Richmond 300: Code Refresh
City Council Organizational Development Update

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Who is managing this project?

CITY PLANNING COMMISSION	
ADVISORY COUNCIL	PLANNING & DEVELOPMENT REVIEW

CODE STUDIO

UTILE pattern book	CODE STUDIO framework and districts	BRICK & STORY AVID CORE engagement

UTILE drafting and mapping support	HARRELL & CHAMBLISS legal support	GOROVE SLADE FOURSQUARE ITP transportation	RKG economics

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Overall Project Timeline

FEBRUARY - MAY 2024

PHASE 1
PROJECT INITIATION

Confirmation of timeline, development of engagement plan, review of existing materials and kick off visit with staff.

MAY - NOVEMBER 2024

PHASE 2
PATTERN BOOK

Analysis of existing and historic urban and architectural form.

Staff to make selected updates to existing code, referencing Pattern Book metrics.

Purpose is to remove barriers to traditional patterns.

PHASES 3-4
ZONING CODE + DISTRICTS FRAMEWORK

Analysis of existing code and conceptual framework / districts for new code, not yet addressing detailed metrics.

NOVEMBER 2024 - JANUARY 2026

PHASE 5
DRAFT & FINAL ZONING CODE

Development and testing of code metrics, graphics and administrative language.

Status of Engagement

TO DATE

Engagement Plan
- ✓ Initial Period (May –November)

Engagement Events
- ✓ Planning Commission (May session)
- ✓ Monthly Zoning Advisory Council (beginning in June)
- ✓ Board of Zoning Appeal
- ✓ Zoning 101 Sessions
- ✓ Meetings and tours with staff
- ✓ Meetings with stakeholders
- ✓ Two Public Open Houses
- ✓ Pop-Up Events

BY NOVEMBER

Engagement Plan
- Second Period (November- January '26)

Engagement Events
- Monthly Zoning Advisory Council
- Panel Discussion (September 11th)
- Public Open House (November)
- Meetings with staff & stakeholders

Code Refresh Ambassador Program

What is the Community Ambassador Program?

The Community Ambassador Program offers paid peer engagement opportunities to stakeholders interested in making a positive impact as part of the Code Refresh process. As a Community Ambassador, you will support various engagement activities, such as open houses, door-knocking, pop-ups around town, and other local outreach efforts.

What Will Ambassadors Do?

- Supporting pop-up or tabling events
- Distributing flyers
- Conducting door-to-door outreach
- Making phone calls to community members
- Assisting with open house or workshop logistics
- Engaging in other hyper-local outreach efforts

We value your time and effort. Ambassadors will receive a gift card stipend of $20 per hour for individual events, including any training or attendance at relevant meetings.

Learn more about the Community Ambassador Program and sign-up to volunteer by visiting rva.gov/coderefresh or scanning the QR code:

Draft Pattern Book

What is Urban Pattern?

+ Identify what is most prevalent FORM and USE conditions in a specific area of the city

WHAT IS A NONCONFORMITY?

+ When a property does not meet one or more of the existing requirements of the Zoning Code, it is known as a "nonconformity"
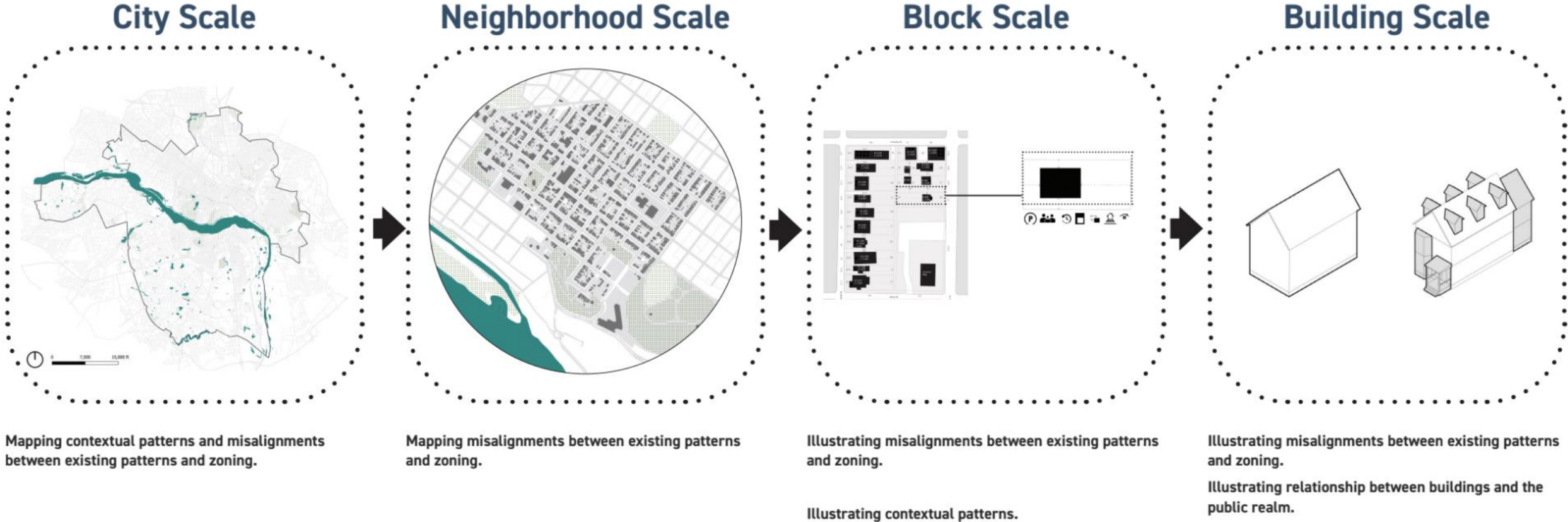
FORM NONCONFORMITIES

When requirements related to the form of the building are not met

USE NONCONFORMITIES

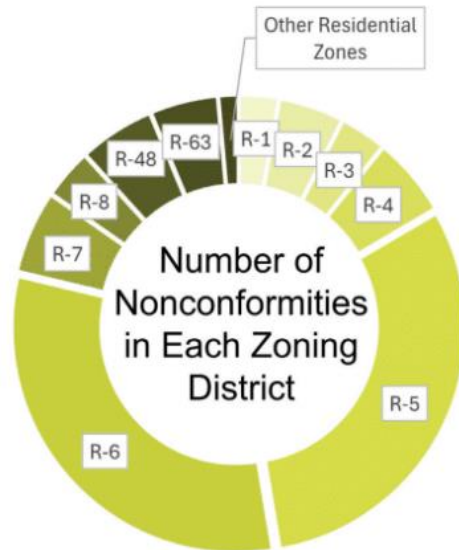When requirements related to the way the building is used are not met
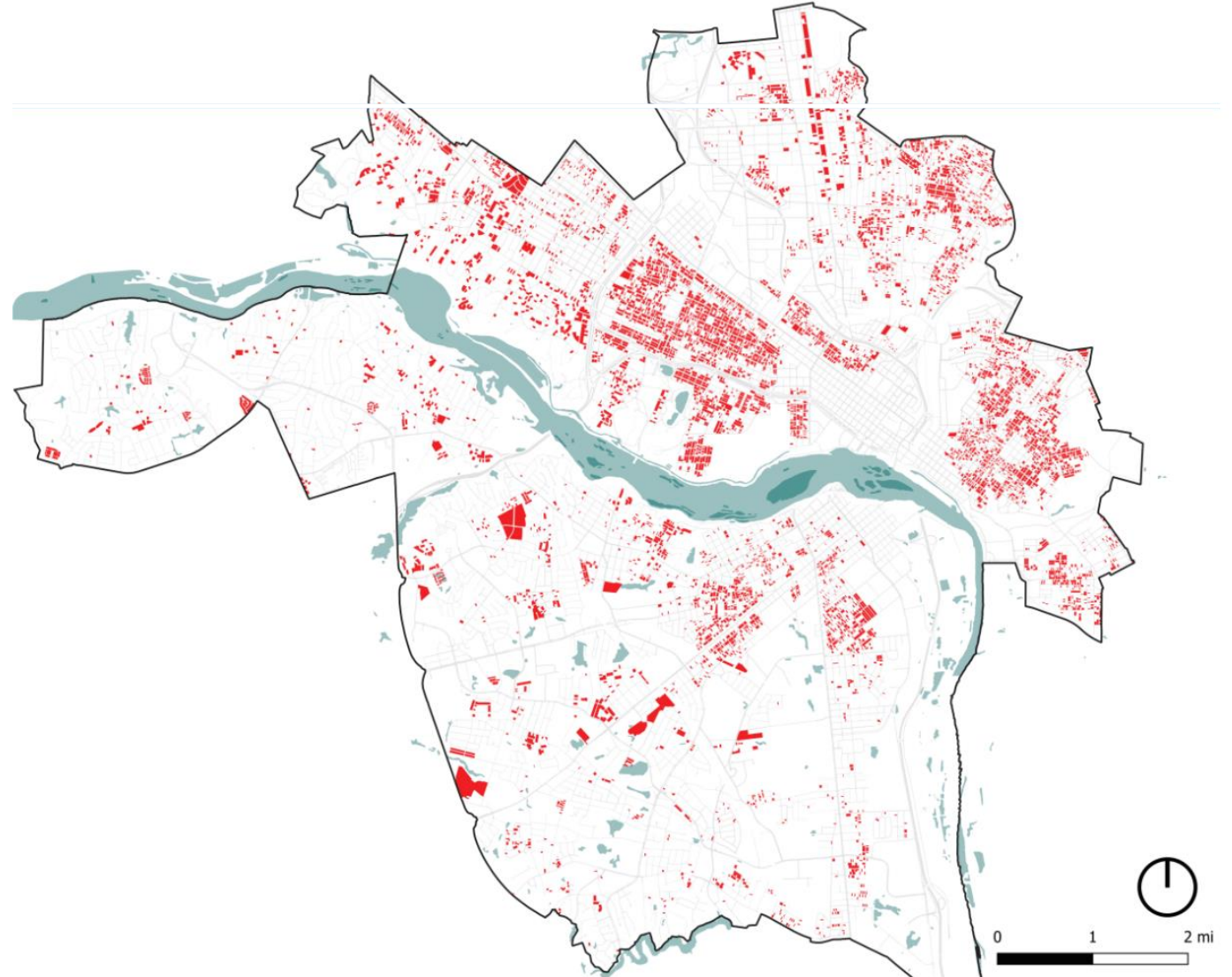
Analysis Across Scale

City Scale

Mapping contextual patterns and misalignments between existing patterns and zoning.

Neighborhood Scale

Mapping misalignments between existing patterns and zoning.

Block Scale

Illustrating misalignments between existing patterns and zoning.

Illustrating contextual patterns.

Building Scale

Illustrating misalignments between existing patterns and zoning.

Illustrating relationship between buildings and the public realm.

City Wide Parcel Size

NONCONFORMING FORM

+ **27% of parcels** citywide are smaller than the minimum required by current zoning

+ The two zones with the **most nonconformities** was the **R-5 Single-Family Residential District** and **R-6 Single-Family Attached Residential District**, with **31%** of parcels in each district being nonconforming

Number of Nonconformities in Each Zoning District

Other Residential Zones

R-63 · R-1 · R-2 · R-3 · R-4 · R-5 · R-6 · R-7 · R-8 · R-48

Legend
■ Lot size nonconformities for residential parcels

0   1   2 mi

Representative Neighborhoods

Neighborhood	Dominant Zoning
Jackson Ward	R-6
Oak Grove	R-5
Church Hill North	R-6
The Fan / Museum District	R-6
Union Hill	R-63
Swansboro / Swansboro West	R-5
Oregon Hill	R-7
Northern Barton Heights	R-5
Three Chopt / Westhampton	R-4
Washington Park	R-5

Legend

Nonconforming parcels by use and form
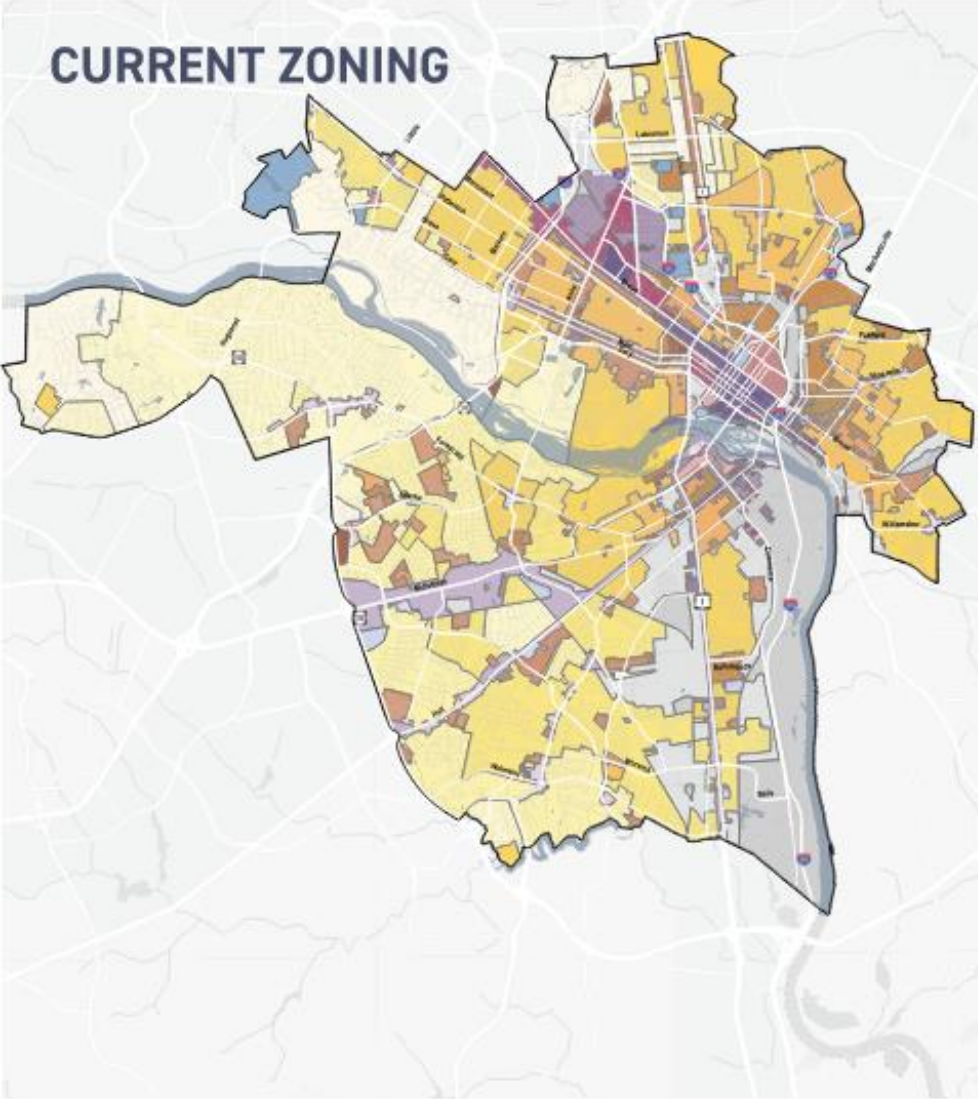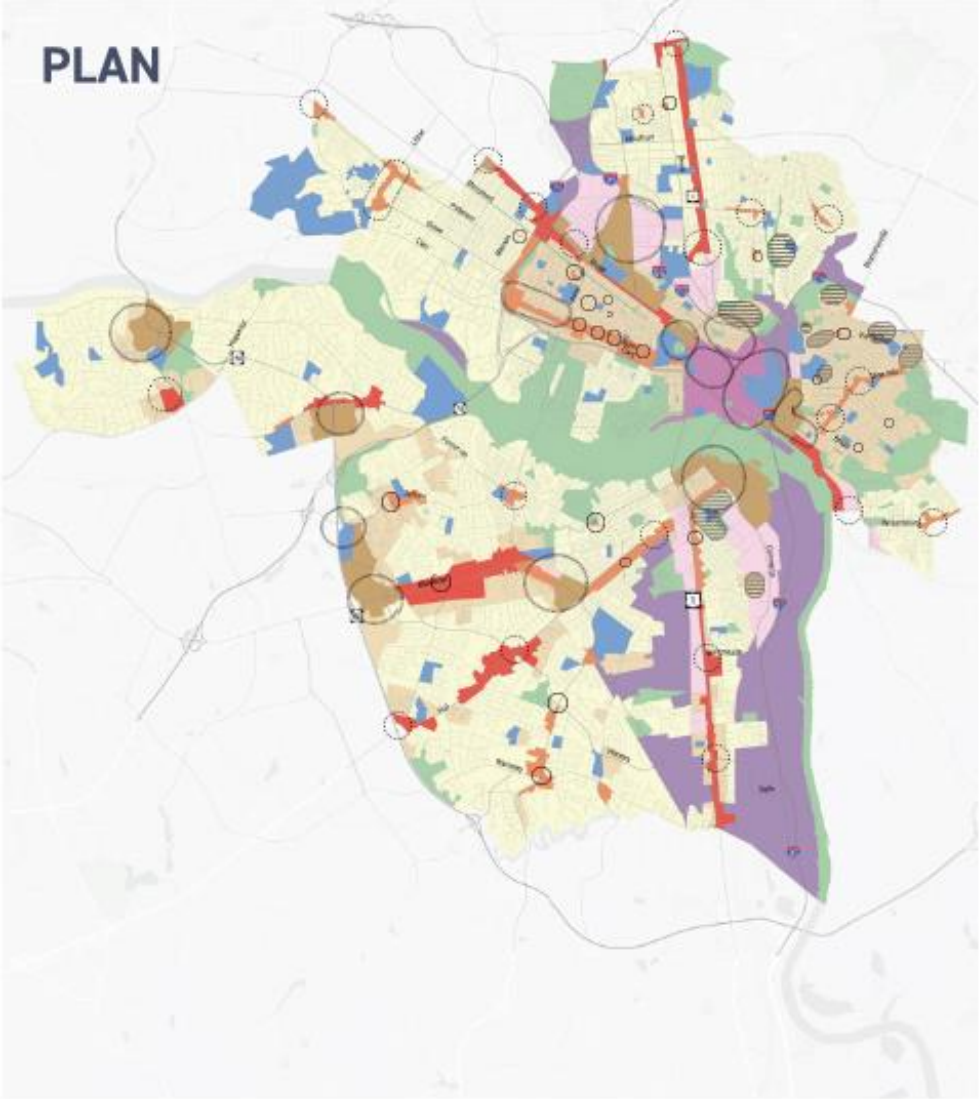
- Use
- Form
- Both
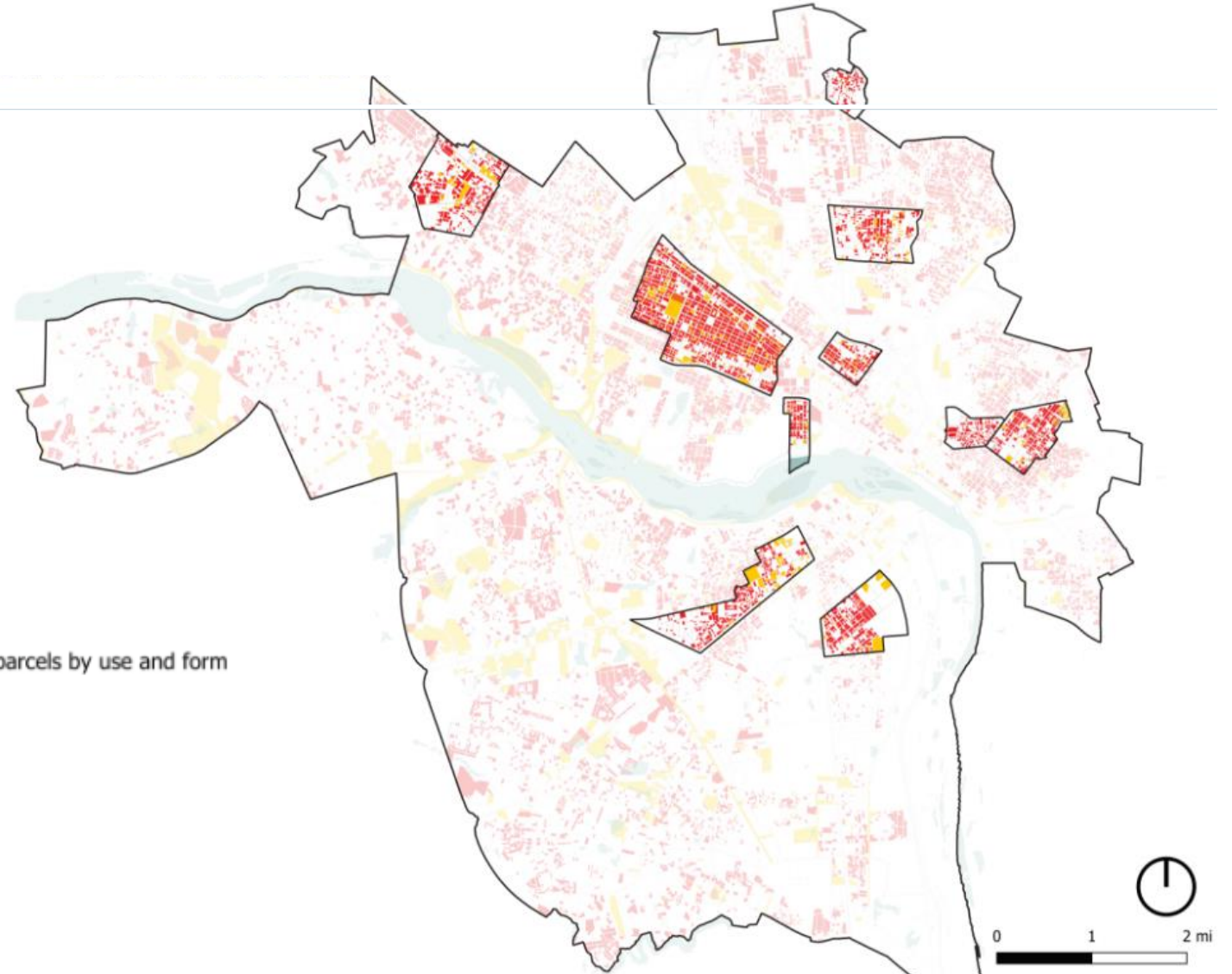
Jackson Ward: Nonconformities

62% of all parcels in Jackson Ward are nonconforming based on lot size, lot coverage, building height, frontage, and/or use.

4%	Due to Use
55%	Due to Form
3%	Due to Both

Jackson Ward Nonconformities
- Use
- Form
- Both

0   500   1,000 ft

Draft Framework

Plan- Zoning Comparison

PLAN

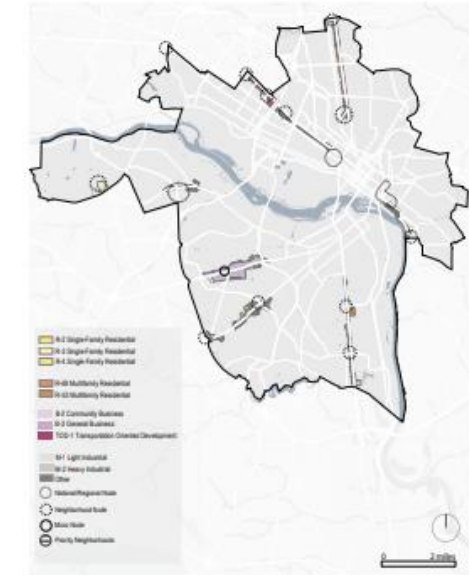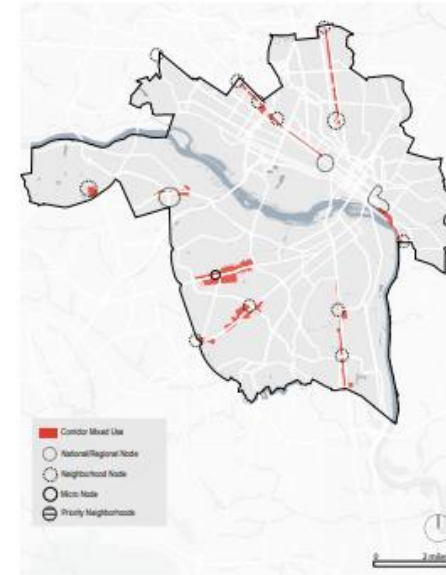CURRENT ZONING

Example: Corridor Mixed Use

RICHMOND 300: CORRIDOR MIXED USE

Found along major commercial corridors and envisioned to provide for medium- to medium high density pedestrian- and transit-oriented development in a highly-walkable urban environment.

PLAN

Corridor Mixed Use
National/Regional Node
Neighborhood Node
Micro Node
Priority Neighborhoods

0   2 miles

CURRENT ZONING

Single-Family Residential
R-2
R-3
R-4

Multi-Family Residential
R-48
R-53

Mixed Use
B-2
B-3
TOD-1

Industrial
M-1
M-2

Other

National/Regional Node
Neighborhood Node
Micro Node
Priority Neighborhoods

0   2 miles
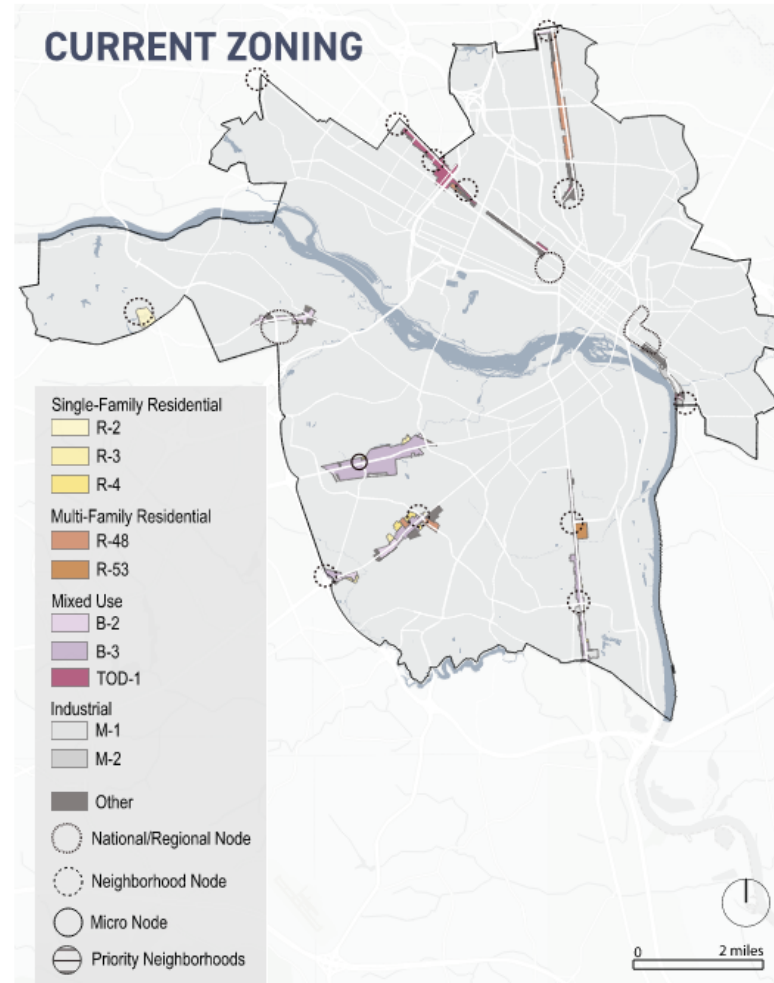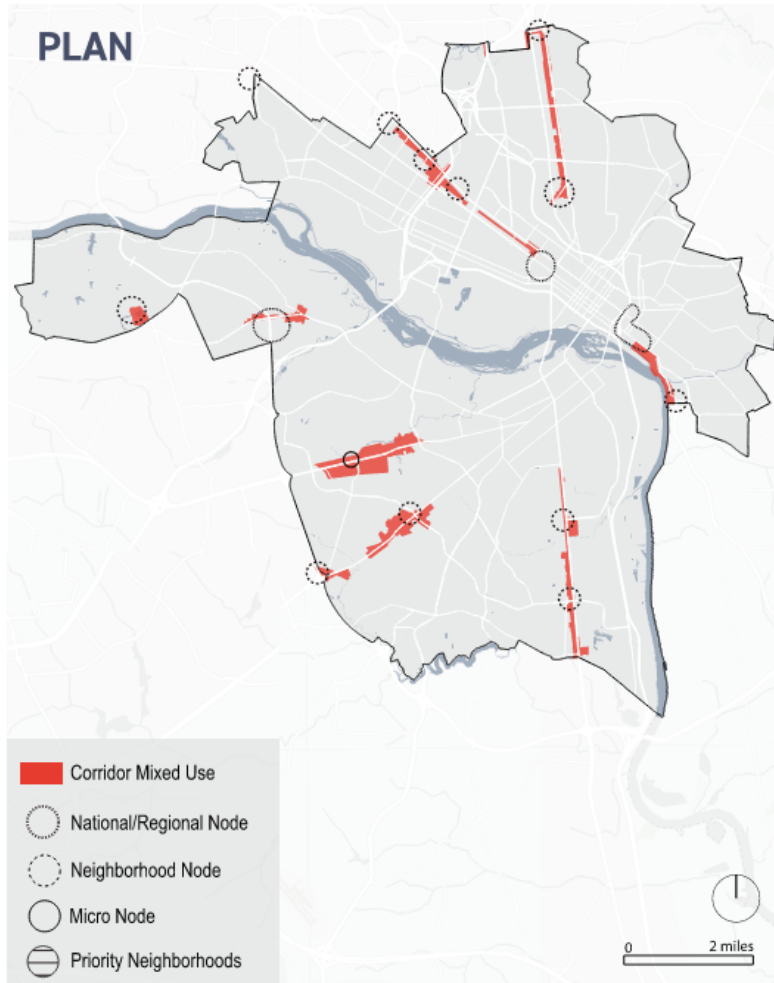
OBSERVATIONS

+ **Depth of lots** in these corridors varies widely, perhaps requiring **different approaches to heights / transitions**

+ Some corridors currently have **a more commercial character, while others are more residential**

+ Corridor Mixed Use is currently implemented through a variety of zoning districts, including **TOD-1 and B-3**, but also **R-48 and R-53 and even R-2, R-3, R-4, and M-1 and M-2**

+ Many of the zoning districts have suburban standards, such as **large front setbacks**

+ Richmond 300 calls for up to 10 stories, **yet most zoning districts don't allow building heights up to 10 stories**

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Online Open House

Provide comments on Open House Boards online through the month of September

https://richmond.konveio.com/code-refresh-open-house

Next Steps

Consultant Team's Next Steps

Additional Analysis

- More extensive economic feasibility analysis

- Input from engagement events

- Integration of Zoning Code Framework with Pattern Book analyses

District Framework (Draft Zoning Districts)

- Development of a preliminary set of draft zoning districts, taking direction from Richmond 300 and creating sub-types

- Draft zoning districts will be initially defined in broad terms, based on a few key metrics only

- Some zoning districts may appear under more than one future land use category

- Preparation of materials to test and workshop the draft zoning districts

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How You Can Help

- Share the online Open House Boards (https://richmond.konveio.com/code-refresh-open-house)

- Promote the Code Refresh Ambassador Program (https://www.rva.gov/coderefresh)

- Share with staff stakeholders with whom the consultant team should talk

- Share with staff upcoming events we should attend to promote the work or other thoughts on engagement

Upcoming Events:

- **Looking Back and Moving Forward**
  A panel discussion on Richmond's Zoning Code Refresh
  Wednesday, September 11, 7pm-8:30pm
  Dogwood Middle School, 1701 Floyd Avenue

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Questions