

Richmond 300: A Guide for Growth Final Document

Informal Meeting
City Council
December 14, 2020



Thank you!

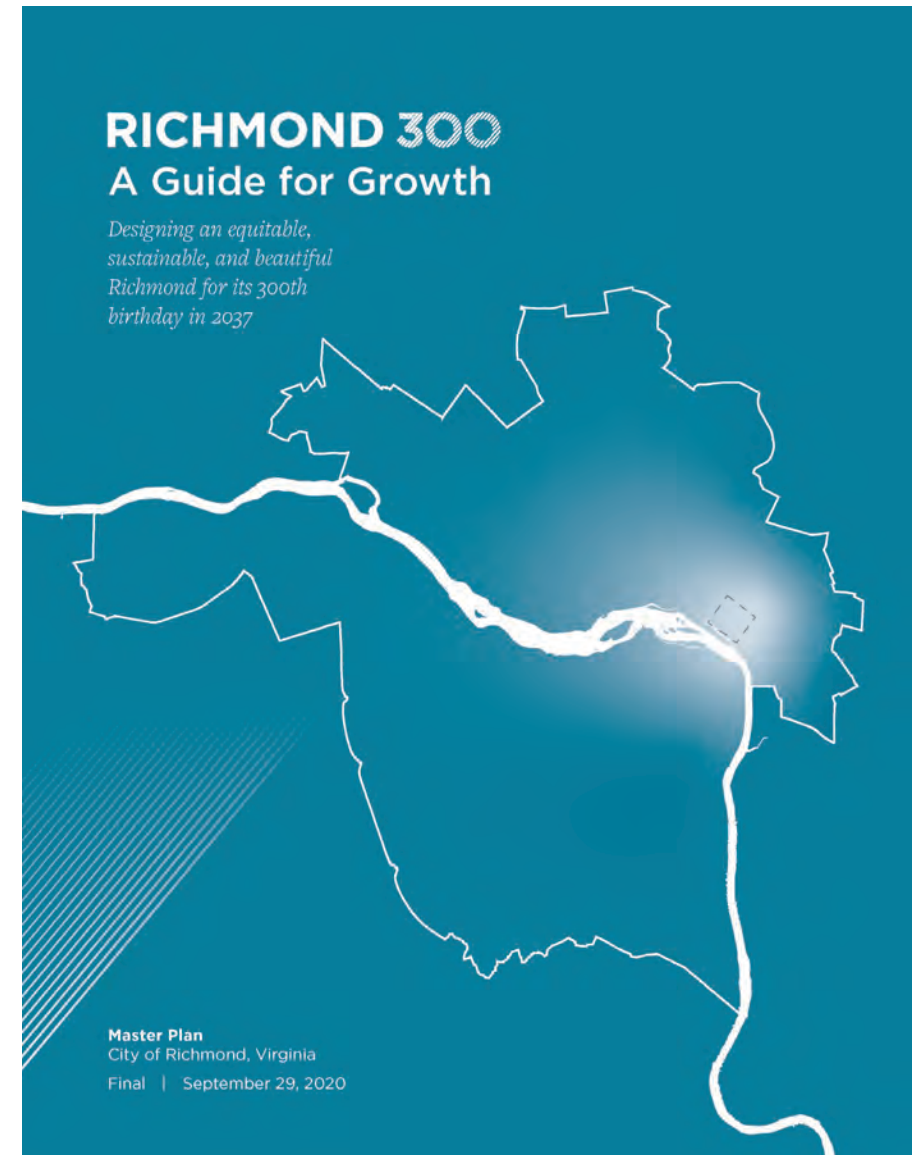
- **21 members** of the **Richmond 300 Advisory Council** who have volunteered their time for the last 2.5 years to help guide the development of this plan
- **209 participants** in **Richmond 300 Working Groups** who crafted the goals, objectives, and strategies of the plan
- **70+ Staff** from **City 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.

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

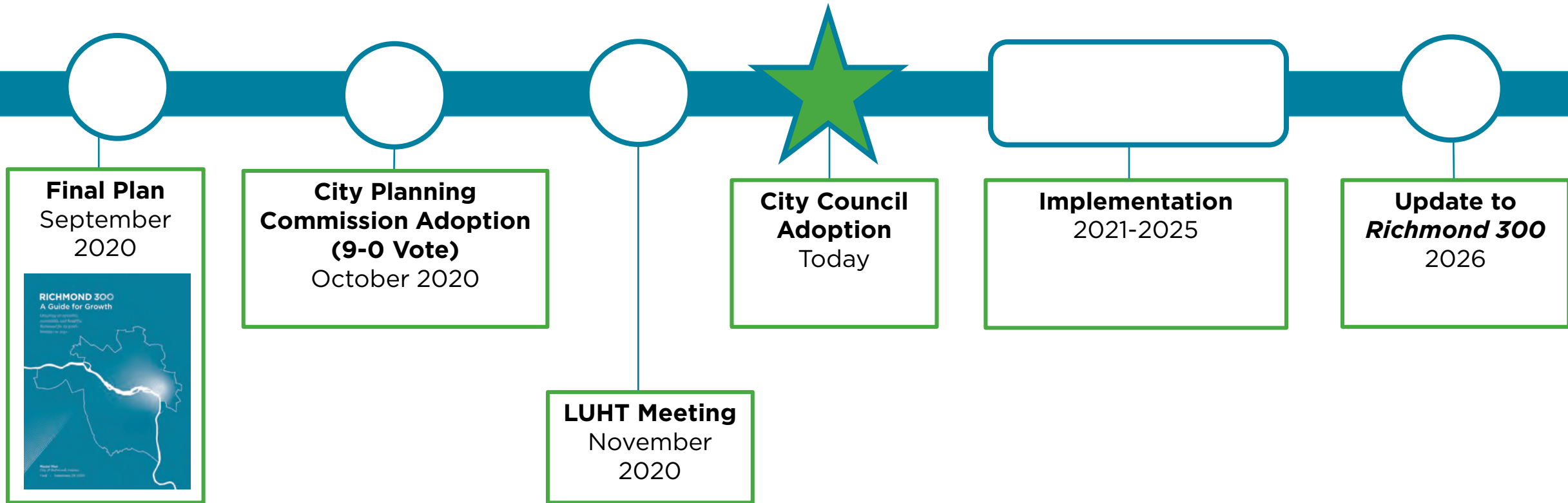


Community Consultation #3: Review Draft Plan
June-July 2020



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.

Meetings

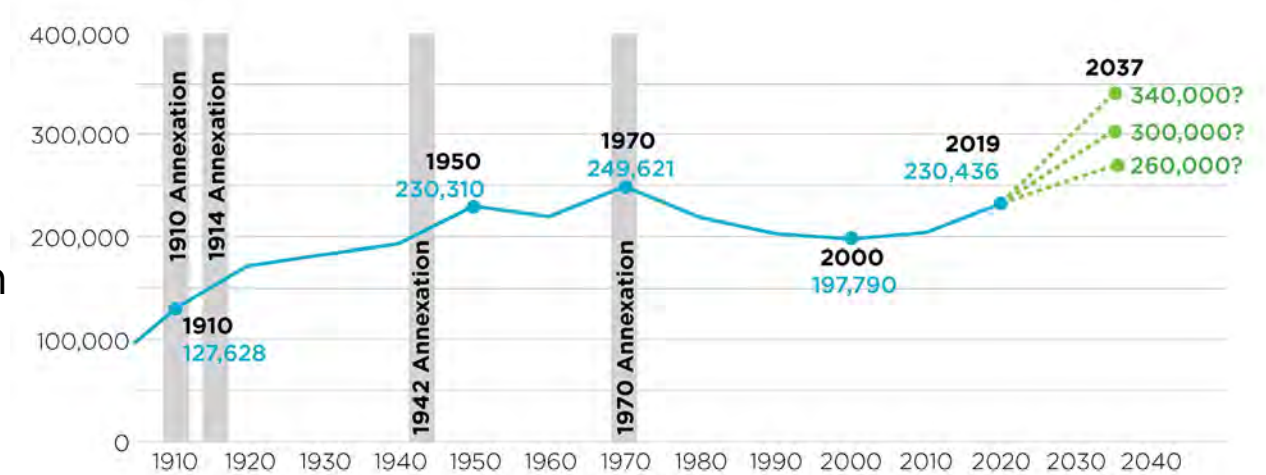
340+ meetings (13 virtual R300 meetings and 14 virtual existing meetings)

1st District Meeting	Capital Region Collaborative	Fire Dept Retreat	LBGTQIA Chamber	Pollard Park National Night Out event	The Valentine
25th Street Market Sharing Session	Capital Trees	Forest Hill Neighborhood Association	Libbie/Grove/Paterson Parking Meeting	Pulse Walking Tour	TOD BizSense Event
2nd District Meeting	Capital Trees Board Meeting	Fulton Fest	Library of Virginia Map Presentation	Randolph	Transportation Folks (Max, Ross, Danny, etc)
2nd Street Festival	Carillon Civic Association	Gallery 5 World Café - Land Use	Lillie Estes	Renaissance SR Citizen Association	Union Hill Civic Association
3rd Annual Fall Career & Resource Fair	Carillon Civic Association National Night Out	Gelati Celesti (Stony Point Shopping Center)	Living in Financial Excellence	Reynolds Community College	Union Hill Civic Association
3rd District Meeting	Carytown Parking Meeting	George Mason ES Back to School Night	Living Room chat at home of Amelia Lightner	Richmond Association of Realtors	United Way Zoom Call
3rd District Resource Fair	Carytown South	Gilpin Court Tenants Council	Management Round Table	Richmond chapter of Zeta Phi Beta Sorority, Inc.	UofR Bonner Center Brown Bag
4th District Meeting	Cedar Street Baptist School Giveaway	Ginter Park	Manchester Alliance	Richmond City Democratic Committee Ward 8 Meeting	UofR Engagement Discussion
5th District Meeting	Central Virginia GIS User Group	Ginter Park Terrace	Manchester Parking Meeting	Richmond Health District Retreat	UofR Urban Ecology Class
6PIC National Night Out	Chamber RVA Government Affairs Committee	GRACRE	Mayor's Civic Association Meeting	Richmond Memorial Health Foundation	Urban Hang Suite Sharing Session
6th District Meeting	Chimborazo ES Back to School Night	Greater Richmond Transit Company	Mayor's Office Hours	Richmond Public Library	Urban Studies Student Association (VCU)
7th District Meeting	Church Hill Area Business Association	Greater Woodstock Civic Association	Meeting with Art Burton	Richmond Realtors Association	Valentine Controversial History - Land Use
8th District Council Meeting	Church Hill Association	Green City Commission	Mindful Mornings	Richmond Redevelopment and Housing Authority	Vasen Brewery Birthday Bash
9th District Meeting	City Assessor's Office	GRTC	Mommies, Bellies, Babies and Daddies	Richmond Regional Planning District Commission	VCU Council for Community Engagement
AARP in Richmond, Weinstein Jewish Community Center	City Builders (Changemakers Council)	HBAR	Monument Avenue Preservation Society (MAPS)	RPL Retreat	VCU Experimental Opportunities Fair
Affordable Housing Trust Fund	Commercial Coffee	Heritage Night at the Kickers	NAACP	RPS Rezoning Advisory Committee	VCU Master Plan Coordination
African American Community Engagement Professionals	Community Day - Broad Rock Park	Hermitage Road	National Association of Women in Construction Meeting	RPS Rezoning Meeting - Sacred Heart	VCU Real Estate Trends Conference
Aging and Disabilities Advisory Board	Community Wealth Building	Highway Safety Commission	National Night Out - East End	SABA - Scott's Addition Boulevard Association	VCU Urban Studies 103
AIA Front Porch	Controversy History - Parking	Hillside Court Tenant Council	National Pan-Hellenic Council of Metro Richmond	Second Street Festival	Venture Richmond Board Meeting
ART 180	CREW Richmond	Hispanic Chamber of Commerce Annual Gala	Navy Hill Meeting Boys & Girls Club	Sharing Session: 8th District Focus Group at Broad Rock Library	Virginia Dept. of General Services
Battery Park Civic Association	Diabetes Prevention Program-Bon Secours	Historic Brookland Park Collective	Navy Hill Meeting Pastors Luncheon	Shockoe Partnership	Virginia Dept. of Transportation
Beer+Design	Downtown Parking Meeting	Homeward	New Visions Civic League	Sierra Club	Virginia LISC
Belle Summit	East End Library	Hull Street Library Sharing Session	NNO - Powhatan Community Center	Six Points Innovation Center	Virginia Poverty Law Center Event - Secco
Belmont Library	Economic and Community Development	Hull Street-Midlothian Civic Association	Nomad's Deli Sharing Session	Southside Community Center Sharing Session	Virginia Supportive Housing
Better Housing Coalition	EDA	Humphrey Calder Community Center	North Avenue Library Sharing Session	Southside Community Development Corp.	VIVA (LGBTQ) Music Festival
Better Housing Coalition Young Professionals Board	Edgehill/Chamberlayne Court	Informal Council Meeting	Northside Strong	Orientations	West End Library
Bible Study - Branches Baptist Church	EnRichmond	Innovate Fulton	Nutty Buttery Sharing Session	Sportsbackers	Westhampton Citizen's Association
Blackwell Civic Association	Executive Roundtable	Investing in Streets ROI	Oak Grove Civic Association	Steele Group/ Sotheby's International Realty	Westover Hills Sharing Session
Bonner Center Brown Bag	Eyes on Richmond	Junior League	Obama ES Back to School Night	STEP Community Fellowship	Westover Hills Civic Association
Broad Rock Library - Spanish	Federal Reserve Bank	Know Your Rights: Housing Justice Event	Office of Sustainability	Stir Crazy Sharing Session	William & Mary Board Meeting
Brookland Park / 6 Points Parking Meeting	FEED More - Calhoun Center	Latino Parade and Festival	Omega Psi Phi chapter meeting	Taste Sharing Session	Women in Design
CACIL	FeedMore	Launch Event	Oregon Hill Neighborhood Association	TEDxRVA	Woodstock Area Civic Association



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

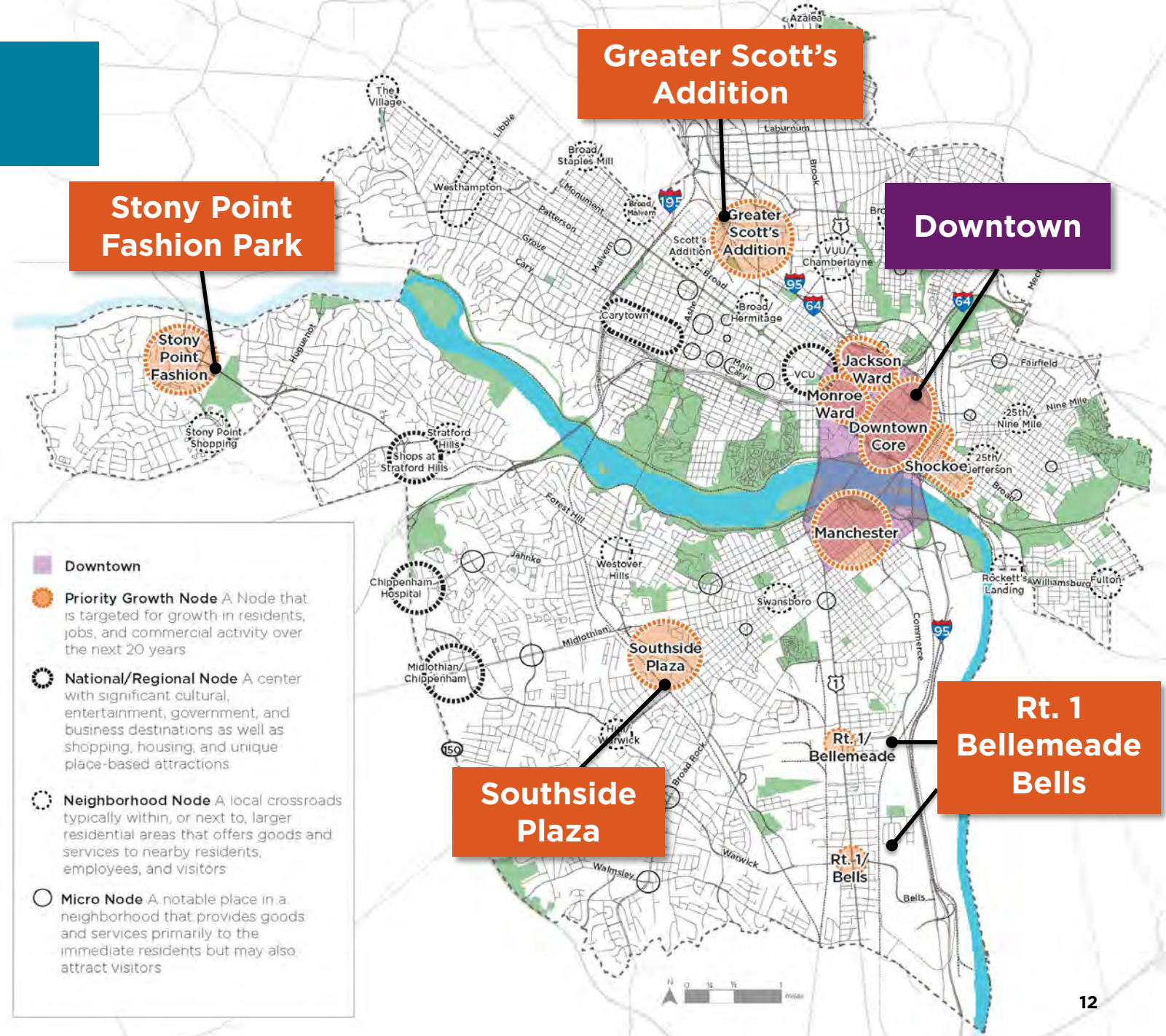


THRIVING ENVIRONMENT

Nodes

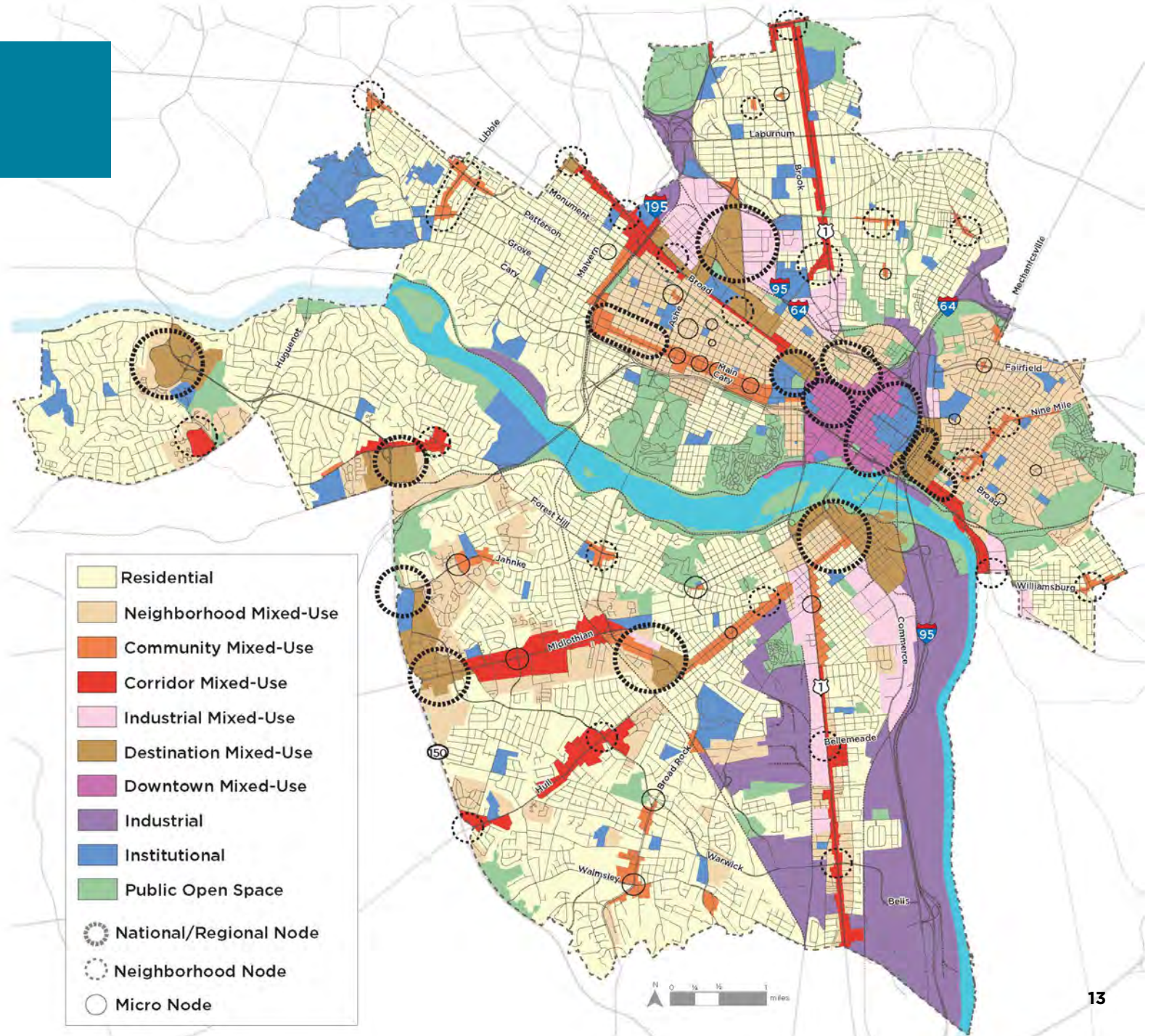
Nodes are places where people and jobs are today and may be in the future. Nodes are the convergence of many uses and multiple modes of transportation.

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



Future Land Use

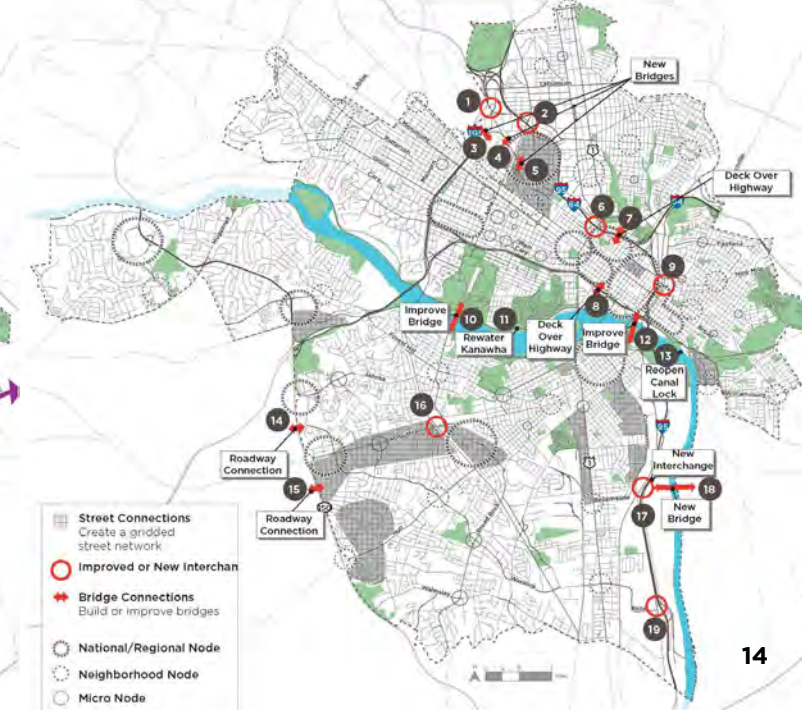
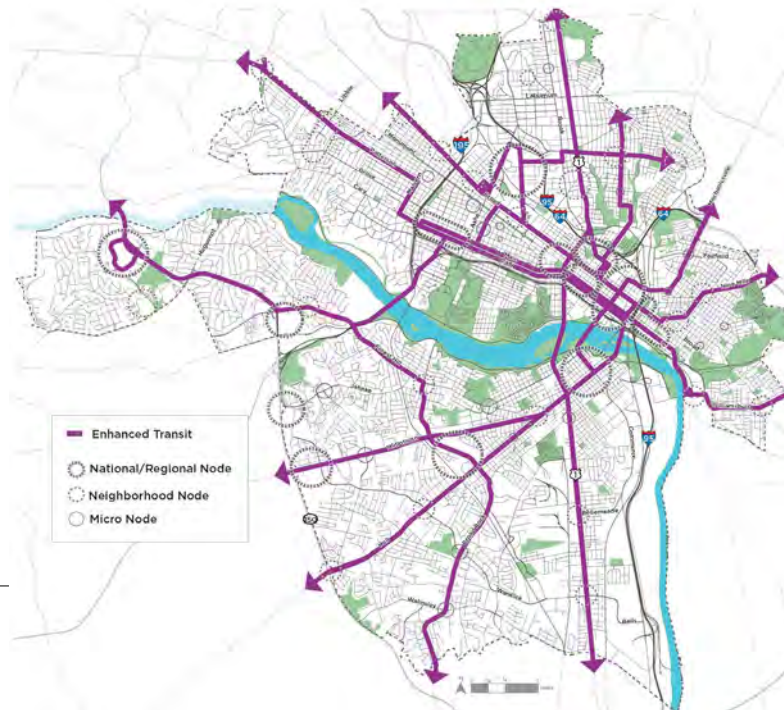
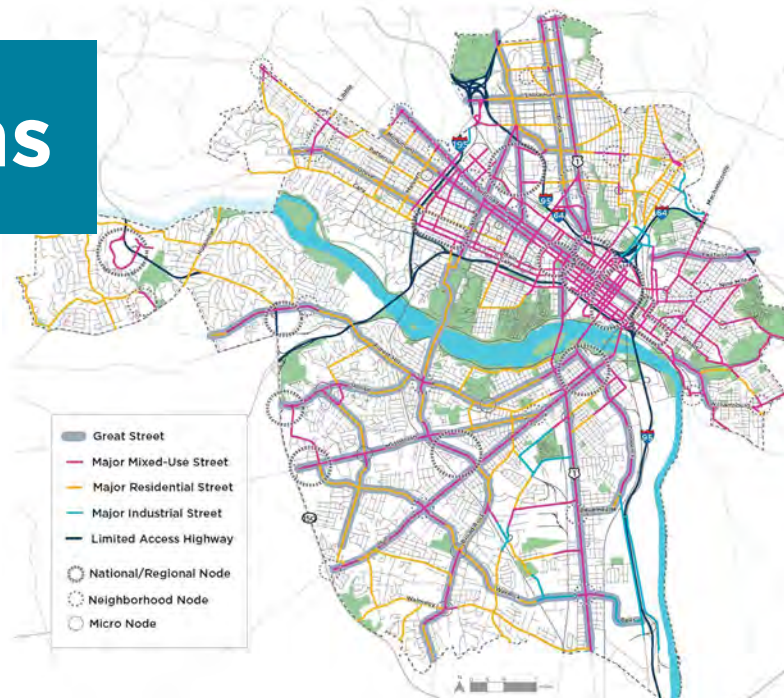
Future land use designations are visionary and include language about how the area should look and feel in the future, but do not specify what an owner can or cannot legally do with their property.



Future Connections

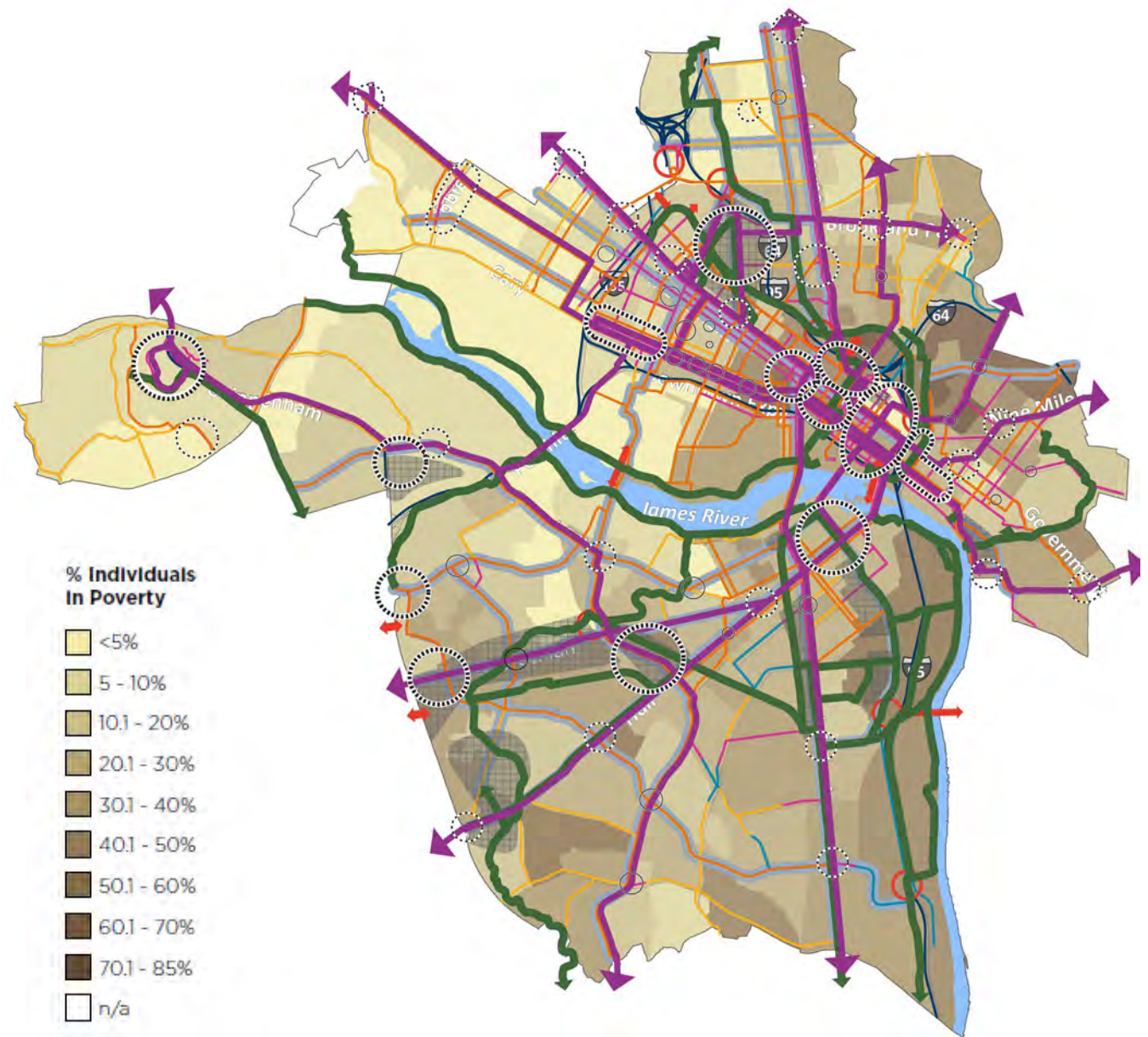
The Future Connections provide equitable access to and among Nodes.

- Great Streets
- Street Typologies
- Bike Facilities
- Greenways
- Enhanced Transit
- Street Grids
- Bridges
- Interchanges



Equity in the Plan

- Housing Access
- RRHA Housing Properties
- Economic Development/City-Owned Assets
- Neighborhood Improvements
- Involuntary Displacement
- Small Area Plans
- Great Streets



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

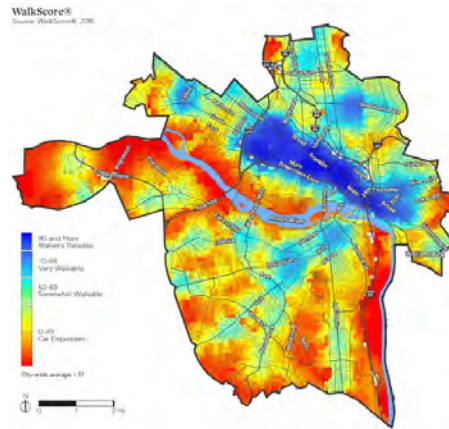


- 15: Clean Air
- 16: Clean Water
- 17: Resilient & Healthy Communities

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



Richmond 300 and Pulse Corridor Plan

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A GUIDE FOR GROWTH

Future Land Use Descriptions

Adjustments to All Categories

Added Residential and Community Mixed-Use categories and omitted Transition category, and streamlined all the descriptions to include:

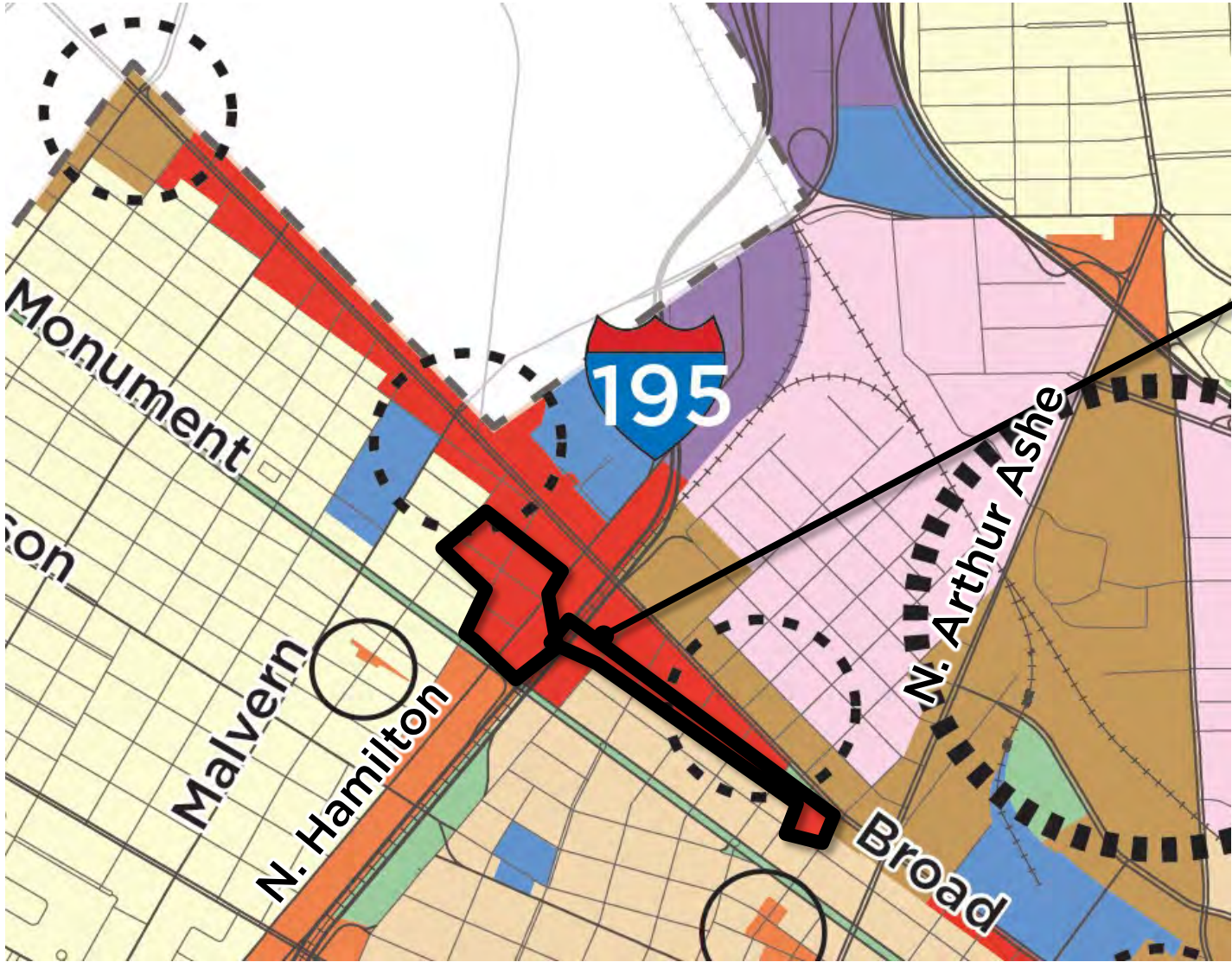
- Description
- Development Style
- Ground Floor
- Mobility
- Intensity
- Primary Uses
- Secondary Uses

Neighborhood Mixed-Use

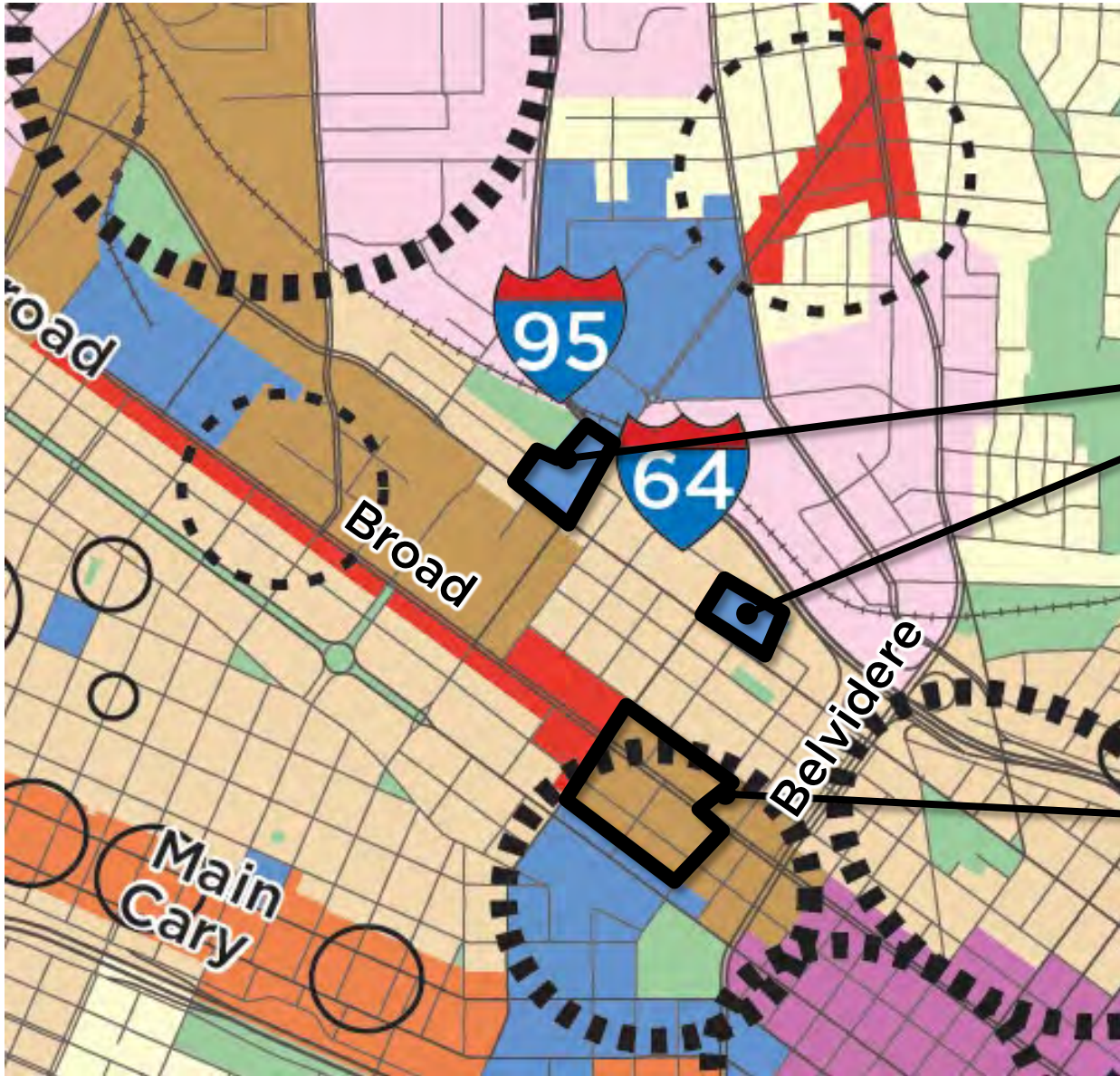
- Less height in R300 as compared to Pulse (Pulse said 2-8 stories but did not specify where, R300 says 2-4 stories and taller buildings may be found along major streets)
- Less mixed-use in R300 as compared to Pulse (Pulse did not specify where mixed-use would be found, R300 says small-scale commercial uses exist today or should be allowed to reestablish)

Destination Mixed-Use

- New name in R300, in Pulse it was “Nodal Mixed-Use”

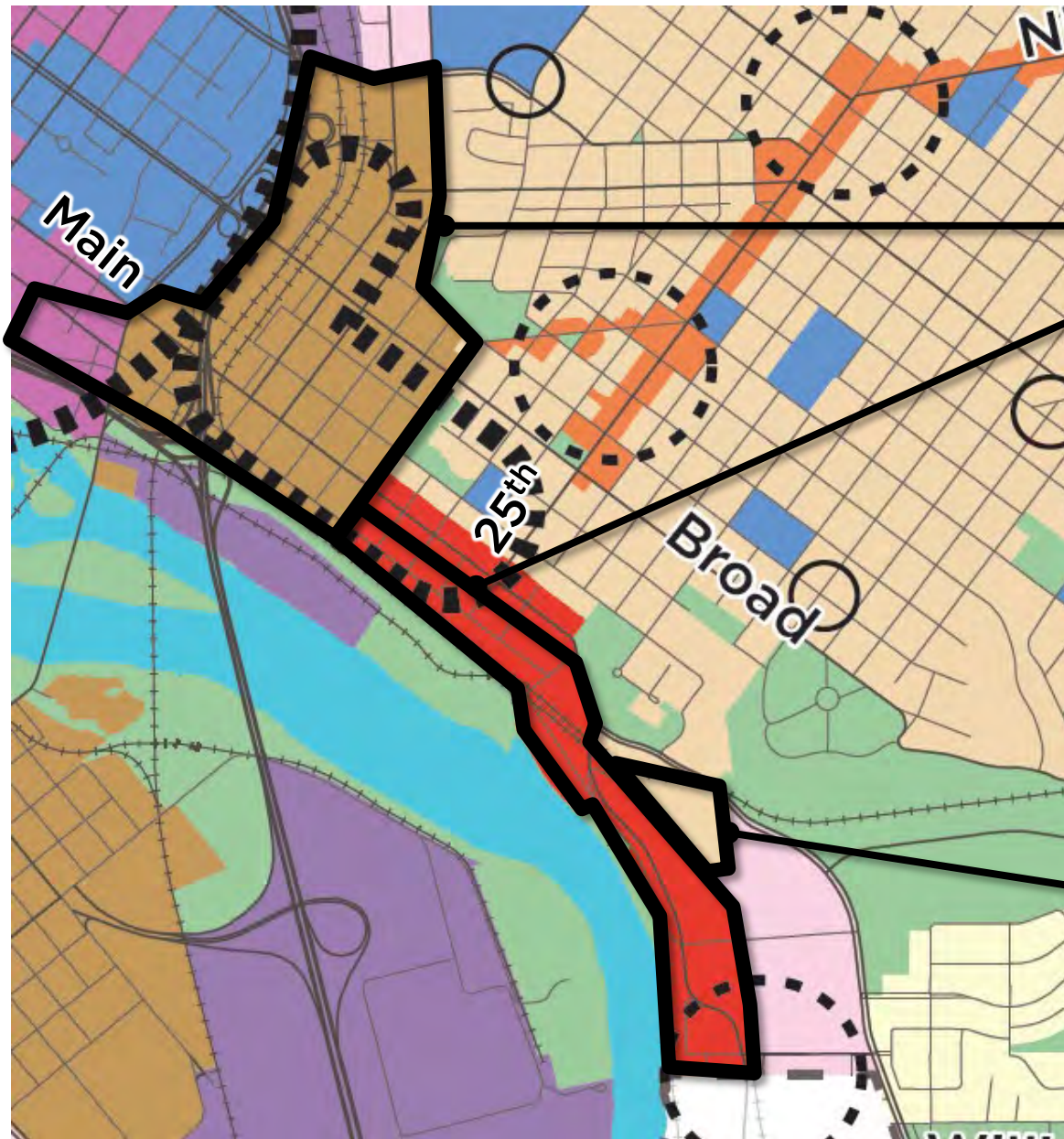


Corridor Mixed-Use is R300 because Transitional no longer exists. (Transitional in Pulse)



Institutional in R300 because these are Maggie L. Walker Governor's School and Carver Elementary School. (Neighborhood Mixed-Use in Pulse)

Destination Mixed-Use in R300 because blocks north and south of W. Broad are zoned B-4 today. (Corridor Mixed-Use in Pulse)



Destination Mixed-Use and Corridor Mixed-Use in R300 because the reduction in height in Neighborhood Mixed-Use meant that most existing buildings would not align with the revised Neighborhood Mixed-Use description and given the significant historical assets in this area, the area in its entirety is a major national destination. Parts of these areas may be further amended by the Shockoe Small Area Plan, which is under development. (Corridor Mixed-Use and Neighborhood Mixed-Use in Pulse)

Neighborhood Mixed-Use in R300 but was erroneously shown as Open Space in Draft R300. (Neighborhood Mixed-Use in Pulse)

Comments and Responses



Future Land Use

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

Response:

Future Land Use is not Zoning.

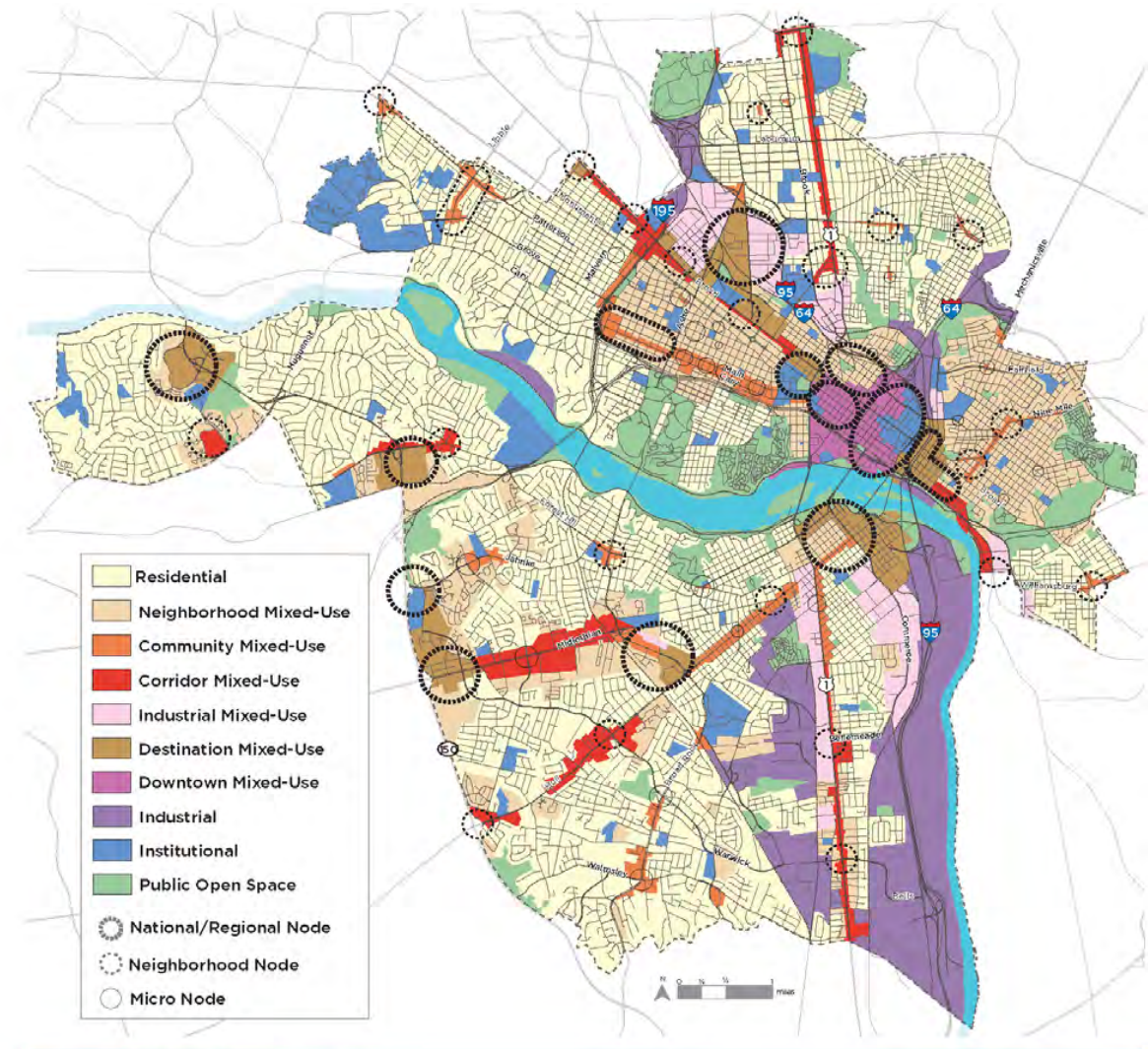


FIGURE 11 // Future Land Use Map

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.

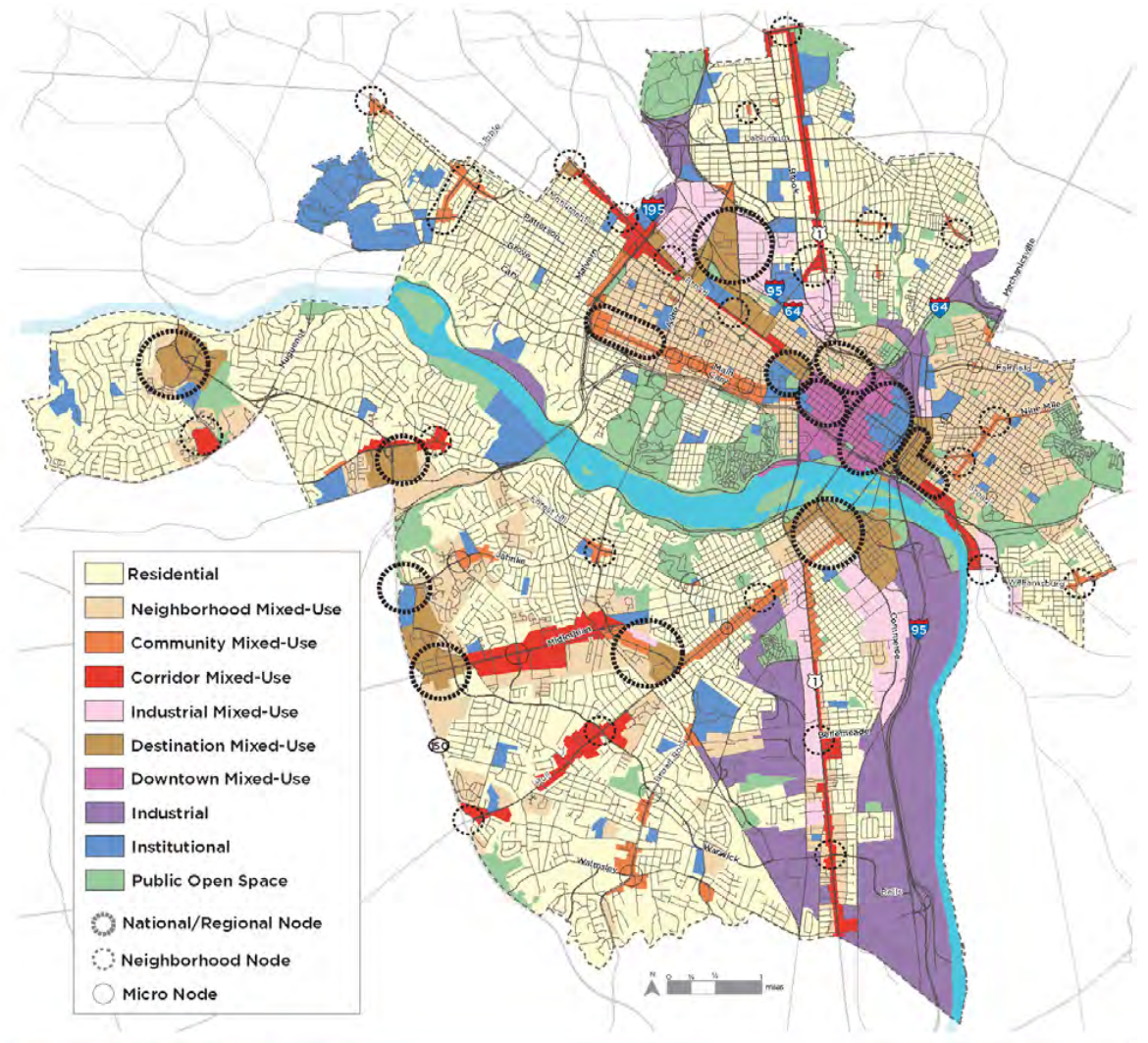
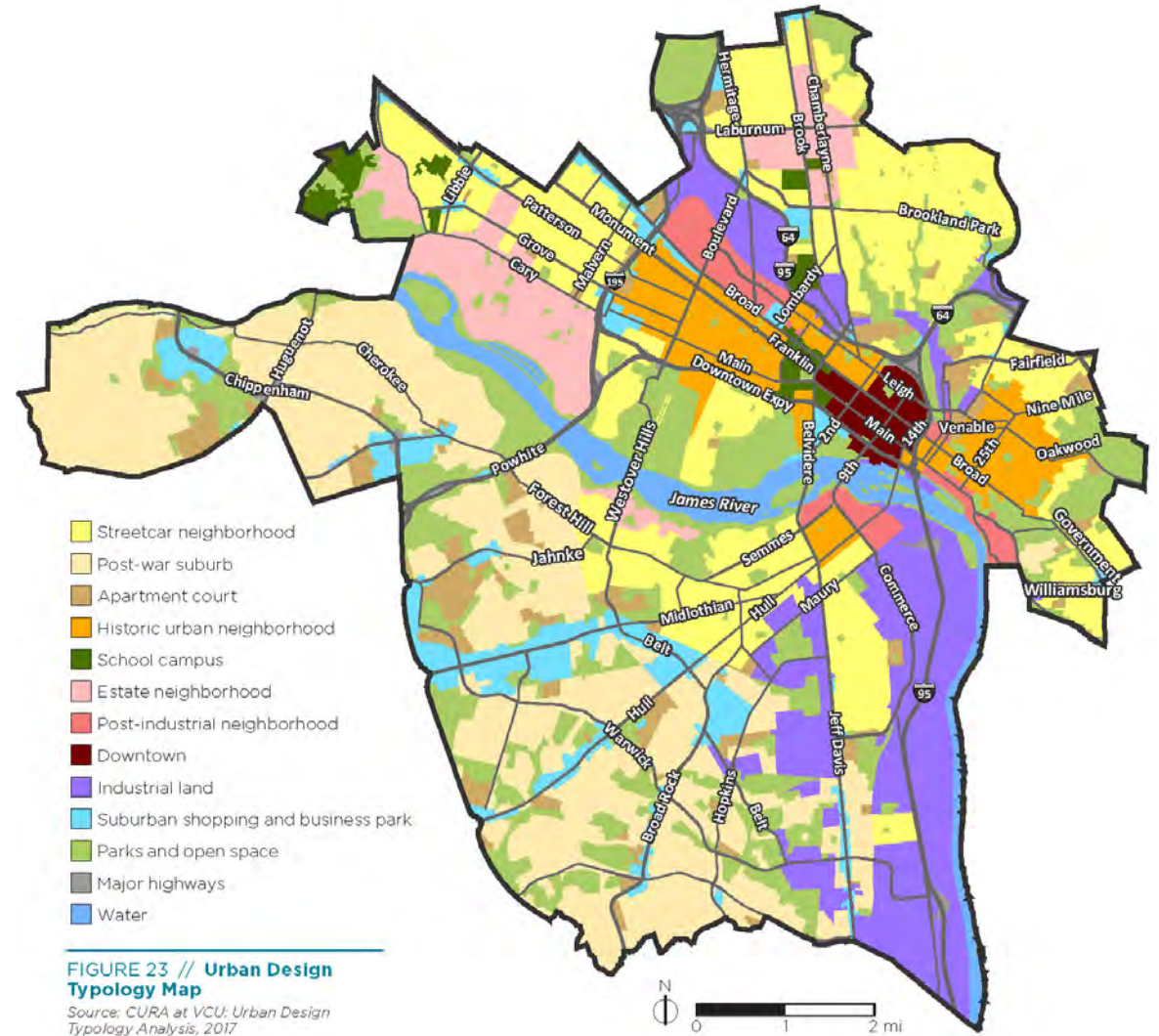


FIGURE 11 // Future Land Use Map

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.



Future Land Use

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

Response: Neighborhood Mixed-Use describes “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).









Commercial Sites in Neighborhood Mixed-Use Areas: Analysis of 1924 Sanborn Insurance Maps

Richmond 300: Future Land Use

 Neighborhood Mixed-Use

1924 Commercial Sites: Land Use Today

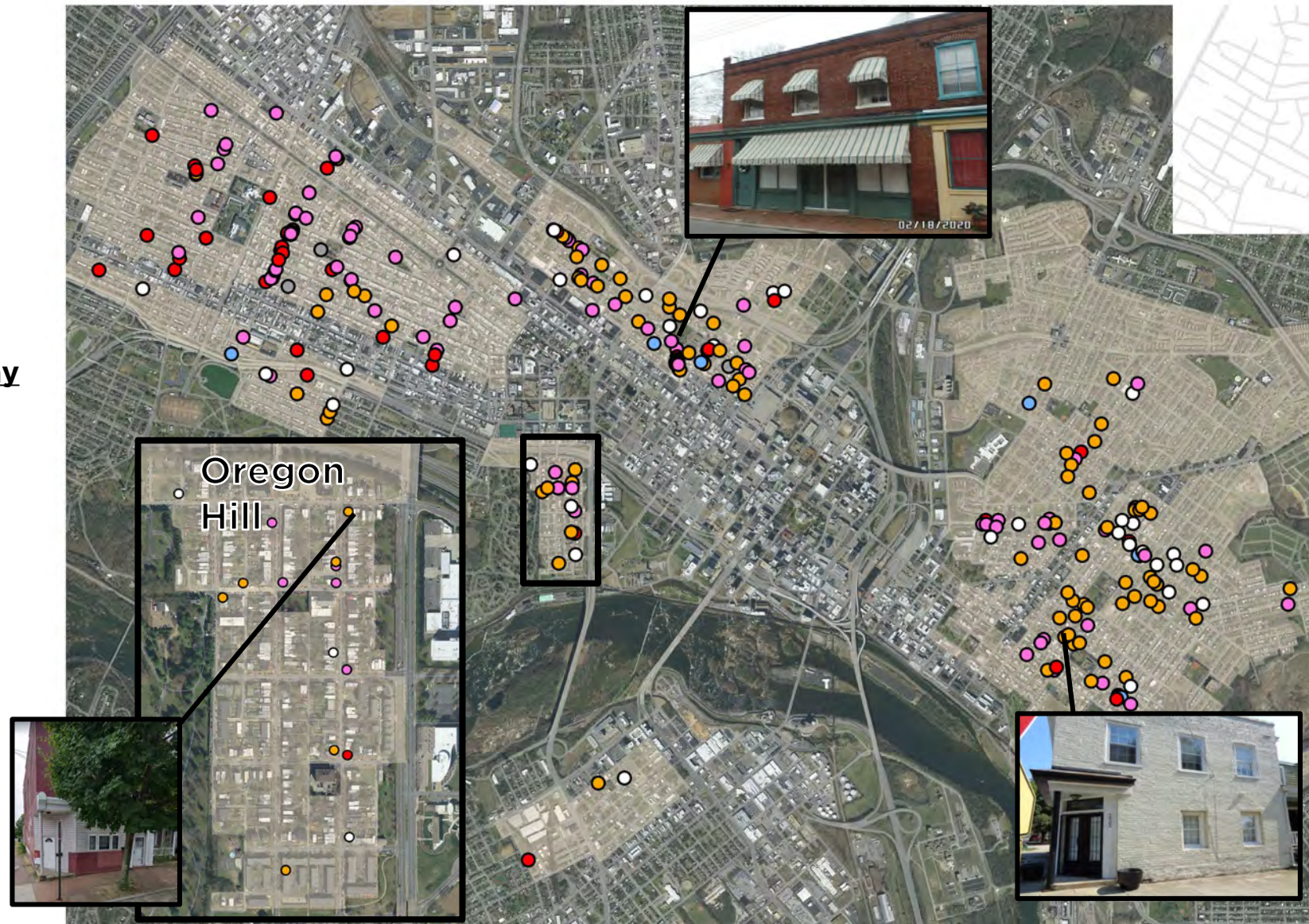
-  Residential
-  Mixed-Use
-  Commercial
-  Vacant
-  Institutional
-  Parking

252 commercial sites identified from 1924 Sanborn maps

Use today:

- 87** Residential
- 84** Mixed-Use
- 37** Commercial
- 34** Vacant
- 11** Other

Avg. building footprint: **~1,300** sq. ft.



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).

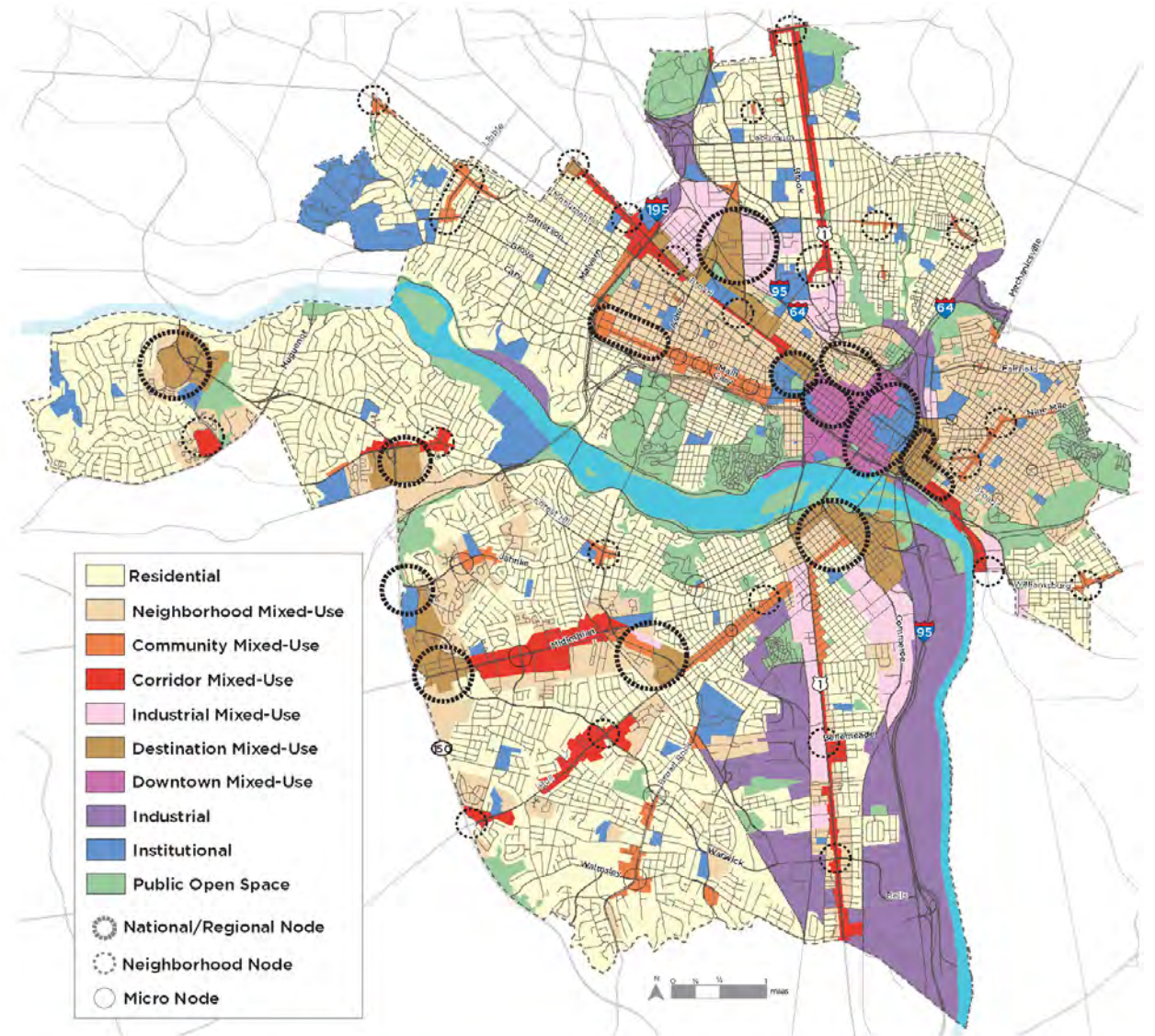


FIGURE 11 // Future Land Use Map

Viewshed

Comment: The view from Libby Hill must be preserved and both the viewshed overlay and relevant easements be incorporated as determining the appropriate heights and locations for development.

Response:

- The Viewshed Overlay is Zoning and is included in Strategy 3.1.I.
- The easements are agreements between two private parties.

Current View from the Designated Viewpoint



Existing Tree Line

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.

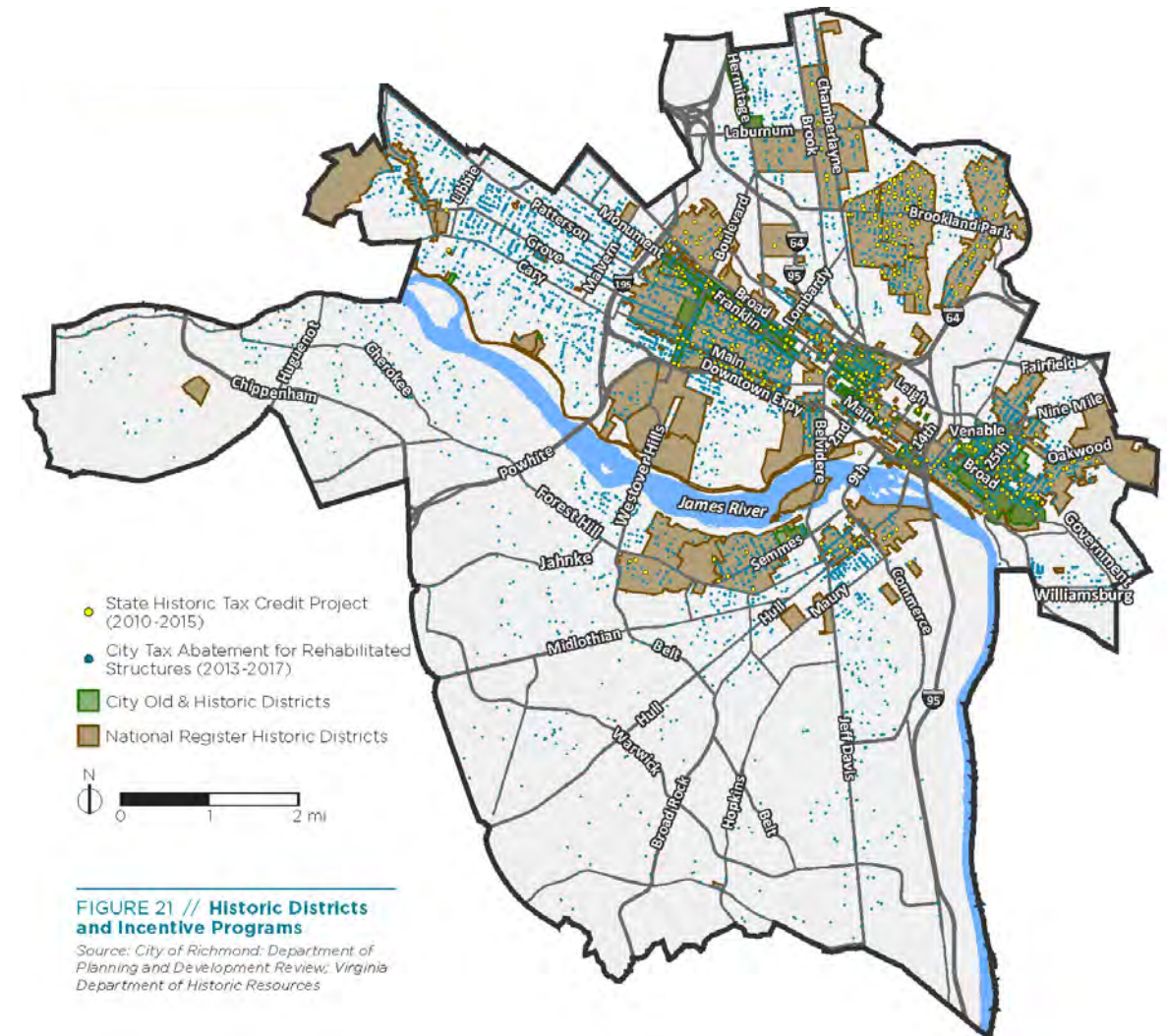


FIGURE 21 // Historic Districts and Incentive Programs

Source: City of Richmond: Department of Planning and Development Review; Virginia Department of Historic Resources

Public Engagement

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

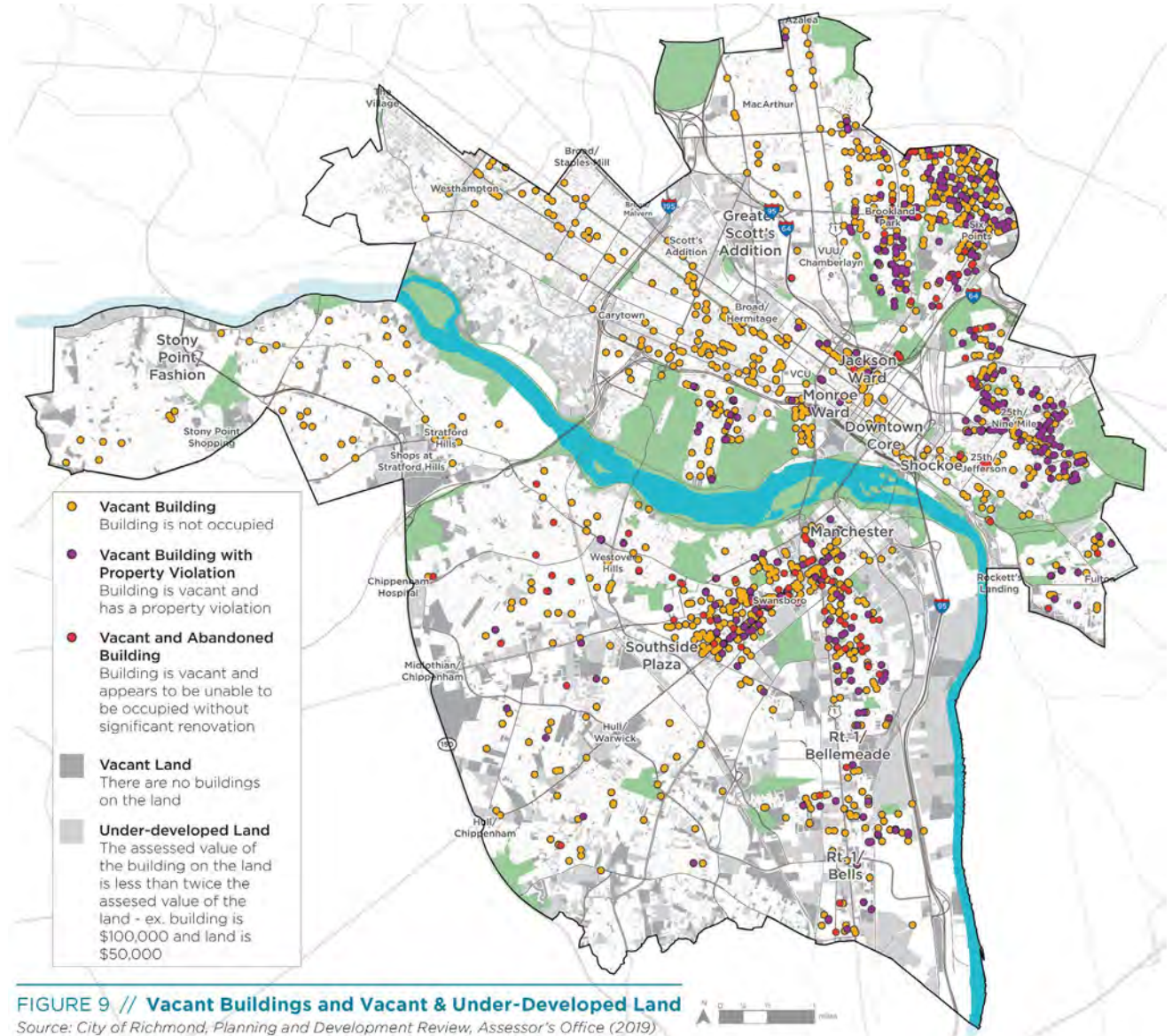
Response: PDR believes active public engagement in shaping & guiding development and land use decisions is essential in realizing *Richmond 300*'s vision.



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.



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.

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

Amendments to Plan

Comment: Once *Richmond 300* is adopted, it will not be changed for the next 20 years.

Response:

- The Master Plan is a “living document” and should be flexible.
- PDR will provide annual reporting to City Council on the Plan implementation.
- PDR will review the Plan every 5 years.



Thank you!

Q&A



Draft to Final Changes Oregon Hill Neighborhood

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Nodes

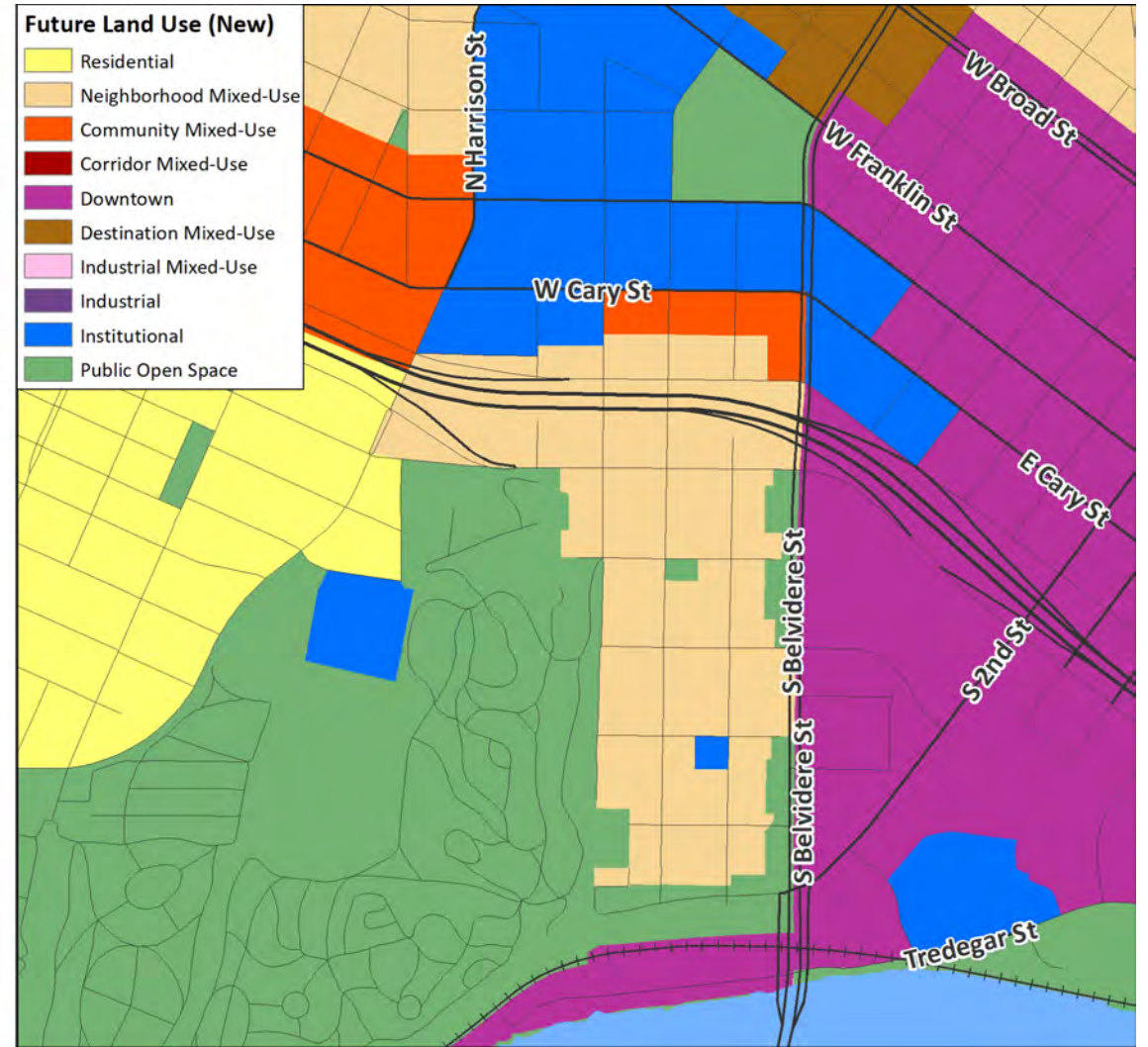
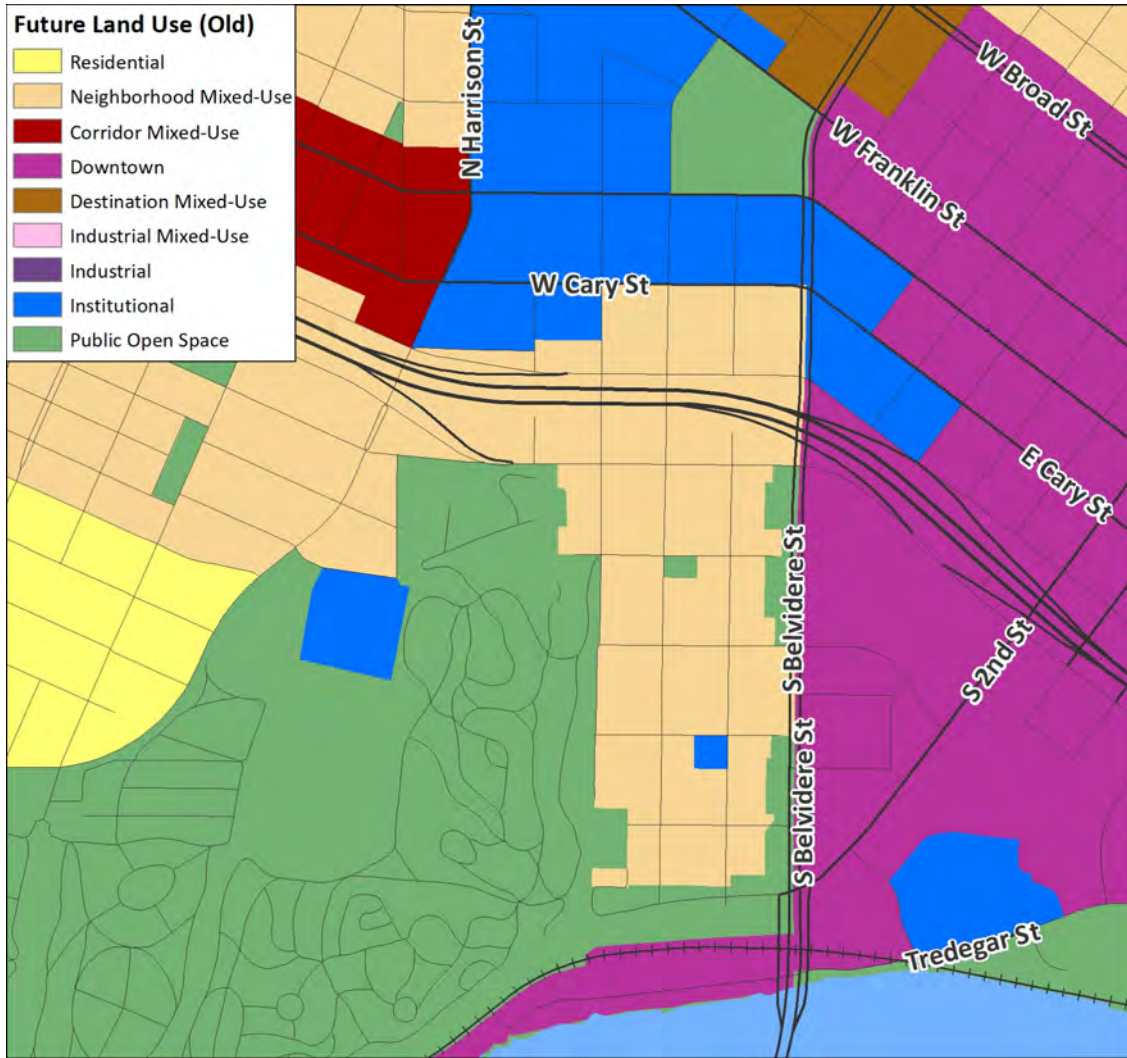
Draft



Pre-Final



Oregon Hill - Future Land Use



Neighborhood Mixed-Use

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.

Development Style: These areas feature a variety of building types that are close to one another and create a unified street wall. The building size, density, and zoning districts for these areas vary depending on historical densities and neighborhood characteristics. **Future development should generally complement existing context.** Setbacks, plazas, and parks create a sense of place and community gathering areas. New developments on larger parcels continue or introduce a gridded street pattern to increase connectivity within the neighborhood and to adjacent neighborhoods. **In historic neighborhoods, small-scale commercial uses exist today or should be allowed to reestablish. In new neighborhoods, small-scale commercial buildings should be introduced.**

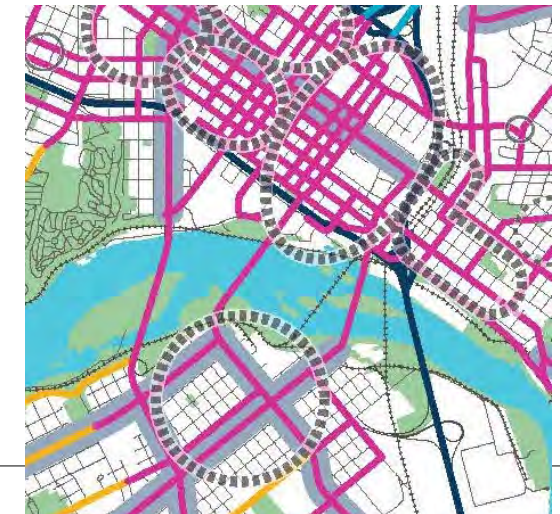
Ground Floor: Regardless of use, buildings should engage the street with features such as street-oriented façades with windows and door openings along street frontages. Appropriate setbacks, open space, front porches, elevated ground floors, and other features that provide a sense of privacy should be provided for residential uses.

Mobility: Pedestrian, bicycle, and transit access are prioritized and accommodated. Bike parking is provided. New driveways are prohibited on Priority and Principal Street frontages. Vehicular access to parcels should use alleys wherever possible. Parking areas should be located to the rear of street-facing buildings.

Intensity: Building heights are generally two to four stories. **Buildings taller than four stories may be found along major streets (see Street Typologies Map).** Parcels are generally between 1,500 and 5,000 sq. ft.

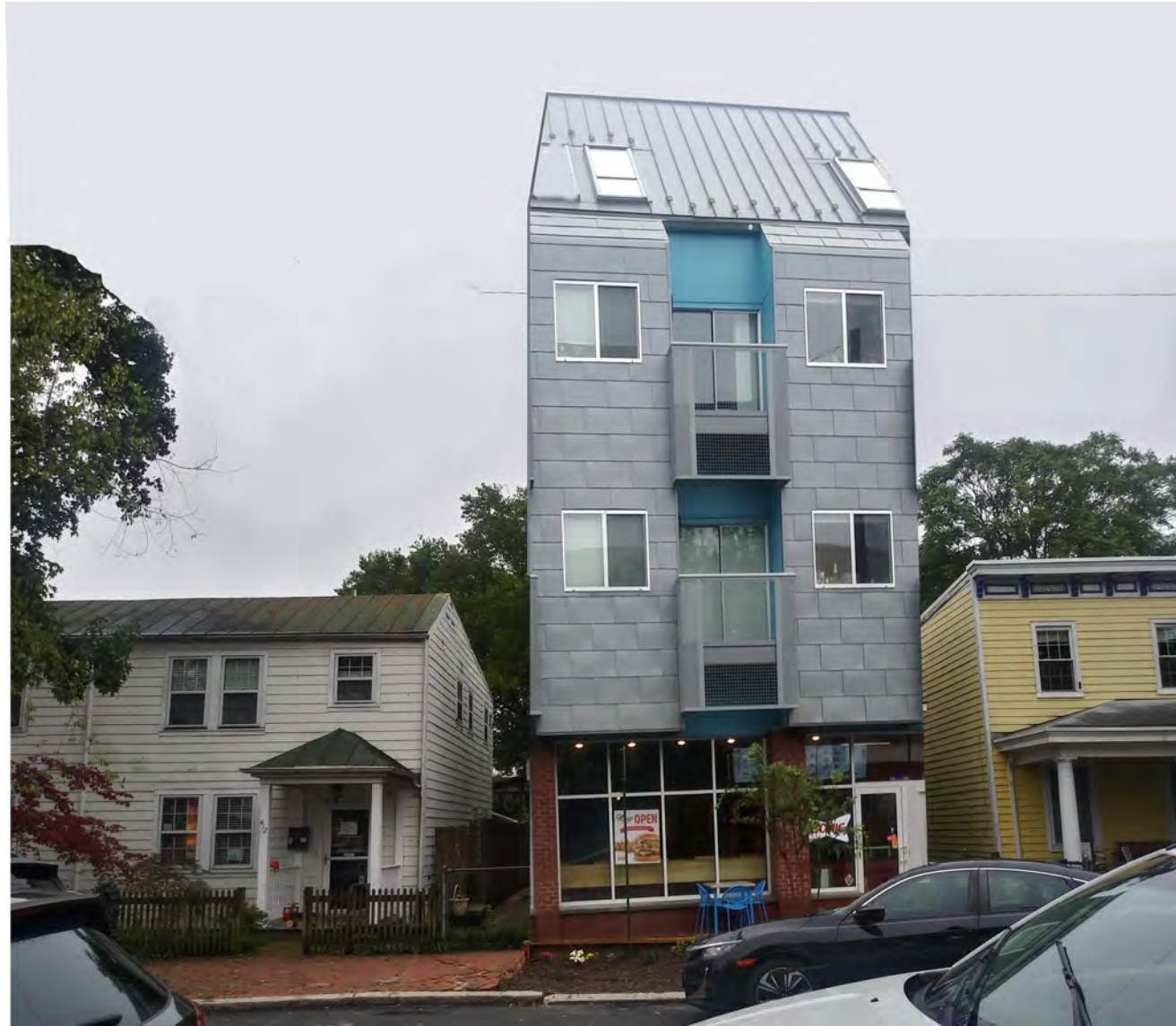
Primary Uses: Single-family houses, accessory dwelling units, duplexes, small multi-family buildings (typically 3-10 units), and open space.

Secondary Uses: Large multi-family buildings (10+units), retail/office/personal service, institutional, cultural, and government.



Suggested Land Use/Zoning Nexus

- Keep Neighborhood Mixed Use (NMU) Designation based on
 - historical pattern of land use
 - present land use
- Work on a new element of Zoning Code that would:
 - Keep R-7 primary zoning (although other districts exist: need to account for them)
 - Provide for the potential reuse of commercial buildings constructed as such and used as such
 - Limit # to existing structures as of date of Ordinance
- Uses would be determined during process
- Significant deviations from exist'g buildings would have to go through SUP
- New structures not consistent with zoning would need to go through SUP
- Conversion of exist'g buildings built as residential buildings would need to go through SUP
- Vertical expansion would have to go through SUP



Source: <https://www.oregonhill.net/2020/09/26/olingers-storefront-canard/>