

RICHMOND 300

City Planning Commission



October 1, 2017



Land Use, Housing & Demographics Analysis

110-page report includes:

- Existing land use
- Demographics
- Population projections
- Housing unit projections
- Land use demand projections
- Land development supply
- Market analysis of 6 historic business corridors



Land Use, Housing, and Demographic Analysis

A background report prepared for
Richmond 300: A Guide for Growth

September 5th, 2017

VCU
Center for Urban and Regional Analysis
L. Douglas Wilder School of Government and Public Affairs

95% Complete Draft

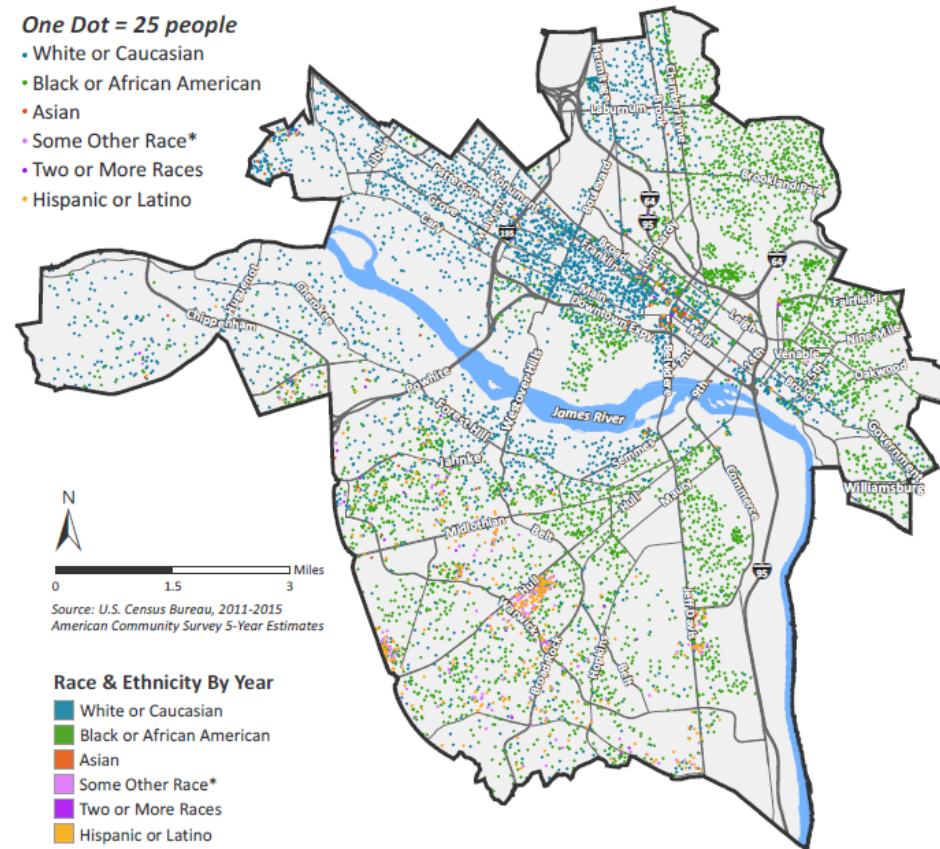
Richmond is growing.

- Population estimated to be 220,289 in 2015
- From 2000 to 2015: More Latinos. More Whites. Fewer Blacks.
- More “millennials” and “boomers.”
- Fewer kids overall, but more kids in the Southside.

Race & Ethnicity

One Dot = 25 people

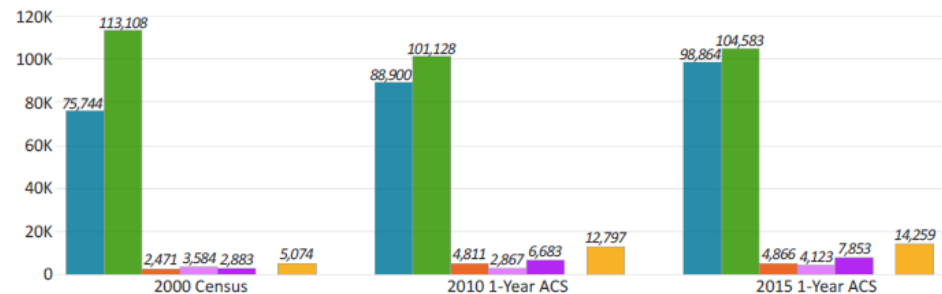
- White or Caucasian
- Black or African American
- Asian
- Some Other Race*
- Two or More Races
- Hispanic or Latino



Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Race & Ethnicity By Year

- White or Caucasian
- Black or African American
- Asian
- Some Other Race*
- Two or More Races
- Hispanic or Latino



Some Other Race includes American Indian and Alaska Native, and Native Hawaiian and Other Pacific Islander

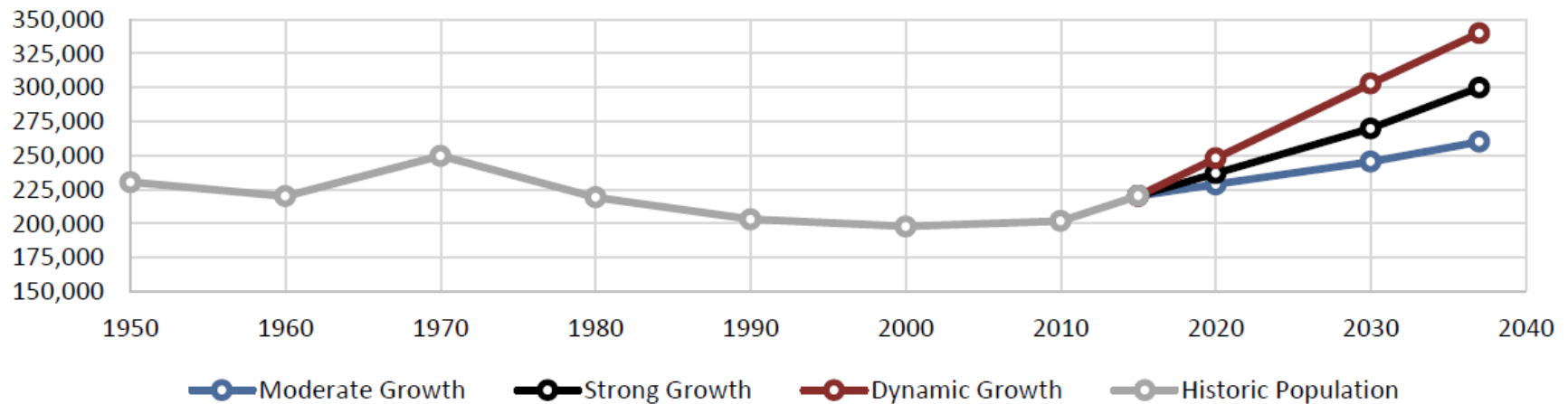
How fast will Richmond grow in the future?

Moderate: assume 2000-2015 growth rate of 0.76% annually

Strong: assume 2010-2015 growth rate of 1.5%

Dynamic: assume accelerated growth rate of 2.5%

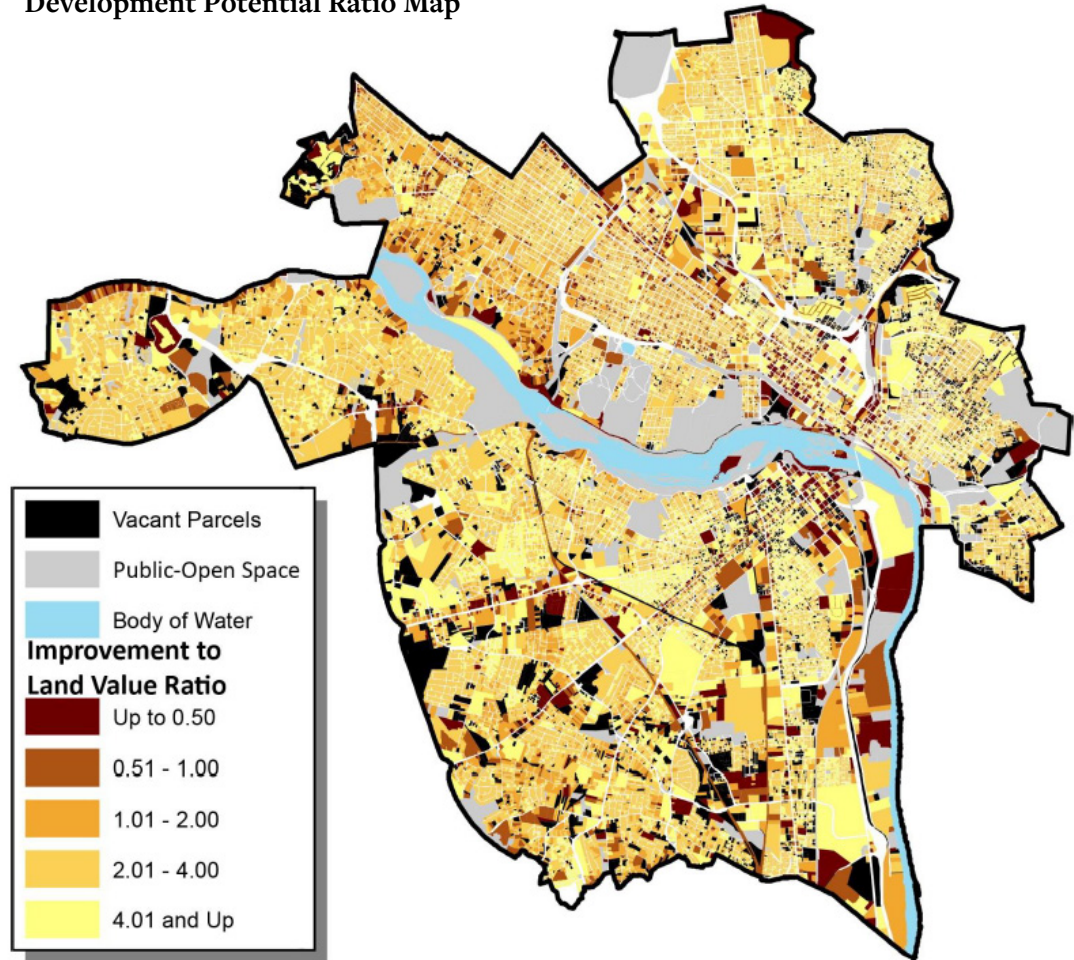
Richmond Historic and Projected Population (1950-2037)



We have enough space for more people.

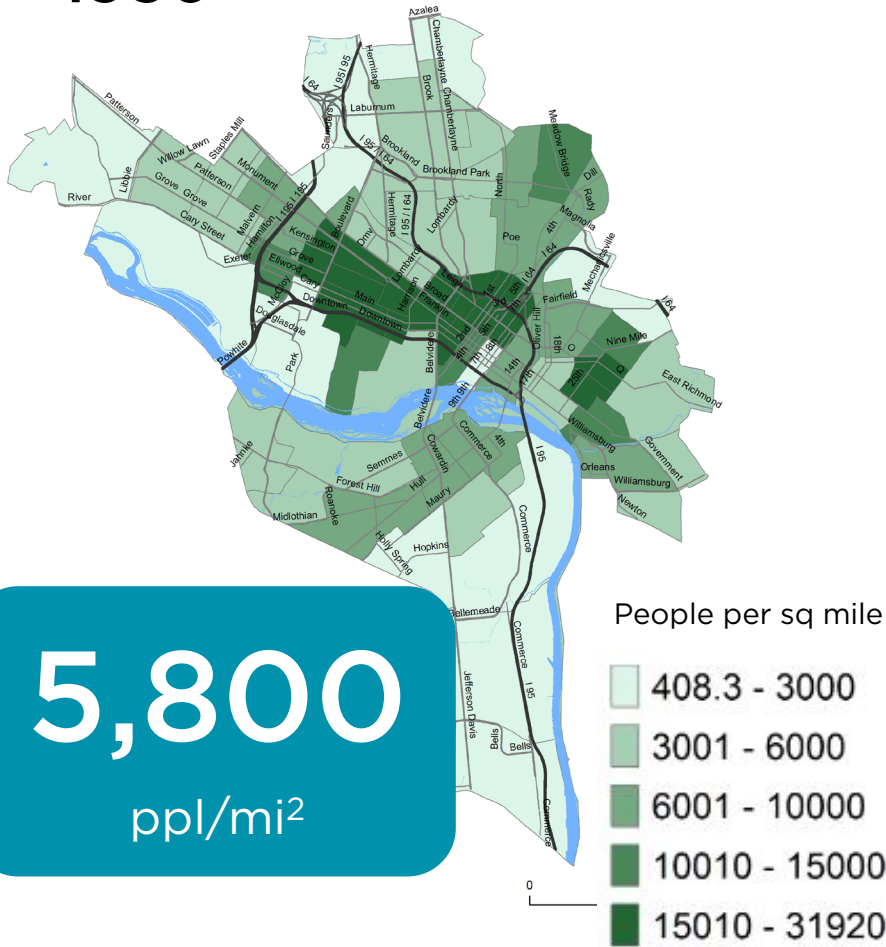
- Over 5,000 acres have a ratio of less than 1

Development Potential Ratio Map

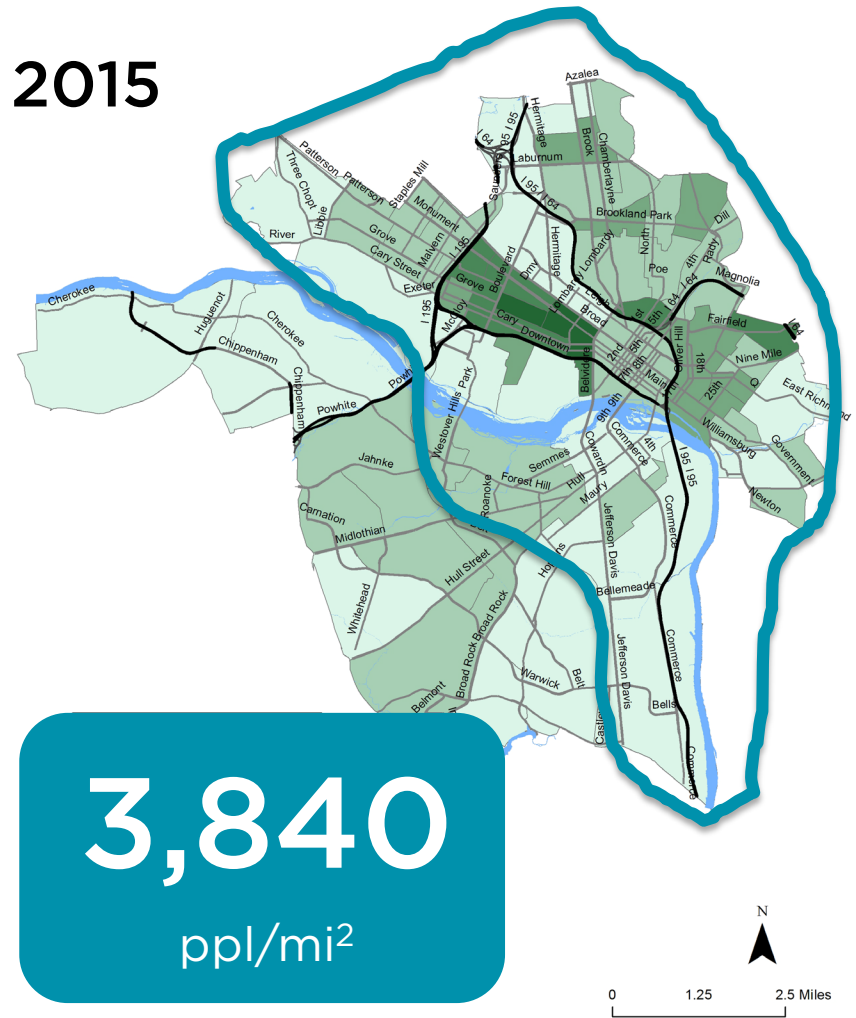


We are less dense than we were.

1950



2015



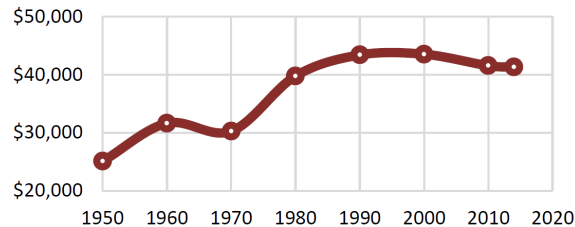
We are less dense than other similar-sized cities.

City	2015 Population	Size (mi ²)	2015 Density (ppl/mi ²)	Population change (2010-2015)
Washington D.C.	672,228	61.0	9,856	11.72%
Minneapolis	410,939	54.0	7,088	7.41%
Pittsburgh	304,391	55.4	5,521	-0.43%
Norfolk	246,393	54.1	4,486	1.48%
Richmond	213,735	62.5	3,419	7.87%

City household income is growing (sort of)

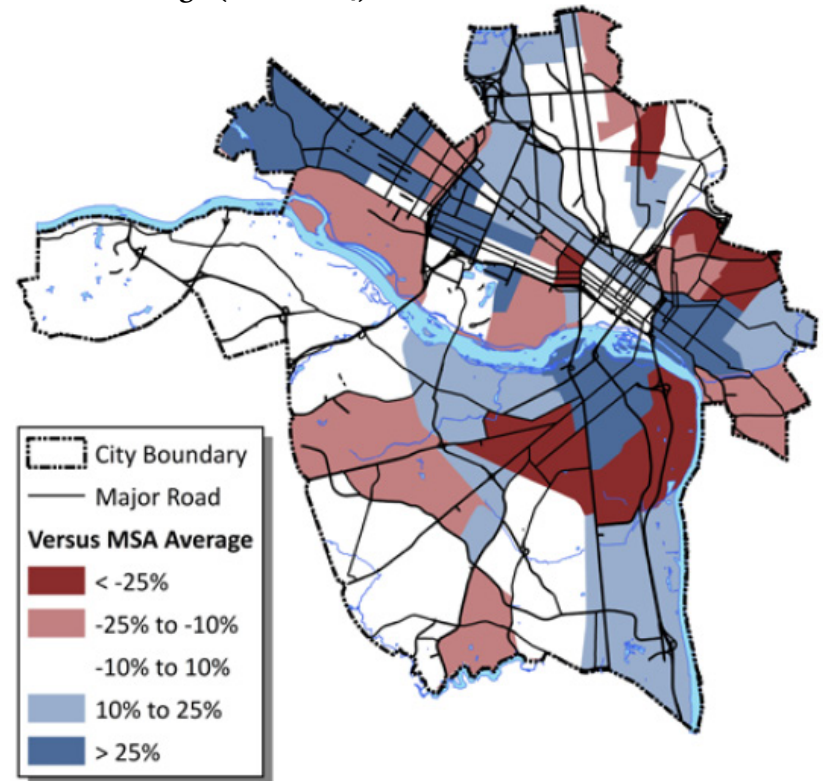
- Household income grew by 33% (compared to 25% for Chesterfield and 24% for Henrico)
- Inflation adjusted median household has not increased since 2000

Fig. 13 - Median Income Adjusted for 2016 Inflation (1950-2014)



1950-2010: Decennial Census
2014: American Community Survey

Richmond Median Household Income Compared to MSA Average (2000-2014)

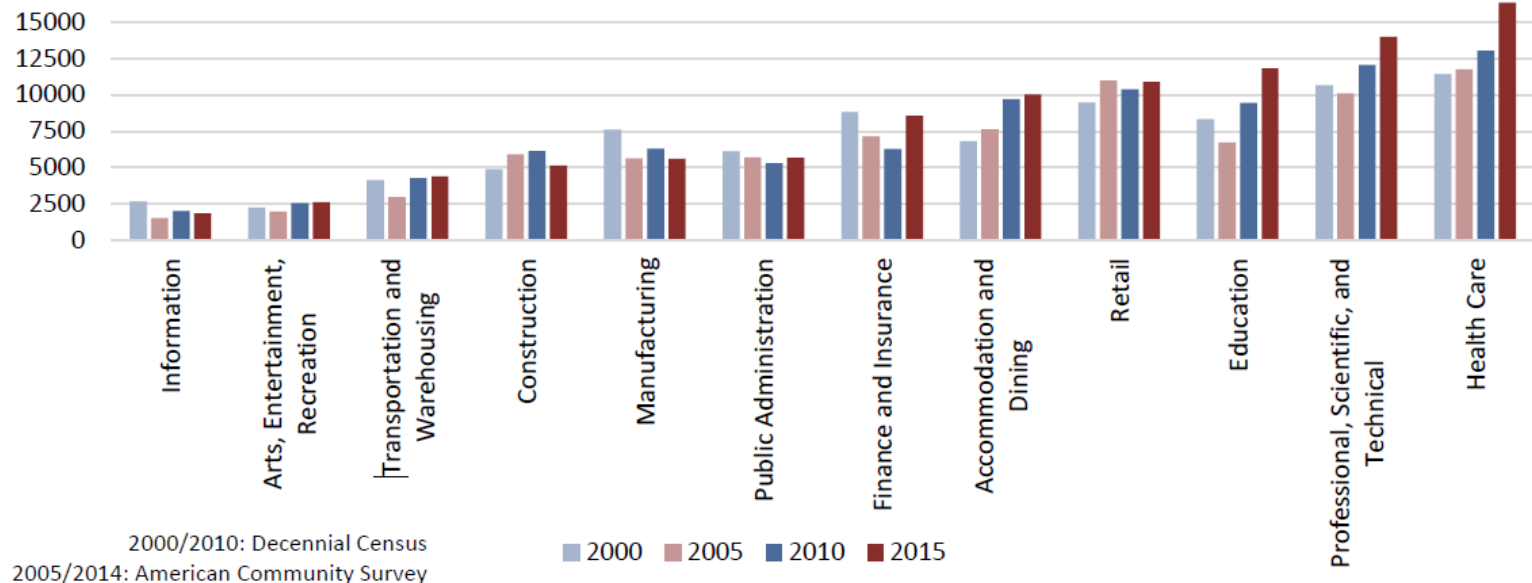


2000: Decennial Census
2014: American Community Survey

Health care is the largest employer of city residents.

- Employment in education, health care, and accommodation & dining grew by 42%, 43%, and 47% respectively.
- Manufacturing employment decreased by 26%

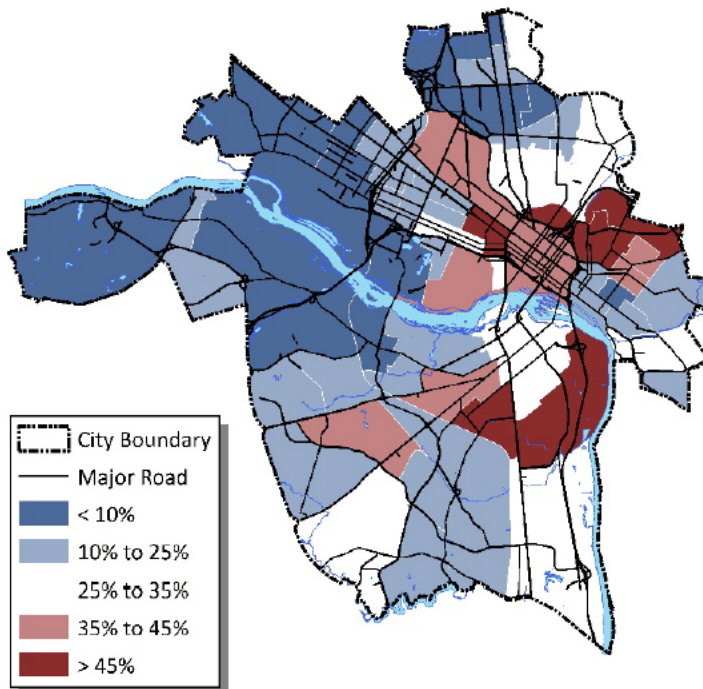
City Resident Employment by Employment Sector



Income is growing, but so is poverty.

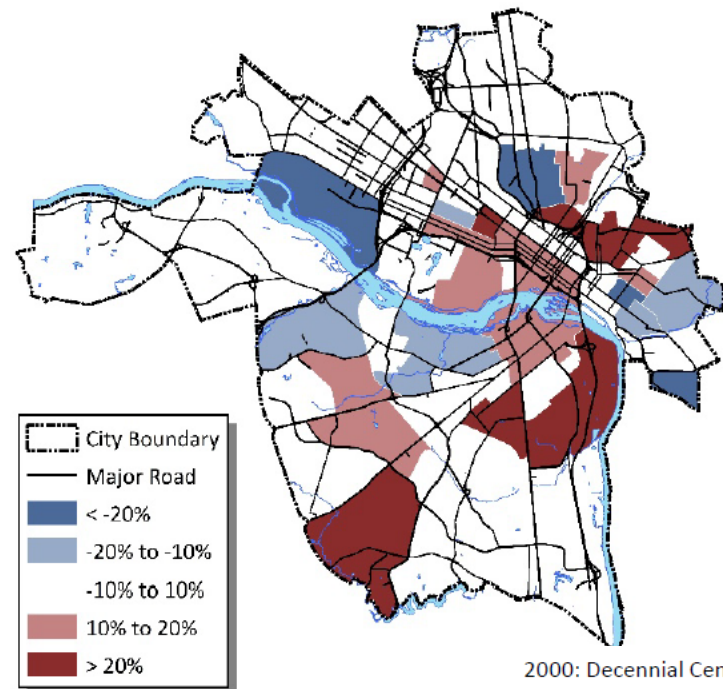
- Poverty rate increased from 17% to 24%. Some parts of the city have a poverty rate of over 45%
- Poor areas are becoming poorer.

Percentage Below Poverty Line (2014)



2014: American Community Survey

Percentage Change in Poverty (2000-2014)



2000: Decennial Census
2014: American Community Survey

Need more households for more grocery stores.

Fulton Example

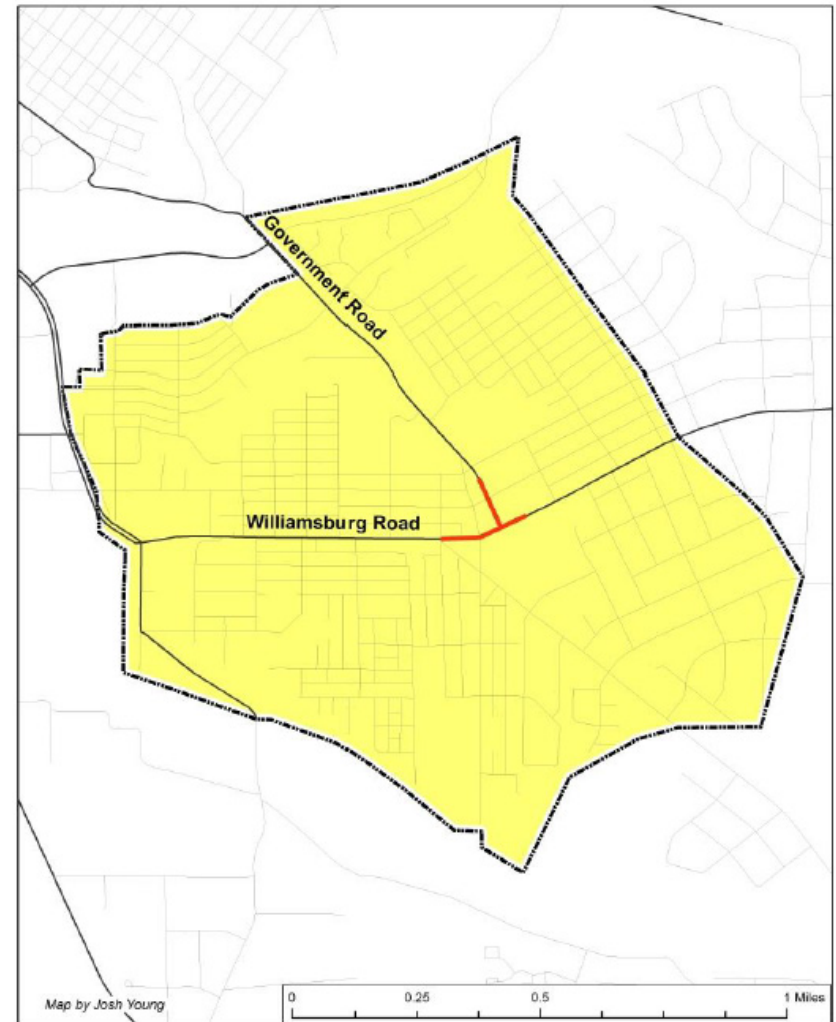
Small grocery store:

+1,000 households

Avg. size grocery store:

+5,000 households

Year	Approx. population
1950	6,000
2014	3,100



What's next

Questions for you:

1. What do you think are the most interesting data points in this analysis that you believe everyone should know?
2. How does this analysis affect your goals for the city?

Next Steps:

- PDR will share the CURA analysis on Richmond300.com, Facebook and Legistar
- PDR is in the process of creating an *Insights Report* how Richmond has changed, how it is growing, as it relates to the following topics: demographics, housing, neighborhoods, employment, economic development, transportation, natural resources, public safety, public utilities, sustainability, public health, public education, and the creative economy.