

# Pulse Corridor Plan Draft Plan & Recommendations

City Planning Commission | March 20, 2017



## LEAD DEPARTMENT



City of Richmond Department of  
Planning and Development Review

## SUPPORT FROM



Federal Transit  
Administration



Virginia Department  
of Rail and Public  
Transportation

## LEAD CONSULTANT



Richmond Regional  
Planning District  
Commission (RRPDC)  
(Urban Planning)

## FTA LADDERS OF OPPORTUNITY CONSULTANTS



Smart Growth America  
(Economic Development)



Van Meter Williams  
Pollack (Urban Design)



## Project Team

## Public Meetings

- November 2015: Existing Conditions & Visioning
- November 2015 – October 2016: Online Survey with 100 respondents
- May/June 2016: Greater Fulton Charrette (intensive 3-day workshop)
- September 2016: Developing the Pulse Corridor (Zimmerman & Leinberger)
- November 2016: Draft Recommendations (2 public meetings)

## Small Group Meetings

- Winter/Spring 2016: Over 2 dozen civic association and stakeholder meetings (Monument Avenue Preservation Alliance, Scott's Addition Business Association, Art 180, Shockoe Partnership, and more)
- January 27, 2016: Commercial Coffee Event
- September 20, 2016: ULI/GRACRE Event

## Technical Advisory Committee

- Monthly meetings to advise PDR and RRPDC on the development of the plan
- Includes Pulse Corridor residents, RRHA, ECD, VCU, the Better Housing Coalition, land use attorneys, developers, and architects.



# Initial Public Engagement

## Draft Plan, Presentation, & Distribution

- December 5, 2016 draft of the plan distributed for comments....
- CPC presentation on December 5, 2016
- Multiple email notifications to civic associations and neighborhood groups, online survey respondents, public meeting participants, City Council members, Technical Working Group, CPC, CAR, UDC, PAC.

## Public Meetings

- Further meetings with civic associations and neighborhood groups to solicit feedback on draft plan and recommendations:
  - West Grace Street Association
  - Fan District Association
  - Greater Fulton Civic Association
  - Historic Jackson Ward Association
  - Carver Area Civic Improvement League
  - Church Hill Association

## Public & Stakeholder Comments

- Approximately 140 comments from members of the public and stakeholders which have been catalogued, responded to, and incorporated into the final draft as appropriate.
- Approximately 40 internal comments from other departments and within PDR that have been incorporated as appropriate.



# Follow-Up Public Engagement



## Future Land Use

The proposed Nodal Mixed-Use at Belvidere/Leigh and near the Orleans Street changed to Neighborhood Mixed-Use.

## Future Connections

More deliberate attempt to align Plan's recommendations with City policy document such as Bike Master Plan and Strategic Multimodal Transportation Plan.

## Land Use Categories

Potential zoning districts changed as needed (Transitional: UB, UB-2, instead of RO-1) and RO-2

## Recommendations

New ones add and others fine-tuned as needed based on comment.

## Street-Oriented Commercial

Removed from the plan and will become an implementation step as the geography is still in flux.

## Form Elements

"Façade Articulation" added as a sixth form element of the POD overlay.

## Sections & Development Scenarios

Updated based on internal and external comment as needed.

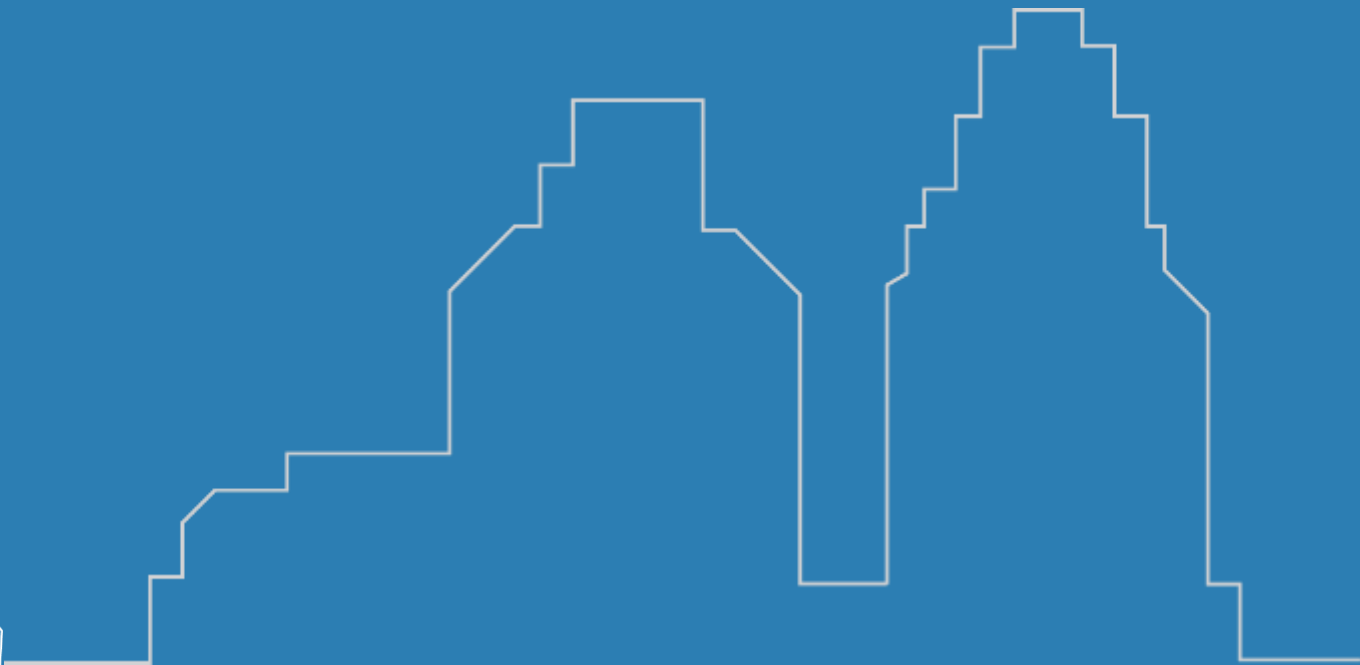
## Implementation

A more robust implementation chapter that describes the purposes of Future Land Use and the rezoning process with priority areas for rezoning (Scott's Addition, Monroe Ward, Shockoe Bottom, W. Broad at Boulevard).

## Appendix

New Appendix chapter with supporting documentation such as parking utilization, public outreach, and the Fulton planning work by SGA and Van Meter Williams Pollack.



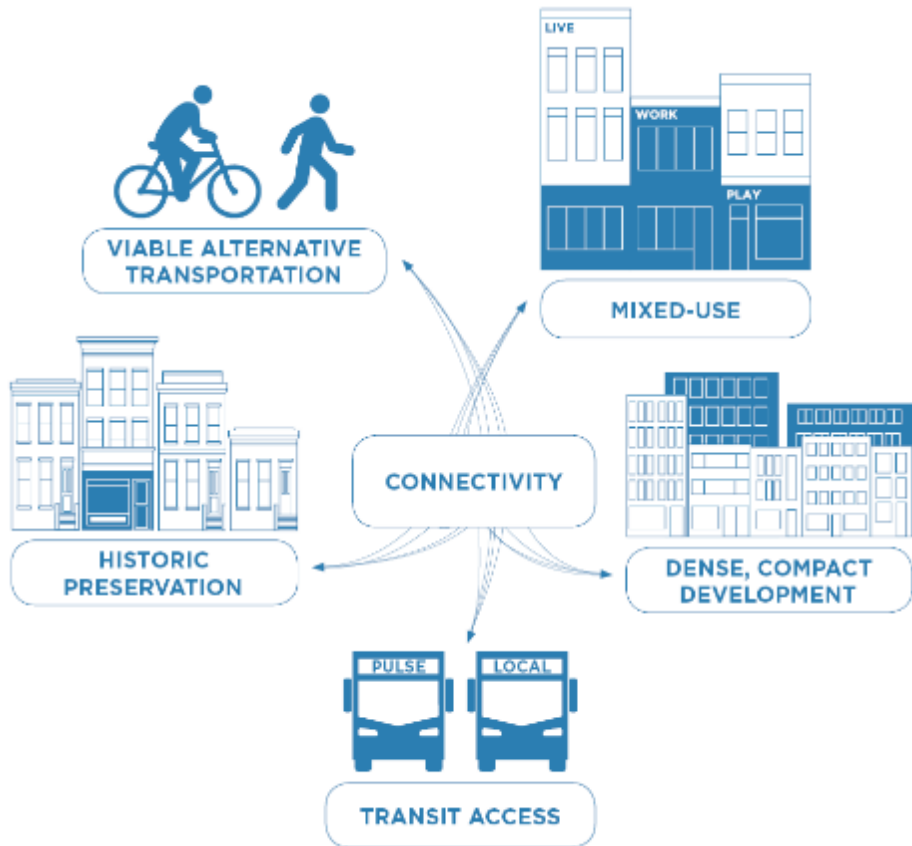


# Corridor Framework



## 6 PRINCIPLES

Guide Richmond's transit-oriented future



## 3 GOALS

Reach a highly walkable Pulse Corridor

Compact  
& Mixed

Connected

Thriving  
& Equitable

## RECOMMENDATIONS & VISIONS

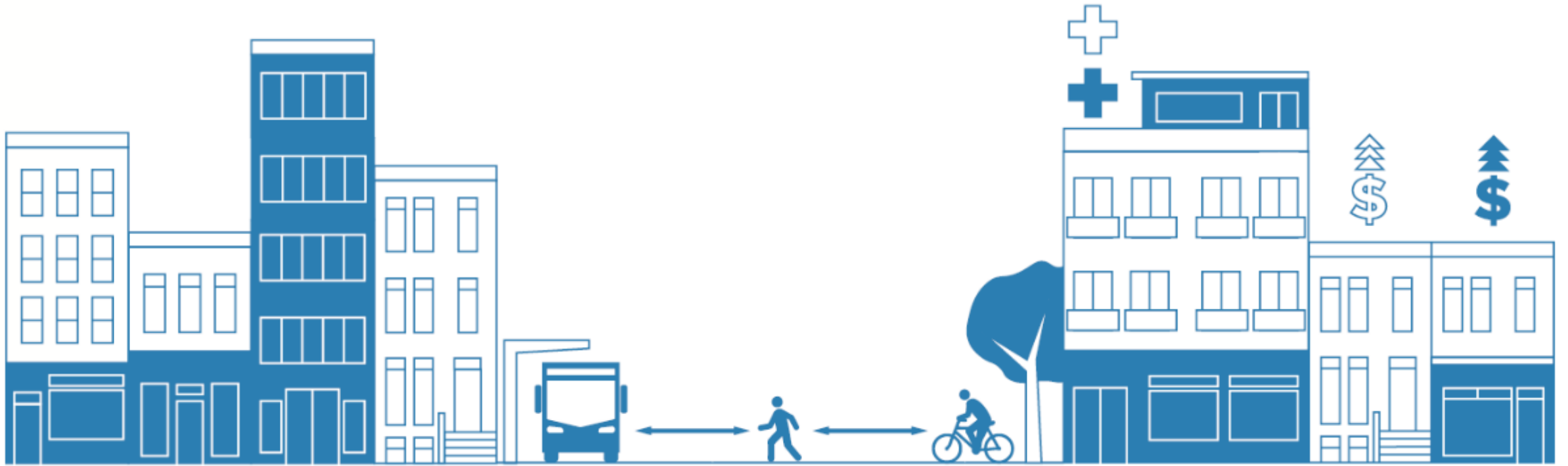
Outline steps to reach the Corridor goals

- 33 Corridor-wide Recommendations
- 14 Station Area Visions
- 70 Station Area Recommendations

## PRIORITY STATIONS

Cleveland, Science Museum, Allison Street, Arts District, Main Street Station, Orleans





## COMPACT & MIXED

Development around Pulse stations has a rich mix of uses and is compact, sustainable, and high-quality.

## CONNECTED

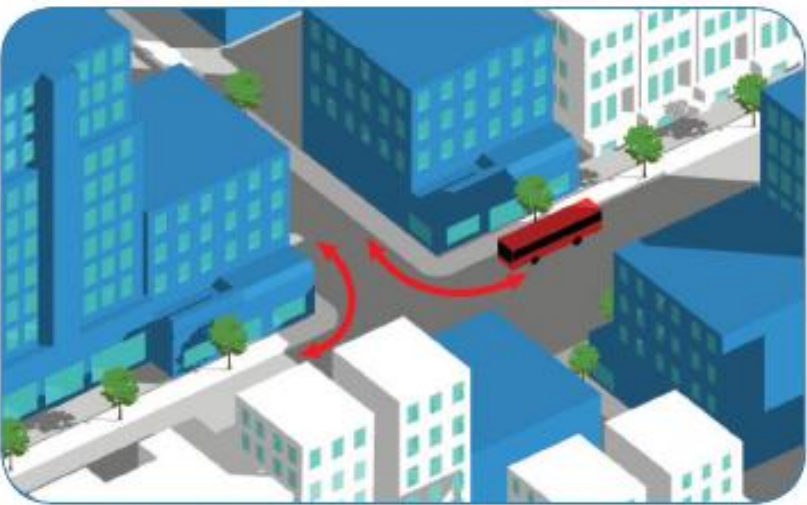
Pedestrians and cyclists access homes, jobs, entertainment, everyday needs, and transit in a safe, pleasant, and engaging public realm.

## THRIVING & EQUITABLE

New development includes housing for all income levels and new jobs. Increased development in the Corridor supports Pulse ridership with a goal of over \$1 billion in additional assessed value over the next 20 years.



# Goals



Hold the Corner



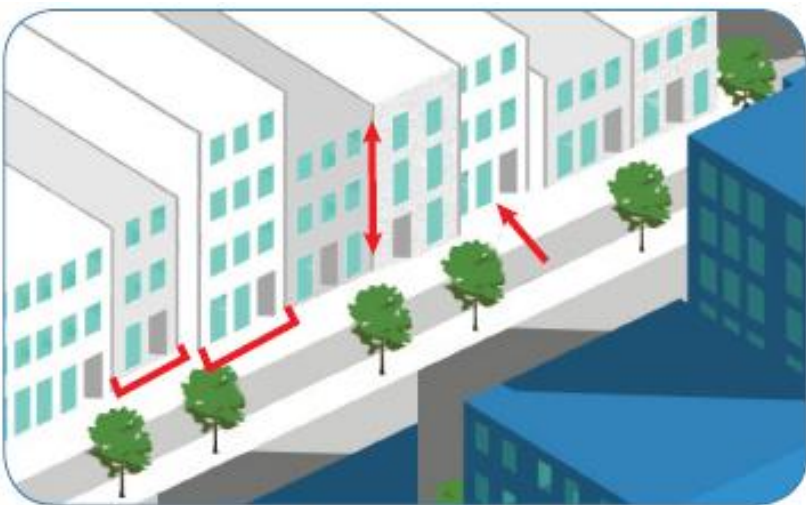
Appropriate Setbacks/Stepbacks



Entrances Face the Street



Transparency



Façade Articulation

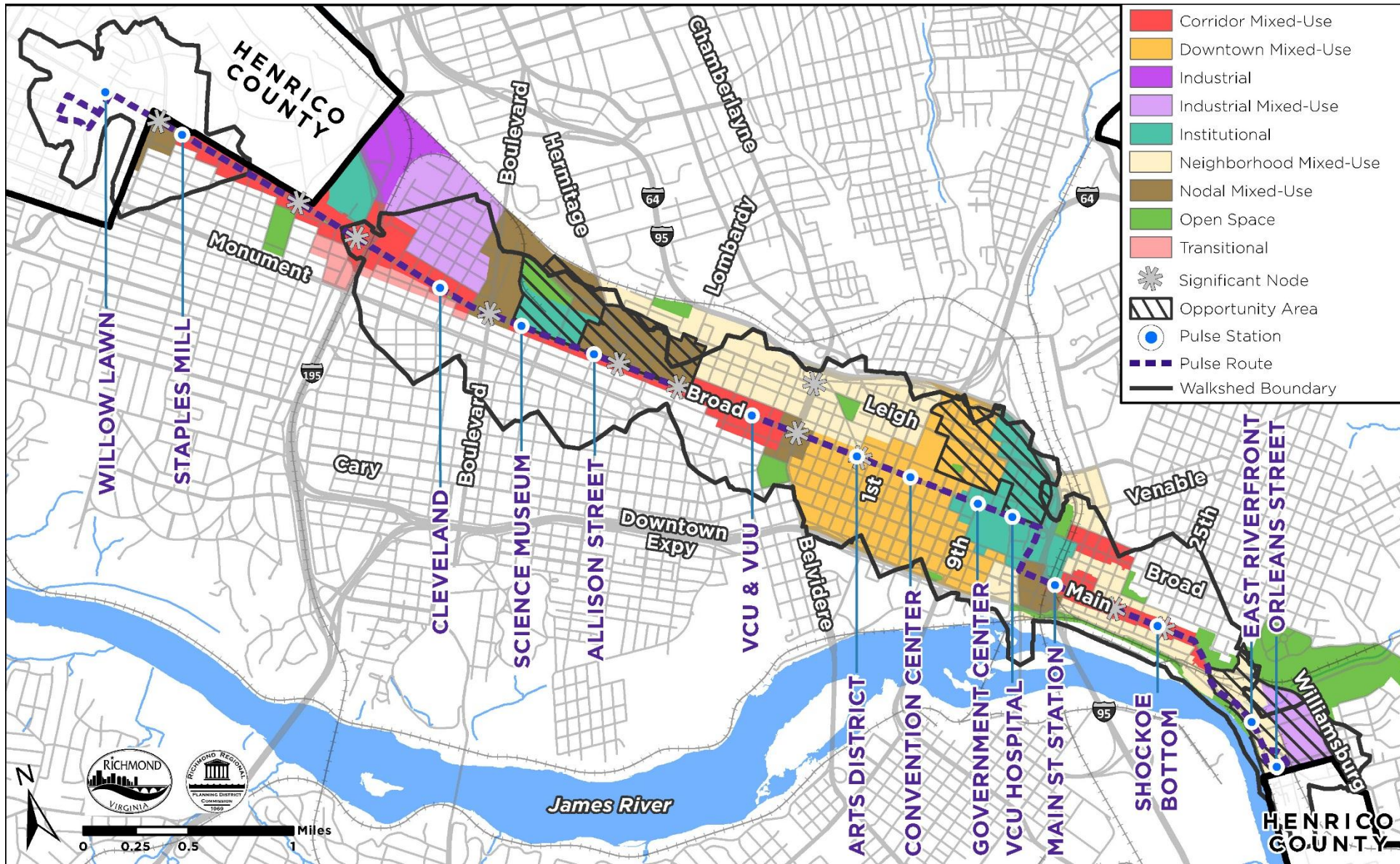


Screened Parking/Services



# CW.1 Create a TOD form overlay district





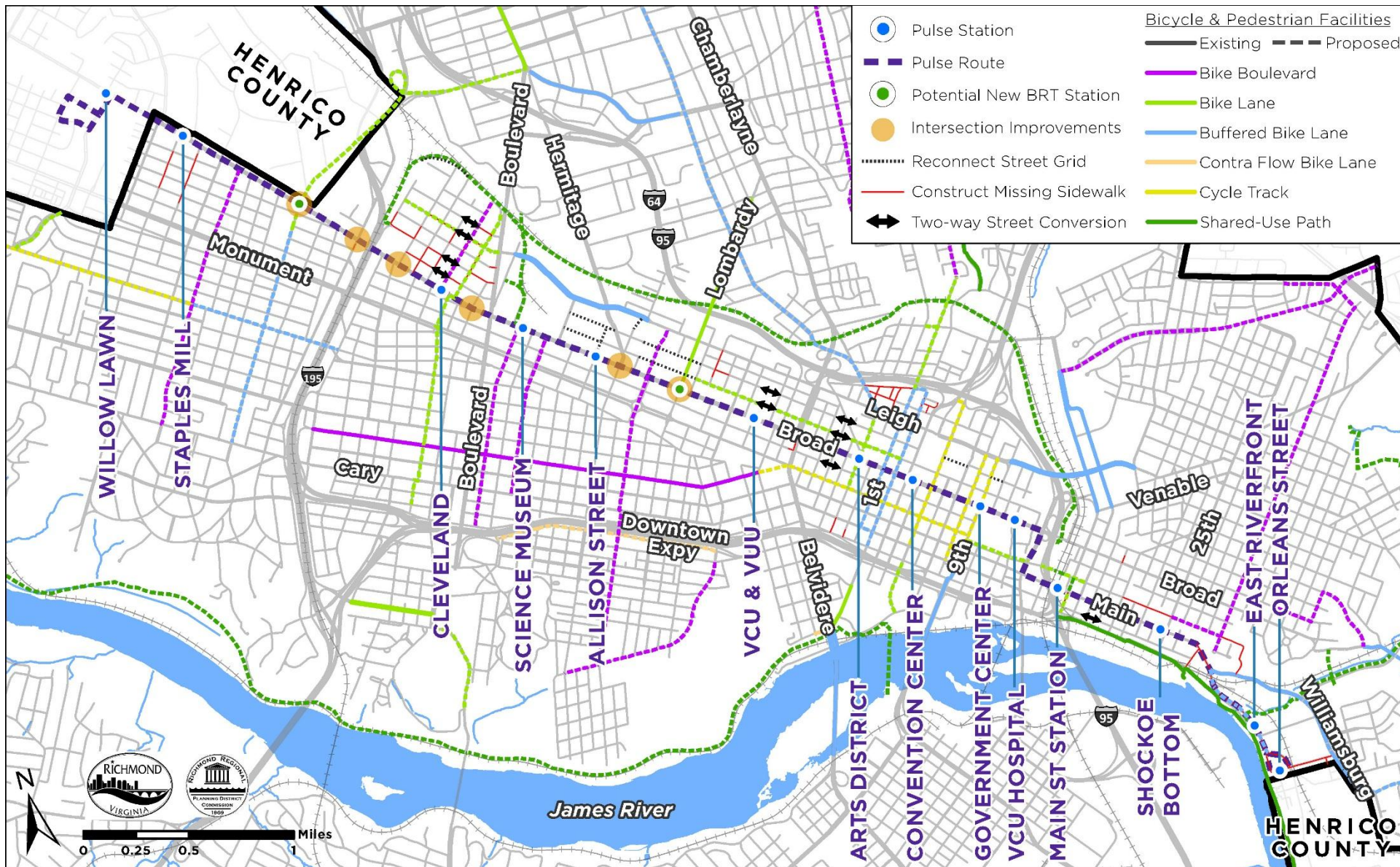
# CW.2 Rezone land to match Future Land Use Map





# CW.6 Plan for and Install streetscape improvements along the Pulse Corridor

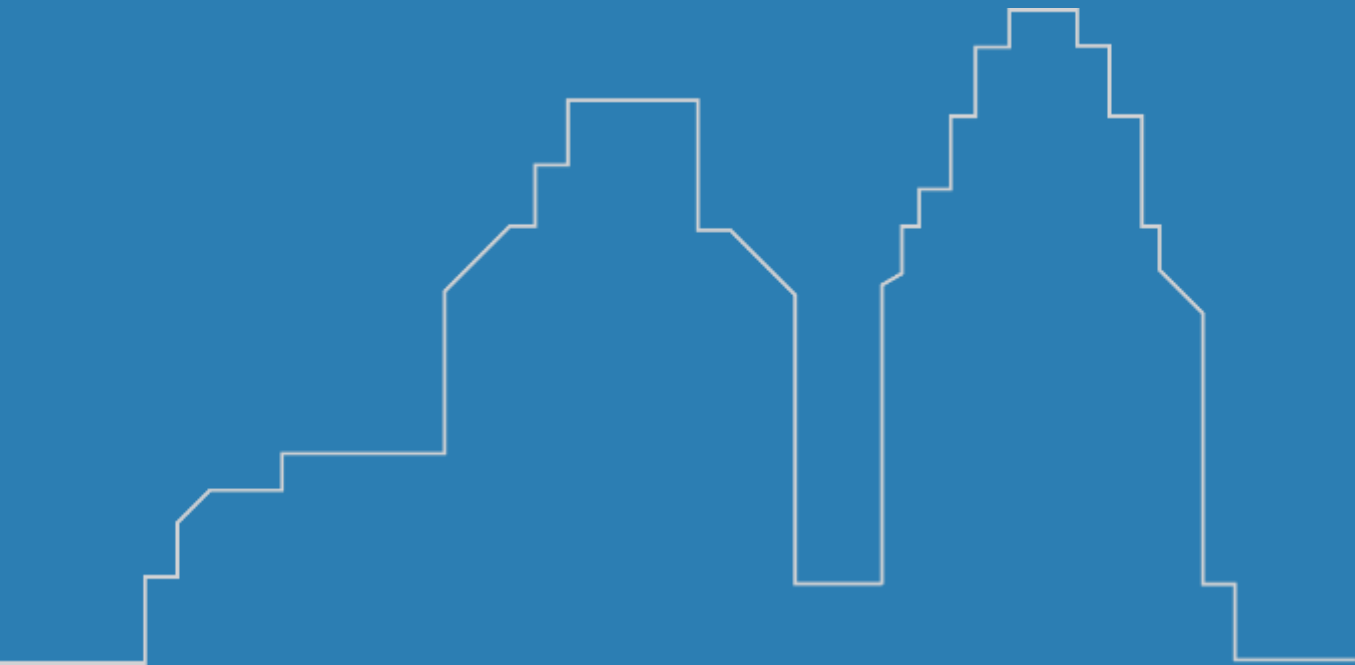




# CW.6 – CW.21 Connected Recommendations







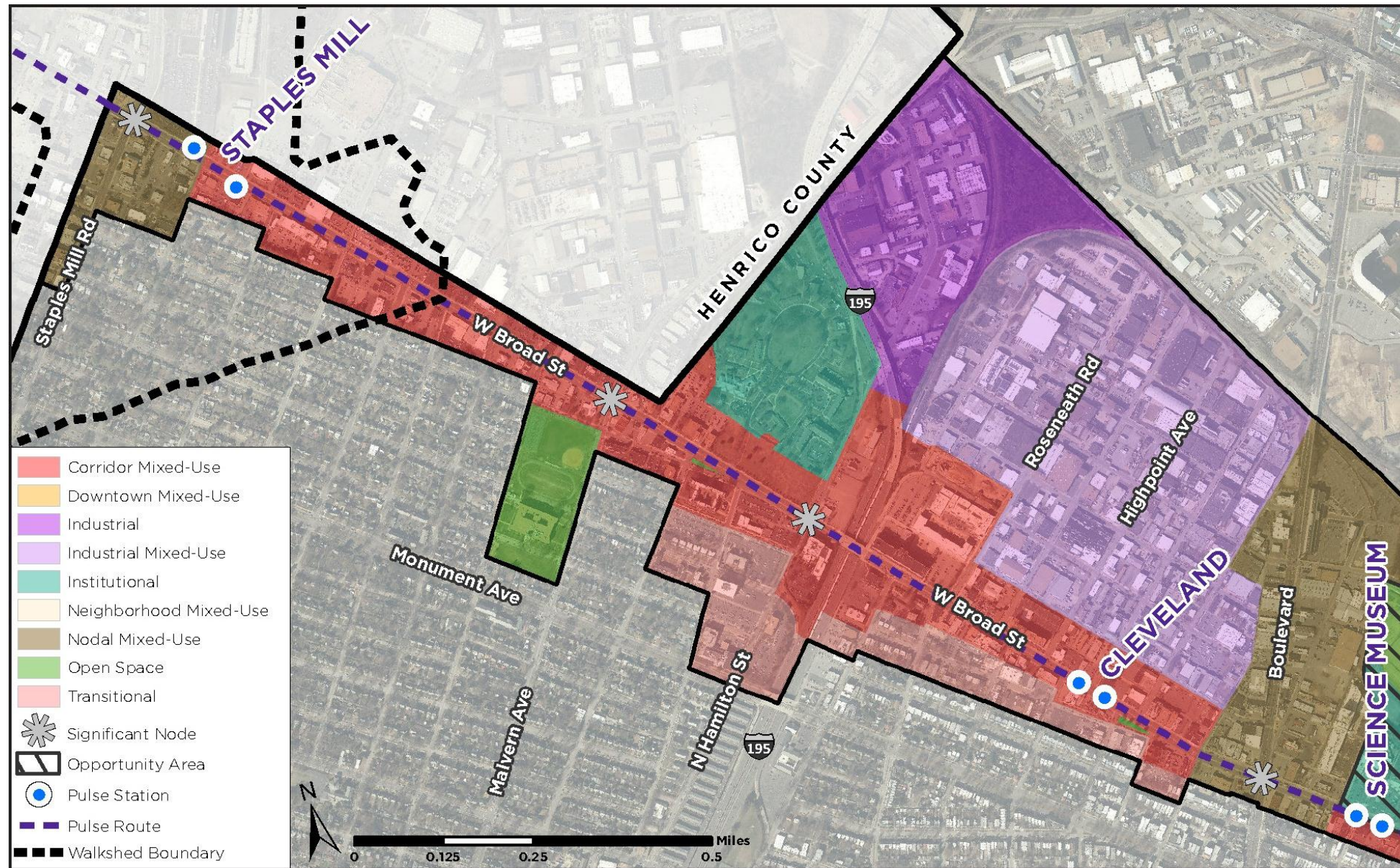
# Station Plans



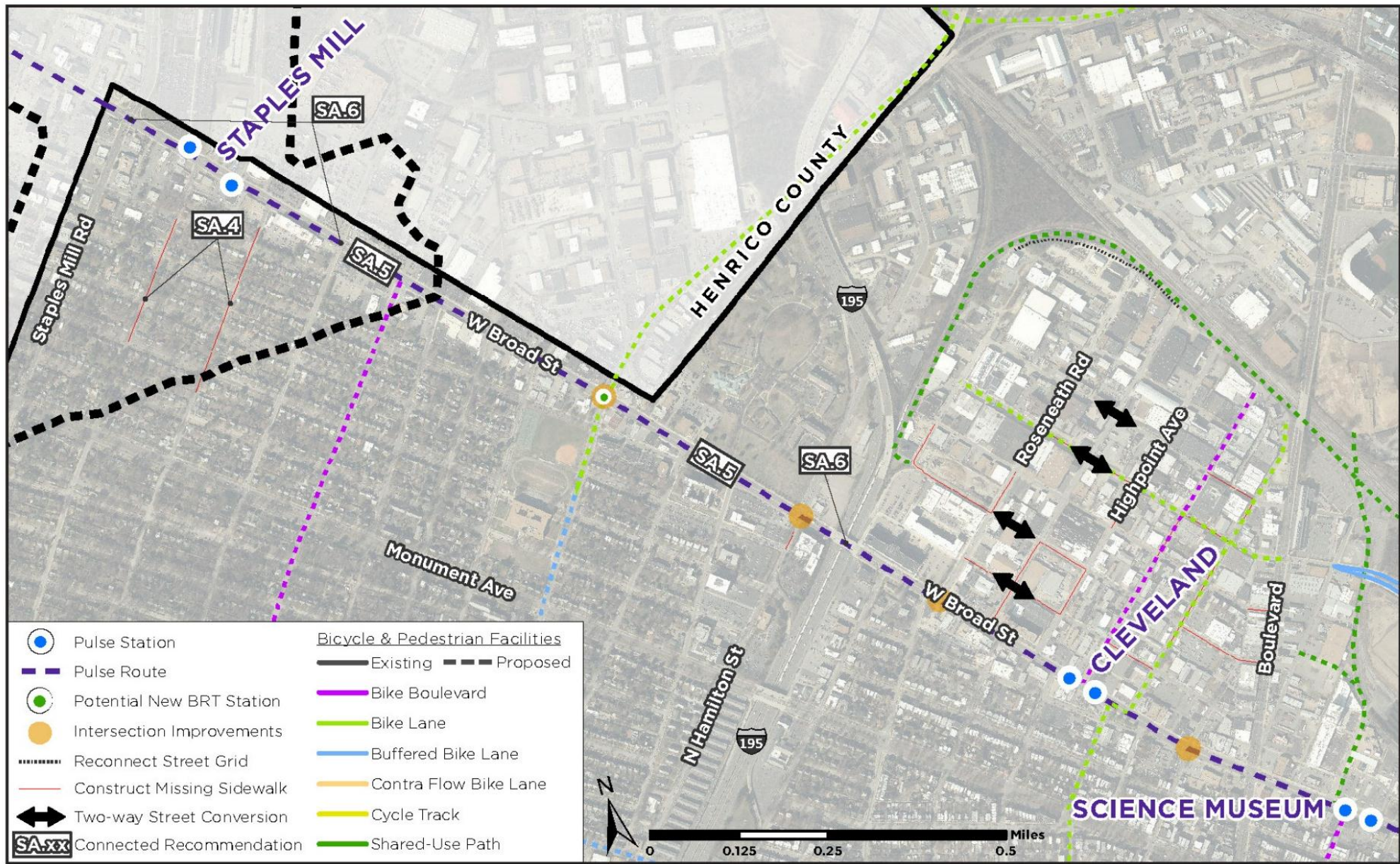


## STATION AREA VISION

The Staples Mill Station is transformed into a walkable node with new, denser, mixed-use buildings, and streetscape improvements along W. Broad Street and Staples Mill Road. As density of activity grows, there is a new infill Pulse Station at Malvern Avenue and W. Broad Street.







# Staples Mill – Future Connections



## RECOMMENDATION VISUALIZATION

### UMFS & ESTES SECTIONS

The cross sections below illustrate the existing and potential future conditions along W. Broad Street at the United Methodist Family Services (UMFS) campus and Estes Express Lines (please see Figure 4.10 and Figure 4.11). The existing condition shows the lack of development fronting Broad Street in this section of the Corridor, with surface parking and private open space as the primary uses. The future potential section illustrates how new development could help enclose the street while bringing more vibrancy and activity, both commercial and residential, to this section of the Corridor.



Section cut-through line

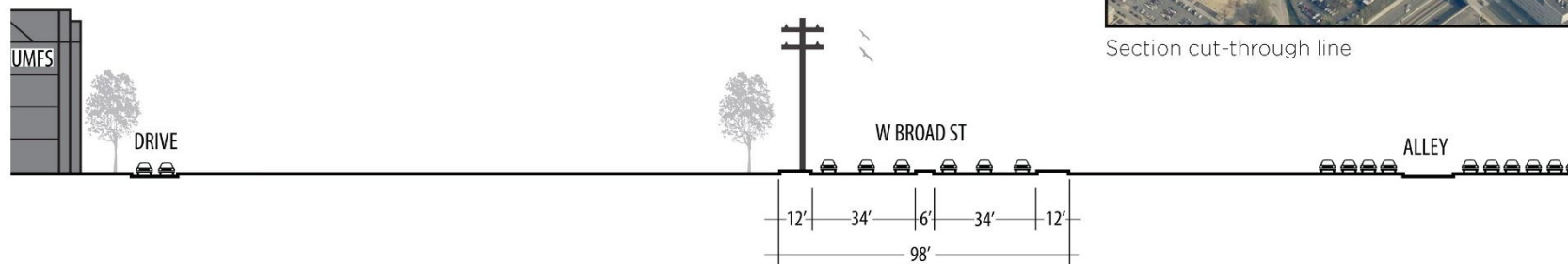


Figure 4.10 UMFS & Estes: Existing Section

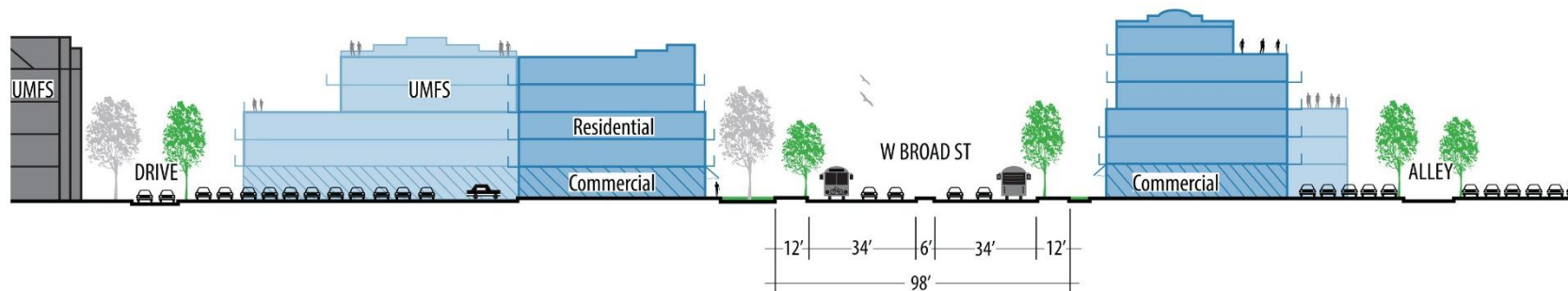
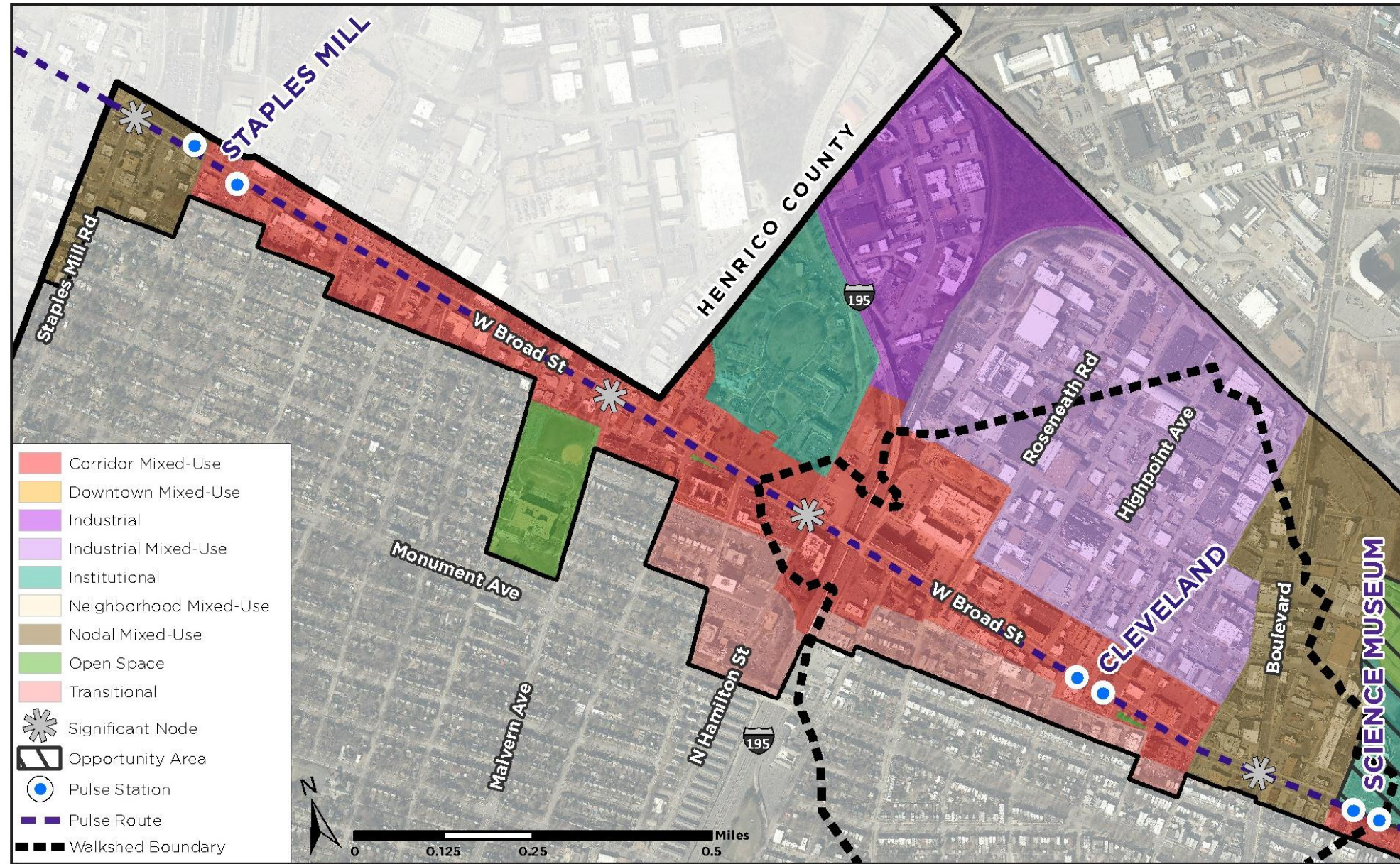


Figure 4.11 UMFS & Estes: Potential Future Section



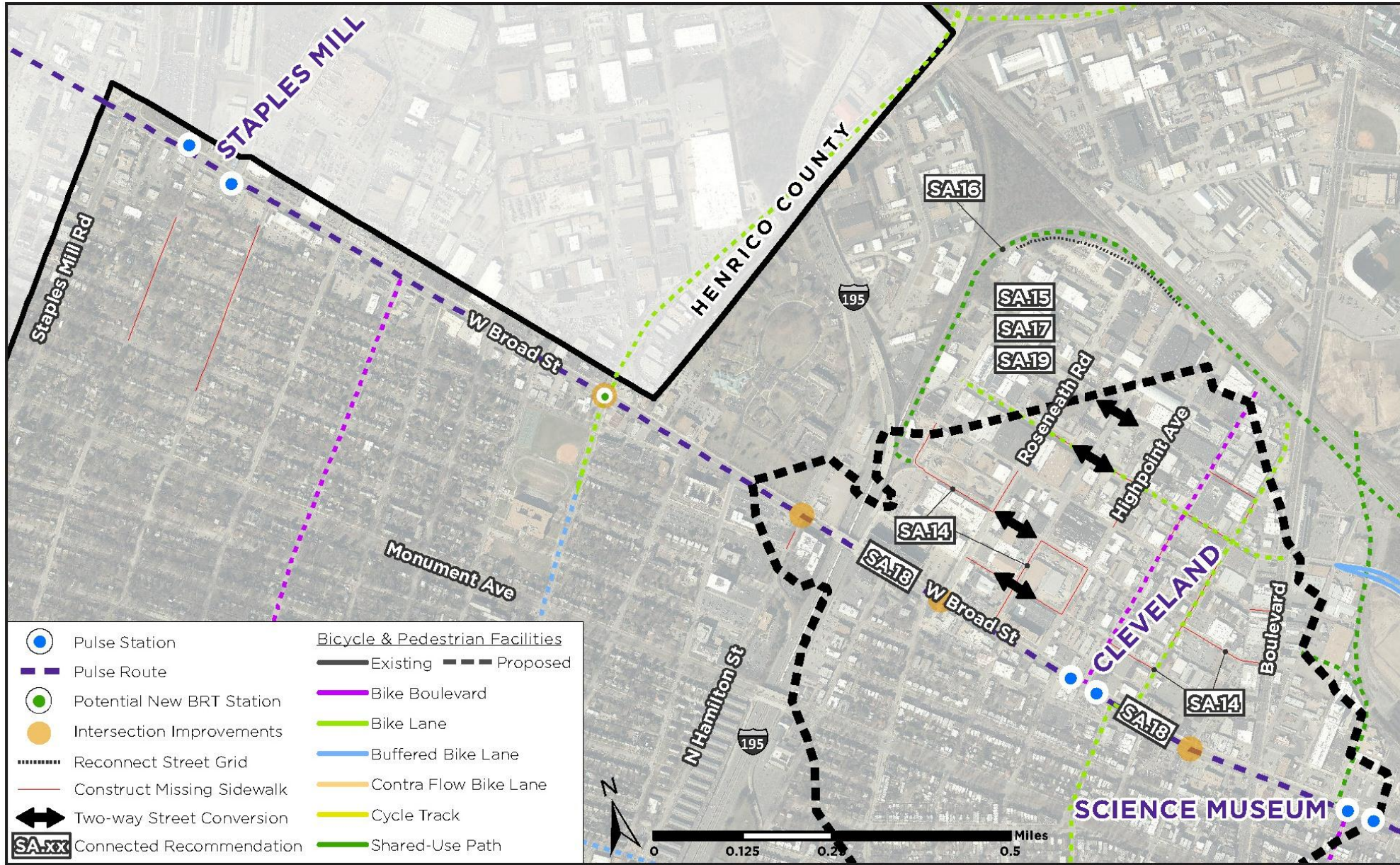
# STATION AREA VISION

The Cleveland Station area unifies two vibrant, distinct, pedestrian-oriented neighborhoods by maximizing the potential of under-utilized parcels and supporting new forms of development that are walkable, dense, and mixed-use.



## Cleveland- Vision and Future Land Use





# Cleveland – Future Connections



# RECOMMENDATION VISUALIZATION

## COMFORT INN SECTIONS

The existing street section, shown in Figure 4.19, highlights the diversity of development near the Cleveland Station. The Comfort Inn – a six-story building, is much taller and atypical of this section of Broad (though the nearby 3600 Broad building is even taller). Sidewalks are a comfortable 12 feet, though the width of the street and speed of traffic combined with a lack of buffer makes the pedestrian experience less comfortable.

The future section, shown in Figure 4.20, visualizes how this portion of Broad Street could evolve over time with the redevelopment of small-scale buildings into larger-scale, mixed-use structures that help frame the street and make structured parking viable. Streetscape improvements, such as street trees, enhance the pedestrian experience and soften the built environment. Design elements and frameworks are in place that push more of the mass of new buildings towards W. Broad Street and away from lower-density areas to the south.



Section cut-through line

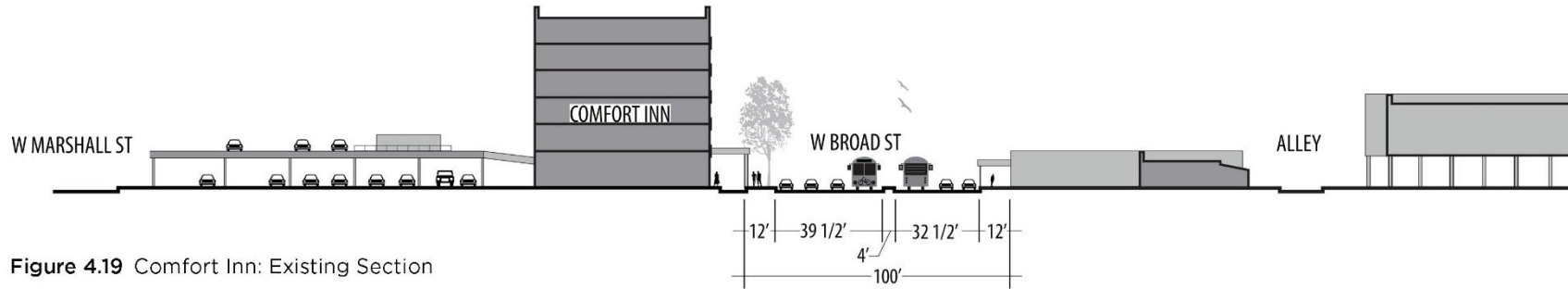


Figure 4.19 Comfort Inn: Existing Section

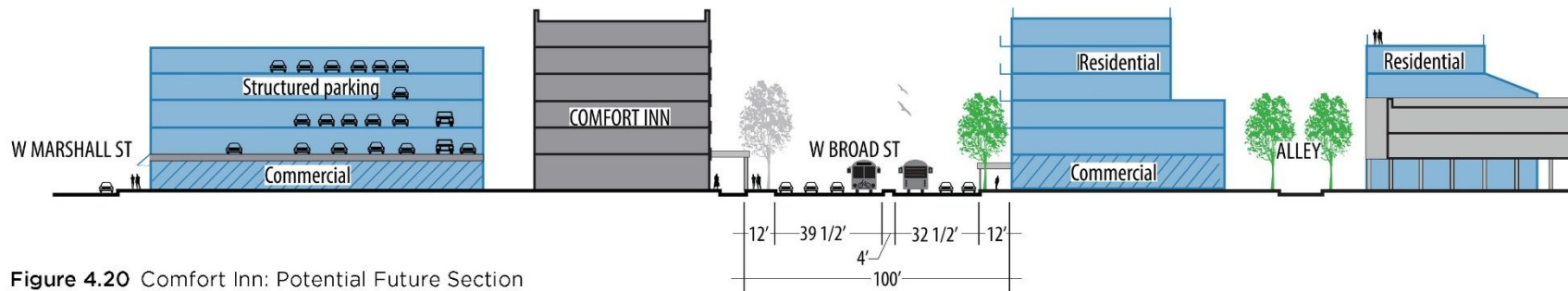


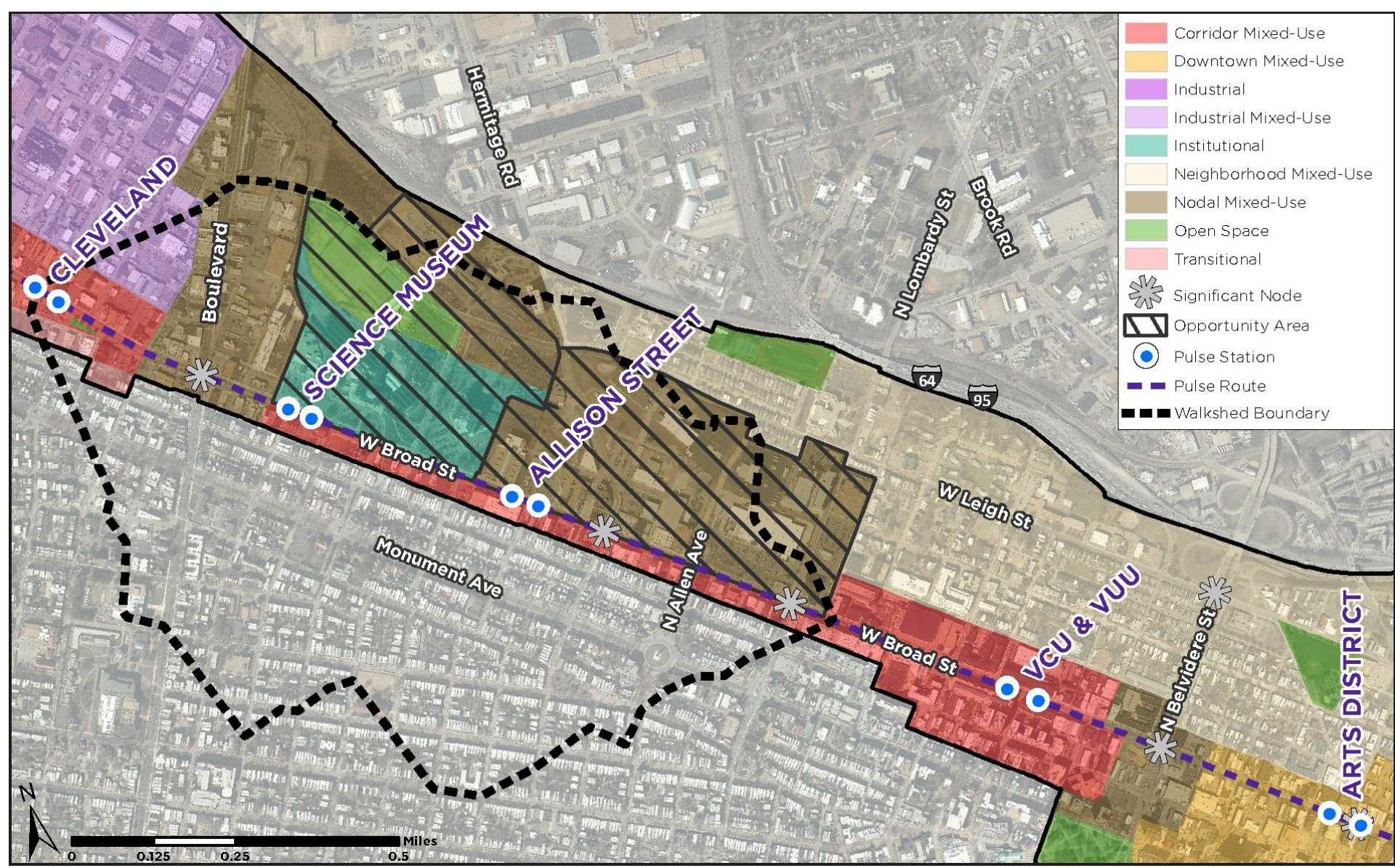
Figure 4.20 Comfort Inn: Potential Future Section





# STATION AREA VISION

The significant redevelopment of low-density parcels at W. Broad Street and Boulevard into walkable, dense, and mixed-use buildings capitalizes on this strategic gateway to the city and extends down W. Broad Streets toward the Science Museum's signature public grounds and the Pulse Station. The potential for new development across from the new Science Museum green space means a singular opportunity for a high-quality urban "avenue," with mixed-use along the south side of W. Broad Street.

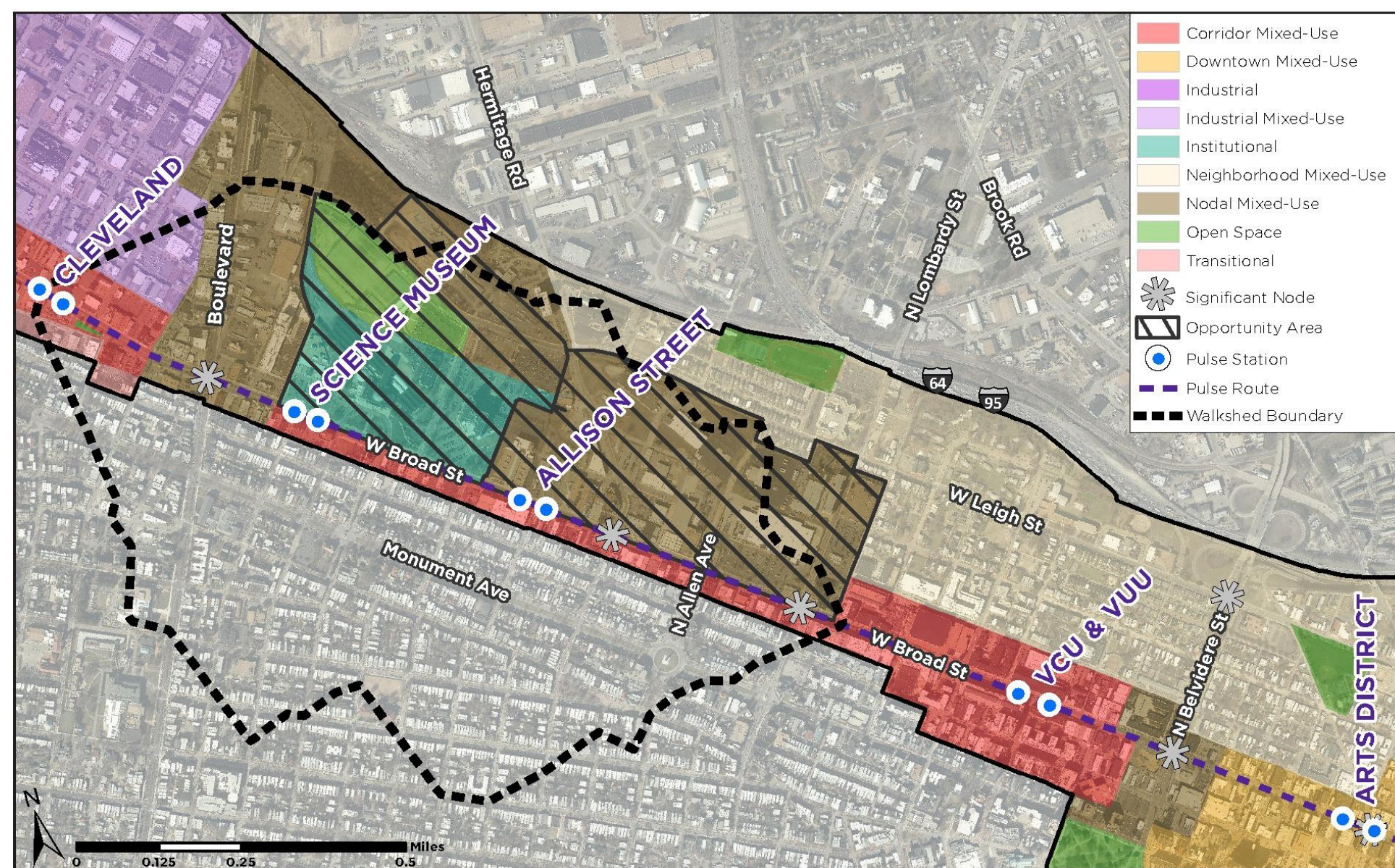


## Science Museum – Vision and Future Land Use



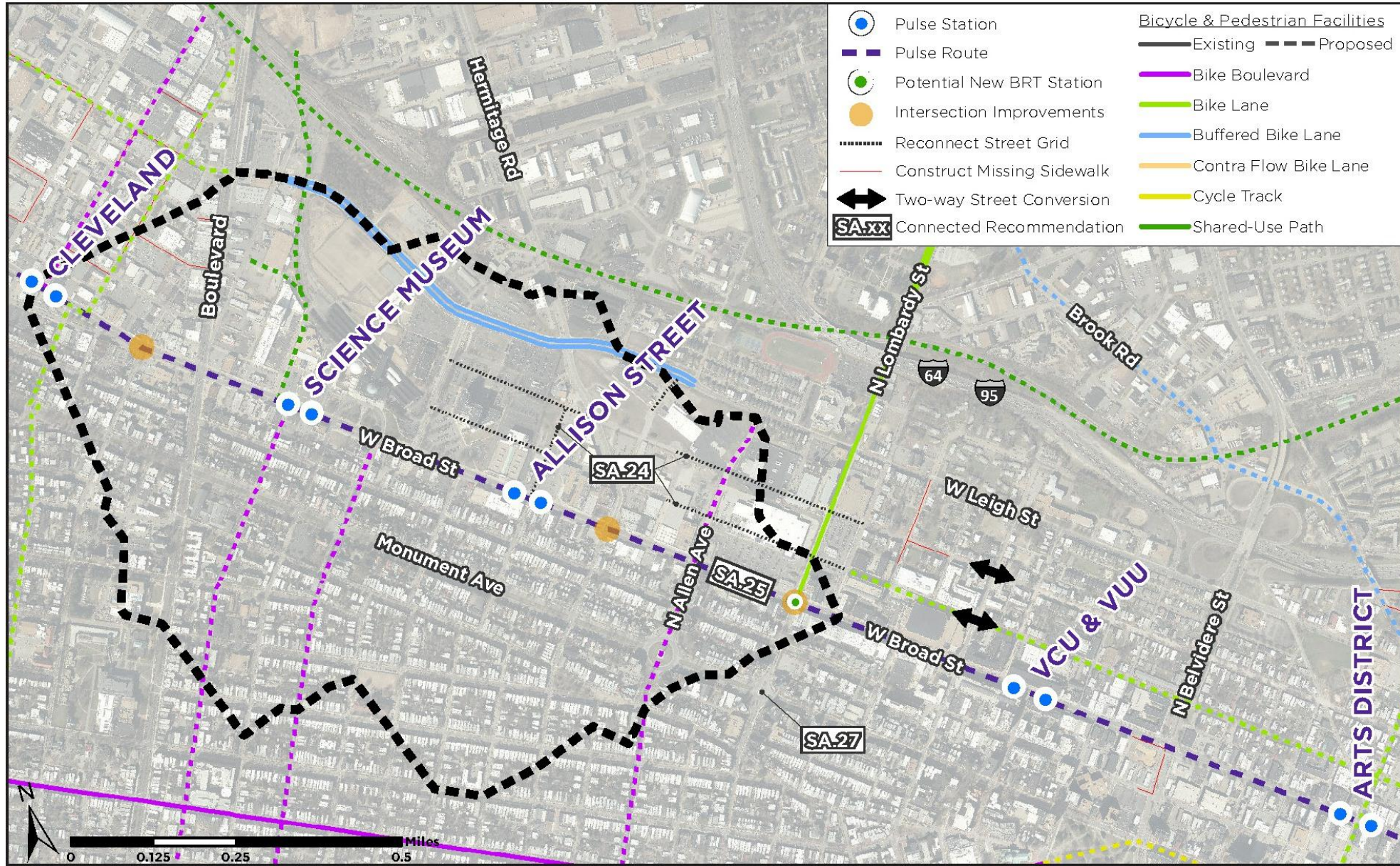
## STATION AREA VISION

Major redevelopment around the Allison Station breaks up superblocks by reintroducing the street grid and creating a walkable environment with high-density, mixed-use buildings on the north side of W. Broad Street and medium-density, mixed-use buildings on the south side of W. Broad Street. As redevelopment proceeds, an infill station at Lombardy facilitates transit connections and access to jobs, daily shopping, and homes.



# Allison Street – Vision and Future Land Use





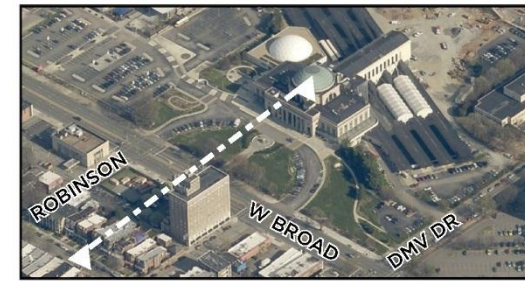
# Sci Mus & Allison - Future Connections



## RECOMMENDATION VISUALIZATION

### SCIENCE MUSEUM SECTIONS

The streetscape varies along this portion of W. Broad Street, but generally lacks mature shade trees- a condition that exacerbates areas with deep setbacks. The cross sections below illustrate two differing setback situations (please see Figure 4.29 and Figure 4.30). The Science Museum of Virginia's setback features a landscaped buffer between Broad Street and the entrance to the grand building. On the other side of the street is a tall mixed-use building with no setback from the sidewalk. This condition helps foster a feeling of enclosure. The potential future section shows the Museum's plans for the removal of parking and the creation of more open space. The envisioned addition of street trees and enhanced streetscape on either side of W. Broad Street makes the area more walkable and pleasant, especially in hotter weather. It also creates an opportunity to have new buildings fronting onto the greenspace framing the space - creating a unique urban "avenue" effect.



Section cut-through line

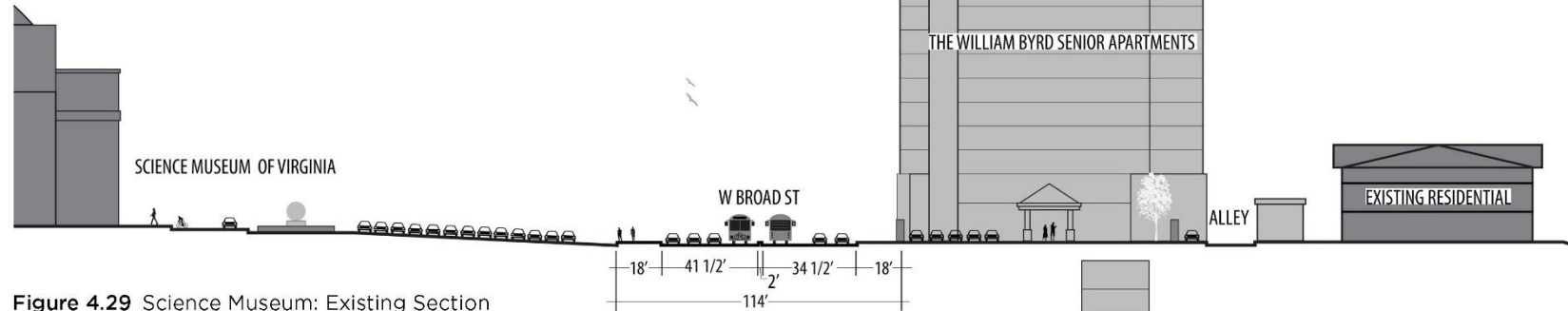


Figure 4.29 Science Museum: Existing Section

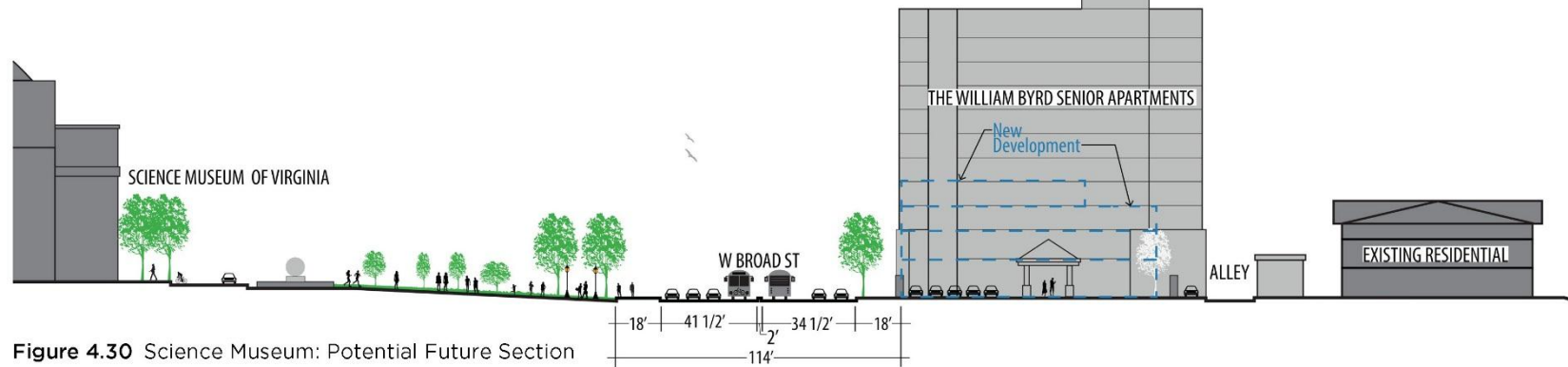


Figure 4.30 Science Museum: Potential Future Section



### LOWE'S SECTIONS

The existing section in Figure 4.31 illustrates the condition along W. Broad Street with Lowe's and its parking lot to the north, and a two-story commercial structure to the south. The potential future section in Figure 4.32 imagines the redevelopment of the parking lot to a mixed-use building with underground parking, as well as a new residential infill building with ground floor commercial uses on a surface parking lot.



Section cut-through line

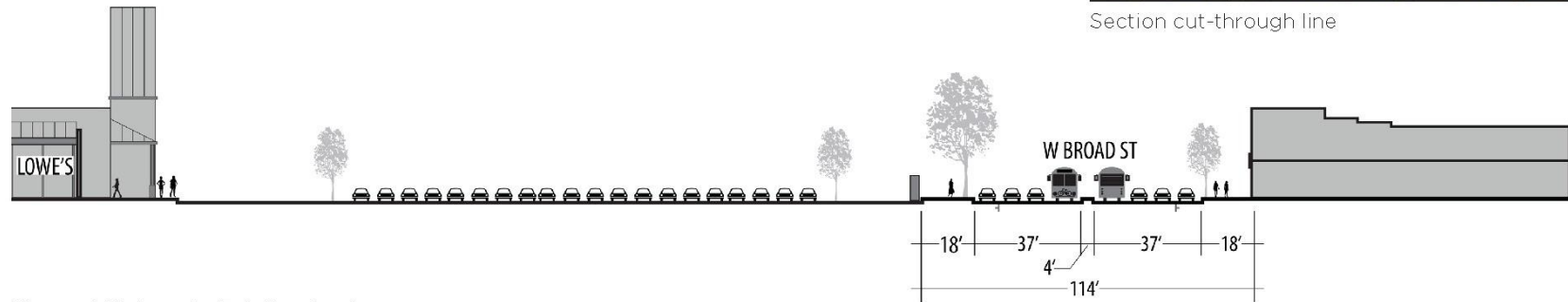


Figure 4.31 Lowe's: Existing Section

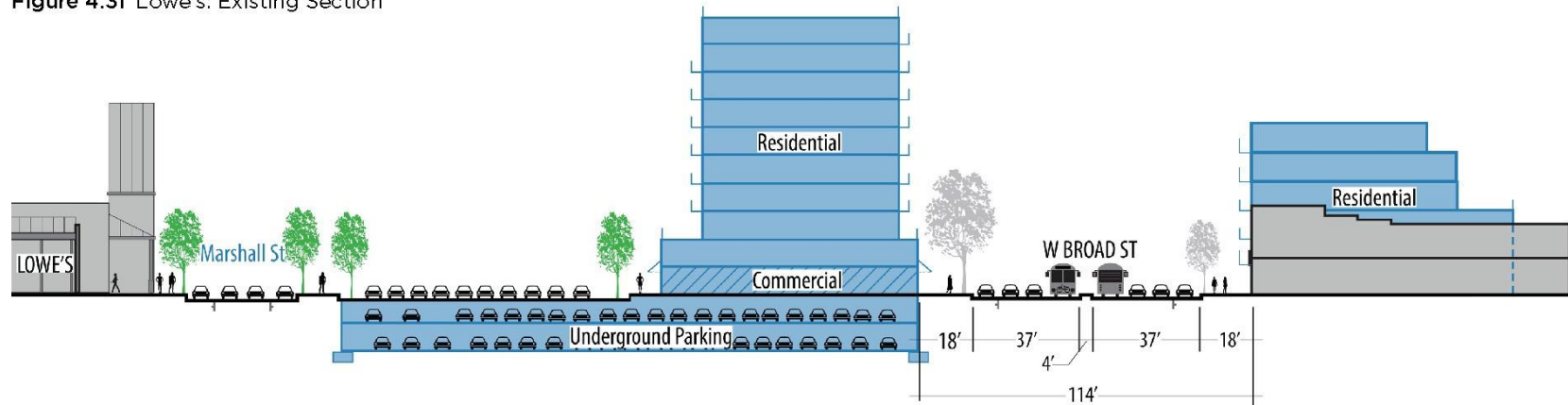


Figure 4.32 Lowe's: Potential Future Section





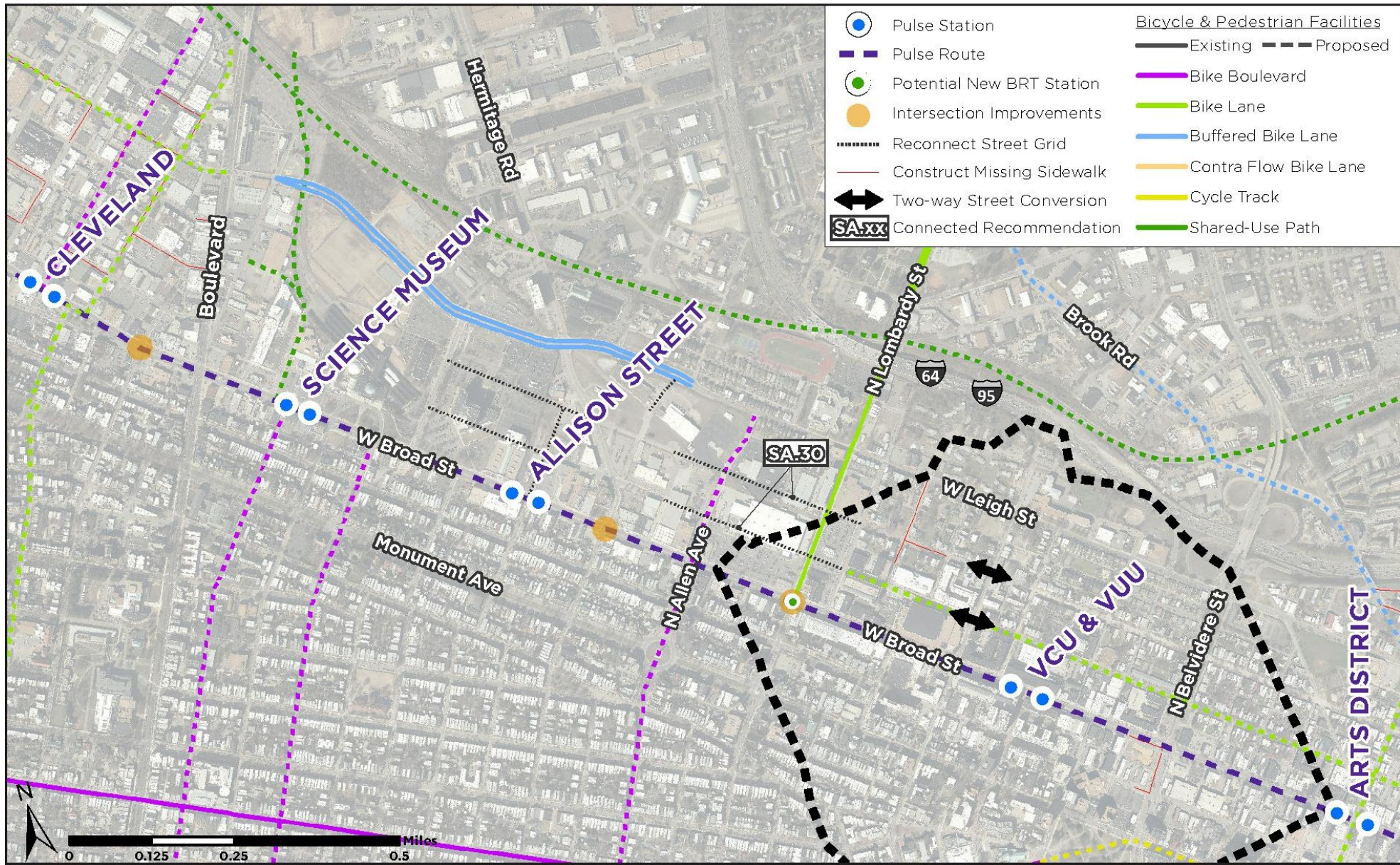
# STATION AREA VISION

The area around the VCU & VUU Station continues to feature street-oriented commercial. The intersection of Belvidere and W. Broad Streets becomes a signature entrance to the city by complementing the ICA with prominent architecture and a more dense, mixed-use urban pattern.



## VCU & VUU – Vision and Future Land Use





# VCU & VUU - Future Connections



# RECOMMENDATION VISUALIZATION

## GOSHEN SECTIONS

The cross section at Goshen Street shows the typical form of development along W. Broad Street in this portion of the Corridor. Most buildings are around two stories – a step down in height from the denser section of W. Broad Street east of Belvidere Street as shown in Figure 4.42. The potential future section, as shown in Figure 4.43, envisions residential building additions to low-scale structures and the improvement of the streetscape with the addition of street trees and other pedestrian amenities.



Section cut-through line

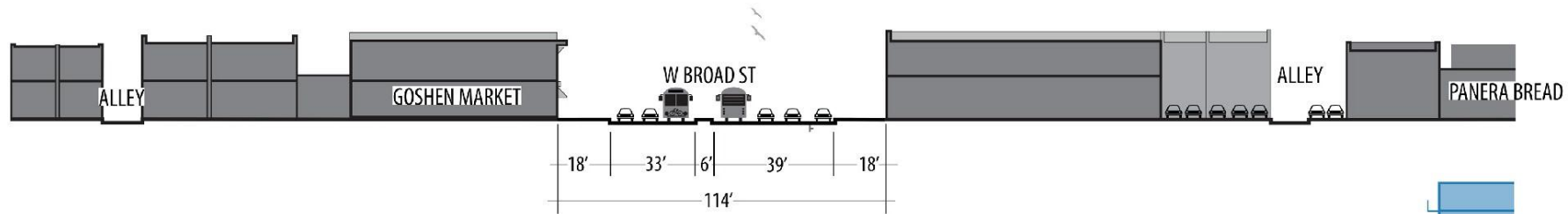
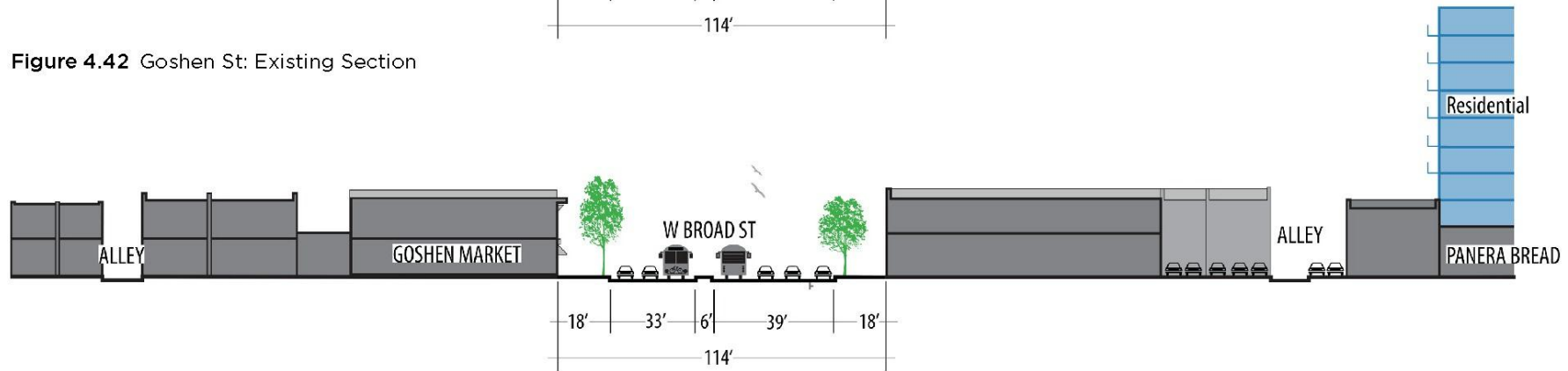


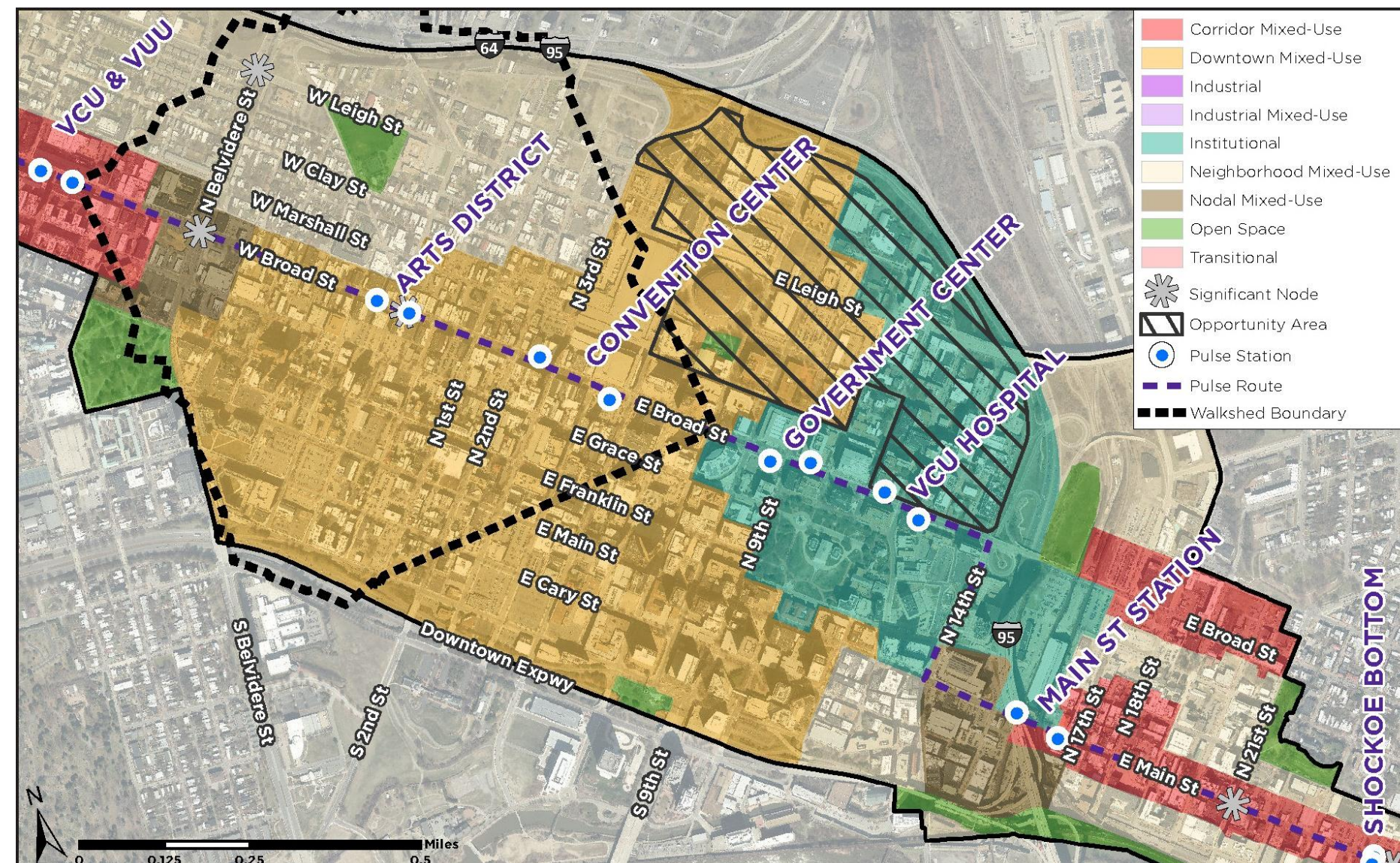
Figure 4.42 Goshen St: Existing Section





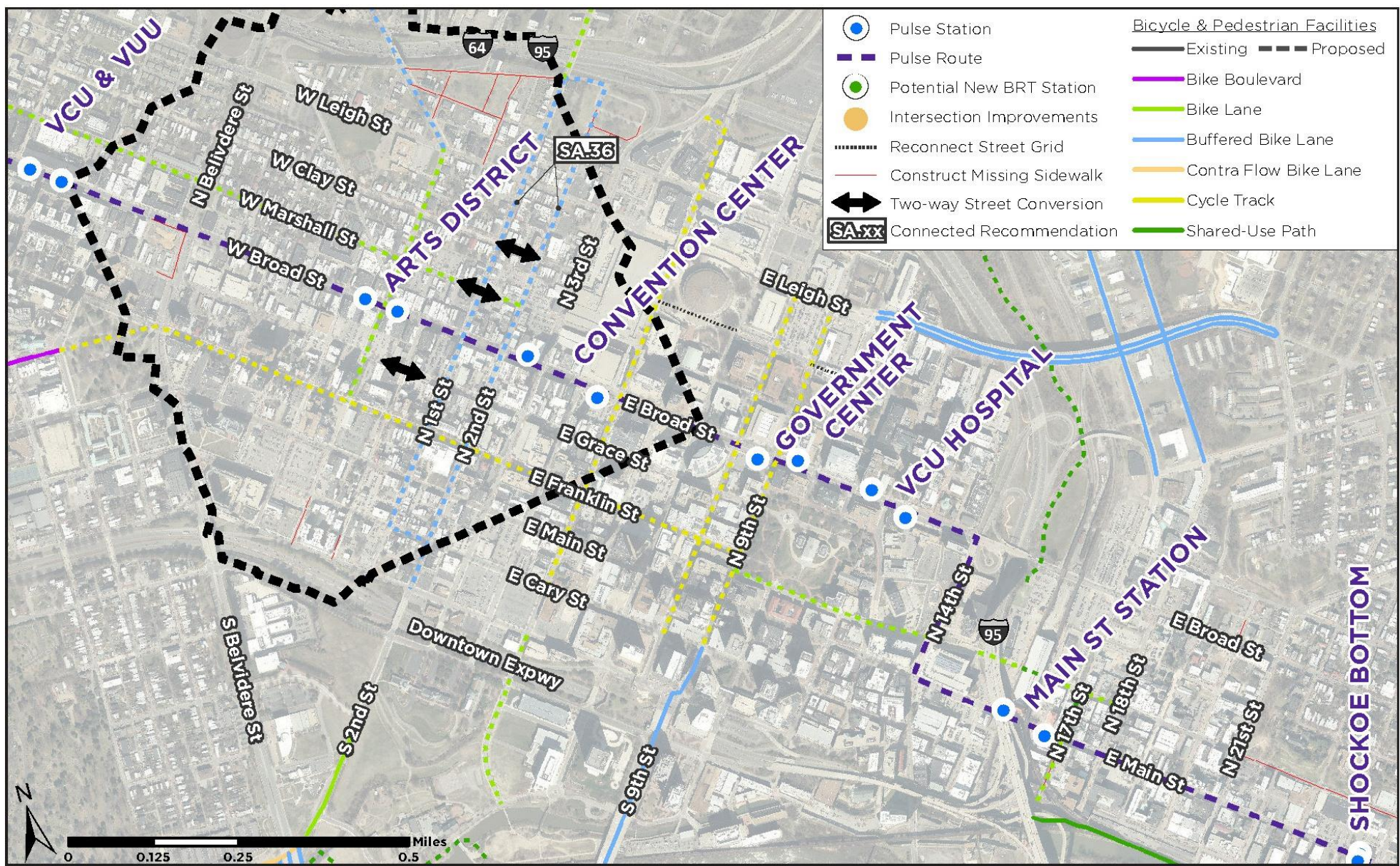
## STATION AREA VISION

Located at the heart of the Downtown Arts District, this Pulse Station creates a hub of activity at the newest urban plaza on the Pulse Corridor, Maggie L. Walker Plaza. Historic buildings are preserved and complemented by denser development that generates more activity through a greater concentration of residents, shoppers, workers, and tourists who are attracted to the residential options, retail and restaurant destinations, jobs, and cultural attractions (galleries, parks, museums, theaters, etc.) throughout Jackson Ward, Monroe Ward, and along W. Broad Street.



## Arts District - Vision and Future Land Use





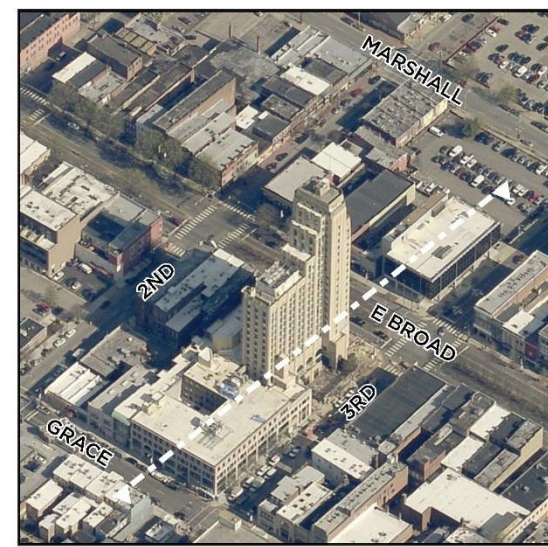
# Arts District – Future Connections



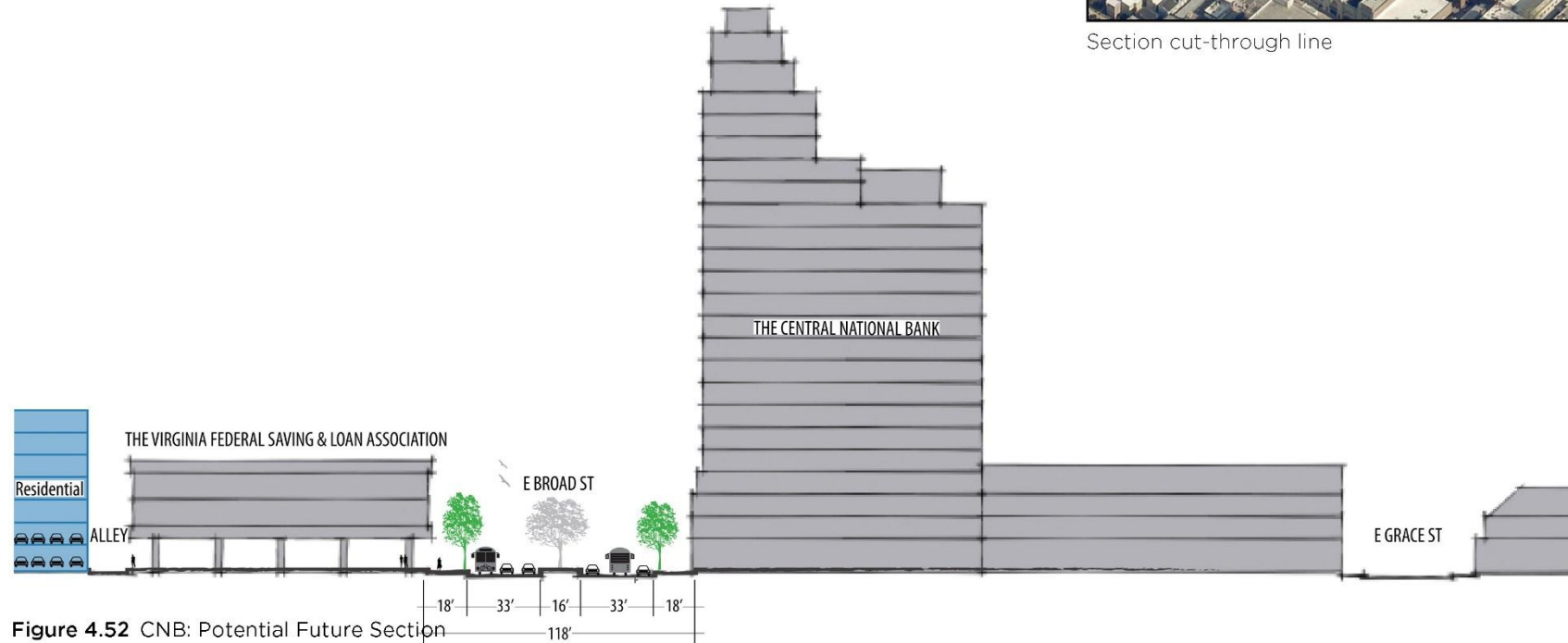
## RECOMMENDATION VISUALIZATION

### SECTIONS

The E. Broad and N. 3rd Streets intersection exemplifies the variation in building heights in this station area. The tallest building on Broad Street near the Arts District Station is the Central National Bank (CNB) Building, which rises 24 stories. The CNB is the tallest building allowed under the current zoning. New infill, particularly at prominent locations on Broad Street, should be larger in scale and use step-backs to other narrower streets like the CNB does along Grace Street. As with other sites along the Corridor, the size of parcel, its relationship to surrounding buildings, and pushing the mass towards the widest of its surrounding streets, presents good lessons to new structures along the Corridor. Along Broad Street in the City Old & Historic District, subordinate additions and additional stories that preserve and enhance the historic building stock should be allowed. The potential future section, as shown in Figure 4.52, visualizes what new infill (in blue) could look like fronting on W. Marshall Street and behind the Virginia Federal Saving & Loan Building.



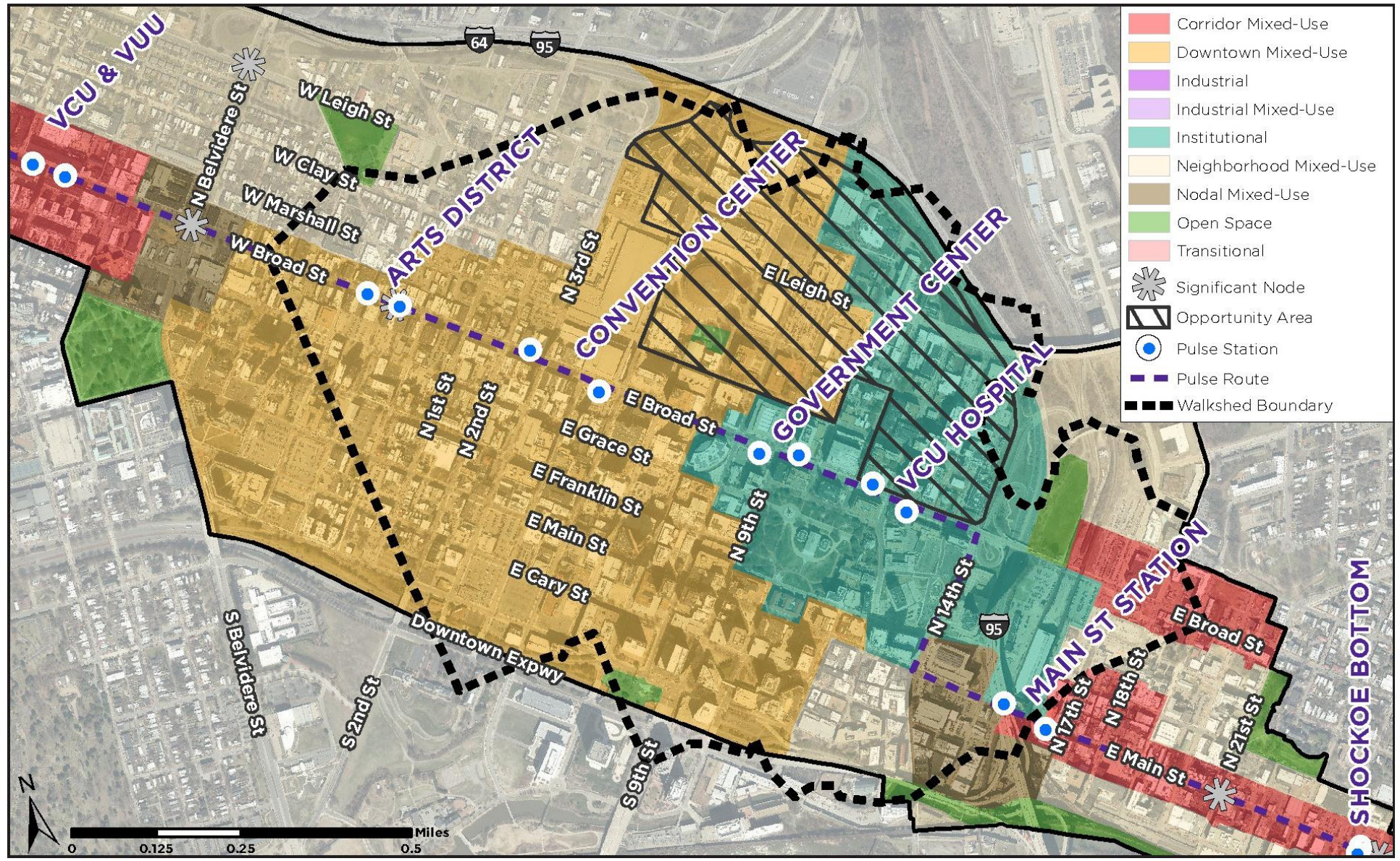
Section cut-through line





# CONVENTION CENTER STATION AREA VISION

The gap in vibrant uses between the Arts District and the Government Center Stations is filled as vacant and underutilized parcels around the Convention Center are developed to include uses that enhance the Convention Center visitor experience and also provide for the daily needs of residents and workers in the area.

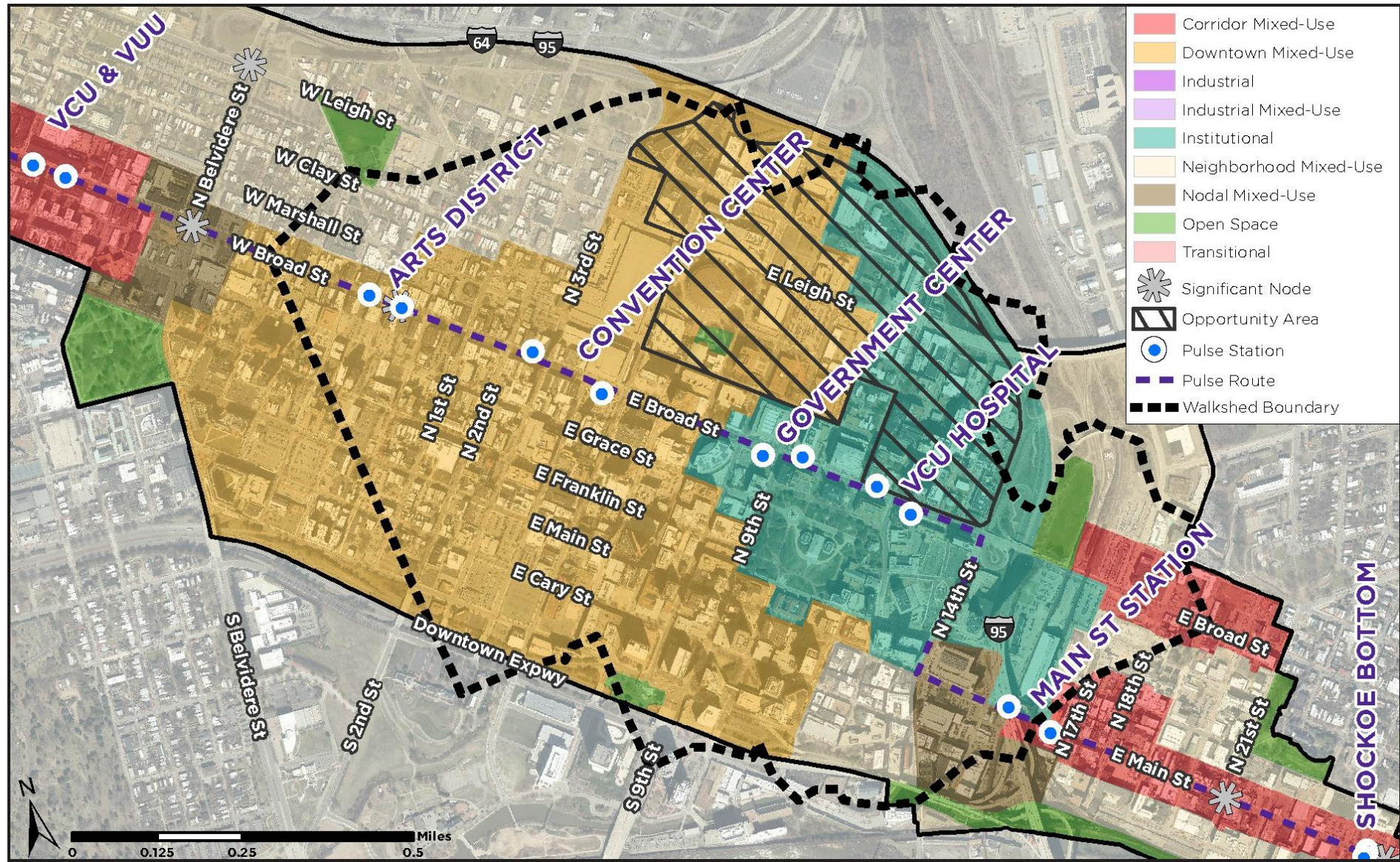


## Convention Center - Vision and Future Land Use



# GOVERNMENT CENTER STATION AREA VISION

The Government Center Station area continues to be one of the densest areas of the city with new development that matches the intensity of existing buildings but also includes active ground floor uses that enliven the sidewalks, and creates real opportunity to more fully engage the Virginia Biotechnology Research Park and VCU Health campuses with the balance of Downtown.



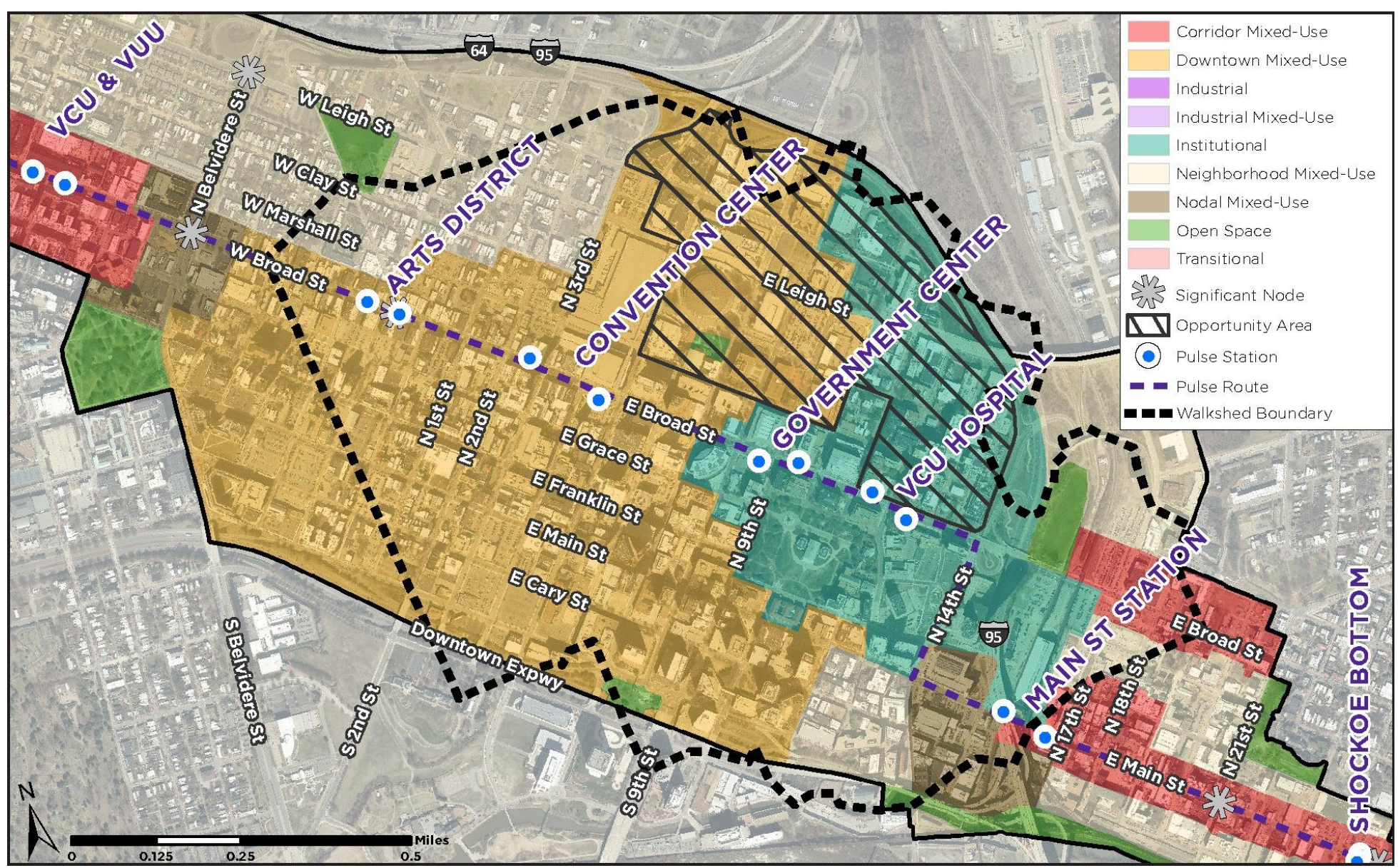
- Corridor Mixed-Use
- Downtown Mixed-Use
- Industrial
- Industrial Mixed-Use
- Institutional
- Neighborhood Mixed-Use
- Nodal Mixed-Use
- Open Space
- Transitional
- Significant Node
- Opportunity Area
- Pulse Station
- Pulse Route
- Walkshed Boundary





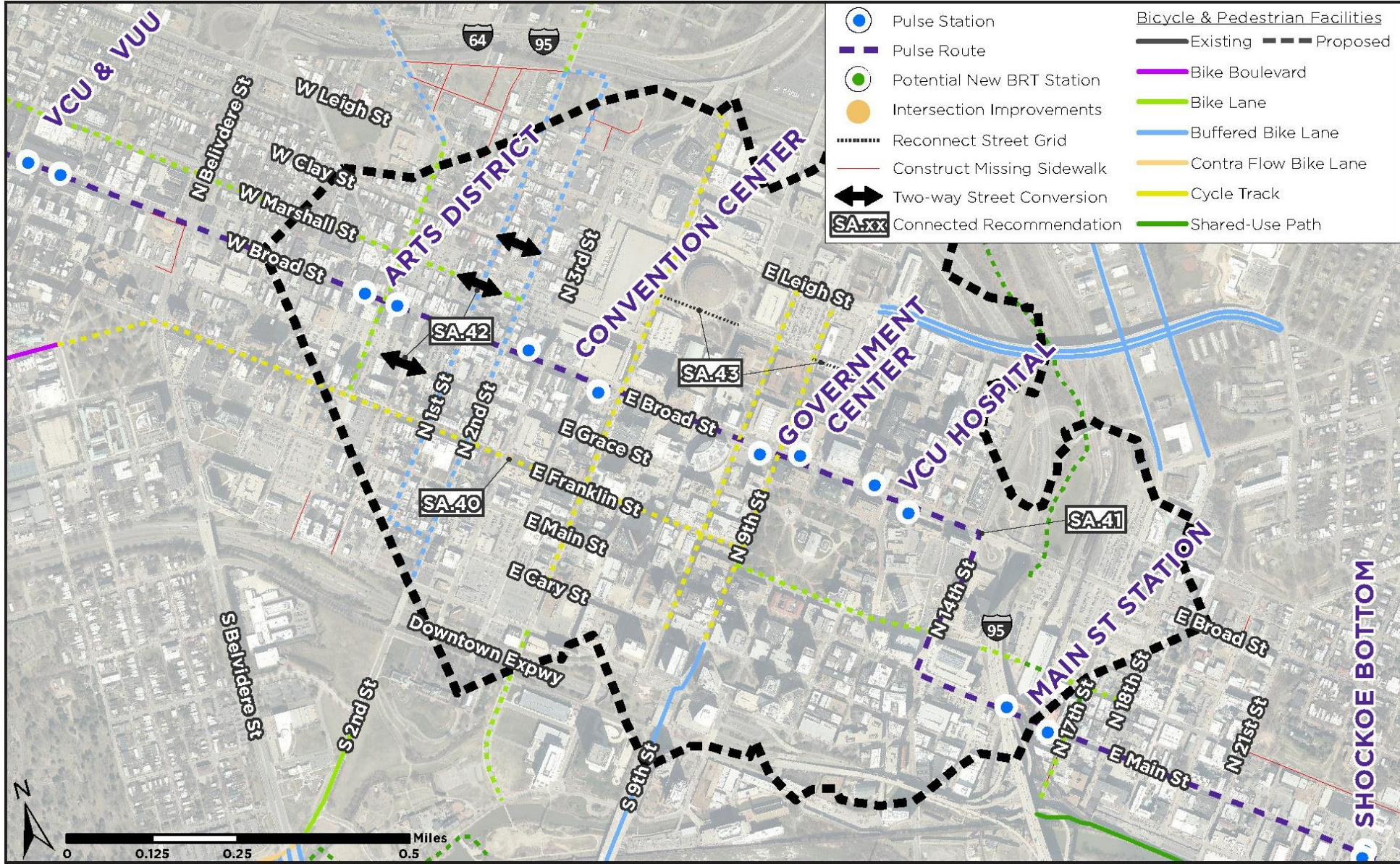
# VCU HEALTH STATION AREA VISION

The VCU Health Station area is enhanced with improved pedestrian connections through the VCU Health campus and ground-floor uses that generate activity at the pedestrian level.



## VCU Health - Vision and Future Land Use





# Downtown Stations – Future Connections

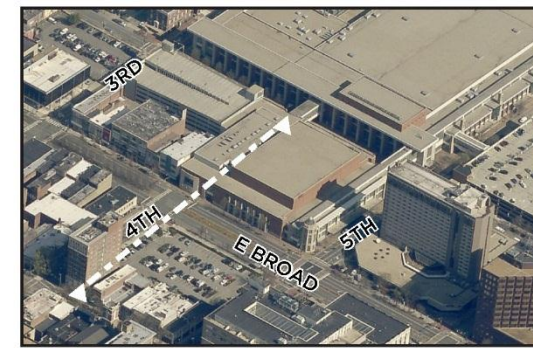


## RECOMMENDATION VISUALIZATION

### CONVENTION CENTER SECTIONS

This cross section of Broad Street between at 4th and 5th Streets, as shown in Figure 4.62, illustrates the large-scale nature of buildings downtown. In these station areas are the tallest buildings in the region, many of which occupy whole blocks.

The potential future section, as shown in Figure 4.63, envisions infill of the surface parking lot with a building where active floor architecture is encouraged. The downtown streetscape – including trees, plantings, pedestrian lighting, and brick banding of the sidewalk – is maintained.



Section cut-through line

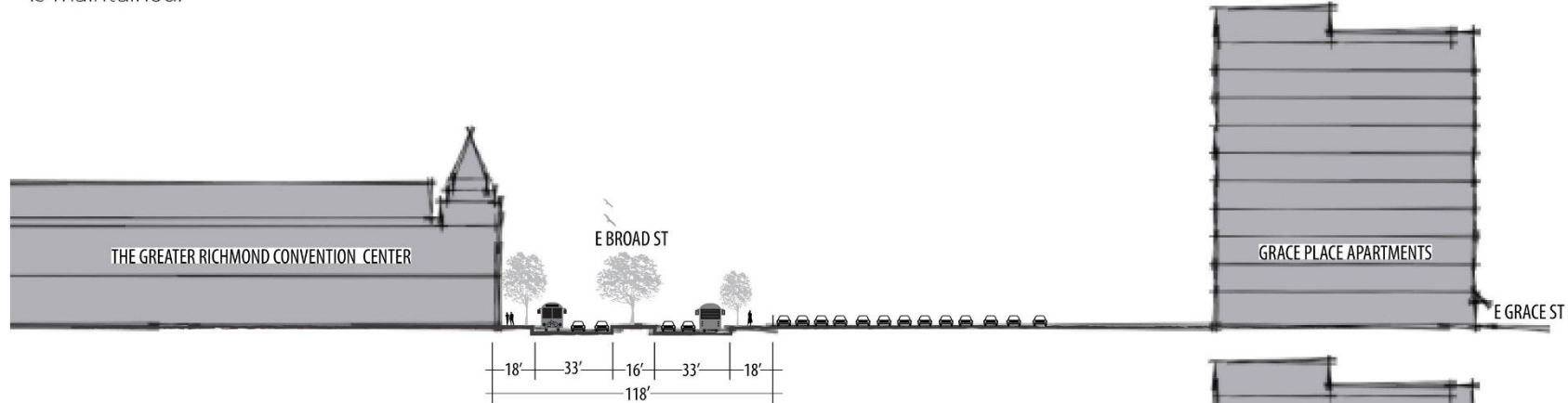


Figure 4.62 Convention Center: Existing Section

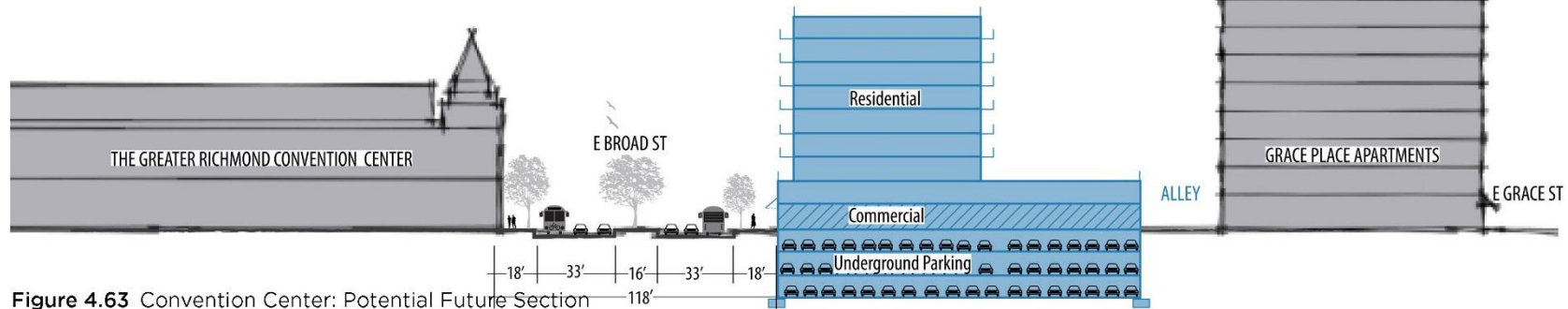


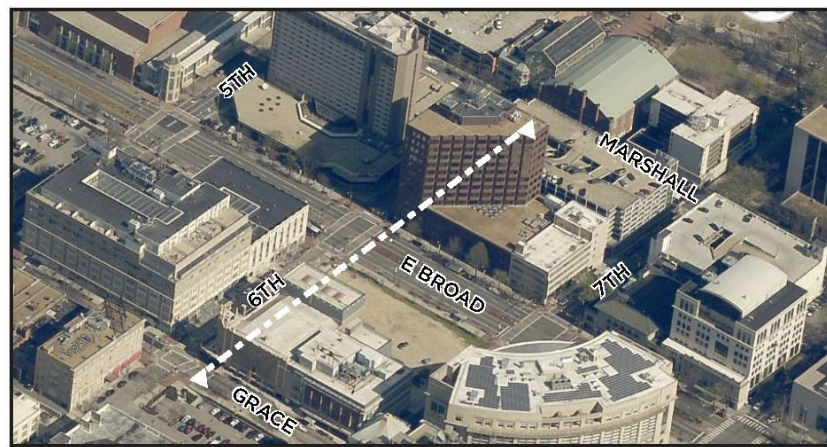
Figure 4.63 Convention Center: Potential Future Section



### DOMINION ARTS CENTER SECTIONS

This cross section of Broad Street between 6th and 7th Streets further illustrates the scale of Downtown buildings, as shown in Figure 4.64.

The potential future section, as shown in Figure 4.65, envisions infill of the surface parking lot north of the Dominion Arts Center. This new structure would be mixed-use, engage with the street, and have underground parking in order to retain the dense, pedestrian-oriented character of Downtown.



Section cut-through line

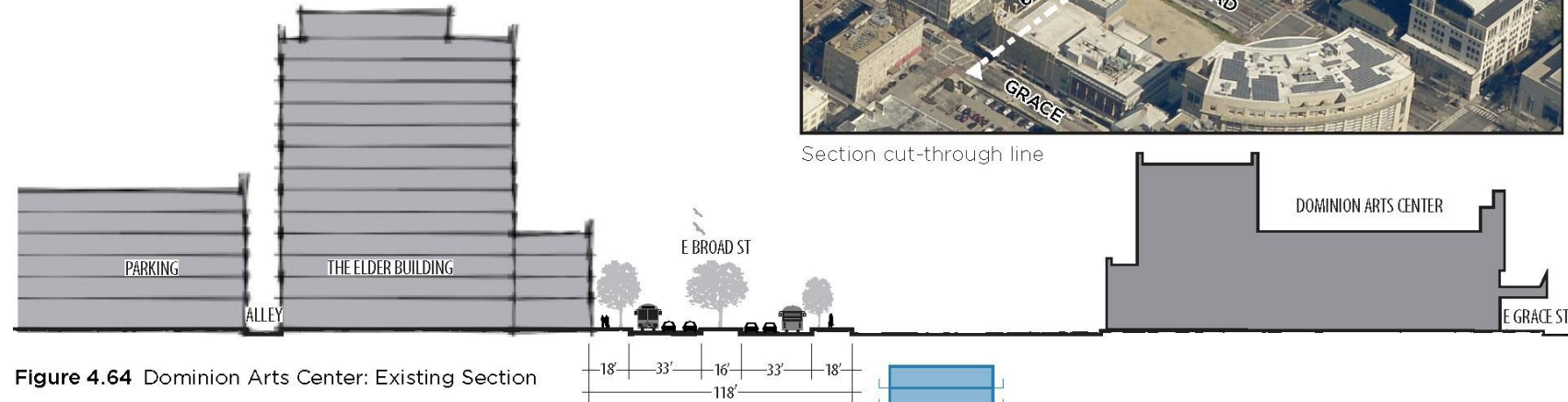


Figure 4.64 Dominion Arts Center: Existing Section

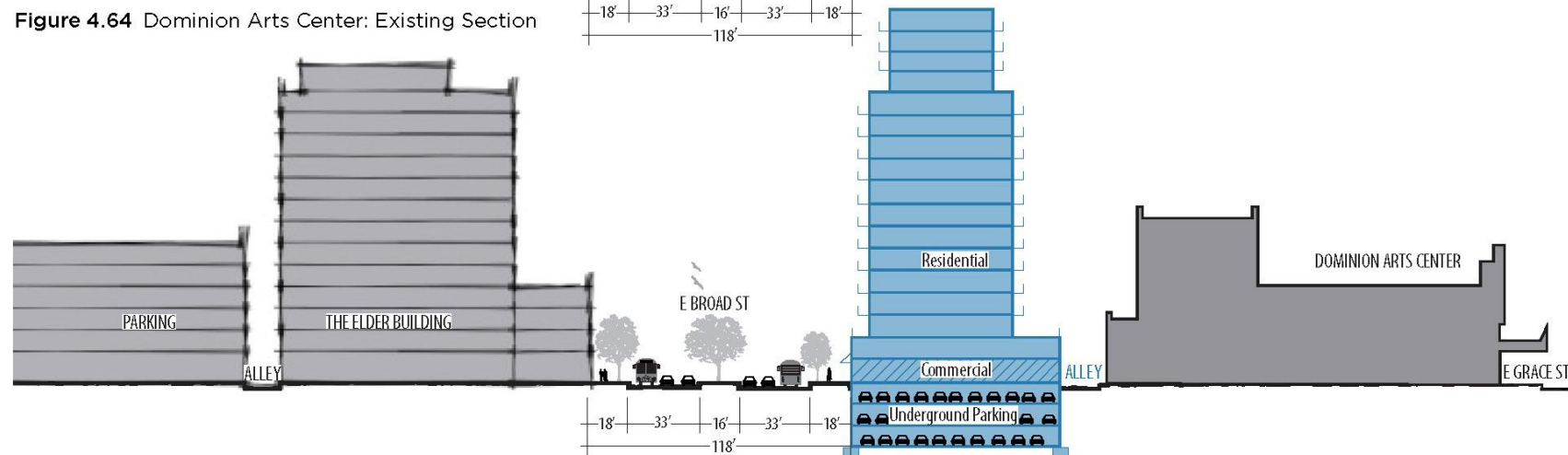


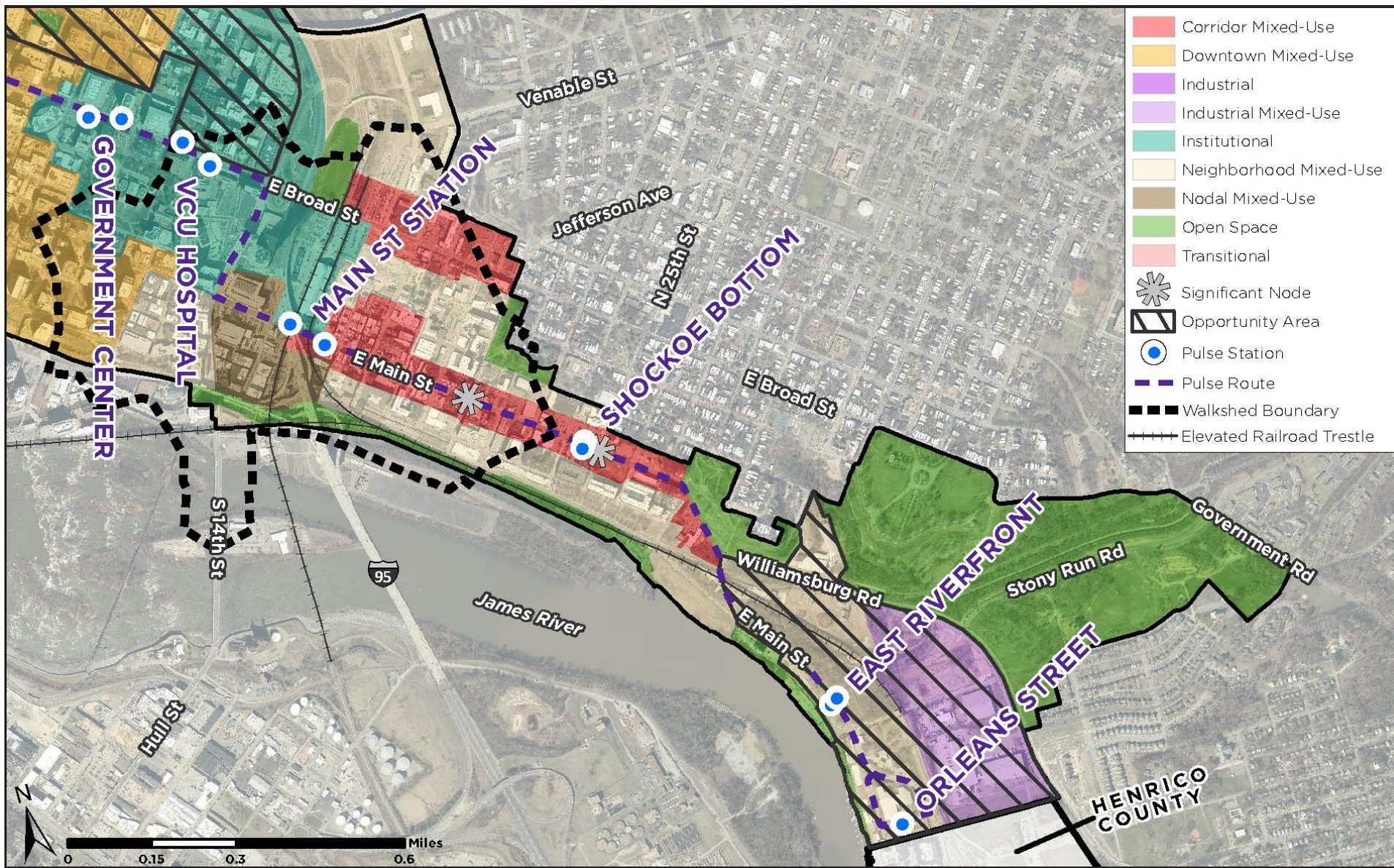
Figure 4.65 Dominion Arts Center: Potential Future Section



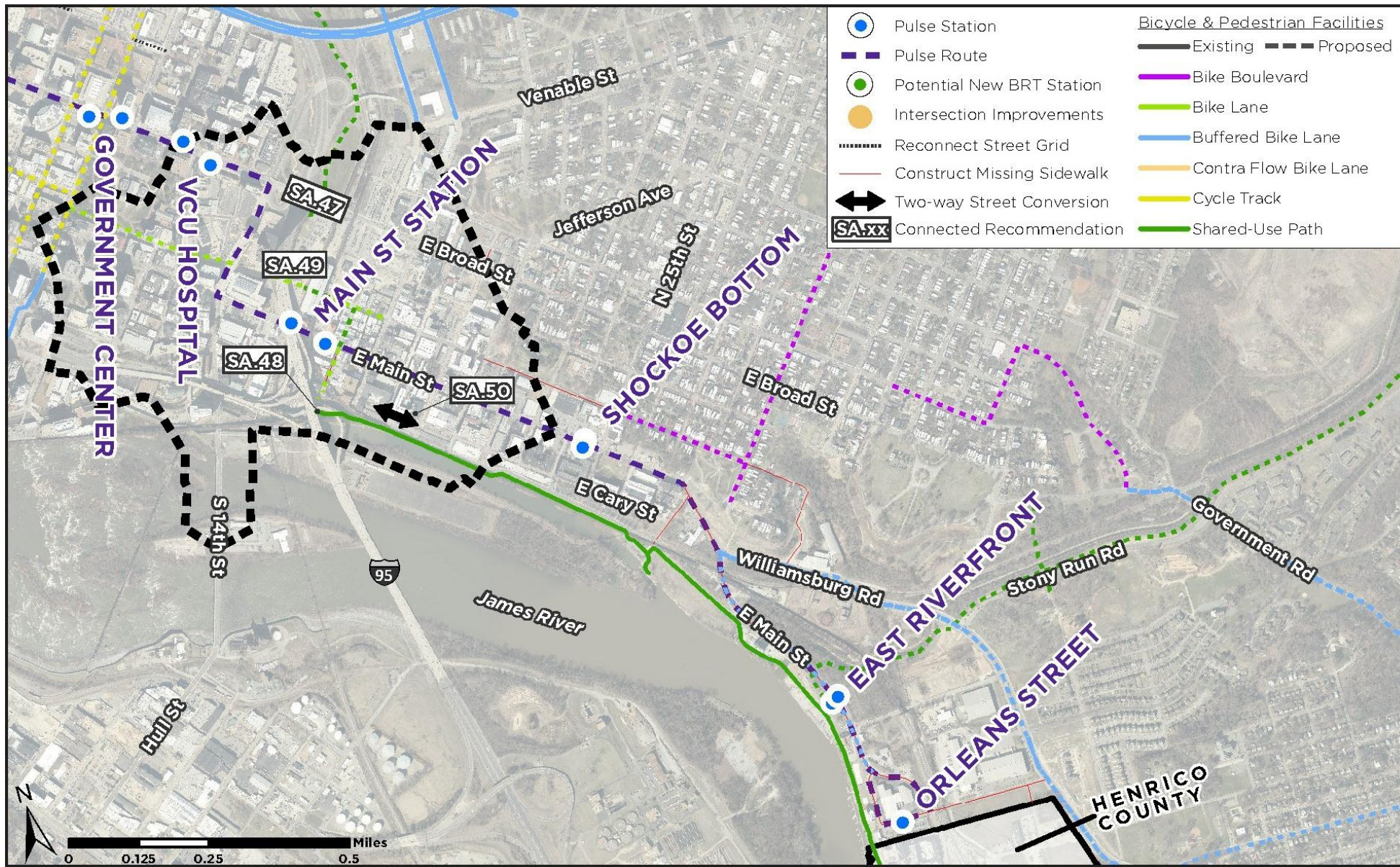


# STATION AREA VISION

Main Street Station continues to serve as the multi-modal transportation hub of Richmond by augmenting its offerings to include bike-share, BRT service, and high-speed rail service. Uses around Main Street Station support the bustle of a train station with amenities that serve commuters, visitors, and a growing residential and employment base.







# Main Street Station – Future Connections



## RECOMMENDATION VISUALIZATION

### HOLOCAUST MUSEUM SECTIONS

This cross section of Main Street illustrates the lower-scale development found in the Main Street Station area, as shown in Figure 4.74. The potential future section, as shown in Figure 4.75, demonstrates the potential for new additions to existing buildings in order to add scale and enliven the area, while promoting the enhancement of the streetscape through elements such as street trees. There may be potential for some higher-intensity uses within the district too.



Section cut-through line

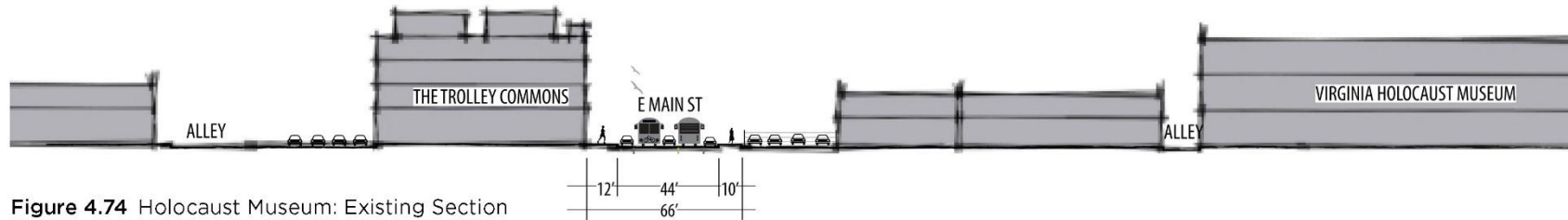


Figure 4.74 Holocaust Museum: Existing Section

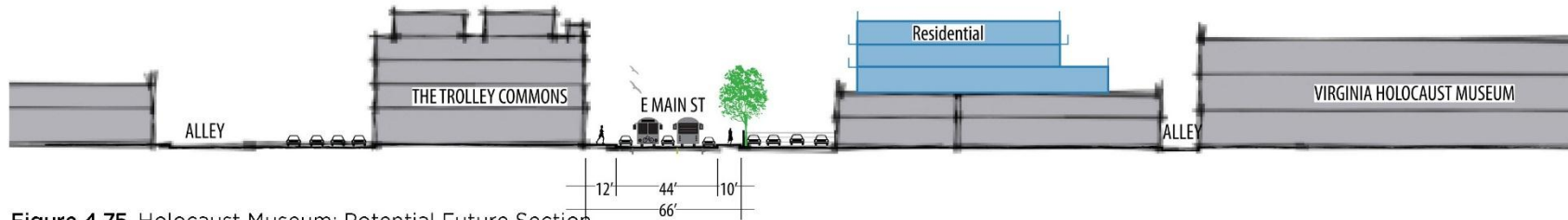


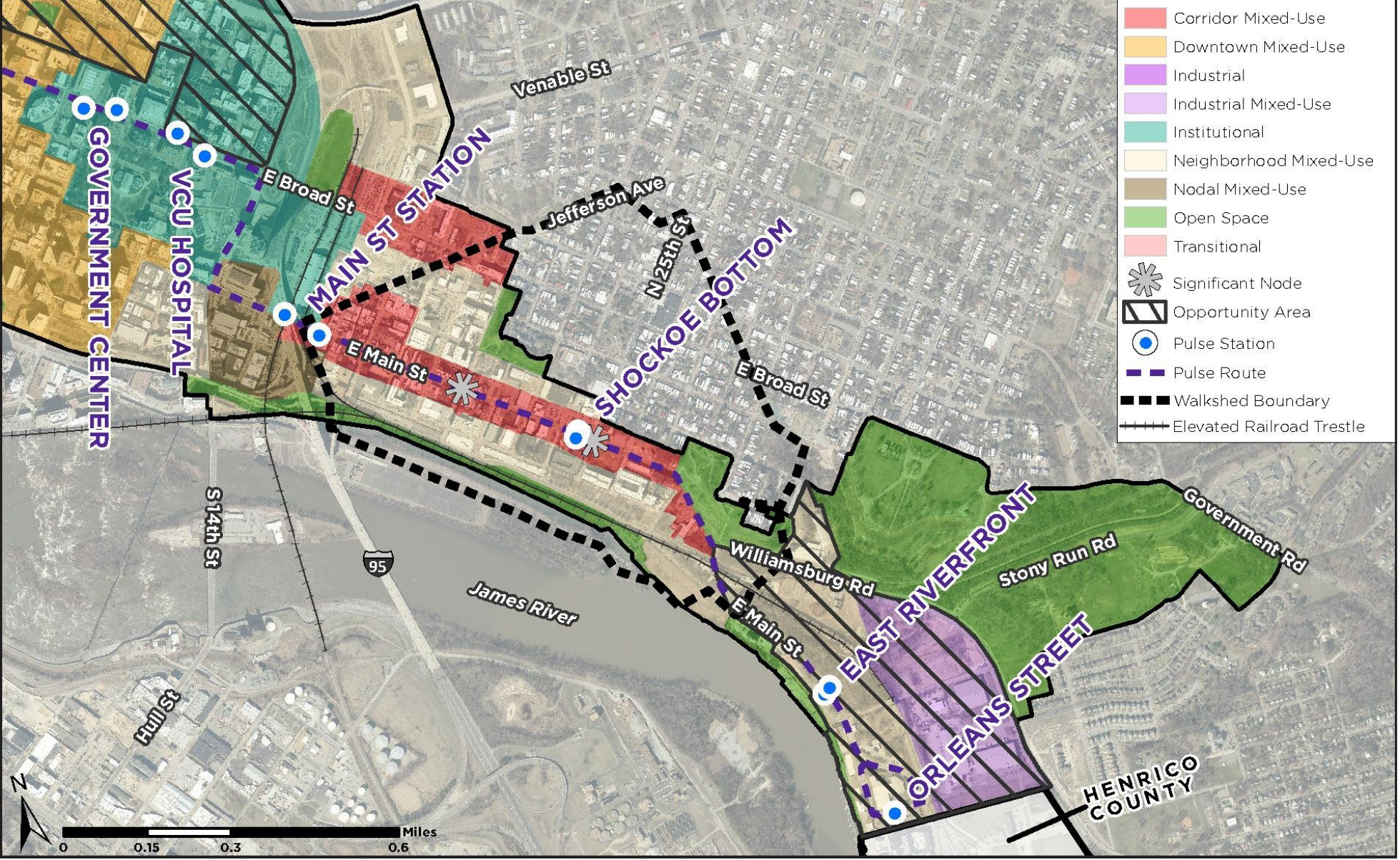
Figure 4.75 Holocaust Museum: Potential Future Section





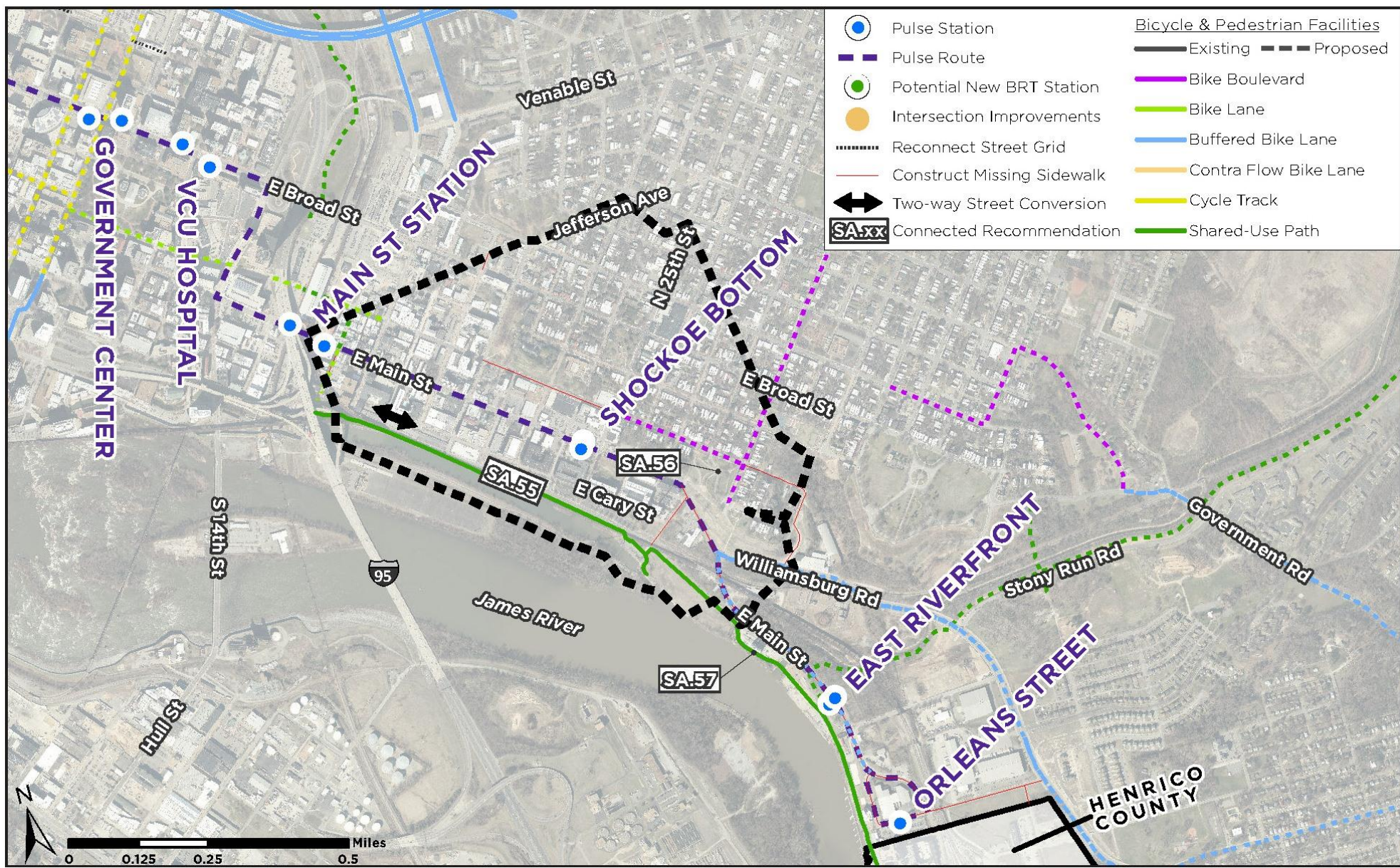
# STATION AREA VISION

E. Main Street continues to be a primary commercial street through the East End. Existing active ground floor uses are complemented by new infill development with street-oriented commercial uses.



## Shockoe Bottom – Vision and Future Land Use





# Shockoe Bottom – Future Connections



## RECOMMENDATION VISUALIZATION

### FARM FRESH SECTIONS

This cross section of Main Street, as shown in Figure 4.84, shows the effect that surface parking between the street and buildings can have on an area's character and form. The potential future section, as shown in Figure 4.85, illustrates how a taller, mixed-use structure with underground parking can provide a degree of enclosure to the street and create a more walkable and active area.



Section cut-through line

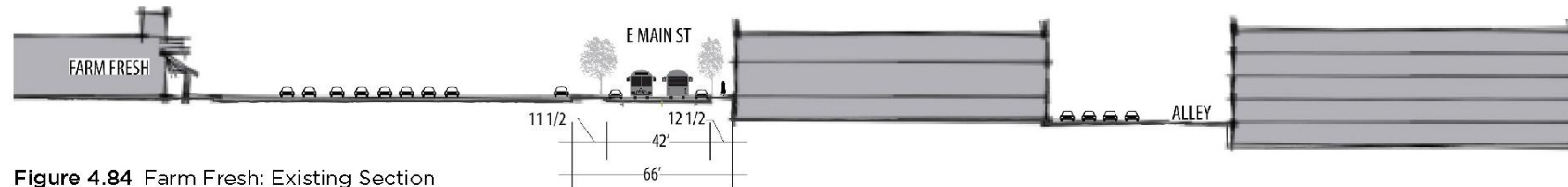


Figure 4.84 Farm Fresh: Existing Section

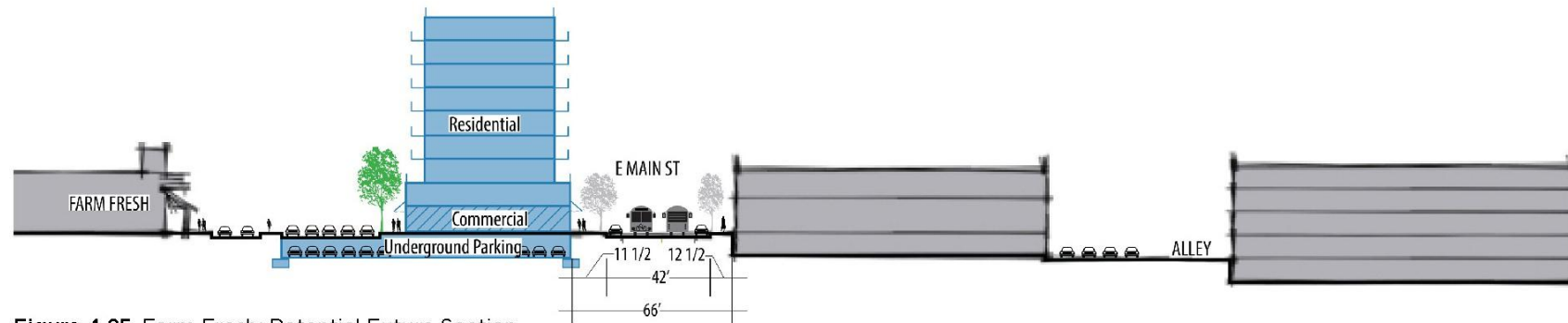


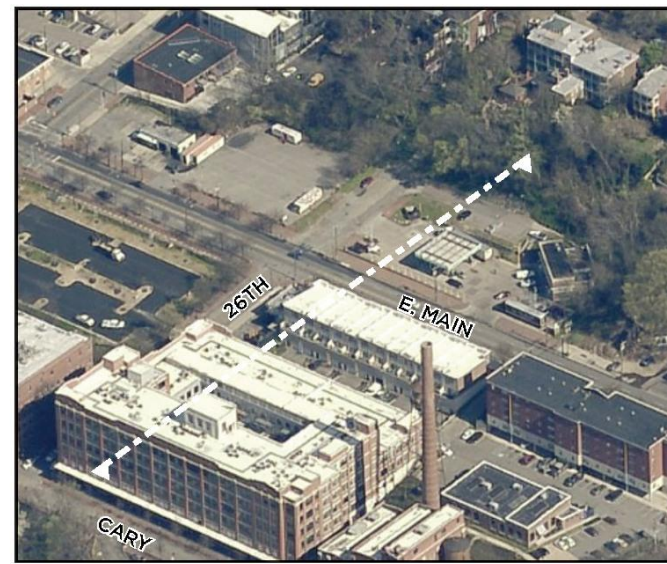
Figure 4.85 Farm Fresh: Potential Future Section





### ROW HOUSES SECTIONS

These section, as shown in Figure 4.86 and Figure 4.87, illustrate the existing and potential future conditions along E. Main Street which has a mix of large-scale buildings and underutilized parcels. In the potential future section, the existing gas station could be redeveloped into residential uses that help frame the street, while streetscape improvements and tree plantings help create a more defined sense of place.



Section cut-through line

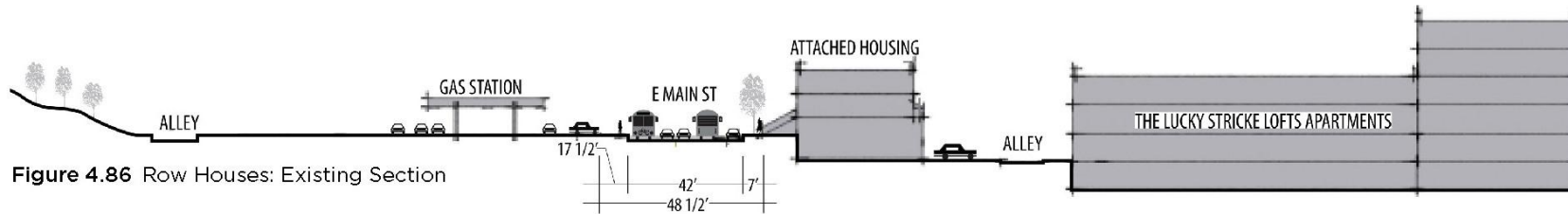


Figure 4.86 Row Houses: Existing Section

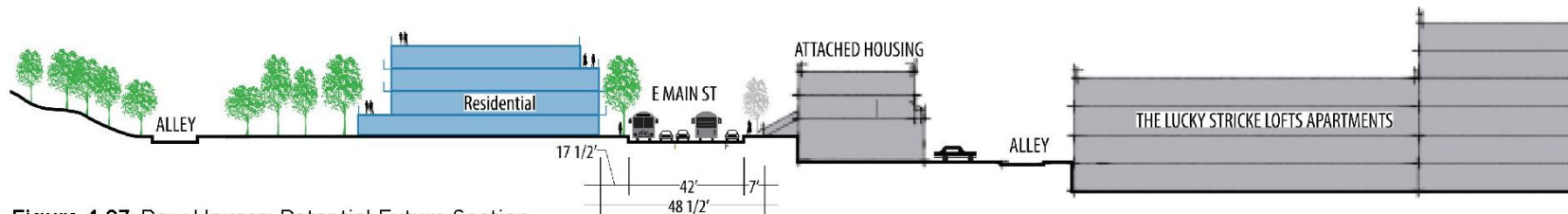


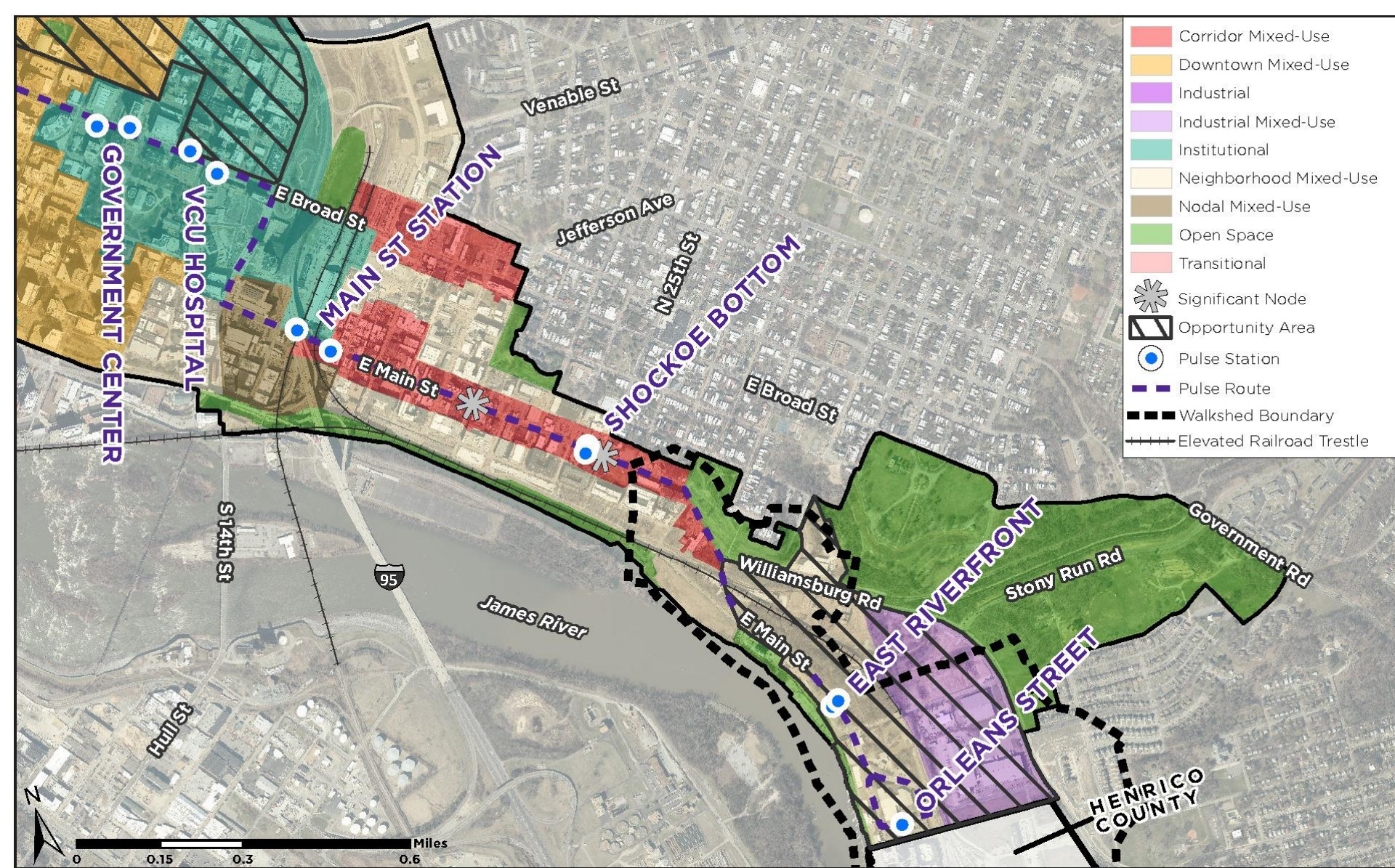
Figure 4.87 Row Houses: Potential Future Section





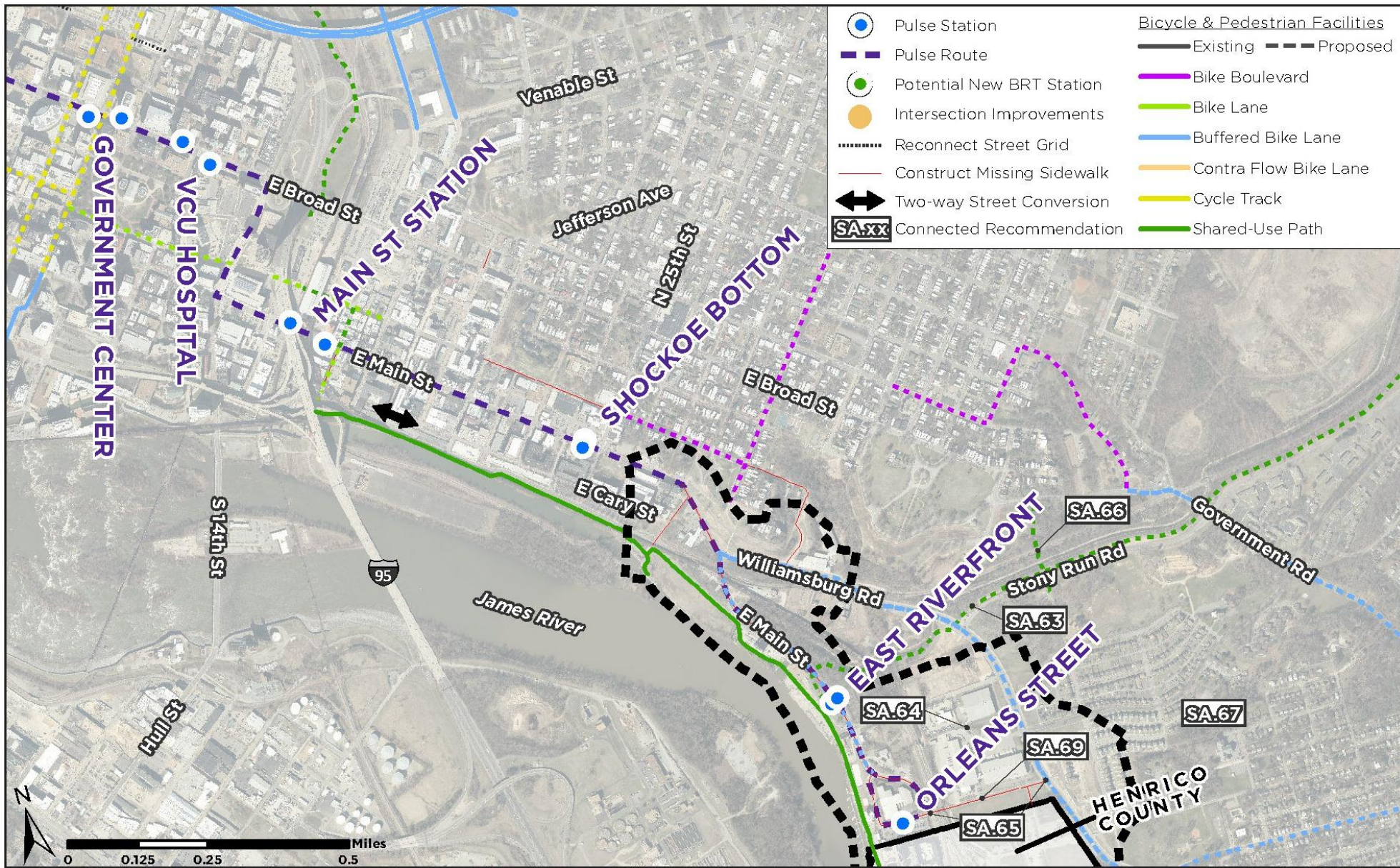
# STATION AREA VISION

The East Riverfront Station area provides easy access to the James River and amenities that support the Riverfront. Fulton Gasworks is remediated and redeveloped as part of a much larger revitalization along the entire East Riverfront. Future development along the Riverfront embraces the values of river views while protecting rights and facilitating appropriate development. The Orleans Station area is a dense, walkable destination for workers, residents, and visitors. Residents of Greater Fulton easily access the terminus station via Orleans Street which is a “great street” featuring active commercial ground floor uses and a walkable environment.



## Riverfront Stations – Vision and Future Land Use





# Riverfront Stations - Future Connections



## RECOMMENDATION VISUALIZATION

### INTERMEDIATE TERMINAL SECTIONS

The sections shown in Figure 4.96 and Figure 4.97 illustrate the topographical and environmental challenges of development in the downriver portion of the Corridor. However, the potential future section illustrates that potential for new development exists, which can be urban in form and help create a new sense of place in an area largely viewed as floodplain for the James River and Gillies Creek and defunct industrial uses.



Section cut-through line

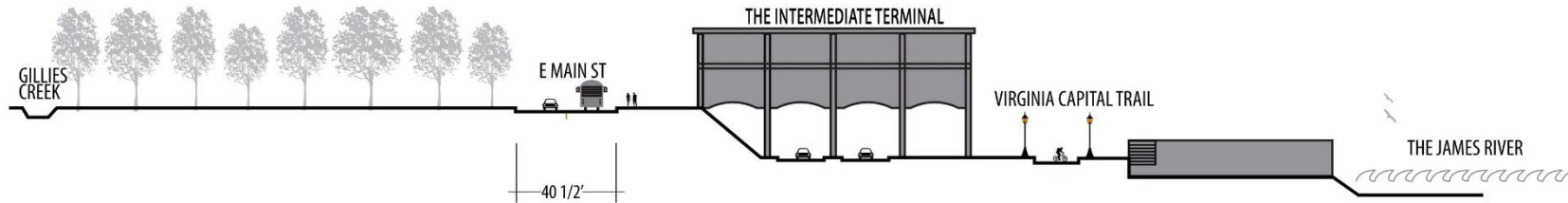


Figure 4.96 Intermediate Terminal: Existing Section

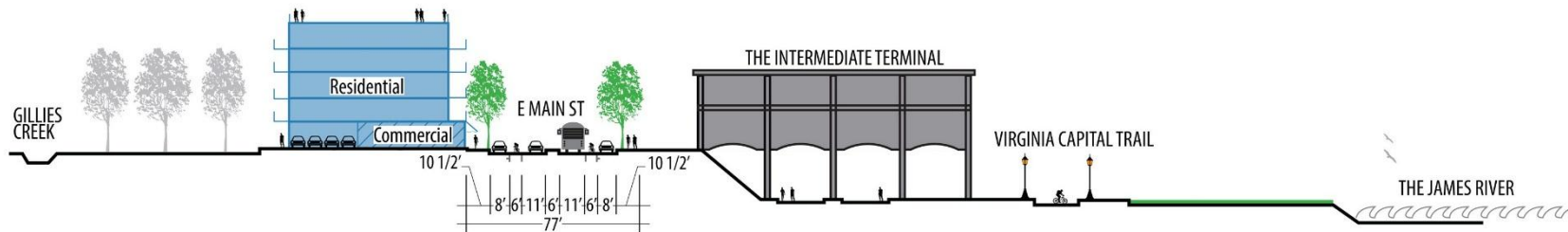


Figure 4.97 Intermediate Terminal: Potential Future Section





## ORLEANS SECTIONS

The sections shown in Figure 4.98 and Figure 4.99 demonstrate the availability of vacant land near the Orleans Street Station which could take the form of medium-scale, mixed-use buildings, oriented around the existing streets, with upper stories above the CSX trestle to get outstanding river views.



Section cut-through line

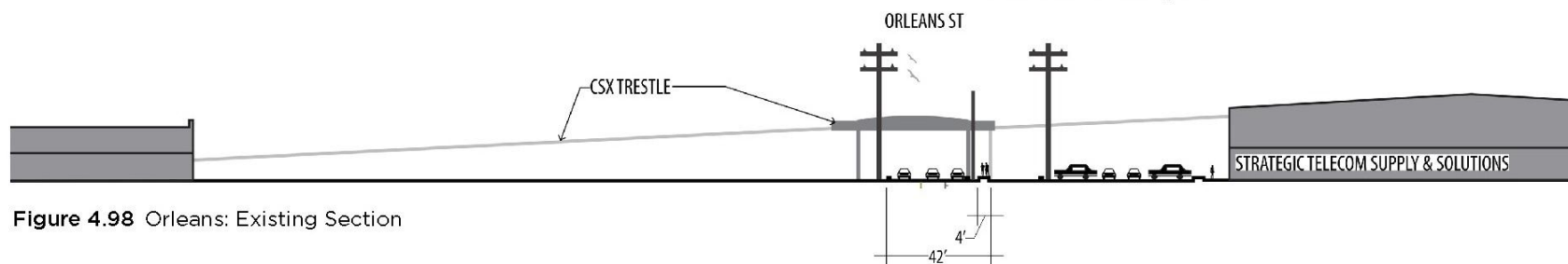


Figure 4.98 Orleans: Existing Section

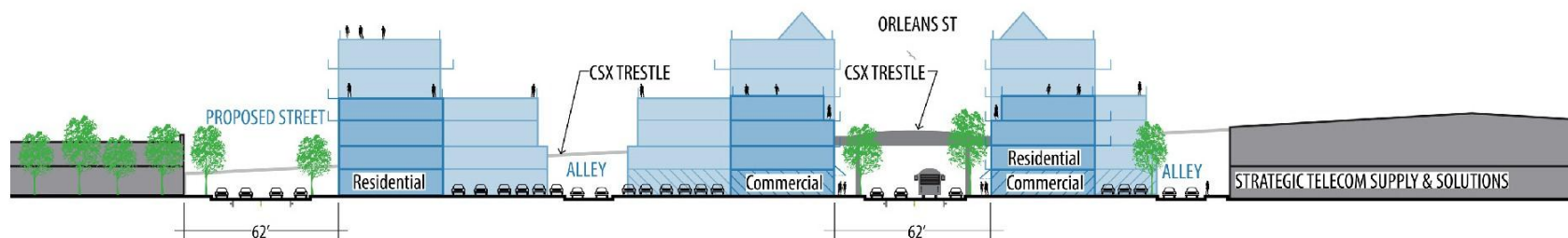


Figure 4.99 Orleans: Potential Future Section





# Next Steps & Adoption Timeline

- March 27<sup>th</sup> – Final draft of plan available on website
- April 3<sup>rd</sup> – Detailed presentation to Planning Commission
- April 17<sup>th</sup> – Adoption of the plan by Planning Commission
- May 8<sup>th</sup> – Introduced to City Council
- May 16<sup>th</sup> – Land Use, Housing, Transportation Committee
- June 26<sup>th</sup> – City Council adoption of plan



## Next Steps & Timeline for Adoption