



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

CPCR.2020.050: To approve and adopt *Richmond 300: A Guide for Growth* as the official Master Plan for the City of Richmond.

To: City Planning Commission
From: Department of Planning and Development Review
Date: October 5, 2020

PETITIONER

City of Richmond
900 East Broad Street
Richmond, VA 23219

LOCATION

The entirety of the City of Richmond.

PURPOSE

To approve and adopt *Richmond 300: A Guide for Growth* as the official Master Plan for the City of Richmond.

SUMMARY & RECOMMENDATION

Pursuant to the provisions of Section 17.06 of the City Charter, the City Planning Commission is authorized with creating a city-wide Master Plan. The City Planning Commission passed City Planning Commission Resolution 2016-70 and Resolution 2017-79 to establish the 21-member Advisory Council to 1) assist in shaping and reviewing the content of the New Master Plan; 2) help build awareness of the Master Plan; and 3) encourage community participation in the New Master Plan update process.

Richmond 300: A Guide for Growth is the first comprehensive revision to the City Master Plan since 2000. The *Richmond 300* Advisory Council oversaw a robust public engagement process that occurred between September 2018 and September 2020 and included three rounds of public engagement and a series of 15 Working Group meetings in March through July 2019. Through the plan development process, PDR reached 8,573 attendees, received 4,990 survey responses, hosted 111 *Richmond 300* meetings, attended 229 community and stakeholder meetings, reviewed over 2,000 comments, and received over 90 letters and emails. PDR staff attended numerous City Planning Commission meetings to provide updates on the planning process and also provided updates at several meetings of the City Council's Organizational Development Standing Committee. PDR staff developed the content in *Richmond 300: A Guide for Growth* with extensive community input.

Richmond 300: A Guide for Growth provides a place-based integrated approach to guide investment and policy for a growing city. The document has seven chapters. Chapters one

through six outline one vision for 2037, three guiding maps, five topic visions, 17 goals, 70 objectives, and over 400 strategies. Chapter seven outlines an implementation strategy focused on benchmarking metrics, implementing six Big Moves, and reporting. The sheer breadth and length of any comprehensive plan can make it difficult to execute; therefore *Richmond 300* outlines six Big Moves to deliberately advance over the next 5 years. Because these moves are wide-reaching, there are several strategies throughout *Richmond 300* that relate to each Big Move. As the City advances each of the Big Moves over the next 5 years, Richmond will be well on its way to realize its 20-year vision.

On September 16, 2020, the *Richmond 300* Advisory Council recommended by a 19-0-2 vote (2 members were absent) that the City Planning Commission adopt *Richmond 300: A Guide for Growth* as the new City-wide Master Plan.

Since the Pre-Final Plan was presented to the City Planning Commission on September 21, 2020, PDR has made the following changes to the Master Plan and incorporated in the Final Plan, dated September 29, 2020, which is presented for adoption via resolution 2020-050:

1. Population chart and text about master plan users is added to the Executive Summary.
2. Letter from PDR Director and CPC Chair is added to the beginning of the Plan.
3. The terms “greenway,” “non-vehicle user,” and “multi-use trail” are defined within the Plan and included in the glossary.
4. Bike facilities in Oregon Hill are adjusted in the Future On-Street Bike Facilities map.
5. More strategies related to port and freight rail are listed in Objective 11.4.
6. New call-out box following Objective 17.4 is added with a summary of grocery store market analysis completed by the VCU Center for Urban and Regional Analysis.
7. Table of contents is expanded and includes a figure list and table list.
8. Appendix B is revised to include engagement data.
9. PDFs of the Executive Summary, Master Plan, and Supporting Reports have more bookmarks.

Staff recommends approval of the Resolution.

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