

Richmond 300 Update

City Council Organizational Development Standing Committee
October 7, 2019

Presentation Outline

- Richmond 300 Process
- Major Insights
- Draft Richmond 300 Content

Process

1 Define the Plan

- Develop the process
- Collect data and develop reports
- Meet with the public
- Establish Advisory Council
- Define Ambassador program
- Establish website and social media accounts
- Collect parking data and host "Parking Meeting #1"

2 Develop the Plan

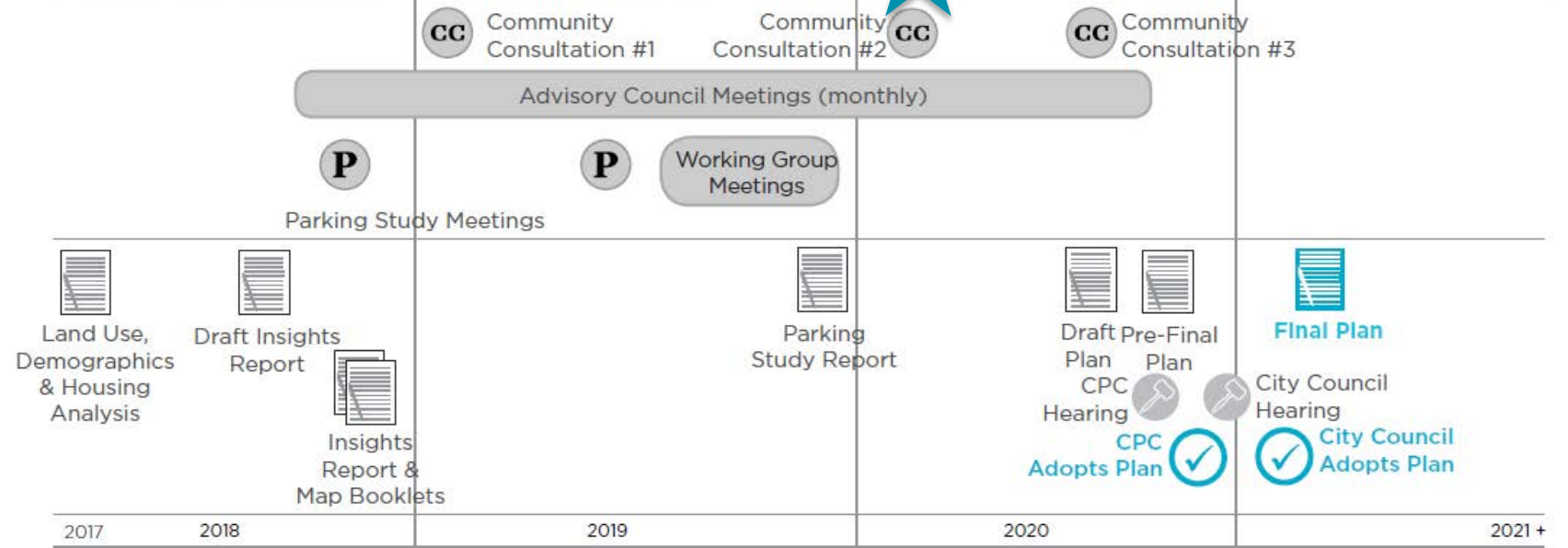
- Host the "Community Consultation #1: Visioning" and synthesize input
- Host "Parking Meeting #2"
- Establish Working Groups
- Release the Parking Study report
- Develop plan recommendations
- Host the "Community Consultation #2: Recommendations" and synthesize input
- Develop the draft Plan

3 Refine & Adopt the Plan

- Host the "Community Consultation #3: Draft Plan" and synthesize input
- Refine the draft Plan based on public input
- Release the pre-final Plan
- Present at City Planning Commission and City Council hearings
- Adopt the final Plan

4 Implement the Plan

- Publish the City Council-adopted Plan
- Implement recommendations outlined in the Plan
- Annually review work toward implementing recommendations
- Update the Plan years after adoption



CC = Community Consultation. AC = Advisory Council. P = Parking. CPC = City Planning Commission

Moving from Ideas to Draft Maps and Strategies

PDR Collects

Community visions and big ideas from Community Consultation #1

Technical Team visions and big ideas

Advisory Council visions and big ideas

Sept. '18 – Feb. '19

PDR Sorts & Filters

PDR Staff sort, filter and summarize the vision and big ideas.

Nov. '18 – March '19

Working Groups Develop

- Working groups:**
- Vet their topic vision and goals
 - Develop draft future land use map
 - Develop draft transportation map
 - Develop list of policy strategies

March – July '19

Community Refines

- Community Consultation #2:**
Gain comments on the draft maps and policy list:
- Forums
 - Sharing sessions
 - Existing meetings
 - Online survey

Sept. – Oct. '19

PDR = Dept. of Planning and Development Review

Working Groups | March – July 2019

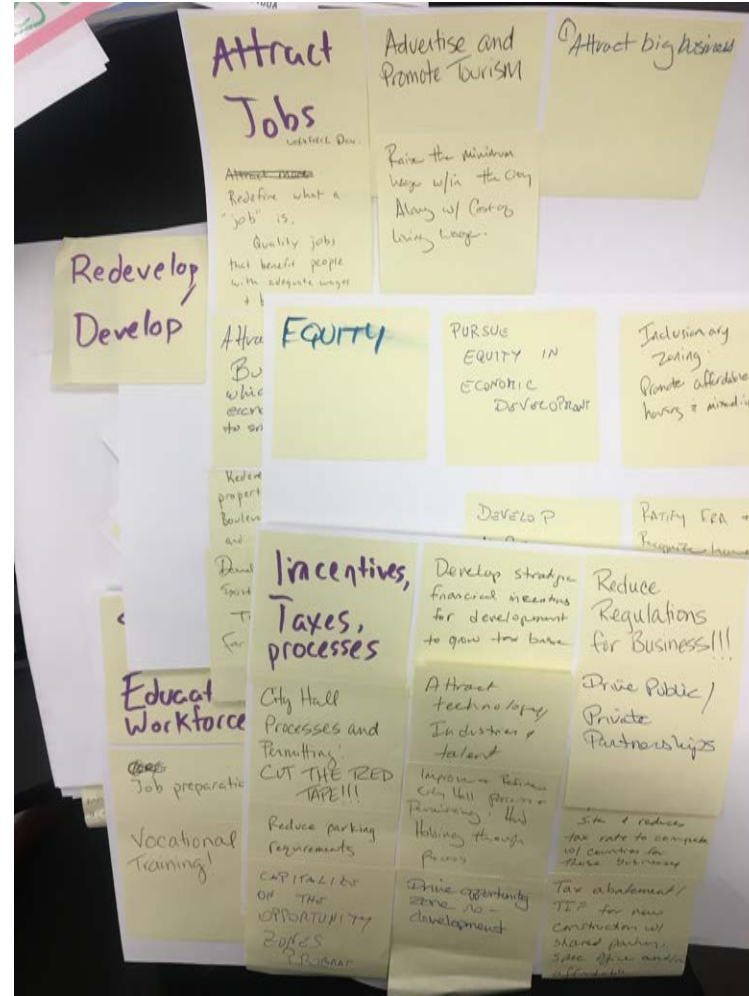
15 distinct meetings from March to July

5 Working Groups:

Land Use
Transportation
Economic Development
Housing
Environment

- **21** Advisory Council members
- **23** Technical Team members
- **115** At-large members
- **15** PDR staff members

297 people attended Working Group meetings, many attending multiple meetings for a total of **693 meeting visits**



Major Components of Richmond 300



Vision

In 2037, Richmond
is a welcoming, inclusive, diverse,
innovative, and equitable city of
thriving neighborhoods;
ensuring a high quality of life for all.

How we want to grow

High-Quality Places

Richmond is a well-designed city of communities interconnected by a network of open space, public facilities, and activity centers 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 investments.

Inclusive Housing

Richmond is a city where all people can access quality housing.

Thriving Environment

Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

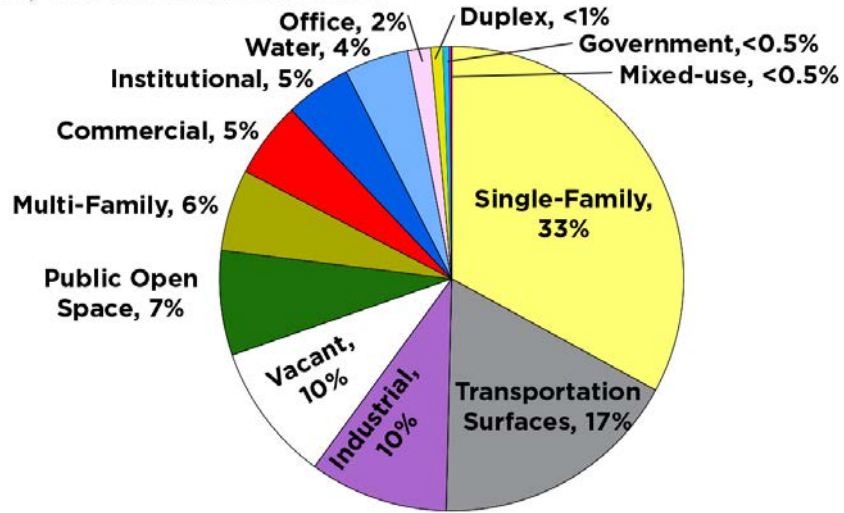
Land Use – Existing Conditions

Most of the city’s land use will not change in the next 20 years

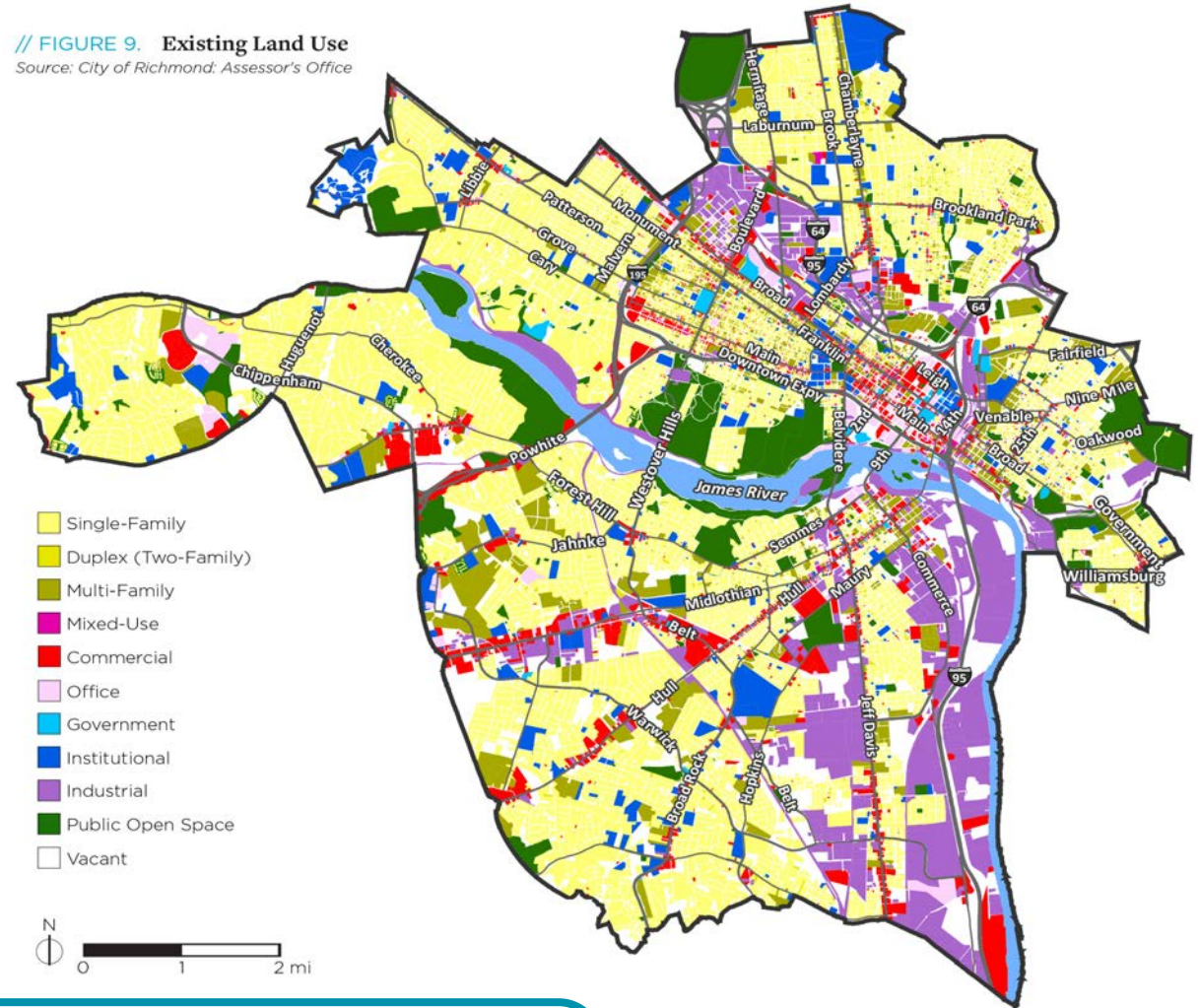
61% of the city’s land is single-family, transportation surfaces, public open space, and water

// FIGURE 10. Existing Land Use Land Area

Source: City of Richmond's Assessor's Office



// FIGURE 9. Existing Land Use
Source: City of Richmond, Assessor's Office



Read the Insights Report: richmond300.com/insights
Explore the Existing Conditions Maps: richmond300.com/maps

High-Quality Places

Richmond is a well-designed city of communities interconnected by a network of activity centers, public facilities, and open space providing services to residents, businesses, and visitors.

Goal 1: Activity centers

Goal 2: City-owned land and facilities

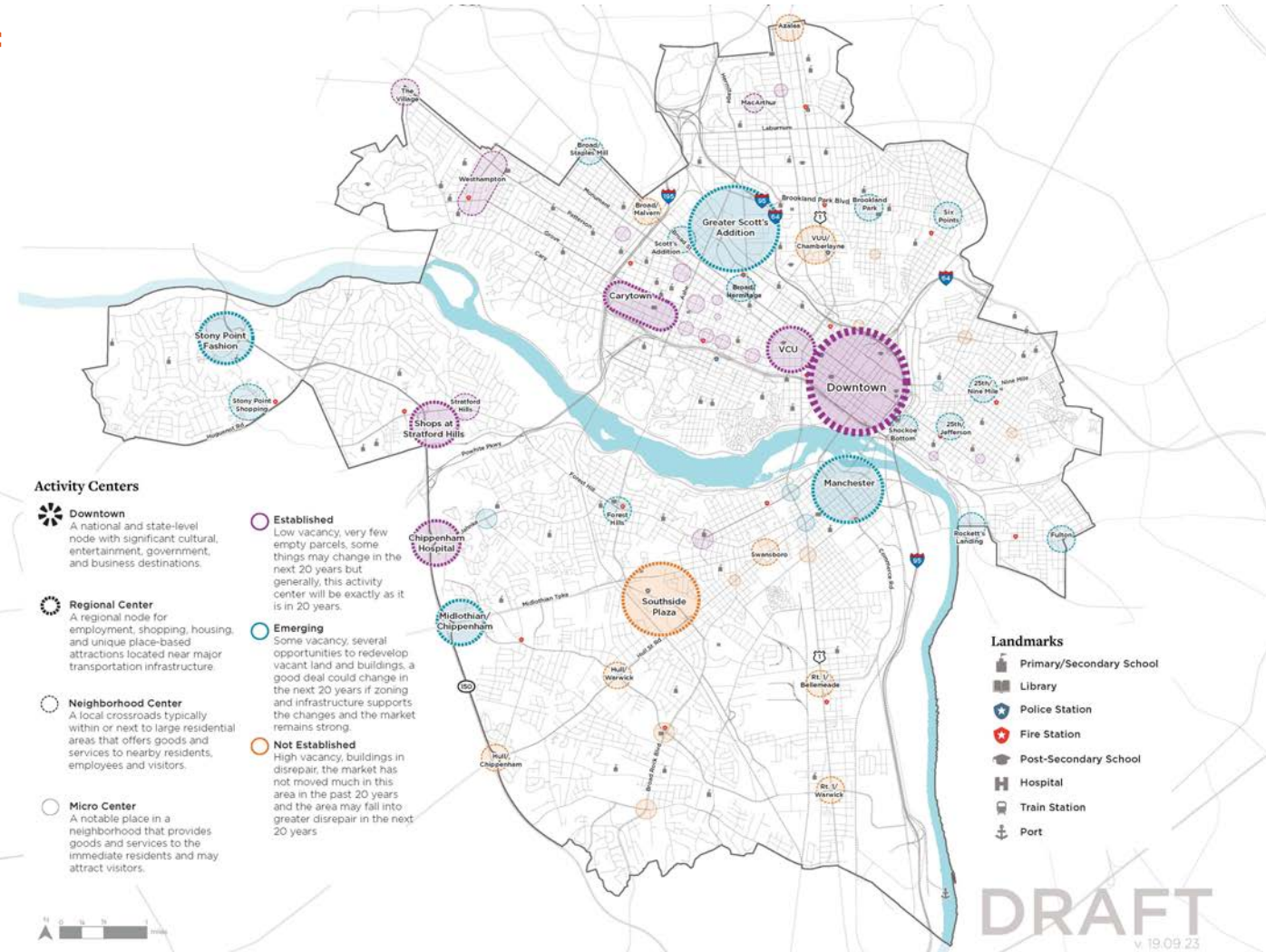
Goal 3: Historic preservation

Goal 4: Urban design

Goal 5: Planning engagement

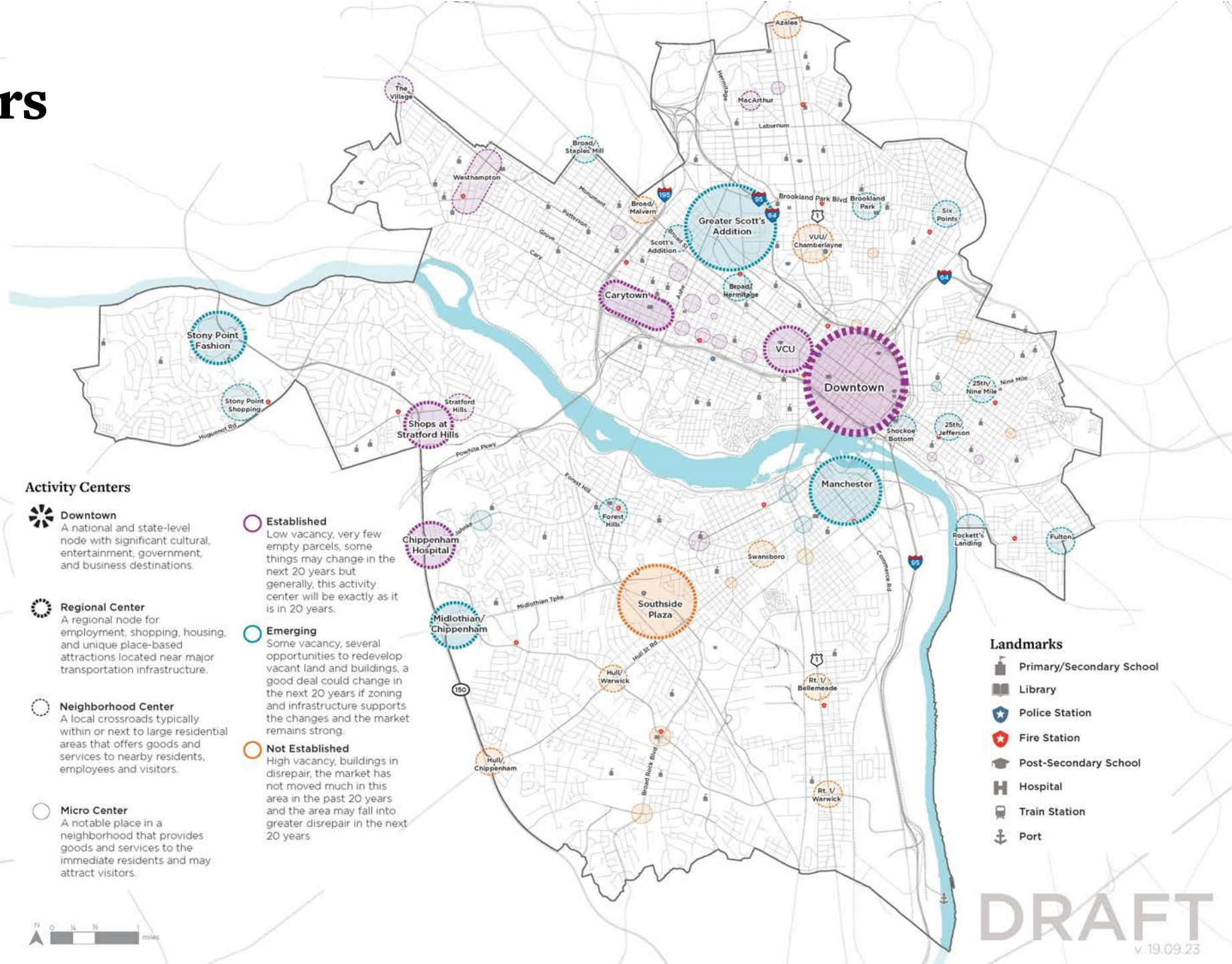
SHARE YOUR THOUGHTS!

Read the strategies and provide comments:
www.richmond300.com/draftcontent



Activity Centers

A lot of the city won't change at all in the next 20 years, but the Activity Centers are places where things could change - what do we want these areas to look like? What is the essential character of these areas going to be like?

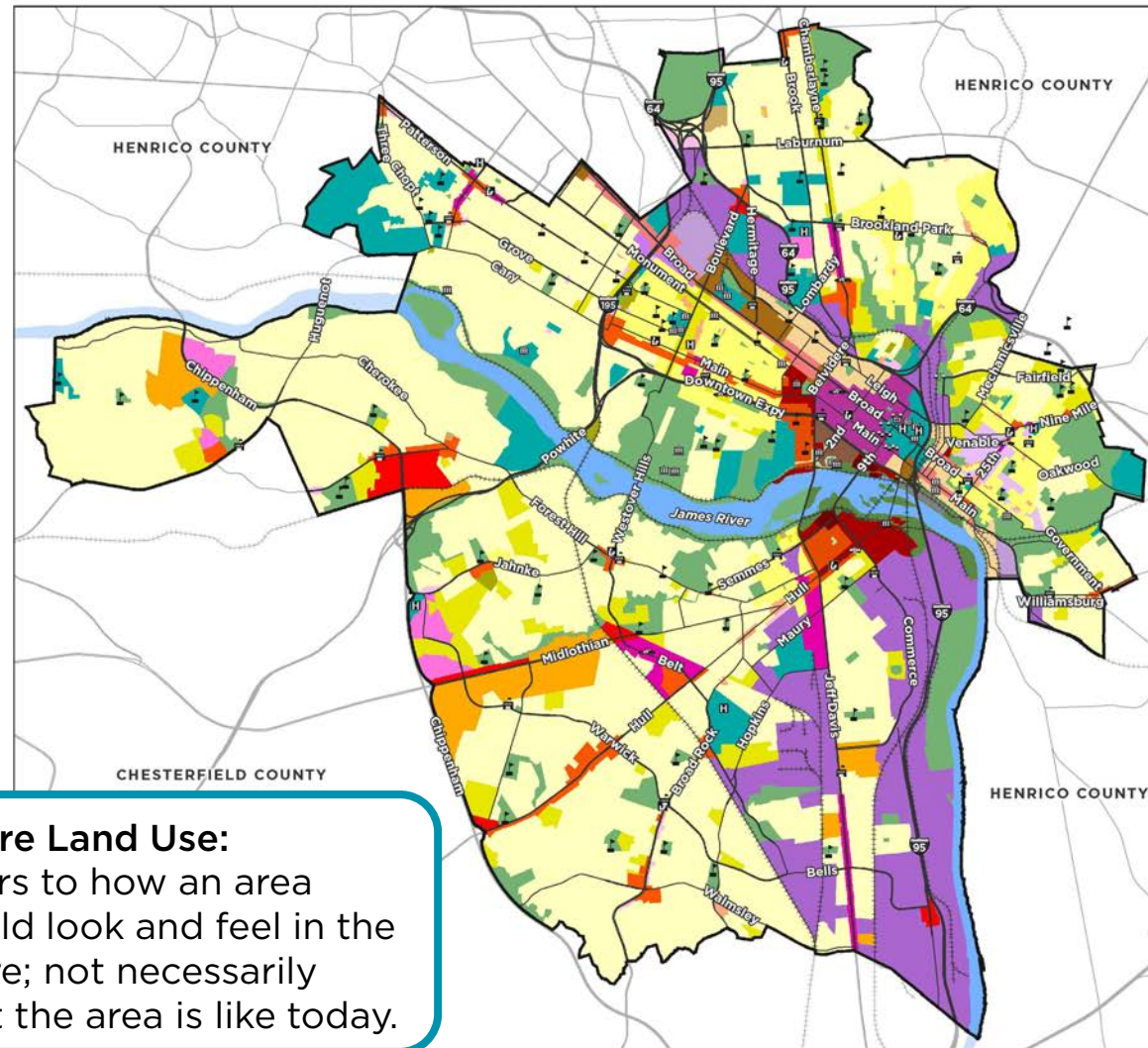


2001-2017 Future Land Use Map

31 Different Descriptions

1. Community Commercial
2. Corridor Mixed-Use
3. Downtown Civic Area
4. Downtown Future Development Area
5. Downtown General Urban Area
6. Downtown Mixed-Use
7. Downtown Municipal Infrastructure Area
8. Downtown Natural Area
9. Downtown Urban Center
10. Downtown Urban Core Area
11. Economic Opportunity Area
12. General Commercial
13. General Office
14. Industrial } we have 2 different
15. Industrial } definitions for industrial
16. Industrial Mixed-Use
17. Institutional } we have 2 different
18. Institutional } definitions for institutional
19. Mixed-Use
20. Mixed-Use Residential
21. Multi-Family (High Density)
22. Multi-Family (Medium Density)
23. Multi-Family (Very High Density)
24. Neighborhood Commercial
25. Neighborhood Mixed-Use
26. Nodal Mixed-Use
27. Public & Open Space
28. Single-Family (Low Density)
29. Single-Family (Medium Density)
30. Transitional
31. Transitional Office

Future Land Use:
Refers to how an area should look and feel in the future; not necessarily what the area is like today.



Review this map online:
richmond300.com/maps



PDR, WP, 9.2018.

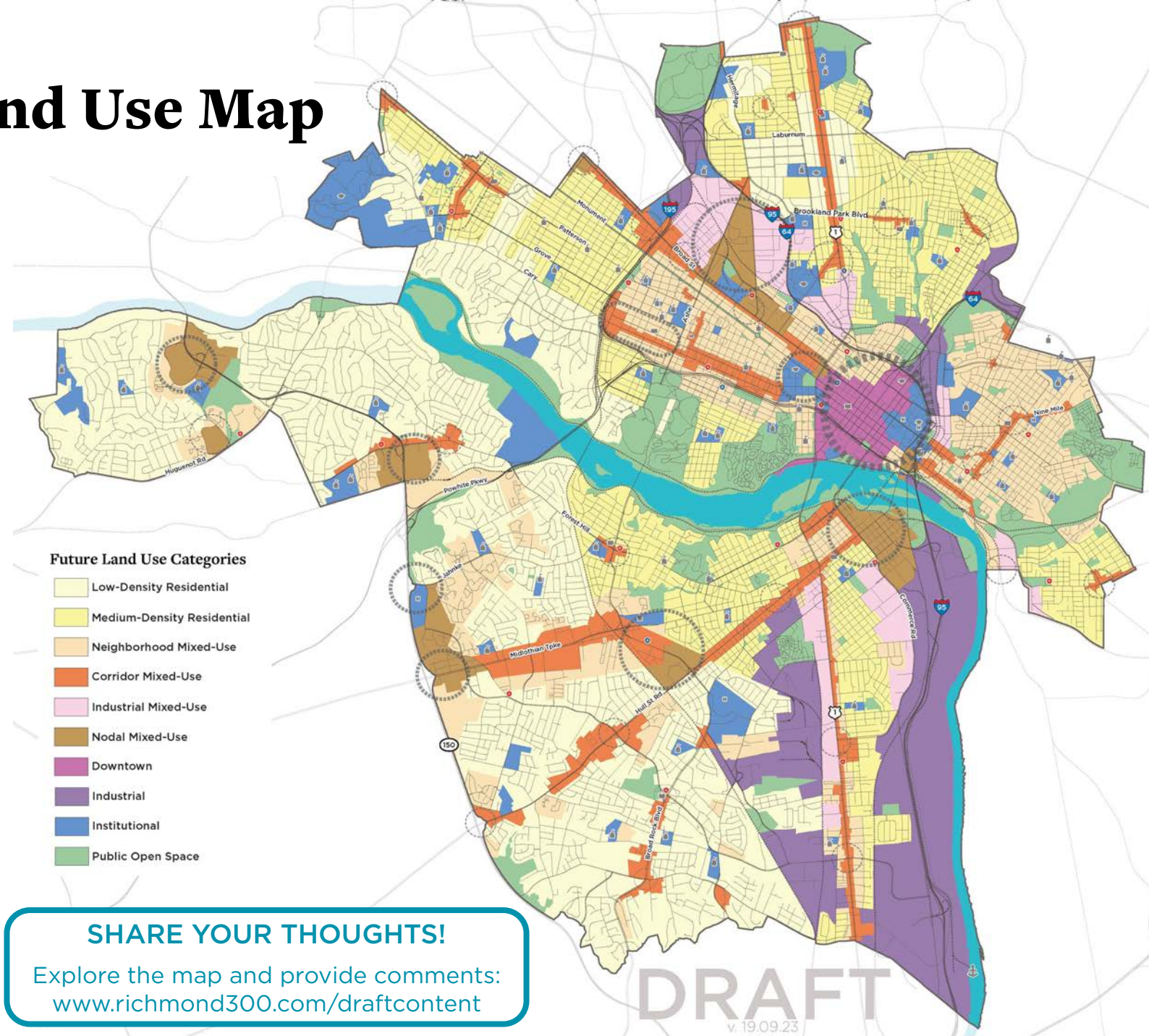
New Draft Future Land Use Map

Future Land Use

Refers to how an area should look and feel in the future; not necessarily what the area is like today.

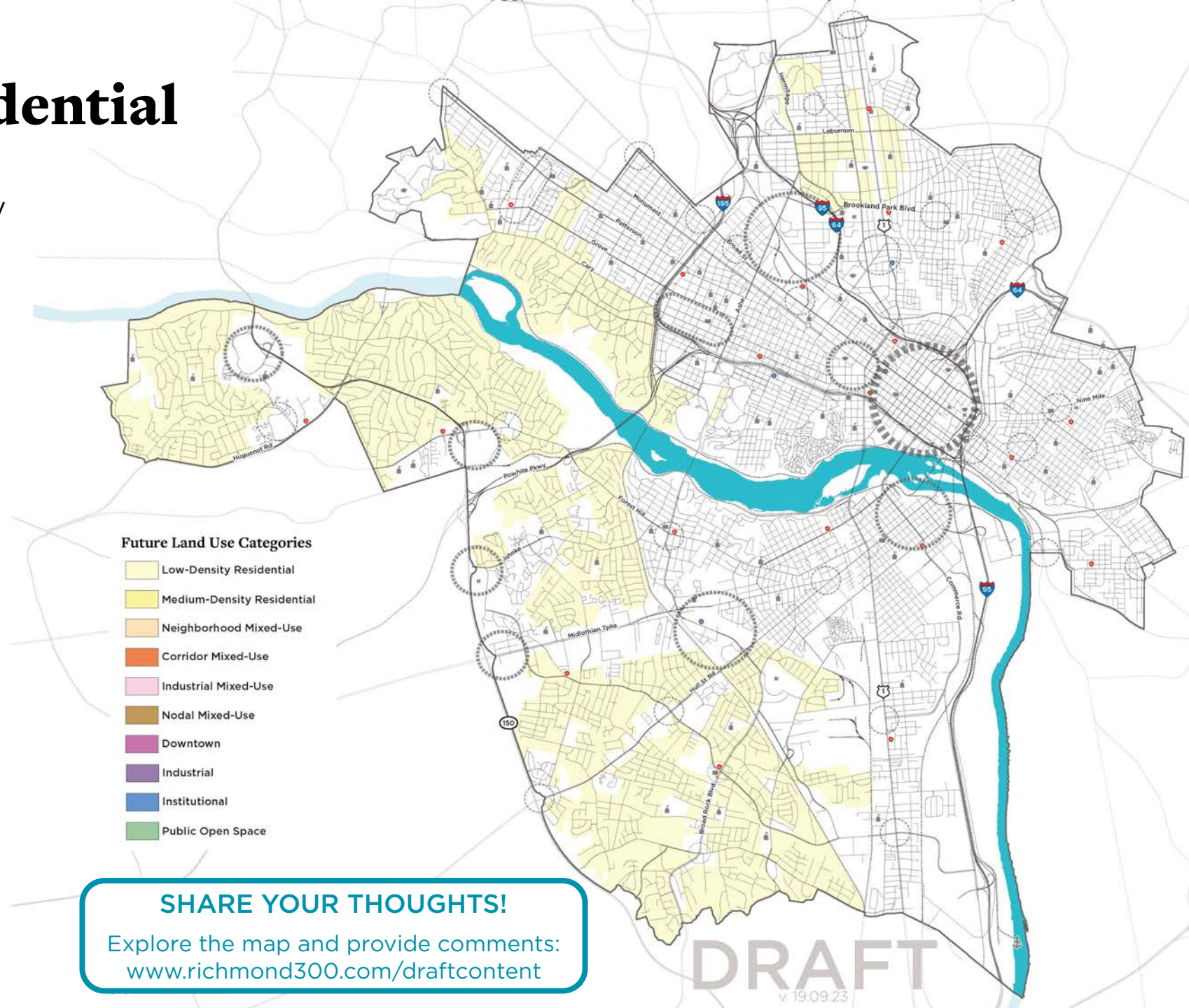
10 New Categories

1. Low-density Residential
2. Medium-density Residential
3. Neighborhood Mixed-Use
4. Corridor Mixed-Use
5. Industrial Mixed-Use
6. Nodal Mixed-Use
7. Downtown Mixed-Use
8. Industrial
9. Institutional
10. Public Open Space



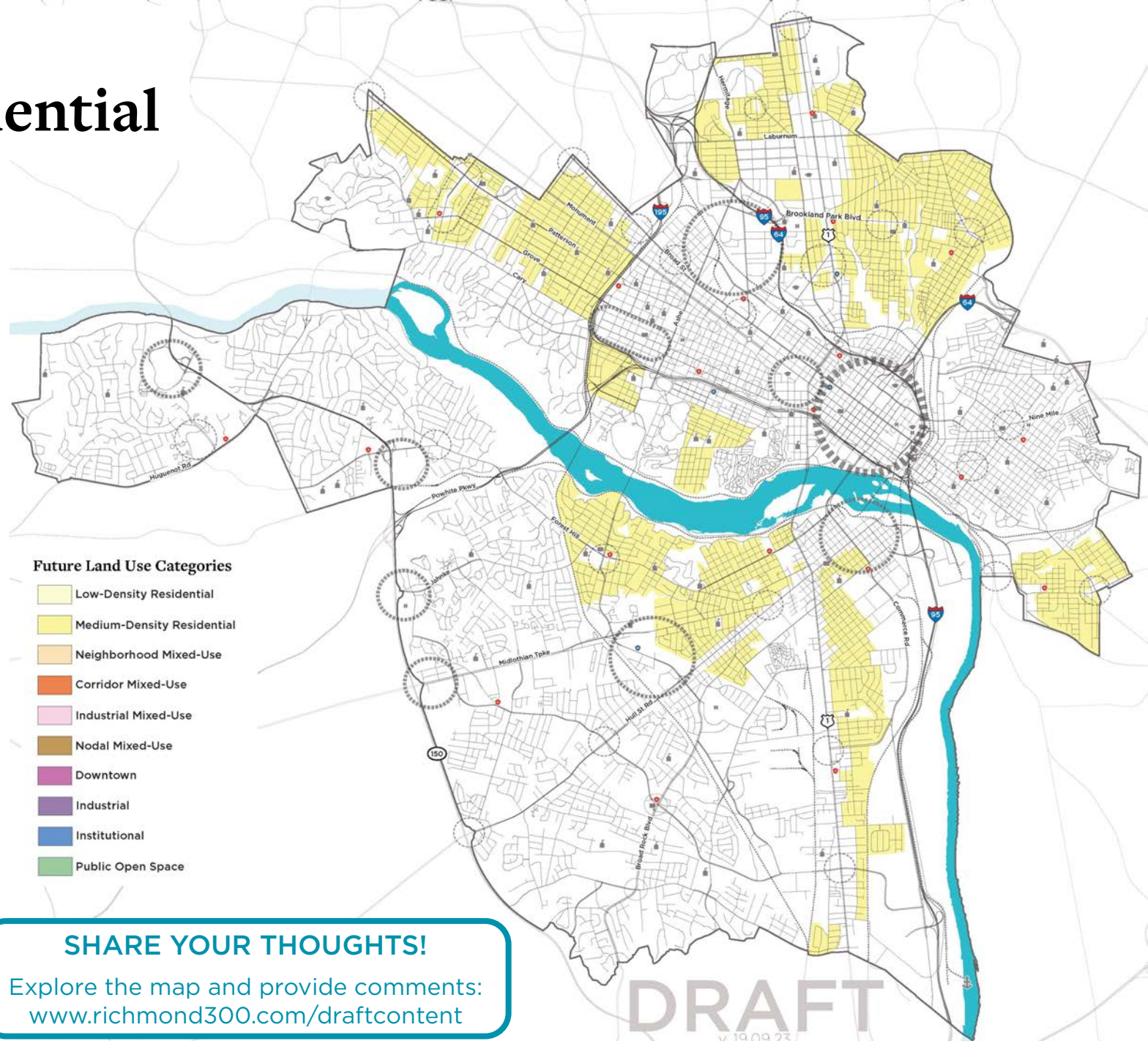
Low-Density Residential

Single-family detached homes on large lots and also including accessory dwelling units and duplexes as secondary uses.



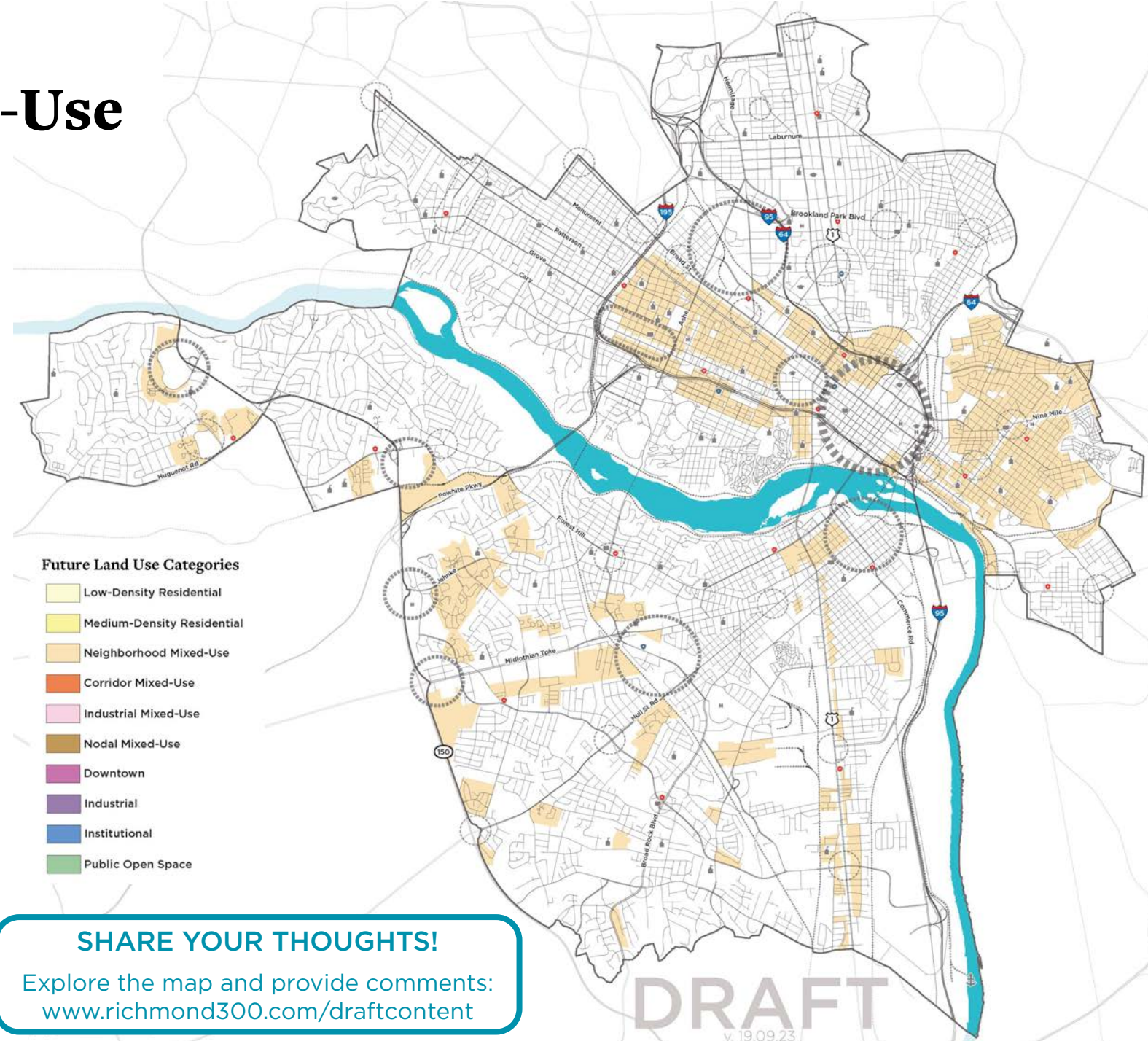
Medium-Density Residential

Single-family detached and attached houses on medium-sized lots and also including small-scale duplexes and triplexes, as well as accessory dwelling units. Limited retail and personal service businesses and multi-family buildings are rarely a secondary use but found on corners and on major corridors.



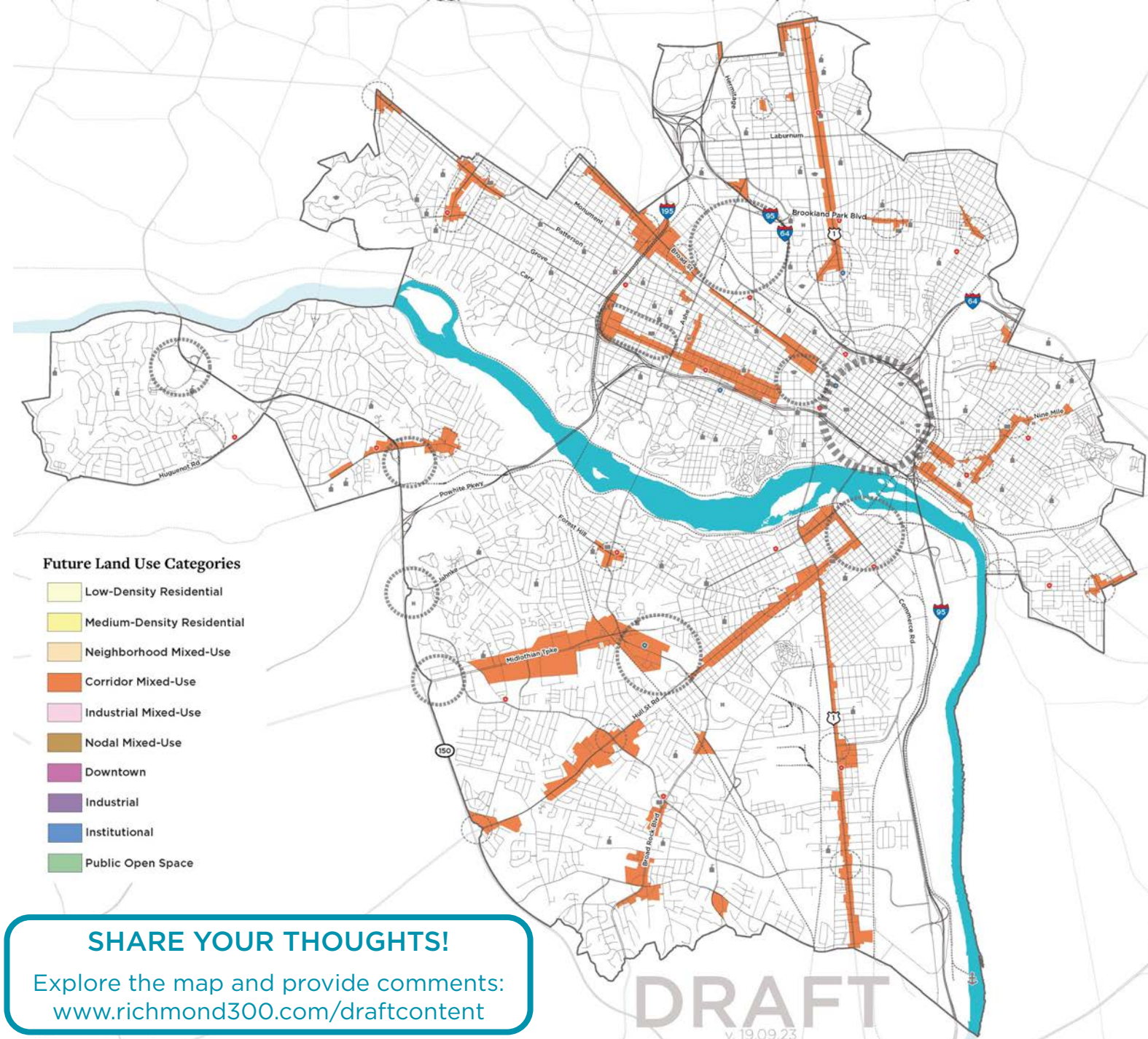
Neighborhood Mixed-Use

Cohesive highly-walkable urban neighborhoods that are predominantly residential but have a mix of retail, office, and institutional uses, which are usually found on major roads and at corner sites.



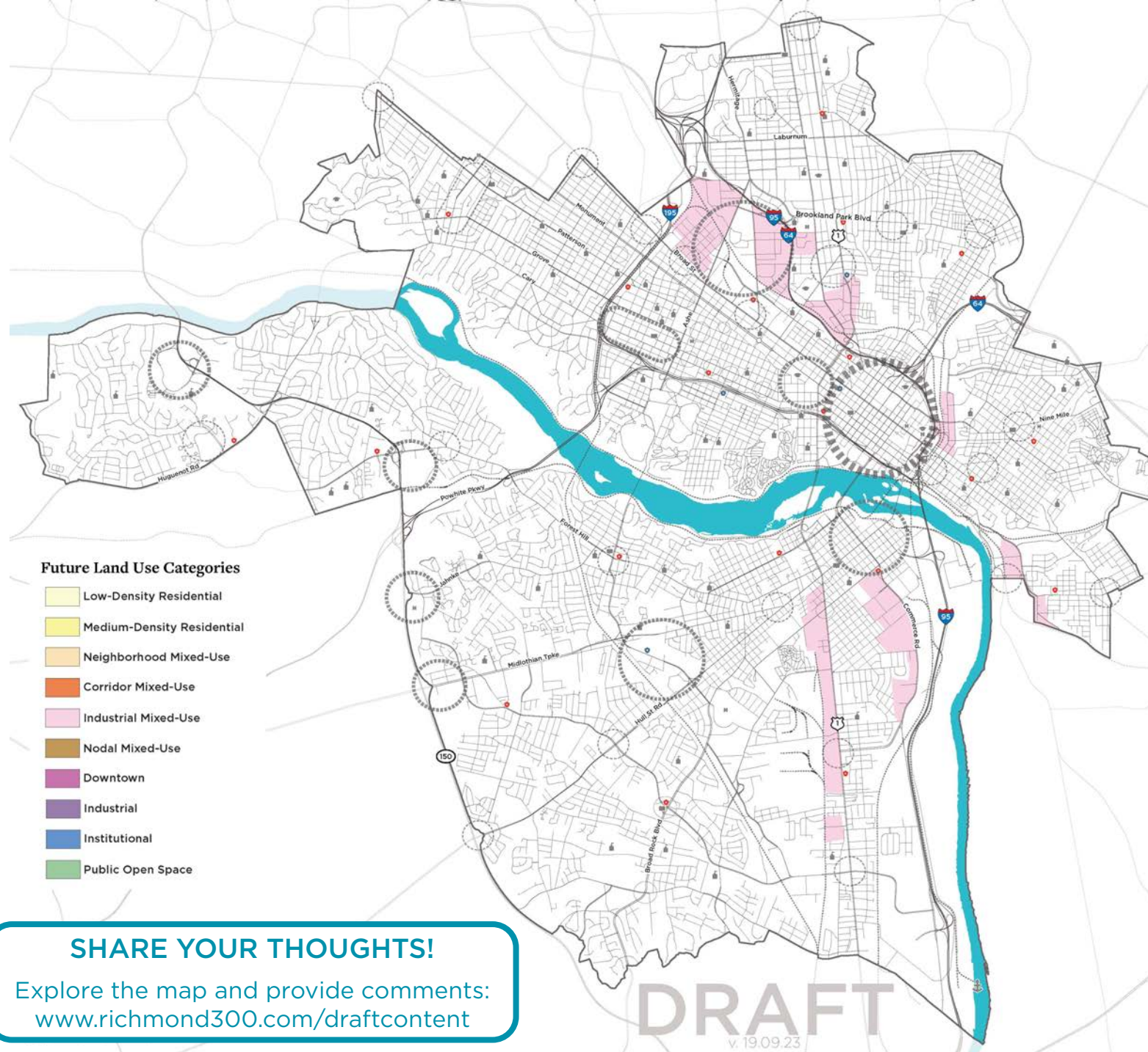
Corridor Mixed-Use

Found along major commercial corridors and envisioned to provide for medium-density pedestrian- and transit-oriented development.



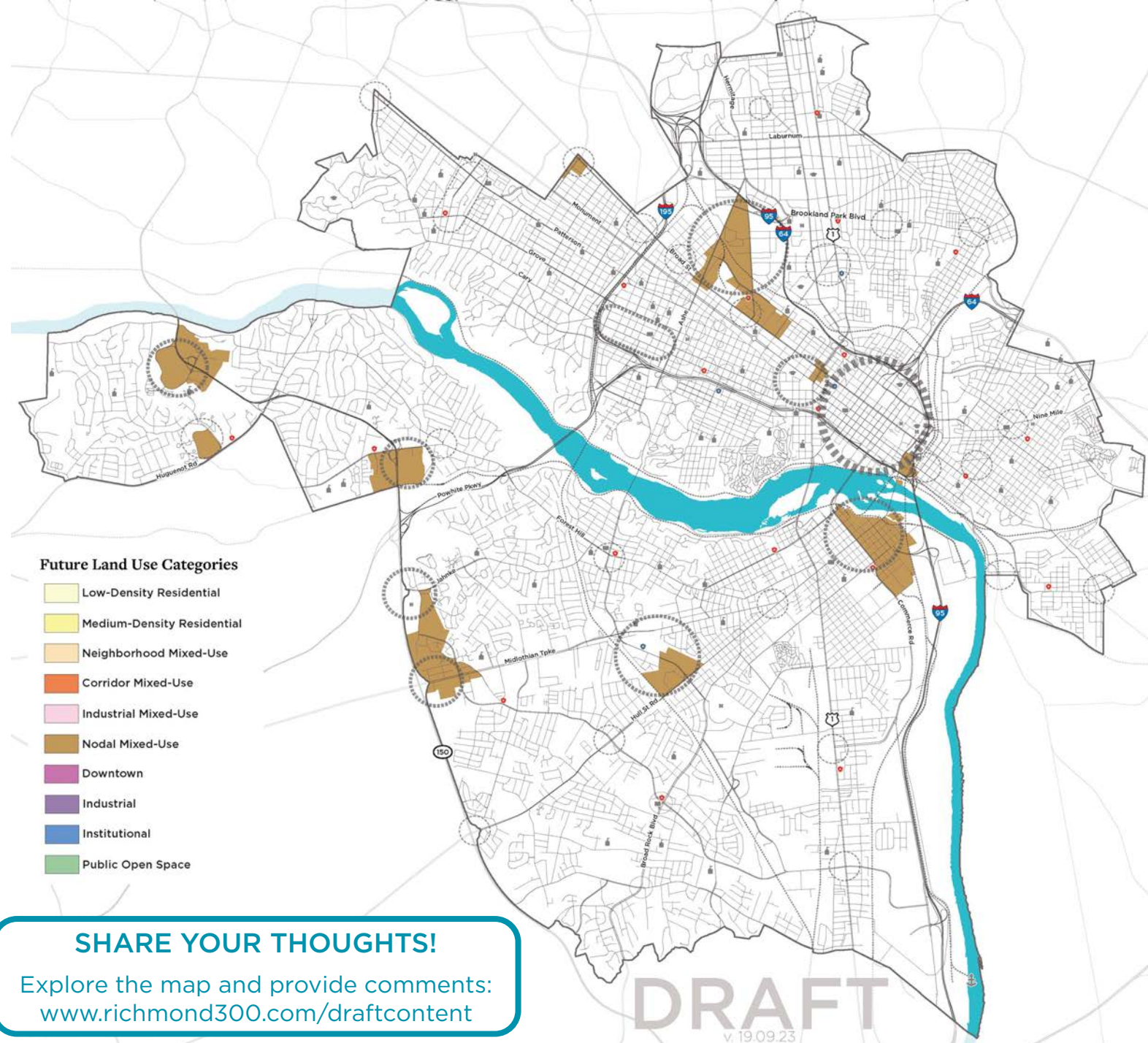
Industrial Mixed-Use

Traditionally industrial areas that are transitioning to mixed-use due to their proximity to growing neighborhoods, but may still retain some light industrial uses.



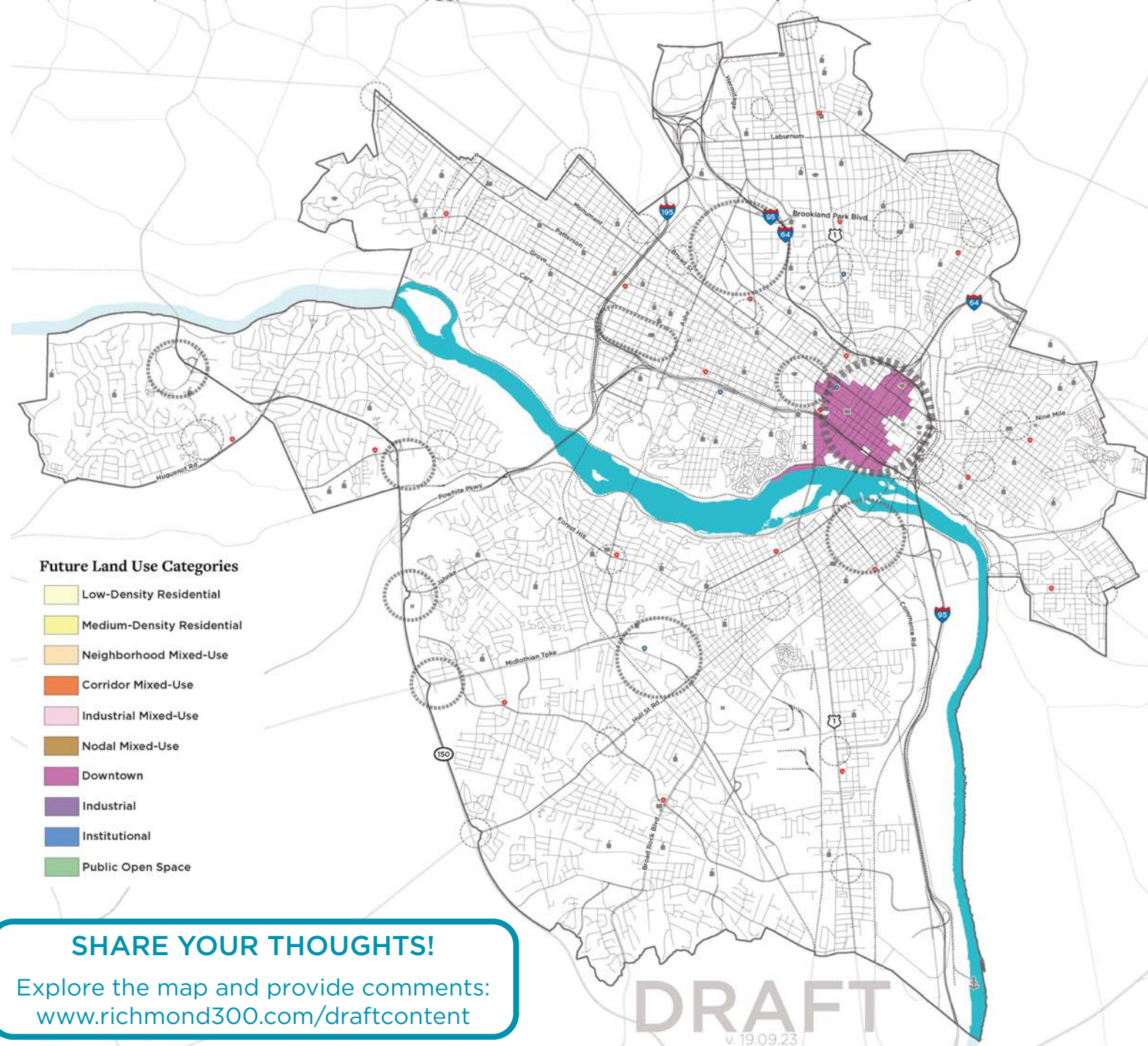
Nodal Mixed-Use

Transit-oriented district located immediately adjacent to the Pulse BRT or other frequent transit service, and/or planned transit improvements at key gateways and prominent places in the city in order to provide for significant, urban-form development in appropriate locations.



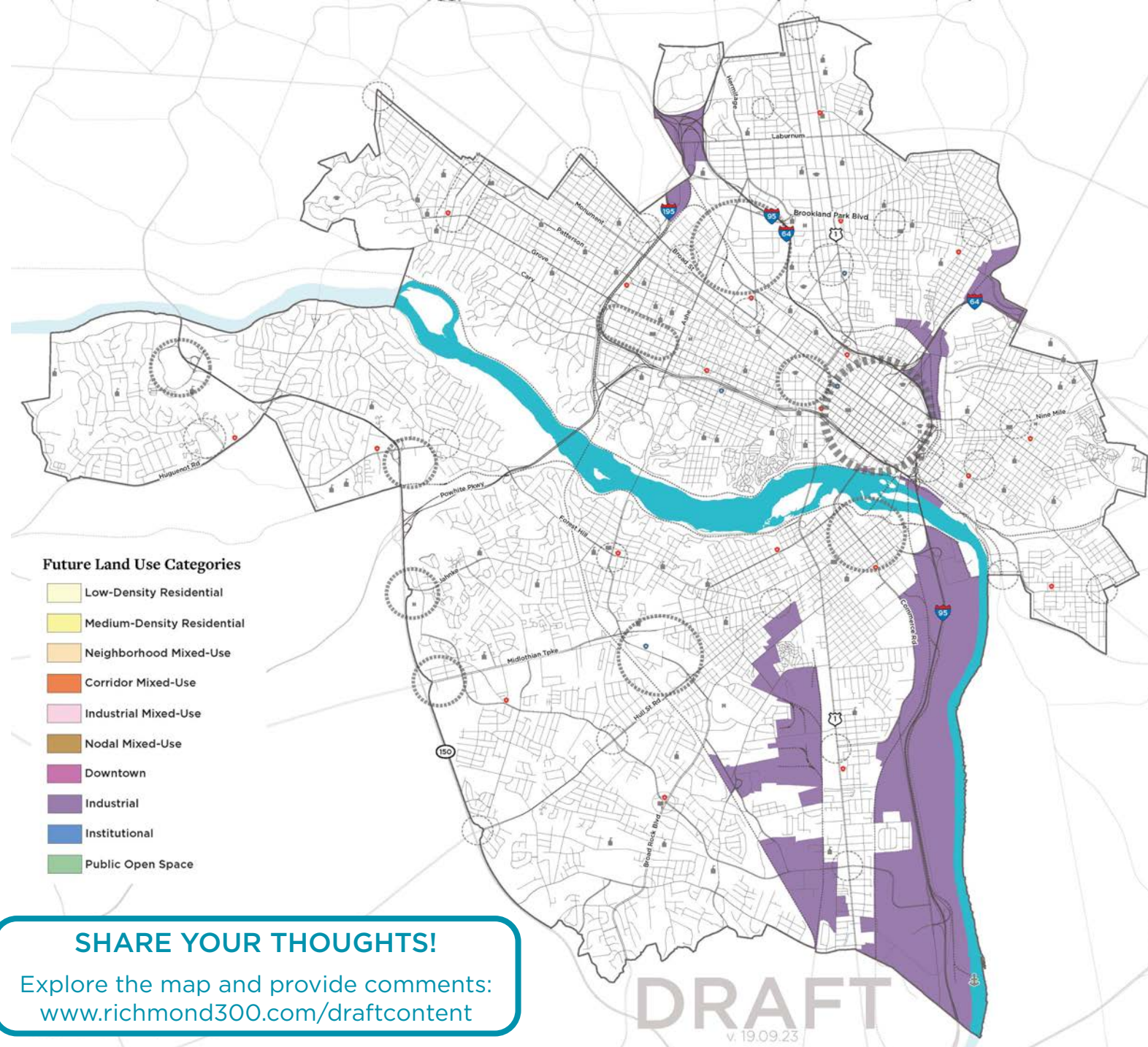
Downtown

Central business district of the Richmond region features high-density development with office buildings, residential buildings, and a mix of complementary uses, including regional destinations in a highly-walkable urban environment.



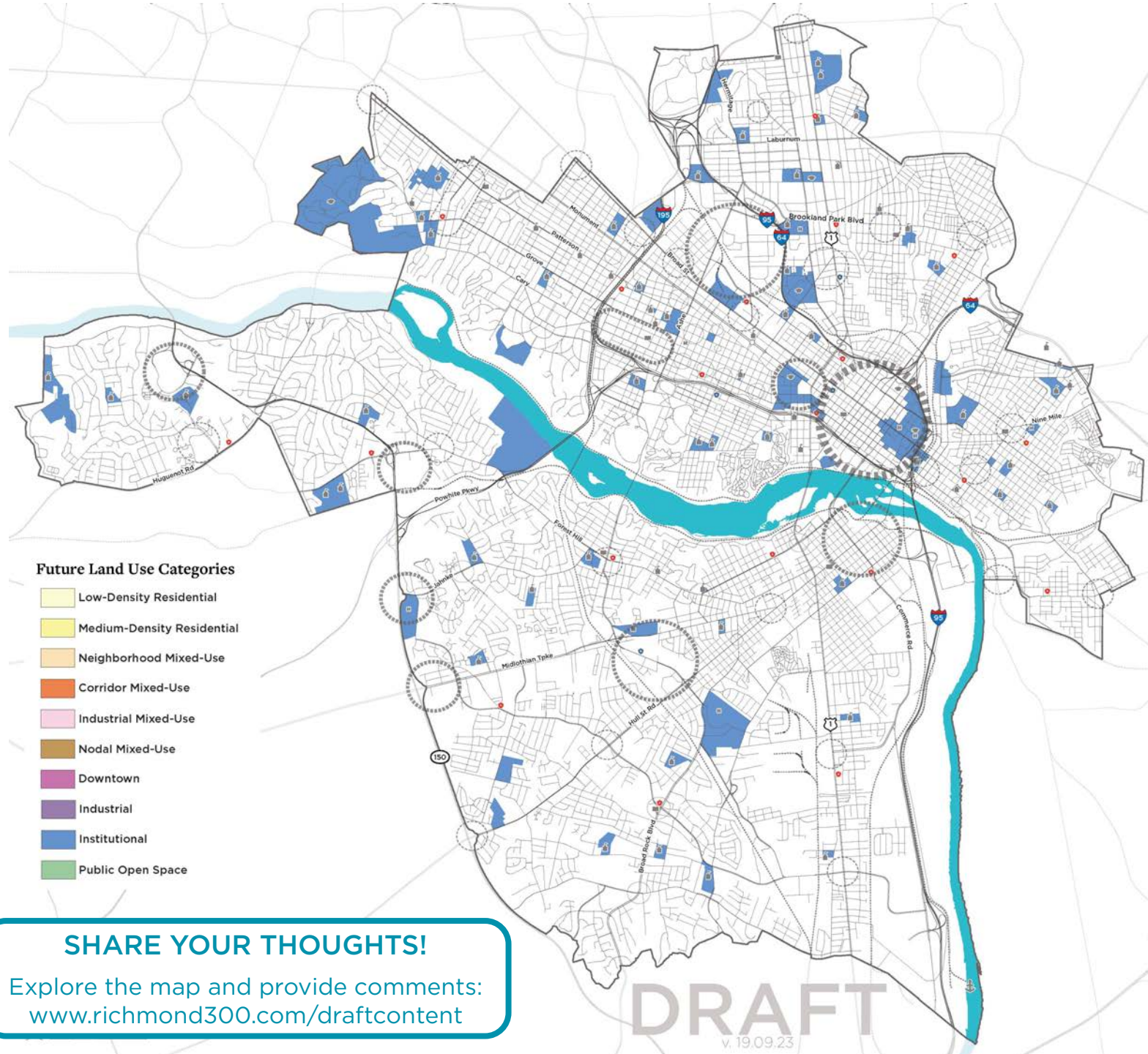
Industrial

Manufacturing and production areas that primarily feature processing, research and development, warehousing, and distribution.



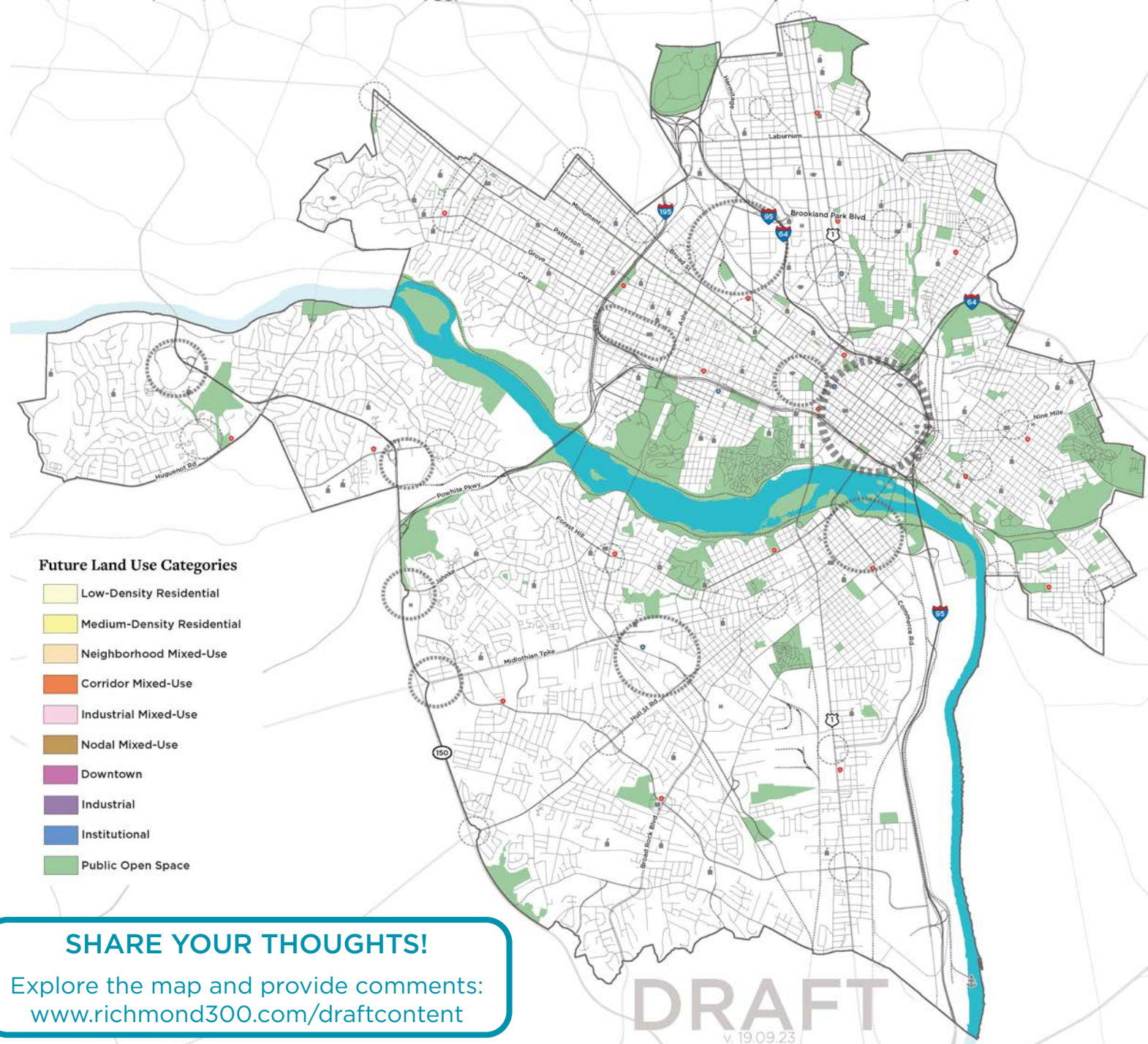
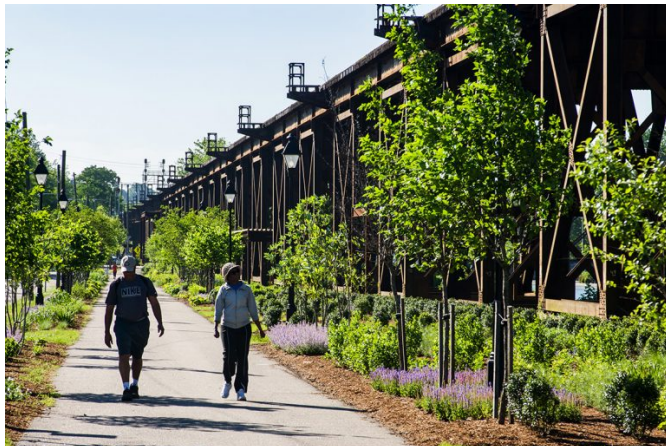
Institutional

Public and quasi-public entities, such as local, state, and federal government, hospitals, universities, and schools. Several buildings owned by an institution often connected by an engaging public realm that create a campus-like environment.



Public Open Space

Public and quasi-public parks, recreation areas, open spaces, and cemeteries.



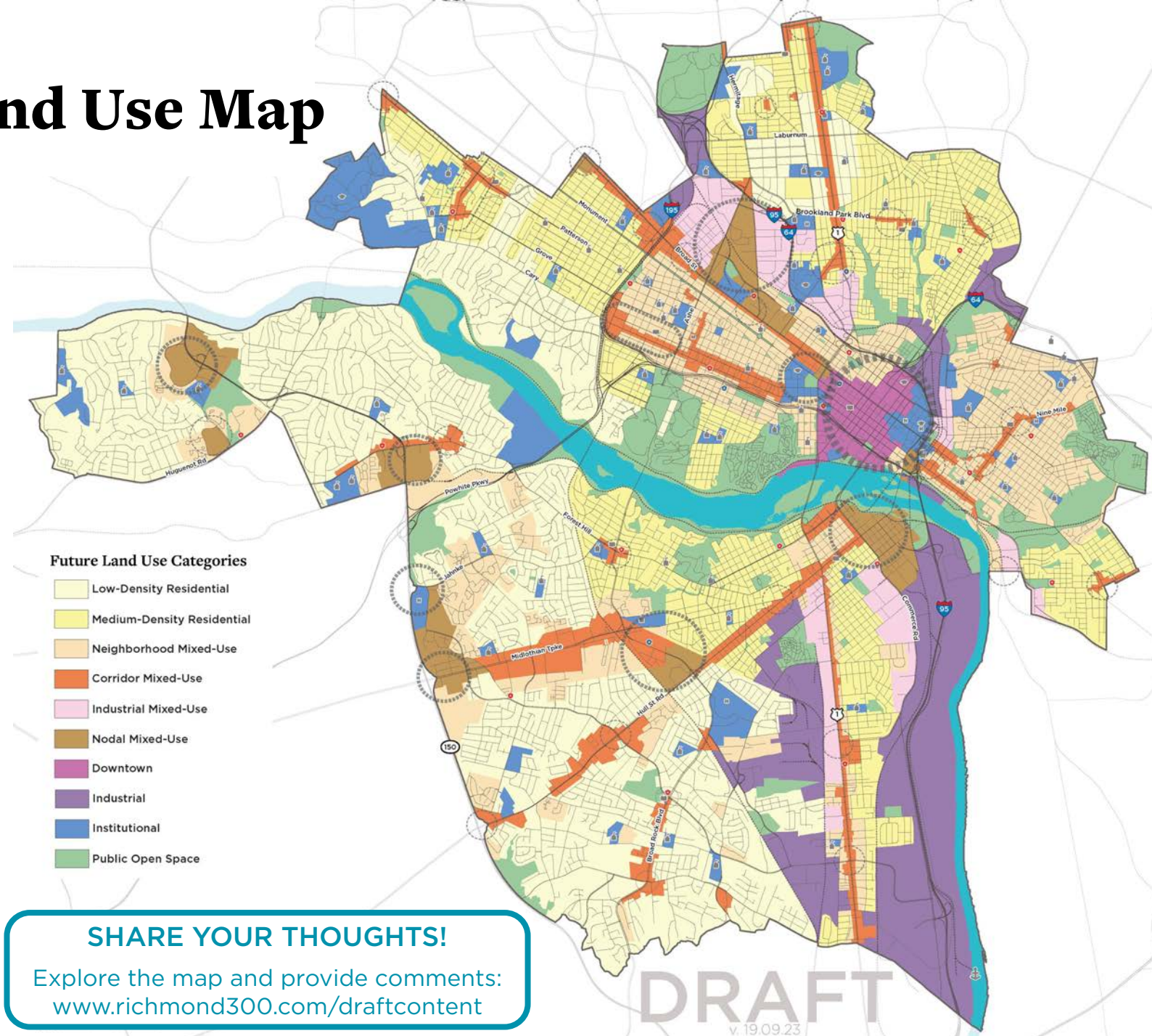
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Future Land Use

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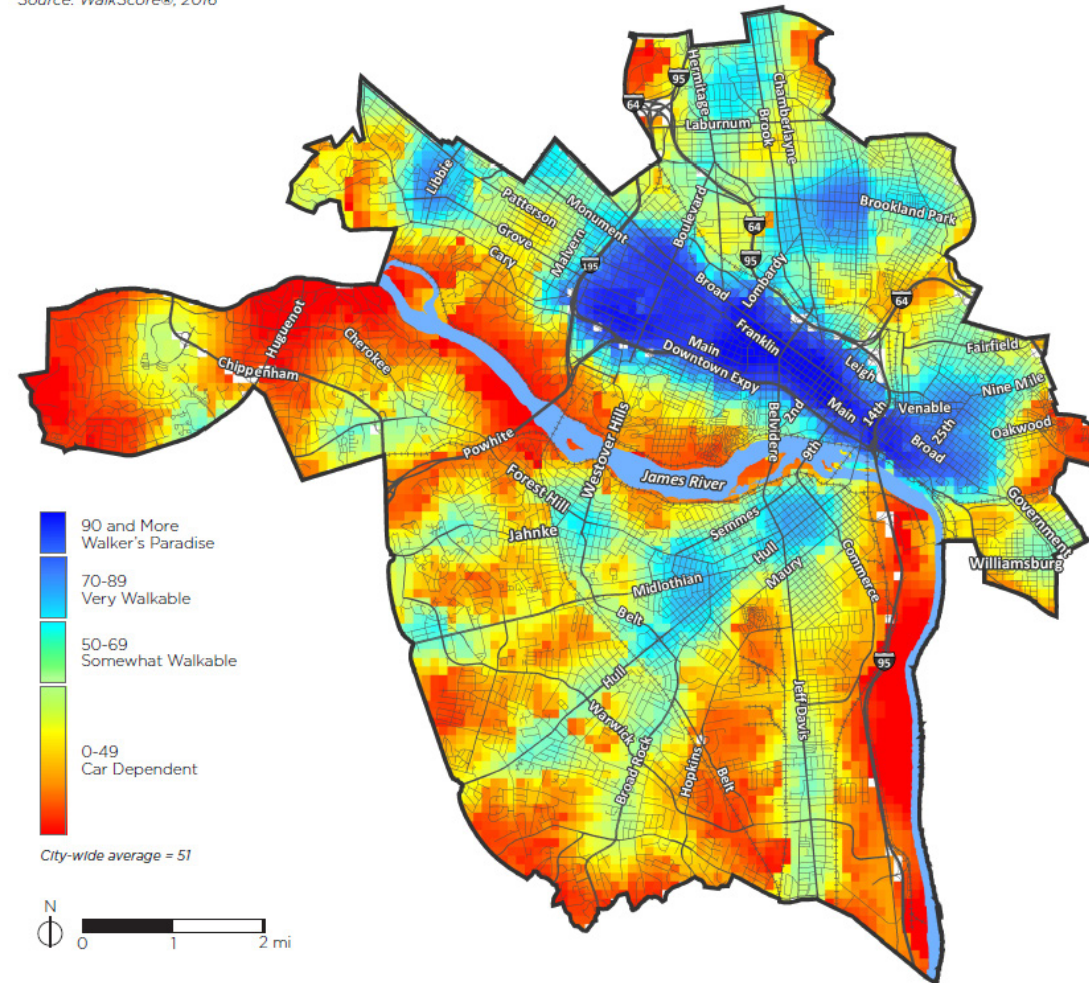


Transportation – Existing Conditions

- Richmond has an average WalkScore of 51.
- 18% of households do not own a car
- People biking or walking to work nearly doubled since 2000
- Traffic deaths and injury are a continuing problem
- New bus system triples the number of residents within ½ mile of a frequent bus

Read the Insights Report:
richmond300.com/insights

WalkScore®
Source: WalkScore®, 2016



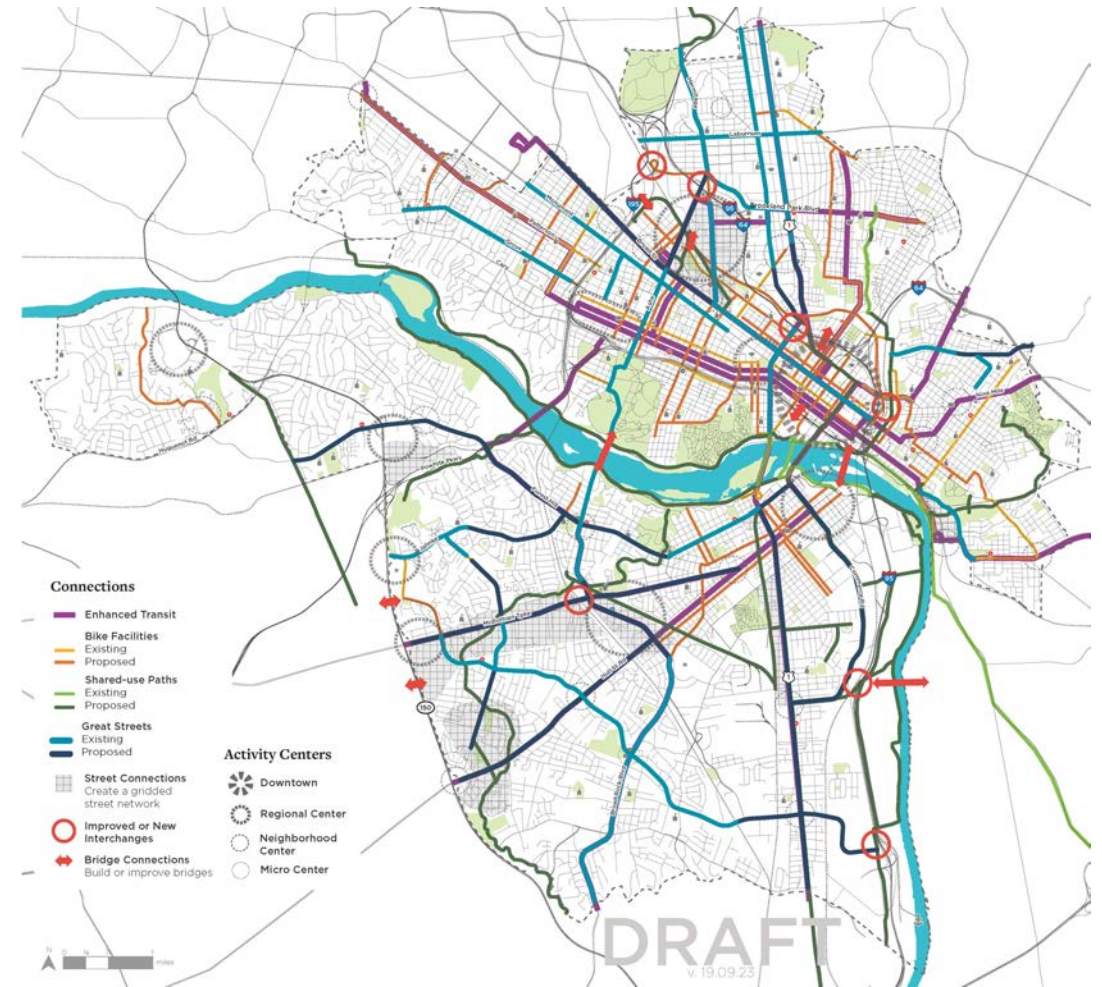
Equitable Transportation

Richmond prioritizes the movement of people over the movement of vehicles through a safe, reliable, equitable, and sustainable transportation network.

- Goal 6: Align land use and transportation planning
- Goal 7: Vision Zero
- Goal 8: Non-car network
- Goal 9: Roadways and bridges
- Goal 10: New technology

SHARE YOUR THOUGHTS!

Read the strategies and provide comments:
richmond300.com/draftcontent



Great Streets

- Significant entrances to the city
- Major connectors between city destinations
- Require robust attention to make them prominent promenades

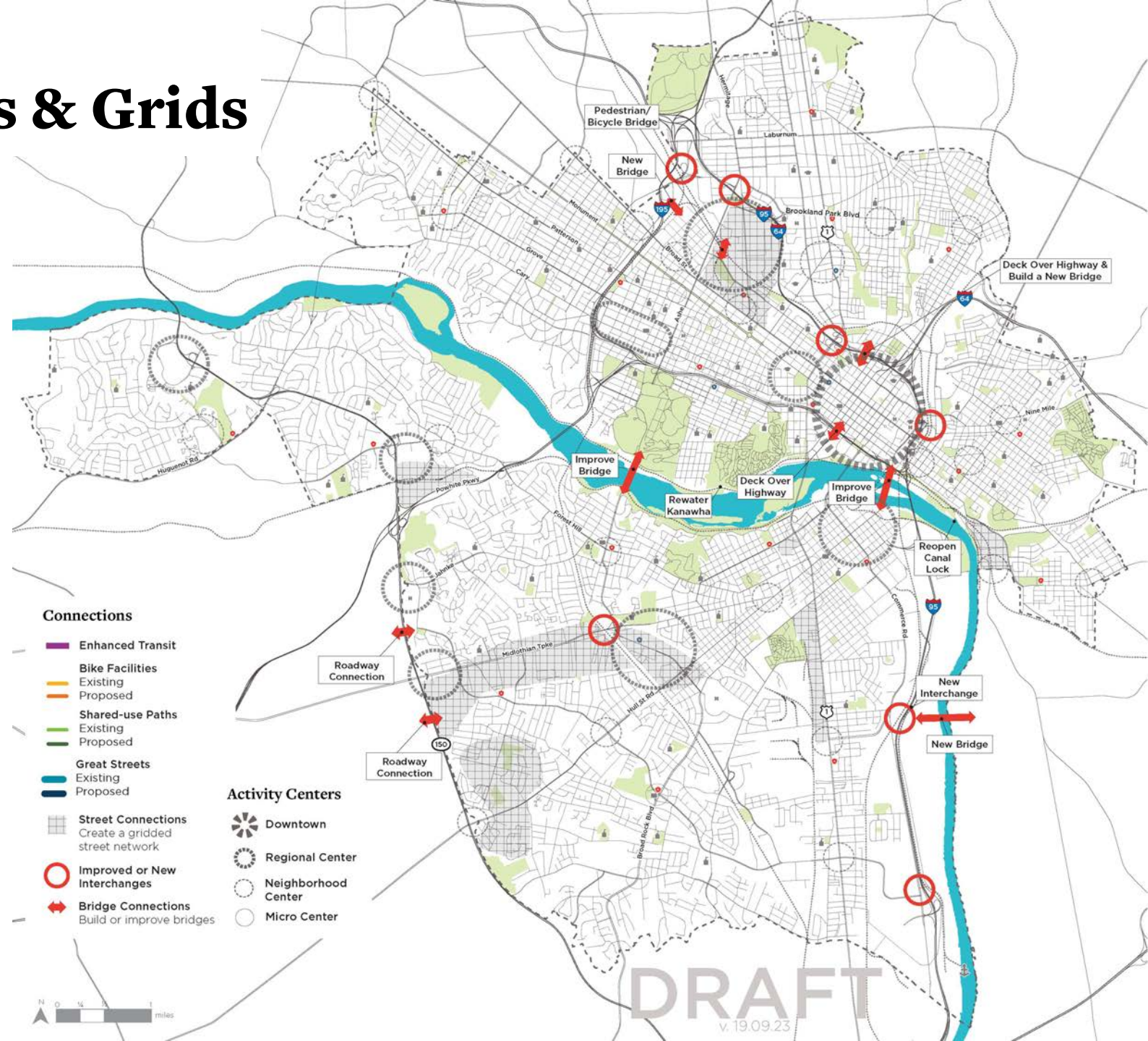


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Explore the map and provide comments:
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Bridges, Interchanges & Grids

- Build or improve bridges and interchanges
- Deck over the Downtown Expressway and I-95/I-64
- Rewater Kanawha Canal
- Reopen the Canal Lock
- Create gridded street networks in areas where there are none today



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Shared-Use Paths

Create a network of Shared-Use Paths that are universally accessible and intended for pedestrians, cyclists, and other users traveling at slow speeds

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Proposed Shared-Use Paths



Bike Facilities

Create a network of on-street bike facilities



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Enhanced Transit

- Transit could be bus-rapid transit (ideally on dedicated right-of-way)
- Expand service hours and frequency (ideally every 10 minutes)
- Future land use within the ¼ mile walkshed from the enhanced transit increases jobs and housing along enhanced transit routes

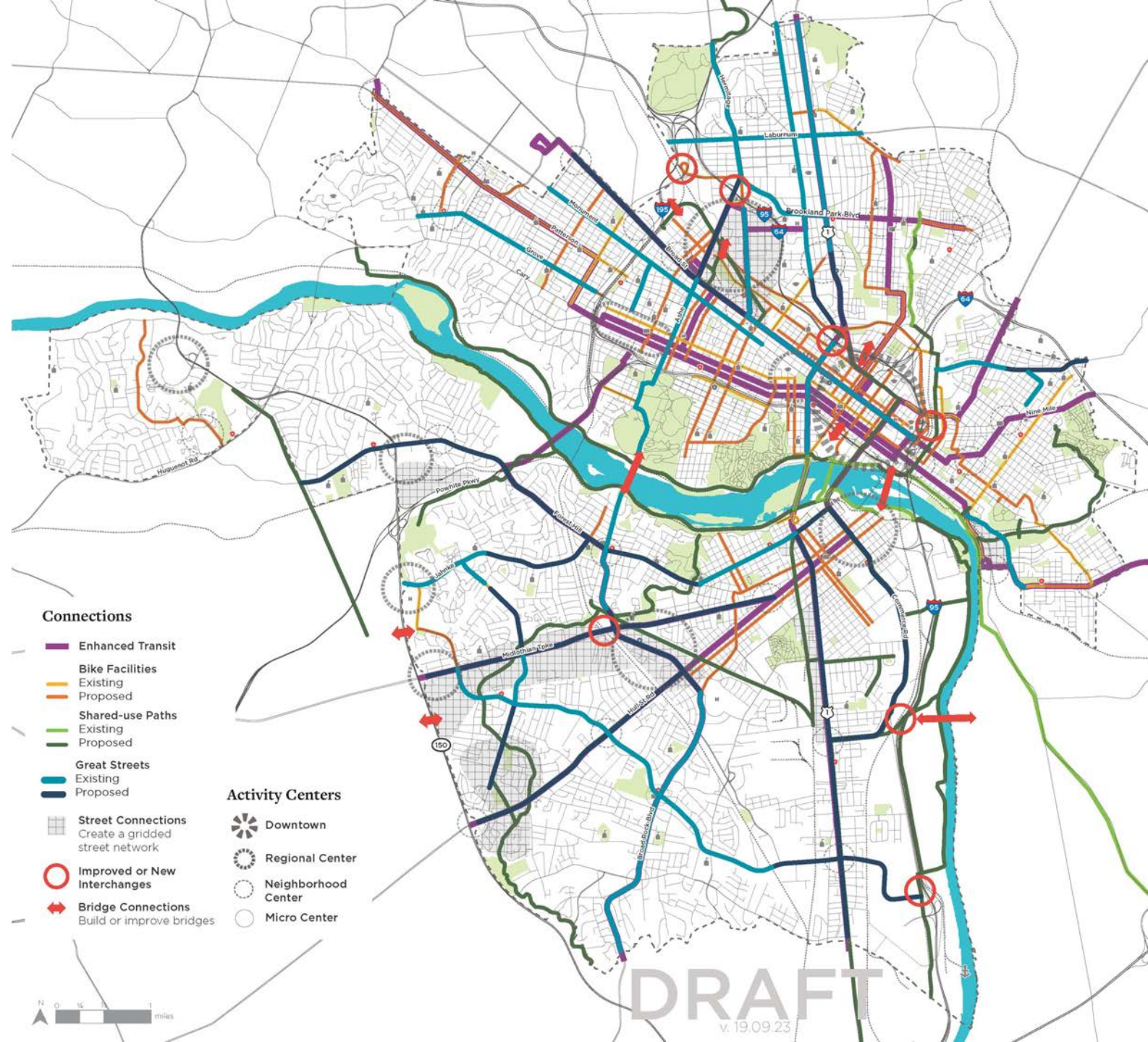
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Future Connections

Aligning transportation improvements with future land use to support the Activity Centers



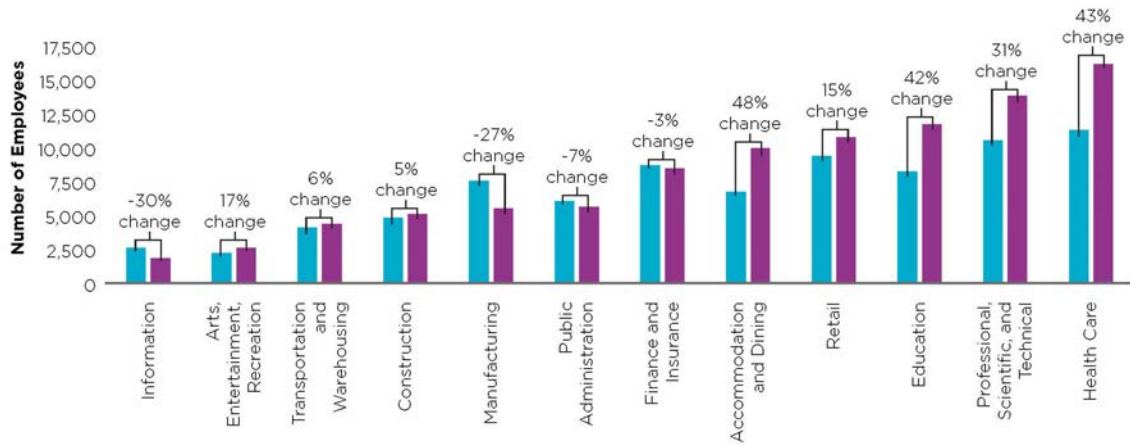
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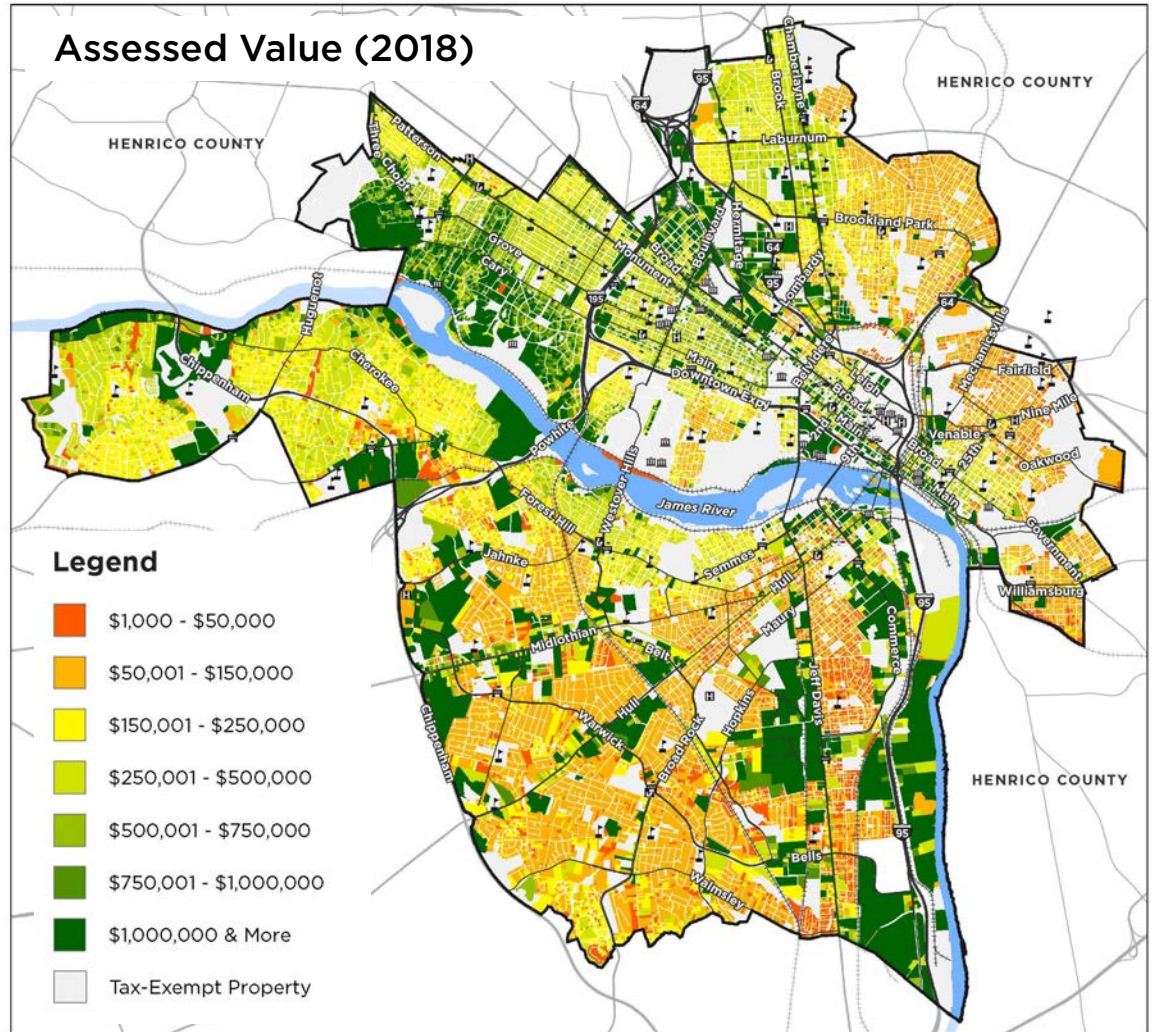
Economic Development – Existing Conditions

- 30% of the City’s Land is Not Taxable
- 33% of the city’s budget comes from real estate tax
- Fastest growing job sectors are education, accommodation and dining, and health care

// FIGURE 24. City Resident Employment by Sector, 2000, 2015
 Source: U.S. Census Bureau: 2000 Census, 2015 ACS 1-Year Estimates



Read the Insights Report: richmond300.com/insights
 Explore the Existing Conditions Maps: richmond300.com/maps



Diverse Economy

Richmond is home to a variety of businesses and industries that offer opportunities for quality employment and capital investment.

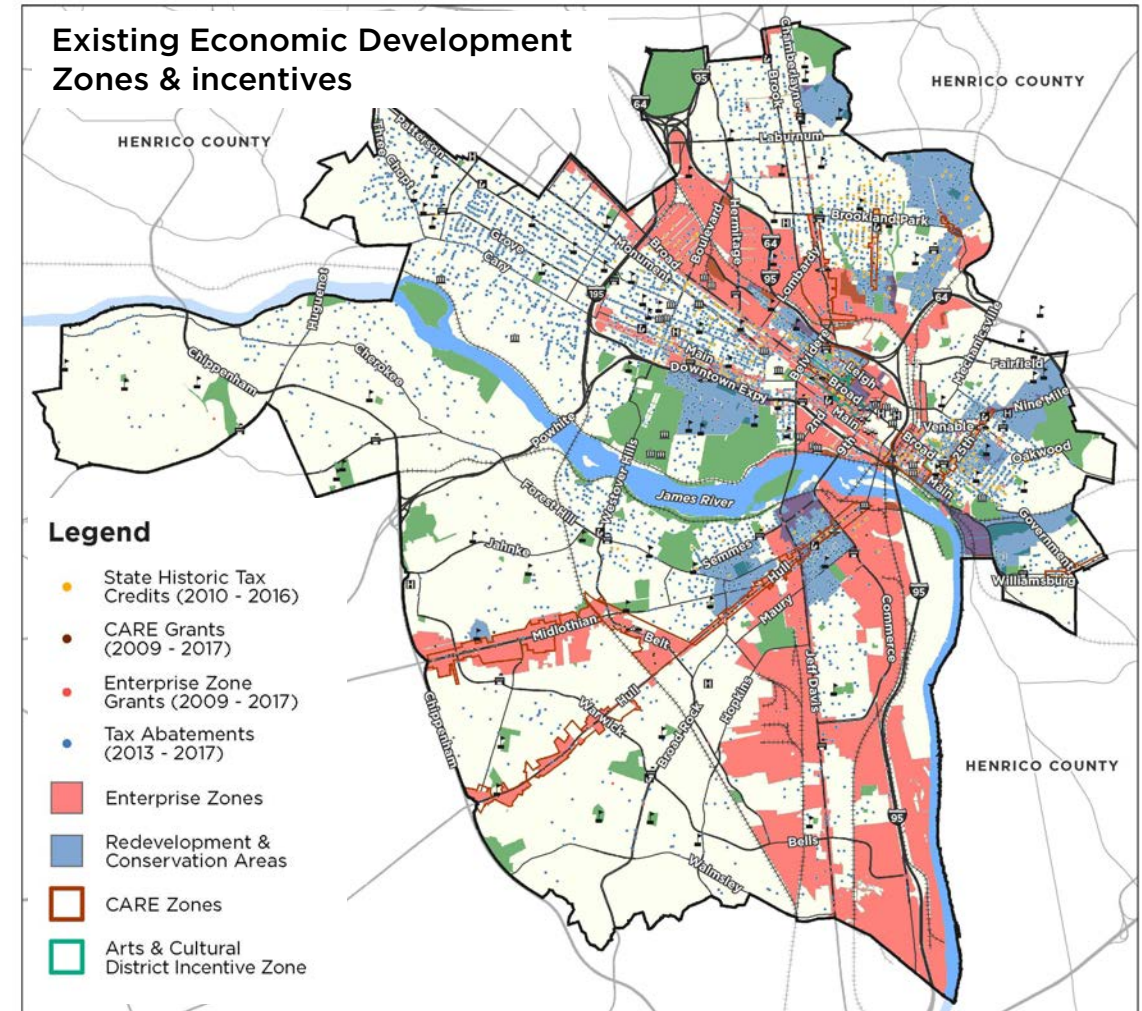
Goal 11: Businesses at activity centers, major corridors, and industrial areas

Goal 12: Tourism

Goal 13: Anchor Institutions

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Housing – Existing Conditions

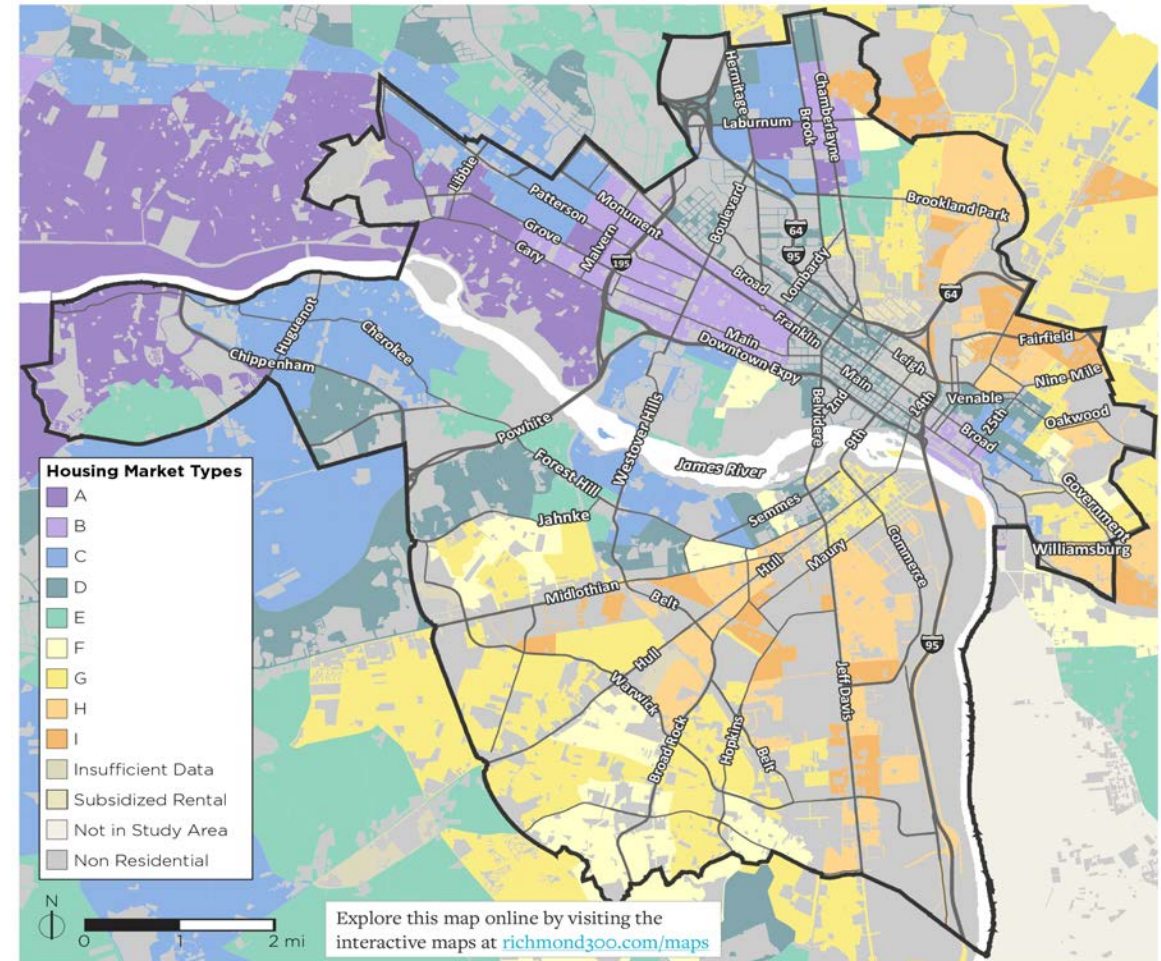
More housing units are needed

- 43% of Richmonders spend more than 30% of their income on housing
- 11.4% are evicted
- 60% renter-occupied
- 18,000+ more housing units needed in the region

	Number of Block Groups	Median Sales Price 2015-2016	Sales Price Variance	Percent Bank Sales	Owner Occupancy	Percent Subsidized Rental	Percent Vacant Residential	Housing Units per Acre	Residential Parcels Built 2008-up	Residential Parcels w/Permits 2015-2016
A	32	\$ 501,292	0.39	2.6%	90.1%	0.4%	0.4%	1.9	5.9%	11.6%
B	23	\$ 425,851	0.47	3.3%	32.9%	10.3%	1.5%	17.2	4.7%	5.0%
C	82	\$ 274,479	0.34	5.5%	83.2%	3.4%	0.6%	3.2	2.7%	7.2%
D	53	\$ 195,175	0.35	9.4%	28.8%	6.9%	1.2%	9.8	3.4%	5.7%
E	103	\$ 182,686	0.32	13.3%	79.8%	2.7%	0.9%	2.8	2.6%	5.5%
F	30	\$ 140,358	0.38	20.5%	48.4%	77.3%	1.8%	4.0	2.5%	4.0%
G	62	\$ 117,611	0.39	29.1%	58.9%	6.5%	3.0%	4.2	2.7%	4.9%
H	31	\$ 63,465	0.61	32.8%	41.0%	12.0%	8.5%	5.6	1.9%	3.7%
I	18	\$ 53,597	0.60	37.3%	30.1%	88.9%	3.2%	7.2	2.0%	2.0%

Read the Insights Report: richmond300.com/insights
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// FIGURE 16. Richmond Region Market Value Analysis, 2017
 Source: The Reinvestment Fund, 2017



Inclusive Housing

Richmond is a city where all people can access quality housing choices.

Goal 14: Ensure the preservation of mixed-income communities, by preserving existing affordable housing units and developing new ones—both rental and owner-occupied—throughout the city

SHARE YOUR THOUGHTS!

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richmond300.com/draftcontent

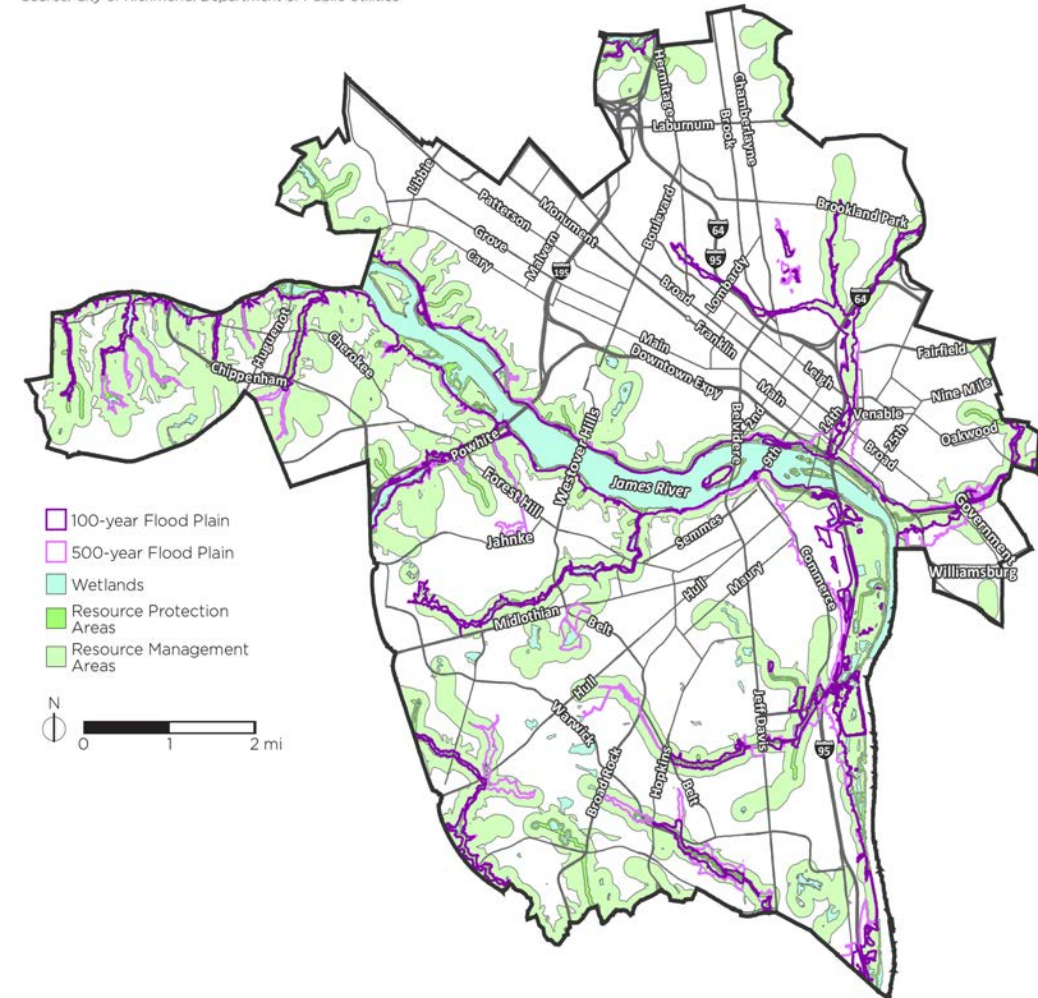


Environment – Existing Conditions

- 33% of Richmond’s land is environmentally constrained
- 40% of Richmonders live in a food desert
- 60% of Richmonders live in area with the lowest Health Opportunity Index score
- Richmonders are very vulnerable to urban heat and more frequent and intense rainfall.
- 42% of Richmond is covered by tree canopy

// FIGURE 36. Environmentally-sensitive Areas

Source: City of Richmond: Department of Public Utilities



Thriving Environment

Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.

Goal 15: Clean air

Goal 16: Clean water

Goal 17: Resilient and healthy communities

SHARE YOUR THOUGHTS!

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richmond300.com/draftcontent

// FIGURE 35. Land Coverage
Source: City of Richmond: GIS



Bold Ideas

- Rewrite the zoning code
- Enhance transit
- Create a city-wide Shared-use path network
- Create a park system that provides a park within a 10-minute walk of all Richmonder's homes
- Reconnect the historic fabric of our city that was destroyed by interstates
- Reimagine an entirely different South Side Plaza and Greater Scott's Addition

Read these recommendations and more in the Draft Strategies document

www.richmond300.com/draftcontent

We Want Your Thoughts

- Tell us your ideas for the **Activity Centers** near your home/job
- Review and comment on the draft **Future Land Use Map**
- Review and comment on the draft **Future Connections Map**
- Review and comment on **the Draft Strategies**

SHARE YOUR THOUGHTS!

www.richmond300.com/share

**Activity Center Survey
Interactive Maps
Draft Strategies**

Upcoming Richmond 300 Forums

- **October 8, 6-7:30 P.M.** Broad Rock ES
Cafetorium 4615 Ferguson Lane
- **October 9, 6-7:30 P.M.** Main Library Basement
101 East Franklin Street
- **October 22, 6-7:30 P.M.** Police Training
Academy 1202 West Graham Road
- **October 23, 6-7:30 P.M.** Mary Munford ES
Auditorium 211 Westmoreland Avenue
- **October 29, 6-7:30 P.M.** Patrick Henry School
of Science and Arts Auditorium 3411 Semmes
Avenue
- **October 30, 6-7:30 P.M.** MLK MS Auditorium
1000 Mosby Street

Visit:

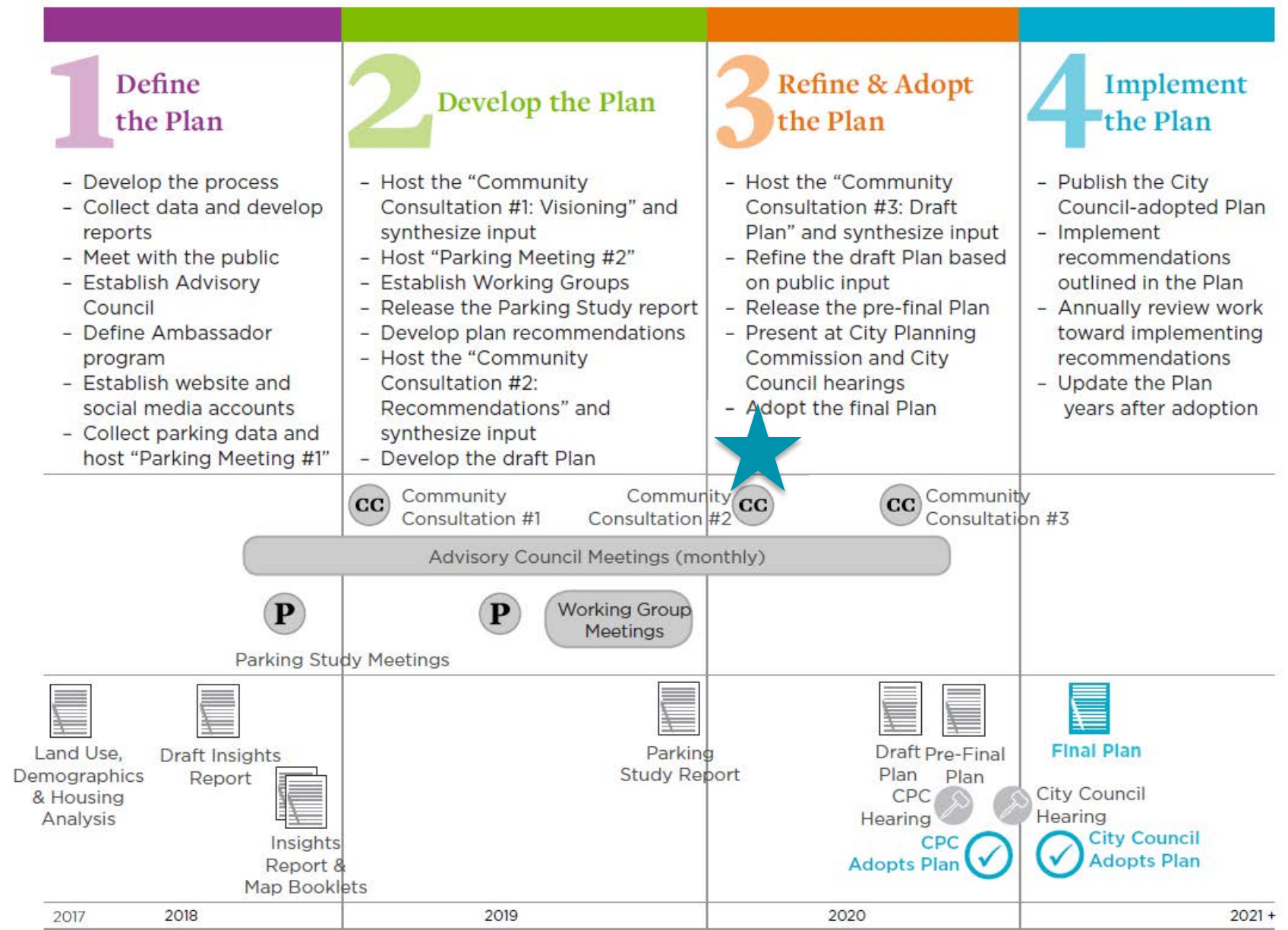
[www.richmond300.com/
forumssessions](http://www.richmond300.com/forumssessions)

For Facebook event links
and a list of the Sharing
Sessions

Next Steps

After Community Consultation #2, PDR staff will:

- Develop the Community Consultation #2 Report
- Create the draft Richmond 300: A Guide for Growth plan
- Share the draft Richmond 300: A Guide for Growth plan in February 2020 during Community Consultation #3



CC = Community Consultation. AC = Advisory Council. P = Parking. CPC = City Planning Commission

Thank you!

A series of thin, parallel white lines on the right side of the teal background, arranged in a fan shape that points towards the top right corner.