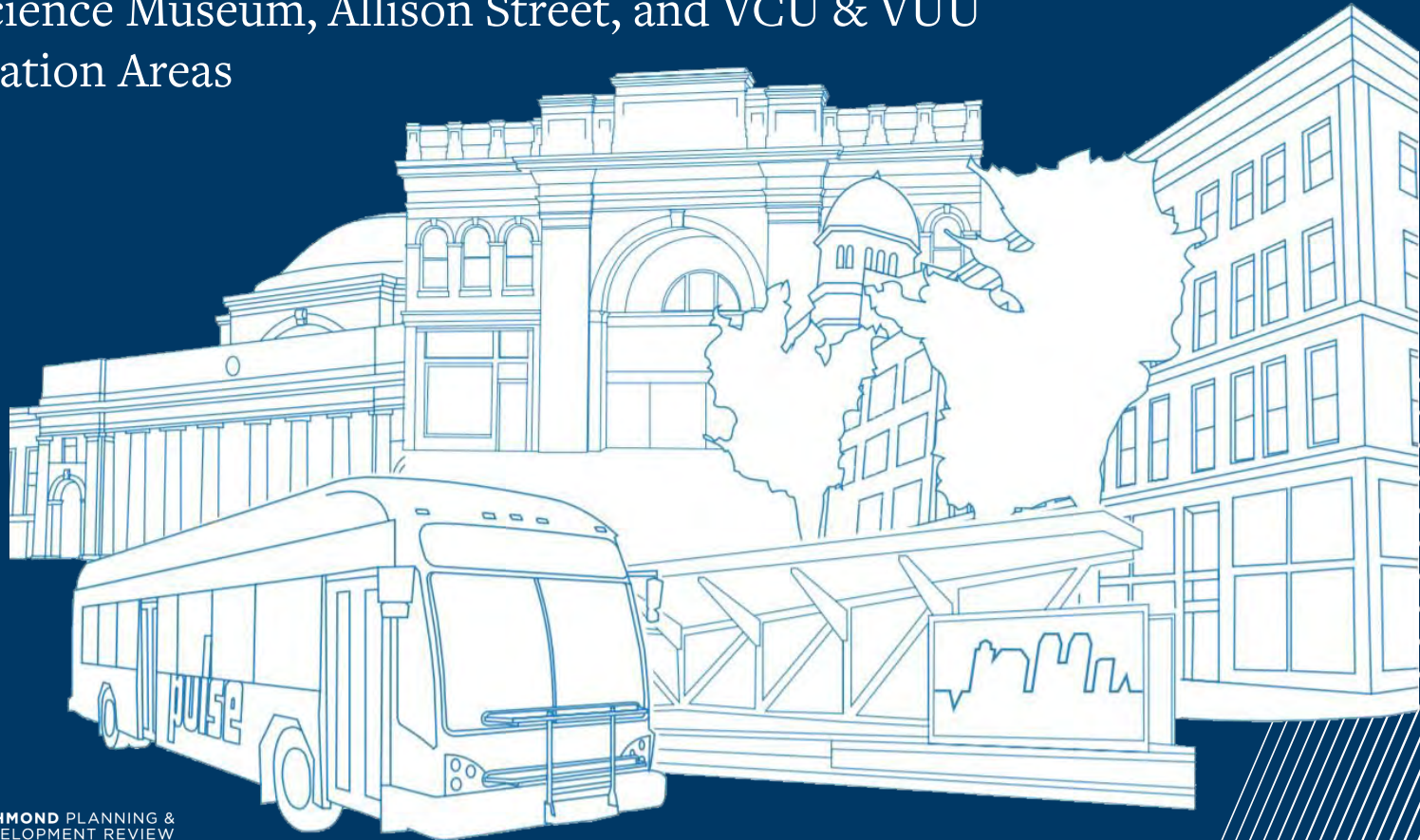


# Pulse Corridor Plan Implementation Phase III -

Science Museum, Allison Street, and VCU & VUU  
Station Areas





# Pulse Corridor Plan Future Land Use

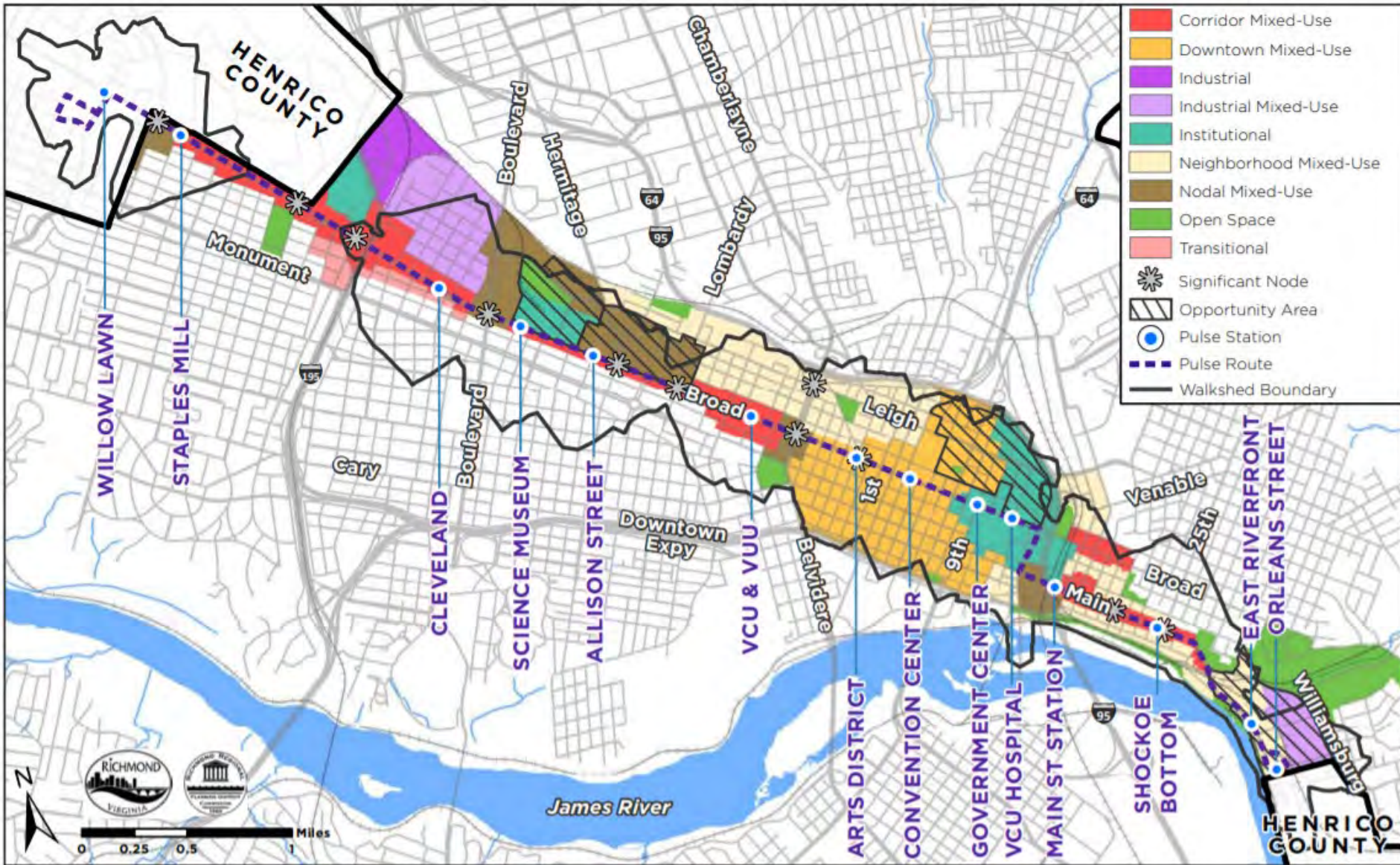
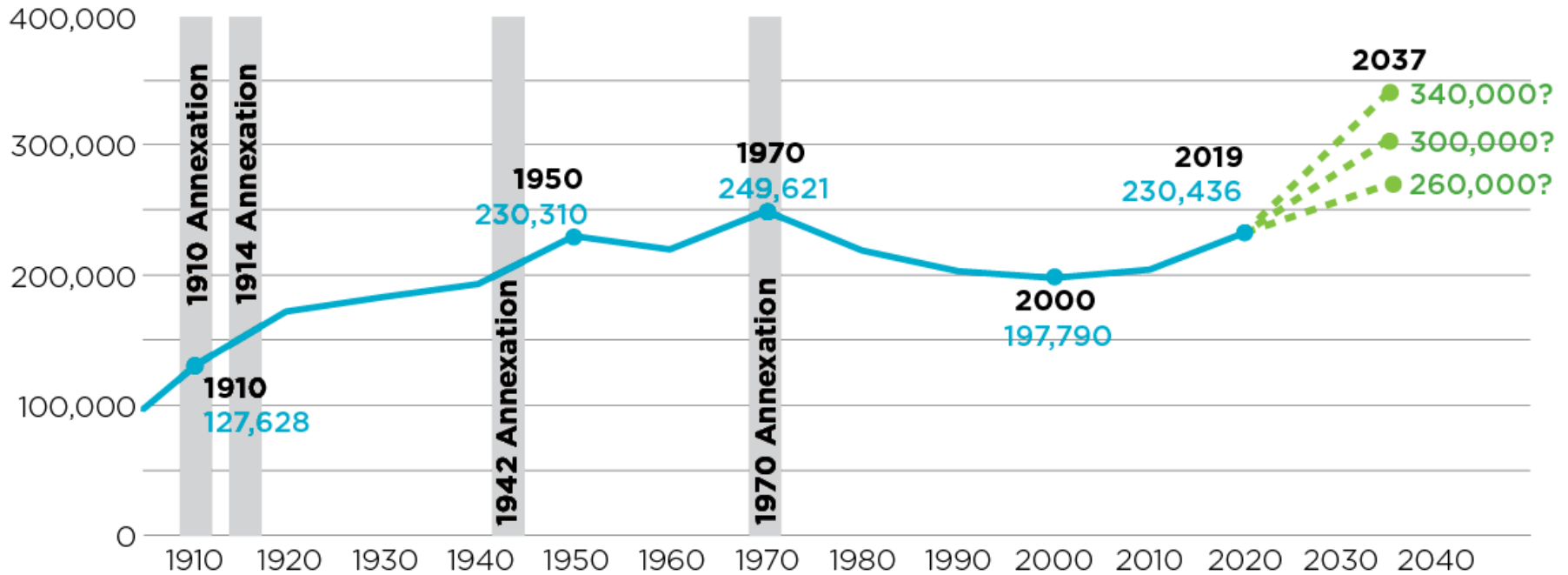


Figure ES.6 Future Land Use

# Timeline

- Pulse Corridor Plan Creation: 2015-2017 (public meetings, survey, design charrettes, presentations at civic associations)
- Pulse Corridor Plan adoption: July 24 2017
- Scott's Addition rezoning (Phase I): September 2017
- Monroe Ward rezoning (Phase II): July 2019
- Science Museum/Allison Street/VCU&VUU (Phase III):
  - 5 meetings with West Grace Street Association
  - Direct mailings to property owners
  - Public forums at Science Museum
  - Received public input and made changes to zoning proposal
  - Second direct mailing to property owners
  - Ordinances introduced April 27<sup>th</sup>
  - CPC Continued 5/18, 6/15, 7/20
  - Additional online public forum last Thursday

# Richmond is Growing



## Historic and Projected Population, 1910-2037

Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2019 Population Est.; Population Projections by the Center for Urban and Regional Analysis at Virginia Commonwealth University, 2017





Science  
Museum  
Station

Allison  
Street  
Station

Ashe Blvd

Hermitage Rd

Broad St

Leigh St

Lombardy St



## Pulse Corridor Plan

Support a walkable urban environment around Pulse stations.

This current slate of Richmond City Council members adopted The Pulse Corridor Plan in October 2017 “to support a walkable urban environment around the Pulse stations” (p. vi). The Plan establishes three goals for future development along the Pulse.

## Goals

### Compact & Mixed

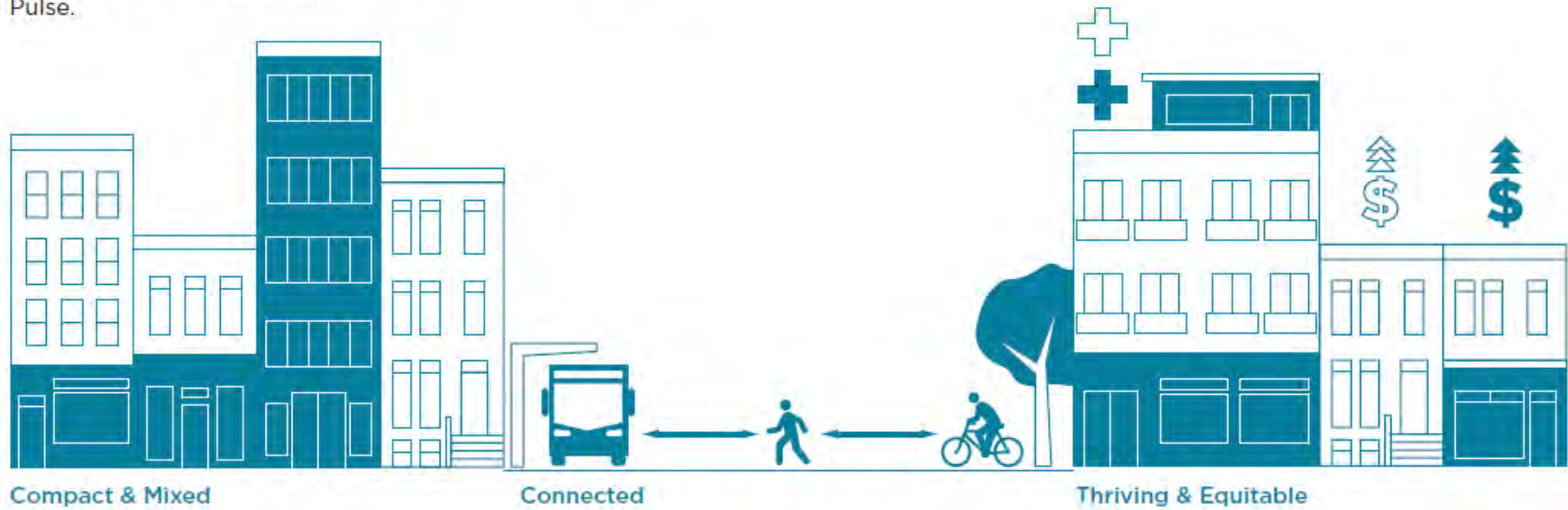
Development around Pulse stations has a rich mix of uses and is compact, sustainable, and high-quality.

### Connected

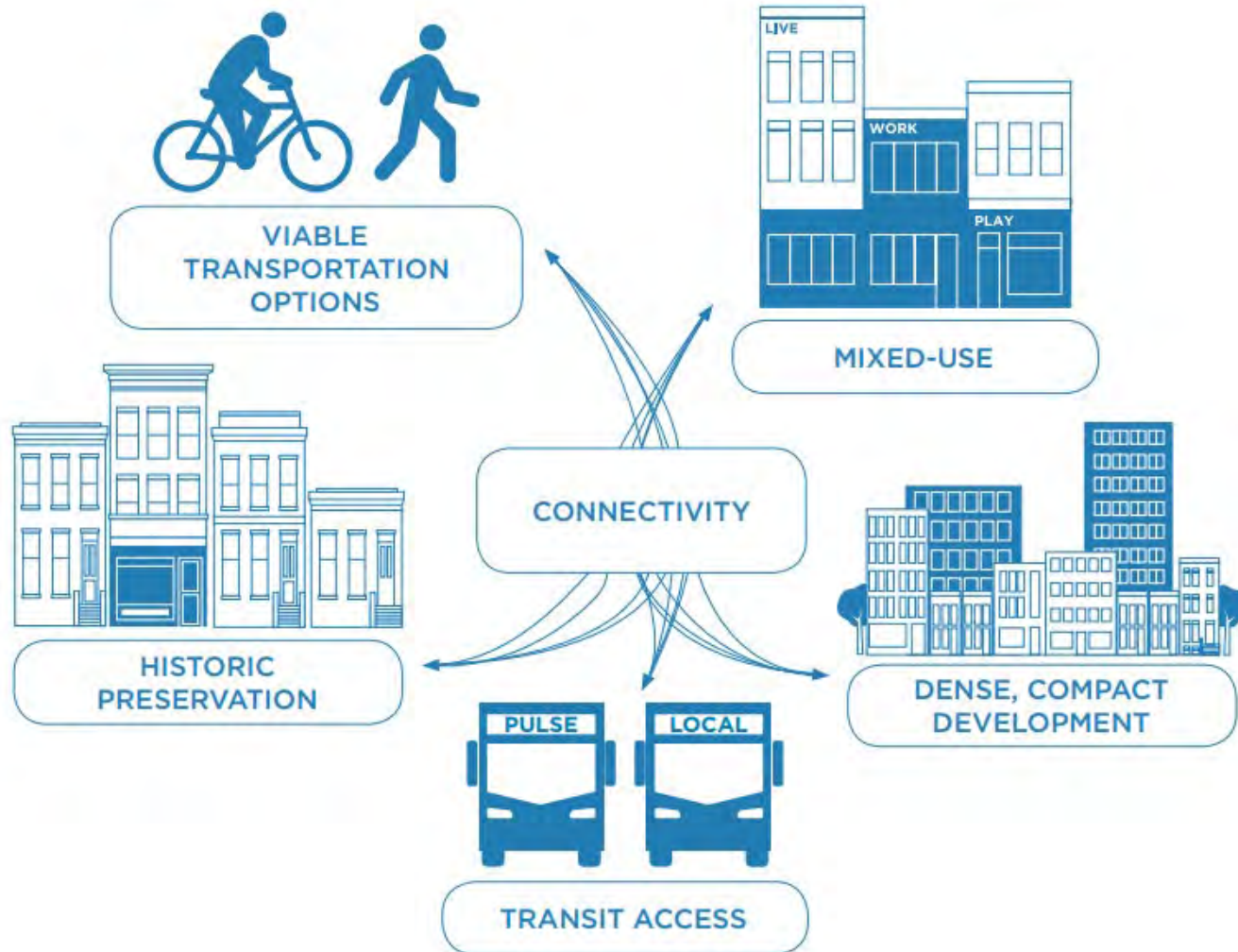
Pedestrians and cyclists access homes, jobs, entertainment, everyday needs, and transit in a safe, pleasant, and engaging public realm.

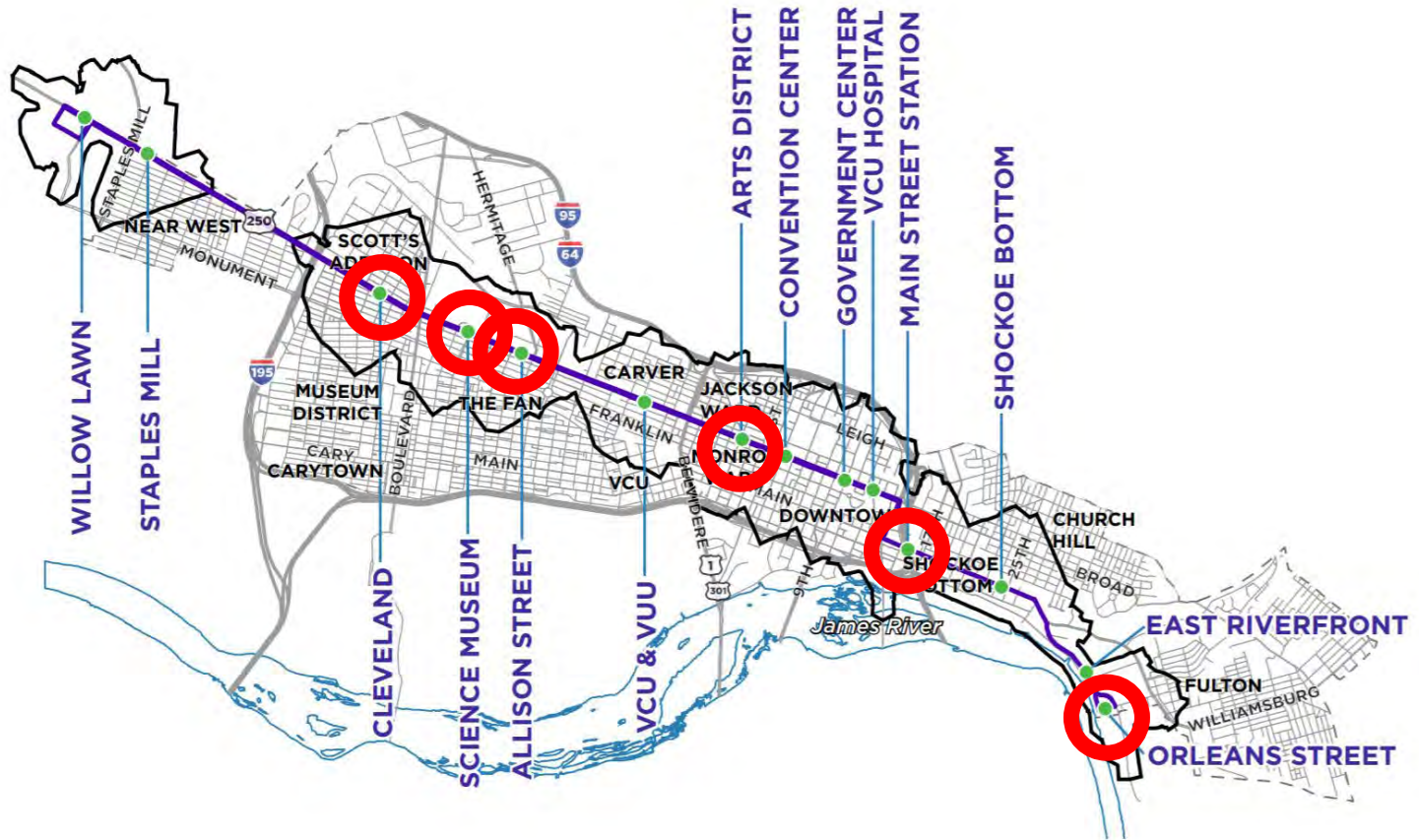
### Thriving & Equitable

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.

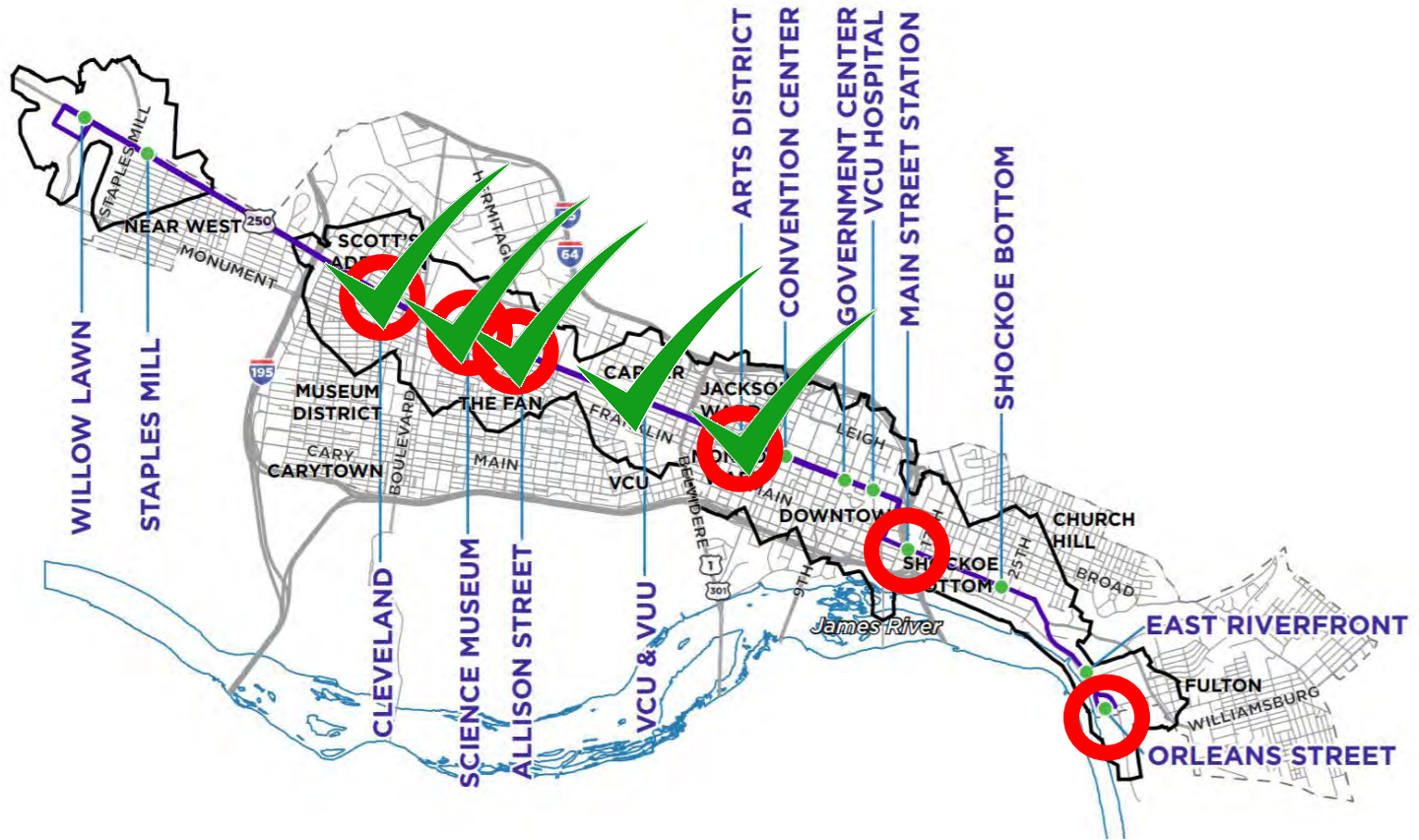


# Pulse Corridor Principles

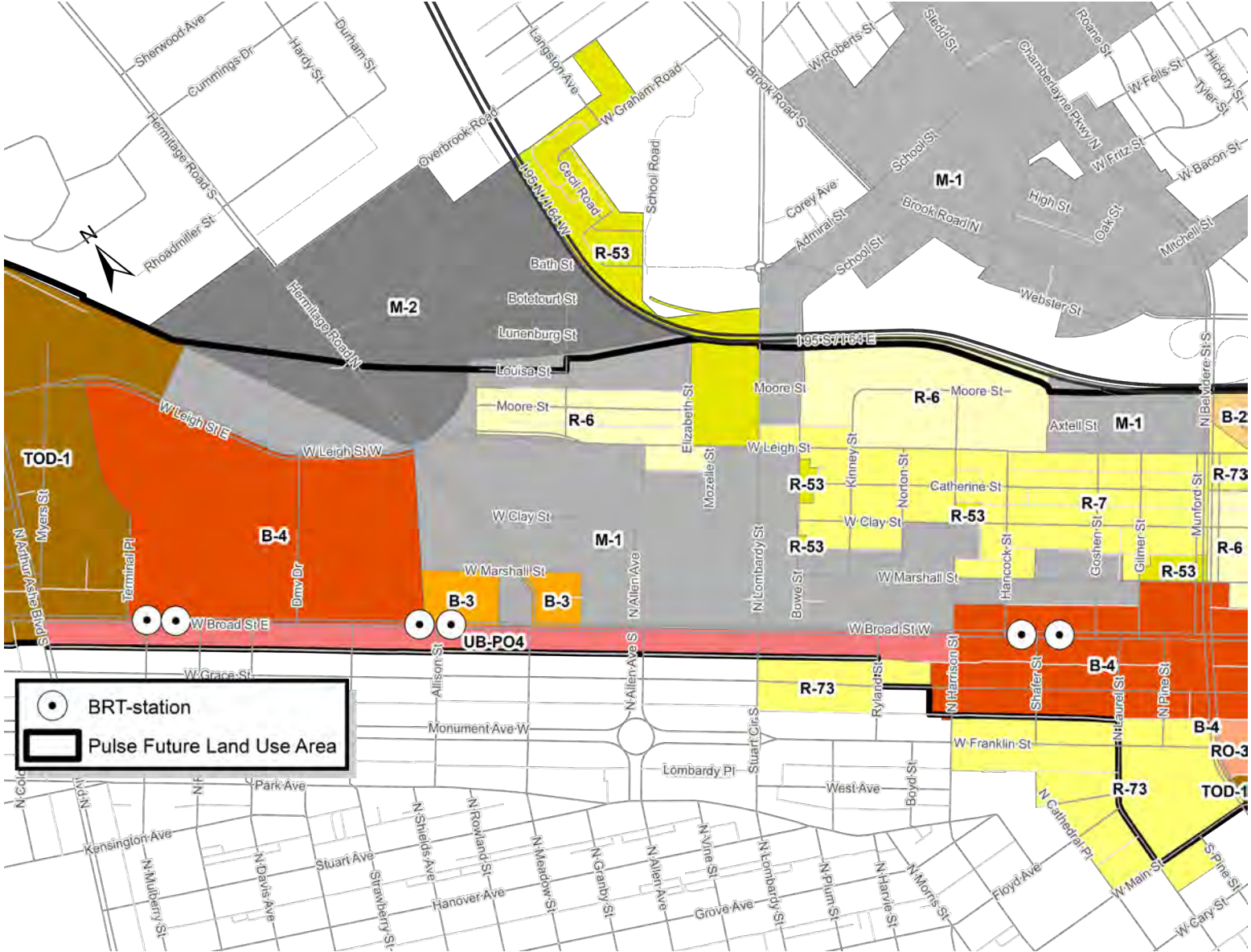






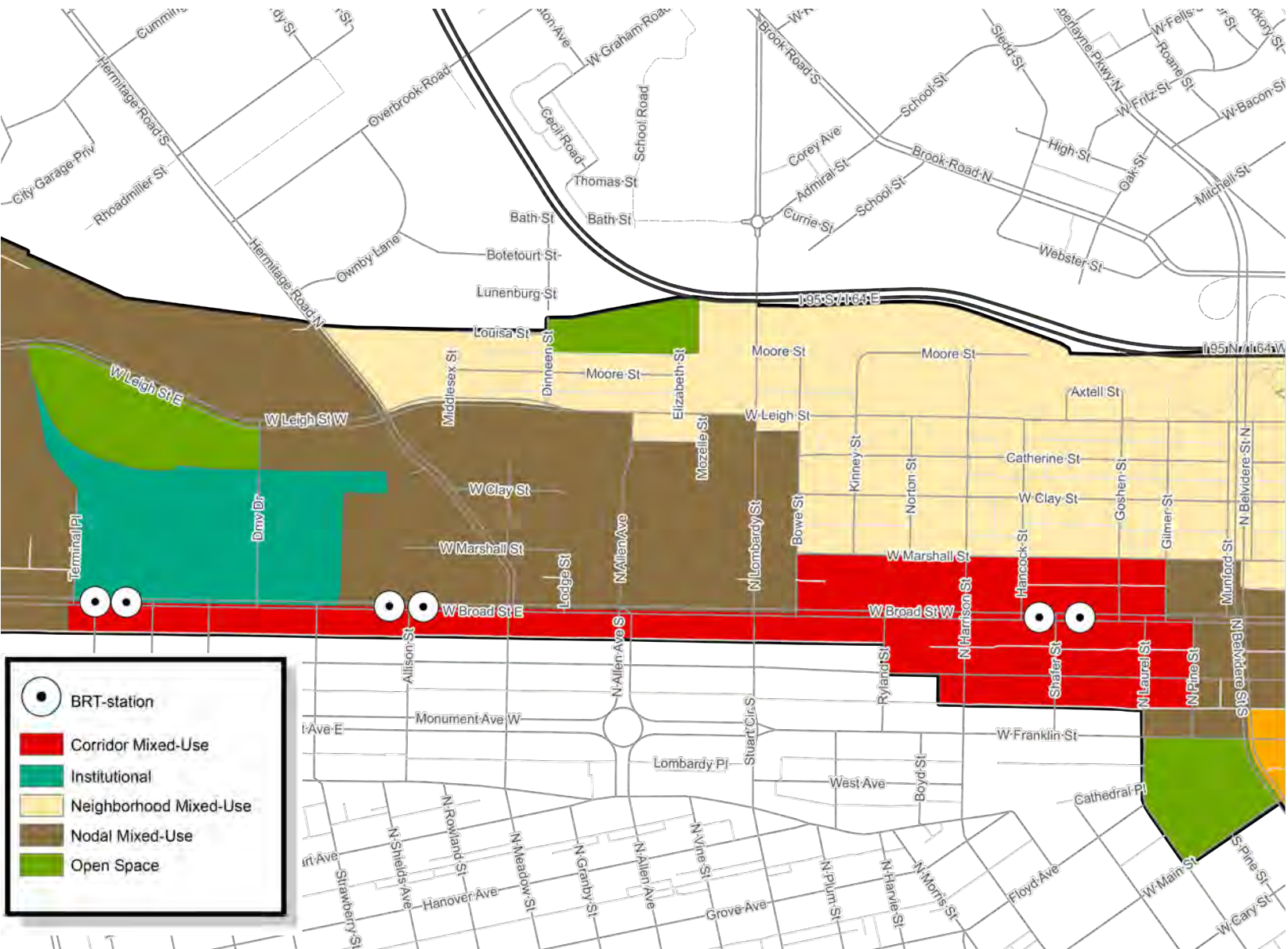


# Existing Zoning

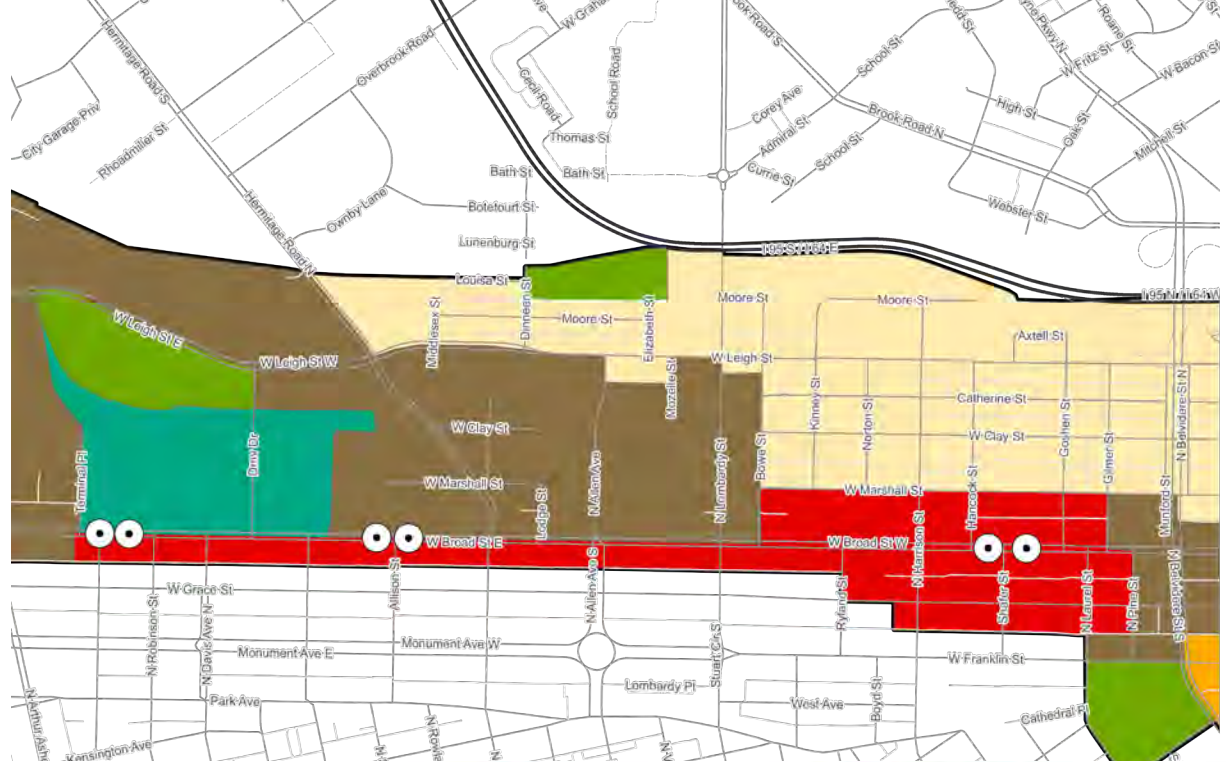
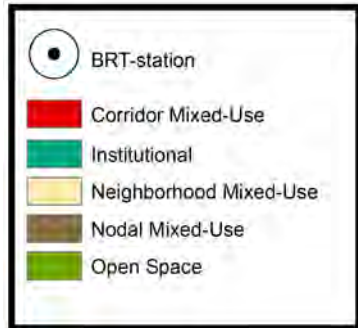




# Future Land Use



# Nodal Mixed-Use



Details

Example Photograph

Land Use Category and Description

## Nodal Mixed-Use

- Transit-oriented district located immediately adjacent to the Pulse BRT or other frequent transit service at key gateways and prominent places in the city in order to provide for significant, urban-form development in appropriate locations.
- Higher-density pedestrian- and transit-oriented development encouraged on vacant and underutilized sites; new development should be urban in form and may be of larger scale than existing context. It should directly engage with the prominence of Nodal Mixed-Use places and the public realm.
- Highly active street frontages and urban design features that encourage pedestrian activity required.
- Driveway entrances required to be off alleys whenever possible; new driveways prohibited on street-oriented commercial and priority street frontages.
- Little to no setback of new development unless to create pedestrian-oriented amenities like plazas and outdoor dining.
- Surface parking prohibited as a principal use; when surface parking is provided as an accessory use, it should be located to the rear of buildings and screened by shade trees.
- Parking requirements are reduced to allow more market-based parking strategies, including shared parking.

**Density/Size:** High density, buildings typically a minimum height of 5 stories.  
**Potential Future Zoning Districts:** B-4, B-5, RF-1, RF-2, or a new district.  
**Primary Uses:** Office, retail, personal service, cultural, and multi-family residential.  
**Secondary Uses:** Institutional and governmental uses, plazas, squares, pocket parks, and open space.





## Corridor Wide Recommendations

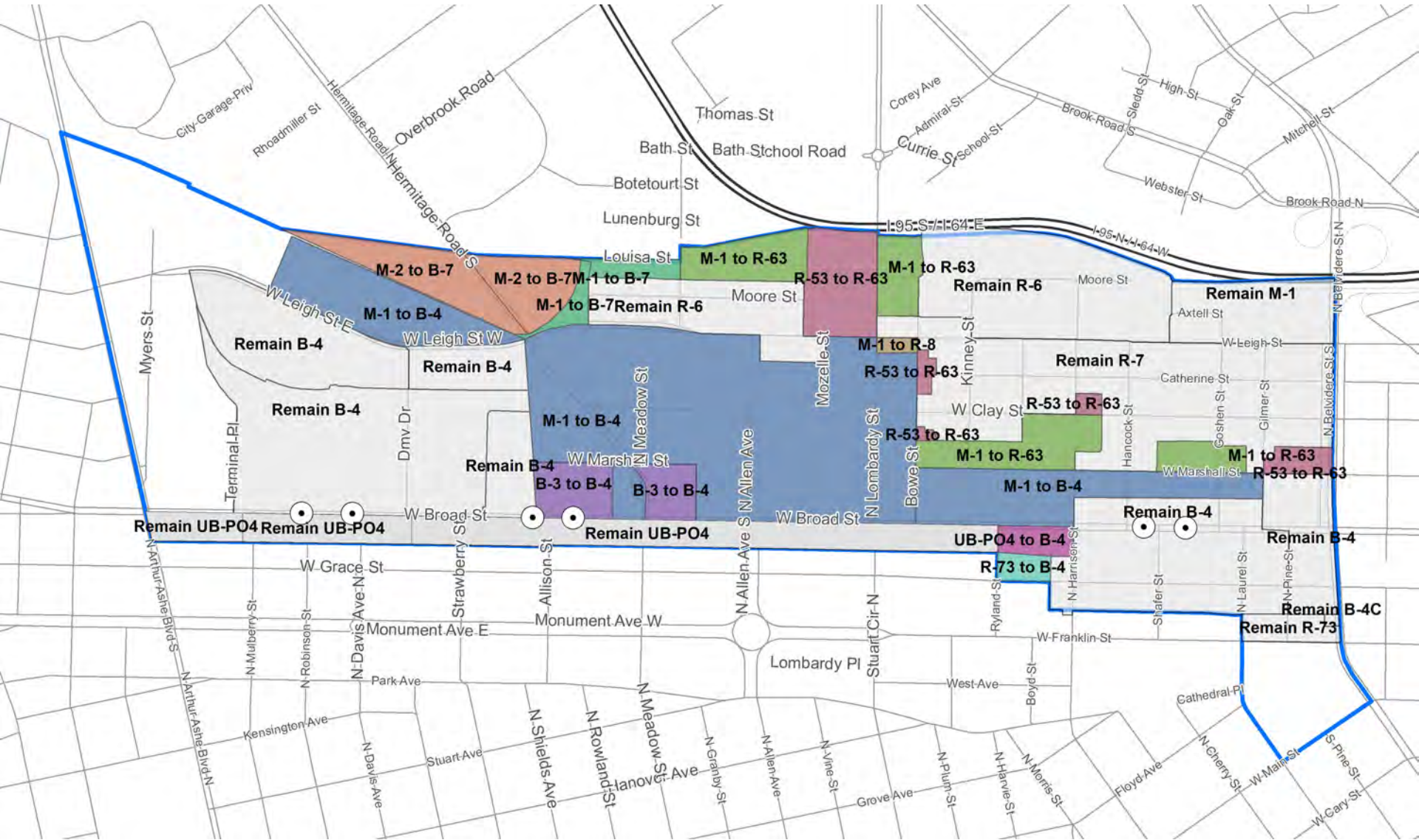
**CW.2 Rezone the Corridor to match the future land use map.** Priority station areas are Cleveland, Science Museum, Allison, Arts District, Main Street Station, and Orleans. Recommended changes to future land use, as shown in Figure 3.5, will help the Corridor achieve a more transit-oriented form. Future land use designations give the City the ability to direct new development to match the goals of this plan and enables zoning changes where existing zoning and future land use differ. The future land use categories are described in Table 3.1. Chapter 4 has detailed maps of each station area with descriptions of land uses as proposed around each station.

**CW.3 Create a new mixed-use zoning district that allows mid-rise buildings, up to 12 stories in building height.** Current zoning districts do not allow the type of development envisioned for the Nodal Mixed-Use land use category, and sometimes for the Corridor Mixed-use land use category. A new district would fill this gap in the zoning ordinance and provide opportunities to build mid-rise buildings.

**CW.4 Encourage underground and wrapped parking decks.** Incentivize underground parking, require wrapping of structured parking, discourage the development of new surface parking lots along the Corridor, and encourage redevelopment of existing surface lots as new infill sites. Surface parking has a negative effect on the streetscape, deadens overall activity, and presents an opportunity for redevelopment (please see the Appendix for surface parking analysis).

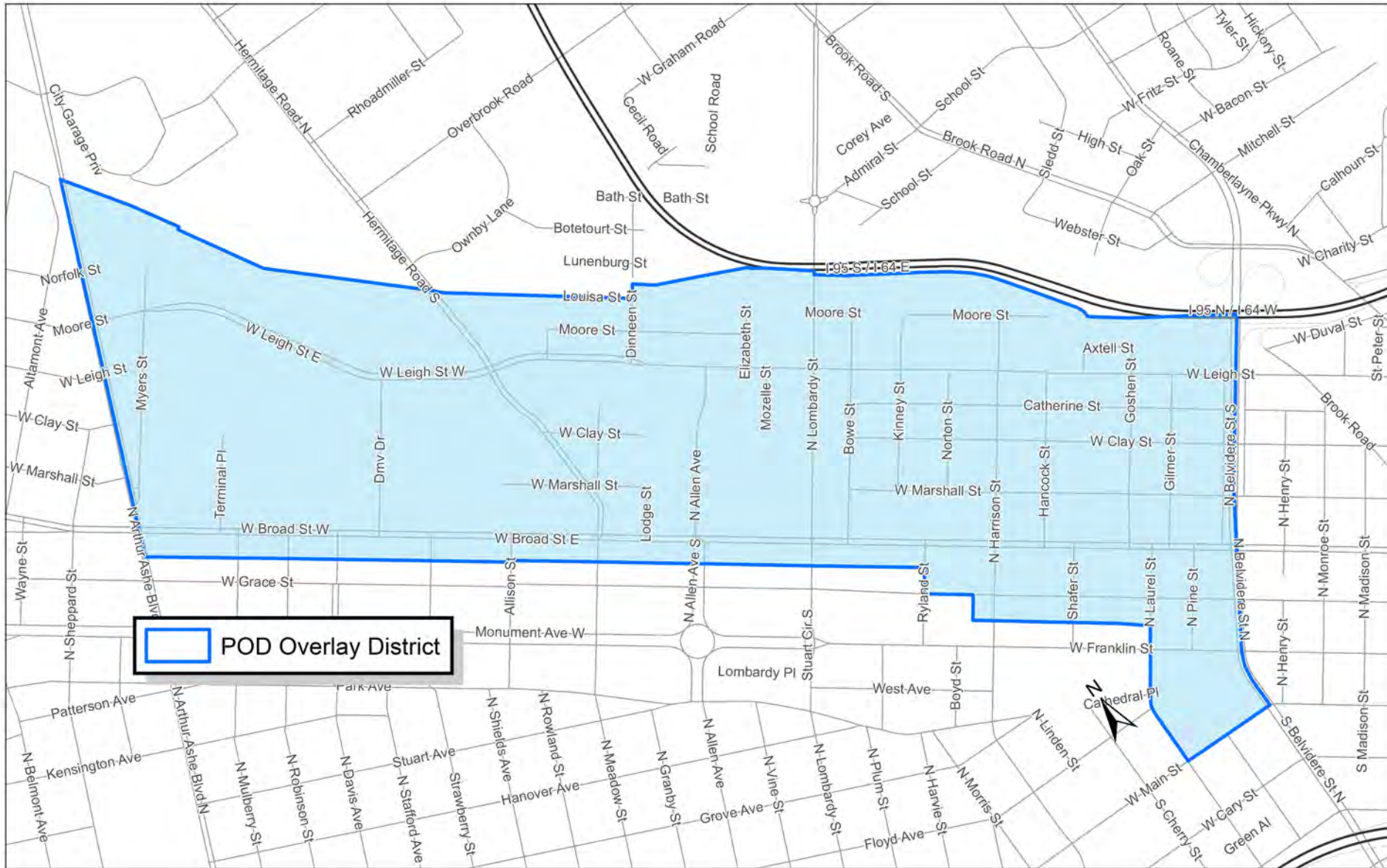
**CW. 6 Update the map of Street-Oriented Commercial and Priority Streets along the Pulse Corridor to incorporate into the Zoning Ordinance.** The existing street-oriented commercial designation should be re-examined and/or expanded to other areas of the city. A new “priority streets”

# Proposed Zoning Final (Ord. No. 2020-103)





# Plan of Development Overlay District (Ord. No. 2020-105)





# CORRIDOR-WIDE RECOMMENDATIONS

The 35 Corridor-wide recommendations described below work in concert to create a highly walkable Pulse Corridor that is **Compact & Mixed**, **Connected**, and **Thriving & Equitable**.

## COMPACT & MIXED

**CW.1 Create a Plan of Development overlay.** A Plan of Development overlay along the Corridor will outline form elements projects must incorporate into their site plan to meet TOD goals. (Please see Figure 3.4.)

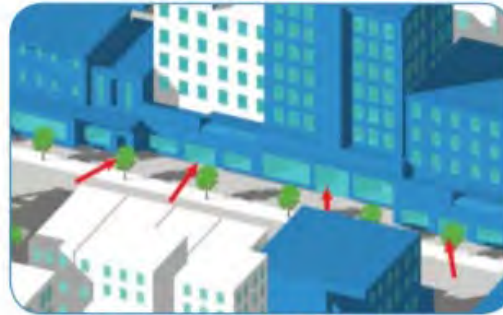
- **Hold the corner:** Buildings and spaces at intersections have active ground floors that wrap around the corner.
- **Entrances face the street:** Main entrances to businesses and residences front the street, fostering pedestrian activity.
- **Appropriate setbacks/stepbacks:** Commercial uses are closer to the street while residential uses are setback to foster privacy and to create a semi-public space. Stepbacks at upper stories create a means to honor existing form without overwhelming it.
- **Transparency:** Facade fenestration allows visibility to and from the street. This is especially important on the ground floor, where fenestration should occupy a higher percentage of the building face.
- **Façade articulation:** Long, monolithic façades should be broken up and made more human-scale by varying the streetwall plane, height, colors, and materials.
- **Screened parking/services:** Attractive landscaping pushed to the sidewalk help maintain a streetwall and mitigate the disruption caused by surface parking lots and utilitarian services.



Hold the Corner



Appropriate Setbacks/Stepbacks



Entrances Face the Street



Transparency



Façade Articulation



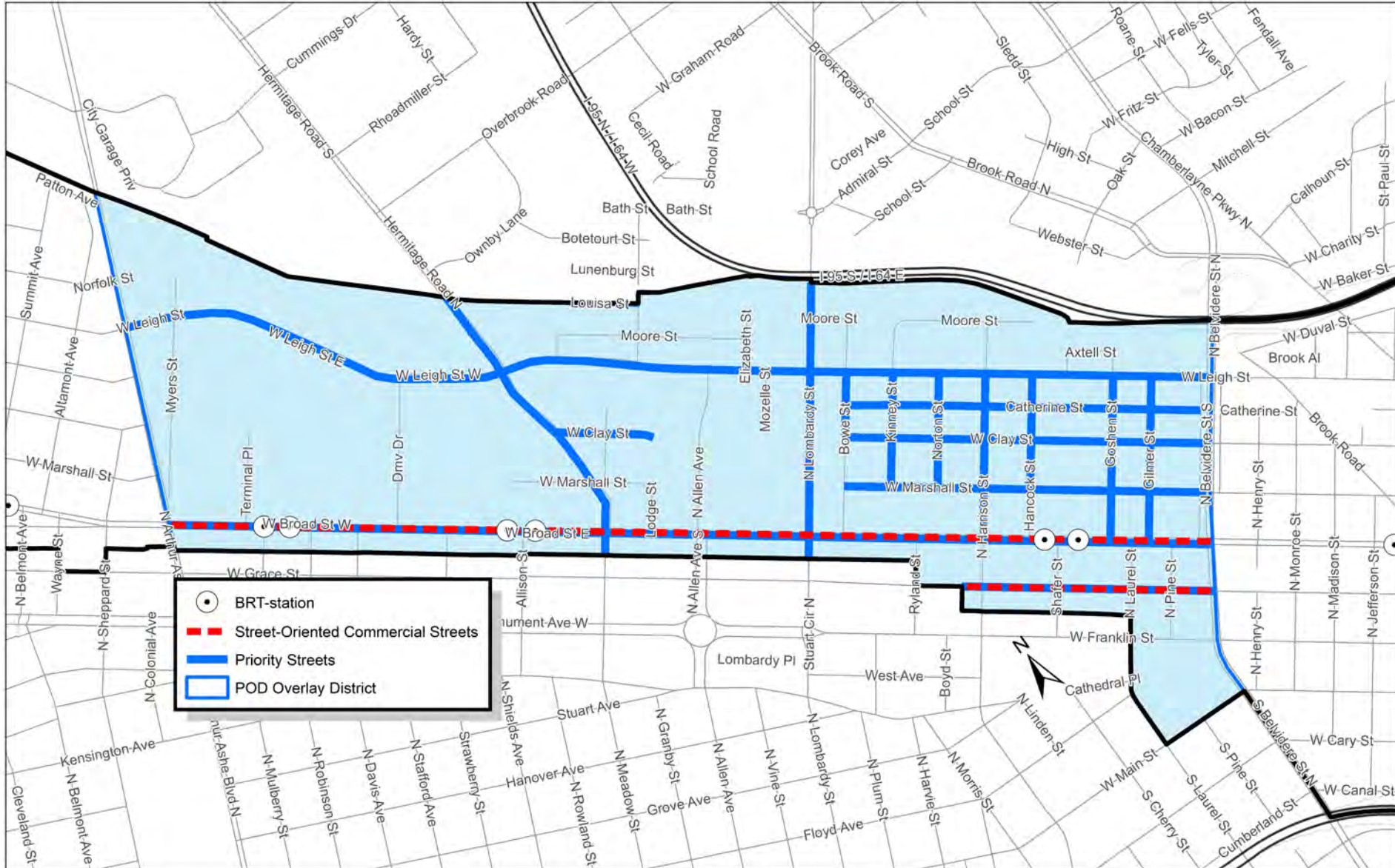
Screened Parking/Services

**Figure 3.4 Plan of Development Overlay Form Elements**

Under the Plan of Development Overlay, developers must make considerations to each of the six elements in site plan design, which are key in creating an engaging pedestrian environment.



# Street-Oriented Commercial and Priority Streets (Ord. No. 2020-104)



# Ord. No. 2020-105

- Removes parking areas and parking lots as Permitted Principal uses in the B-7 Mixed-Use Business and the UB Urban Business District
- Removes required rear and side yard setbacks in the B-4 district when adjacent to or abutting property in an RO-3 and R-73 districts
- Creates a Plan of Development Overlay District based on the Six Form Elements of the Pulse Corridor Plan



# Recommended Amendments

- Remove the RO-3 district from the added amendment regarding side and rear yard setbacks from Sec. 30-440.3

(2) *Side yards.* No side yards shall be required except as provided in Subsection (4) of this section, and except that where a side lot line abuts property in an R or RO district there shall be a side yard of not less than ten feet in width. This exception shall not apply to parcels abutting or situated across an alley from property in an RO-3 or R-73 district.

(3) *Rear yard.* No rear yard shall be required [~~except as provided in Subsection (4) of this section, and ]~~ except that where a rear lot line abuts or is situated across an alley from property in an R or RO district, there shall be a rear yard of not less than 20 feet in depth. This exception shall not apply to parcels abutting or situated across an alley from property in an RO-3 or R-73 district.

# Recommended Amendments

- Clarifying that the Plan of Development District will not impose a POD Review on single- and two-family dwellings by adding the phrase “with the exception of single- and two-family dwellings” to Sec 30-950.3(b)(1)

(b) *Application of district regulations.* Within each plan of development overlay district, a plan of development as set forth in article X of this chapter shall be required for:

- (1) Construction of any new building or addition to an existing building when such new building or addition occupies more than 1,000 square feet of lot coverage;
- (2) Construction or resurfacing of any parking area or parking lot or any addition to or material alteration of the arrangement of any parking area or loading area or vehicle circulation or maneuvering area, including any means of access thereto.



# Questions and Comments?

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