

Transit-Oriented Development:
The Pulse Corridor Plan
Update & Status
September 20, 2016





**Federal Transit
Administration**



Smart Growth America
Making Neighborhoods Great Together

**VAN METER
WILLIAMS
POLLACK ^{LLP}**

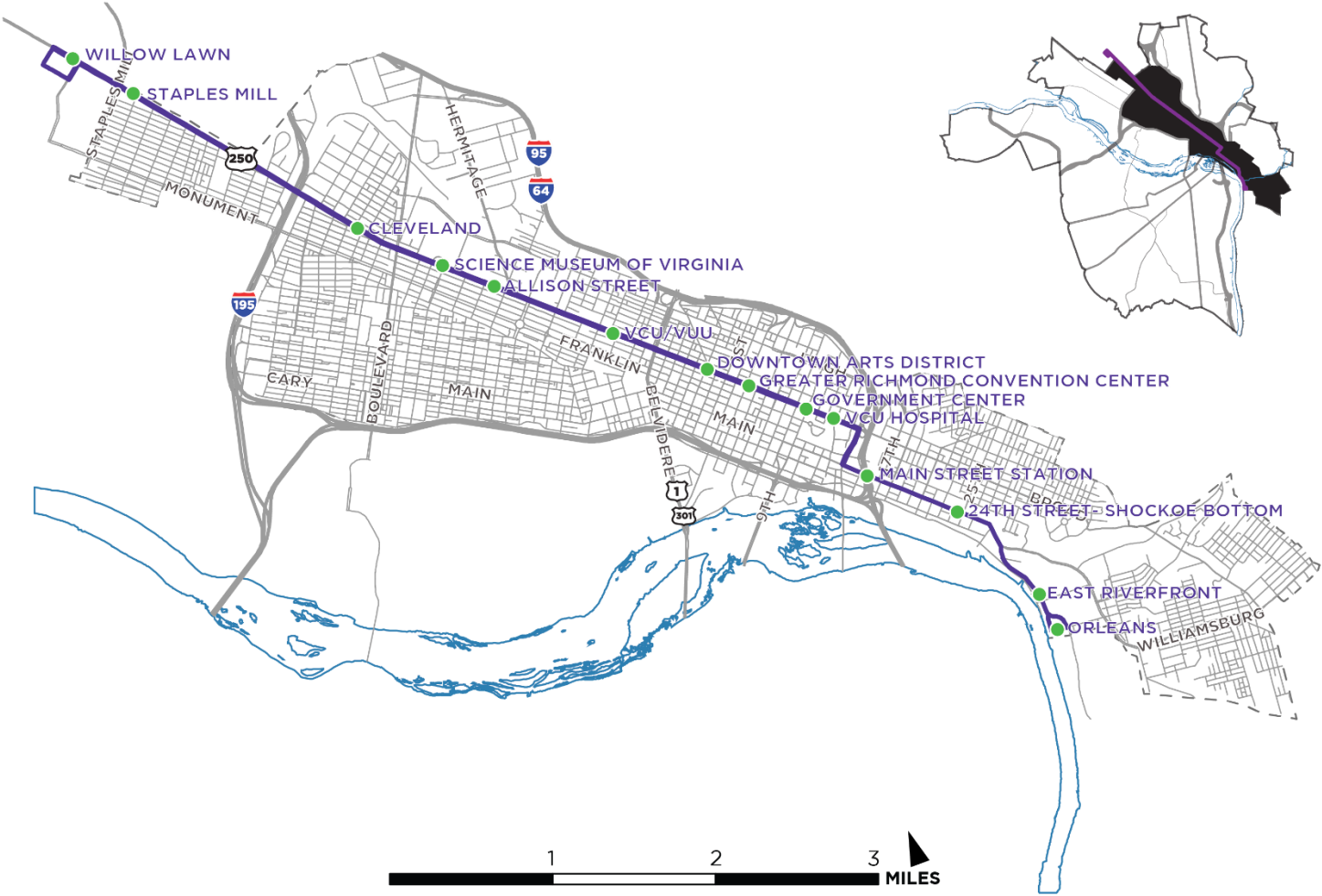




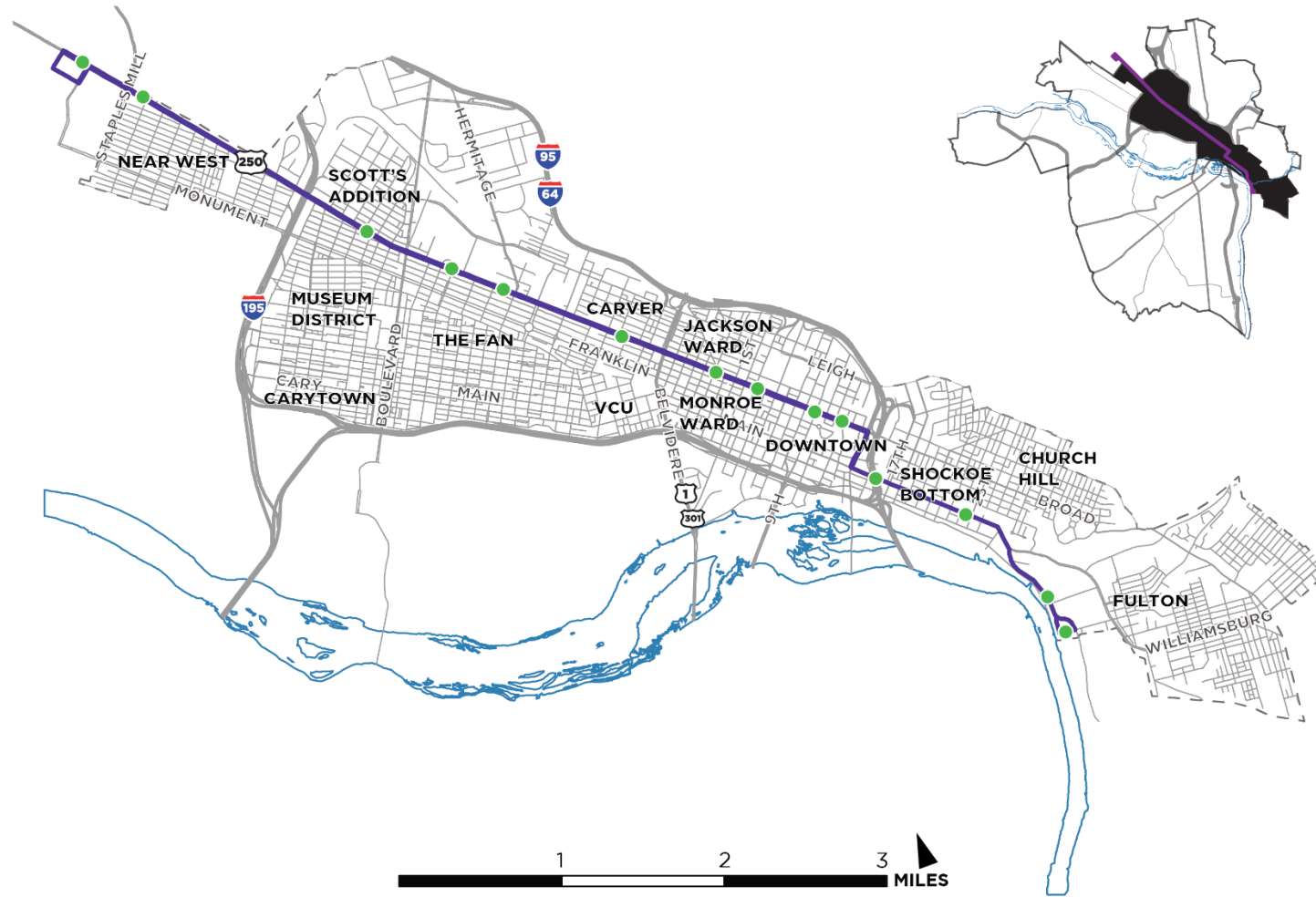
Introduction



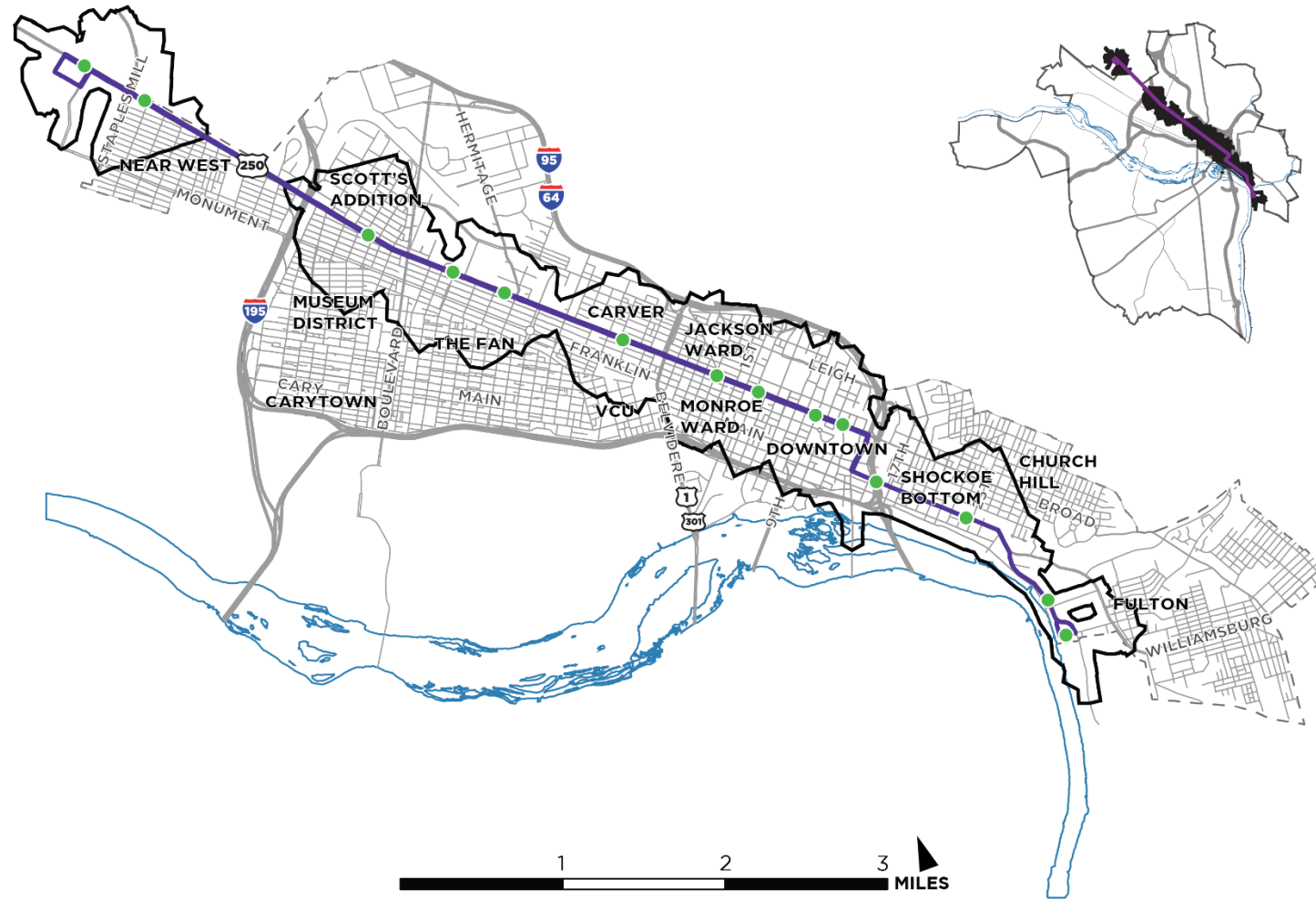
Route and Stations



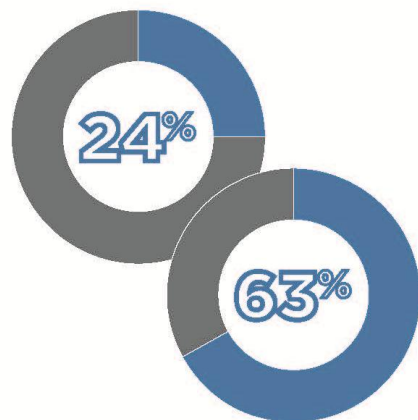
Nearby Neighborhoods



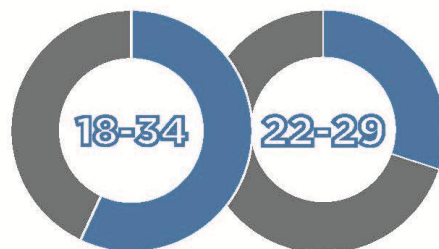
1/2 Mile Walkshed



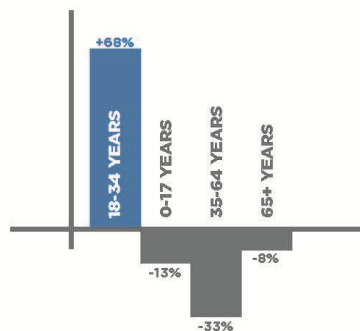
Demographics



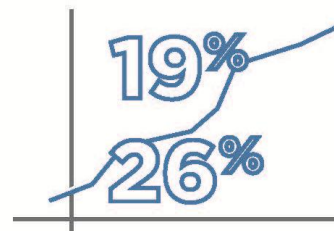
ONE QUARTER OF THE POPULATION AND TWO-THIRDS OF THE JOBS IN THE CITY



**57% ARE 18-34 YEAR-OLDS
30% ARE 22-29 YEAR-OLDS**



THIS AGE GROUP GREW WHILE ALL OTHERS DECLINED RELATIVELY BETWEEN 2000-2013



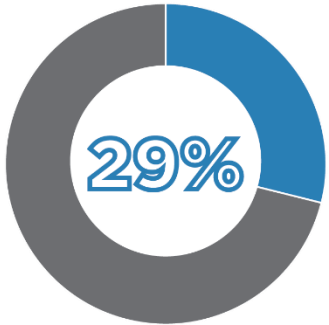
POPULATION GREW 19% AND HOUSING UNITS GREW 26% BETWEEN 2000-2013



TWO-THIRDS OF HOUSEHOLDS OWN ONE OR FEWER CARS

Source: Census 2009-2013 American Community Survey (ACS) 5-year estimates, Virginia Employment Commission 2012 Employment Data

Walkshed Characteristics



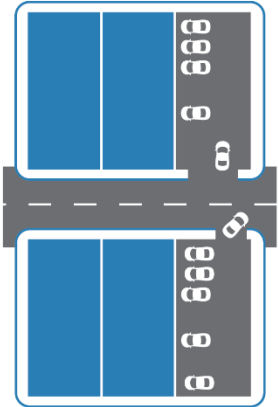
29% OF PROPERTY IS TAX-EXEMPT

**\$9.6
BILLION**

**TOTAL ASSESSED PROPERTY
VALUE AS OF JANUARY 2016**

**\$1.2
BILLION**

**BUILDING PERMIT ACTIVITY
FROM 2010-2015**

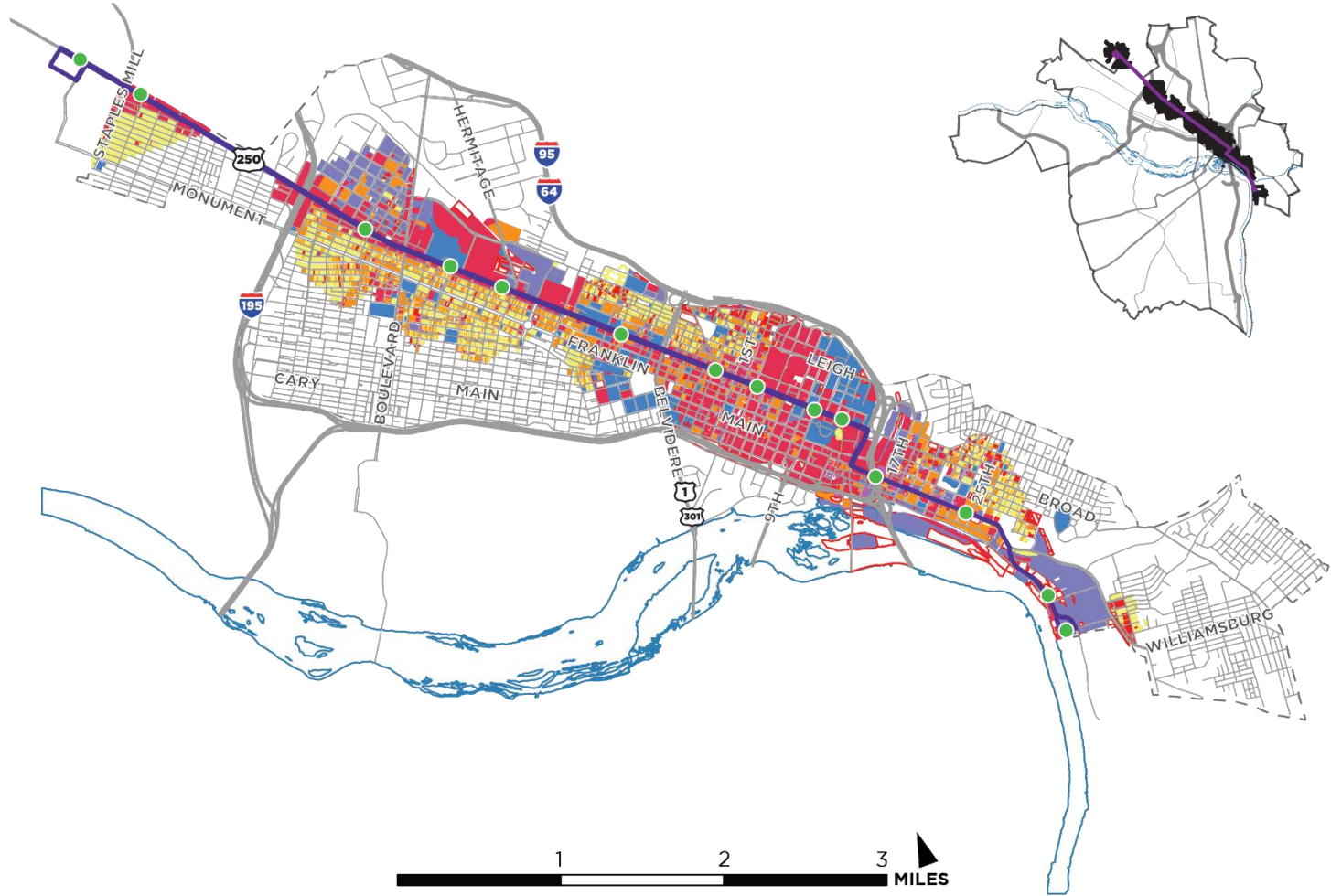


**35% OF LAND IS OCCUPIED
BY SURFACE PARKING LOTS**

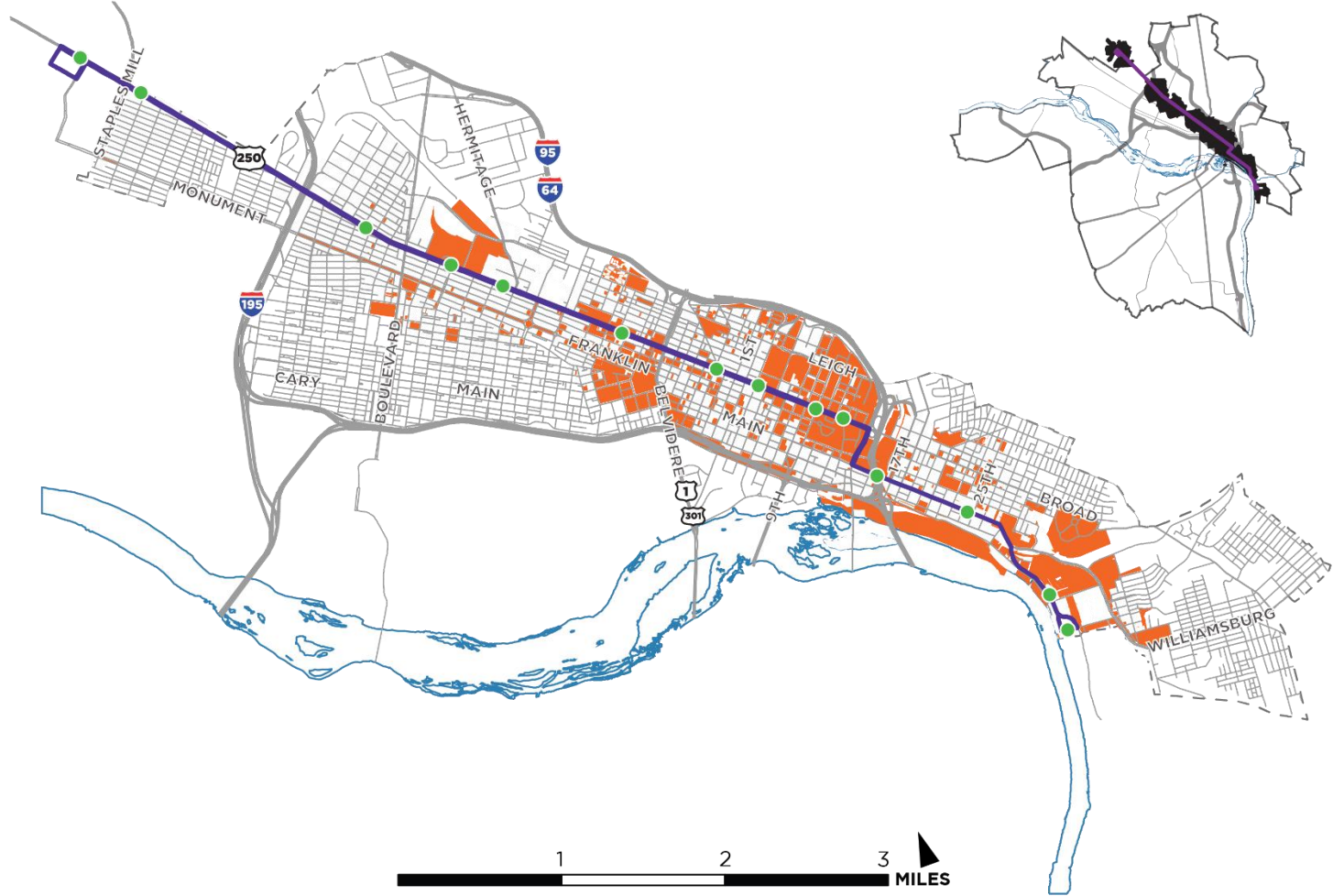
Source: City of Richmond



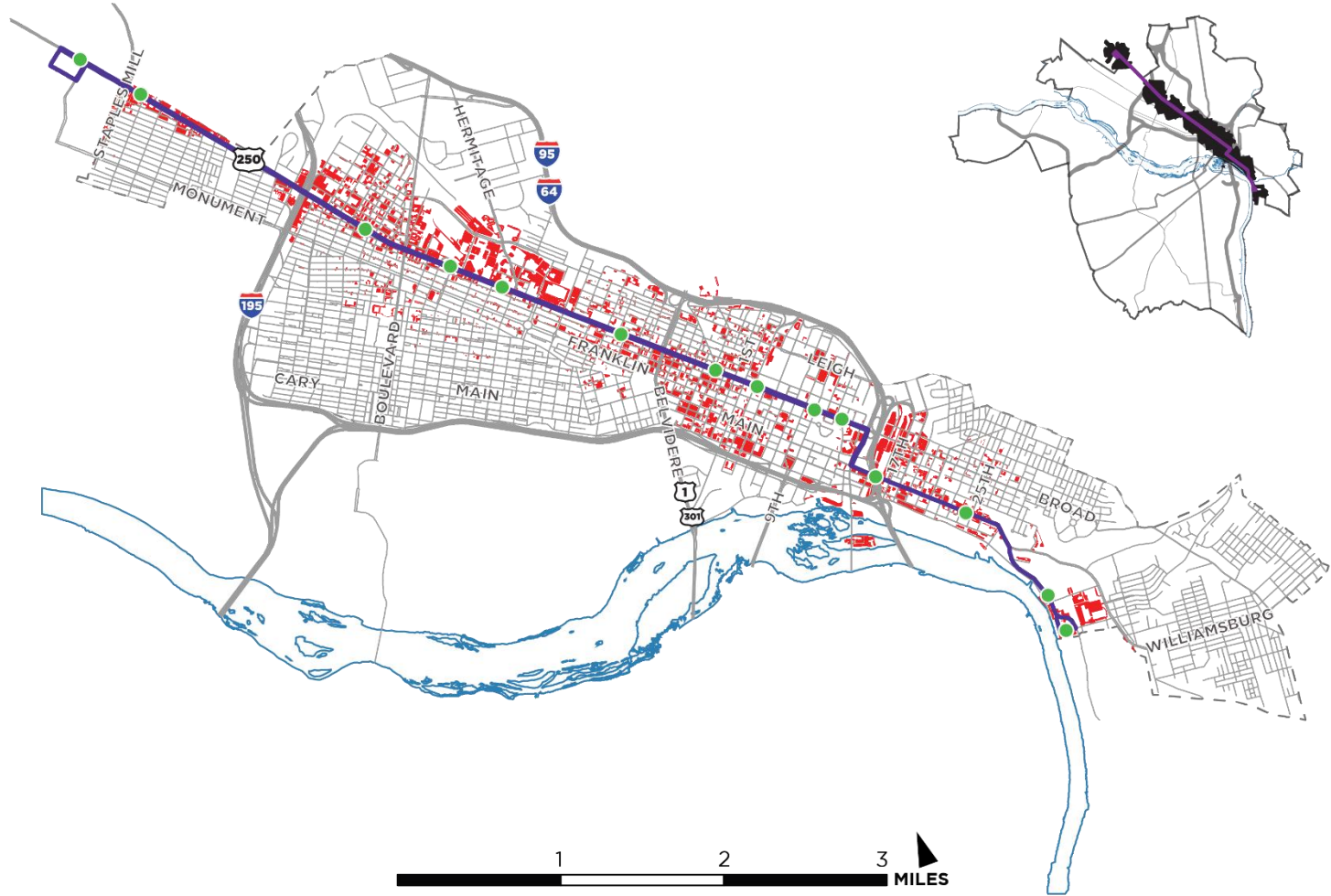
Existing Land Use







Tax Exempt Parcels

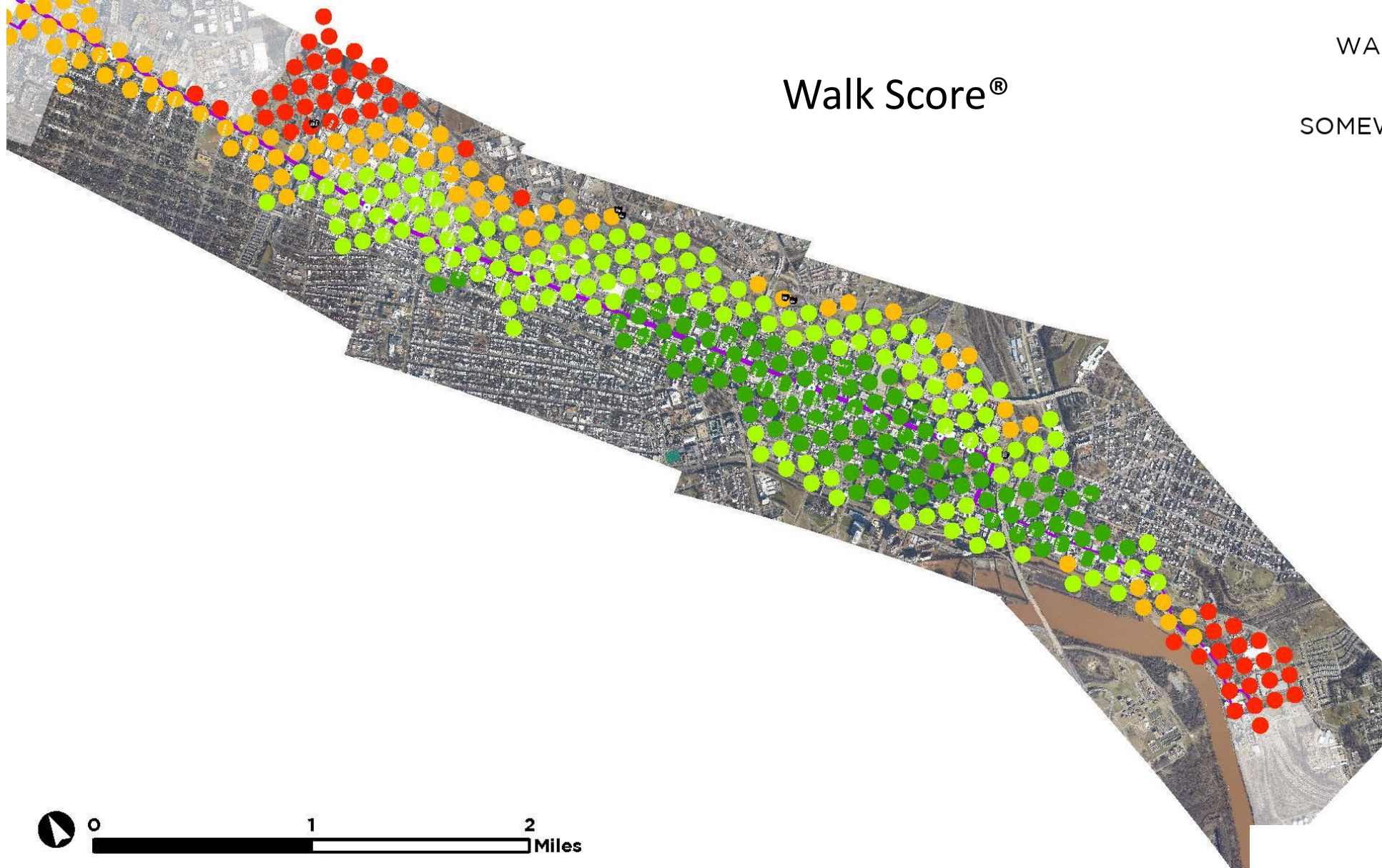


Surface Parking Lots



Walk Score®

- WALKER'S PARADISE 
- VERY WALKABLE 
- SOMEWHAT WALKABLE 
- CAR-DEPENDENT 



From www.walkscore.com

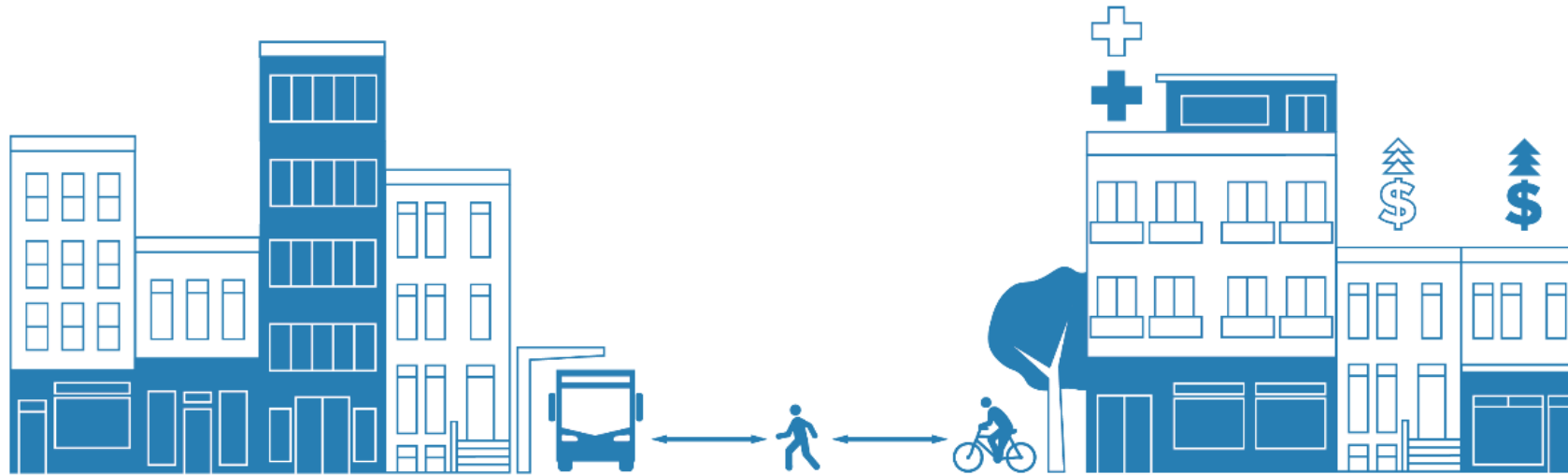


Public Engagement

- Kick-off November 2015
- Over 2 dozen civic association & stakeholder meetings
 - Art 180 (youth)
- Technical Advisory Comm.
 - R.E., Non-profits, RRHA, Development Comm., Architects, VCU
- Commercial Coffee
- Online survey
- Greater Fulton Charrette (intensive 3-day workshop)
- Over 200 direct contacts/engagements
- More opportunities for input to come...



Pulse Corridor Plan Guiding Principles



COMPACT AND MIXED

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

CONNECTED

Pedestrians and cyclists can access homes, jobs, entertainment, every day needs, and transit in a safe, pleasant, and interesting public realm.

VIABLE

TOD benefits the corridor and the city by adding housing for all income levels and jobs for all skill levels. Increased development in this area increases property values, supports **Pulse** ridership, and generates over \$1 billion in additional assessed value over the next 20 years.

The Corridor is its own place. Not an edge, but a center in its own right...



Guiding Principles

Compact Mixed-Use Development

- Uses are Mixed
- Auto-oriented uses are limited
- Surface lots become infill opportunities
- Streetwall is engaging
- Architecture enhances intersections

Connected

- Connections to station areas are safe, engaging, attractive
 - Sidewalk network is complete
 - Pedestrians/bicyclists cross streets safely
 - Cyclists have multiple route options
 - Trees beautify/shade the street
 - Existing surface parking lots are screened
 - Good lighting



Guiding Principles

Viabile

- Added population and employment support and expand transit service
- Residents of all incomes are housed along the Corridor
- Richmond is the center of the region



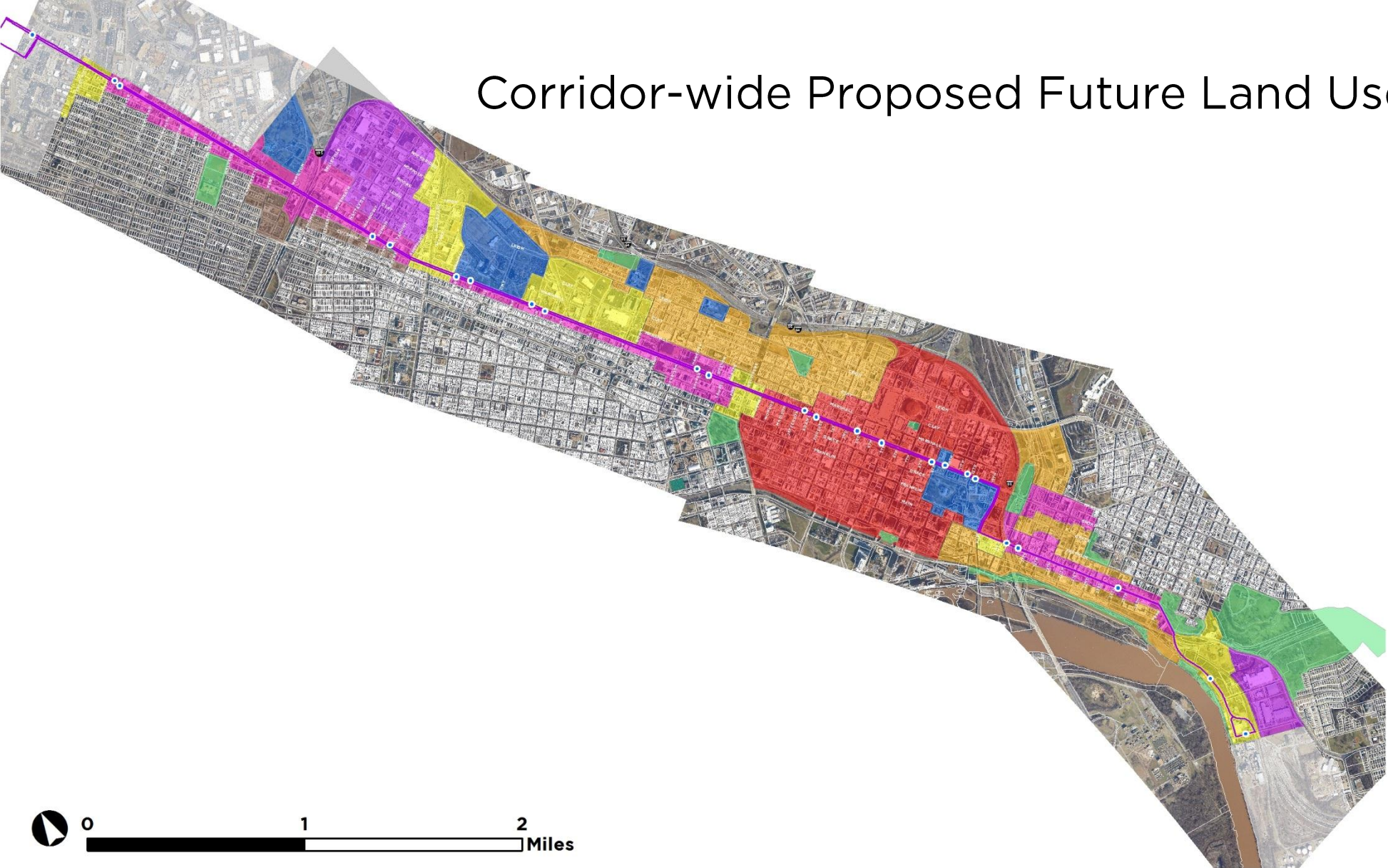


Question 1: Where is
Future Development
Going to Occur?



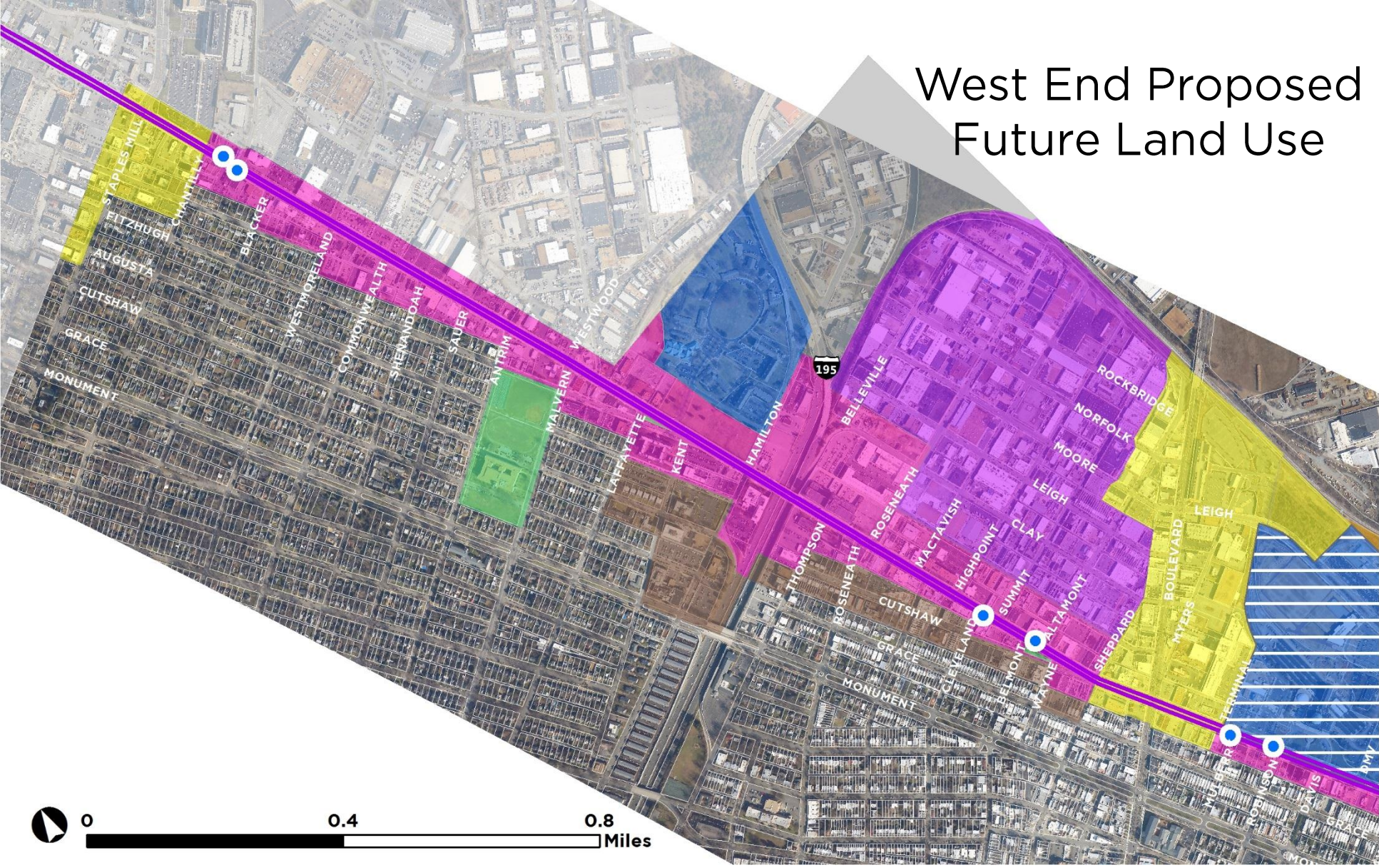
Corridor-wide Proposed Future Land Use

- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSOURCE
- TRANSITIONAL
- OPPORTUNITY SITE













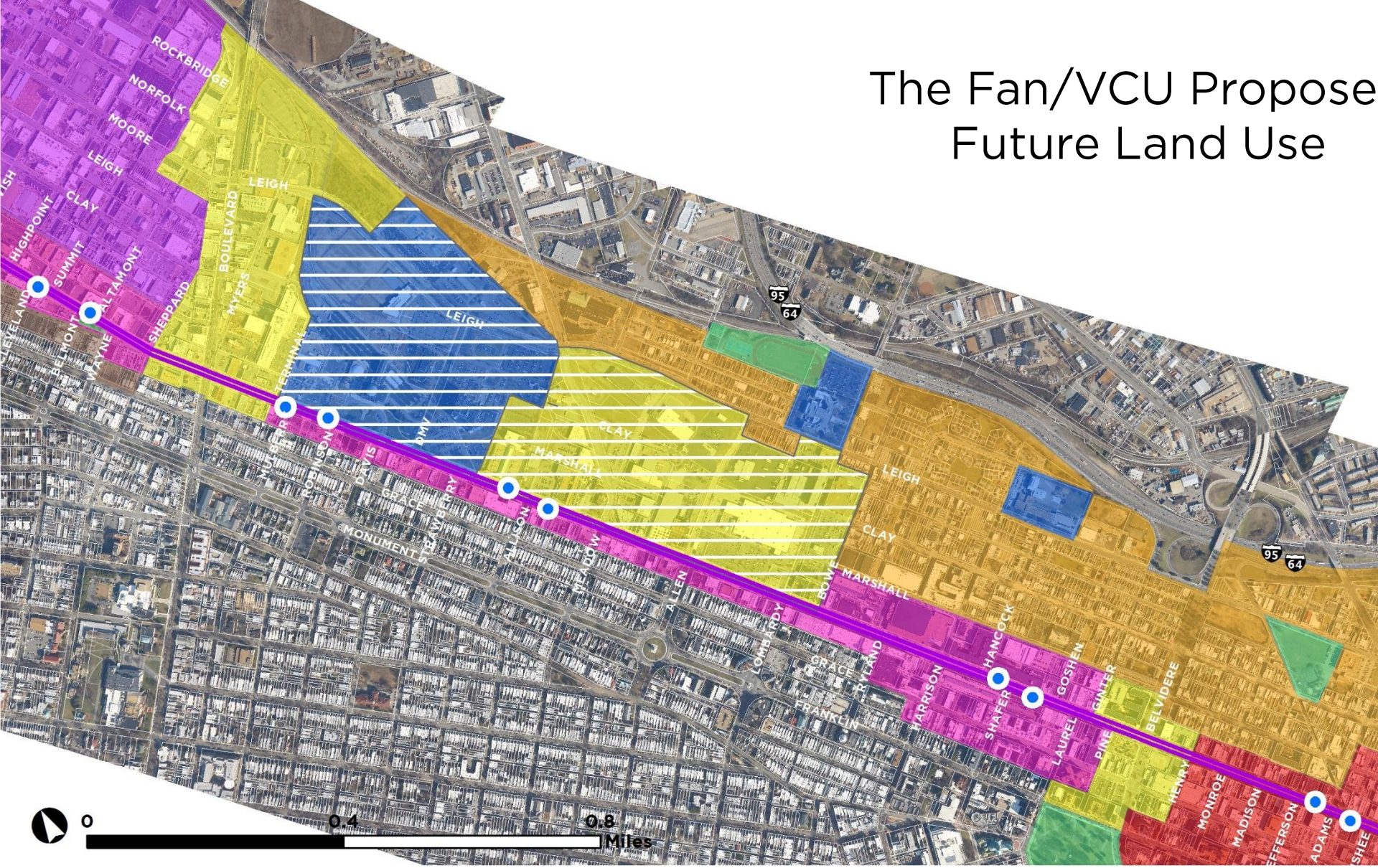
West End Proposed Future Land Use

- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
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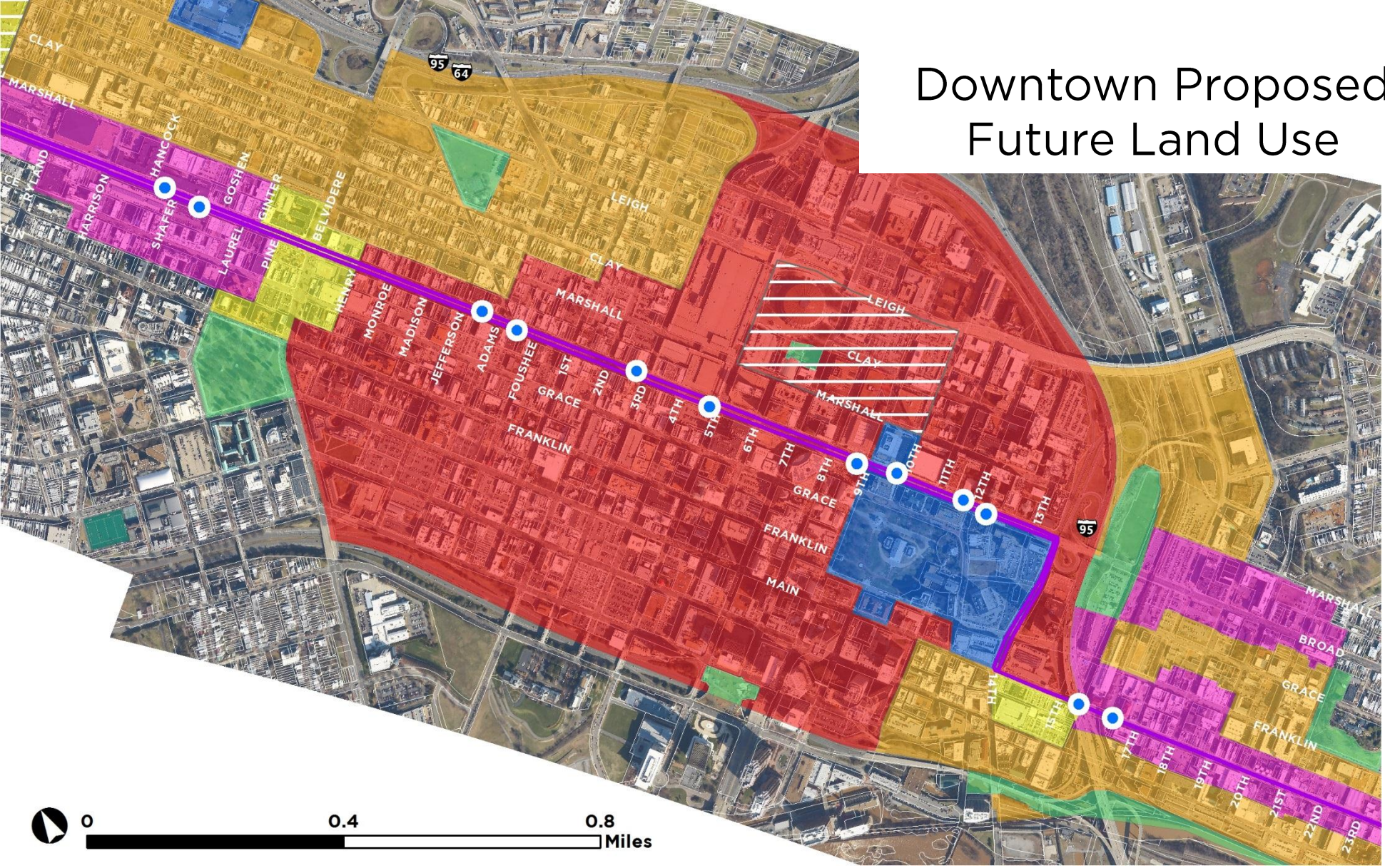


The Fan/VCU Proposed Future Land Use

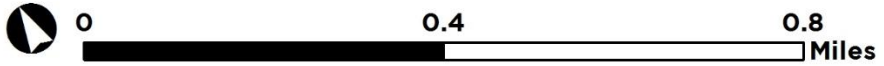
- CORRIDOR MIXED-USE 
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Downtown Proposed Future Land Use

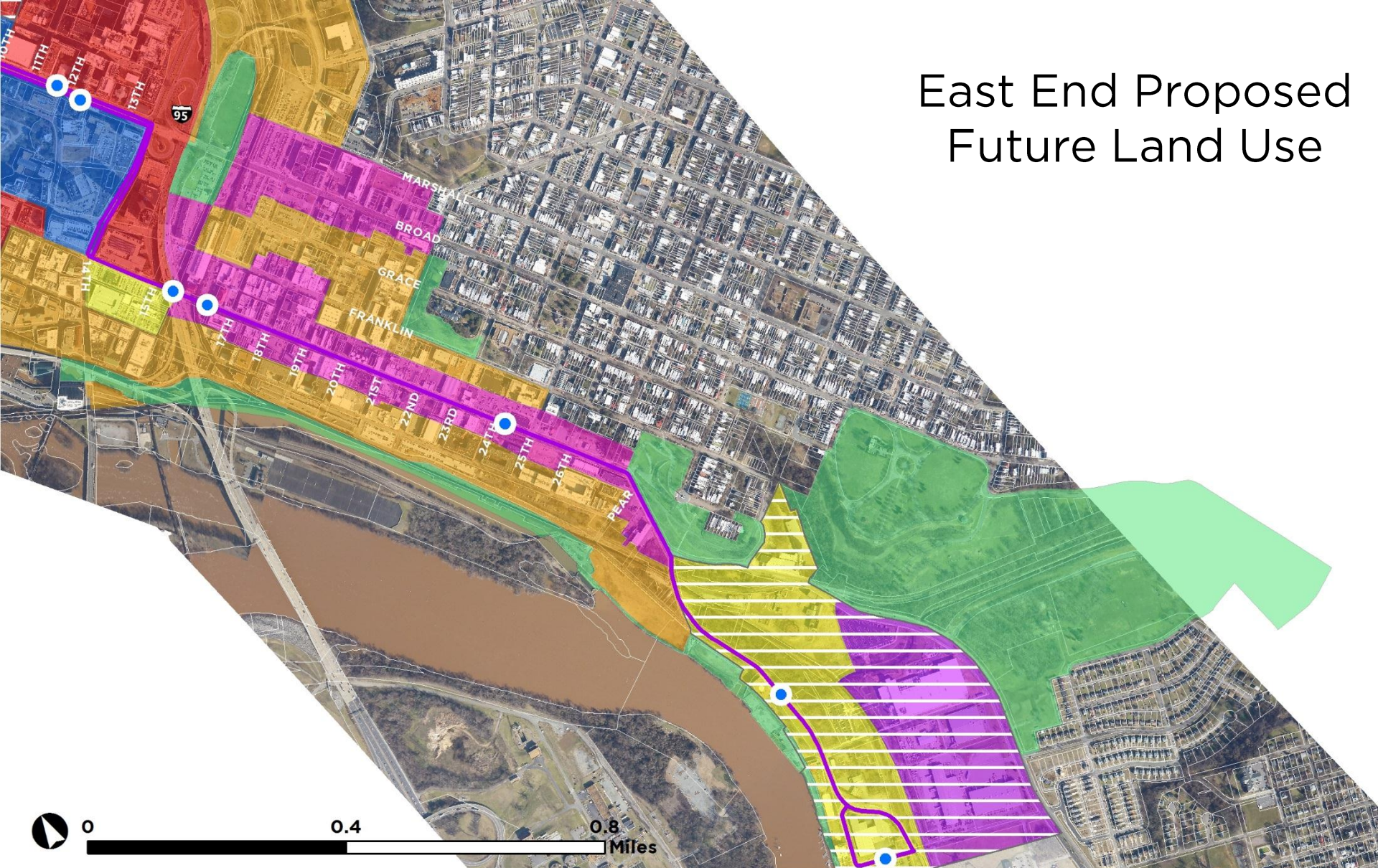


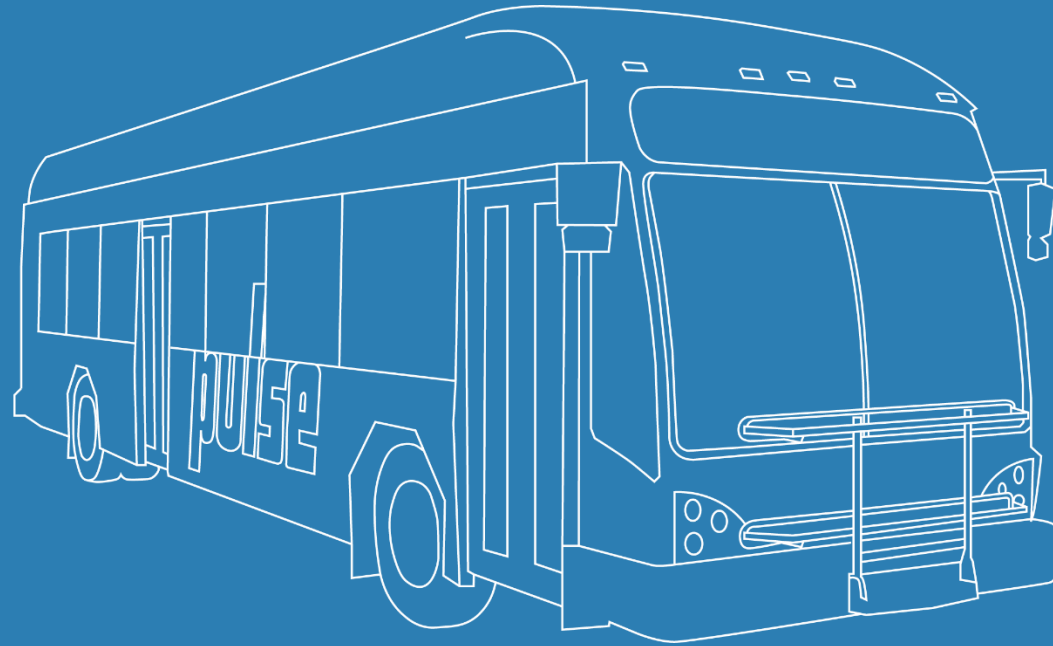
- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSACE
- TRANSITIONAL
- OPPORTUNITY SITE



East End Proposed Future Land Use

- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSOURCE
- TRANSITIONAL
- OPPORTUNITY SITE





Question 2: What Will
that Future Development
Look Like?



Potential TOD Overlay Elements



REHAB BONUS:
PARKING REQUIREMENTS REMOVED FOR SMALL-SCALE PROJECTS THAT PRESERVE EXISTING HISTORIC BUILDINGS

RESTRICTED USES:
AUTOMOBILE-ORIENTED USES SUCH AS SURFACE PARKING LOTS PROHIBITED AS PRIMARY USE

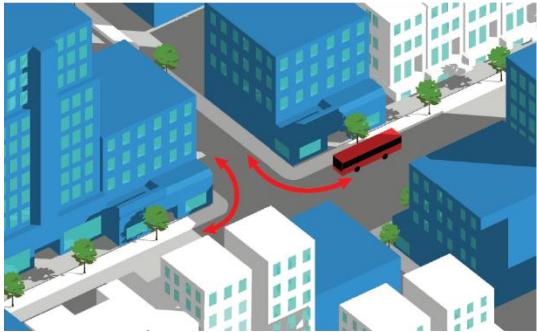
OPENSOURCE:
NEW BUILDINGS MUST INCLUDE OPENSOURCE, WHICH CAN MANIFEST AS PATIOS, PORCHES, BALCONIES, AND ROOFTOPS

FORM REGULATION:
DEVELOPERS MUST FOLLOW THE FORM REQUIREMENTS SET FORTH BY THE OVERLAY TO ENSURE HIGH-QUALITY DEVELOPMENTS

AFFORDABLE HOUSING BONUS:
ADDITIONAL STORIES ALLOWED IF CERTAIN PERCENTAGE OF AFFORDABLE UNITS ARE INCLUDED IN PROJECT



Potential TOD Overlay Form Elements



HOLD THE CORNER:
Buildings at intersections have active ground floors that wrap around the corner.



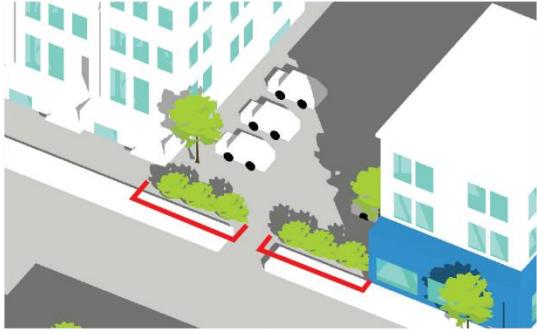
ENTRANCES FACE THE STREET:
Main entrances to businesses and residences front the street, fostering pedestrian activity.



APPROPRIATE SETBACKS:
Commercial uses are closer to the street while residential uses are setback to foster privacy and to create a semi-public space.

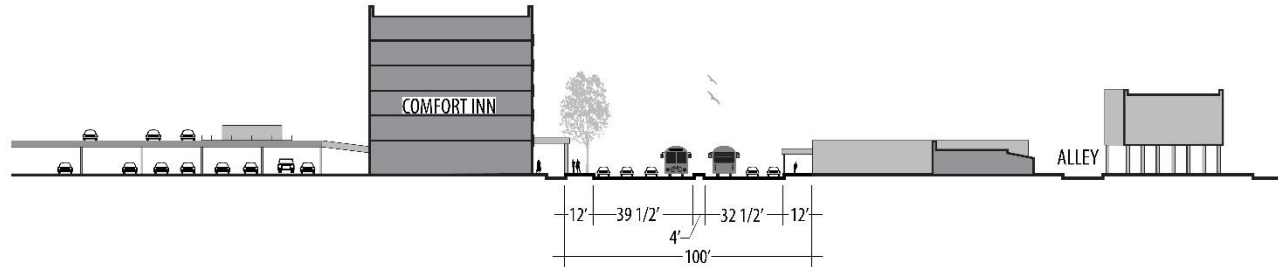


TRANSPARENCY:
Building facades are fenestrated to allow visual penetration to and from the street. This is especially important on the ground floor, where fenestration should occupy a higher percentage of the building face.



SCREENED PARKING/SERVICES:
Attractive landscaping pushed to the street help maintain a streetwall and mitigate the disruption caused by surface parking lots and utilitarian services.

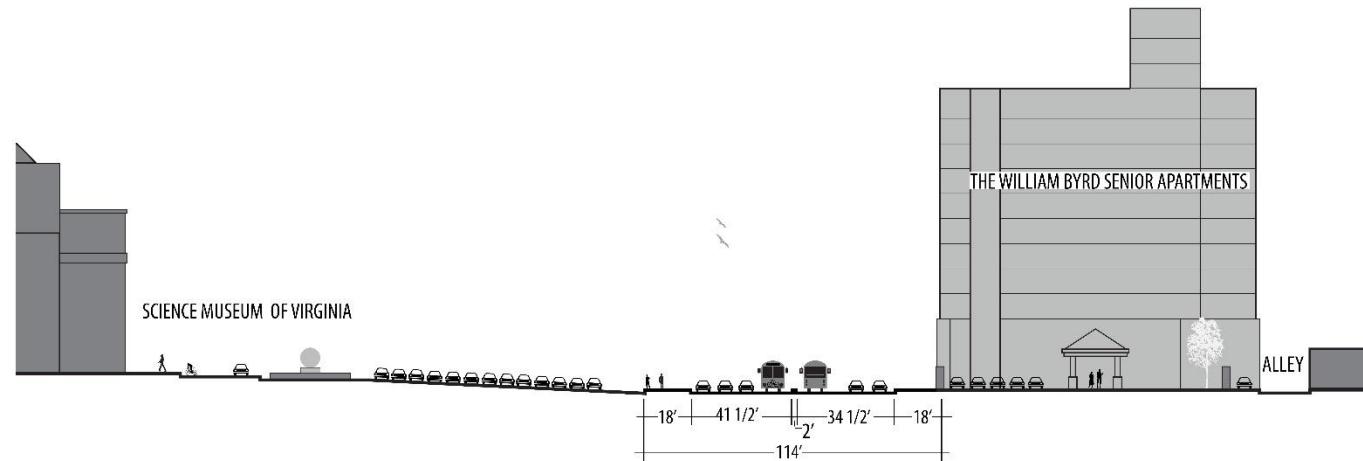
Existing Cross Sections Along the Corridor



① MACTAVISH AVENUE TO HIGHPOINT AVENUE: W BROAD ST CROSS SECTION



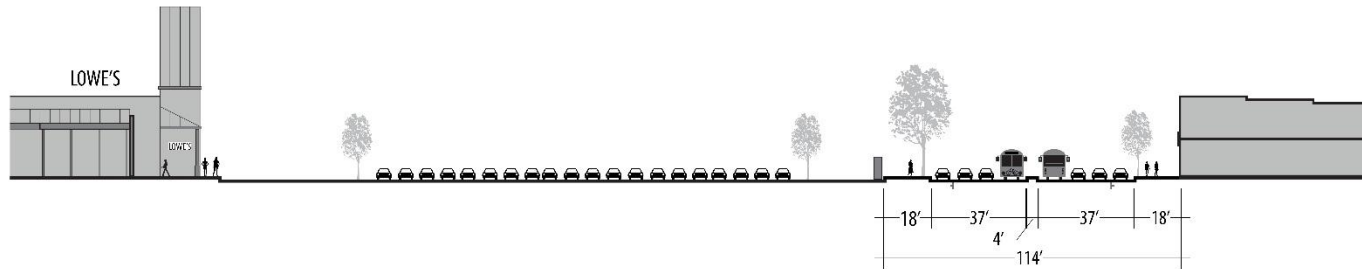
Existing Cross Sections Along the Corridor



② ROBINSON STREET TO DAVIS AVENUE: W BROAD ST CROSS SECTION



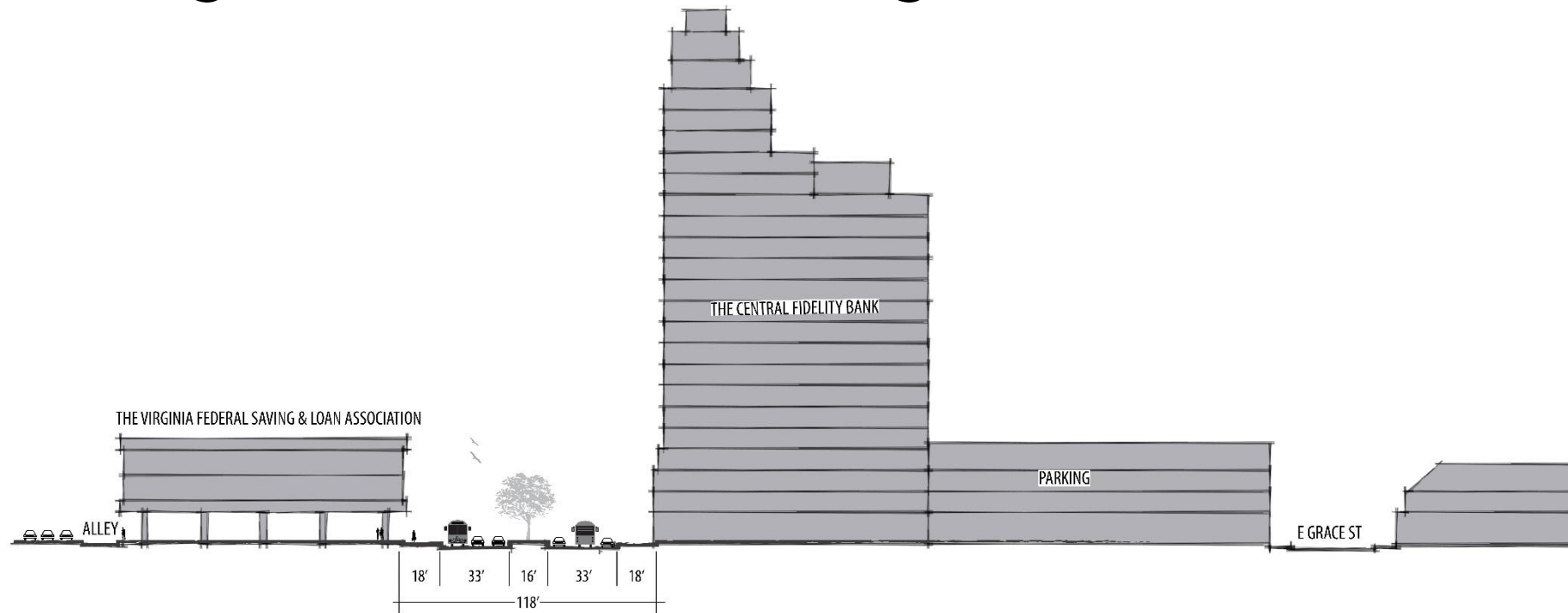
Existing Cross Sections Along the Corridor



③ ROBINSON STREET TO DAVIS AVENUE: W BROAD ST CROSS SECTION



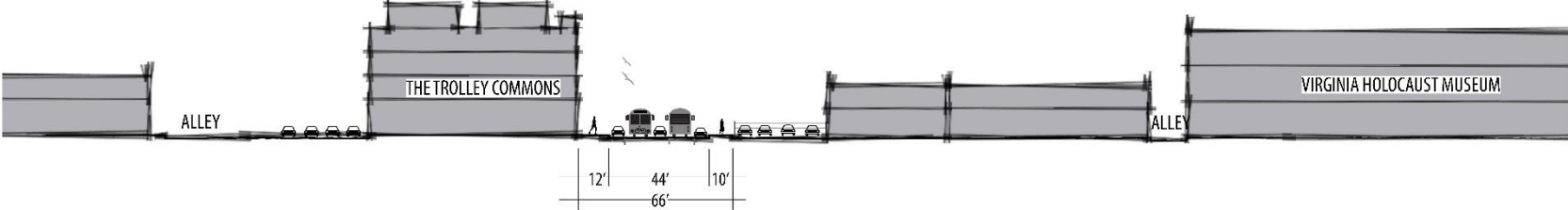
Existing Cross Sections Along the Corridor



5 2ND STREET TO 3RD STREET: E BROAD ST CROSS SECTION



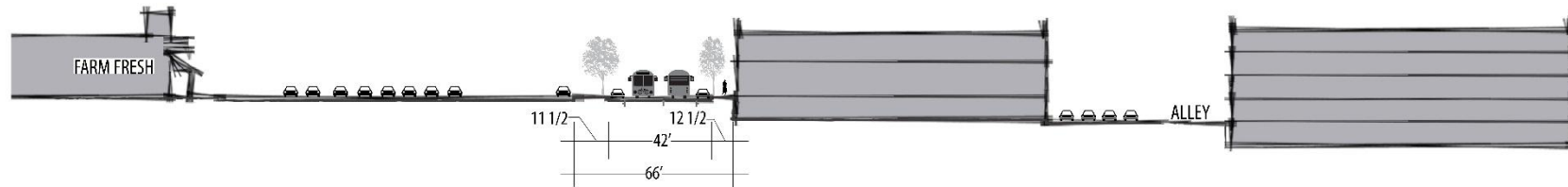
Existing Cross Sections Along the Corridor



12 ROCKETTS LANDING: ROUTE 5 CROSS SECTION



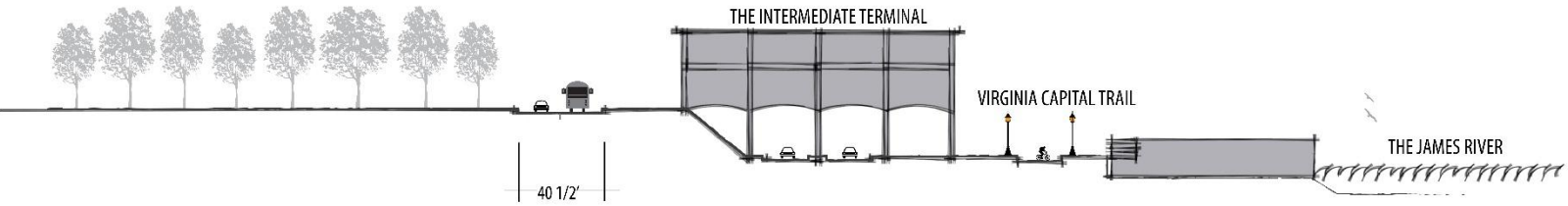
Existing Cross Sections Along the Corridor



10 23TH STREET TO 24TH STREET: E MAIN ST CROSS SECTION



Existing Cross Sections Along the Corridor



4 ROCKETTS LANDING: ROUTE 5 CROSS SECTION



Streetscape



Streetscape

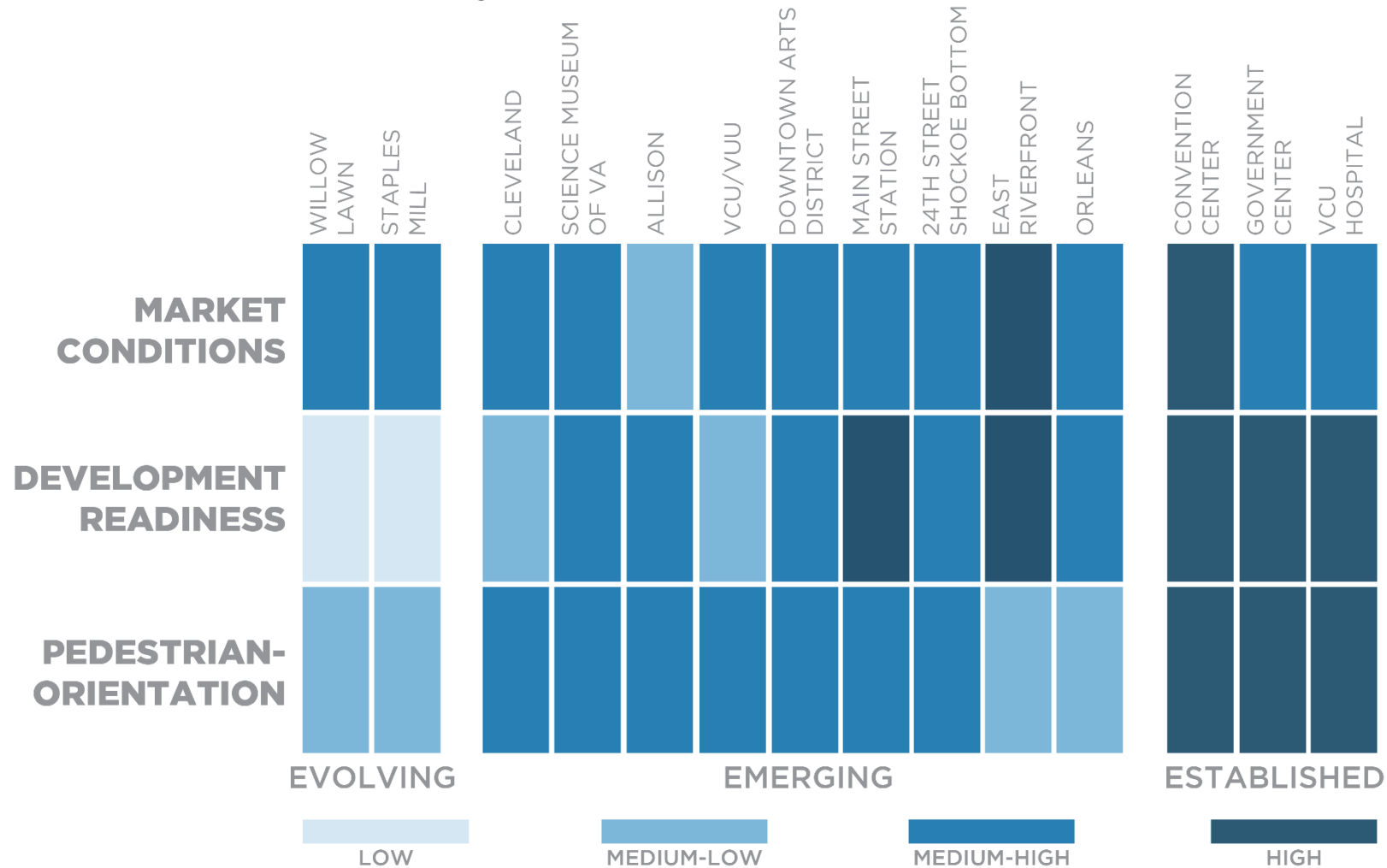




Question 3: What are the Best Tools to get There?



Station Priority Matrix



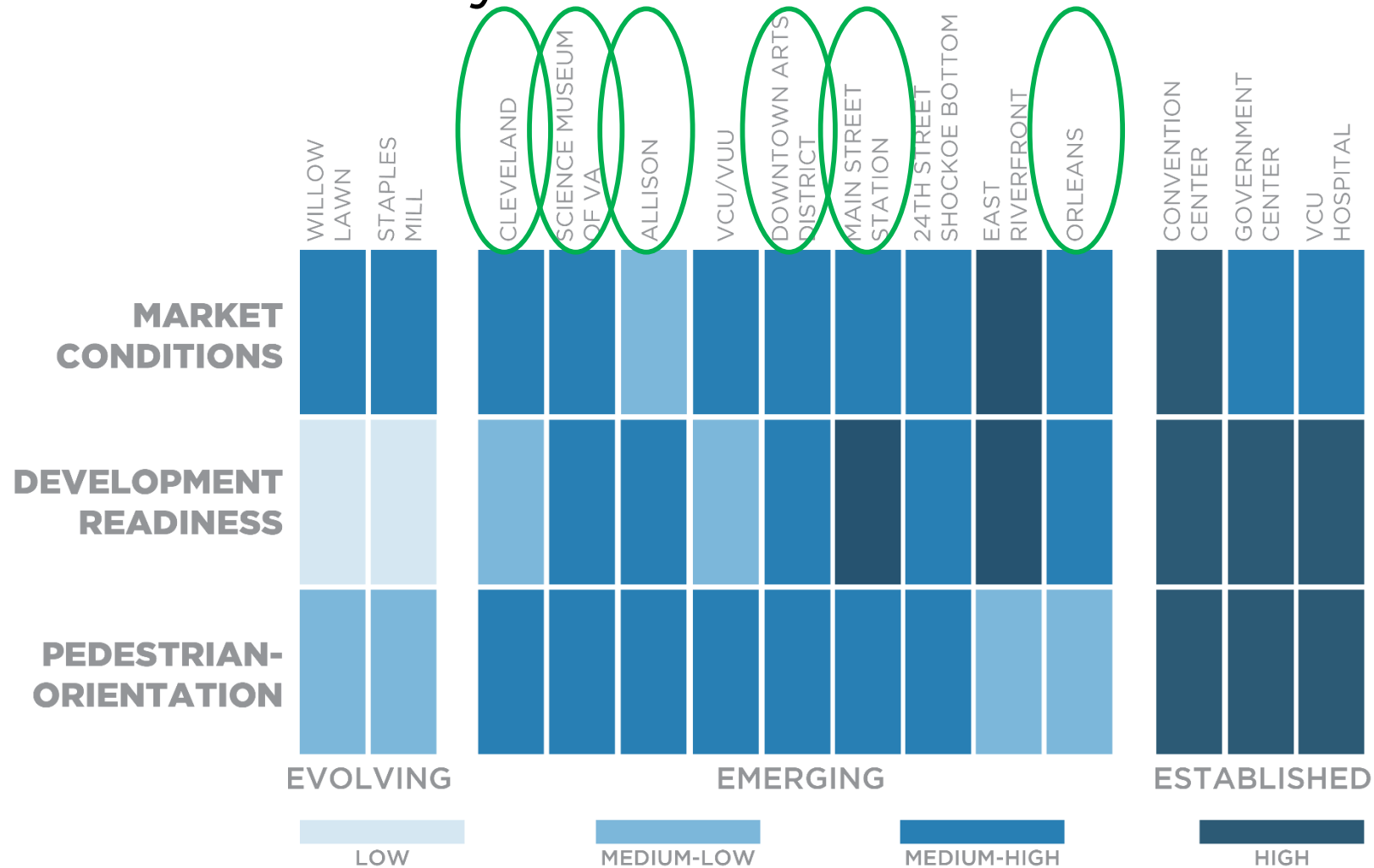
Potential for High-Quality Short-Term Change

Preliminary Findings: Economic Analysis

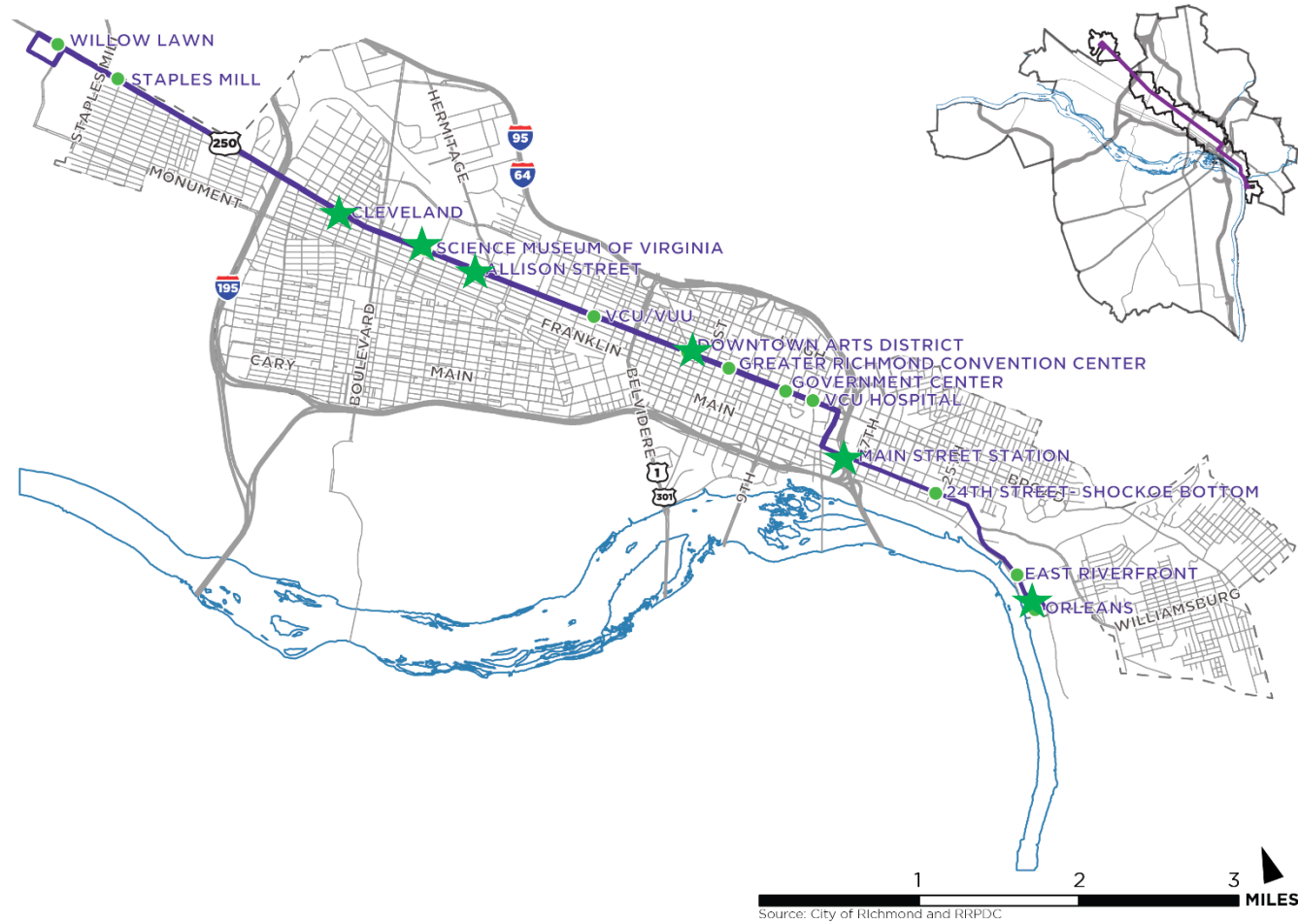
- SGA examined market data across 3 platforms
 - Walk Score
 - Rent Premiums
 - Net Absorption/Fair Share Index
- Walk Score
 - Corridor “Very Walkable”
- Rent Premiums
 - Variance provides opportunity to build commercial activity
- Net Absorption/Fair Share Index (2010-2015)
 - 4 of 5 strongest net absorption stations are “emerging” station areas
 - FSI shows Corridor is a growing market overall



Station Priority Matrix



Route and Stations



Recommendations

Adopt Plan

Compact Mixed-Use Development

- Build-to lines for Residential
- Setbacks on narrow streets
- Rooftop development
- Bonuses for underground/wrapped parking
- Expand shared parking

Connected

- Update Design Guidelines for Corridor Streetscapes
 - Sidewalks
 - Street trees
 - Pedestrian-scale lighting
 - Underground utilities
 - Establish bike routes



Recommendations

Viable

- Affordable Housing
 - Prioritize Corridor for affordable housing investments
 - Study City-controlled properties that could include affordable housing in redevelopment
- Attract New Businesses to Area
 - Business attraction and existing business expansions
 - Stimulate new investment and job creation
- Best practices and opportunities for City's "urban core" assets
 - Enhance City's positive business climate
 - Integrate programs and tools that assist in marketing TOD area





Cleveland



Cleveland Station Area Proposed Land Use



- CORRIDOR MIXED-USE
- DOWNTOWN MIXED-USE
- INDUSTRIAL
- INDUSTRIAL MIXED-USE
- INSTITUTIONAL
- NEIGHBORHOOD MIXED-USE
- NODAL MIXED-USE
- OPENSACE
- TRANSITIONAL
- OPPORTUNITY SITE
- VISUALLY ACTIVE FRONTAGE





Greater Fulton

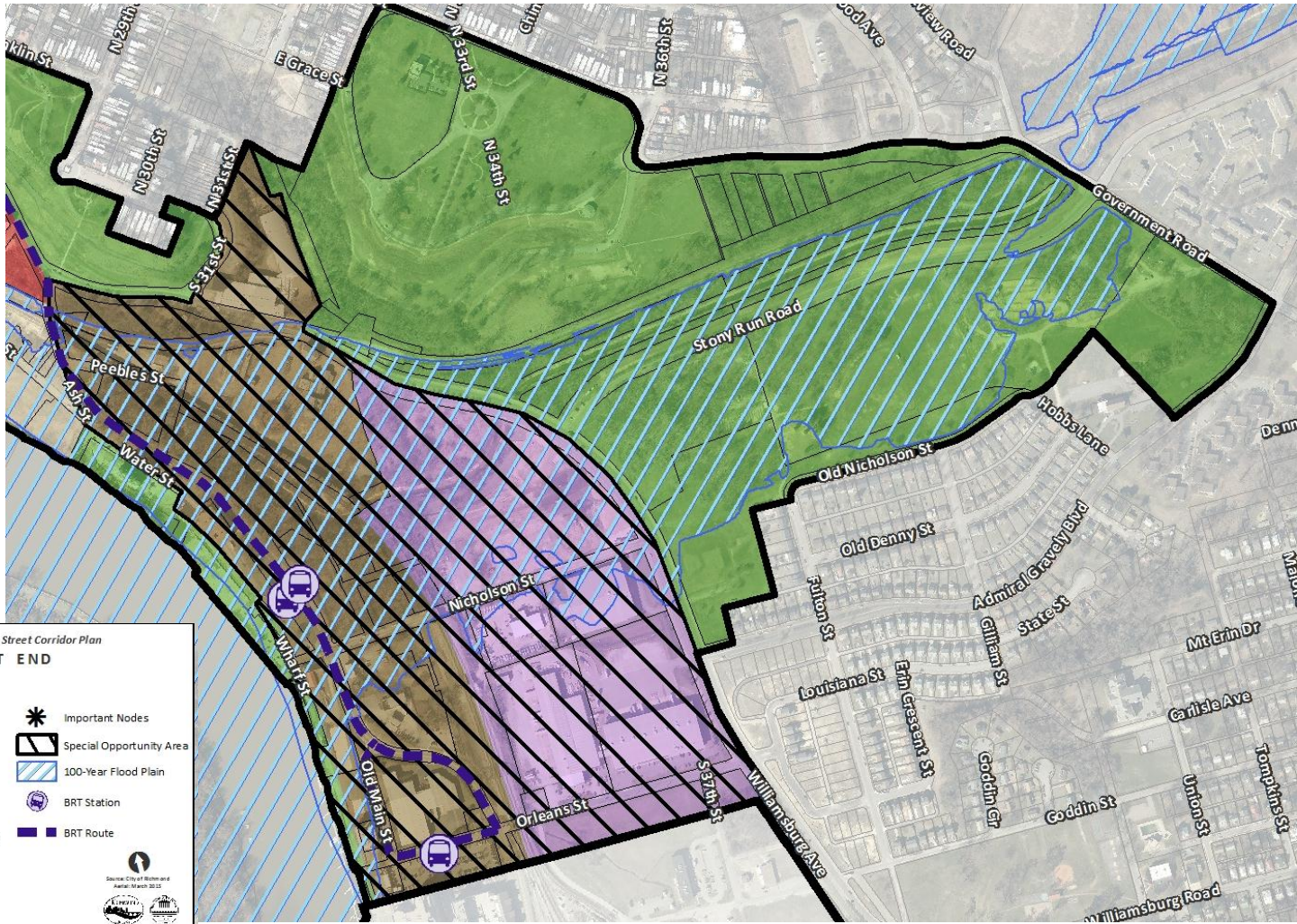


Community Charrette

- 3 days in June with 30-40 community members each night
- Developed 6 design principles:
 - Connectivity
 - Transformational
 - Equitable
 - Multi-modal
 - Mixed-Use
 - Complete Streets







Broad & E. Main Street Corridor Plan
EAST END

Proposed Land Use

- Corridor Mixed-Use
- Downtown Mixed-Use
- Industrial
- Industrial Mixed-Use
- Institutional
- Neighborhood Mixed-Use
- Nodal Mixed-Use
- Open Space
- Transitional

- * Important Nodes
- / Special Opportunity Area
- / 100-Year Flood Plain
- T BRT Station
- / BRT Route

Source: City of Richmond
 Aerial: March 2012

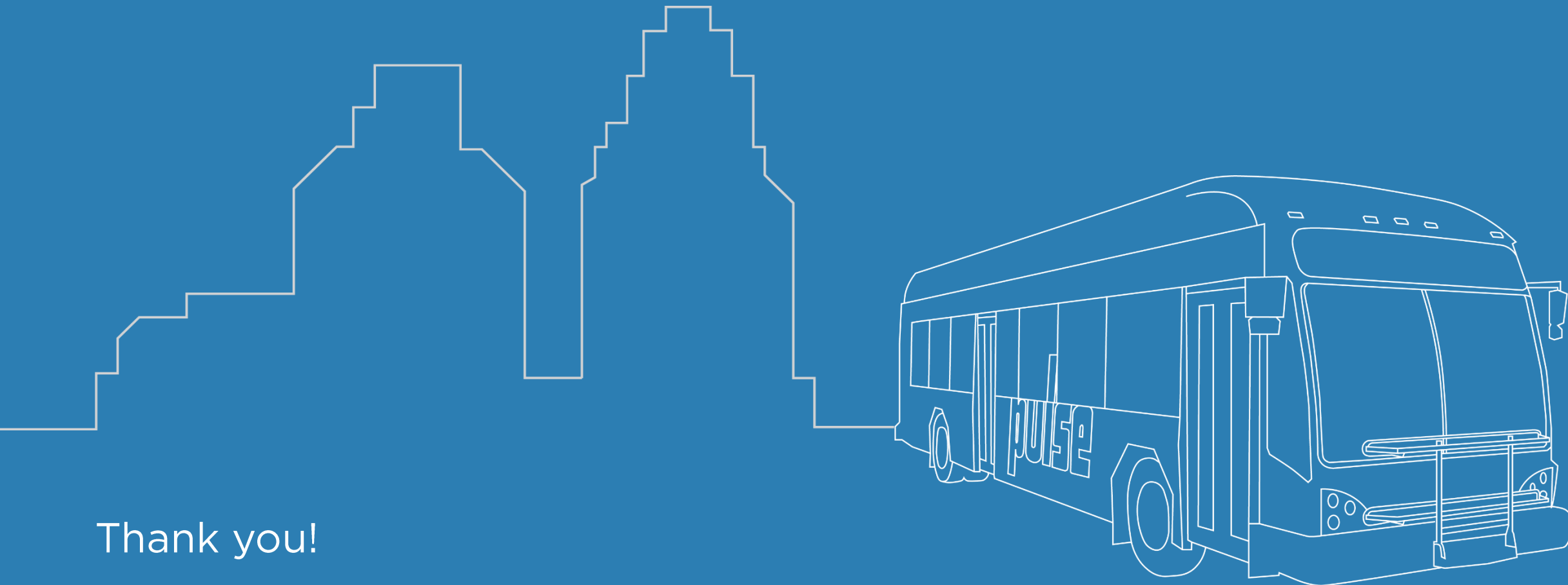
Miles
 0 0.05 0.1 0.2





ORLEANS BRT STATION AREA PLAN | BASEMAP
RICHMOND, VIRGINIA | 05/27/2016 | #1530





Thank you!

Questions & Answers

