



DEPARTMENT OF
**PLANNING AND
DEVELOPMENT
REVIEW**

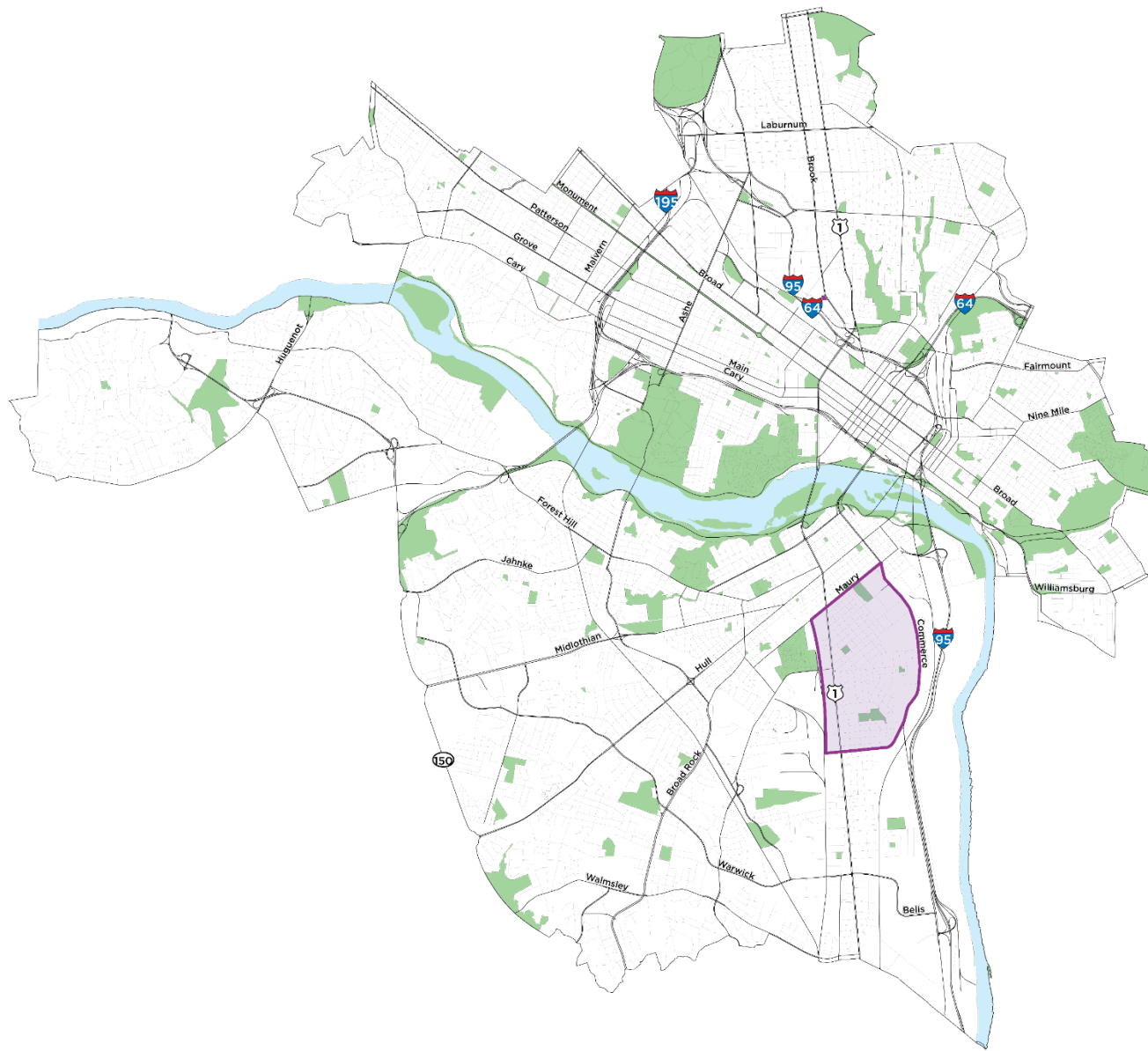
Oak Grove Hillside Bellemeade Community Plan

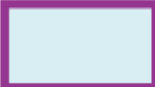
City Planning Commission Update



Marianne Pitts, Deputy Director Senior

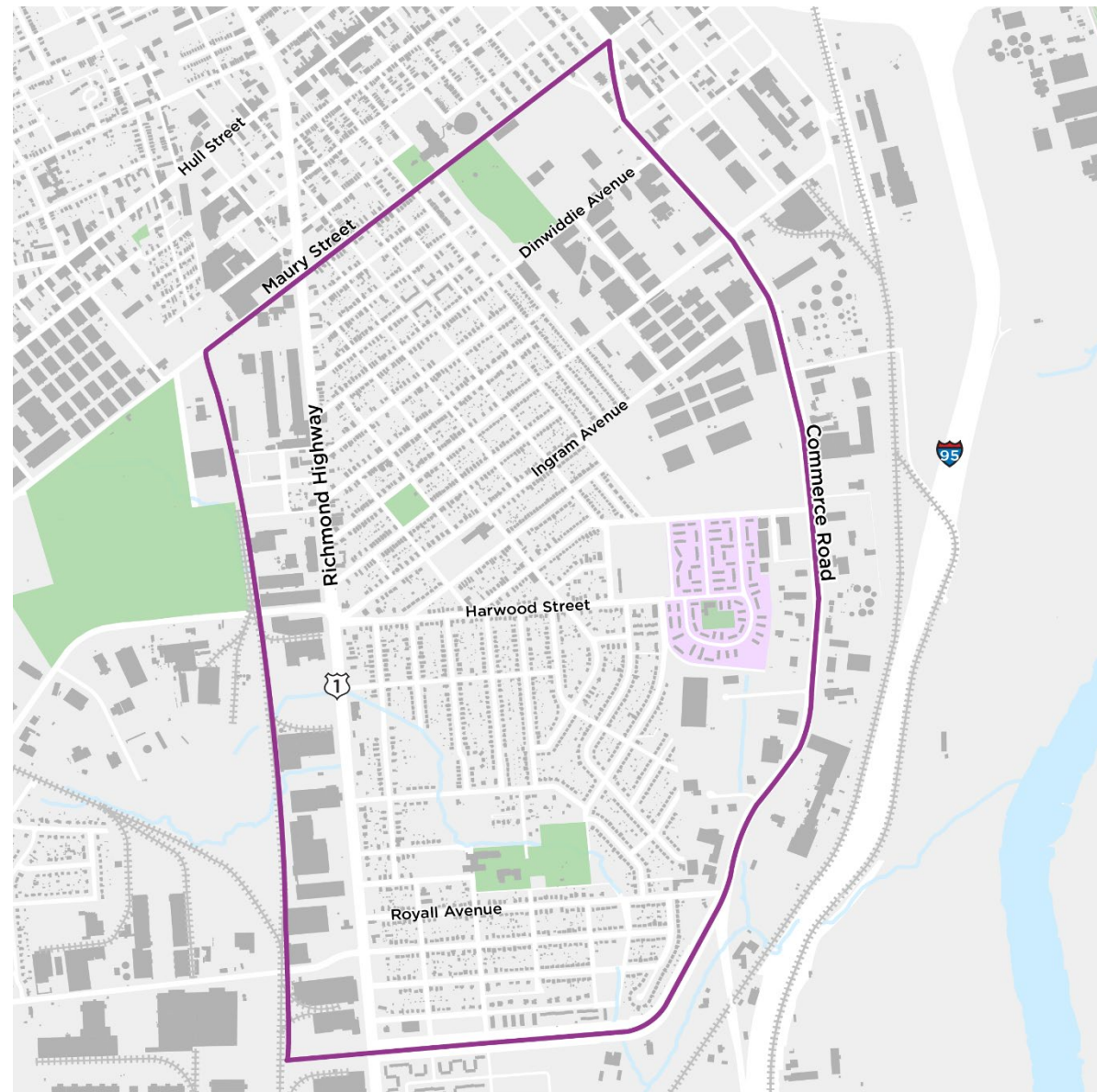
July 1, 2025



-  Oak Grove/Hillside/Bellemeade Plan Area
-  City Boundary
-  Green space



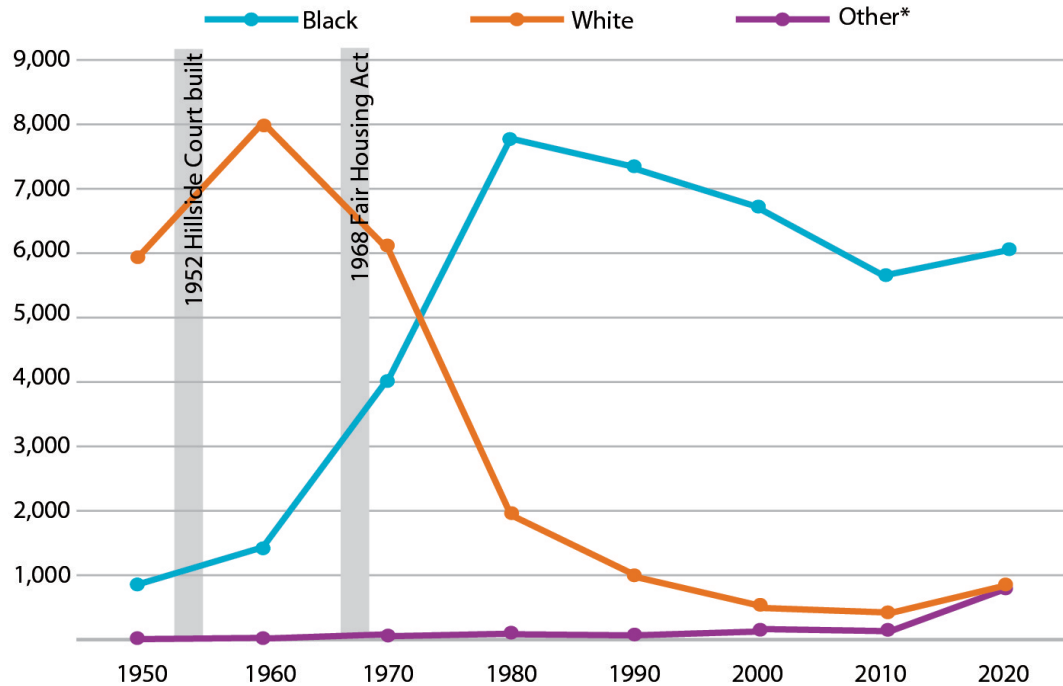
-  Oak Grove/Bellemeade Plan Area
-  Hillside Court
-  Railroads
-  Buildings



OGHB is Growing

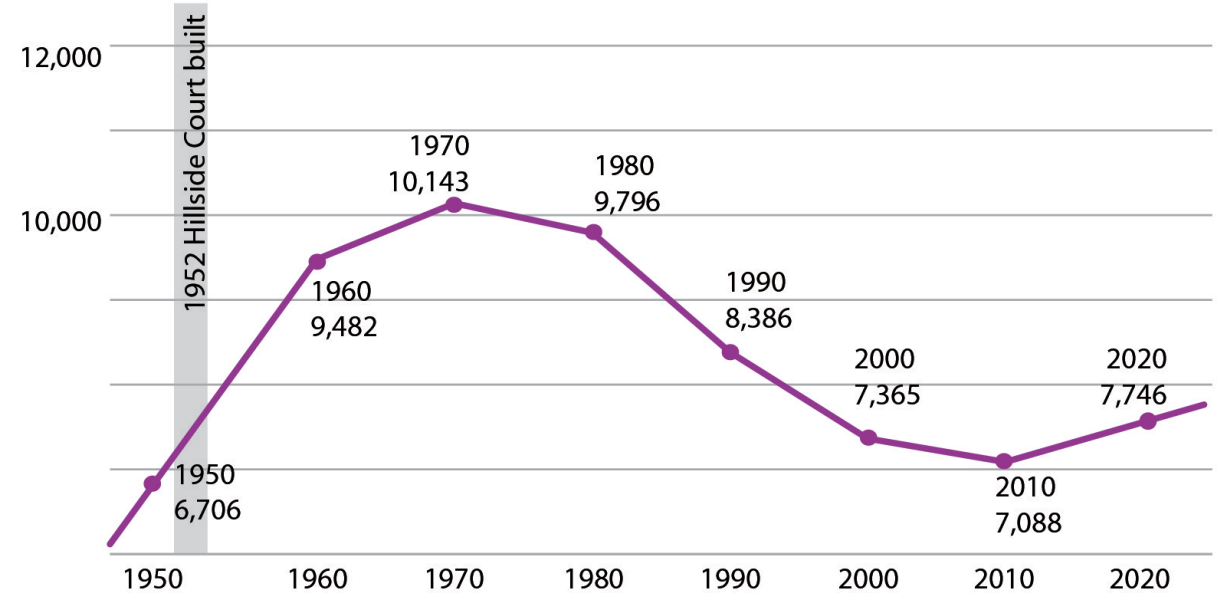
Historic Racial Makeup, 1950-2020

Source: U.S. Census Bureau



Historic Population in OGHB, 1950-2020

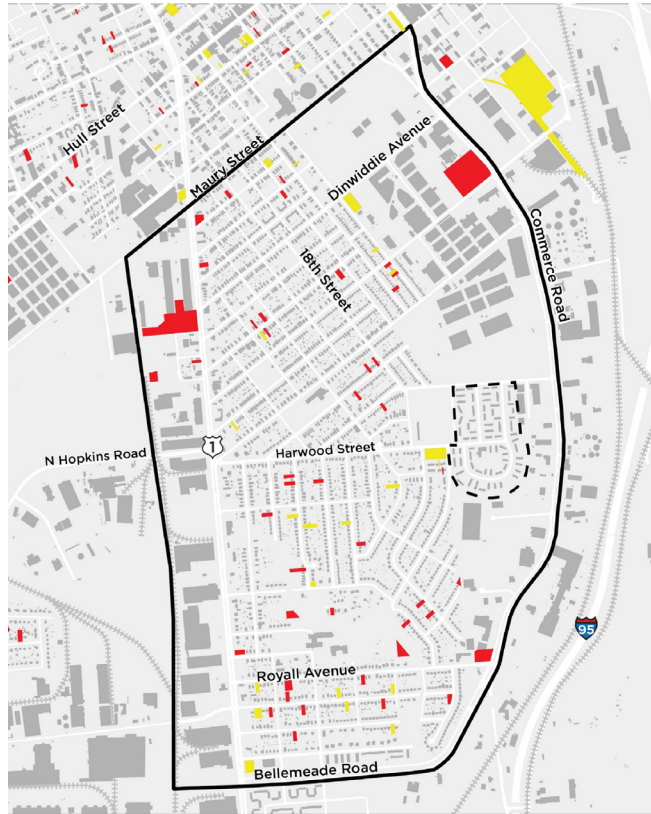
Source: U.S. Census Bureau



Property Values are Rising

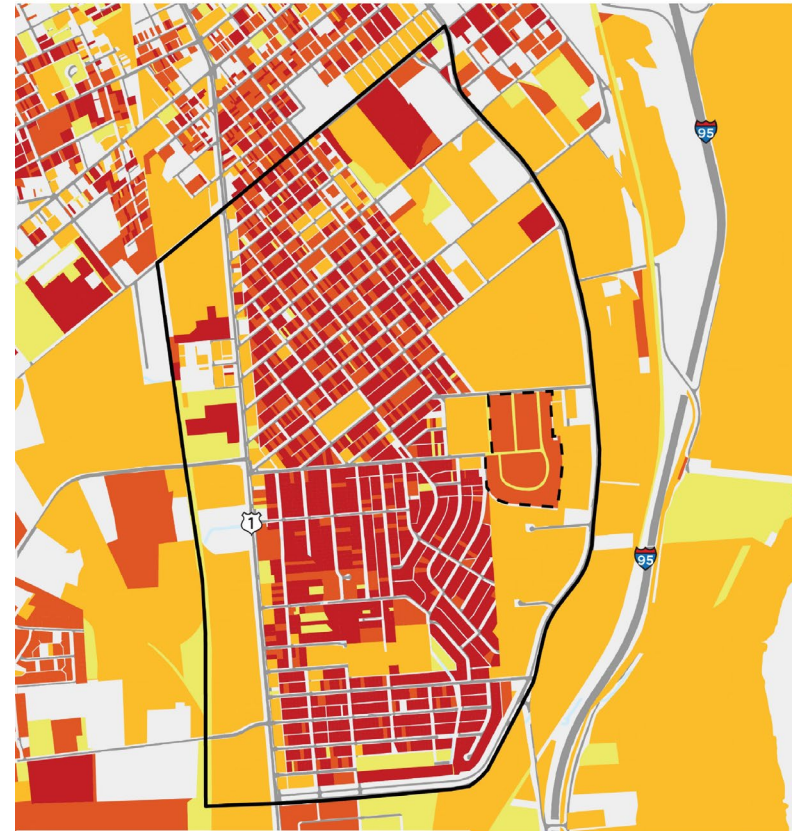
Sale Price vs. Assessment, 2019-2023

Source: City of Richmond Assessor's Office



Percent Change of Property Assessments from 2019 to 2023

Source: City of Richmond Assessor's Office



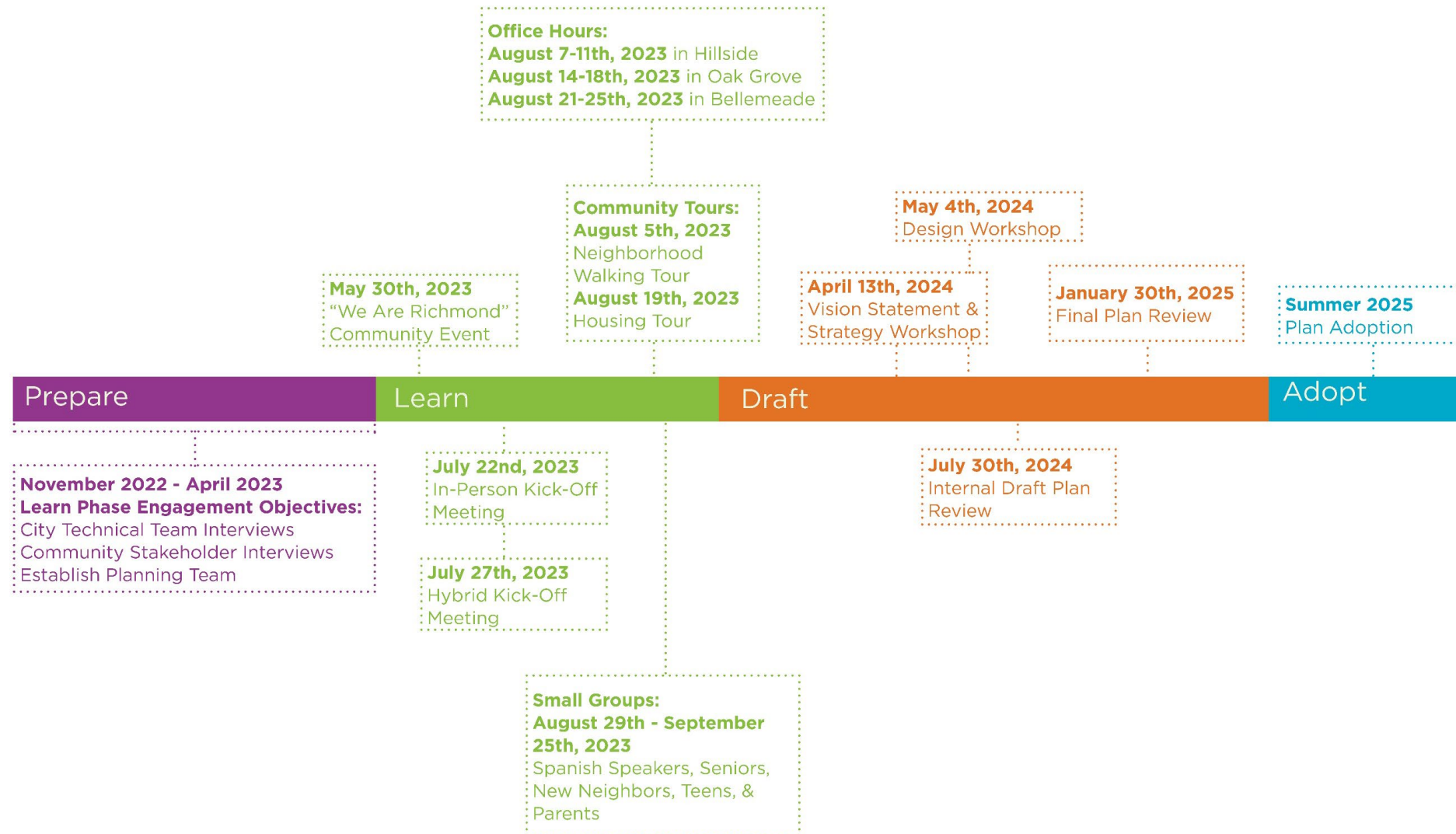
- OGHB has experienced a significant increase in property values.
- Most properties have doubled in assessment over the past several years.

Purpose

- Address development pressures by guiding growth and supporting existing neighborhoods
- Enhance the quality of life for all existing and future residence
- Serve as the roadmap for future development, policy making, and resource allocation



Process and Engagement Timeline



WE WANT to HEAR from YOU

WHAT DO
YOU
LIKE



OAK
GROVE
HILLSIDE
BELLE-
MEADE

TRAINING

A hand-drawn sign with the word "GROCERY" in a box and "Food" written below it. The sign has a striped border and is surrounded by colorful, abstract shapes.

Medical Care

Food
ACCESS
Everything

Everything!

WHAT WOULD YOU LIKE to

SEE

IN YOUR
NEIGHBORHOOD?

EXTRA-CURRICULAR ACTIVITIES for the KIDS and T:

ACTIVITIES for the KIDS and TEENS



A hand-drawn sign with the words "BASKETBALL COURT" in a bold, black, sans-serif font. The sign is enclosed in a red rectangular border. There are some yellow and orange scribbles at the bottom right of the sign.

Safety + SECURITY

TRANSPORTATION

SIDEWALKS

CLEAN!

Pristine



PARK

Peaceful

IT FEELS
LIKE HOME

WALKABILITY

CHICKENS!

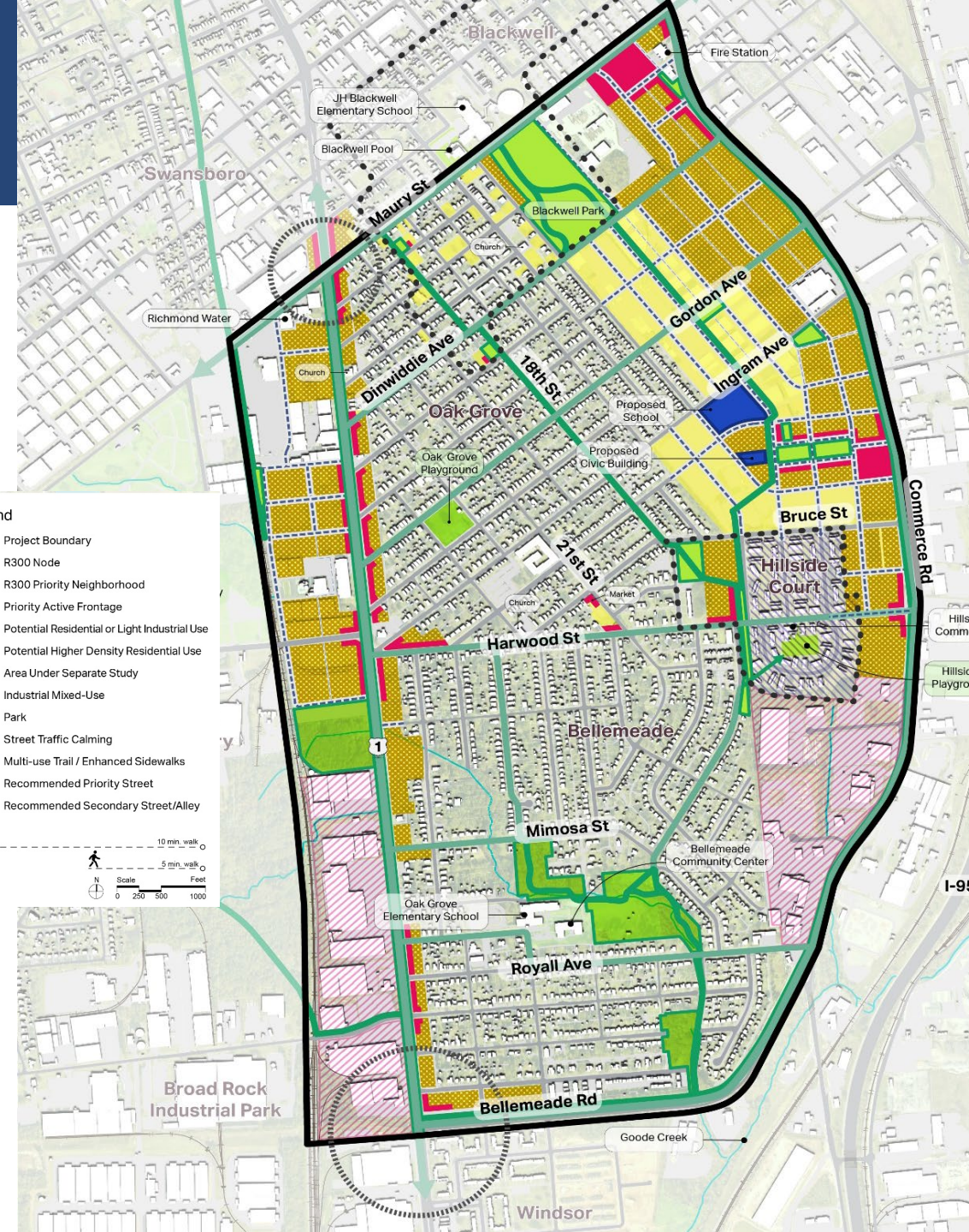
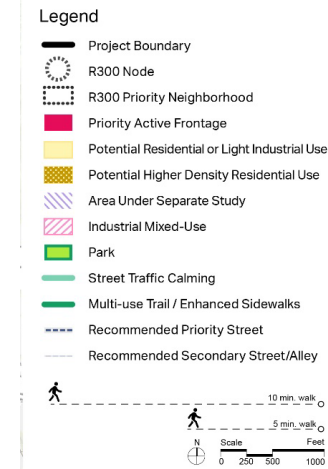
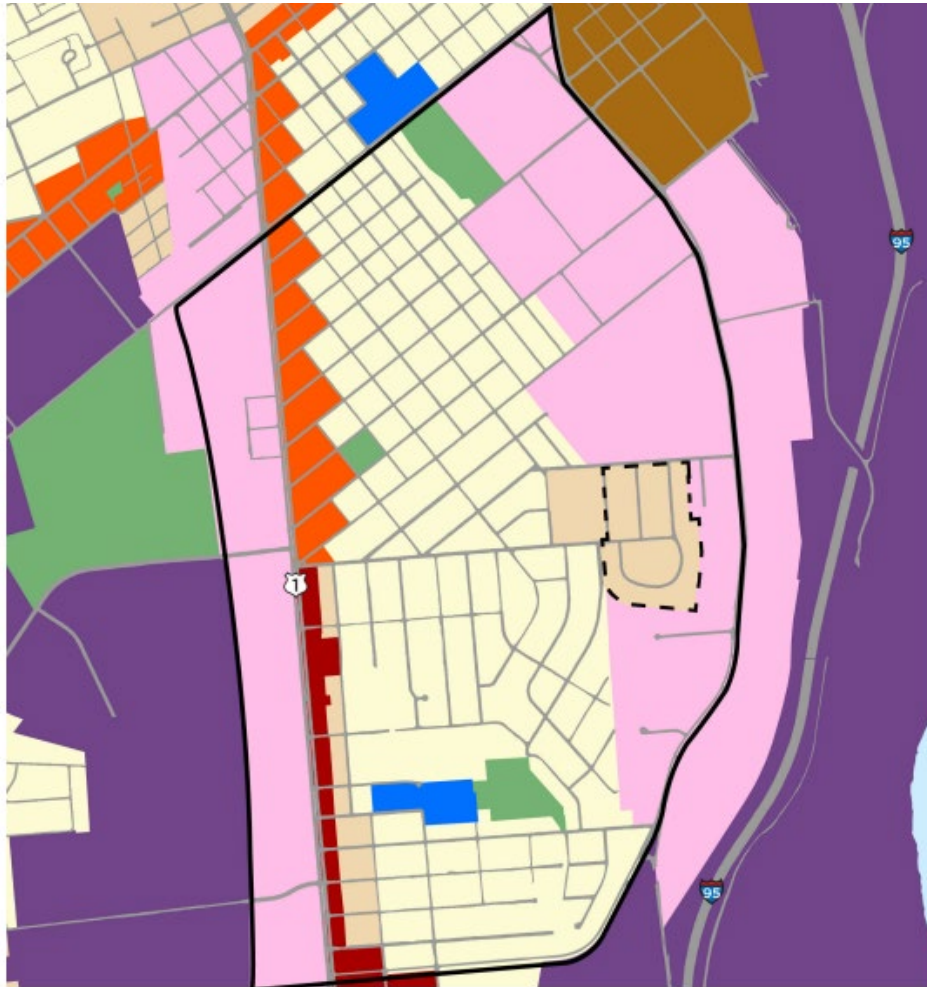
FRIENDS of
BELMEADE
PARK

GRAPHIC RECORDING by @JimNuttie

Vision

The Oak Grove, Hillside, Bellemeade (OGHB) community is an **attractive, safe, socially connected, and diverse** community of neighbors that **supports growth** while **maintaining the quiet and peaceful character** of the neighborhoods where **long-term residents** have an opportunity to benefit from neighborhood investment without facing higher costs of living.

Conceptual Map



Plan Themes

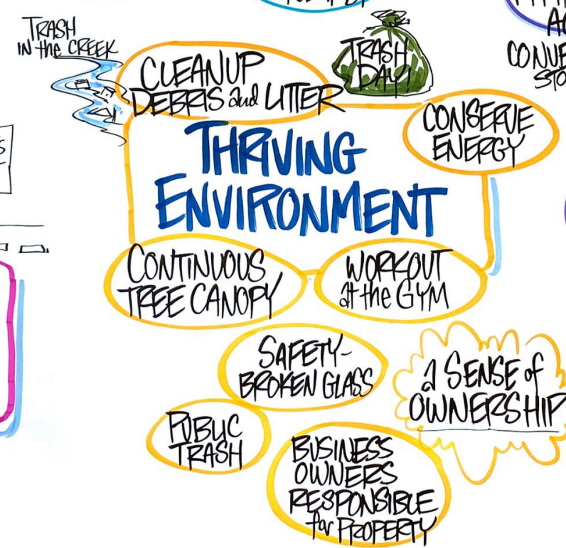
GROUP VISIONING

APRIL 13, 2024

REDEVELOP/
REHABILITATE
PROPERTIES

WHAT are YOUR MOST EXCITING IDEAS?

OAK GROVE HILLSIDE BELLMEADE

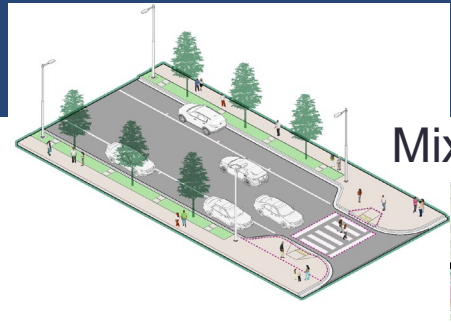


High Quality Places

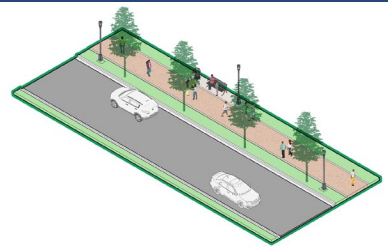
- Zoning and Urban Design
- Public Safety and Welfare
- Historic Preservation



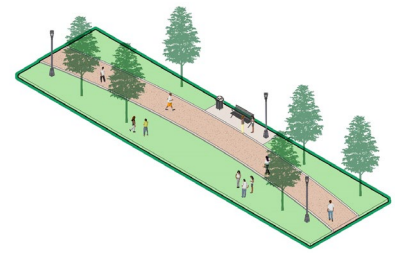
Equitable Transportation



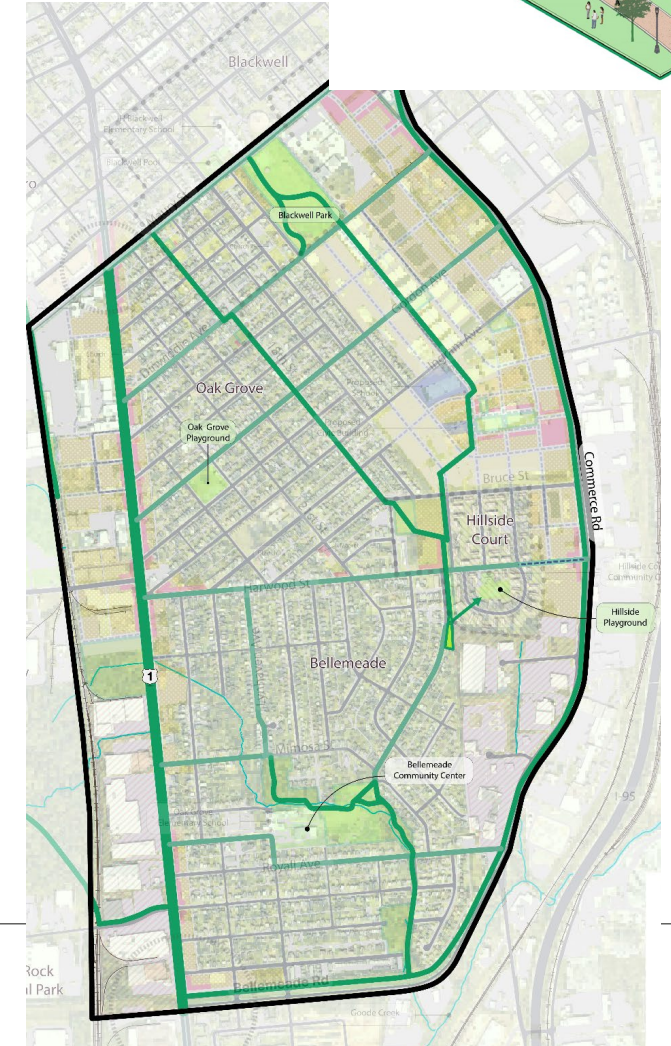
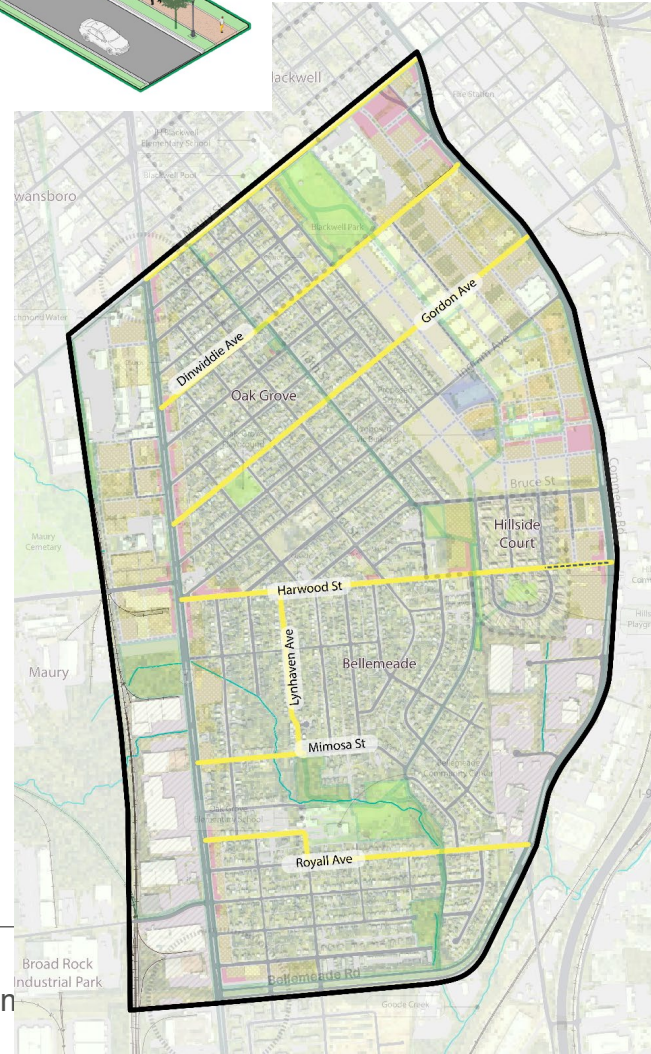
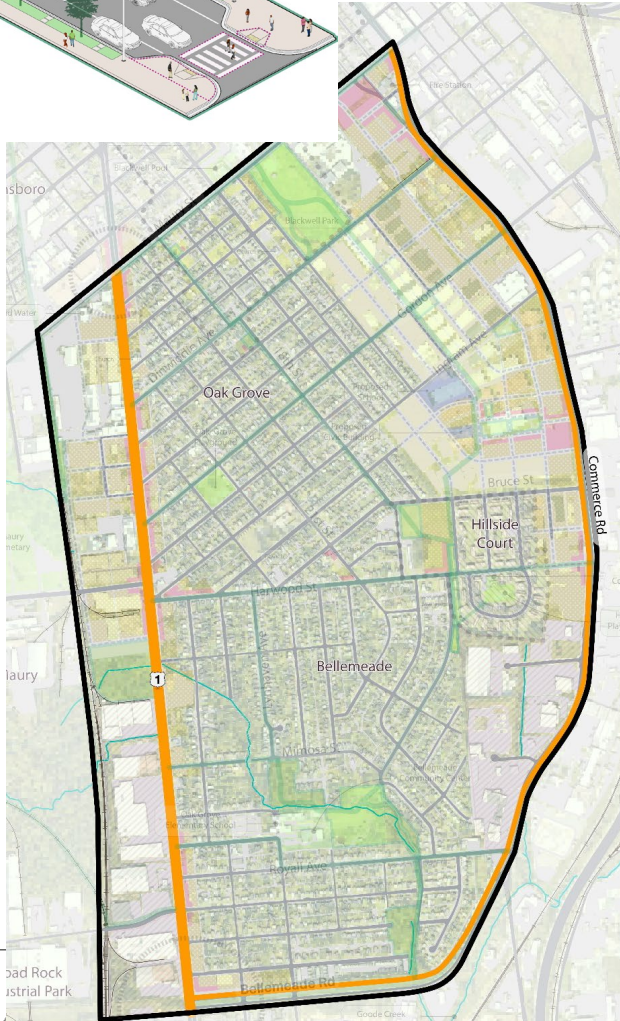
Mixed Use Street



Neighborhood Connector Street



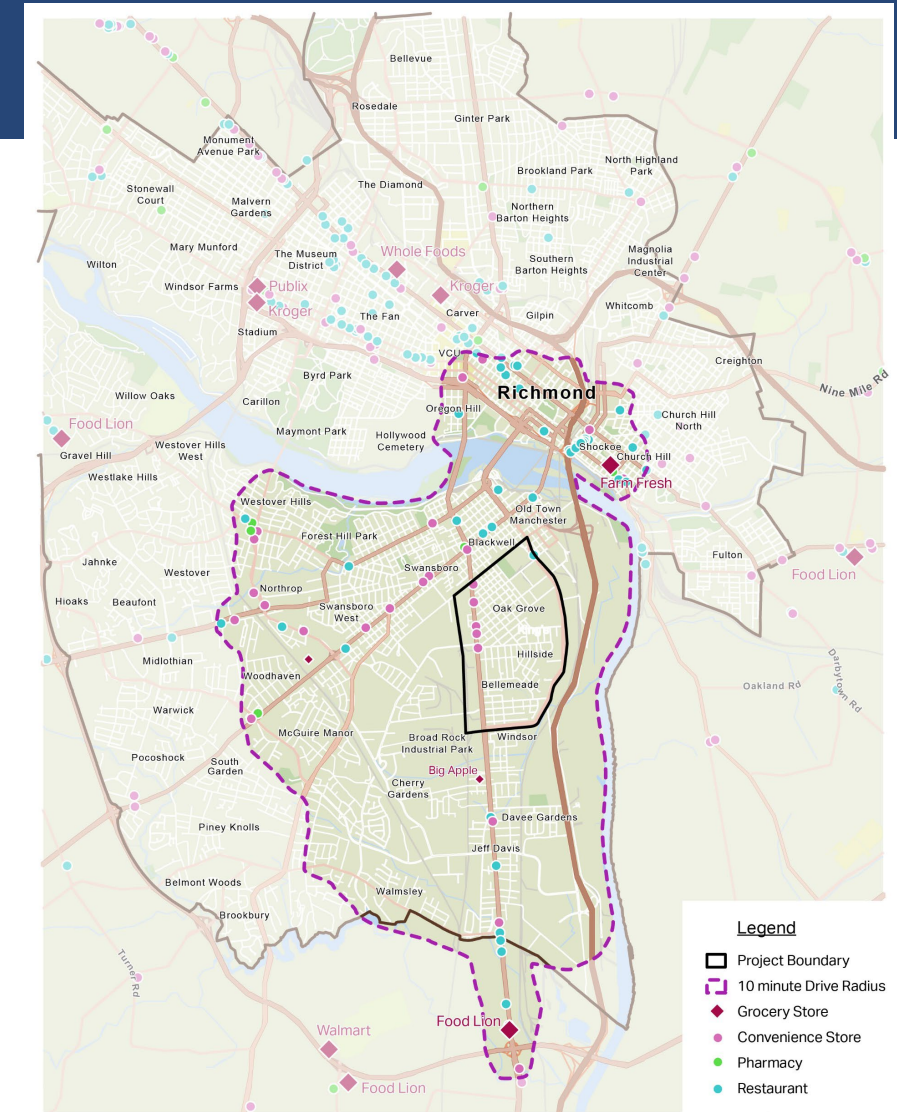
Trails



Diverse Economy

- Transit Oriented Development
- Neighborhood and Retail Services

Metric	OGHB (10-Min Drive Time)	General Grocery Store Benchmark
Population Density	3,764 persons per square mile	7,000+ persons per square mile
Median Household Income	\$38,199	\$55,000+
Daily Traffic	12,000 vehicles/day (Commerce Rd) 14,000 vehicles/day (Rt. 1)	20,000+ vehicles/day
Annual Population Growth	-0.23%	2%+
Building Size	10,000 - 88,891 SF	12,000 - 22,000 SF
Shopping Center Size	N/A	60,000 - 150,000 SF
Lot size	0.05 - 11 acres	1.3 - 3 acres
Parking spaces	0 - 4 spaces per 1,000 SF	4-6 spaces per 1,000 SF



Grocery Store Analysis

Grocery Store Address	Name of Store	Building Size	Lot Size (Parcel)	Shopping Center	Shopping Center Size	Parking Spaces	Population Density	Median Household Income	Surrounding Roads with ADTs
2320 E Main St	Farm Fresh	33,625 sq ft	2.6 acres	N/A	N/A	approx. 126	4,535.80	52,966	E Main St (17,000), N 23rd St (1,700), E Franklin St (1,700), N 25th St (5,100)
3535 Ellwood Avenue	Publix	50,737 sq ft	5.78 acres	Carytown Exchange	241,794 sq ft	557	3,835.80	76,527	S Thompson St (11,000), Ellwood Ave (8,400), W Cary St (8,000)
1330 N 25th St	Market at 25th	26,904 sq ft	approx 1.96 acres	N/A	N/A	approx. 80	4,164.10	52,648	Nine Mile Rd (10,000), Fairmount Ave (8,200), N 25th St (4,000), N 24th St (1,700), T St (1,700)
7045 Forest Hill Avenue	Publix	54,337 sq ft	6.57 acres	Shops at Stratford Hills	1,372,057 sq ft	300+	2,475.90	79,236	Chippenham Parkway (65,000), Forest Hill Avenue (14,000), Forest Hill Ave (Eastbound continuation 21,000)
Grocery Store Benchmark	N/A	12,000 - 22,000 sq ft	1.3 -3 acres	N/A	60,000 - 150,000 sq ft	4 - 6 spaces per 1,000 sq ft	7,000 +	\$55,000+	20,000+ vehicles/day
OGHB (10-Min Drive Time)	N/A	10,000 - 88,891 sq ft	0.05 - 11 acres	N/A	N/A	0 - 4 spaces per 1,000 sq ft	3,764.00	\$38,199	Commerce Road (12,000) Richmond Hwy (14,000)

Inclusive Housing

- Anti-displacement strategies
 - Local and state level
- Long term owner occupancy program, housing repair programs, vacant land tax.
- Encourage diverse and high quality housing options



Thriving Environment

- Clean Air and Water
- Healthy People
- Resilient and Healthy Communities
- Utilities and Drainage



Implementation Matrix

Theme	Strategy	Item	Lead	Partner	Timeframe	Cost Estimate	Notes
HQP	1a	Enforce convenience store property maintenance	PDR- PMCE	Police	Short	n/a	
HQP	1b	Implement anti-litter and graffiti campaign	Clean City Commission/ DPW	VACV, FOBP, civic associations, community members, JRA, PMCE	Short	\$	
HQP	1c	Build a police substation on Richmond Highway	CIP	Police, Budget	Medium	\$\$	
HQP	1d	Install smart cities pedestrian scale lighting	DPW		Medium	\$\$	
HQP	2a	Rezone Richmond Highway and Commerce Road	PDR		Short	n/a	Part of Code Refresh Project

Timeframe:

Short - 2- 4 years

Medium - 5- 7 years

Long - 8+ years

Cost Estimate:

\$ - Less than \$1 Million

\$\$ - \$1-5 Million

\$\$\$ - Greater than \$5 Million

Unknown - The cost is unknown and depends on the type of work.

* - Will have a cost to the City; the cost would be offset or worked out in the Budget process.

n/a - Not applicable; no cost or included in staff time.

Community Meeting



Strategy Number	Item	Timeframe	Cost Estimate
1a	Rezone Richmond Highway and Commerce Road	Short	Not applicable
1b	Designate Street Oriented Commercial streets	Short	Not applicable
1c	Incorporate scale transitions	Medium	Not applicable
1d	Establish a streeteries ordinance	Short	Not applicable
1e	Integrate public art	Short	Unknown
2a	Install smart cities pedestrian scale lighting	Medium	\$1-5 Million
2b	Implement anti-litter and graffiti campaign	Short	Less than \$1 Million
2c	Enforce convenience store property maintenance	Short	Not applicable
2d	Establish a police substation on Richmond Highway	Medium	\$1-5 Million

Implementation Goals

- Attract Retail and Expand Access to Healthy Food
- Maintain Safety and Cleanliness
- Prioritize Long-Term Residents
- Align Zoning Priorities



Next Steps

- Read the document and email any comments to Marianne.pitt3@rva.gov
- Return to CPC with a resolution to amend Richmond 300 in August
- Council to adopt an ordinance to approve Planning Commission's amendment in September

Thank you!

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(804)754-5696