

# Pulse Corridor Plan

## Draft Recommendations

City Planning Commission | December 5, 2016



## LEAD DEPARTMENT



City of Richmond Department of  
Planning and Development Review

## SUPPORT FROM



Federal Transit  
Administration



Virginia Department  
of Rail and Public  
Transportation

## LEAD CONSULTANT



Richmond Regional  
Planning District  
Commission (RRPDC)  
(Urban Planning)

## FTA LADDERS OF OPPORTUNITY CONSULTANTS



Smart Growth America  
(Economic Development)



Van Meter Williams  
Pollack (Urban Design)



# Project Team

## Public Meetings

- November 2015: Existing Conditions & Visioning
- November 2015 – October 2016: Online Survey with 100 respondents
- May/June 2016: Greater Fulton Charrette (intensive 3-day workshop)
- September 2016: Developing the Pulse Corridor (Zimmerman & Leinberger)
- November 2016: Draft Recommendations (2 public meetings)

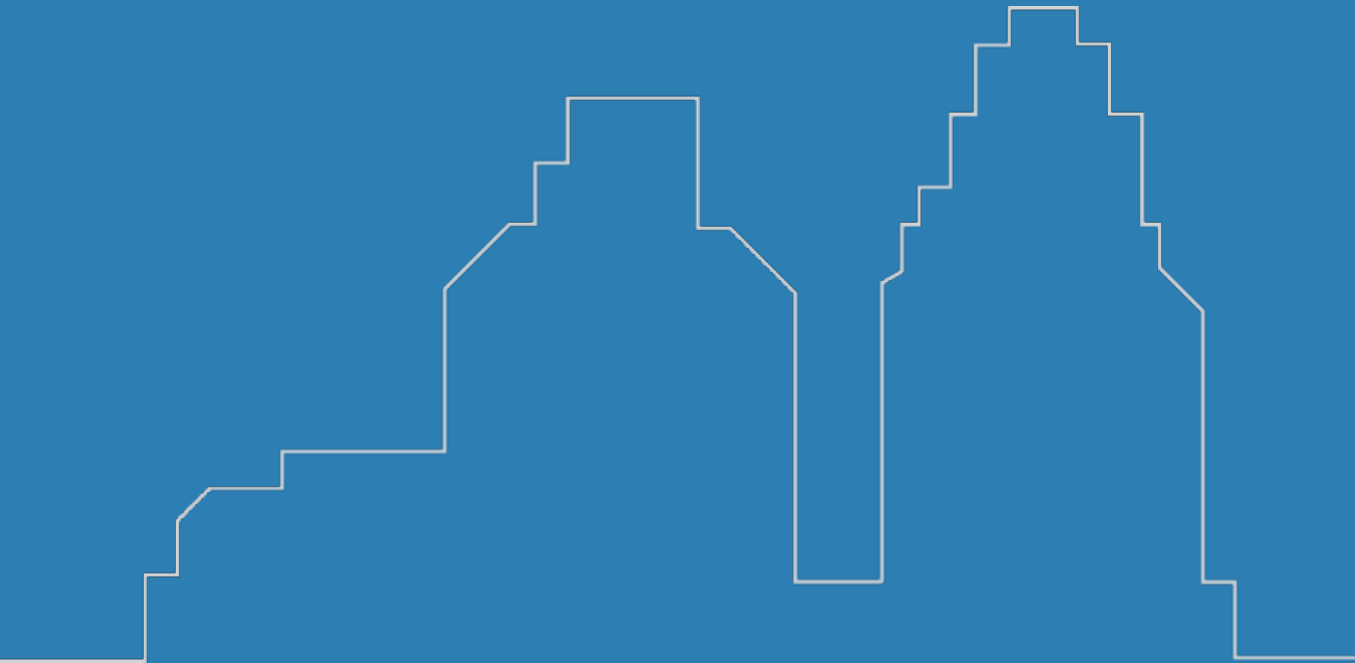
## Small Group Meetings

- Winter/Spring 2016: Over 2 dozen civic association and stakeholder meetings (Monument Avenue Preservation Alliance, Scott's Addition Business Association, Art 180, Shockoe Partnership, and more)
- January 27, 2016: Commercial Coffee Event
- September 20, 2016: ULI/GRACRE Event

## Technical Advisory Committee

- Monthly meetings to advise PDR and RRPDC on the development of the plan
- Includes Pulse Corridor residents, RRHA, ECD, VCU, the Better Housing Coalition, land use attorneys, developers, and architects.

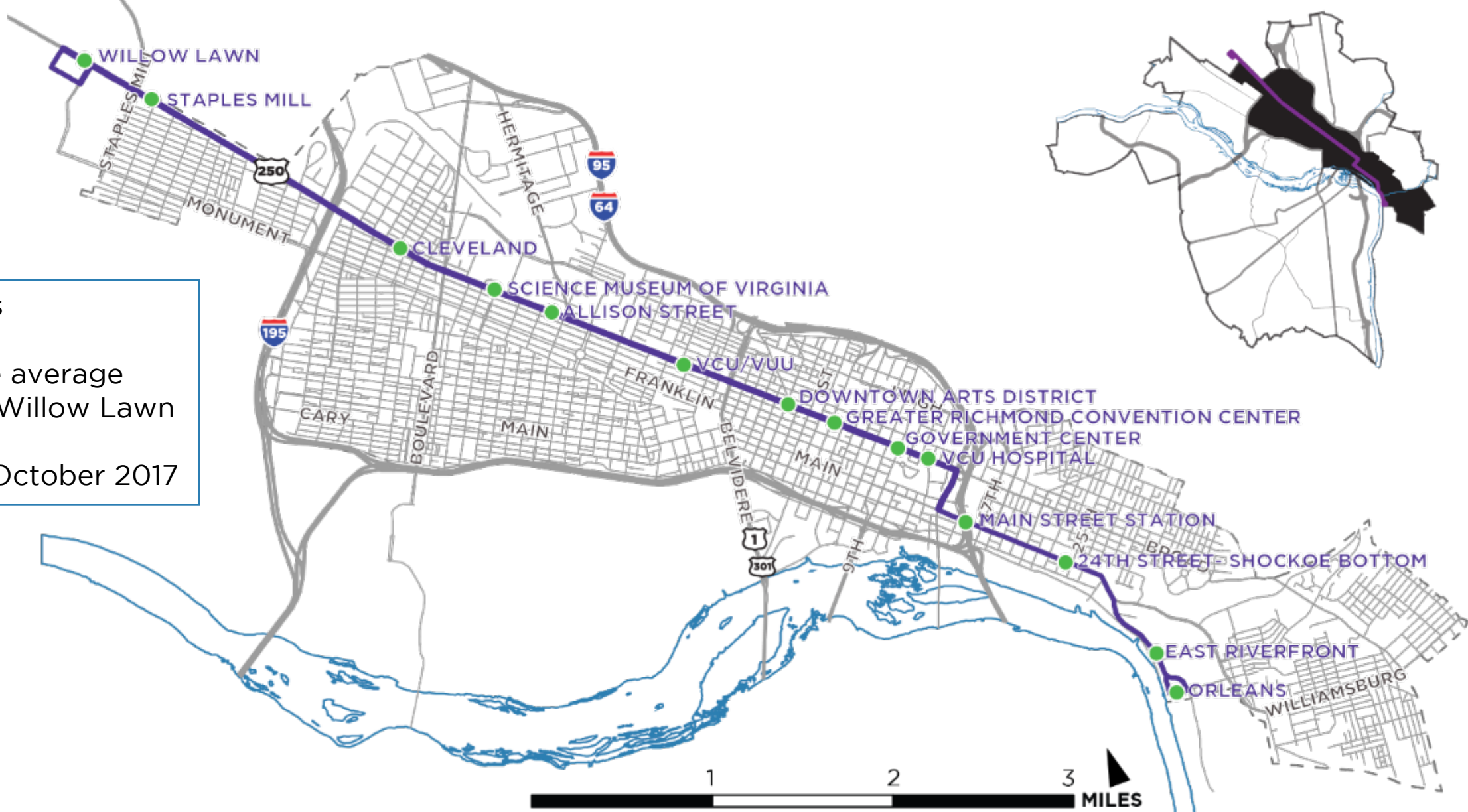




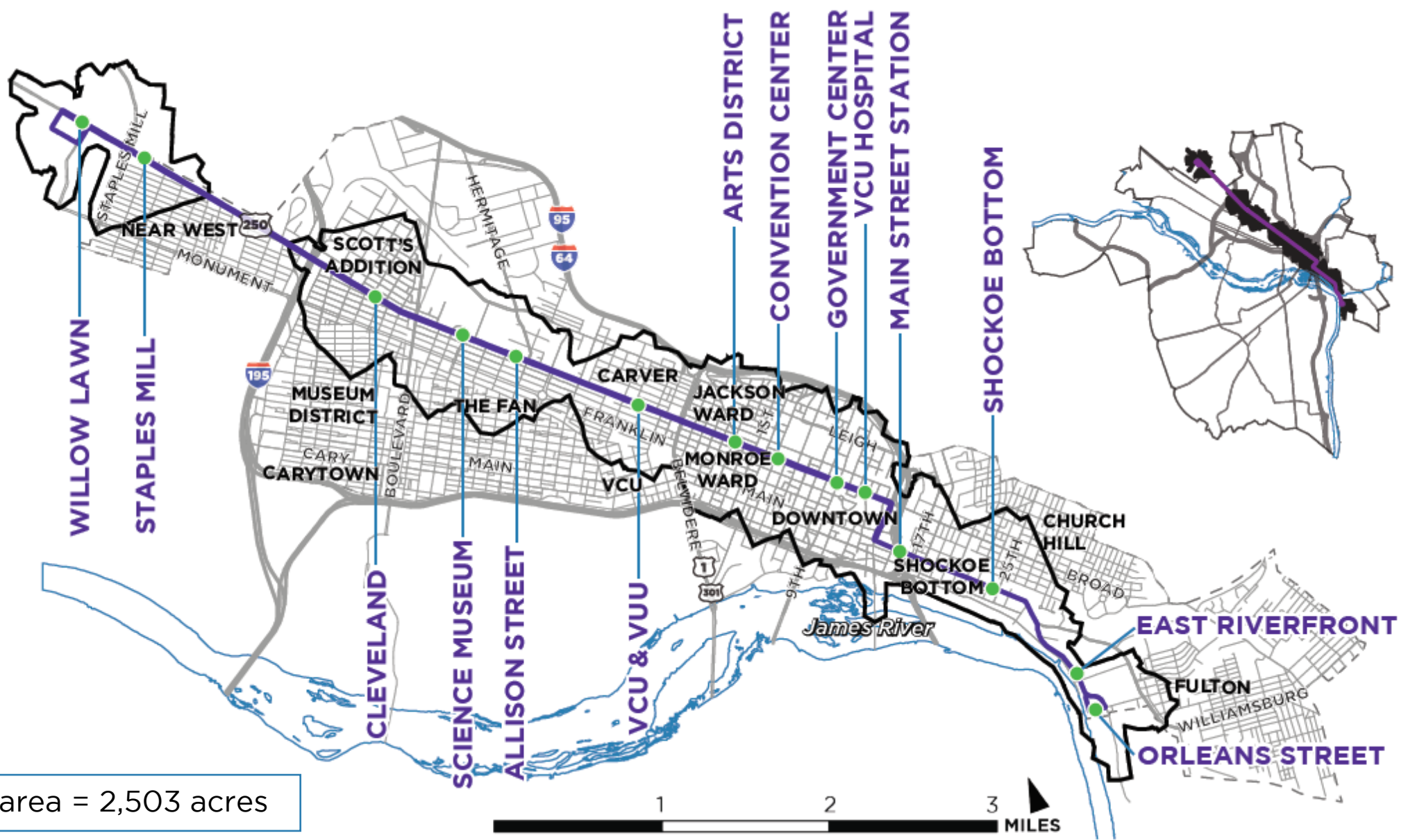
# Existing Conditions



- 14 stations
- 7.6 miles
- 30-minute average ride from Willow Lawn to Orleans
- Opens in October 2017



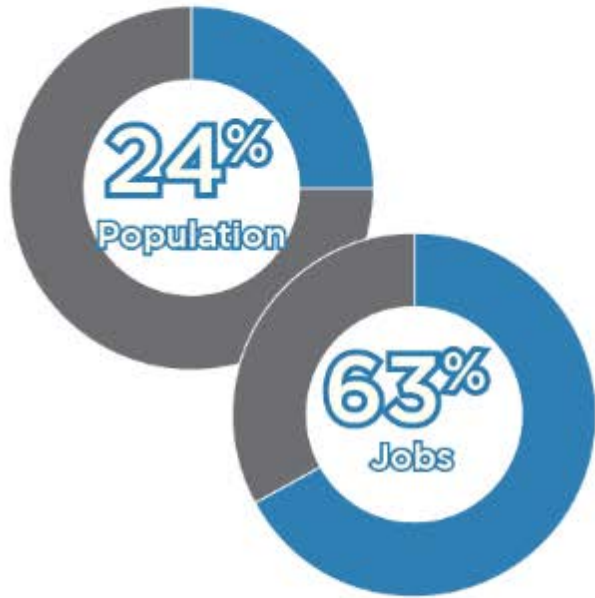
# Route and Stations



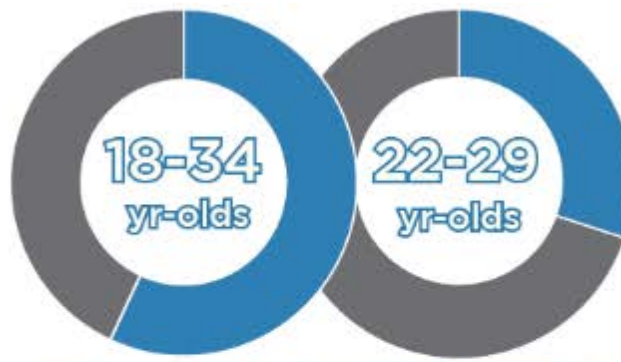
Walkshed area = 2,503 acres



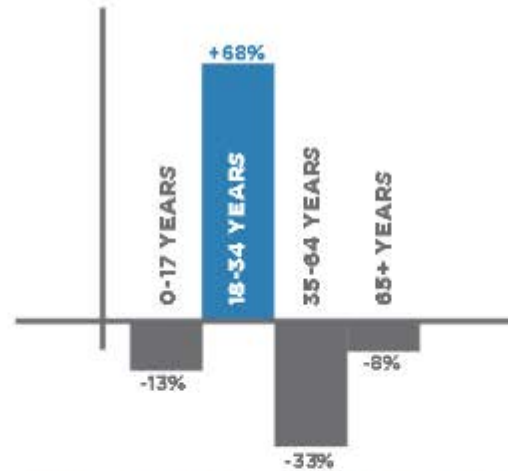
# Half-Mile Walkshed



**ONE QUARTER OF THE POPULATION AND TWO-THIRDS OF THE JOBS IN THE CITY**



**57% ARE 18-34 YEAR-OLDS  
30% ARE 22-29 YEAR-OLDS**



**THIS AGE GROUP GREW WHILE ALL OTHERS DECLINED RELATIVELY BETWEEN 2000-2013**



**POPULATION GREW 19% AND HOUSING UNITS GREW 26% BETWEEN 2000-2013**

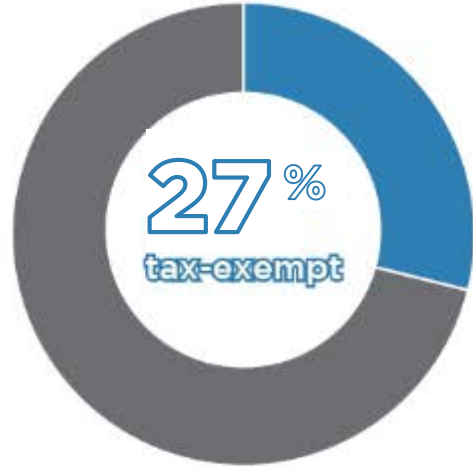


**TWO-THIRDS OF HOUSEHOLDS OWN ONE OR FEWER CARS**

Source: Census 2009-2013  
American Community Survey  
5-year estimates, Virginia  
Employment Commission 2012  
Employment Data



# Demographics



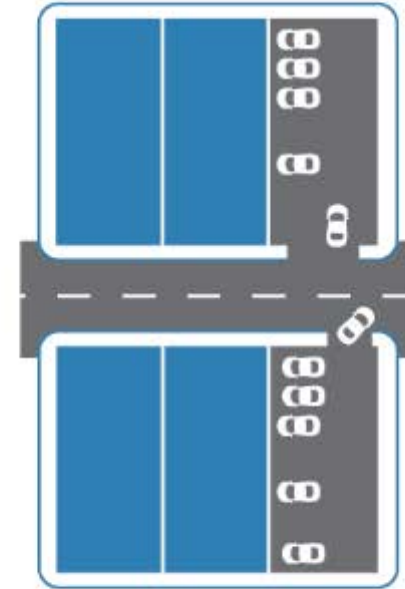
**27% OF PROPERTY IS TAX-EXEMPT**

**\$9.6  
BILLION**  
TOTAL ASSESSED PROPERTY  
VALUE AS OF JANUARY 2016

**\$1.2  
BILLION**  
BUILDING PERMIT ACTIVITY  
FROM 2010-2015



**59% OF LAND IS  
DESIGNATED HISTORIC**



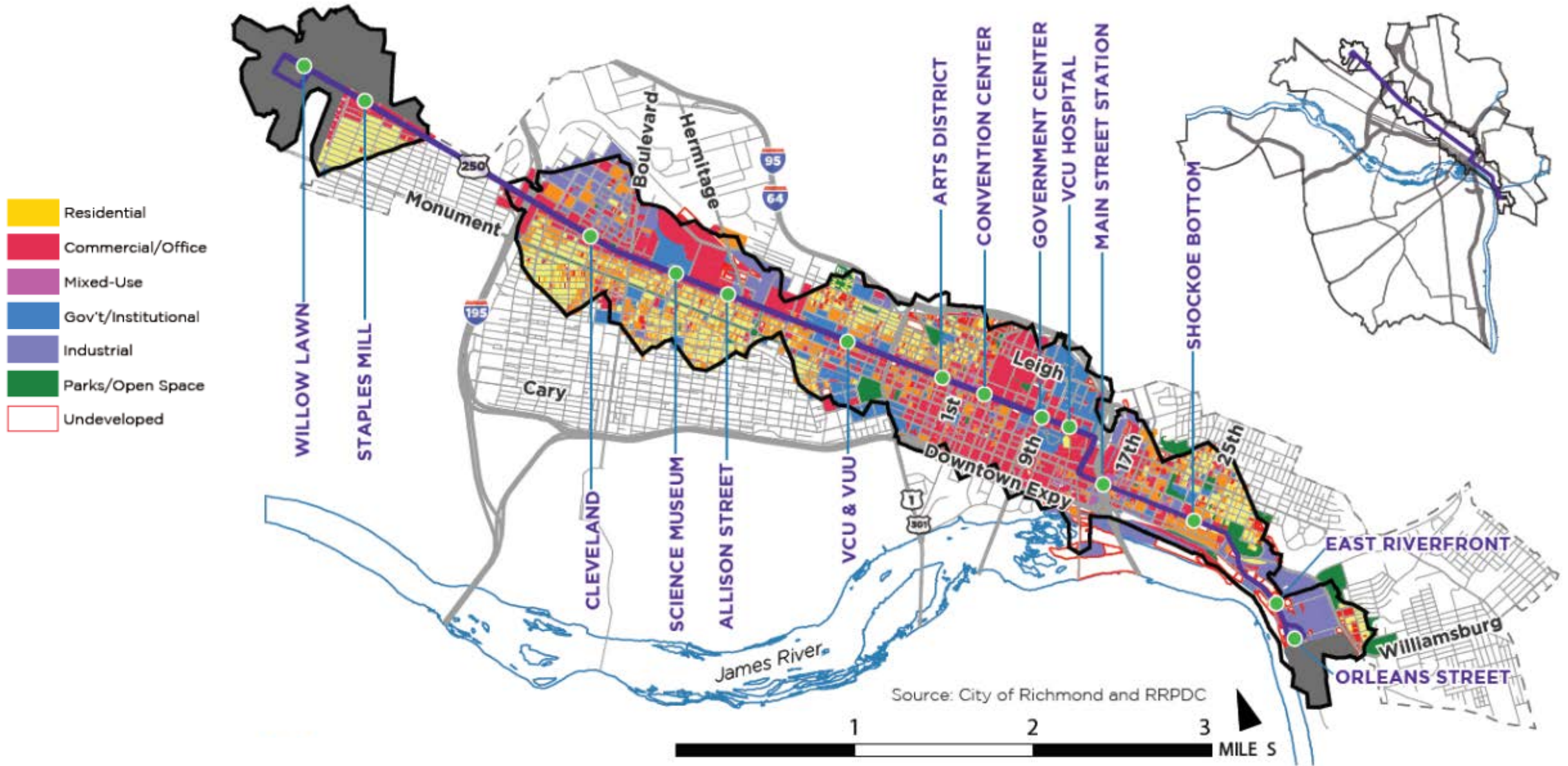
**23% OF LAND IS OCCUPIED  
BY SURFACE PARKING LOTS**

Source: City of Richmond





# Walkshed Characteristics

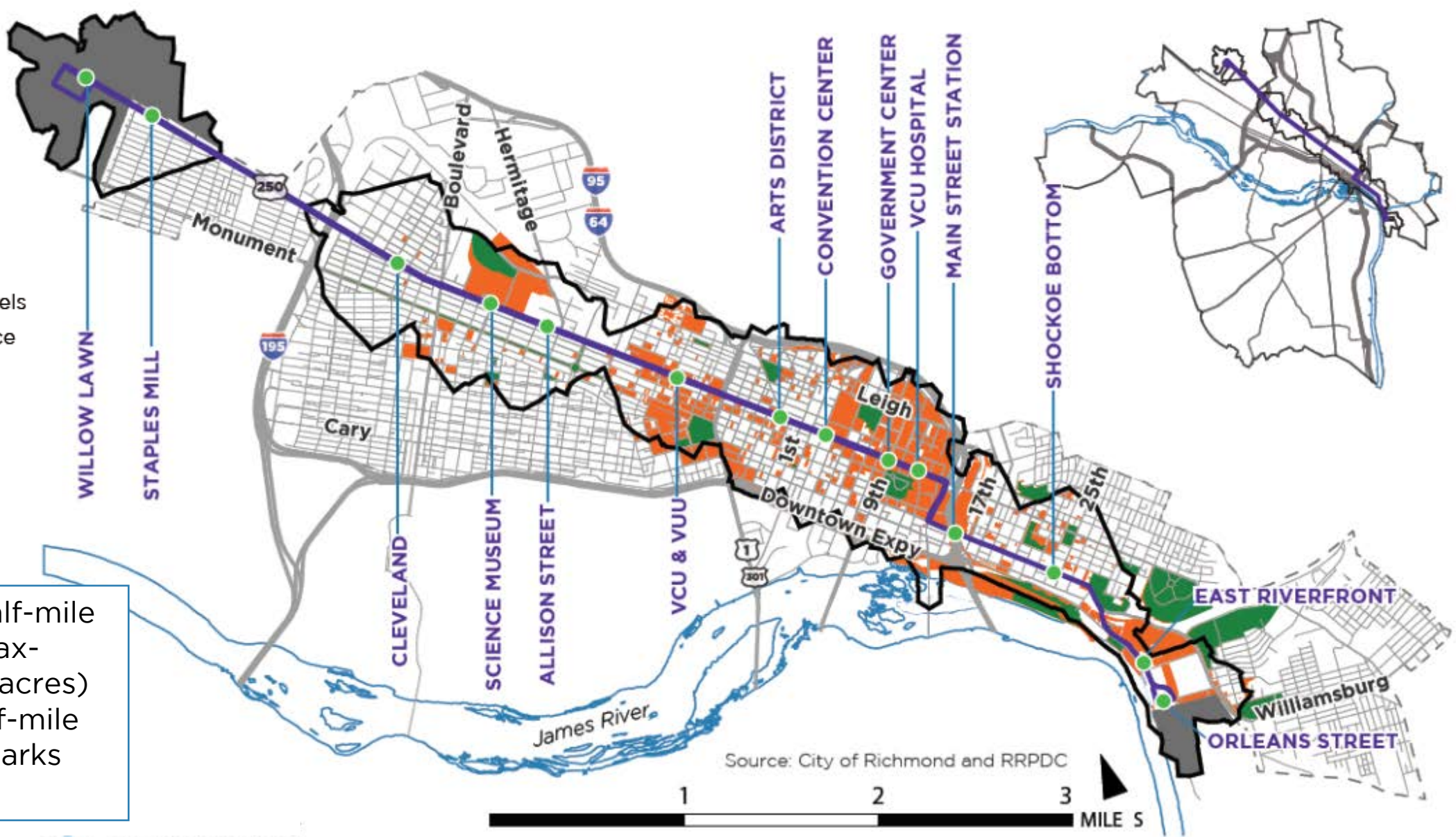





# Existing Land Use

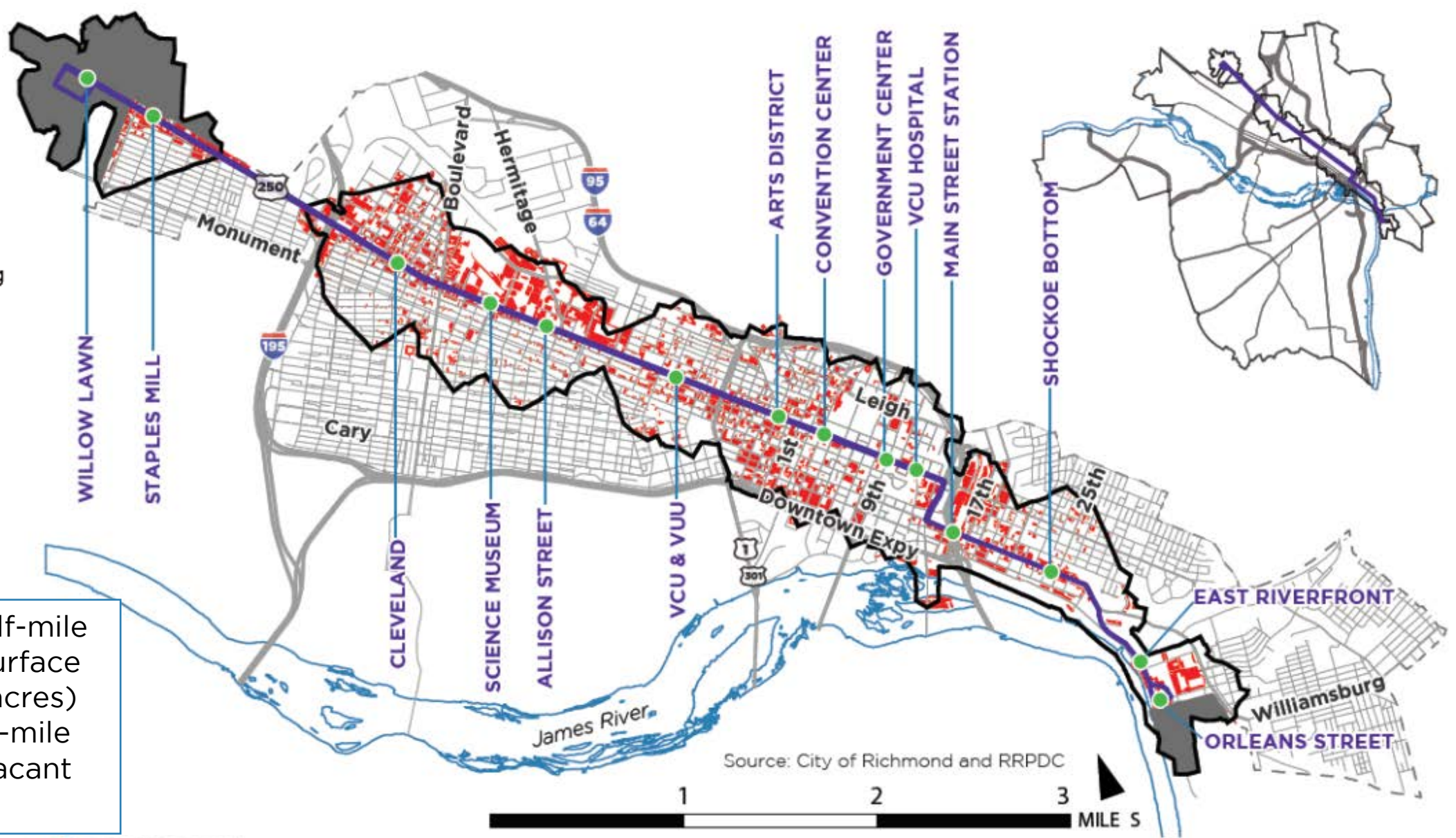
-  Tax-Exempt Parcels
-  Public Open Space

- 27% of the half-mile walkshed is tax-exempt (401 acres)
- 6% of the half-mile walkshed is parks (97 acres)



# Tax-Exempt Parcels

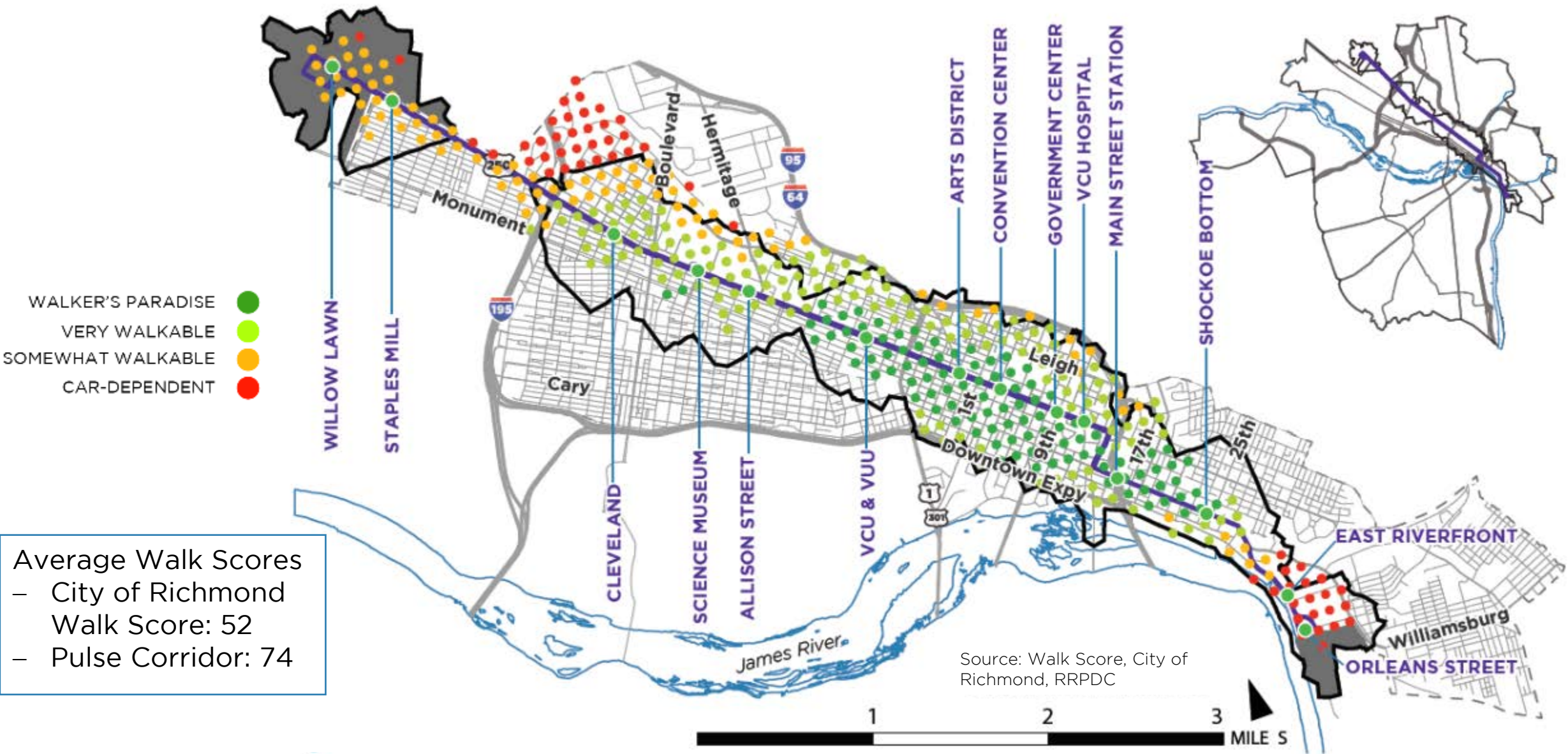
 Surface Parking



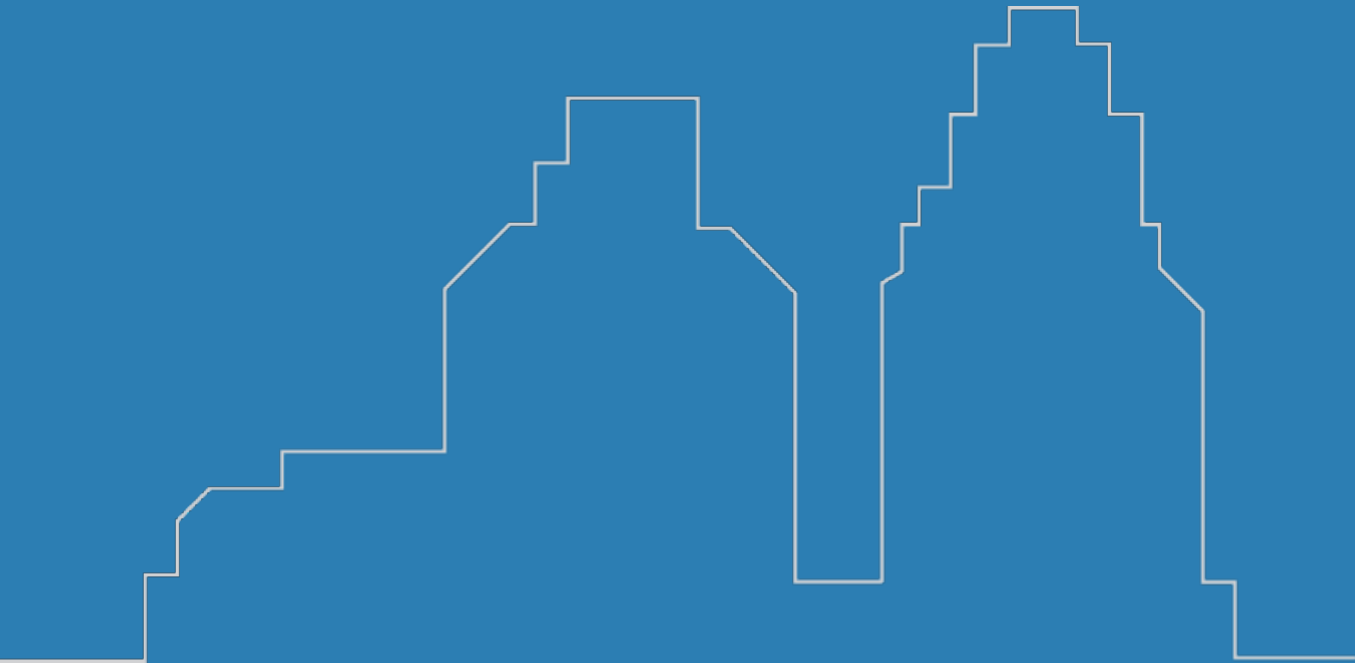
- 23% of the half-mile walkshed is surface parking (341 acres)
- 8% of the half-mile walkshed is vacant (123 acres)



# Surface Parking Lots



Walk Score®

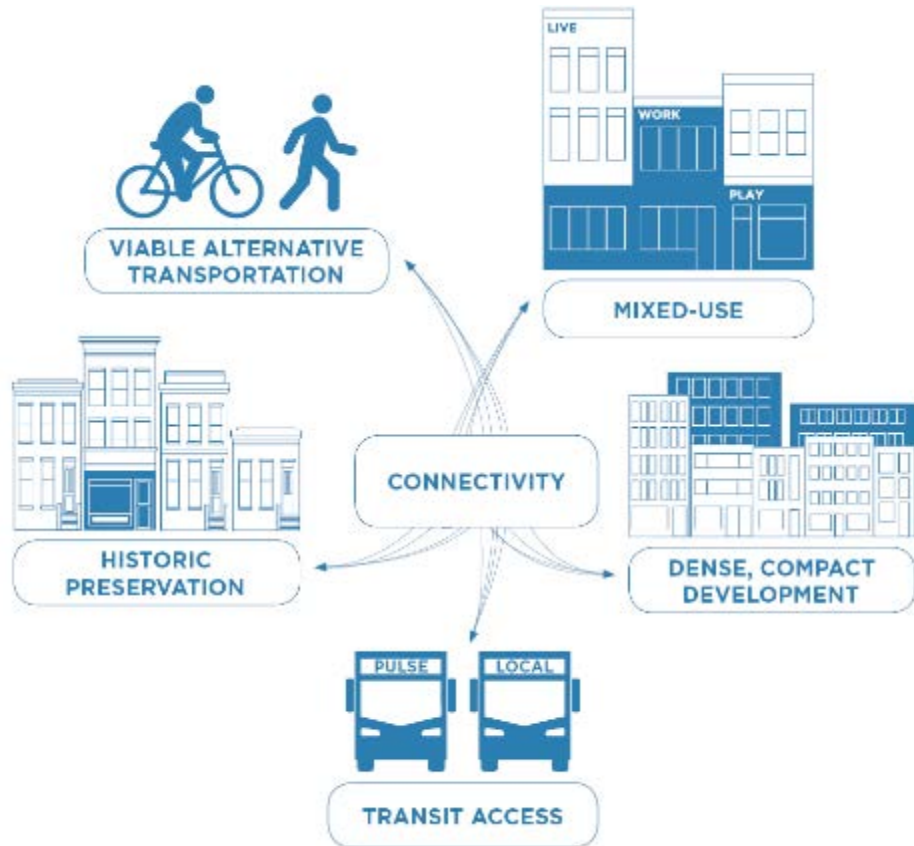


# Corridor Framework



## 6 PRINCIPLES

Guide Richmond's transit-oriented future



## 3 GOALS

Reach a highly walkable Pulse Corridor

Compact  
& Mixed

Connected

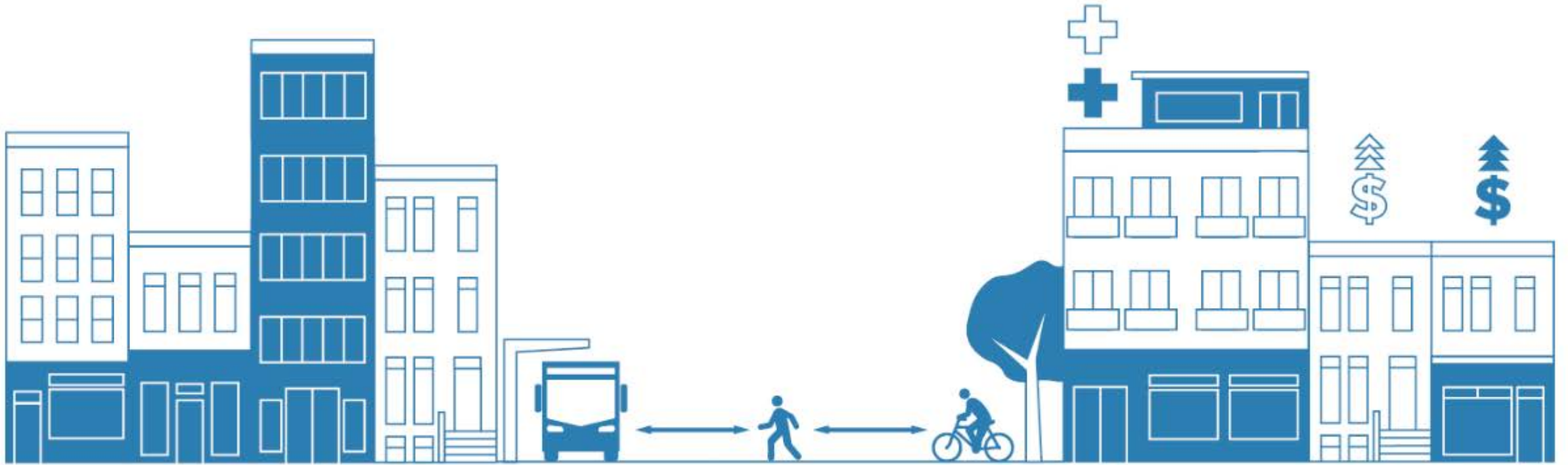
Thriving  
& Equitable

## RECOMMENDATIONS & VISIONS

Outline steps to reach the Corridor goals

- 29 Corridor-wide Recommendations
- 14 Station Area Visions
- 70 Station Area Recommendations





## COMPACT & MIXED

Development around Pulse stations has a rich mix of uses and is compact, sustainable, and high-quality.

## CONNECTED

Pedestrians and cyclists access homes, jobs, entertainment, everyday needs, and transit in a safe, pleasant, and engaging public realm.

## THRIVING & EQUITABLE

New development includes housing for all income levels and new jobs. Increased development in the Corridor supports Pulse ridership with a goal of over \$1 billion in additional assessed value over the next 20 years.



# Goals



Build to the Corner



Entrances Face the Street



Appropriate Setbacks/Stepbacks



Transparency

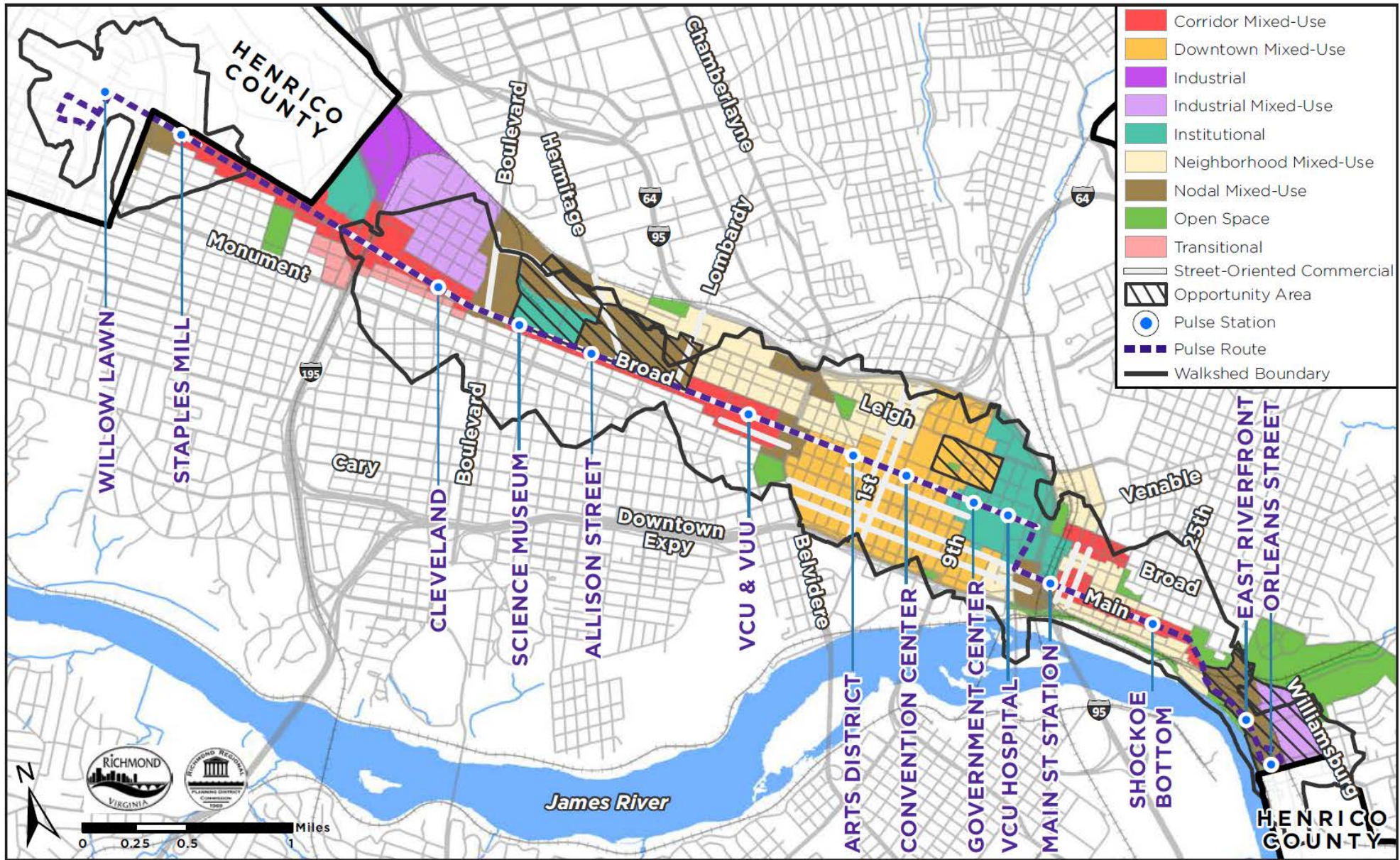


Screened Parking / Services



# CW.1 Create a TOD form overlay district

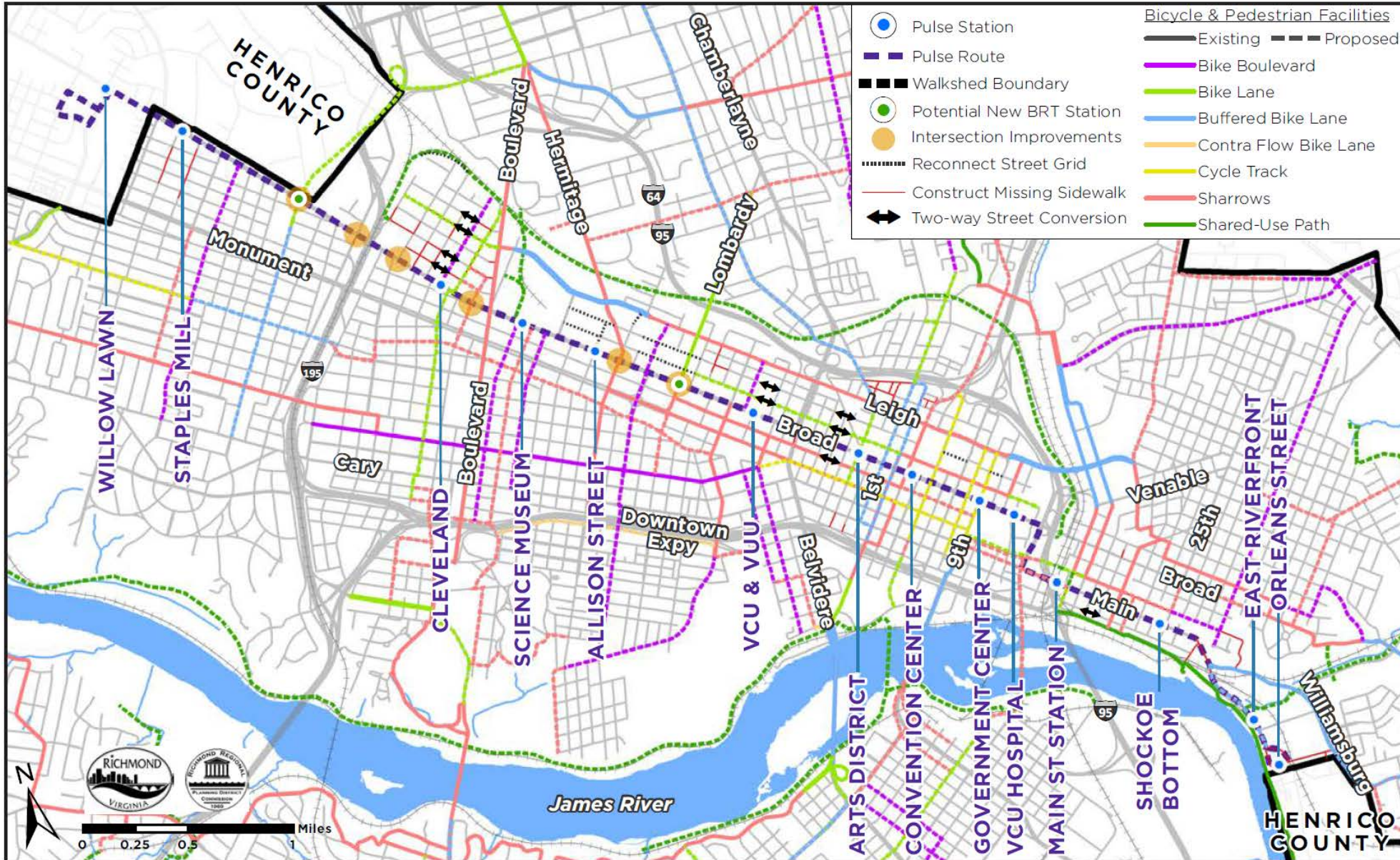




# CW.2 Rezone land to match Future Land Use Map

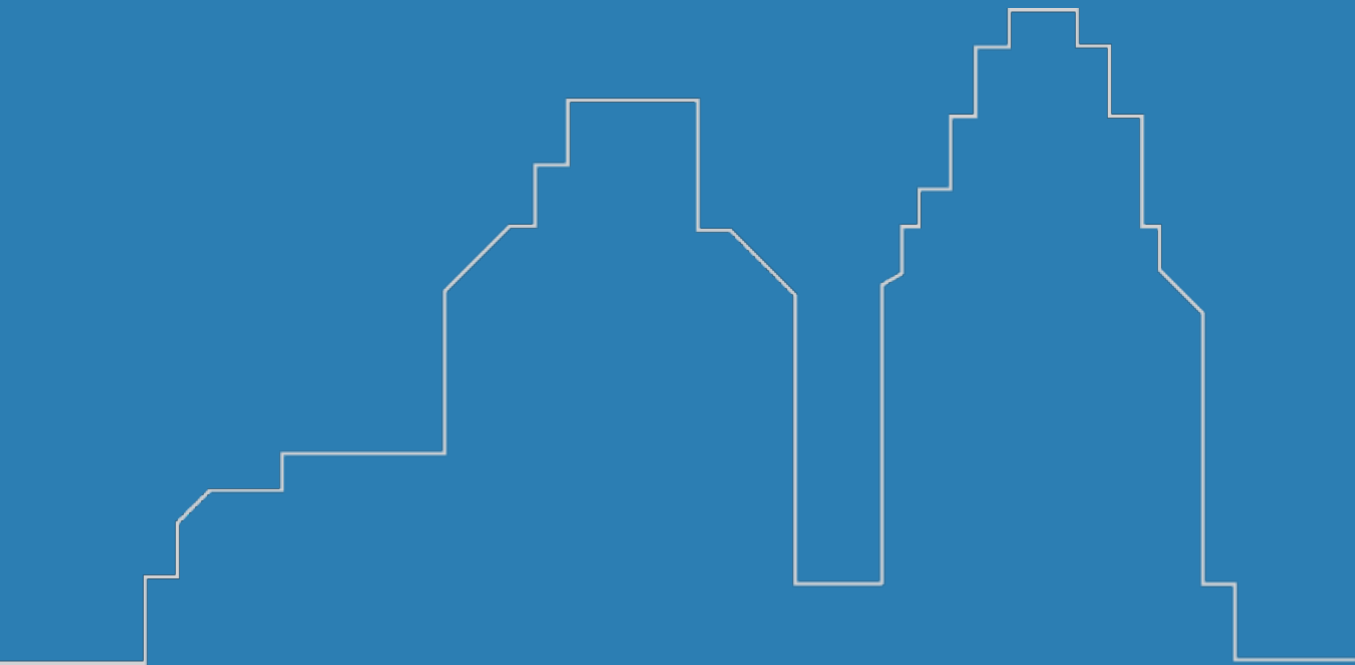


# CW.7 Install streetscape improvements along the Pulse Corridor



# CW.7 – CW.20 Connected Recommendations



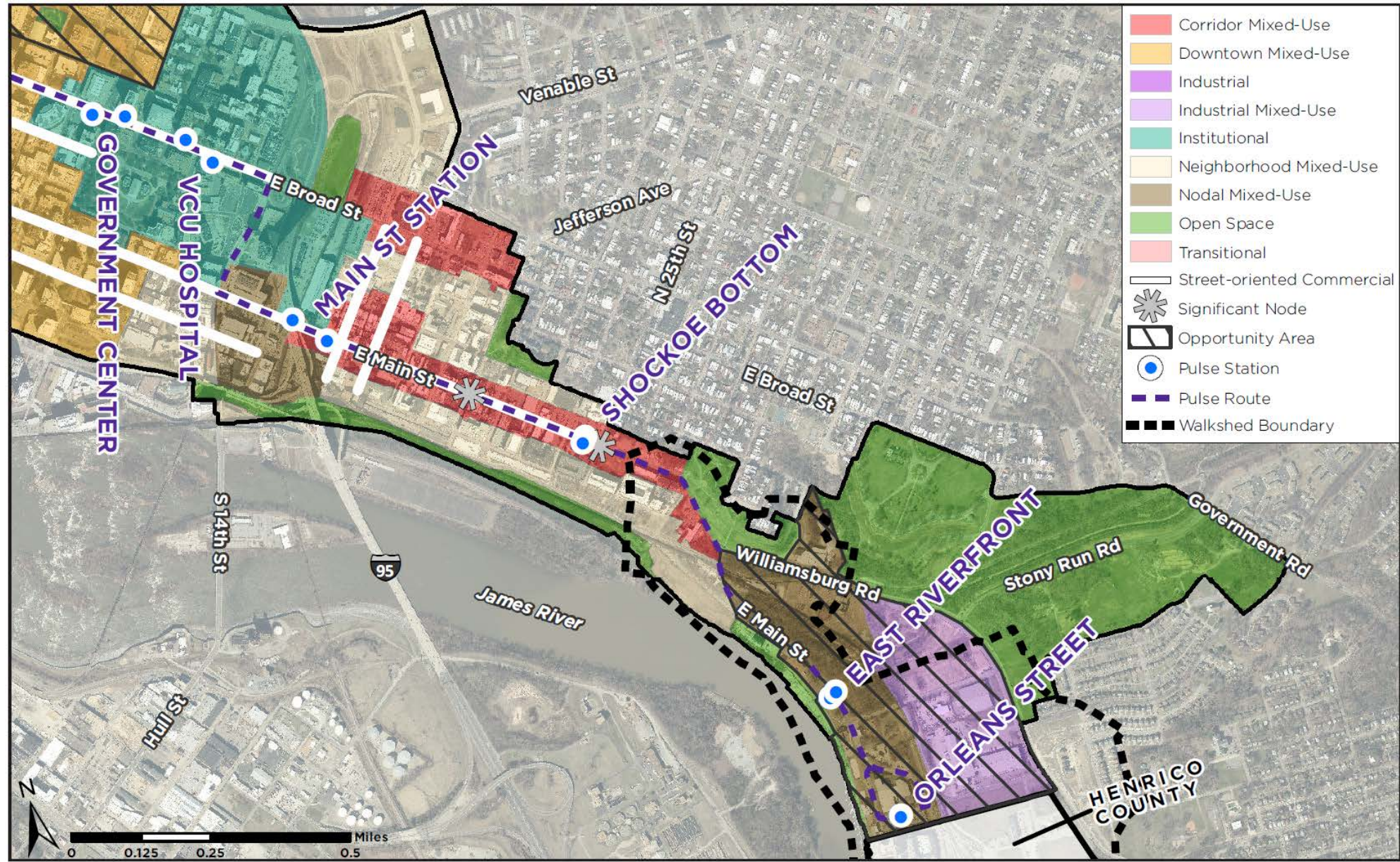


# Station Plans

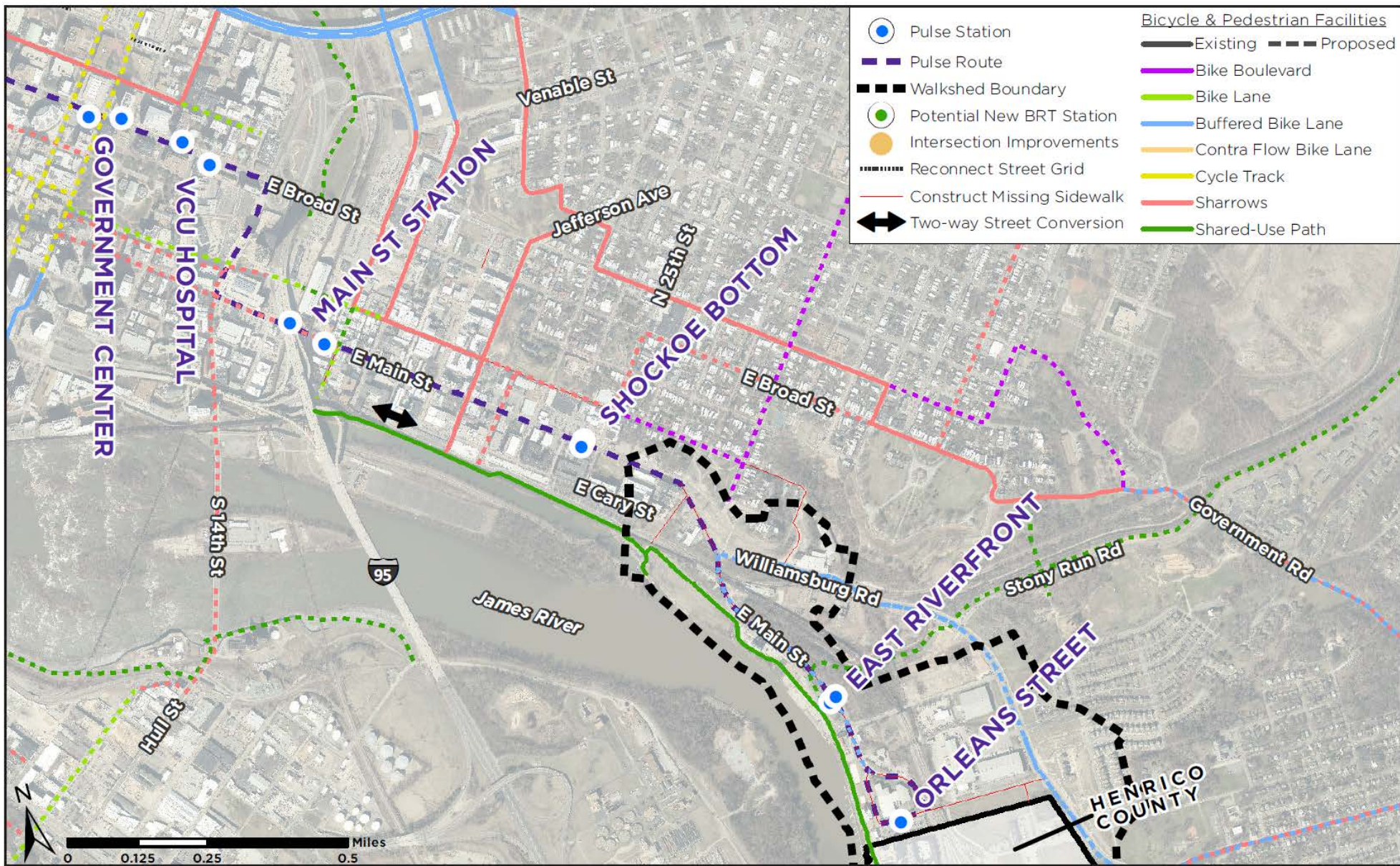


# STATION AREA VISION

The Orleans Station area is a dense, walkable destination for workers, residents, and visitors. Residents of Greater Fulton easily access the terminus station via Orleans Street which is a “great street” featuring active commercial ground floor uses and a walkable environment.



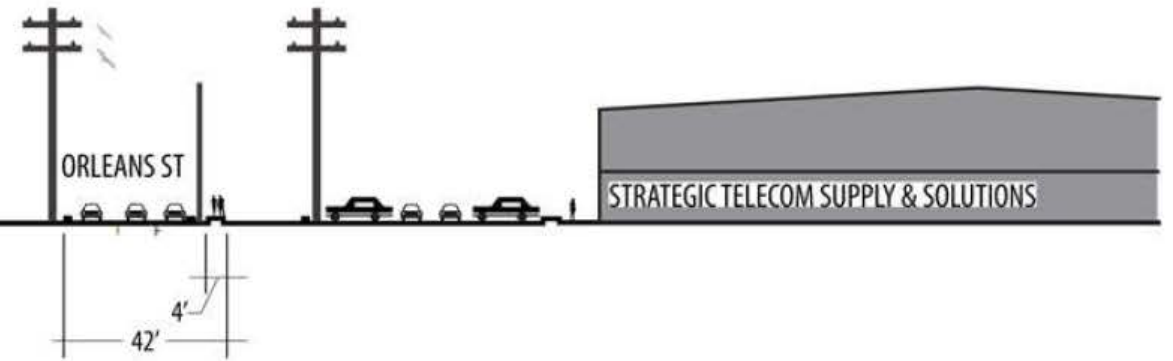
## Orleans – Vision and Future Land Use



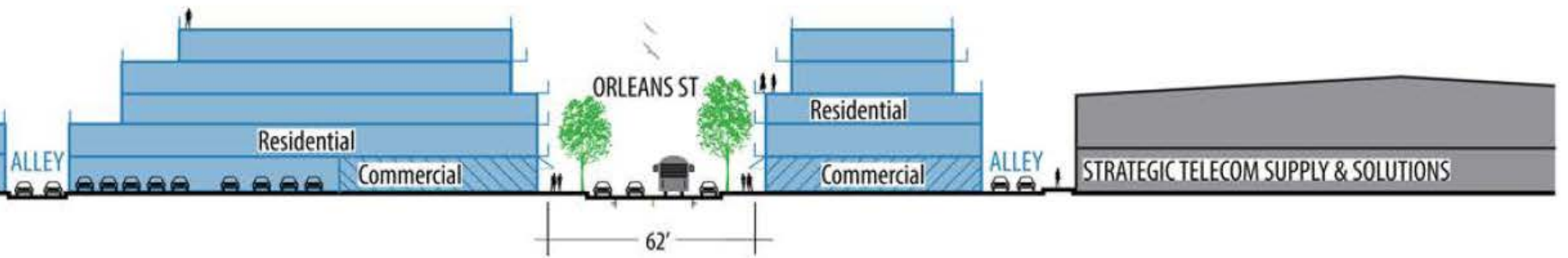
# Orleans – Future Connections



Existing Section



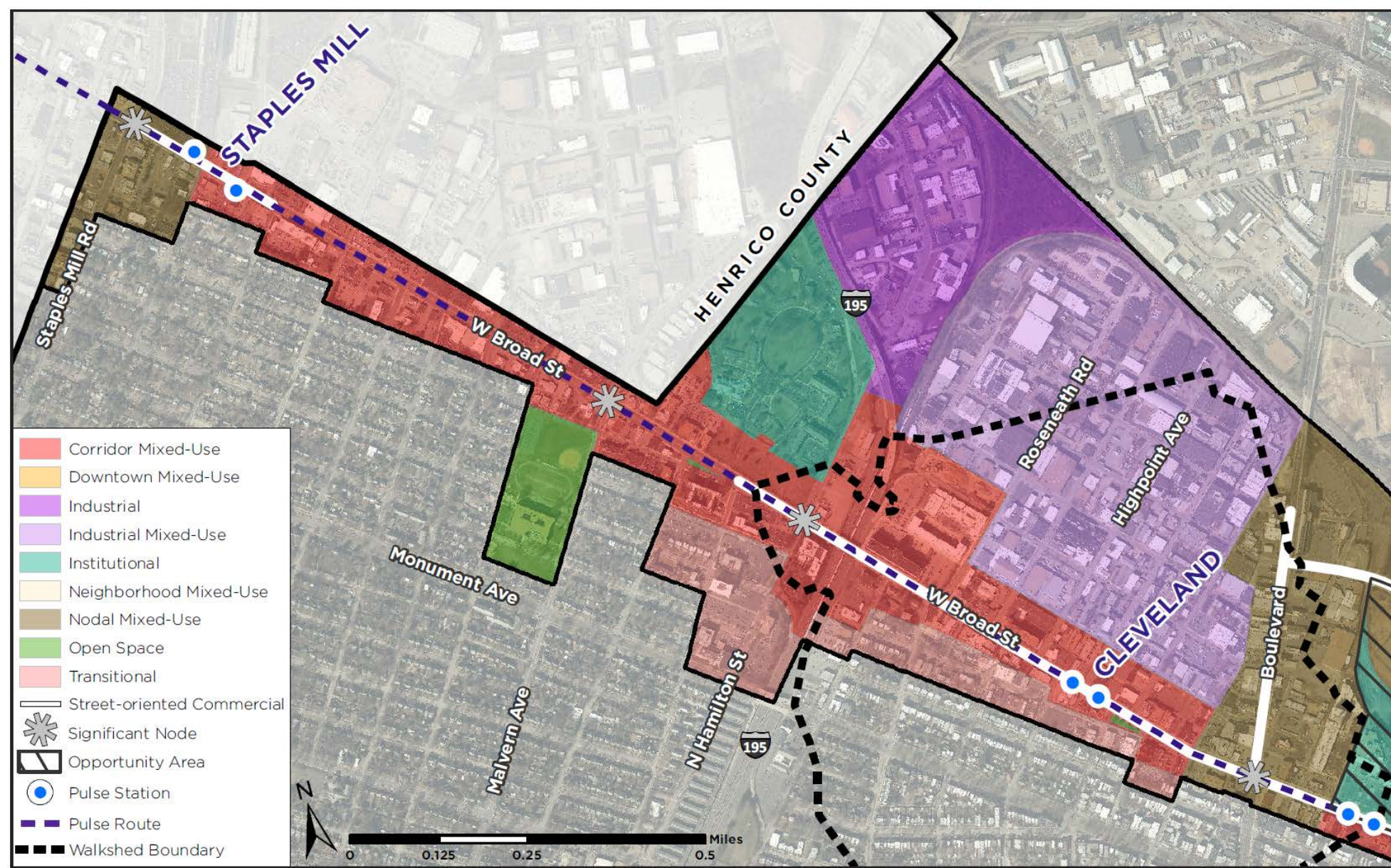
Potential Future Section



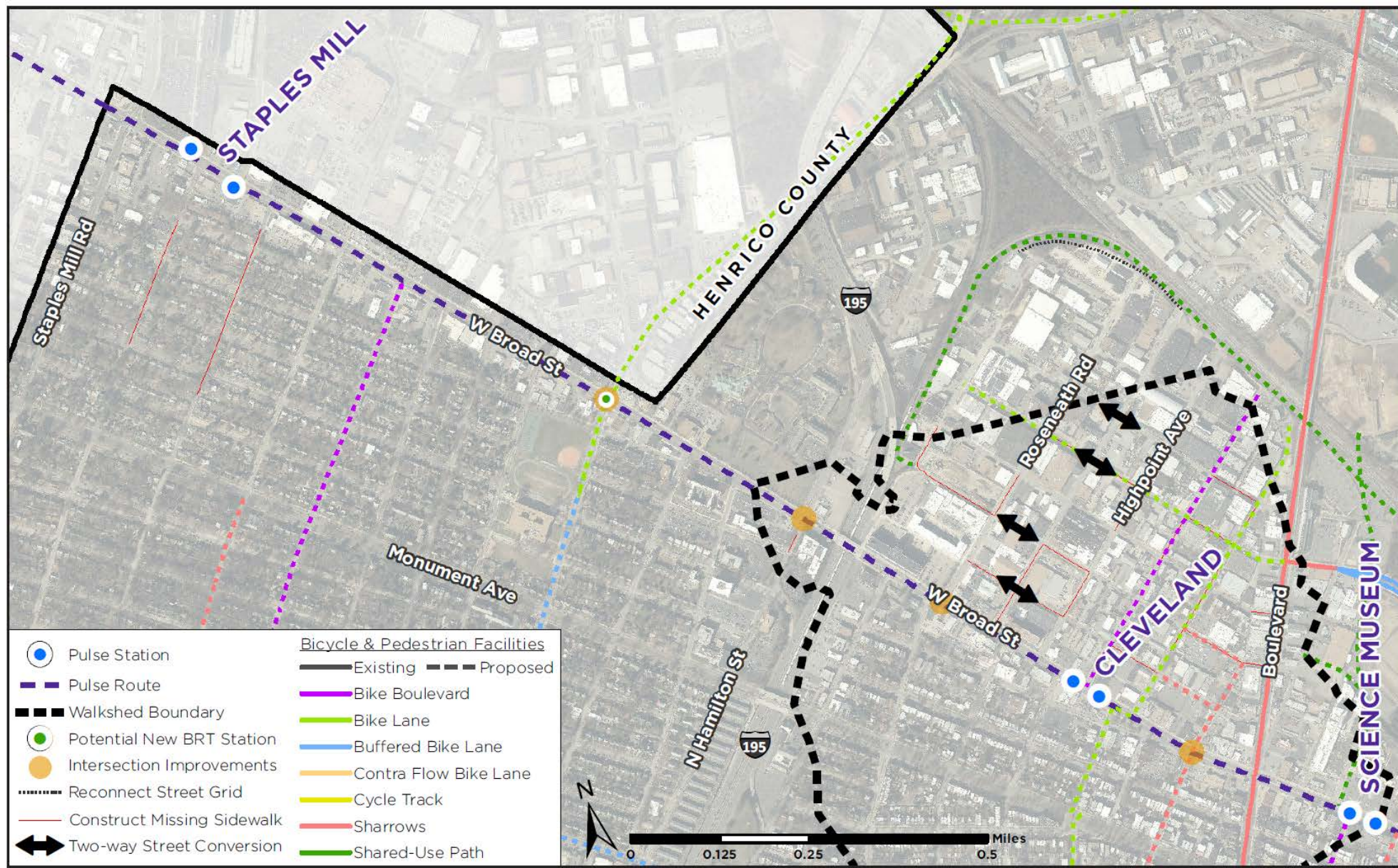
# Orleans – Recommendation Visualization

## STATION AREA VISION

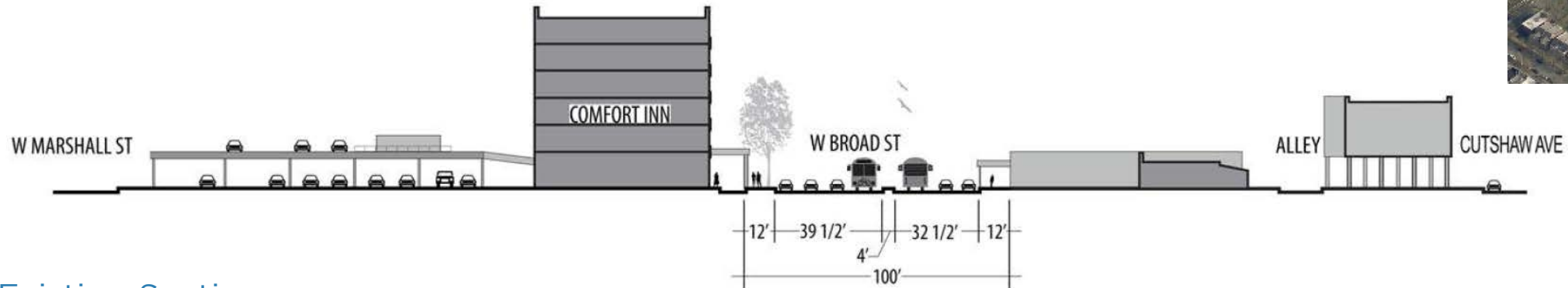
The Cleveland Station area unifies two vibrant yet distinct pedestrian-oriented neighborhoods by maximizing the potential of under-utilized parcels and supporting new forms of development that are walkable, dense, and mixed-use.



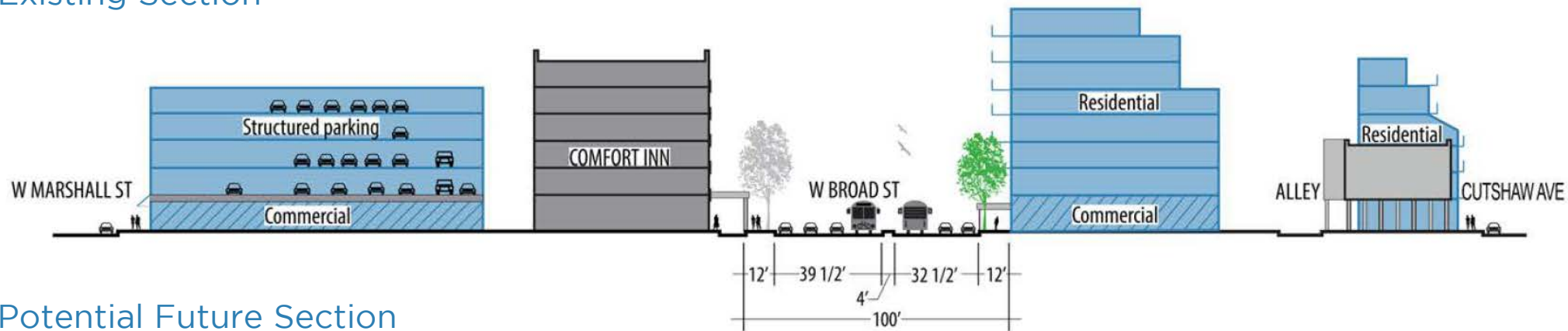




# Cleveland – Future Connections



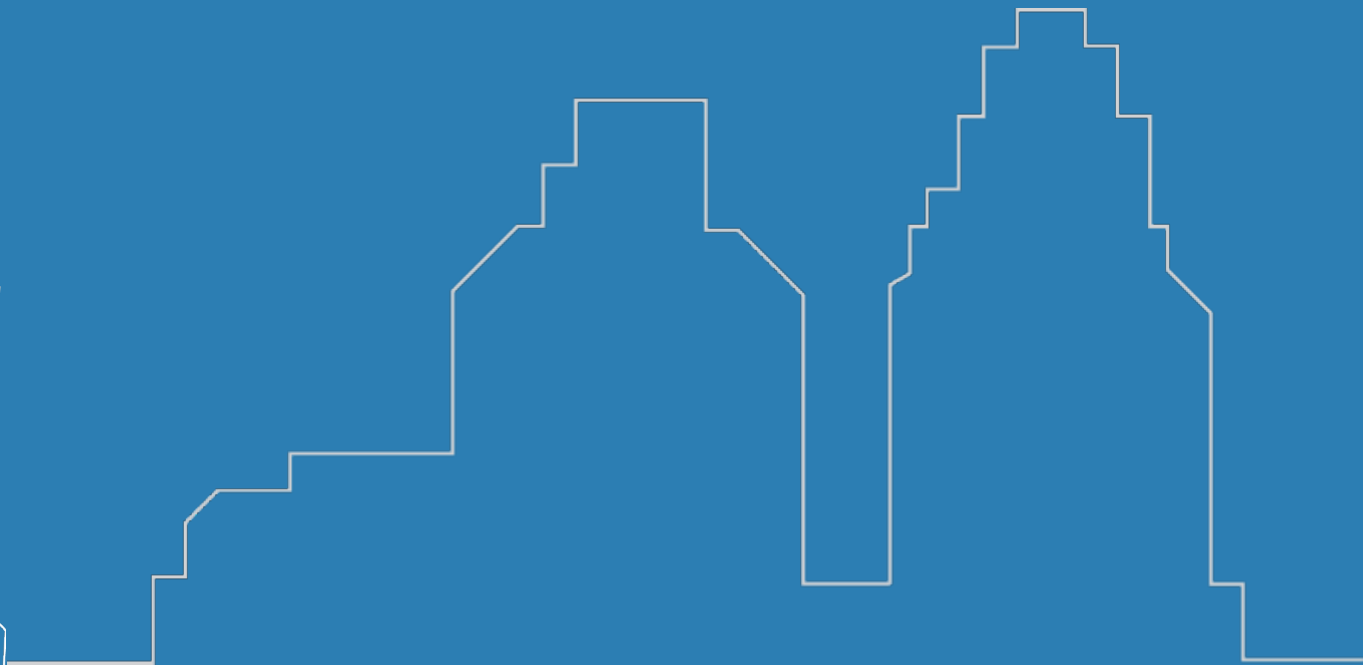
Existing Section



Potential Future Section



# Cleveland – Recommendation Visualization



## Web Page:

<http://www.richmondgov.com/PlanningAndDevelopmentReview/PulseCorridorPlan.aspx>



# Pulse Corridor Plan Implementation

New Zoning District  
POD Overlay  
Rezoning

City Planning Commission

December 5, 2016



# Proposed B-8 District

- Similar in uses and parking to B-5
- Height requires 2-story minimum and allows up to 12 stories
- Setbacks vary based on use
- Form-based requirements for fenestration, location of parking, activating parking decks, setbacks and stepbacks

# Proposed POD-Overlay

- Form-based standards supportive of Transit-Oriented Development spelled out for administrative approval of development projects along the corridor

