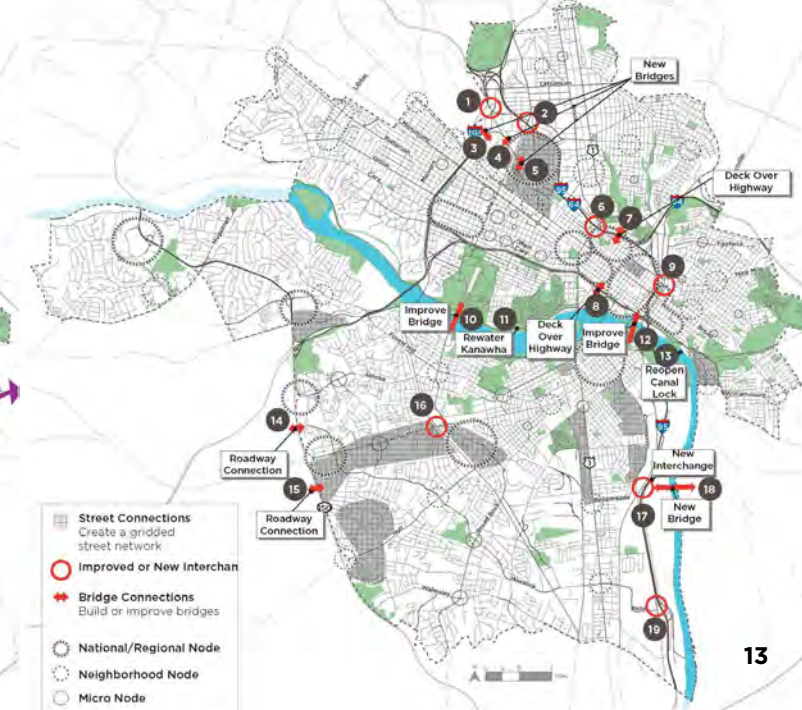
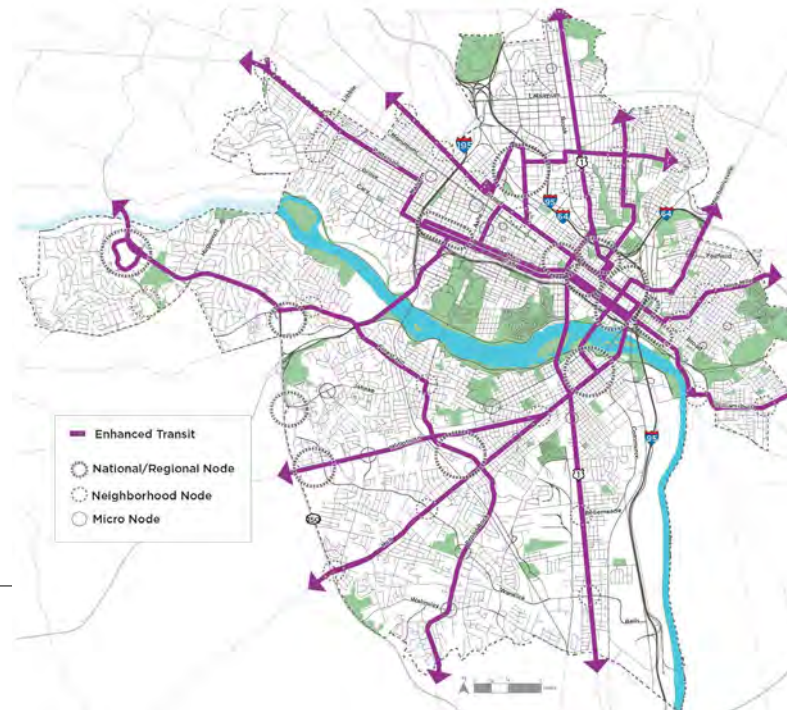
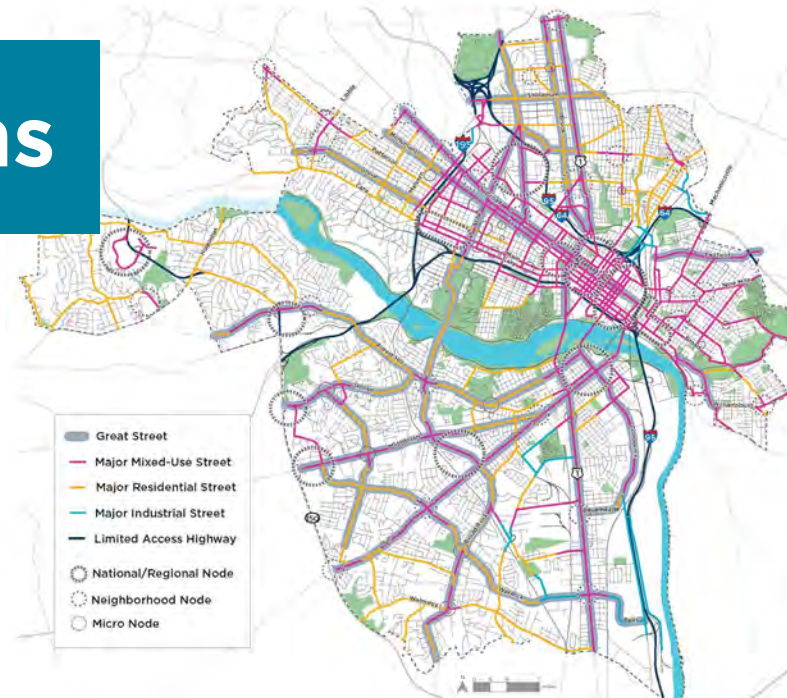
Future land use designations are visionary and include language about how the area should look and feel in the future, but do not specify what an owner can or cannot legally do with their property.



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 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

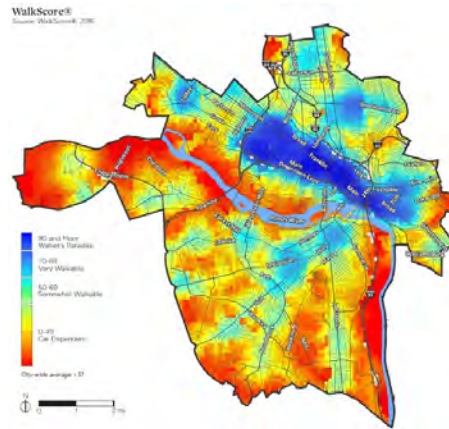


- 15: Clean Air
- 16: Clean Water
- 17: Resilient & Healthy Communities

Implementation

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



Comments and Responses



Zoning

Comment: If *Richmond 300* is passed, my zoning district will change.

Response:

- A *Richmond 300* “Big Move” calls for a rewrite of the Zoning Ordinance (pp. 184-186).
- Zoning districts change through a zoning amendment & must be adopted by City Council.
- Zoning code rewrite is a 3-5-year process, includes extensive community engagement.

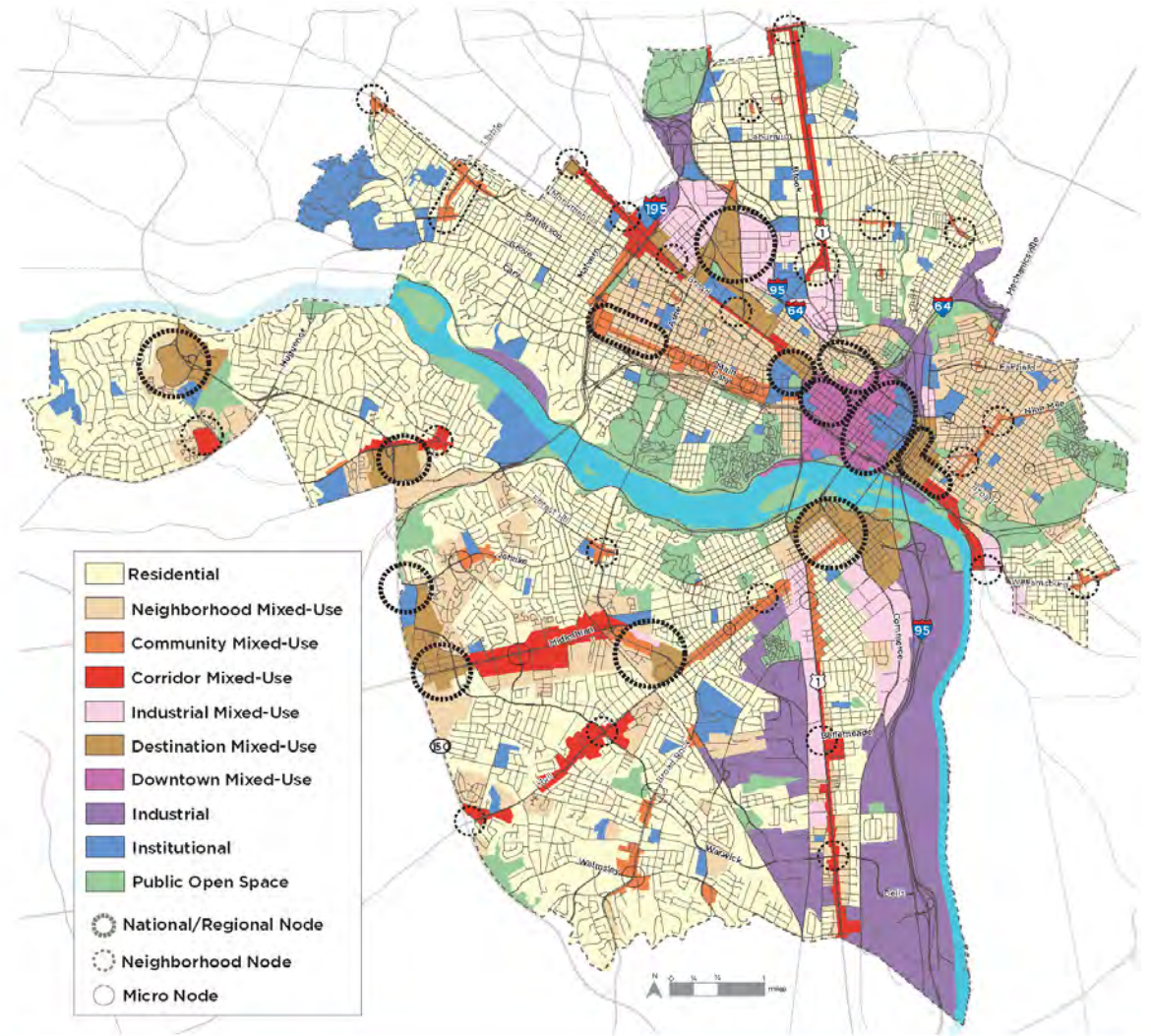


FIGURE 11 // Future Land Use Map

Future Land Use

Comment: Neighborhood Mixed-Use is not a residential category.

Response:

Neighborhood Mixed-Use future land use category: “existing or new highly-walkable urban neighborhoods that are predominantly residential with a small, but critical, percentage of parcels providing retail, office, personal service, and institutional uses” (p. 56).



Future Land Use

Comment: If my neighborhood is labeled “XX,” then tomorrow my neighborhood will have a lot of the secondary uses described in the Future Land Use description.

Response:

- Exact location of where uses will happen is determined by zoning.
- Secondary uses will likely either:
 - A) be allowed by-right in some areas, OR
 - B) be allowed only with a conditional use permit, OR
 - C) be allowed only with a Special Use Permit (SUP).

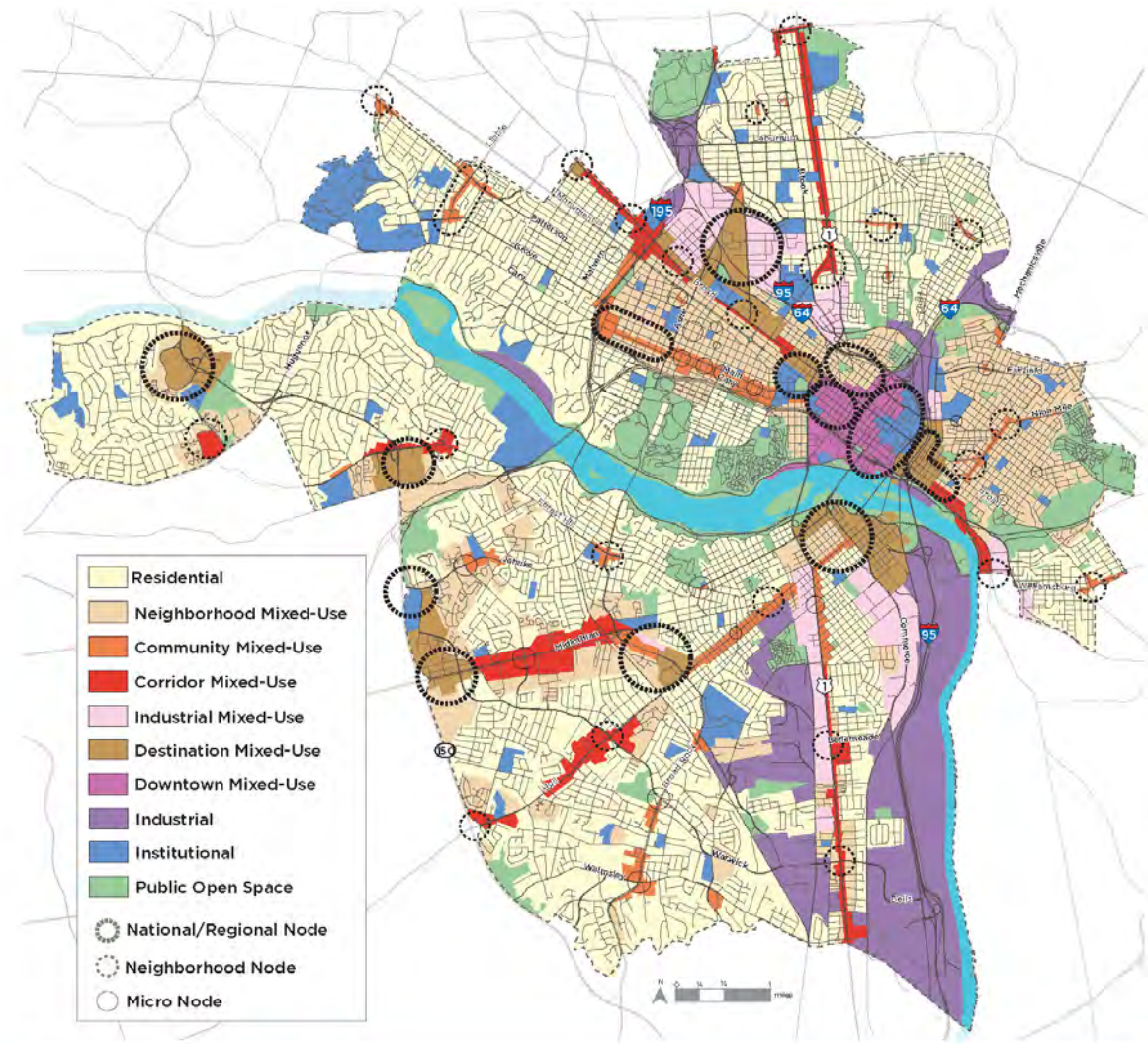


FIGURE 11 // Future Land Use Map

Future Land Use

Comment: The Future Land Use Category for my neighborhood includes an intensity description with a range of building heights – that means all the future buildings in my neighborhood will be the maximum height listed in the description.

Response:

- All buildings in an entire area labeled with the same Future Land Use category will not all be the maximum height allowed.
- The intensity describes the range of heights generally found in the area – exact location of taller buildings will be determined in rezoning process.

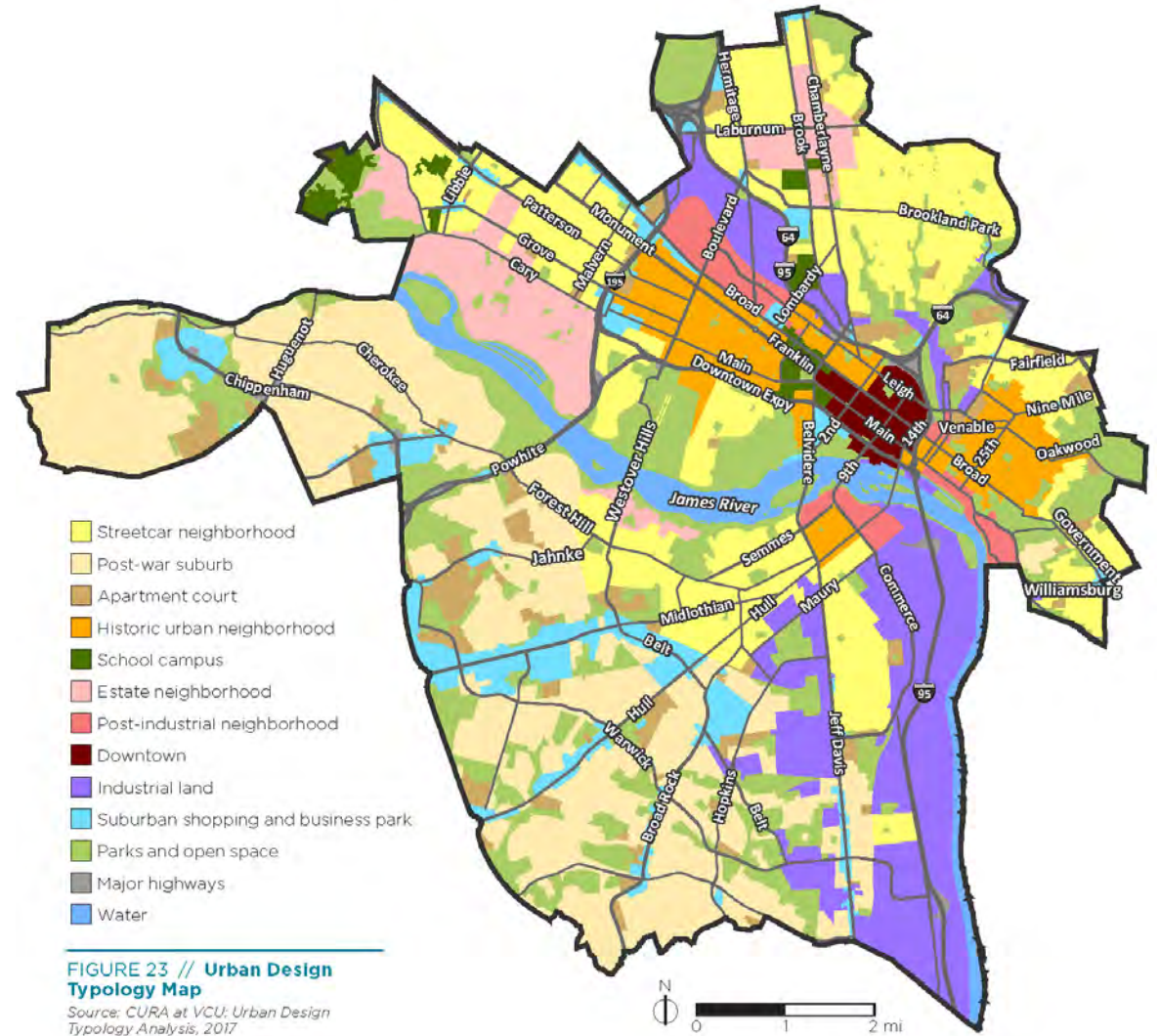


FIGURE 23 // Urban Design Typology Map

Source: CURA at VCU; Urban Design Typology Analysis, 2017

Future Land Use

Comment: If *Richmond 300* is passed, a very tall building or inappropriate use will appear in my neighborhood tomorrow.

Response:

- Any proposed project that doesn't meet current zoning has to go through a Special Use Permit (SUP) process.
- Applicant will have to work with staff and the community to make sure project aligns with intentions of *Richmond 300*.

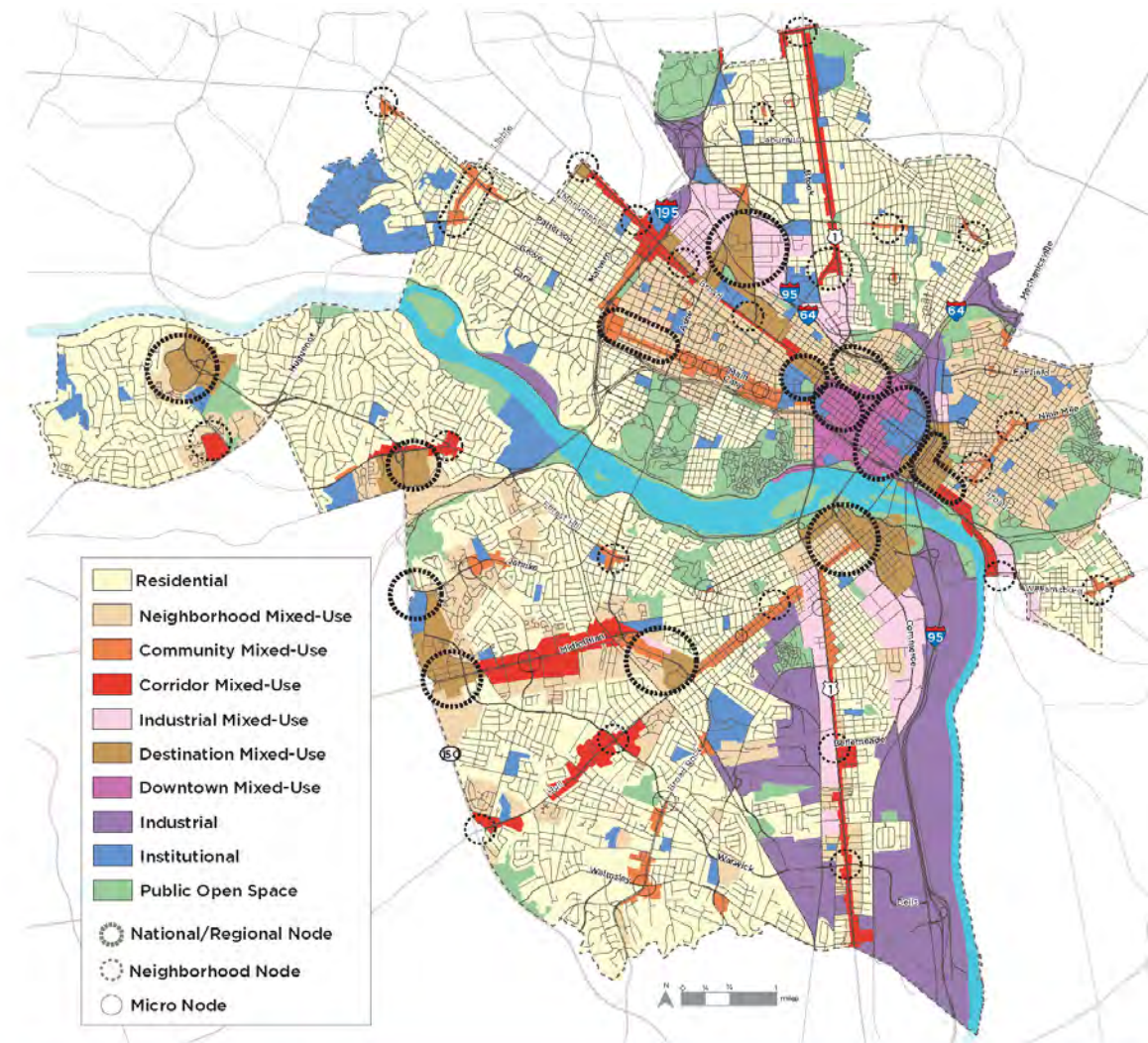


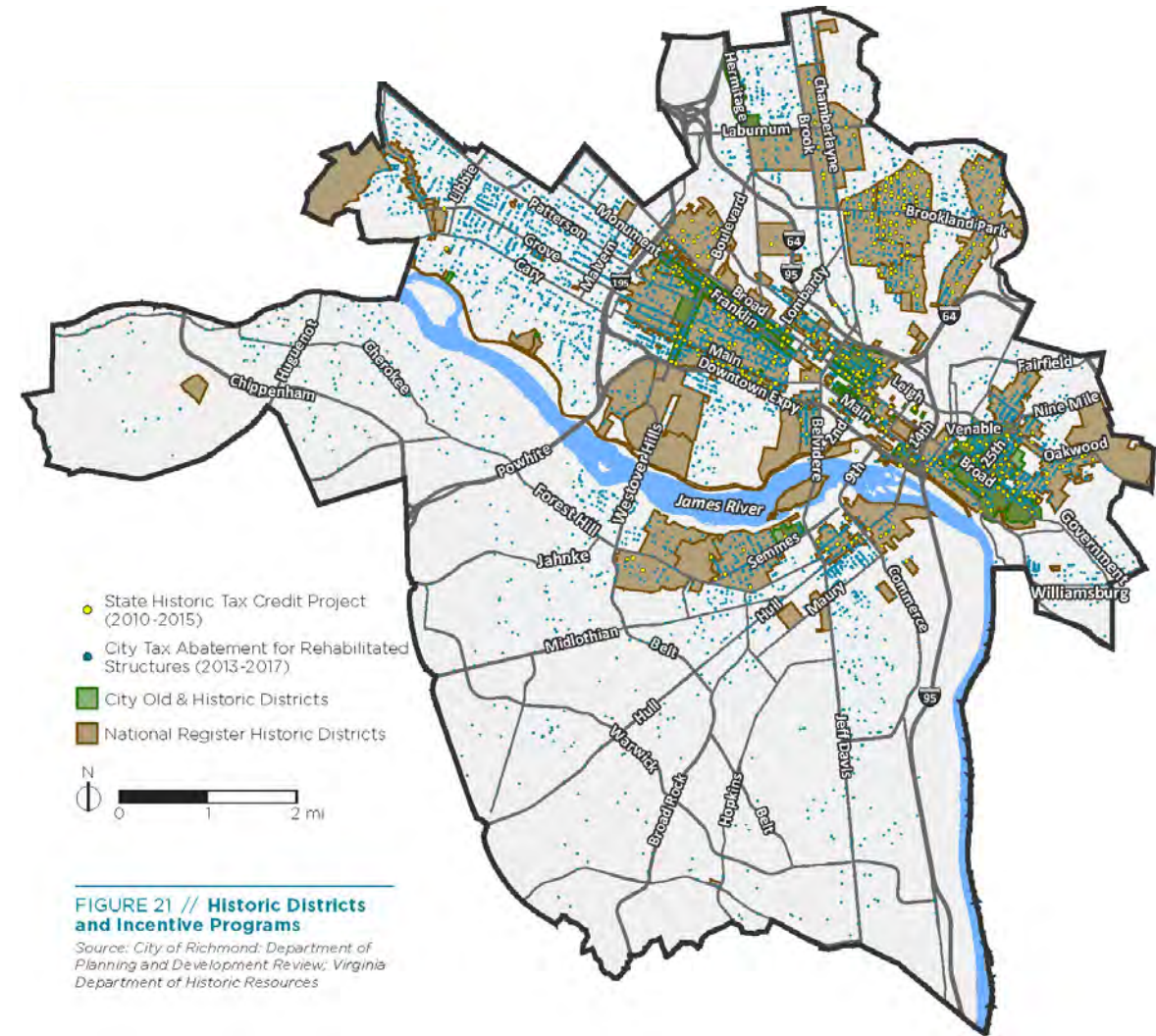
FIGURE 11 // Future Land Use Map

Historic Preservation

Comment: If *Richmond 300* is passed, Richmond's historic neighborhoods will be at risk for demolition.

Response:

- *Richmond 300* celebrates Richmond's authenticity.
- Many recommendations in Plan uphold preservation and enhancement of historic neighborhoods, including:
 - Goal 3: Historic Preservation – support growth that preserves the historical urban fabric and enhances understanding of Richmond's multi-faceted past.



Implementation

Comment: Once *Richmond 300* is adopted everything in the Plan will be implemented immediately and everything in the City will change.

Response:

- *Richmond 300* is a long-range plan that provides guidance for how the City should manage growth for next 20 years. The plan will take years to implement.
- Chapter 7: Implementation of *Richmond 300* includes 6 Big Moves for the City to further over the next 5 years.

6 “Big Moves” in Richmond 300



1. Rewrite the Zoning Ordinance



2. Reimagine Priority Growth Nodes



3. Expand Housing Opportunities



4. Provide Greenways and Parks For All



5. Reconnect the City



6. Realign City Facilities

Public Engagement

Comment: Once *Richmond 300* is adopted there will be no more public engagement around planning, development, and growth management issues.

Response:

- PDR believes active public engagement in shaping & guiding development and land use decisions is essential in realizing *Richmond 300*'s vision.
- Goal 5 outlines many strategies related to expanding community engagement.

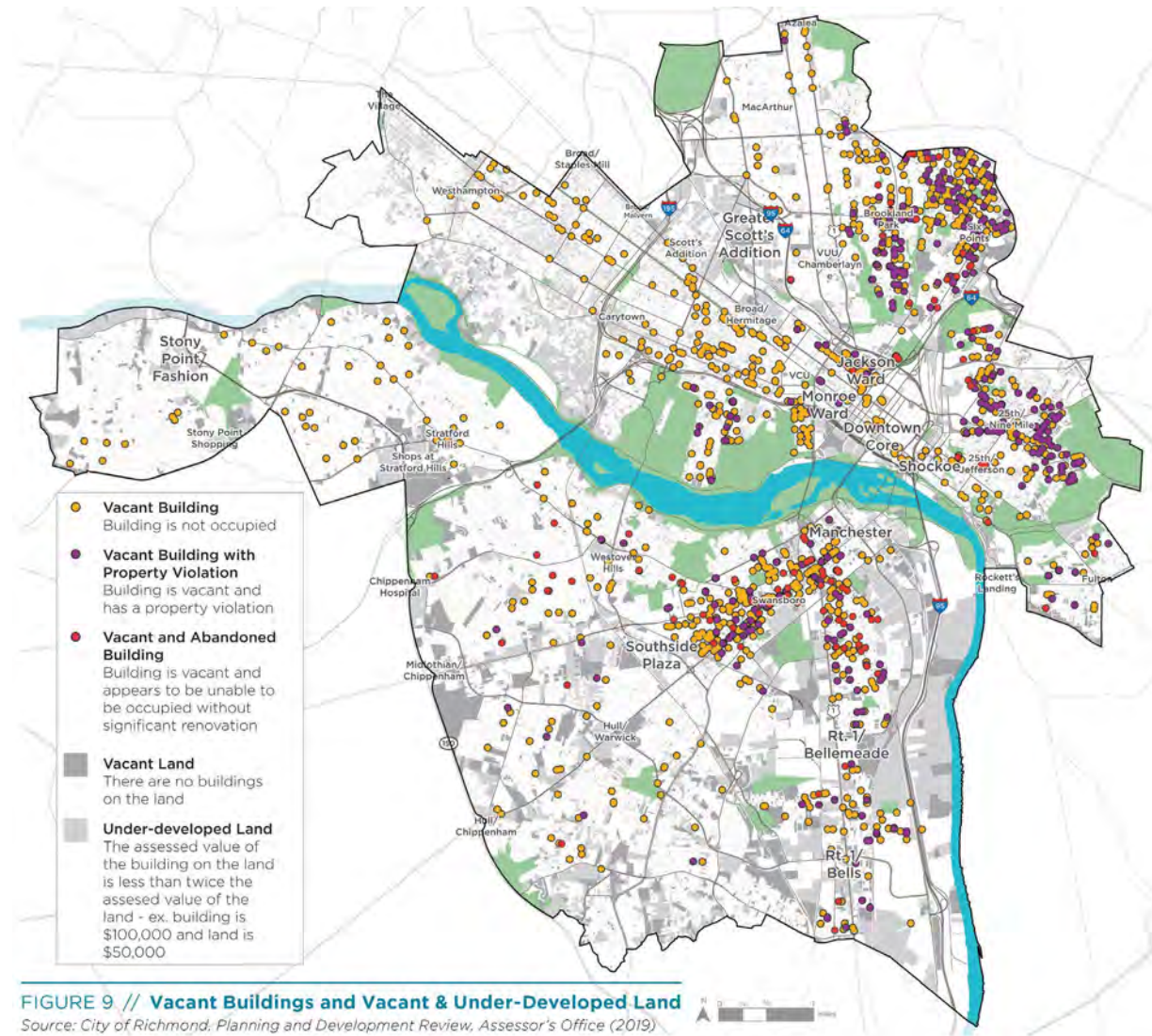


Property Values

Comment: My property is shown as “under-developed” in Figure 9. This means that the City is out to get my land.

Response:

- Under-utilized parcels: the ratio of improved value to land value is less than 2.0.
- *Richmond 300* does not advocate for using eminent domain and there is no connection between that and the “under-developed parcels.”



Infrastructure

Comment: The Plan shows a bridge/interchange on the Future Connections Maps. This means that new infrastructure will be built, and the public will have no say in the matter.

Response:

- Each of the proposed new/improved bridge/interchanges are long-range projects that will be developed in coordination with VDOT, Richmond Regional Transportation Planning Org., adjacent localities, and the community.
- Many will require further study and planning.

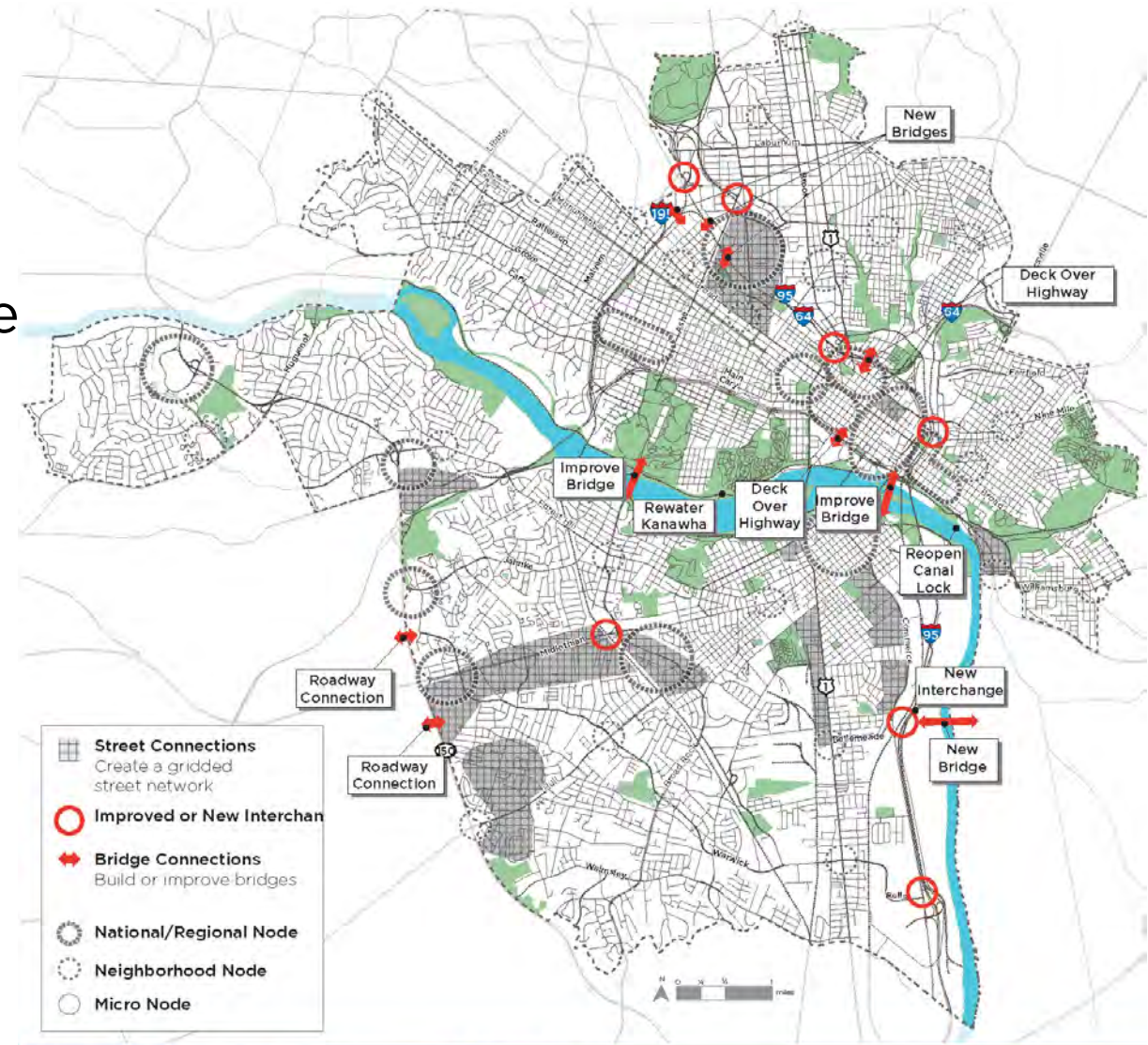


FIGURE 30 // Connections, Interchanges, and Bridges Map

Thank you!

Q&A



Southside Economic Development Task Force Recommendations and *Richmond 300*



Transportation, Port, and Railways

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Replacing/resurfacing portions of Jefferson Davis Hwy. and Commerce Rd. near the port to accommodate increased truck traffic

How Recommendation is Incorporated into *Richmond 300*:

- Objective 9.5: Improve 80% of street pavement to a condition index of good or better
- Strategy 11.4.c: Implement strategies to support the Richmond Marine Terminal & freight rail as economic development engines for the City:
 - Ensuring truck access to Richmond Marine Terminal aligns with Vision Zero objectives (Goal 7)
 - Engage with Commerce Rd. improvement projects

Transportation, Port, and Railways

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Deepwater Terminal Road Extension
- Deepwater Terminal Access Improvements
- I-95/Bells Road Interchange Improvements

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 11.4.c supports improvements to improve truck access
- Street Connections, Interchanges, and Bridges Map #19: Improvements at the interchange of I-95 and Bells Rd. allows for better access and connectivity by providing more movement directions than the current interchange allows, supporting operations at the Richmond Marine Terminal

Transportation, Port, and Railways

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- I-95/Bellemeade Rd. New Interchange

How Recommendation is Incorporated into *Richmond 300*:

- Street Connections, Interchanges, and Bridges Map #17: A new interchange of I-95/64 at Bellemeade Rd. would provide direct access to industrial areas along the River and alleviate the need for trucks to travel longer distances through residential neighborhoods

Zoning Alternatives

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Modifications to current B-3 zoning districts in the study area and/or alternatives to B-3 zoning district in the study area to facilitate and maximize economic development opportunities

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 1.1.a: Re-write the Zoning Ordinance to achieve goals set forth in *Richmond 300*
- Big Moves: Re-writing the Zoning Ordinance is one of 6 Big Moves. The Big Move Action Steps include amending the B-3 Zoning District
- Nodes: The Primary Next Steps for Nodes throughout South Richmond include prioritizing the rezoning of the B-3 zoned parcels along corridors in alignment with the Future Land Use Plan to encourage the economic revitalization and pedestrian improvements

Economic Incentives, Rehabilitation Districts, Zones

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Leverage Economic Development Incentive Zones

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 11.1.h: Implement Technology Zones along Rt. 1, Hull St., Belt Blvd., Midlothian Tpke., and other areas of the city
- Nodes: The Primary Next Steps for the Rt. 1 Nodes include “Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Rt. 1 corridor”

Economic Incentives, Rehabilitation Districts, Zones

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Update Redevelopment and Conservation Areas and Rehabilitation Zones

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 11.1.b: Evaluate revisions to the City's Redevelopment and Conservation Areas and Rehabilitation Districts to facilitate expanded use of the City's Partial Tax Exemption Program, which was implemented to reduce/eliminate concentrations of blight, stimulate investment and encourage new construction and improvement of real property

Economic Incentives, Rehabilitation Districts, Zones

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Other Economic Incentives (Environmental Remediation Grants)

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 16.1.i: Identify brownfields for redevelopment and explore programs to incentivize redevelopment of the brownfields into appropriate uses

Economic Incentives, Rehabilitation Districts, Zones

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Commissioning a Market Feasibility Study to help identify potential alternative land uses of the study area that could maximize the economic development potentials

How Recommendation is Incorporated into *Richmond 300*:

- Includes strategies for developing Small Area and Corridor Plans within the study area which would include additional examination of land uses that could maximize economic development potential
 - Strategy 1.2.b: Develop small area plans for the Primary Growth Nodes at Southside Plaza Area...
 - Strategy 1.2.c: Develop detailed corridor plans for Commerce Rd. and Rt. 1...

Strategic Properties, Site-/Workforce-Readiness

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Identifying strategic properties for future industrial use

How Recommendation is Incorporated into *Richmond 300*:

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

Strategic Properties, Site-/Workforce-Readiness

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Develop a Site-Readiness Program

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 11.1.c: Develop a Site-Readiness Program to identify and implement public and private investments to advance the redevelopment speed and attractiveness of these strategic properties near/within Nodes to attract target industries:
 - 1) Corporate HQs, professional services;
 - 2) Life sciences and education;
 - 3) Financial services;
 - 4) Transportation and logistics;
 - 5) Specialty beverages and foods

Strategic Properties, Site-/Workforce-Readiness

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Workforce-Readiness Recommendations: Conduct a survey to determine training needs and create Training Centers

How Recommendation is Incorporated into *Richmond 300*:

- Workforce-Readiness recommendations fall under the purview of the Office of Community Wealth Building and the Dept. of Economic Development
- If Training Center is developed by the City, it should be located near its intended customer base and near a Node per Objective 1.3.b: Co-locate, consolidate, and modernize community-serving public facilities, and locate them in or near Nodes

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Tree Management Plan

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 17.2.b: Develop a tree management plan that provides specific guidance on tree planting, care, species options, and other strategies
- Objective 17.2: Increase city-wide tree canopy from 42% to 60% 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

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Anti-litter and Anti-Dumping Campaigns

How Recommendation is Incorporated into *Richmond 300*:

- Objective 15.4: Reduce the amount of waste going to landfills
- Strategy 16.1.1: Reduce litter in the city by encouraging more trash/receptacles and more frequent cleaning/management areas
- Strategy 15.4.j: Expand the City's Adopt-A-Street Program to include waterways, greenways, and bike lanes

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Transit Stop Amenities

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 8.4.b: Improve and maintain priority transit stops with amenities such as shelters, benches, trash cans, and bike parking, focusing first on improving stops in low-income and low-car ownership areas

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Landscape improvements for medians and sidewalks

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 8.1.e: Improve street furniture, plant shade trees, and install pedestrian-level lights and other streetscape improvements

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Landscape improvements for parking lots (update the zoning ordinance)

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 9.6.b: Develop parking lot and parking garage screening standards to safely and beautifully screen unsightly parking facilities from the street
- Strategy 17.2.f: Revise the Zoning Ordinance to increase the parking screening requirements and require a 10% tree canopy coverage of surface parking lots

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Alley Maintenance
- Vision Zero Implementation

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 9.3.a: Maintain and improve existing alleyways
- Objective 7.1: Reduce all traffic-related deaths and serious injuries to zero by implementing the Vision Zero Action Plan
- Objective 4.4: Increase walkability along all streets

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Implement safety treatments by including shade trees, public art, screened parking, street furniture, pedestrian-level lighting and other elements in the public right-of-way to ensure safety and comfort

How Recommendation is Incorporated into *Richmond 300*:

- Strategy 4.4.a: Develop city-wide public realm standards to include shade trees, bike parking & bike share, signage, public art, screened parking, street furniture, pedestrian-level lighting, and other elements in the public right-of-way that enhance walkability
- Great Streets: Several streets in study area are designated as Great Streets, roadways that require robust attention to make them prominent promenades to the City

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Paving repair

How Recommendation is Incorporated into *Richmond 300*:

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

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Sidewalk and curb cuts repair

How Recommendation is Incorporated into *Richmond 300*:

- Objective 8.1: Improve pedestrian experience by increasing and improving pedestrian sidewalks and streetscapes, prioritizing low-income areas
- Strategy 8.1.a: Conduct and maintain a sidewalk inventory
- Strategy 8.1.c: Reduce the creation of driveways and car access curb cuts, especially if there is alley access and/or multiple parcels can utilize the same car access curb cut

Area Beautification, Code Enforcement, and Cleanups

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations:

- Provide recycling services where necessary

How Recommendation is Incorporated into *Richmond 300*:

- Objective 15.4: Reduce the amount of waste going to landfills
- Strategy 15.4.a: Develop and implement a multi-family and commercial recycling program
- Strategy 15.4.b: Increase the number of public recycling bins and increase the frequency that recycling is collected