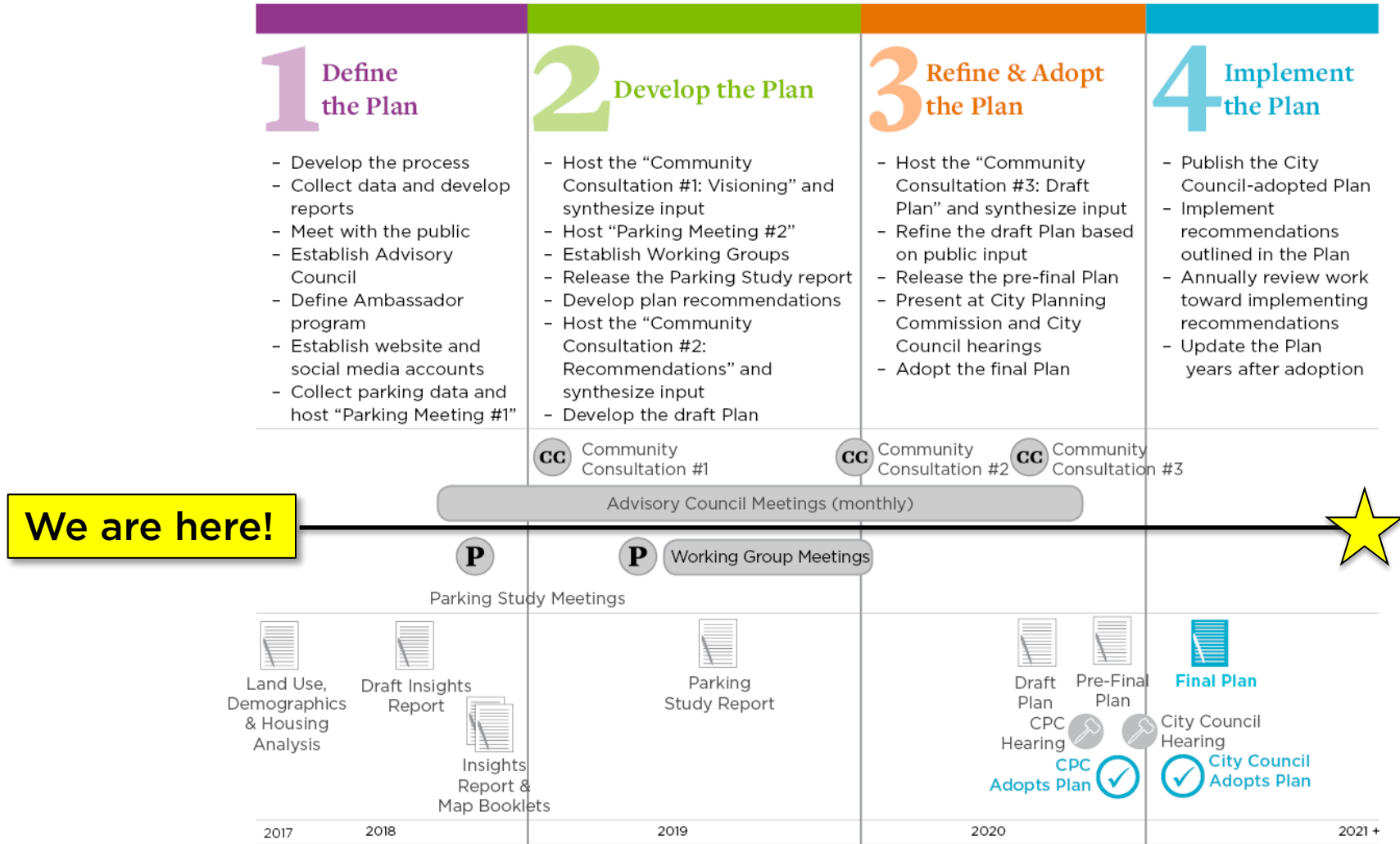


# Richmond 300: A Guide for Growth

Annual Progress Report  
February 21, 2023



# Process



# 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**

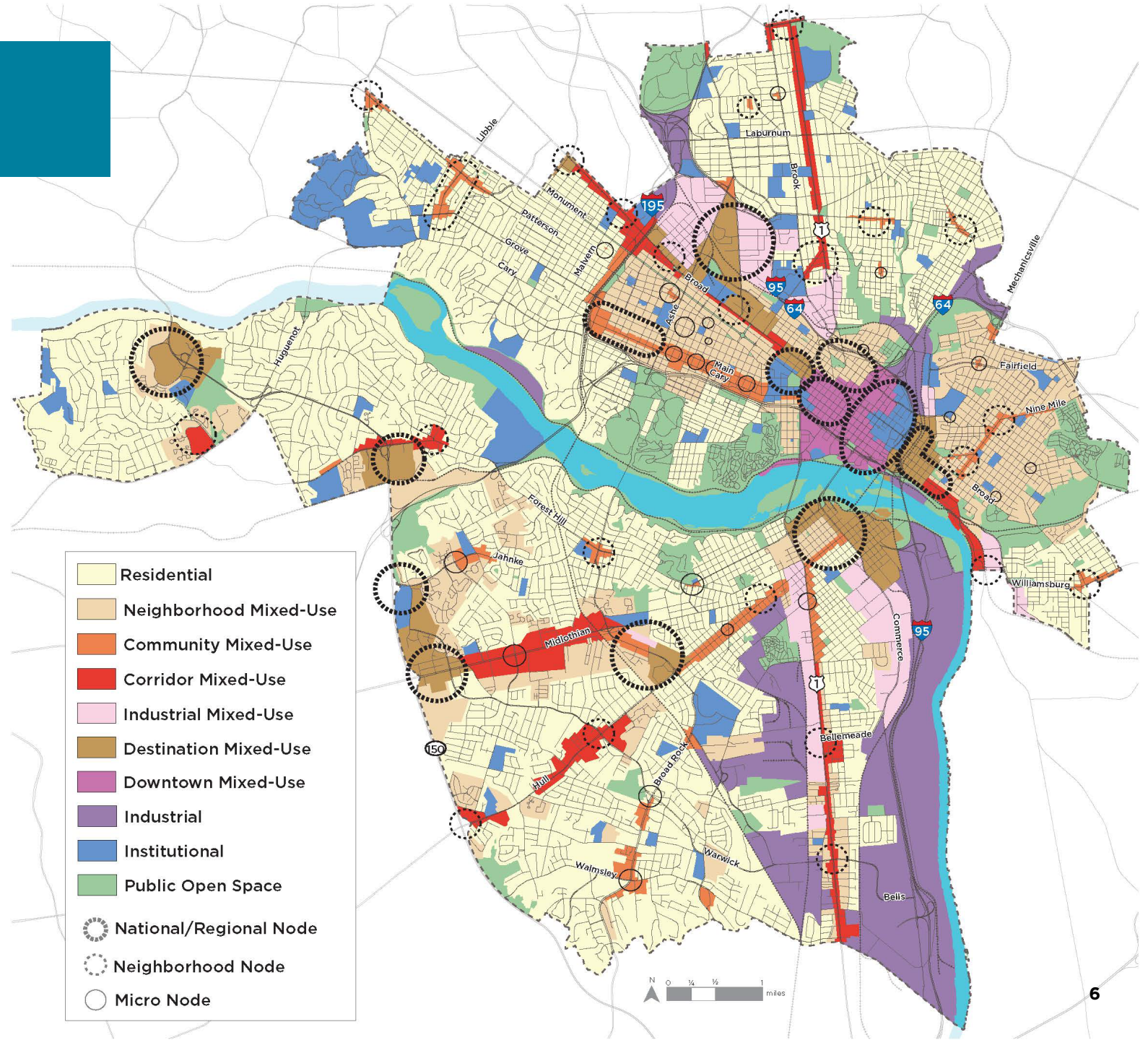






# Future Land Use

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.

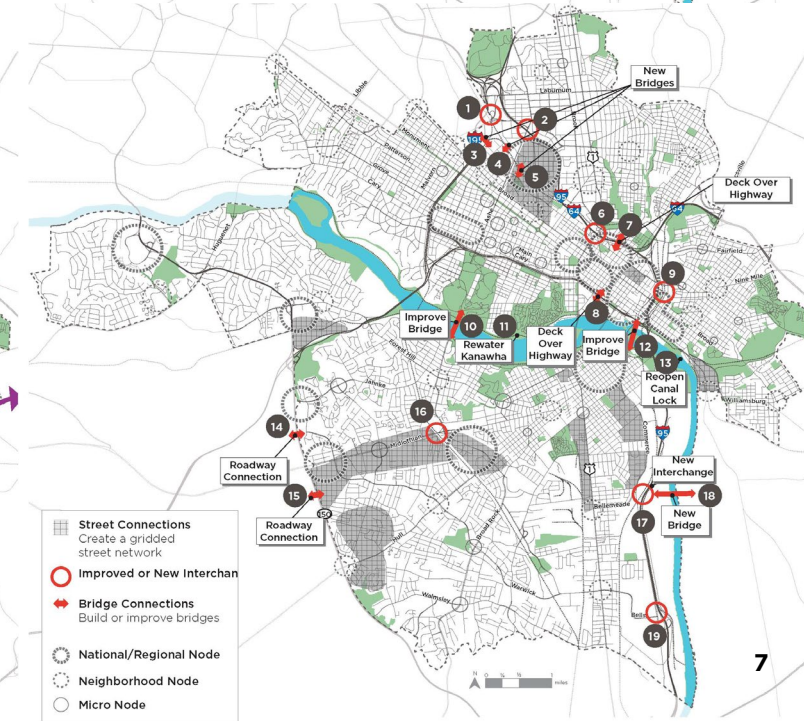
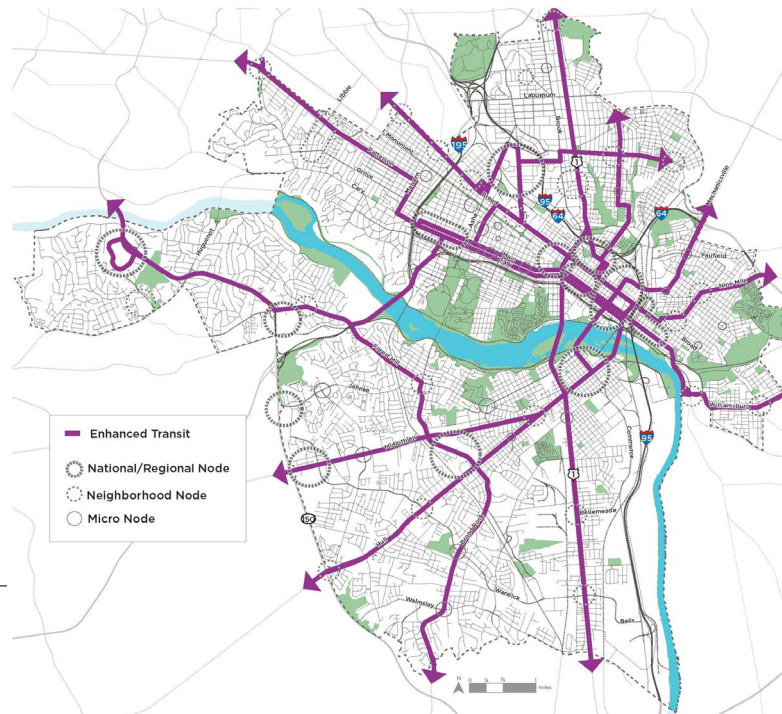
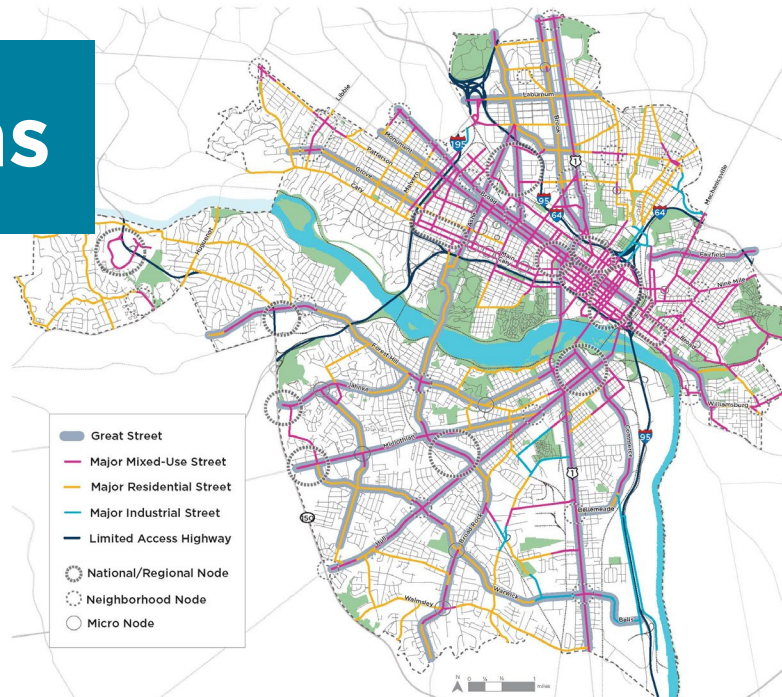




# Future Connections

The Future Connections provide equitable access to and among Nodes.

- Great Streets
- Street Typologies
- Bike Facilities
- Greenways
- Enhanced Transit
- Street Grids
- Bridges
- Interchanges



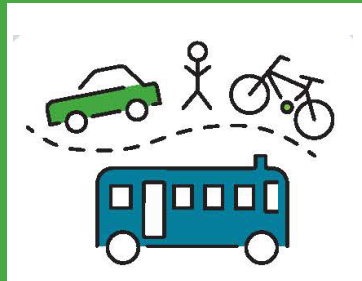
# 5 Topic Visions

## High-Quality Places



Richmond is a well-designed city of communities interconnected by a network of Nodes, public facilities, and open spaces 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 investment.

## Inclusive Housing



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

## Thriving Environment



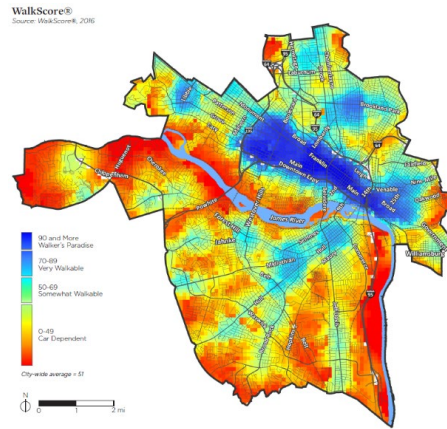
Richmond is a sustainable and resilient city with healthy air, clean water, and a flourishing ecosystem.



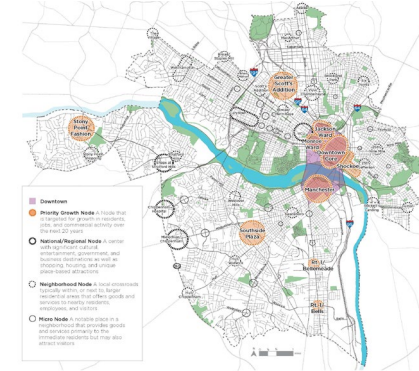
# Implementation: Big Moves

- Priority actions for Richmond to work toward in the next 5 years to set the city up for success in the next 20 years.
- The Big Moves intentionally seek to **expand equity, increase the sustainability, and beautify** of our city.
- Chapter 7 includes key benefits, vision/goal alignment, and action steps for each Big Move.

## Re-Write the Zoning Ordinance



## Re-Imagine Priority Growth Nodes



## Expand Housing Opportunities



## Provide Greenways & Parks for All



## Reconnect the City



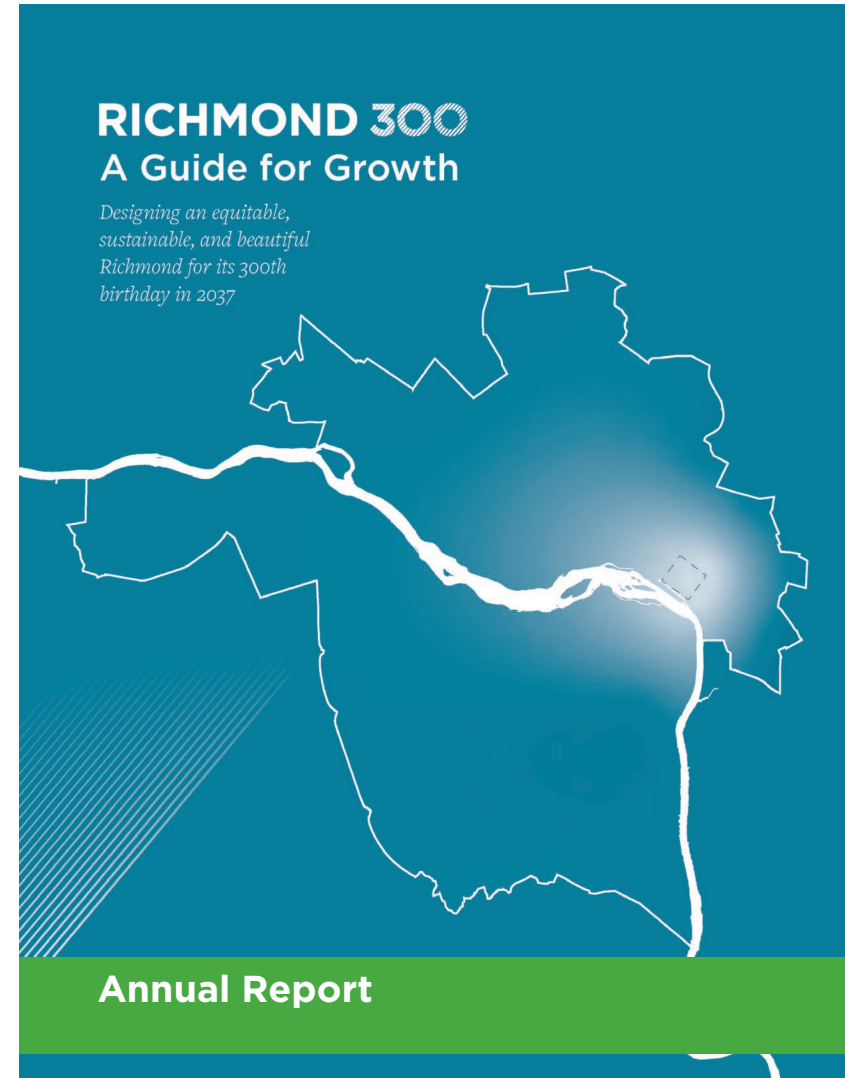
## Realign City Facilities



# Implementation: Reporting

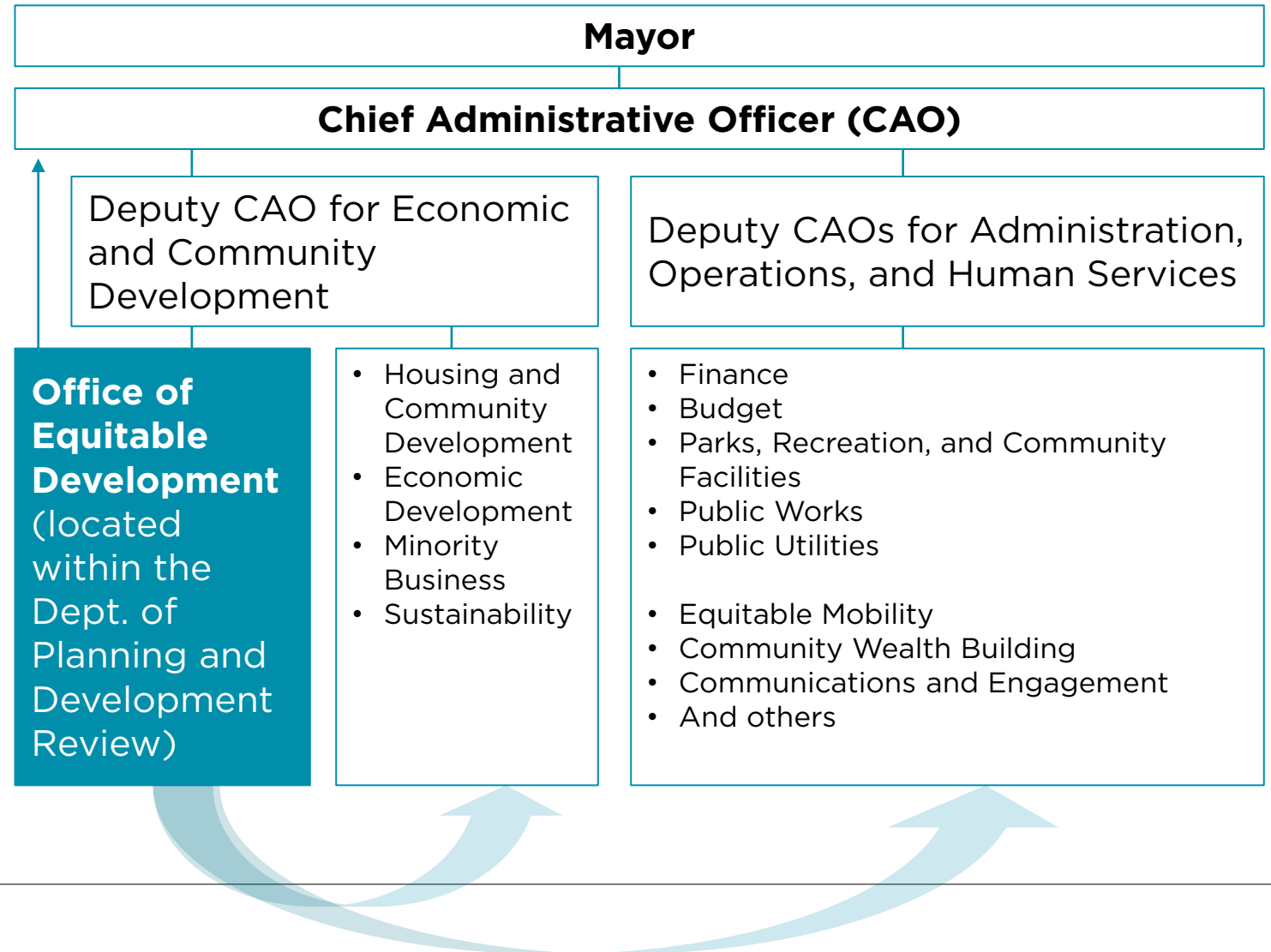
Annual Report should include the following :

- **Metrics:** Updated every other year, this section includes new statistics for the metrics described at the beginning of each this chapter.
- **Big Moves:** A summary of the actions that have transpired to advance each Big Move since the last Annual Report was published. The actions may include, but are not limited to, the action steps outlined in Chapter 7.
- **Other Goals:** A summary of any other actions undertaken in an effort to advance any of the 17 Goals outlined in Chapters 2 through 6 of that have transpired since the last Annual Report was published.



# Office of Equitable Development

- Reports to CAO and DCAO for Economic and Community Development
- Sits within the Dept. of Planning and Development Review
- Matrix structure, reaching across departments to coordinate internal efforts on topics related to **advancing the equitable development of the city**
- Coordinates and develops community engagement
- Seeks to leverage partnerships to implement *Richmond 300* with external entities like RRHA, Plan RVA, foundations, non-profits, and others





# Office of Equitable Development



Maritza Mercado  
Pechin



Yessenia Revilla



Brian Mercer



Jackie Stephens



Erica A. Banks

Not pictured:

Aaron Bond  
Samantha Lewis

# Metrics

R300 calls for updating the metrics every other year

Some of the metrics shifts are due to trends outside of the City's control



## Total Population

2021: 226,604  
2019: 230,436



## Total Jobs

2021: 218,727  
2020: 204,325



## Median Income

2021: \$75,062  
2018: \$61,937



In 2021 inflation-adjusted dollars

## % Population in Poverty

2021: 21.1%  
2018: 21.9%



## % Population with a Post-Secondary Degree

2021: 43.7%  
2018: 41.9%



## % Population with a High School Degree

2021: 88.1%  
2018: 85.1%



# Metrics



## Walk Score

2021: 51  
2020: 52



## Miles of Bike Lanes

2022: 61  
2020: 49



## Miles of Sidewalks

2022: 836  
2020: 836



## Number of Deaths & Severe Injuries due to Transportation Crashes

2022: 214  
2019: 193



## % of Jobs within 1/2 Mile of High-Frequency Transit

2020: 77.7%



## % Population Living 1/2 Mile of High-Frequency Transit

2014-2018: 51.7%



## % of Workers who Bike, Walk, Take Transit to Work

2021: 12.1%  
2018: 14%



FOLLOWING DESIRED TREND



NOT FOLLOWING DESIRED TREND



SAME/ NOT UPDATED

# Metrics



## % of Homes Occupied by a Homeowner

2021: 45.01%  
2018: 42.1%



## Annual per capita Greenhouse Gas Emissions

2018: 11.81%



## % of Blacks who are Homeowners

2021: 31.9%  
2018: 31.4%



## Daily per capita Residential Water Usage

2019: 34.12 GALLONS



## % Population that is Housing-Cost Burdened

2015-2019: 75.2%  
2013-2017: 74.8%



## % of Population Living within a 10-minute Walk of a Park

2021: 80%  
2020: 78%



## % of Urban Tree Canopy

2010: 42%



FOLLOWING DESIRED TREND



NOT FOLLOWING DESIRED TREND



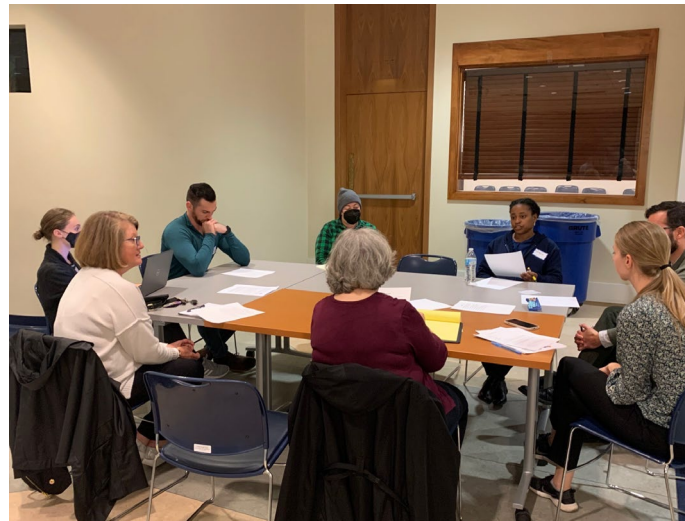
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# Engagement in 2022

Hosted/attended **66 community meetings** with approximately **3,000 attendees** from January to December 2022

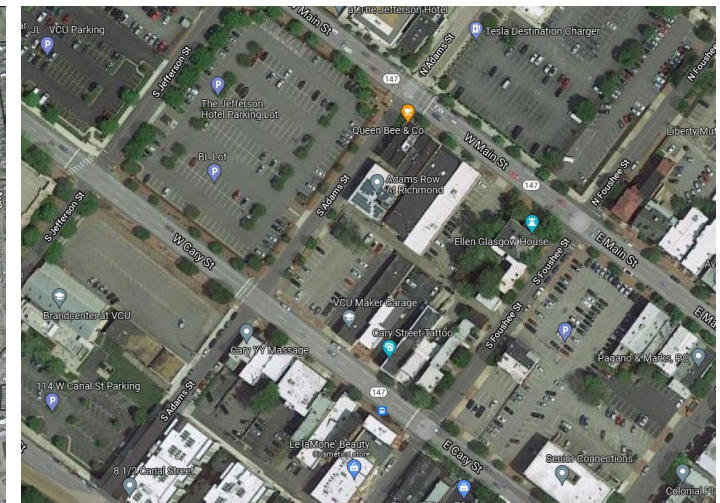
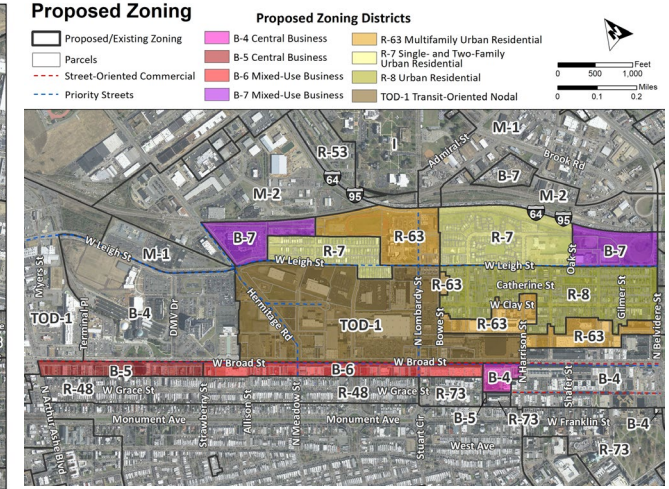
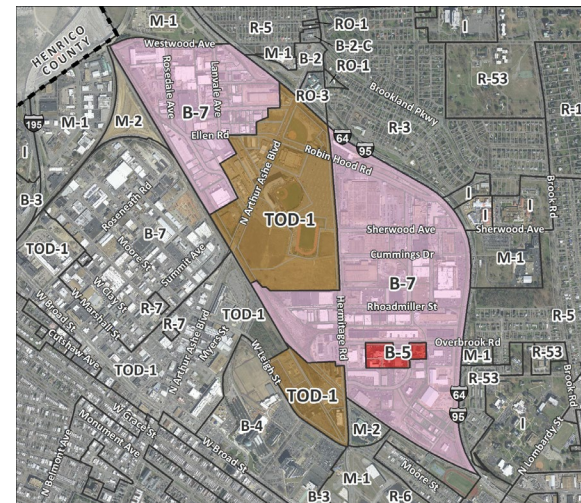
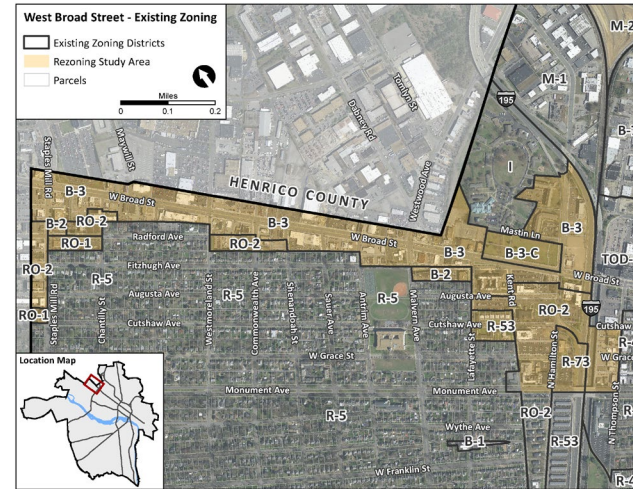
- Reconnect Jackson Ward
- City Center Rezoning
- Jackson Ward Community Plan
- Three Zoning Changes
- Diamond District





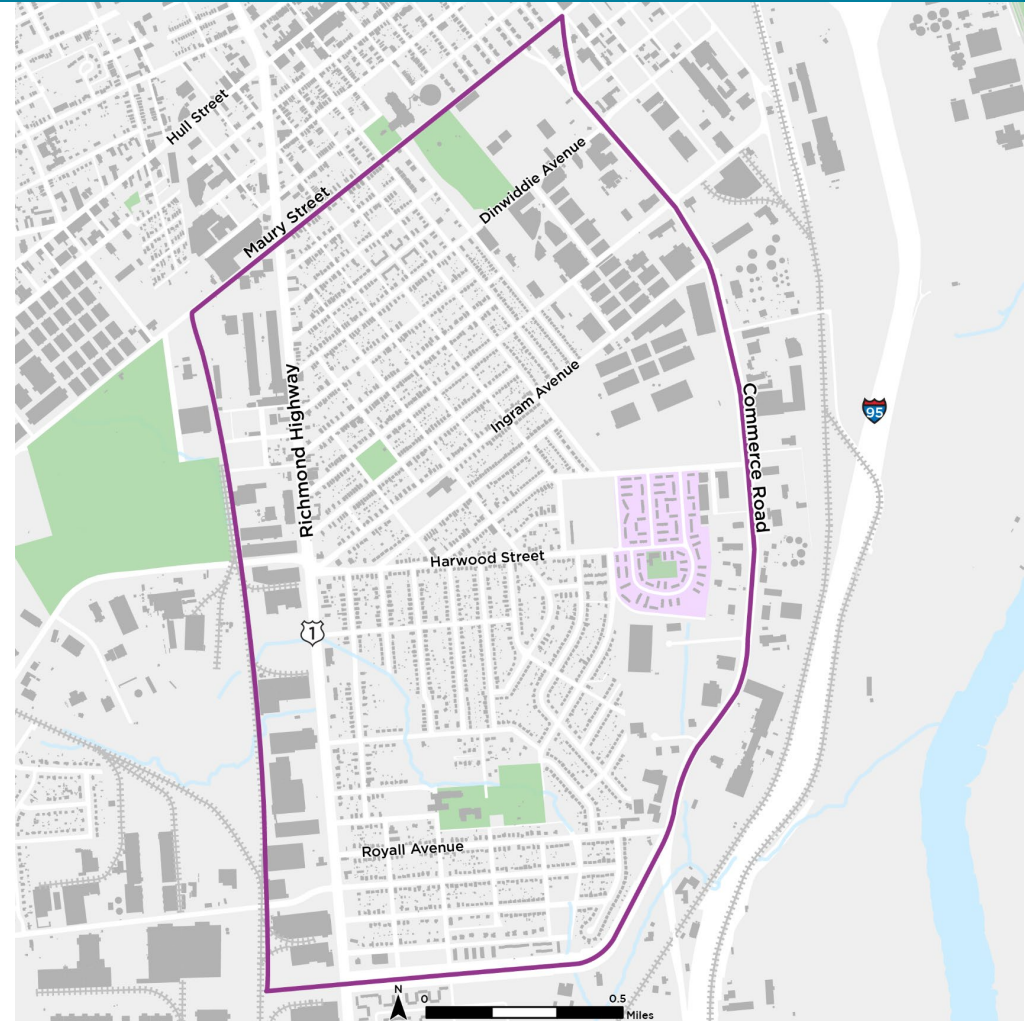
# Big Moves: Rewrite the Zoning Ordinance

| Project                    | Status   | Lead (partners) |
|----------------------------|--|-----------------|
| Zoning Ordinance Re-Write  | Drafting process to create an Advisory Committee, preparing to release RFP | PDR             |
| Eliminate Parking Minimums | Engagement underway  | PDR             |
| City Center Rezoning       | Adopted by Council in September 2022                                       | PDR             |
| Short Term Rentals (STR)   | Drafting ordinances and discussing with city attorney                      | PDR             |



# Big Moves: Reimagine Priority Growth Nodes

| Project   | Status   | Lead (partners)                                     |
|---|--|---|
| City Center Innovation District Small Area Plan | Approved in February 2022  | PDR, EDA, GRCCA (DPW, DPU, DED, Bio+Tech Park, VCU) |
| Shockoe Small Area Plan                         | Plan in final stages, \$11M grant for the Interpretive Center      | PDR (DPW, DPU, DED)                                 |
| Jackson Ward Community Plan                     | 1 year of community engagement completed                           | PDR & RRHA (Health District)                        |
| Oak Grove - Bellemeade                          | Early planning stages, kick off in the spring                      | PDR (PRCF, DPW, DED)                                |
| Façade Improvement Programs                     | Extra \$100k for Arts District, ARPA funded \$250k for Hull Street | PDR (EDA)   |





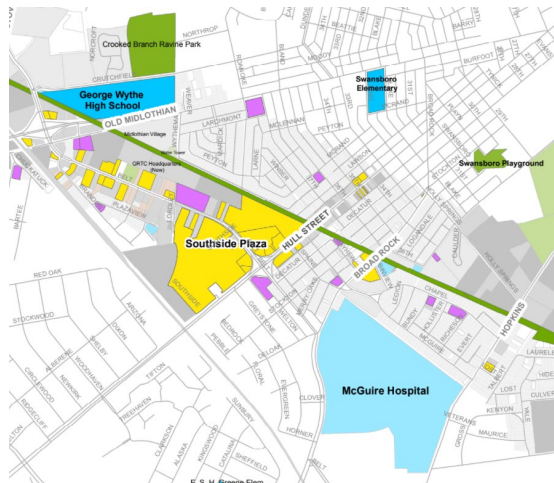
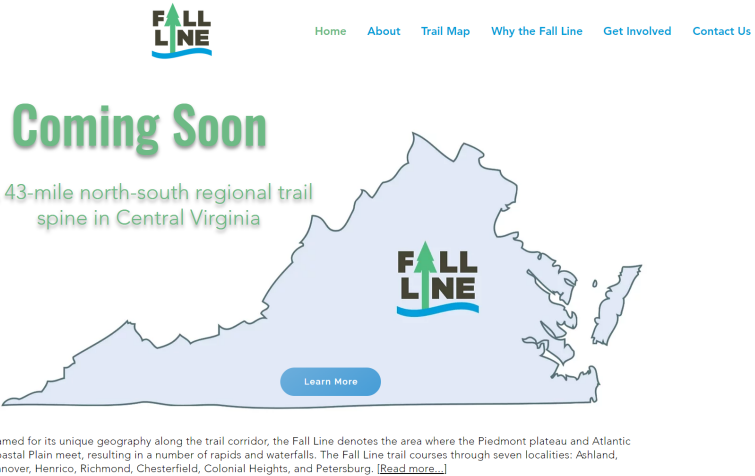
# Big Moves: Expand Housing Opportunities

| Project  | Status   | Lead (partners)                                    |
|--|--|--|
| Jackson Ward Community Plan                          | 1 year of community engagement completed                       | PDR & RRHA (Health District)                       |
| Market Value Analysis 2.0                            | Completed in October 2022                                      | Richmond Memorial Health Foundation (PDR, PlanRVA) |
| Equitable and Affordable Housing Strategy            | Adopted February 2022  | HCD (PDR)  |
| Accessory Dwelling Unit Ordinance                    | Drafting ordinances and discussing with city attorney underway | PDR  |
| Update to the Affordable Dwelling Unit Density Bonus | Proposed changes introduced                                    | HCD (PDR)  |
| Priority Neighborhood Amendment (RRHA Amendment)     | Reviewing draft with stakeholders                              | PDR (RRHA)   |



# Big Moves: Provide Greenways and Parks for All

| Project                                   | Status   | Lead (partners)                      |
|---|--|--------------------------------------|
| Fall Line Trail                           | Alignment decided<br>Funded by CVTA and the Commonwealth | OETM (DPW, PDR, PCRF)                |
| James River Branch Trail                  | Funded by VA Smart Scale                                 | DPW (PDR, PCRF)                      |
| Scott's Addition/ Science Museum Greenway | Funded by VA Smart Scale                                 | DPW (PDR, PCRF)                      |
| Richmond Parks Master Plan                | ARPA Funding allocated<br>RFP released                   | PCRF (PDR, DPW)                      |
| 5 Parks in Southside                      | Planning underway  | PCRF (DPW, PDR)                      |
| Urban Forestry Master Plan                | Early planning   | Sustainability (PCRF, DPW, DPU, PDR) |



# Big Moves: Reconnect the City

| Project                        | Status  | Lead (partners)        |
|--------------------------------|---|------------------------|
| Reconnect Jackson Ward         | Feasibility study posted October 2022. Applied for USDOT for \$1.69M planning grant | PDR & OIPI* (DPW, DPU) |
| Arthur Ashe Bridge Replacement | Awarded a \$18M RAISE grant from the US DOT   | DPW                    |
| Richmond Connects 2.0          | Participating the planning process  | DPW                    |
| North South BRT Analysis       | Consultant hired, project kicking off   | GRTC                   |
| Mayo Bridge Replacement        | Conceptual plan shared at UDC, funded by \$90M grant                                | VDOT (DPW)             |

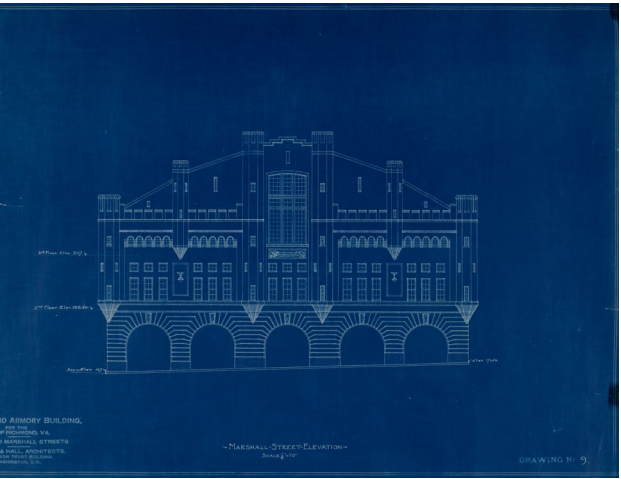
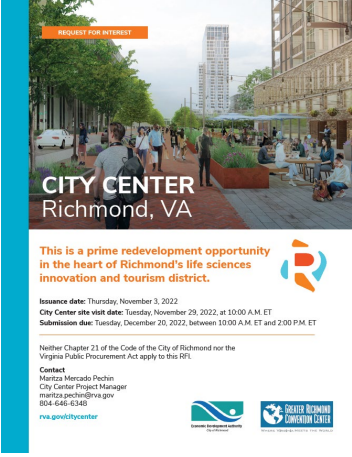
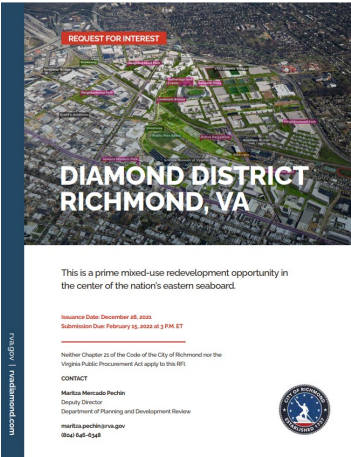


\*VA Secretary of Transportation Office of Intermodal Planning & Investment



# Big Moves: Realign City Facilities

| Project                                       | Status   | Lead (partners)           |
|---|--|---------------------------|
| Diamond District Redevelopment                | Term sheet approved, Working on final agreements | PDR & DED                 |
| City Center Innovation District Redevelopment | RFI released, 5 submissions received             | PDR & EDA (DPW, DPU, DED) |
| City Recreation Center Improvements           | Funded by ARPA, design underway                  | Capital Projects (PRCF)   |



# Looking Ahead to 2023

## Major projects the Office of Equitable Development will be leading...

Many other entities are leading projects that implement Richmond 300. PDR staff are included in those project teams. All of those projects are not listed here.

| Project                           | 2023 Actions   | Big Move           |
|-----------------------------------|--|--------------------|
| Zoning Ordinance Re-Write         | Prepare/Issue RFP, establish advisory committee, begin community engagement  | Rezoning           |
| Eliminate Parking Minimums        | Introduce ordinance to change zoning   | Rezoning           |
| Short Term Rentals                | Introduce ordinance to change zoning   | Rezoning           |
| Façade programs                   | Market the programs and issue grants   | Nodes              |
| Shockoe Small Area Plan           | Introduce ordinance to adopt plan, begin park work, initiate rezoning, plan for interpretive center, and more big moves identified in plan | Nodes              |
| Jackson Ward Community Plan       | Adopt Plan   | Nodes              |
| Oak Grove - Bellemeade            | Continue planning/analysis, begin community engagement   | Nodes              |
| Accessory Dwelling Units          | Introduce ordinance to change zoning   | Housing            |
| RRHA Amendments                   | Introduce amendments to the Master plan  | Housing            |
| City Center Innovation District   | Select development partner   | Realign Facilities |
| Diamond District                  | Introduce agreements, establish CDA, POD review  | Realign Facilities |
| Richmond 300 – Appendix Amendment | Introduce amendments to the Master Plan  | Admin              |

# Thank you!

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