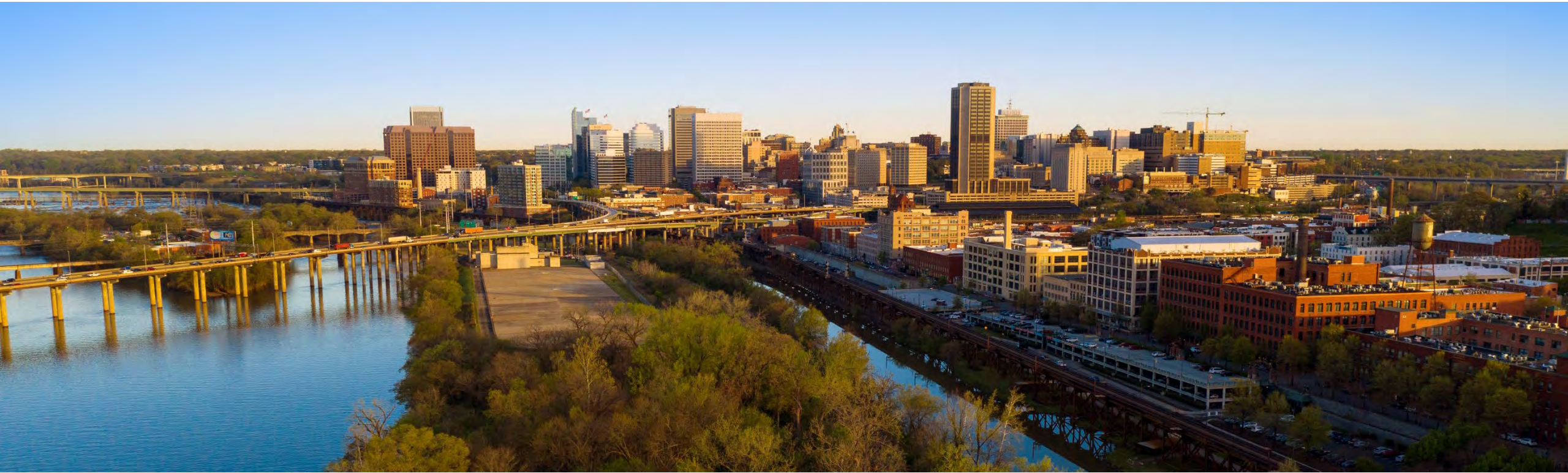


City of Richmond Office of Equitable Development

Report on Requested Amendments to *Richmond 300*



May 18, 2021
Richmond City Council
Land Use, Housing and Transportation Committee

Master Plan (aka Comprehensive Plan) – Enabling Legislation

- **Code of Virginia § 15.2-2223**
 - "The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction."
 - "The comprehensive plan shall be general in nature, in that it shall designate the general or approximate location, character, and extent of each feature..."
- **Richmond City Charter, Chapter 17** The City Council and the City Planning Commission shall have the power to adopt by ordinance a master plan for the physical development of City, which shall include the items required by the Code of Virginia, and may include, but shall not be limited to:
 - General location, character, and extent of roads, walkways, playgrounds, recreational facilities, parks, squares, stadiums, swimming pools, arenas, waterways, and other public places or ways;
 - General location, character, and extent of all public buildings and public property;
 - General location, character, and extent of slum clearance, and housing and neighborhood rehabilitation projects; and
 - A general plan for railways, streetcars, buses, and all other vehicular traffic.

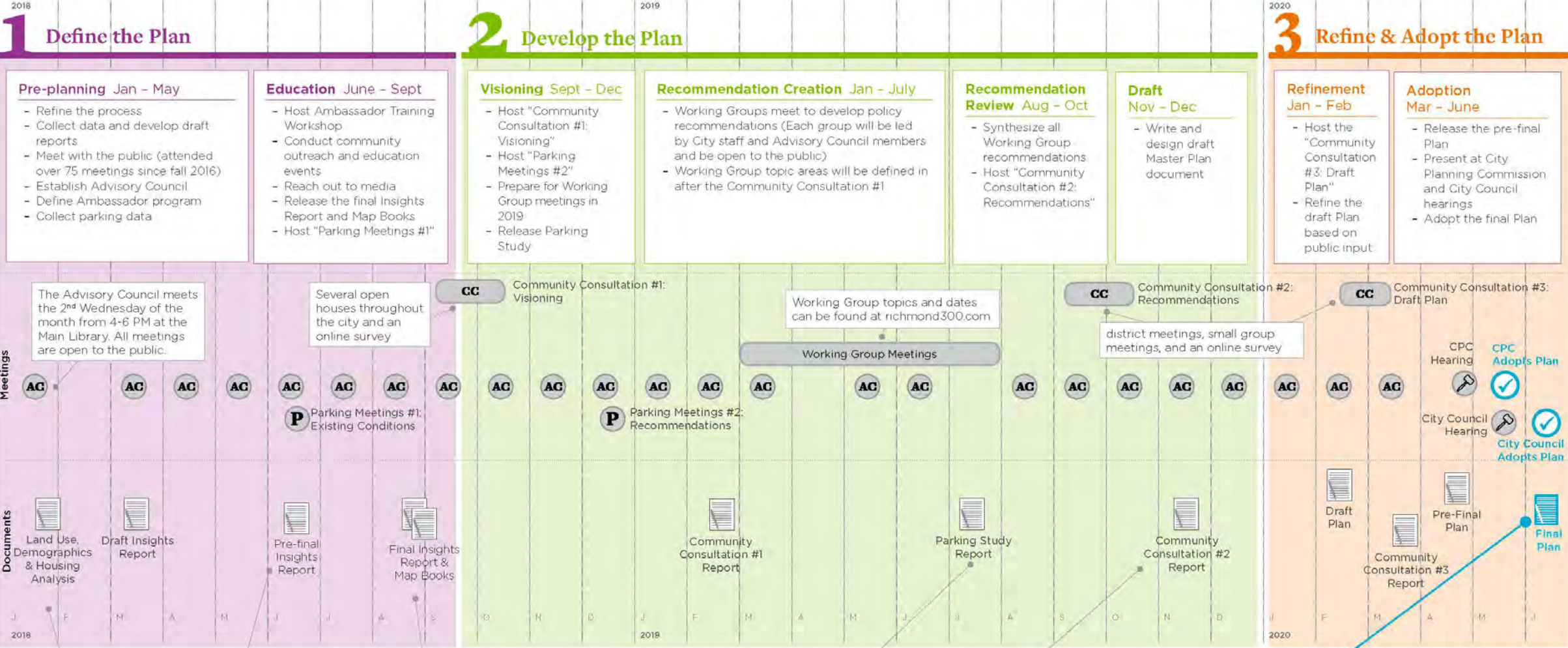
Plan Implementation Tools

- Section 15.2- 2224 of the Virginia Code identifies several methods available to local governments for implementation of the Master Plan, including:
 - a capital improvements program,
 - a subdivision ordinance, and
 - a Zoning Ordinance and zoning district map.
- In addition to these tools, the City creates plans in many areas including transportation, sustainability, water, sewage, public health, and economic development which support and implement the strategies within *Richmond 300*. Not all of these plans are officially adopted by the City Council, but rather are policy plans that guide City decisions. These plans included but are not limited to the Bike Master Plan, the Vision Zero Plan, the RVA Clean Water Plan, the Richmond Connects Plan, RVAgreen 2050, the James River Park Master Plan, the Public Art Master Plan, and the Consolidated Plan.

Creating Richmond 300: A Guide for Growth

- **21 members** of the **Richmond 300 Advisory Council** volunteered their time for 2.5 years to help guide the 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





This report by the Center for Urban and Regional Analysis (CURA) at VCU provides background research and analysis of:

- Existing land use
- Demographics
- Population projections
- Housing unit projections
- Land use demand projections
- Land development supply
- Market analysis of 6 historic corridors: Brookland Park Boulevard, Church Hill/Nine Mile Road, Greater Fulton, Hull Street, Jefferson Davis Highway, and Midlothian Turnpike

Insights Report will present summary of existing conditions on the following topics: demographics, housing, urban design & neighborhoods, historic resources, employment, economic development, transportation, natural resources, public safety, public utilities, sustainability, public health, public education, and the creative economy.

Map Books contain a series of maps for each district, as well as online interactive maps:

- Base: Neighborhoods, aerial
- Land Policy: existing land use, future land use, zoning districts, special approvals, urban design typologies
- Structures: year of construction, vacancy, demolitions
- Environment: land cover, sensitive areas, parks & open space
- History & Culture: historic districts, civic & cultural resources
- Census: block groups, race & ethnicity, median household income
- Economic Development: economic development zones, assessed value, assessed value change, property transfers
- Housing: affordable housing, Market Value Analysis
- Transportation: transit, bike & pedestrian, annual average daily traffic volumes, vehicle crashes, WalkScore™

Parking Study Report will document existing parking conditions, provide recommendations, and provide a policy framework for how the City manages its parking standards in seven areas:

- Manchester
- Downtown
- The Fan
- Carytown
- Libbie/Grove/Patterson
- Scott's Addition
- Brookland Park Boulevard/Six Points

Community Consultation Reports will include summaries of the input received and an overview of the participation levels achieved.

Richmond 300: A Guide for Growth - THE MASTER PLAN: The *Richmond 300: A Guide for Growth* planning document will include:

- **Vision:** An aspirational statement envisioning what Richmond should look and feel like in 2037
- **Goals:** Several measurable goals that can be reached in the next 5-10 and 10-20 years
- **Recommendations:** Specific actions we need to implement to reach our goals and work toward our vision. Two critical recommendations will include:
 - Future Land Use Map
 - Future Transportation Map

4 Implement the Plan

Implement, Review & Update July 2020 - 2025

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

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	LGBTQIA 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. Orientations	VIVA (LGBTQ) Music Festival
Better Housing Coalition Young Professionals Board	Edgehill/Chamberlayne Court	Informal Council Meeting	Northside Strong	Sportsbackers	West End Library
Bible Study - Branches Baptist Church	EnRichmond	Innovate Fulton	Nutty Buttery Sharing Session	Steele Group/ Sotheby's International Realty	Westhampton Citizen's Association
Blackwell Civic Association	Executive Roundtable	Investing in Streets ROI	Oak Grove Civic Association	STEP Community Fellowship	Westover Hills Sharing Session
Bonner Center Brown Bag	Eyes on Richmond	Junior League	Obama ES Back to School Night	Stir Crazy Sharing Session	Westover Hills Civic Association
Broad Rock Library - Spanish	Federal Reserve Bank	Know Your Rights: Housing Justice Event	Office of Sustainability	Taste 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	TEDxRVA	Women in Design
CACIL	FeedMore	Launch Event	Oregon Hill Neighborhood Association		Woodstock Area Civic Association

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



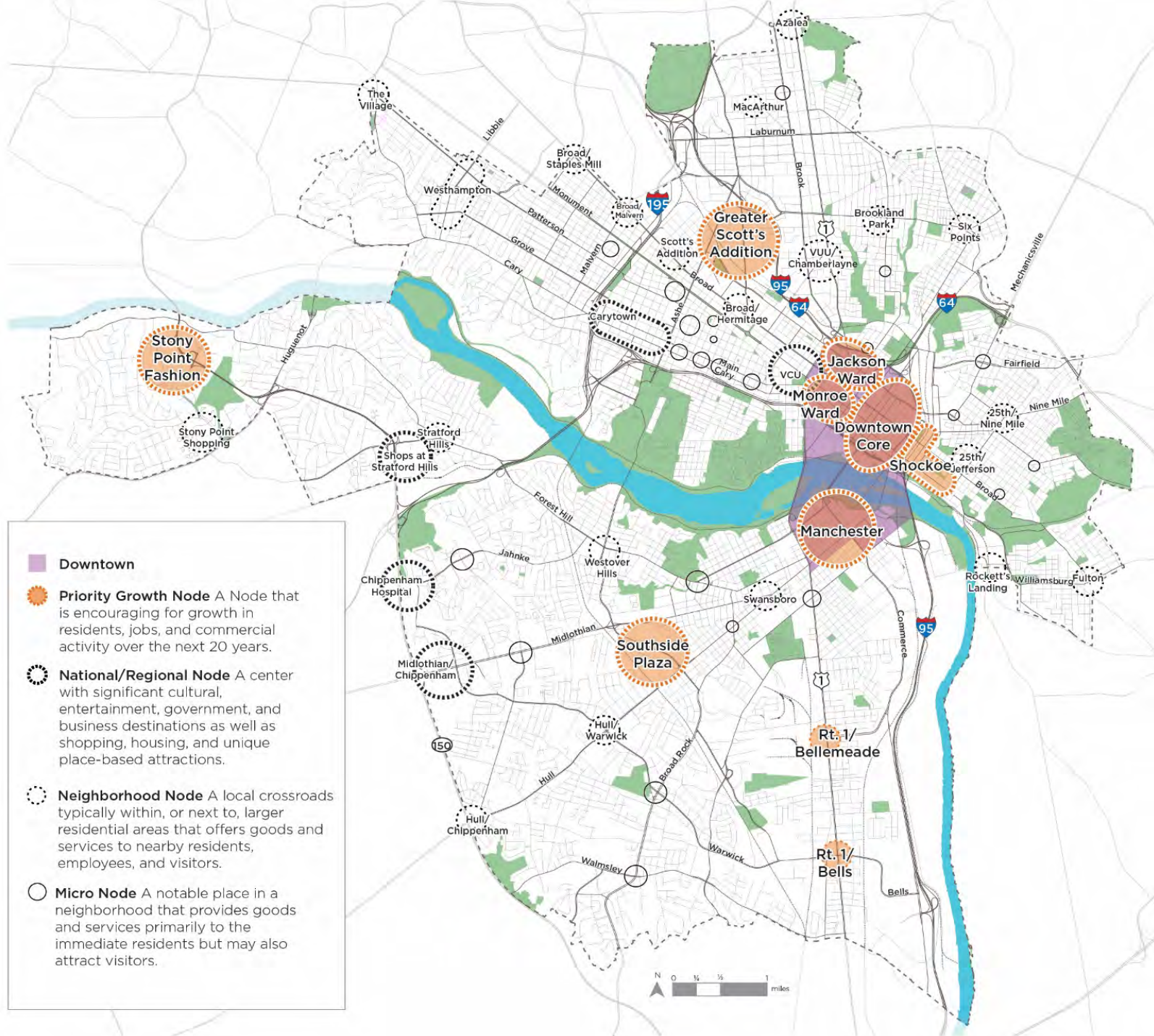
INCLUSIVE HOUSING



THRIVING ENVIRONMENT

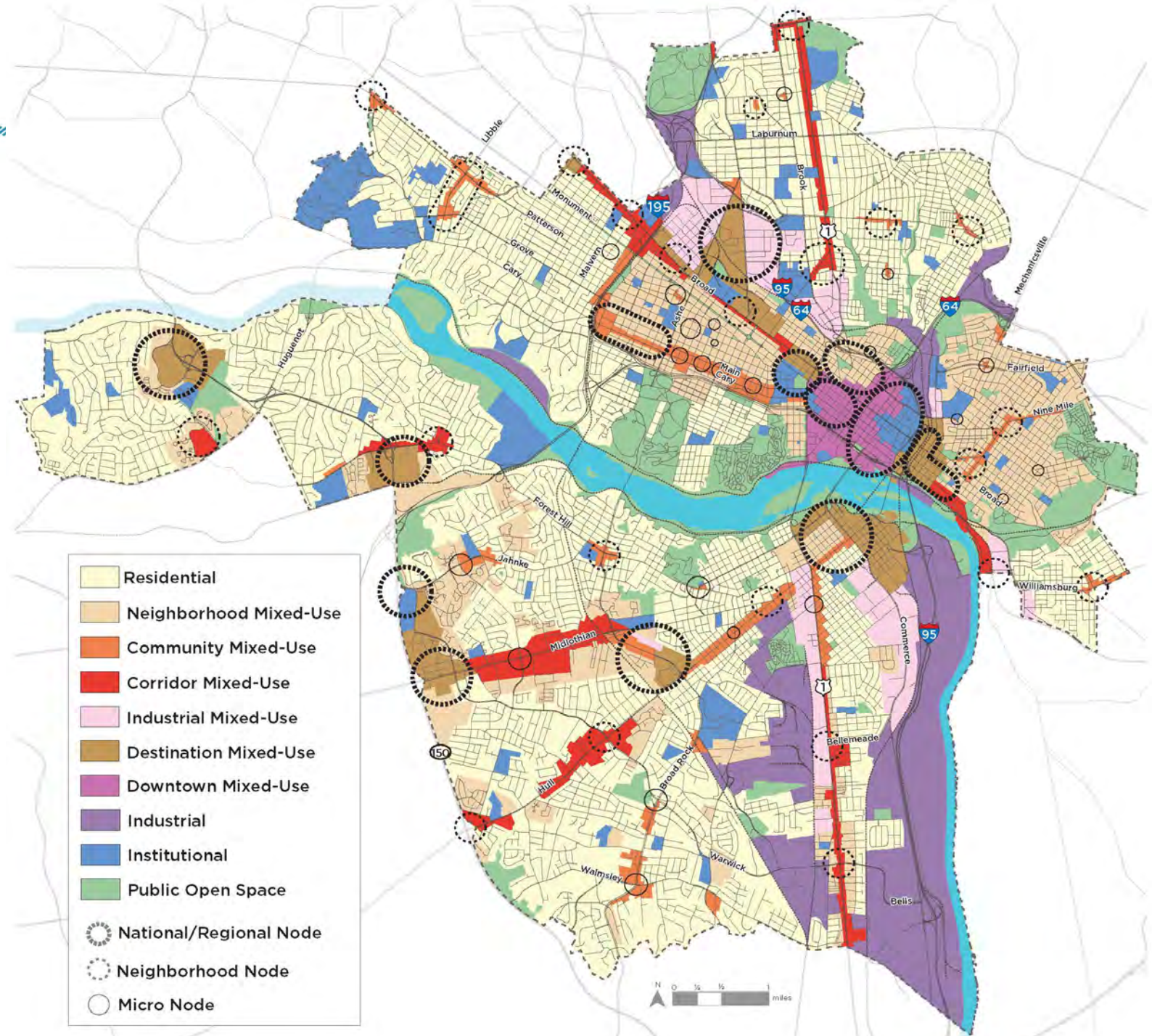
Nodes

- 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.
- The Nodes are places in Richmond that can either 1) accommodate additional growth in jobs and population or 2) are major activity centers today and should be preserved/enhanced.



Future Land Use

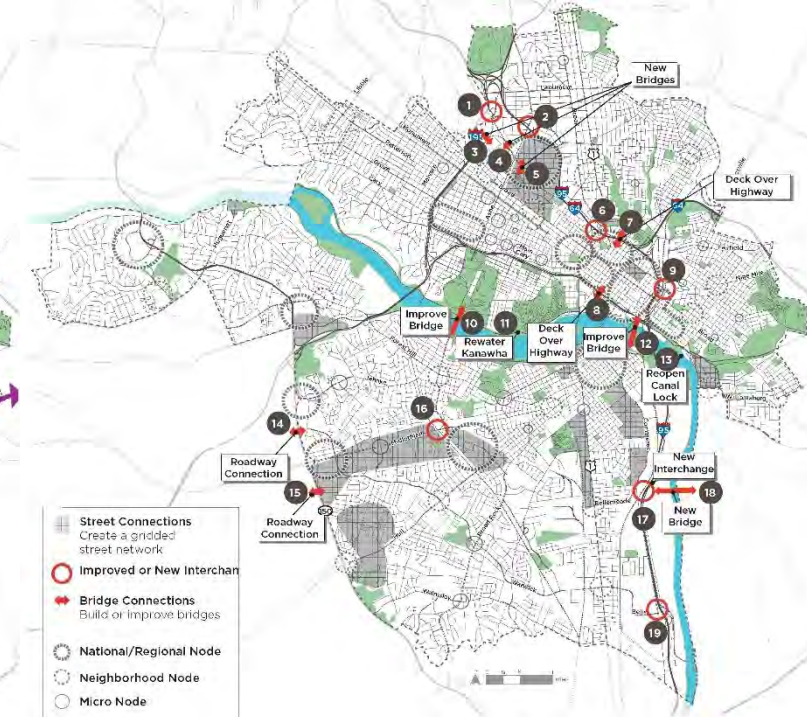
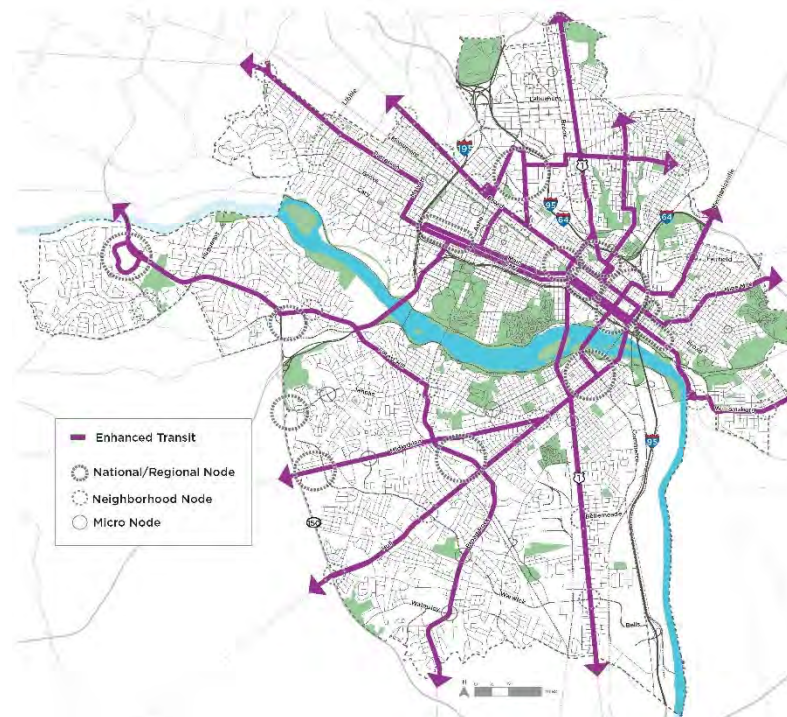
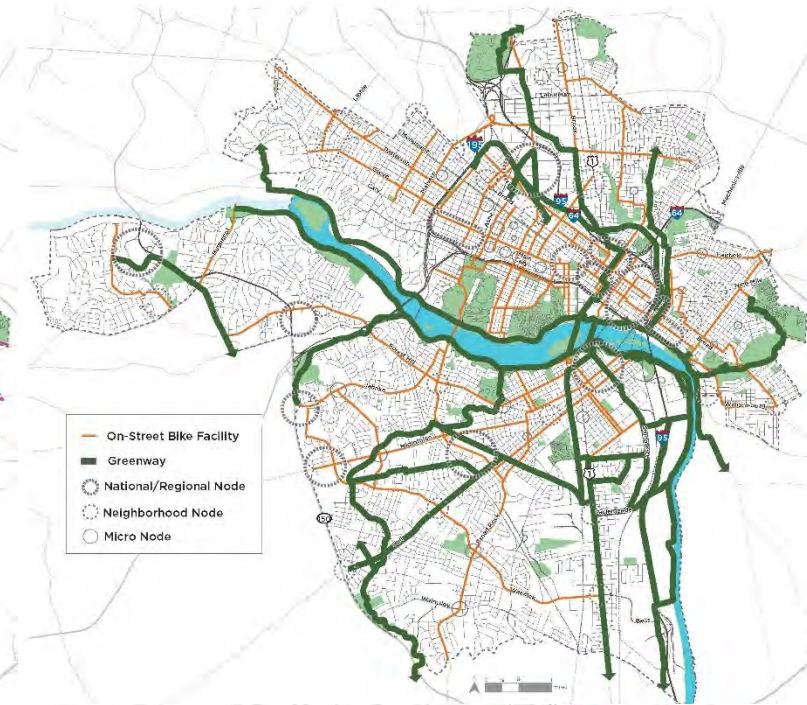
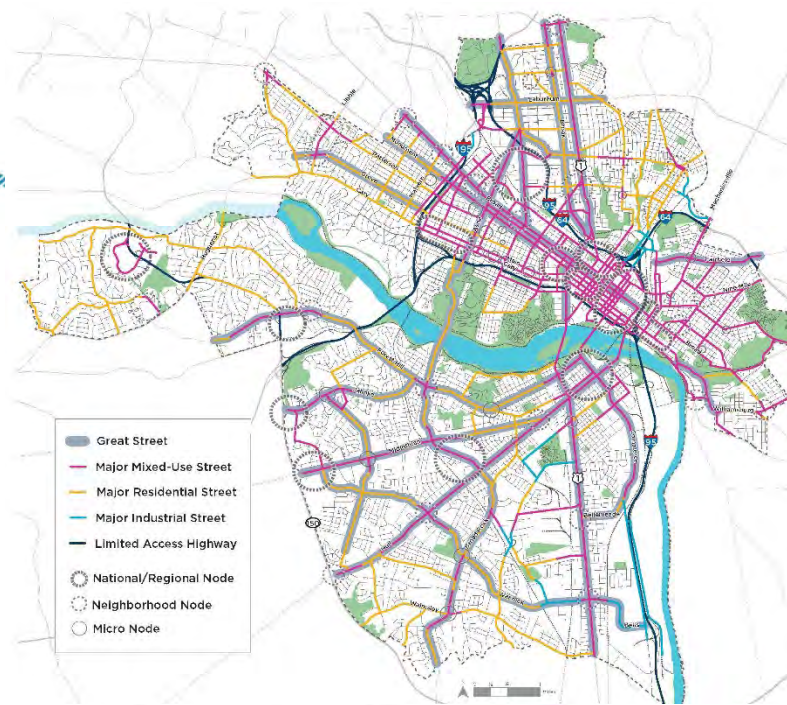
- Future land use designations are visionary and include language about how the area should look and feel in the future, but do not specify what an owner can or cannot legally do with their property.
- The future land use vision is implemented utilizing various tools (zoning, streetscape projects, park and open space projects, transportation improvements, and economic development programs).



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



5 Topics, 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

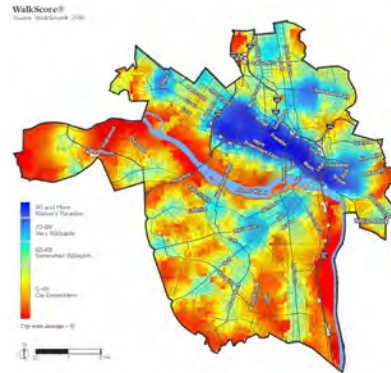
Implementation of Richmond 300

- **Big Moves**

- The six Big Moves intentionally seek to expand equity, increase the sustainability of our city, and beautify our city.
- If the City can advance each of the Big Moves over the next 5 years, Richmond will be well on its way to realize its 20-year vision.

- **Metrics:** *Richmond 300* outlines 22 metrics.
- **Annual Report**

Re-Write the Zoning Ordinance



Re-Imagine Priority Growth Nodes



Expand Housing Opportunities



Provide Greenways & Parks for All



Reconnect the City

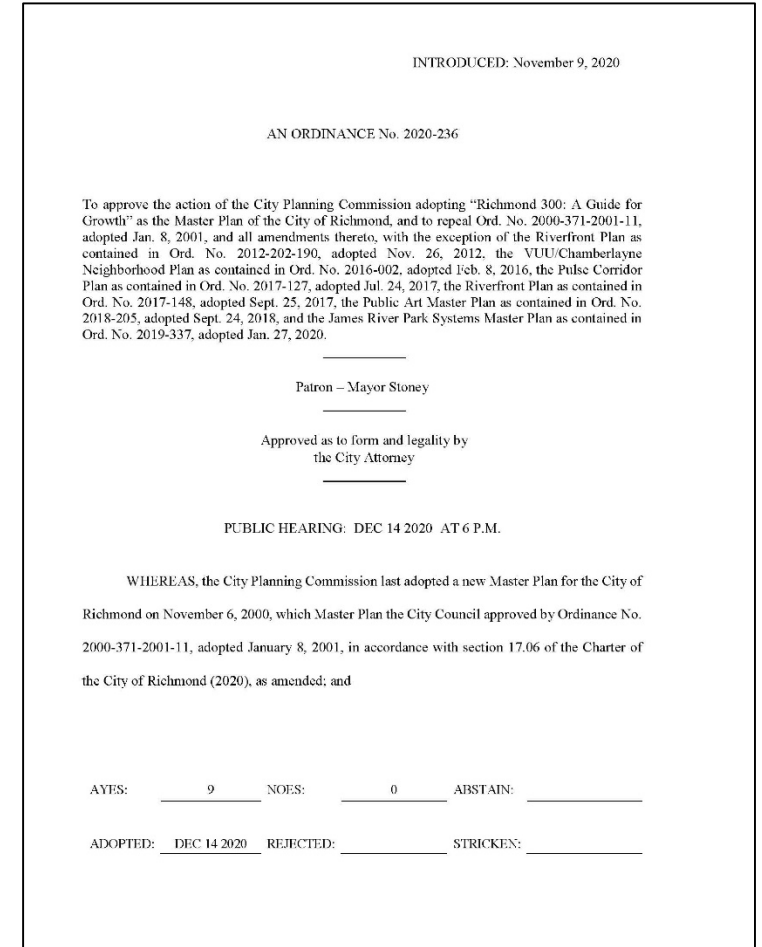
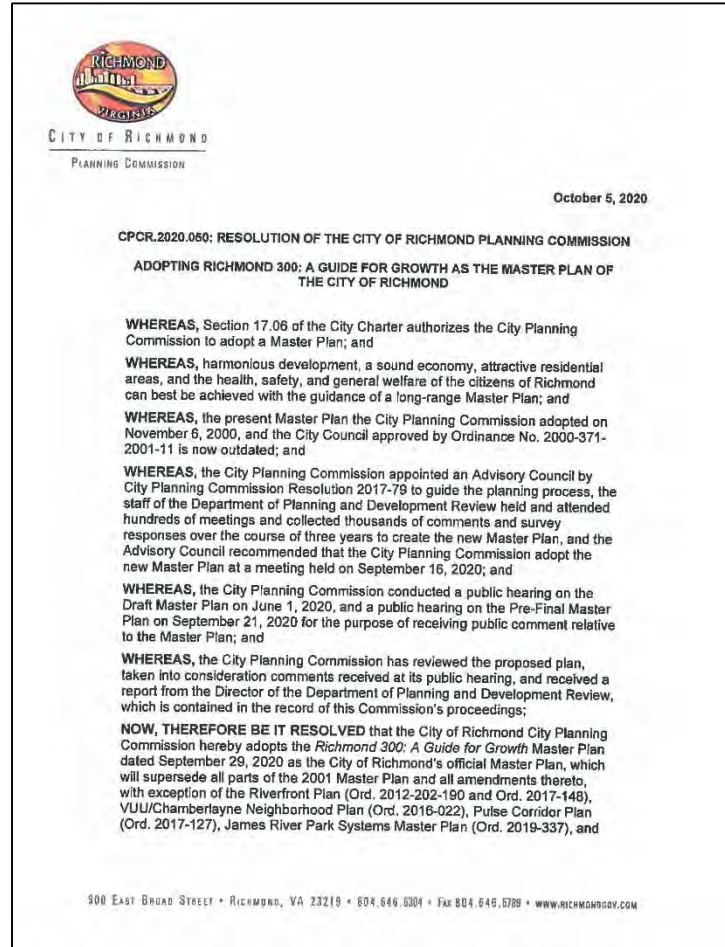


Realign City Facilities



Adoption of Richmond 300

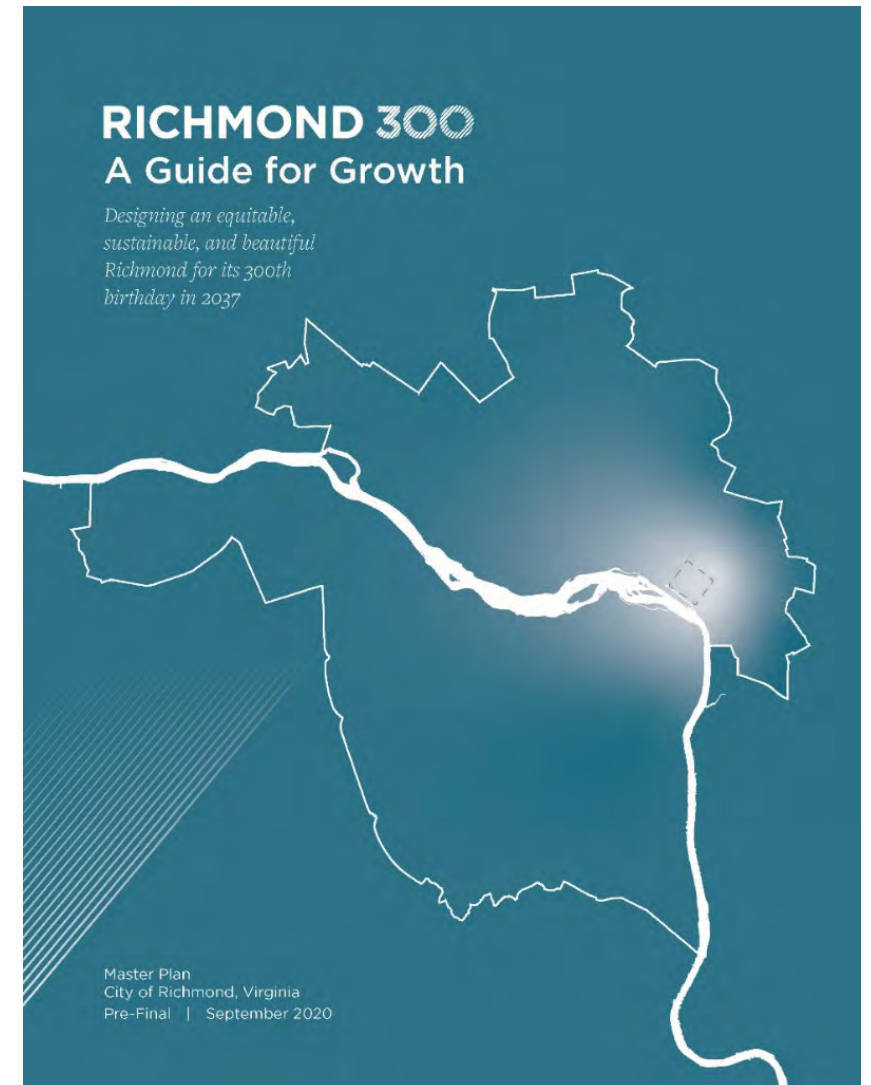
- Advisory Council approved Richmond 300 on September 16, 2020 with a 19-2-0 vote (2 members were absent)
- City Planning Commission adopted Richmond 300 on October 5, 2020 with a 9-0 vote
- City Council approved the action of the City Planning Commission adopting Richmond 300 on December 14, 2020 with a 9-0 vote



Summary of Proposed Amendments

- **Already in the plan:** 17
- **Clarifying:** 5
- **Out of scope:** 24
- **Fundamental change:** 21

www.rva.gov/planning-development-review/master-plan



Amendments Already in the Plan: 17

- Amendments which are already part of the Richmond 300 master plan.
- Examples:
 - Inclusion of Shockoe Small Area Plan as part of Richmond 300
 - Inclusion of Pulse Corridor Plan as part of Richmond 300
 - Affordable housing strategies addressing displacement and gentrification
 - Strategies to increase the viability of transit and other modes of non-automobile travel

Clarifying Amendments: 5

- Amendments that are mainly clarifying or explanatory
- Does not require broad public input or significant community engagement
- Examples:
 - Including Jackson Ward in a small area plan of Gilpin
 - Amending Objective 14.4(a) to “...at **or below** 50% AMI”
 - Adding examples of colloquial names of Accessory Dwelling Units

Out of Scope Amendments: 24

- Amendments which are either too specific or not relevant to a land use planning document
- Examples:
 - Specific zoning-level requirements or recommendations
 - Very specific requirements for public housing and affordable housing
 - Inclusion of private easements
 - “Burial grounds” as part of the Future Land Use Map

Fundamental Change Amendments: 21

- Amendments addressing elements of the plan which were vetted through extensive community input and would require significant public engagement at both the community and citywide scale.
- Examples:
 - Amendments to the Future Land Use Map
 - Amendments to the Future Land Use categories
 - Amendments to the Future Connections Map
 - Amendments to the Street Typology Map

Richmond 300 Implementation Currently Underway

Current Work:

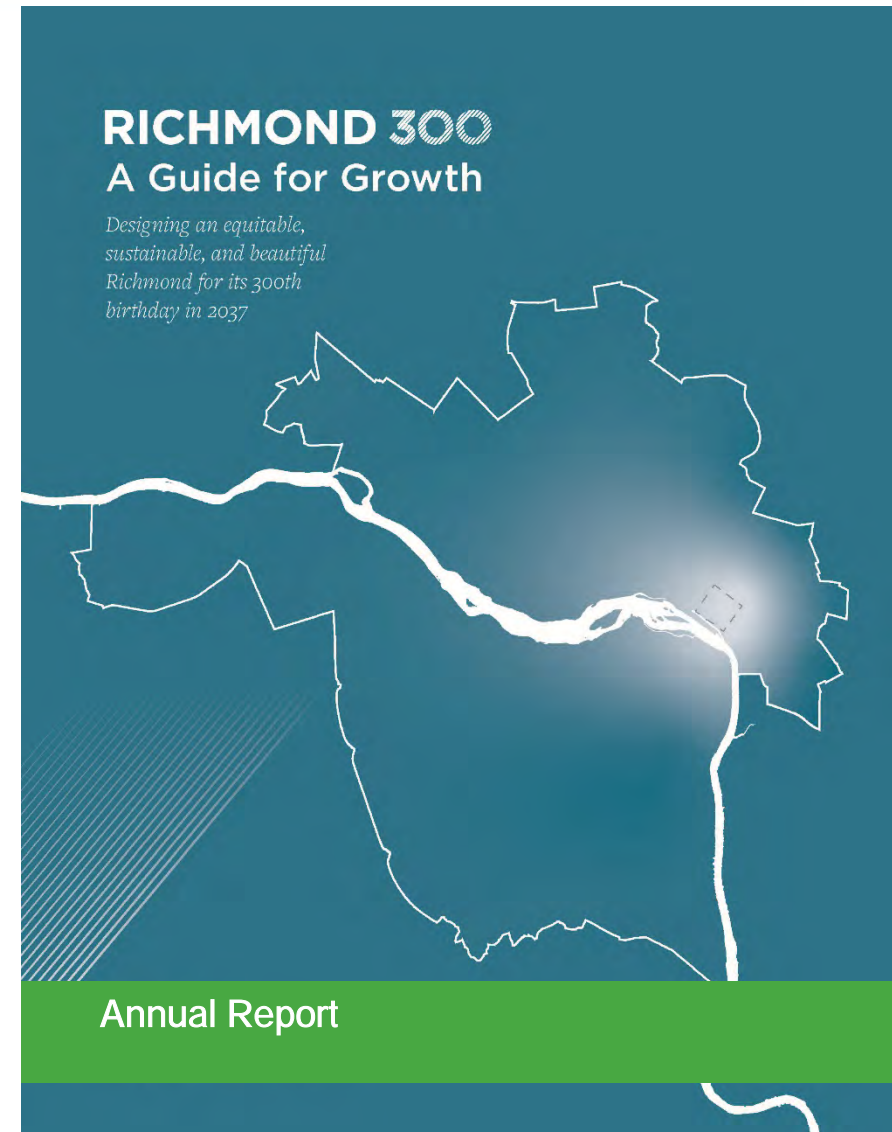
- Developing a citywide accessory dwelling unit ordinance
- Greater Scott's Addition Rezoning
- Science Museum/Allison/VCU Pulse Rezoning
- City Center Small Area Plan
- Shockoe Small Area Plan
- Equitable and Affordable Housing Strategic Plan
- Rewrite the affordable housing density bonus ordinance
- Revamp of the West Broad Street Green
- 5 parks in Southside
- Scoping for the Jackson Ward Deck feasibility study
- City facilities plan
- Equitable development benefit guide
- RVA Green 2050

Upcoming Work:

- Form-based code community learning
- Comprehensive rewrite of the zoning ordinance
- Gilpin/Jackson Ward Community Plan
- Southside Plaza Area Plan
- RFP for the Diamond properties
- RFP for City Center properties
- Market Value Analysis 2.0
- Oak Grove School RFP
- RFPs for affordable housing on City-owned land
- James River Branch Trail
- Scott's Addition Greenway
- Richmond Connects 2.0

Richmond 300 Reporting and Update

- Annual Report December 2021-2024
 - Big Moves
 - Other Initiatives
 - Metrics
 - 2024 Annual Report should include a proposed process for a 5-year update
- Review the Plan in January 2025



Thank you

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