



DEPARTMENT OF  
**PLANNING AND  
DEVELOPMENT  
REVIEW**

**CITY PLANNING  
COMMISSION**

**RESOLUTION:** ORD. 2023-281

**PETITIONER:** City of Richmond, 900 E. Broad Street, Richmond, VA 23219

**PURPOSE:** To adopt the Priority Neighborhoods Master Plan amendment to the Richmond 300 Master Plan

**ADDRESS:** City-wide

**COUNCIL DISTRICT:** City-wide

**NEIGHBORHOOD:** City-wide

**RECOMMENDATION:** Staff recommend approval

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## **BACKGROUND**

On March 24, 2022, City Council passed resolution 2022-R015 to direct the City Planning Commission to prepare, submit to public hearing, and adopt an amendment to the Master Plan making certain changes to the Master Plan for the inclusion of Creighton Court, Fairfield Court, Gilpin Court, Hillside Court, Mosby Court North, Mosby Court South, and Whitcomb Court as priority growth nodes.

The Priority Neighborhoods Master Plan amendment to the Richmond 300: A Guide for Growth Master Plan addresses the intent of Council Resolution 2022-R015. The Priority Neighborhoods amendment provides more detail on the vision and process for redeveloping the large public housing developments that are owned and managed by the Richmond Redevelopment and Housing Authority. The amendment has 3 major components:

- A new 26-page section, entitled “Priority Neighborhoods,” in Chapter 1 of Richmond 300
- Edits to several maps and graphics located throughout the plan to add references to the Priority Neighborhoods
- Edits to text in Chapter 2 through Chapter 7 to make references to the Priority Neighborhoods

## **PROCESS**

After the passage of the City Council resolution 2022-R015, City staff consulted with community members, Council members, the City Planning Commission, other City departments, and the Richmond Redevelopment and Housing Authority over a period of more than 12 months to develop the amendments to the Richmond 300: A Guide for Growth Master Plan. Key milestones in the process include:

- March 15 to April 15, 2023: The draft amendment was posted on PDR’s website for public comment.
- March 13, 2023: Staff presented the draft to the RRHA Real Estate Committee.
- March 15, 2023: Staff presented the draft to the RRHA Board of Commissioners.
- March 30, 2023: Staff presented discuss the draft with the RRHA Resident Advisory Board.
- April 3, 2023: Staff presented the draft to the City Planning Commission.
- June 13, 2023: The RRHA Real Estate Committee forwarded the amendment to the RRHA Board of Commissioners with a recommendation to approve.
- June 21, 2023: The RRHA Board of Commissioners approved the amendment.

## AMENDMENTS

The Priority Neighborhoods amendment to the Richmond 300: A Guide for Growth Master Plan includes the following changes:

- **Introduction:** the “Plan Structure Diagram” is revised to include the “Priority Neighborhoods Map.”
- **Chapter 1**
  - A new 26-page section entitled “Priority Neighborhoods” follows the “Nodes” section
  - Figures are revised add “Priority Neighborhoods”
    - Future Land Use Map
    - Great Streets and Street Typologies Map
    - Greenways and On-Street Bike Facilities Map
    - Enhanced Transit Map
    - Connections, Interchanges, and Bridges Map
- **Chapters 2 through 6**
  - Figures are revised add “Priority Neighborhoods”
    - Future Land Use Map
    - Parks, Greenways and On-Street Bike Facilities Map
    - Greenways and On-Street Bike Facilities Map
    - Enhanced Transit Map
    - Great Streets and Street Typologies Map
    - Connections, Interchanges, and Bridges Map
    - Economic Development Programs Map
    - Existing Affordable Housing and Enhanced Transit Map
    - Floodplain with Nodes Map
  - Text is revised to add references to “Priority Neighborhoods” in 33 goals, objectives, and strategies, and a 1 new strategy is included under Objective 14.6:

Section	Original Text	Amended Text
Goal 1	Establish a city of complete neighborhoods that have access to Nodes connected by major corridors in a gridded street network.	Establish a city of complete neighborhoods that have access to Nodes <b>and Priority Neighborhoods</b> connected by major corridors in a gridded street network.

Section	Original Text	Amended Text
Strategy 1.1.b	Prioritize rezoning parcels in Primary Growth Nodes (see Figure 19 for locations of the primary growth Nodes).	Prioritize rezoning parcels in Primary Growth Nodes and <b>Priority Neighborhoods</b> (see <b>Figure 11 for the locations of Priority Neighborhoods</b> and <b>Figure 22</b> for locations of the Primary Growth Nodes <del>and</del> ).
Strategy 1.1.e	Rezone parcels in Nodes with design requirements that encourage walking, such as providing sidewalks, street trees, shade structures, pedestrian-level lighting, street furniture, and street-level windows and doors; prohibiting parking facing the street; and limiting driveway entrances. Descriptions of the Priority Growth Nodes are found starting on page 26 and descriptions of the other National/Regional Nodes and Neighborhood Nodes are on page C-1 (see Goal 4 and Goal 8).	Rezone parcels in Nodes and <b>Priority Neighborhoods</b> with design requirements that encourage walking, such as providing sidewalks, street trees, shade structures, pedestrian-level lighting, street furniture, and street-level windows and doors; prohibiting parking facing the street; and limiting driveway entrances. Descriptions of the Priority Growth Nodes are found starting on page <b>24</b> and descriptions of the other National/Regional Nodes and Neighborhood Nodes are on page C-1 (see Goal 4 and Goal 8). <b>Descriptions of Priority Neighborhoods are found starting on page 52.</b>
Objective 1.3	Support the growth of jobs and housing in Nodes by using placemaking, clustering community-serving facilities at Nodes, and prioritizing infrastructure projects that encourage multi-modal accessibility to and from Nodes, as shown in Figure 19.	Support the growth of jobs and housing in Nodes and <b>Priority Neighborhoods</b> by using placemaking, clustering community-serving facilities at Nodes and <b>Priority Neighborhoods</b> , and prioritizing infrastructure projects that encourage multi-modal accessibility to and from Nodes and Priority Neighborhoods, as shown in <b>Figures 11 and 22.</b>
Strategy 1.3.b	Co-locate, consolidate, and modernize community-serving public facilities, and locate them in or near Nodes (see Goal 2).	Co-locate, consolidate, and modernize community-serving public facilities, and locate them in or near Nodes and <b>Priority Neighborhoods</b> (see Goal 2).
Strategy 1.3.c	Utilize public art and the public realm to create unique features within Nodes (see Goal 4).	Utilize public art and the public realm to create unique features within Nodes and <b>Priority Neighborhoods</b> (see Goal 4).
Strategy 1.3.d	Increase the number of transportation options viable at each Node by utilizing a Complete Streets approach to allocating space in the right-of-way (see Node descriptions for future connections improvements and Goals 6–10).	Increase the number of transportation options viable at each Node and <b>Priority Neighborhood</b> by utilizing a Complete Streets approach to allocating space in the right-of-way (see Node descriptions for future connections improvements and Goals 6–10).
Strategy 1.3.e	Develop marketing plans, including signage, graphics, and branding, to differentiate the Nodes from one another and retain, create, and attract/retain businesses (see Goals 11–13).	Develop marketing plans, including signage, graphics, and branding, to differentiate the Nodes and <b>Priority Neighborhoods</b> from one another and retain, create, and attract/retain businesses (see Goals 11–13).
Strategy 1.3.f	Implement housing strategies that increase housing at all income levels along corridors and at Nodes (see Goal 14).	Implement housing strategies that increase housing at all income levels along corridors and at Nodes and <b>Priority Neighborhoods</b> (see Goal 14).
Strategy 1.3.g	Develop new parks at Nodes and connect them via greenways to one another (Goal 8 and Goal 17).	Develop new parks at Nodes and <b>Priority Neighborhoods</b> and connect them via greenways to one another (Goal 8 and Goal 17).

Section	Original Text	Amended Text
Objective 1.4	Maintain and improve primarily residential areas by increasing their linkages to Nodes, corridors, parks, and open space, and maintaining high-quality design standards.	Maintain and improve primarily residential areas by increasing their linkages to Nodes, <b>Priority Neighborhoods</b> , corridors, parks, and open space, and maintaining high-quality design standards.
Strategy 1.4.b	Implement transportation strategies that increase access among residential areas, Nodes, and corridors (see Goals 6–10).	Implement transportation strategies that increase access among residential areas, Nodes, <b>Priority Neighborhoods</b> , and corridors (see Goals 6–10).
Strategy 4.2.a	Develop public art projects within Nodes to elevate the place’s unique character through creative placemaking.	Develop public art projects within Nodes <b>and Priority Neighborhoods</b> to elevate the place’s unique character through creative placemaking.
Objective 6.1	Increase the number of residents and jobs at Nodes and along enhanced transit corridors in a land development pattern that prioritizes multi-modal transportation options.	Increase the number of residents and jobs at Nodes, <b>Priority Neighborhoods</b> , and along enhanced transit corridors in a land development pattern that prioritizes multi-modal transportation options.
Strategy 6.1.b	Develop housing at all income levels in and near Nodes and along major corridors (see strategies Goal 14).	Develop housing at all income levels in and near Nodes, <b>Priority Neighborhoods</b> , and along major corridors (see strategies Goal 14).
Strategy 6.1.c	Support the retention, creation, and attraction of businesses in and near Nodes and major corridors (see strategies in Goal 11).	Support the retention, creation, and attraction of businesses in and near Nodes, <b>Priority Neighborhoods</b> , and major corridors (see strategies in Goal 11).
Strategy 6.1.d	Encourage collaboration across PDR, the Department of Economic Development (DED), the Department of Housing and Community Development (HCD), the Department of Public Works (DPW), and GRTC to focus infrastructure improvements and rezoning at Priority Growth Nodes to position them for future transit stops (make them pre-transit-oriented development [TOD] ready).	Encourage collaboration across PDR, the Department of Economic Development (DED), the Department of Housing and Community Development (HCD), the Department of Public Works (DPW), and GRTC to focus infrastructure improvements and rezoning at Priority Growth Nodes <b>and Priority Neighborhoods</b> to position them for future transit stops (make them pre-transit-oriented development [TOD] ready).
Strategy 8.2.a	Develop greenways throughout the city connecting Nodes, neighborhoods, and adjacent localities; focus efforts specifically in South Richmond and including, but not limited to, the following greenways: Ashland to Petersburg, James River Branch, Kanawha Canal, Manchester Canal, and South Bank of the James River (see Future Connections Map for the network of greenways).	Develop greenways throughout the city connecting Nodes, <b>Priority Neighborhoods</b> , and adjacent localities; focus efforts specifically in South Richmond and including, but not limited to, the following greenways: Ashland to Petersburg, James River Branch, Kanawha Canal, Manchester Canal, and South Bank of the James River (see Future Connections Map for the network of greenways).
Strategy 8.4.b	Improve and maintain priority transit stops with amenities such as shelters, benches, trash cans, and bike parking, focusing first on improving stops in low-income and low-car ownership areas.	Improve and maintain priority transit stops with amenities such as shelters, benches, trash cans, and bike parking, focusing first on improving stops in <del>low-income and low-car ownership areas</del> <b>Priority Neighborhoods</b> .

Section	Original Text	Amended Text
Strategy 11.1.b	Strategically acquire land for economic development within Nodes, specifically focusing on land banking near Priority Growth Nodes (see Goal 2). For example, Chesterfield and Henrico Counties acquired privately held land to spur the redevelopment of Regency Square, Virginia Center Commons, and Clover Leaf Mall.	Strategically acquire land for economic development within Nodes <b>and Priority Neighborhoods</b> , specifically focusing on land banking near Priority Growth Nodes (see Goal 2). For example, Chesterfield and Henrico Counties acquired privately held land to spur the redevelopment of Regency Square, Virginia Center Commons, and Clover Leaf Mall.
Strategy 11.1.c	Develop a Site-Readiness Program to identify and implement public and private investments to advance the redevelopment speed and attractiveness of these strategic properties near/within Nodes to attract target industries: 1) corporate headquarters and professional services, 2) life sciences and education, 3) financial services, 4) transportation and logistics, and 5) specialty beverages and foods.	Develop a Site-Readiness Program to identify and implement public and private investments to advance the redevelopment speed and attractiveness of these strategic properties near/within Nodes <b>and Priority Neighborhoods</b> to attract target industries: 1) corporate headquarters and professional services, 2) life sciences and education, 3) financial services, 4) transportation and logistics, and 5) specialty beverages and foods.
Strategy 11.1.f	Evaluate how existing economic development tools (Opportunity Zones, Enterprise Zones, CARE districts) align with Nodes, major corridors, and industrial centers, and make adjustments to those tools and/or create new ones to drive economic development, as shown in Figure 32.	Evaluate how existing economic development tools (Opportunity Zones, Enterprise Zones, CARE districts) align with Nodes, <b>Priority Neighborhoods</b> , major corridors, and industrial centers, and make adjustments to those tools and/or create new ones to drive economic development, as shown in Figure <b>32</b> .
Objective 11.5	Increase the number of jobs in Nodes by branding and marketing the Nodes.	Increase the number of jobs in Nodes <b>and Priority Neighborhoods</b> by branding and marketing the Nodes <b>and Priority Neighborhoods</b> .
Strategy 11.5.b	Create new Business Improvement Districts to help market Nodes.	Create new Business Improvement Districts to help market Nodes <b>and Priority Neighborhoods</b> .
Strategy 11.5.c	Support existing and help establish new business associations in Nodes.	Support existing and help establish new business associations in Nodes <b>and Priority Neighborhoods</b> .
Strategy 11.5.d	Develop marketing materials for Nodes that highlight the uniqueness of each Node, the forthcoming zoning and infrastructure improvements, and information on economic development incentives that are available in the area.	Develop marketing materials for Nodes that highlight the uniqueness of each Node <b>and Priority Neighborhood</b> , the forthcoming zoning and infrastructure improvements, and information on economic development incentives that are available in the area.
Strategy 12.1.c	Develop Nodes as destinations through creative place making and branding (see Goal 4).	Develop Nodes <b>and Priority Neighborhoods</b> as destinations through creative place making and branding (see Goal 4).
Strategy 12.3.a	Encourage the development of hotel rooms in Nodes.	Encourage the development of hotel rooms in Nodes <b>and Priority Neighborhoods</b> .

Section	Original Text	Amended Text
Strategy 14.1.c	Increase awareness and improve relationships with landlords regarding the Housing Choice Voucher program, particularly in areas within Nodes and a half mile of high-frequency transit stops, and highlight the new State Law (HB6 Virginia Fair Housing Law), which prevents landlords from discriminating against renters with Housing Choice Vouchers.	Increase awareness and improve relationships with landlords regarding the Housing Choice Voucher program, particularly in areas within Nodes, <b>Priority Neighborhoods</b> , and a half mile of high-frequency transit stops, and highlight the new State Law (HB6 Virginia Fair Housing Law), which prevents landlords from discriminating against renters with Housing Choice Vouchers.
Objective 14.5	Encourage more housing types throughout the city and greater density along enhanced transit corridors and at Nodes (shown in Figure 38) by amending the Zoning Ordinance.	Encourage more housing types throughout the city and greater density along enhanced transit corridors, <del>and at</del> Nodes, <b>and Priority Neighborhoods</b> (shown in Figure <b>41</b> ) by amending the Zoning Ordinance.
Strategy 14.5.a	Rezone corridors and Nodes consistent with the Future Land Use Plan (see Goal 1).	Rezone corridors, <del>and</del> Nodes, <b>and Priority Neighborhoods</b> consistent with the Future Land Use Plan (see Goal 1).
Strategy 14.6.b	Develop small area plans with inclusive community input (including existing RRHA residents) to plan for the redevelopment of mixed-income neighborhoods on public housing sites for 1) Gilpin Court, 2) Mosby South, 3) Creighton Court, 4) Mosby North, 5) Fairfield Court, 6) Whitcomb Court, and 7) Hillside Court.	Develop small area plans with inclusive community input (including existing RRHA residents) to plan for the redevelopment of <del>mixed-income neighborhoods on public housing sites for</del> Priority Neighborhoods at 1) Gilpin Court, 2) Mosby <del>South</del> <b>Court</b> , 3) Creighton Court, 4) <del>Mosby North</del> <b>Fairfield Court</b> , 5) <del>Fairfield Court</del> <b>Whitcomb Court</b> , 6) <del>Whitcomb Court</del> <b>Hillside Court</b> , 7) <del>Hillside Court</del> <b>Highland Grove</b> , and 8) <b>Blackwell</b> .
Strategy 14.6.f		<b>New strategy: Partner with RRHA to provide community members the opportunity to negotiate the terms of redevelopment for each Priority Neighborhood through the creation of a Tenant Bill of Rights.</b>
Strategy 17.4.e	Expand where farmers' markets, grocery stores, and other healthy food retailers are permitted, especially in Nodes and along enhanced transit corridors.	Expand where farmers' markets, grocery stores, and other healthy food retailers are permitted, especially in Nodes, <b>Priority Neighborhoods</b> , and along enhanced transit corridors.

- **Chapter 7:** text is included in the “Housing Opportunities” Big Move to refer to the priority next steps for the Priority Neighborhoods