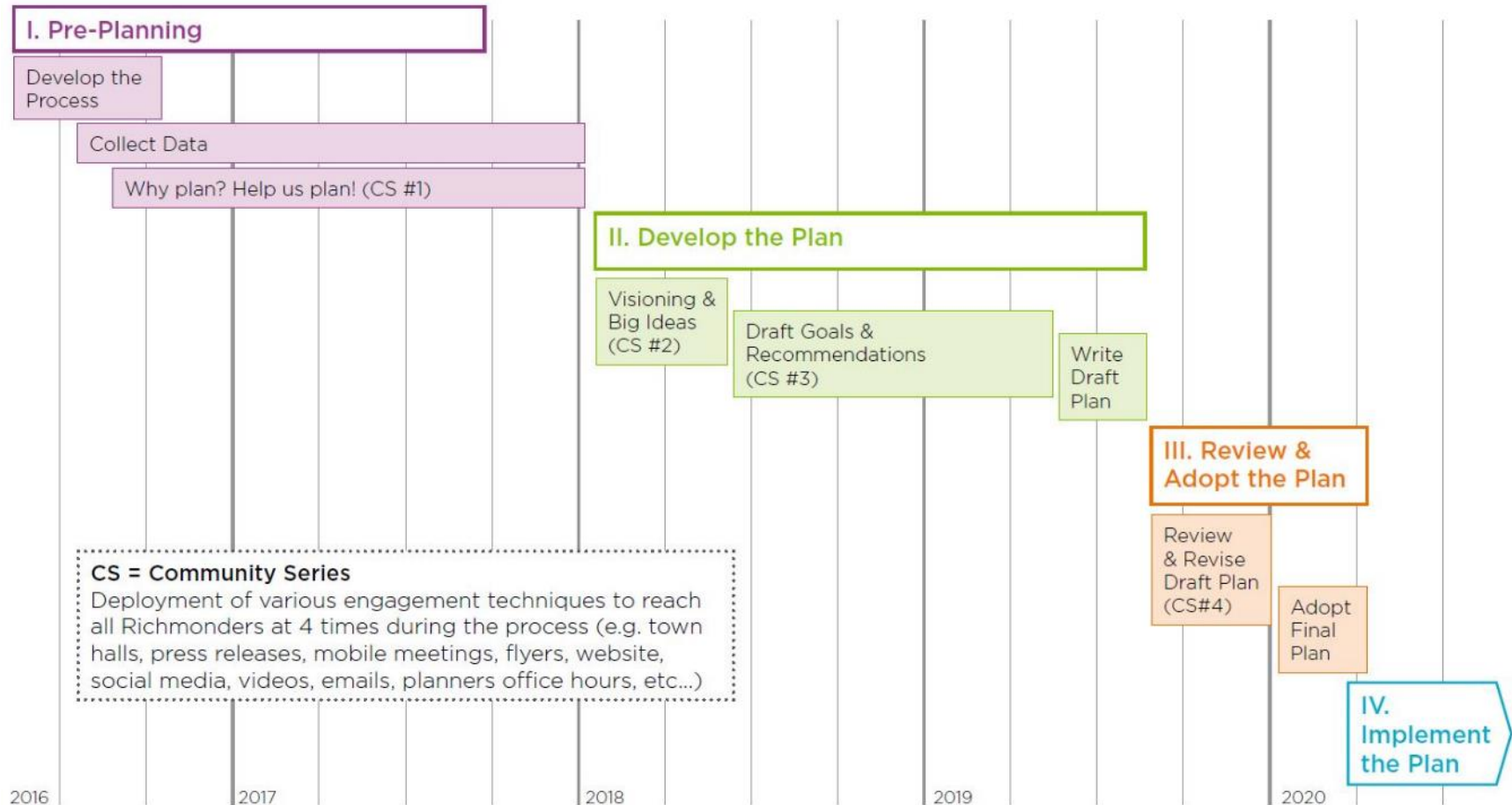


RICHMOND 300

City Council
Organizational Development Standing Committee
December 4, 2017



Process Update

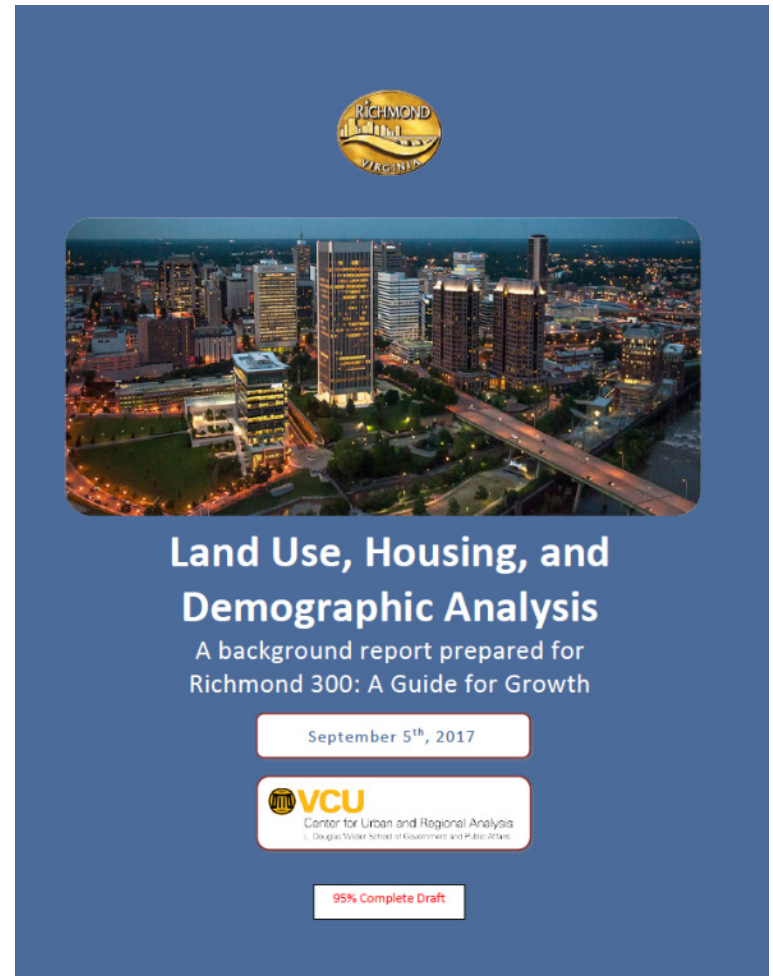


Land Use, Housing & Demographics Analysis

110-page report includes:

- Existing land use
- Demographics
- Population projections
- Housing unit projections
- Land use demand projections
- Land development supply
- Market analysis of 6 historic business corridors

Full report available at:
www.richmond300.com



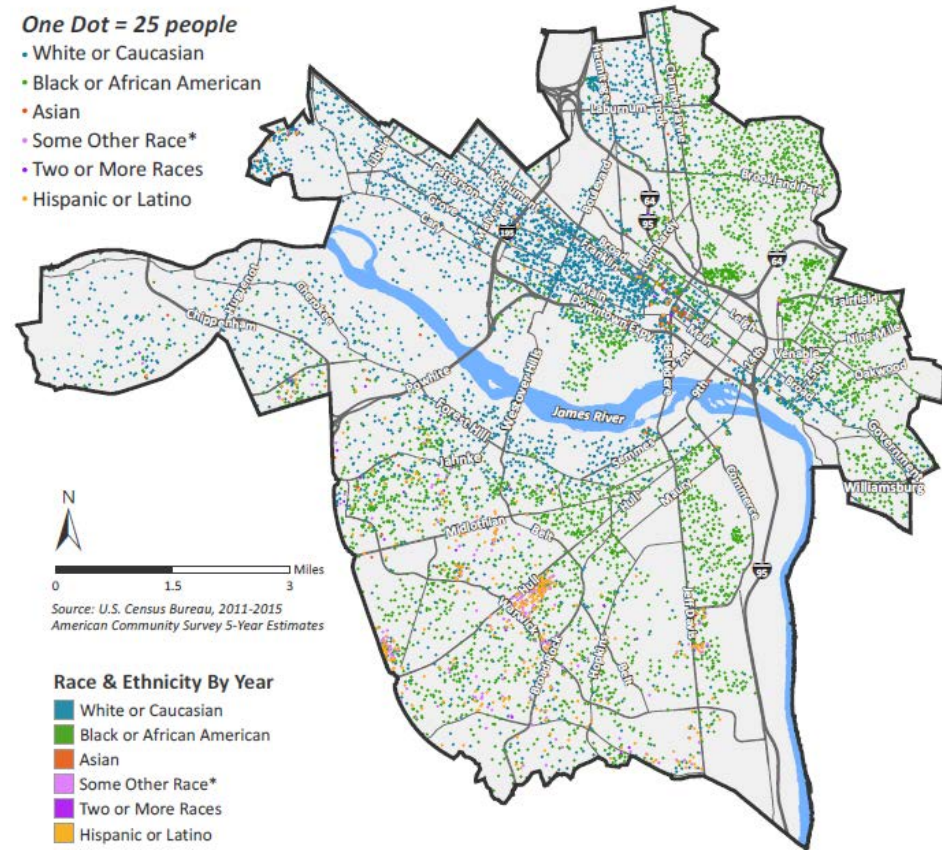
Richmond is growing.

- Population estimated to be 220,289 in 2015
- From 2000 to 2015:
More Latinos. More Whites. Fewer Blacks.
- More “millennials” and “boomers.”
- Fewer kids overall, but more kids in the Southside.

Race & Ethnicity

One Dot = 25 people

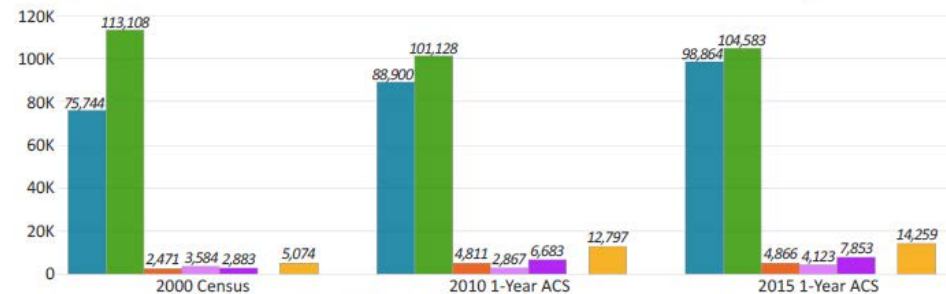
- White or Caucasian
- Black or African American
- Asian
- Some Other Race*
- Two or More Races
- Hispanic or Latino



Source: U.S. Census Bureau, 2011-2015
American Community Survey 5-Year Estimates

Race & Ethnicity By Year

- White or Caucasian
- Black or African American
- Asian
- Some Other Race*
- Two or More Races
- Hispanic or Latino



Some Other Race includes American Indian and Alaska Native, and Native Hawaiian and Other Pacific Islander

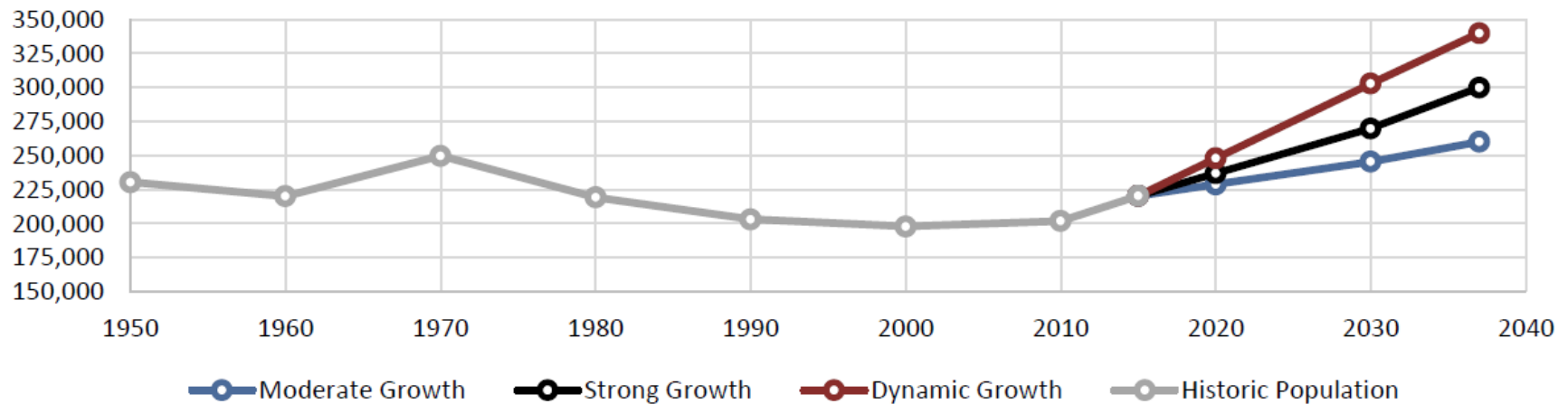
How fast will Richmond grow in the future?

Moderate: assume 2000-2015 growth rate of 0.76% annually

Strong: assume 2010-2015 growth rate of 1.5%

Dynamic: assume accelerated growth rate of 2.5%

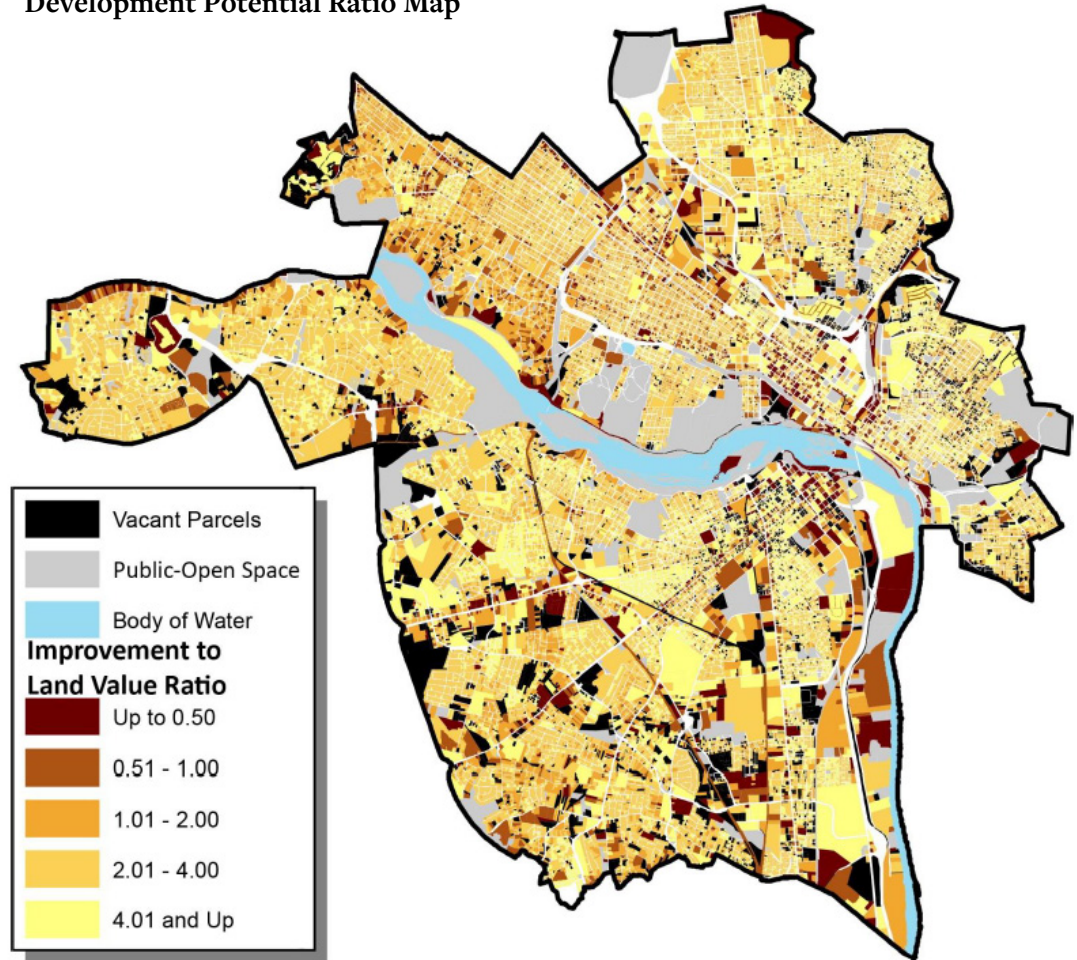
Richmond Historic and Projected Population (1950-2037)



We have enough space for more people.

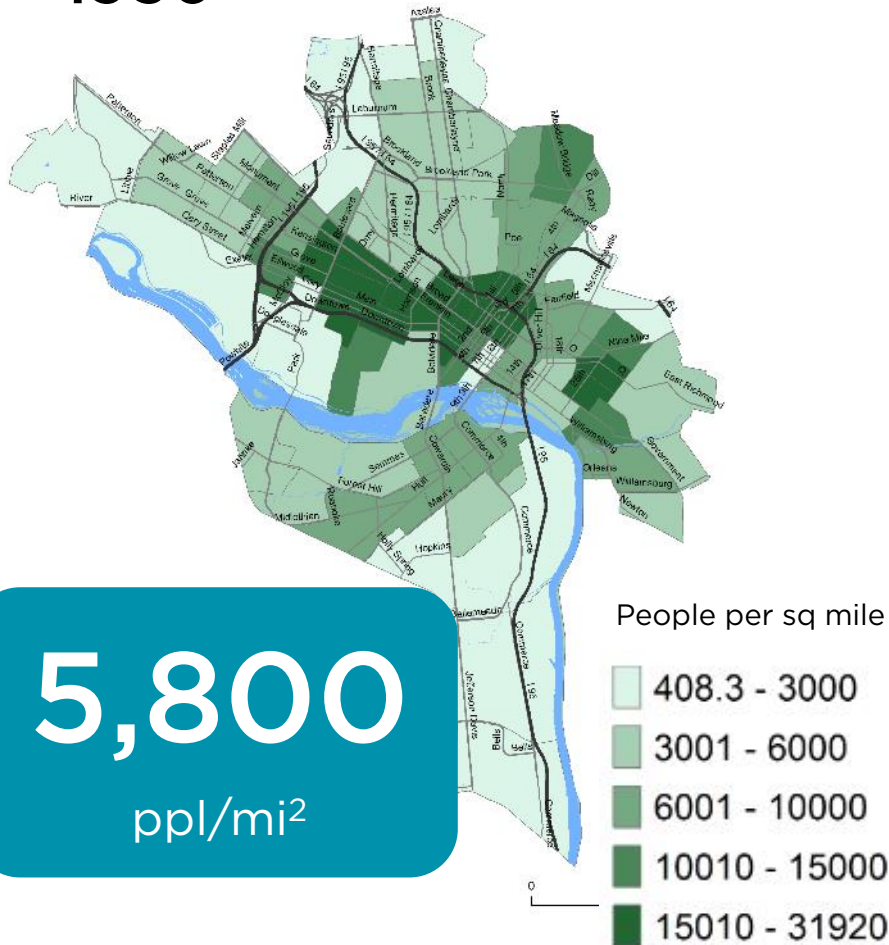
- Over 5,000 acres have a ratio of less than 1

Development Potential Ratio Map

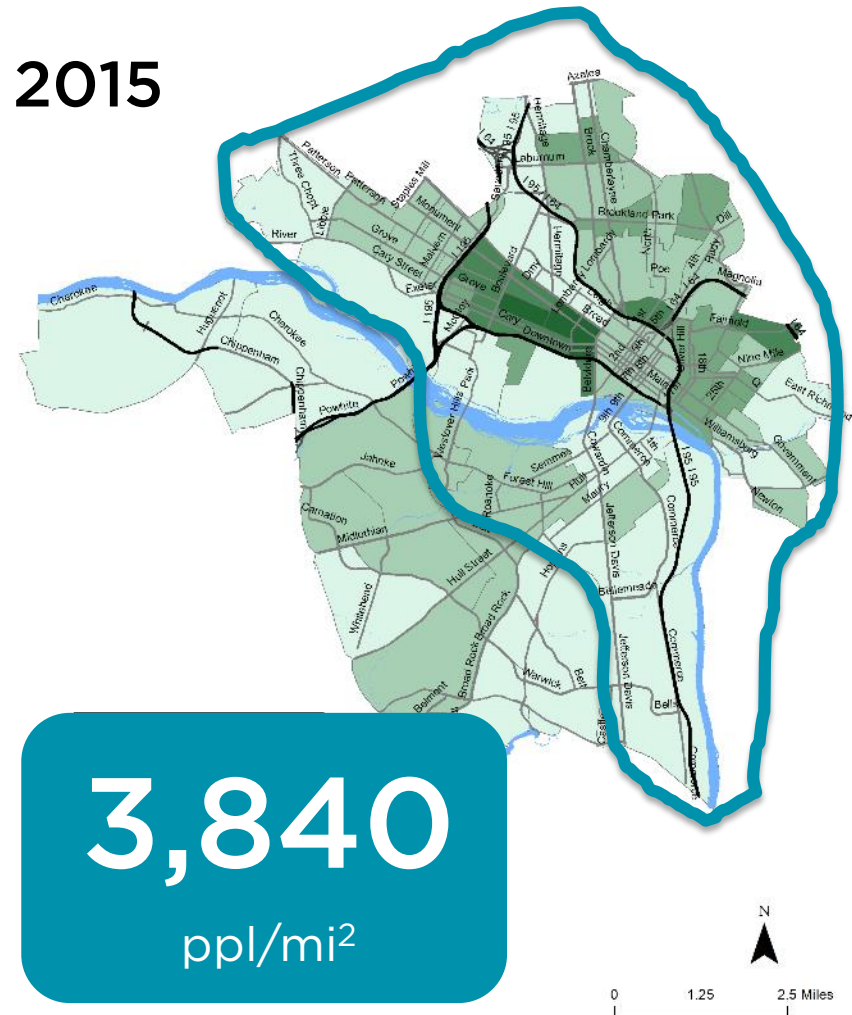


We are less dense than we were.

1950



2015



We are less dense than other similar-sized cities.

City	2015 Population	Size (mi ²)	2015 Density (ppl/mi ²)	Population change (2010-2015)
Washington D.C.	672,228	61.0	9,856	11.72%
Minneapolis	410,939	54.0	7,088	7.41%
Pittsburgh	304,391	55.4	5,521	-0.43%
Norfolk	246,393	54.1	4,486	1.48%
Richmond	213,735	62.5	3,419	7.87%

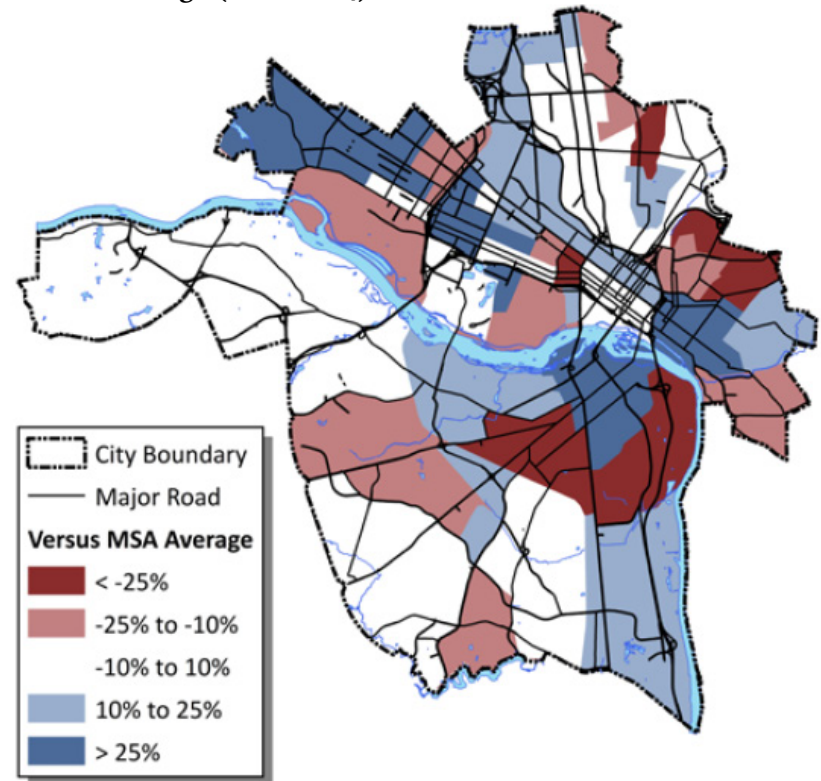
City household income is growing (sort of)

- Household income grew by 33% (compared to 25% for Chesterfield and 24% for Henrico)
- Inflation adjusted median household has not increased since 2000

Fig. 13 - Median Income Adjusted for 2016 Inflation (1950-2014)



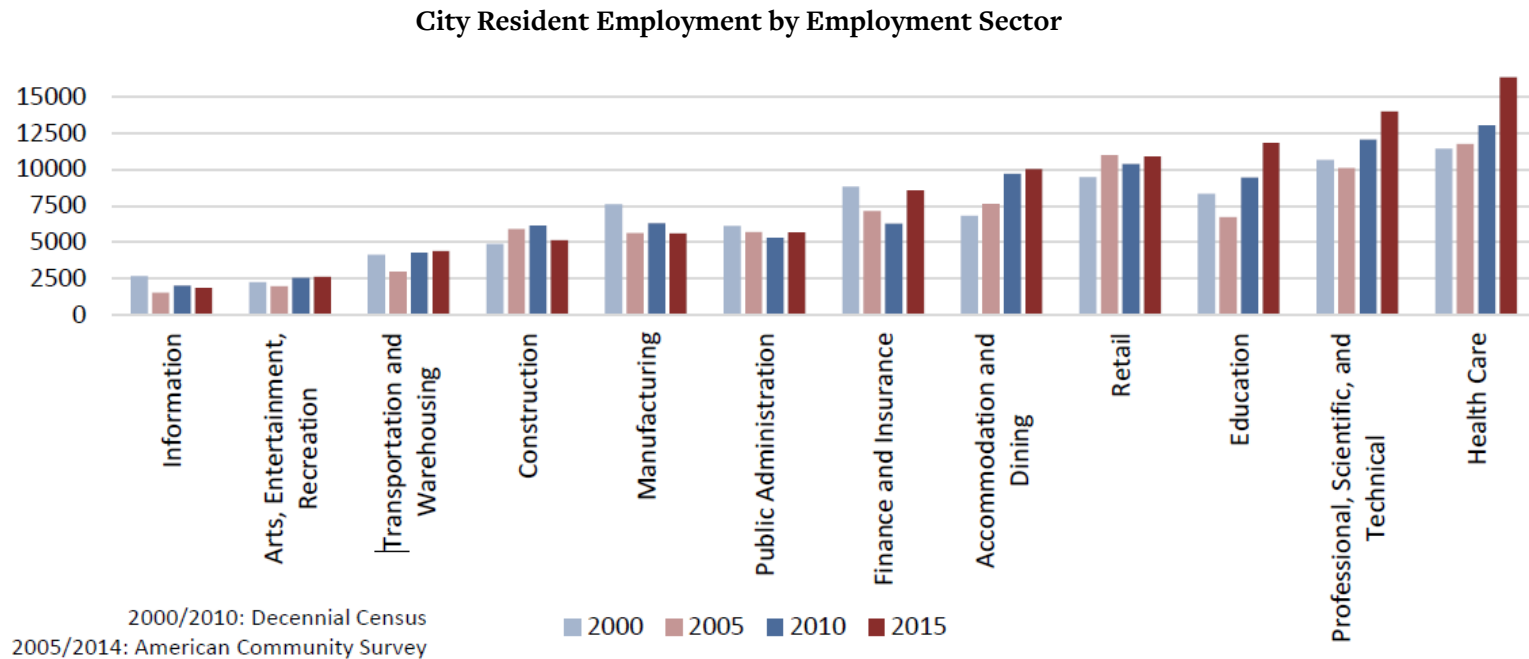
Richmond Median Household Income Compared to MSA Average (2000-2014)



2000: Decennial Census
2014: American Community Survey

Health care is the largest employer of city residents.

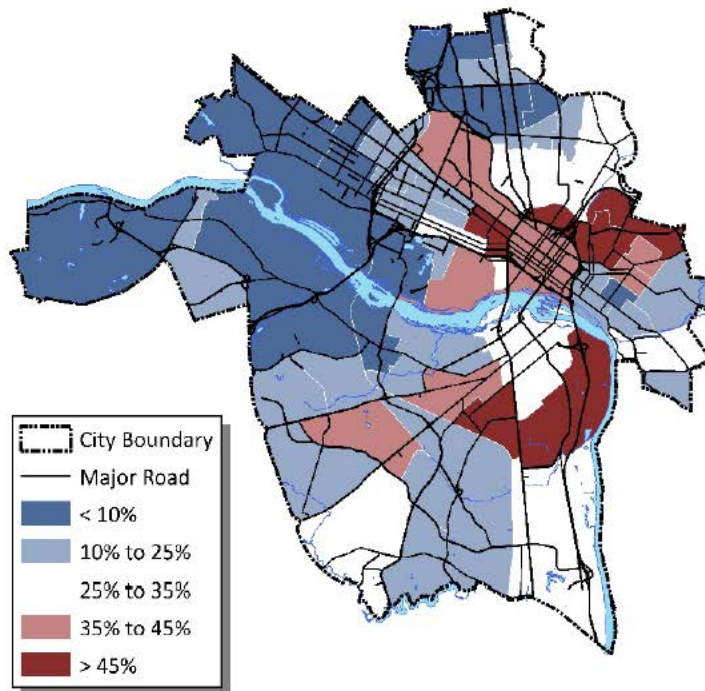
- Employment in education, health care, and accommodation & dining grew by 42%, 43%, and 47% respectively.
- Manufacturing employment decreased by 26%



Income is growing, but so is poverty.

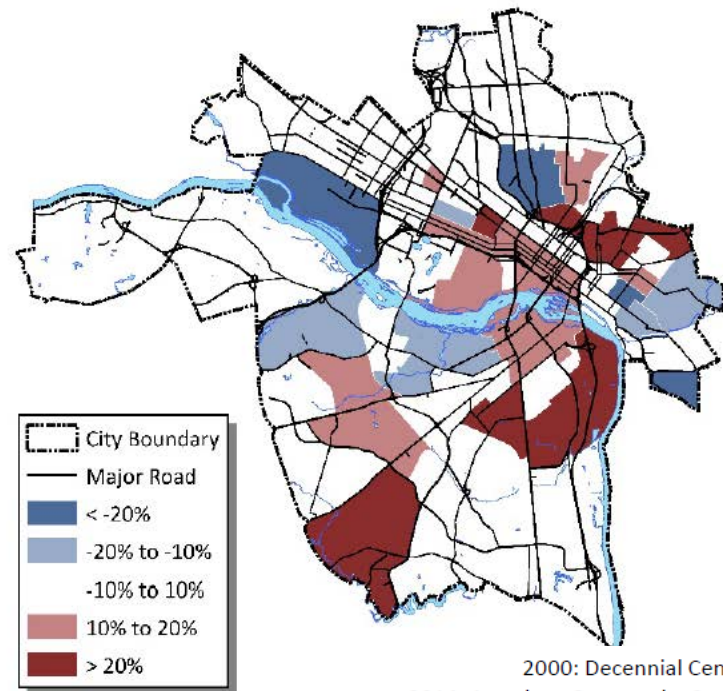
- Poverty rate increased from 17% to 24%. Some parts of the city have a poverty rate of over 45%
- Poor areas are becoming poorer.

Percentage Below Poverty Line (2014)



2014: American Community Survey

Percentage Change in Poverty (2000-2014)



2000: Decennial Census
2014: American Community Survey

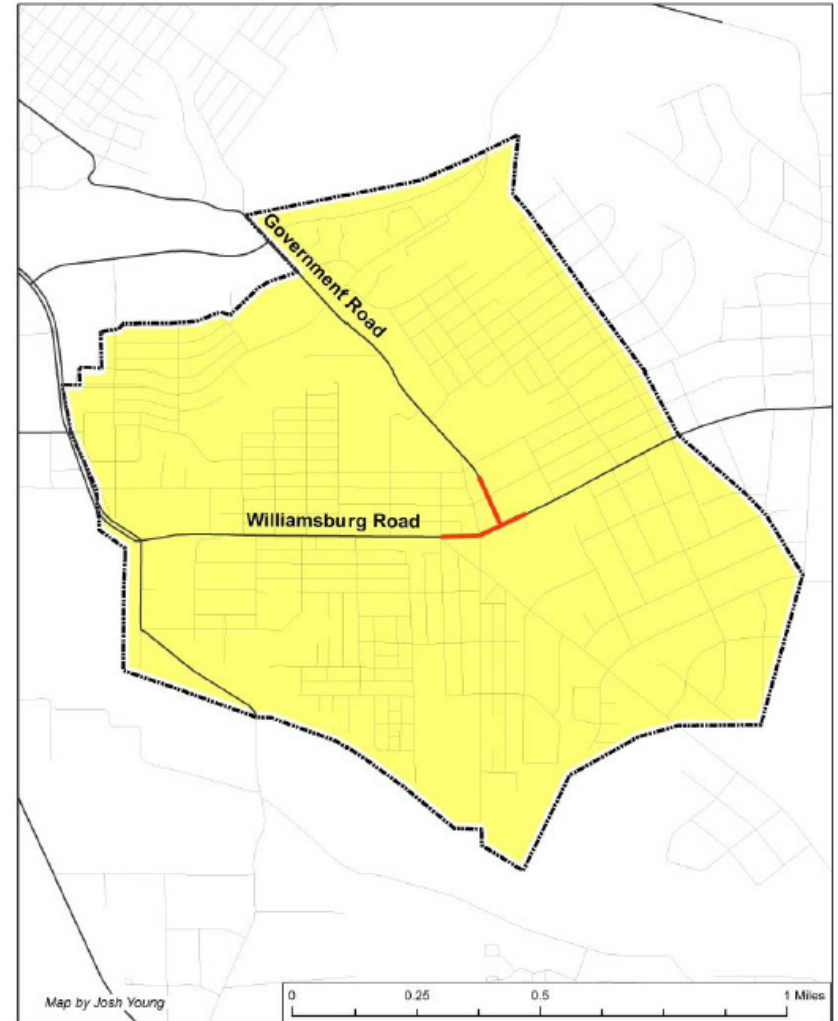
Need more households for more grocery stores.

Fulton Example

Small grocery store:
+1,000 households

Avg. size grocery store:
+5,000 households

Year	Approx. population
1950	6,000
2014	3,100



Ponder this.

1. What do you think are the most interesting data points in this analysis that you believe everyone should know?
2. How does this analysis affect your goals for the city?

Full report available at: www.richmond300.com

URBAN DESIGN TYPOLOGIES

City Council

Organizational Development Standing Committee

December 4, 2017

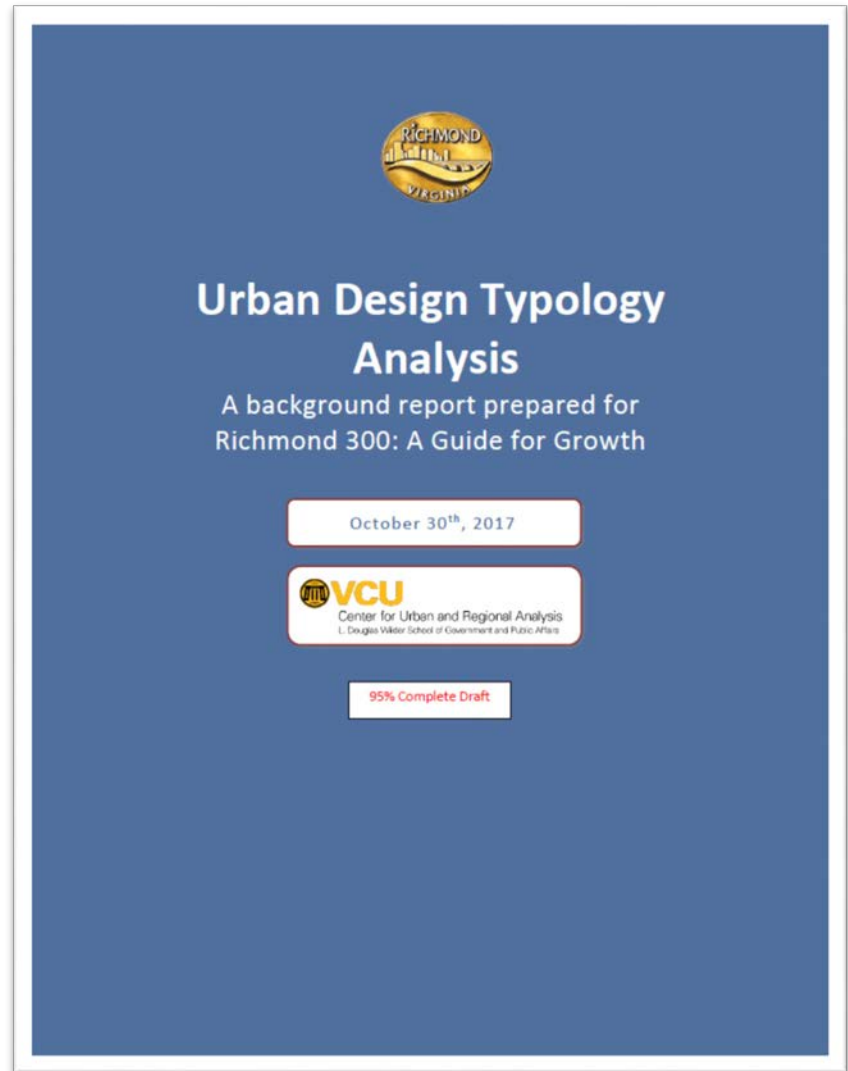


Urban Design Typology Analysis

Objectives:

- Describe Richmond's urban development pattern
- Categorize Richmond based on urban form (rather than zoning or land use)

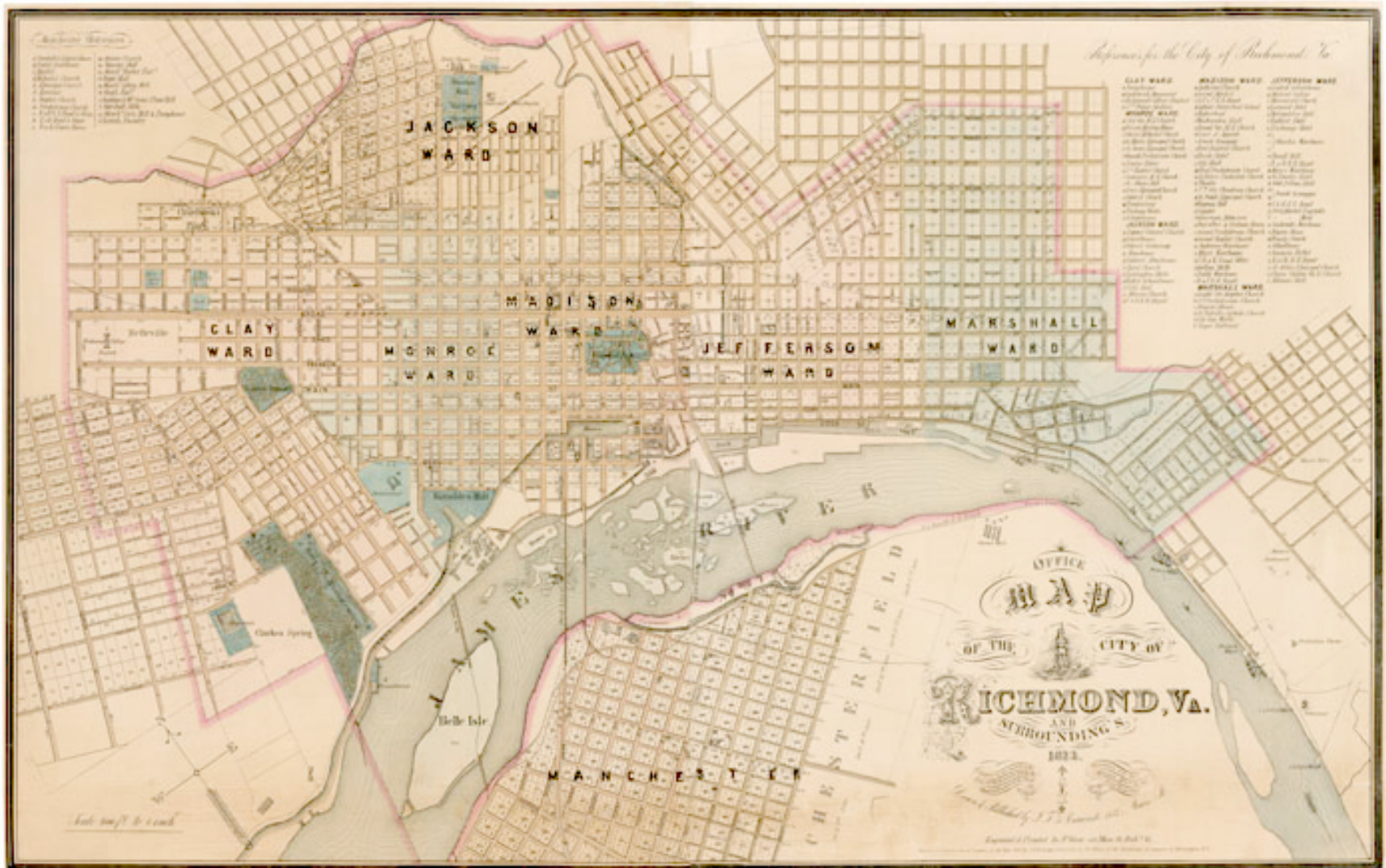
Full report available at:
www.richmond300.com



c. 1830



1873



1930

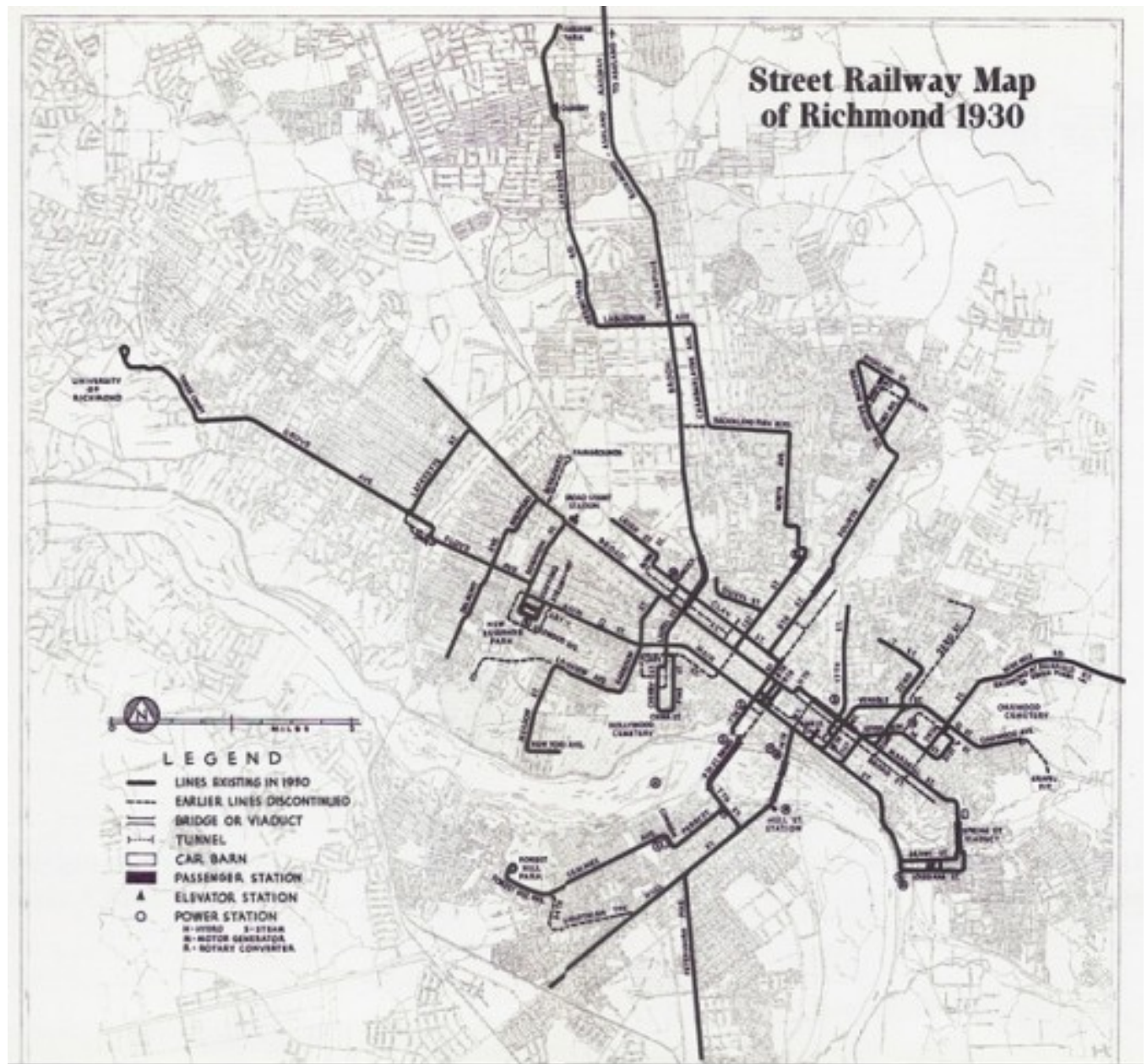
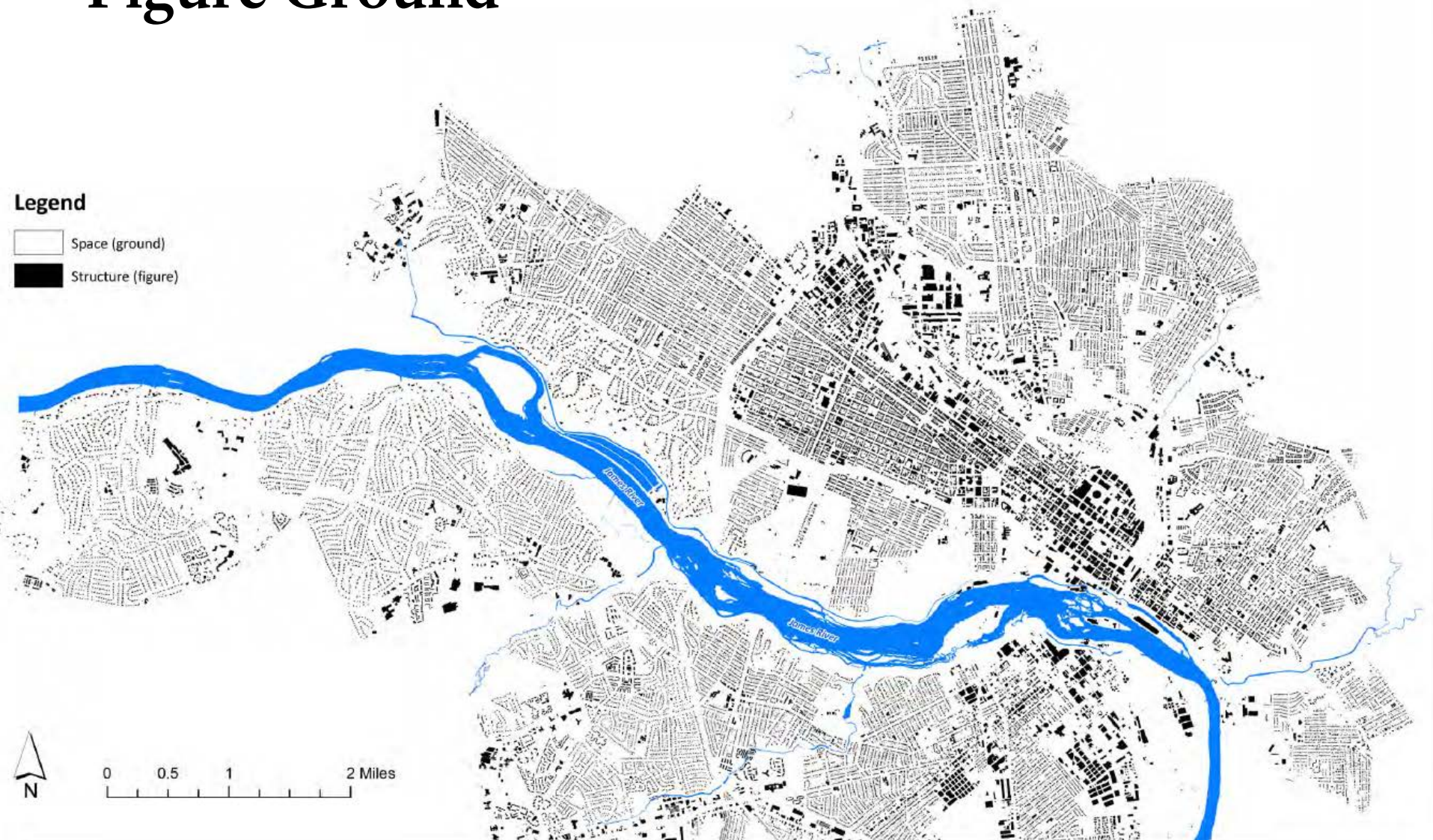


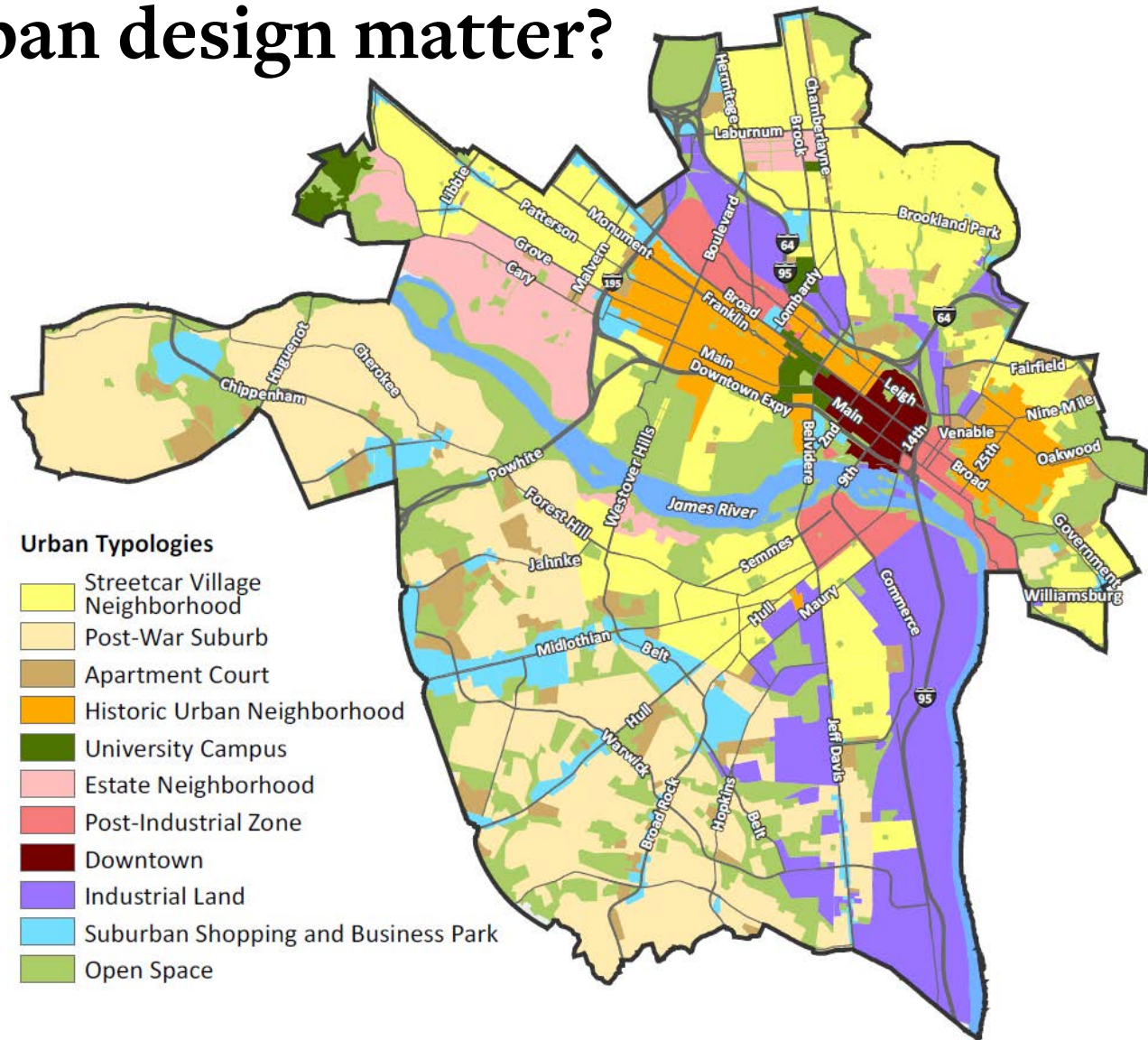
Figure Ground



Why does urban design matter?

Urban design impacts:

- Sense of place
- Feasibility of transit
- Land value
- Walkability
- Neighborhood character
- And more...



Downtown

1% of City's land

18% of City's 2016 land value¹

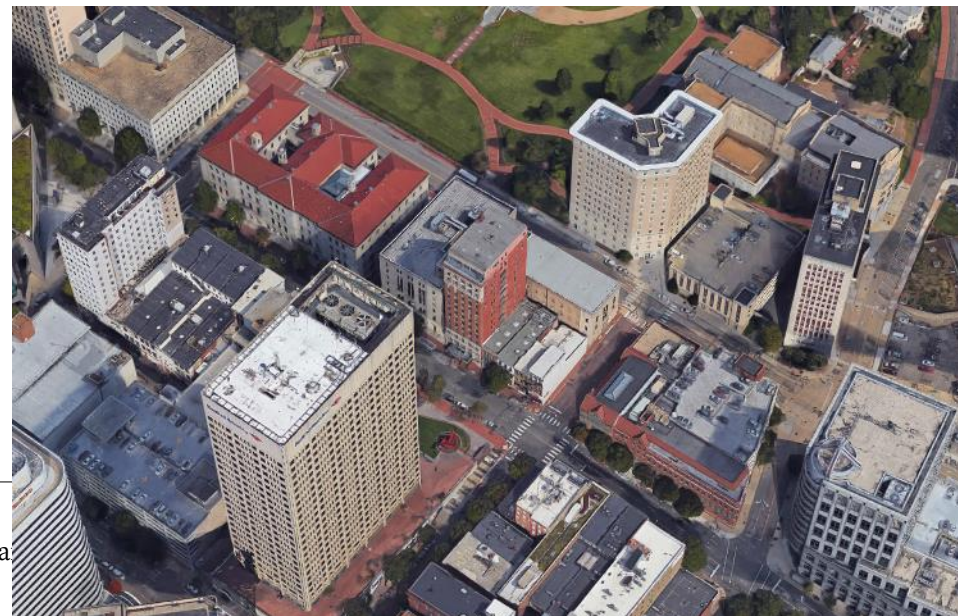
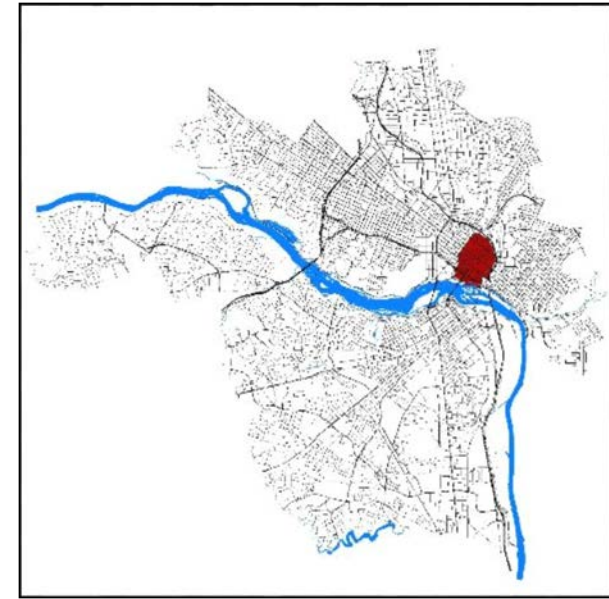
2% of City's 2010 population²

35% 2000-2010 population growth²

\$375^k median sale price b/t '12-16¹

1% of parcels transferred citywide b/t '12-16¹

Note: For this presentation and analysis, we combined the "Downtown" and "Surface Parking Dominant Zones" found in the Urban Design Typology Analysis by CURA into one category Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Historic Urban Neighborhood

5% of City's land

17% of City's 2016 land value¹

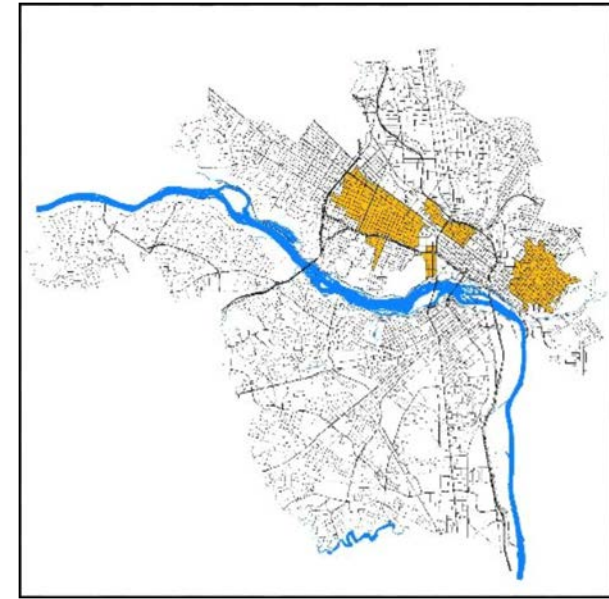
17% of City's 2010 population²

5% 2000-2010 population growth²

\$225^k median sale price b/t '12-16¹

25% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Streetcar Village

20% of City's land

19% of City's 2016 land value¹

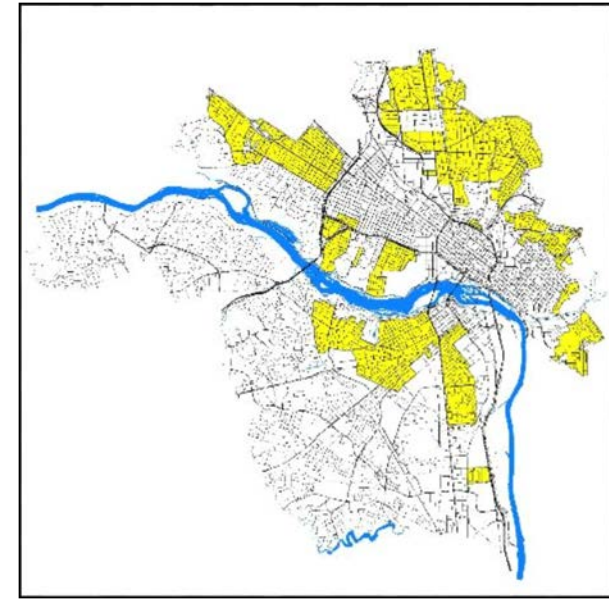
31% of City's 2010 population²

-7% 2000-2010 population growth²

\$150^k median sale price b/t '12-16¹

39% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Estate Neighborhoods

5% of City's land

7% of City's 2016 land value¹

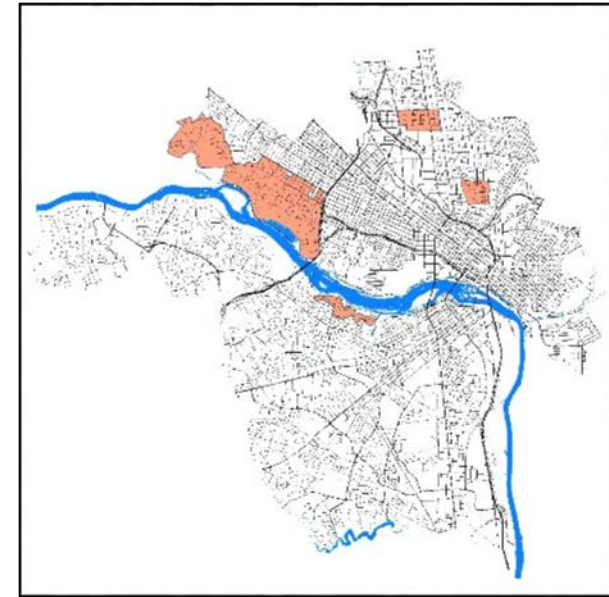
3% of City's 2010 population²

-1% 2000-2010 population growth²

\$455^k median sale price b/t '12-16¹

4% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Post-war Suburbs

23% of City's land

9% of City's 2016 land value¹

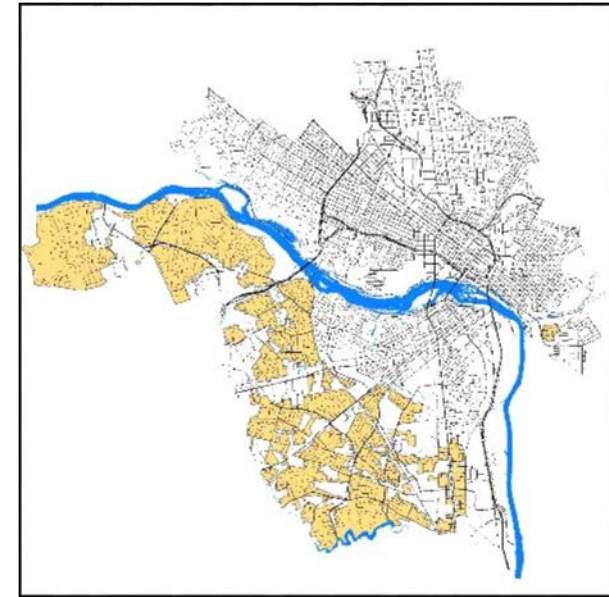
20% of City's 2010 population²

3% 2000-2010 population growth²

\$130^k median sale price b/t '12-16¹

20% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Apartment Court

3% of City's land

6% of City's 2016 land value¹

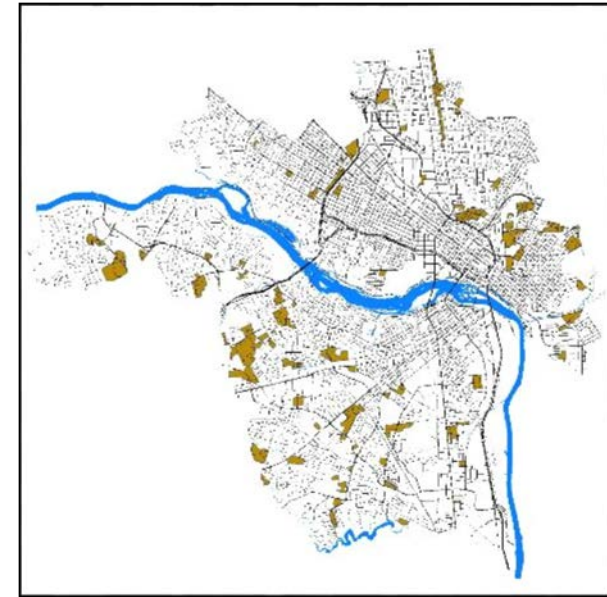
19% of City's 2010 population²

-1% 2000-2010 population growth²

\$242^k median sale price b/t '12-16¹

4% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Industrial Land

12% of City's land

5% of City's 2016 land value¹

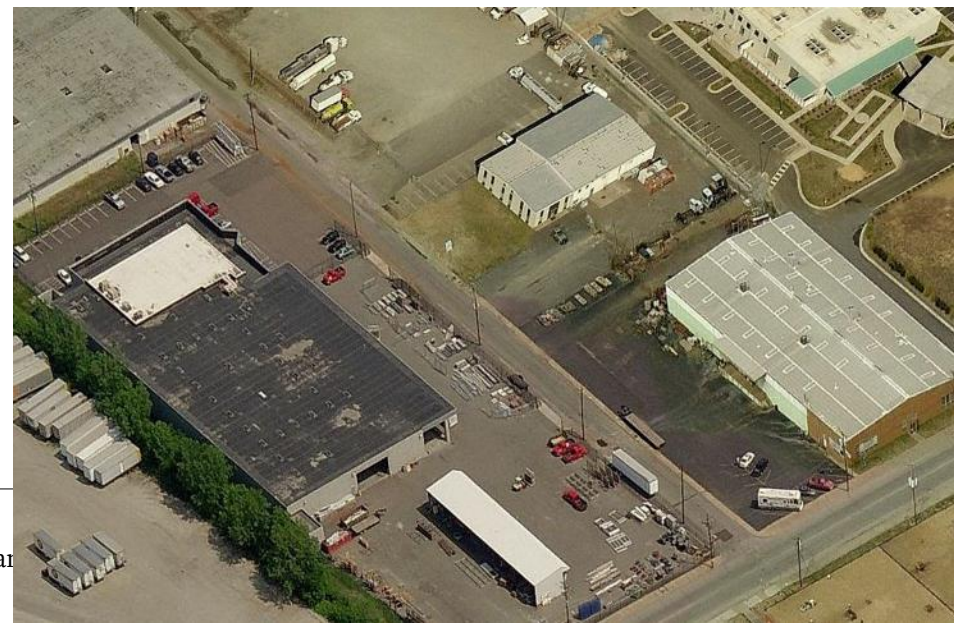
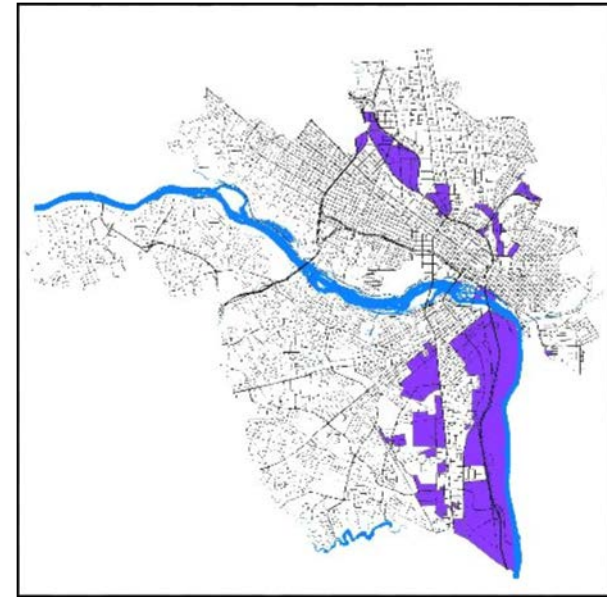
0.4% of City's 2010 population²

-4% 2000-2010 population growth²

\$450^k median sale price b/t '12-16¹

1% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Post-industrial Zone

3% of City's land

7% of City's 2016 land value¹

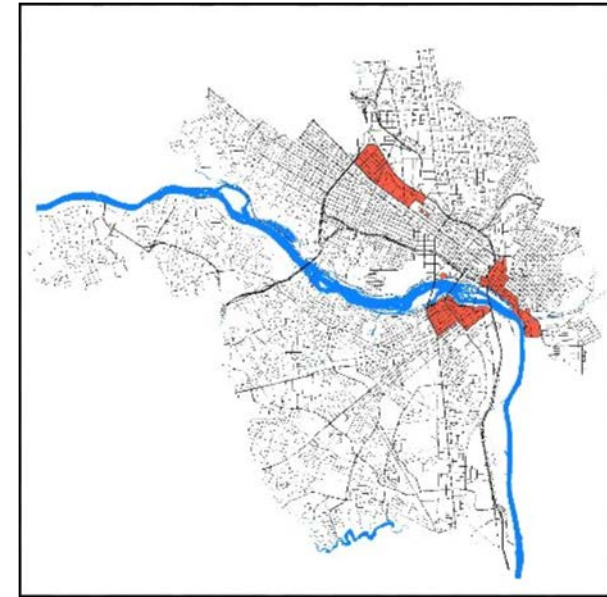
2% of City's 2010 population²

64% 2000-2010 population growth²

\$250^k median sale price b/t '12-16¹

3% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



Suburban Shopping and Business Parks

5% of City's land

6% of City's land value

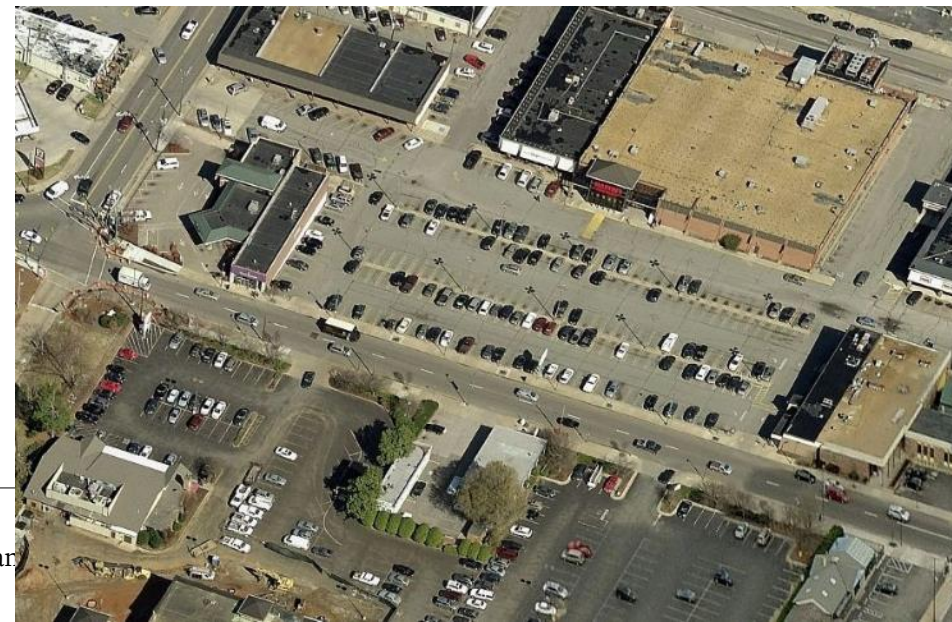
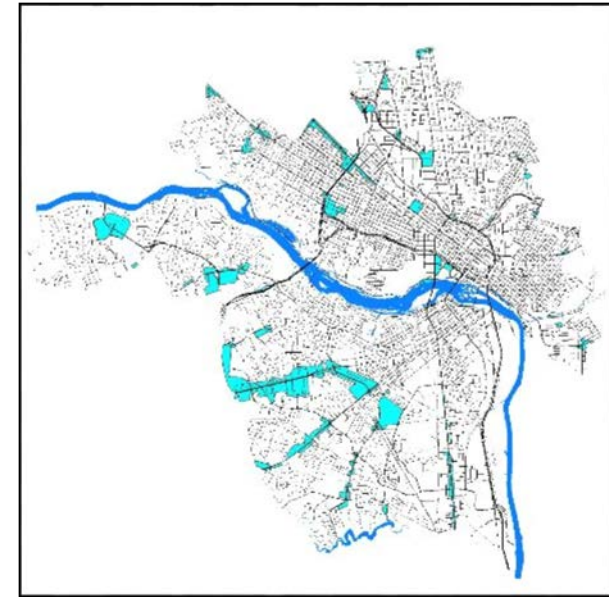
1% of City's population

28% 2000-2010 population growth

\$350^k median sale price b/t '12-16

1% of parcels transferred citywide b/t '12-16

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor



University Campus

1% of City's land

5% of City's 2016 land value¹

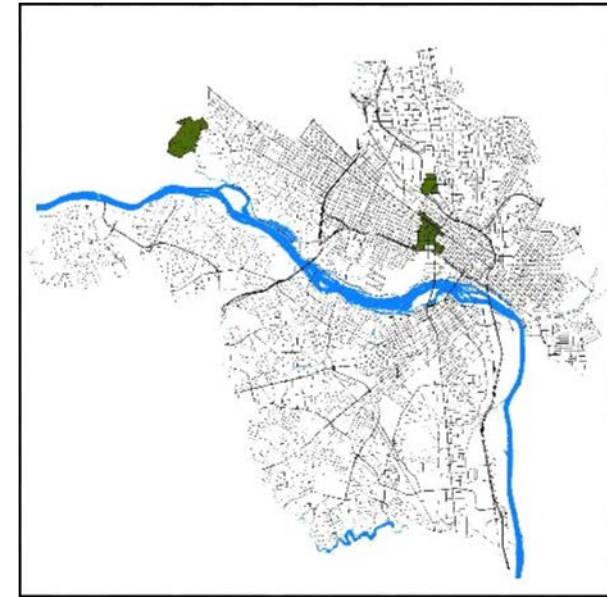
4% of City's 2010 population²

28% 2000-2010 population growth²

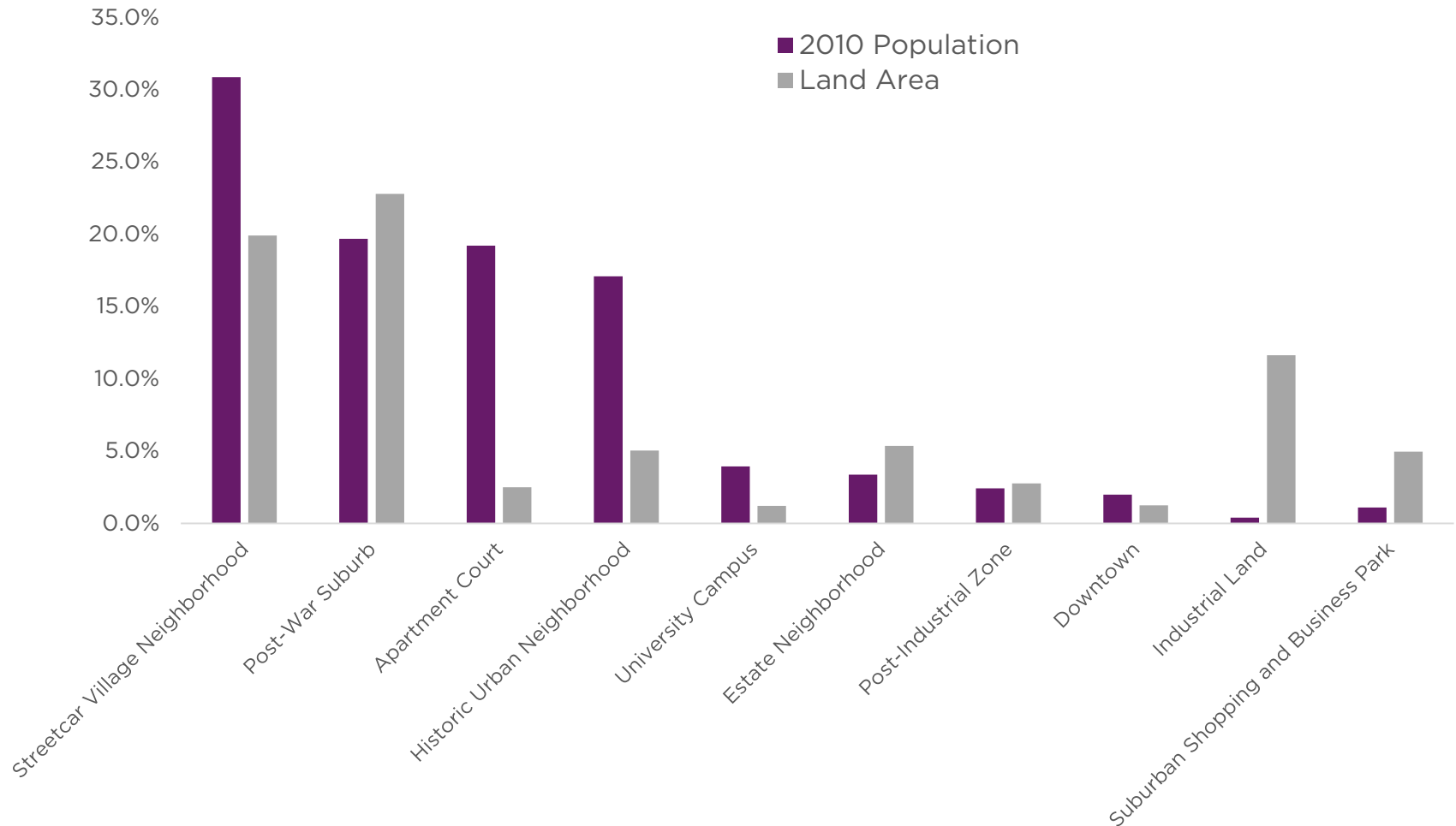
\$437^k median sale price b/t '12-16¹

0.4% of parcels transferred citywide b/t '12-16¹

Sources: 1. 2000 and 2010 Census; 2. City of Richmond Assessor

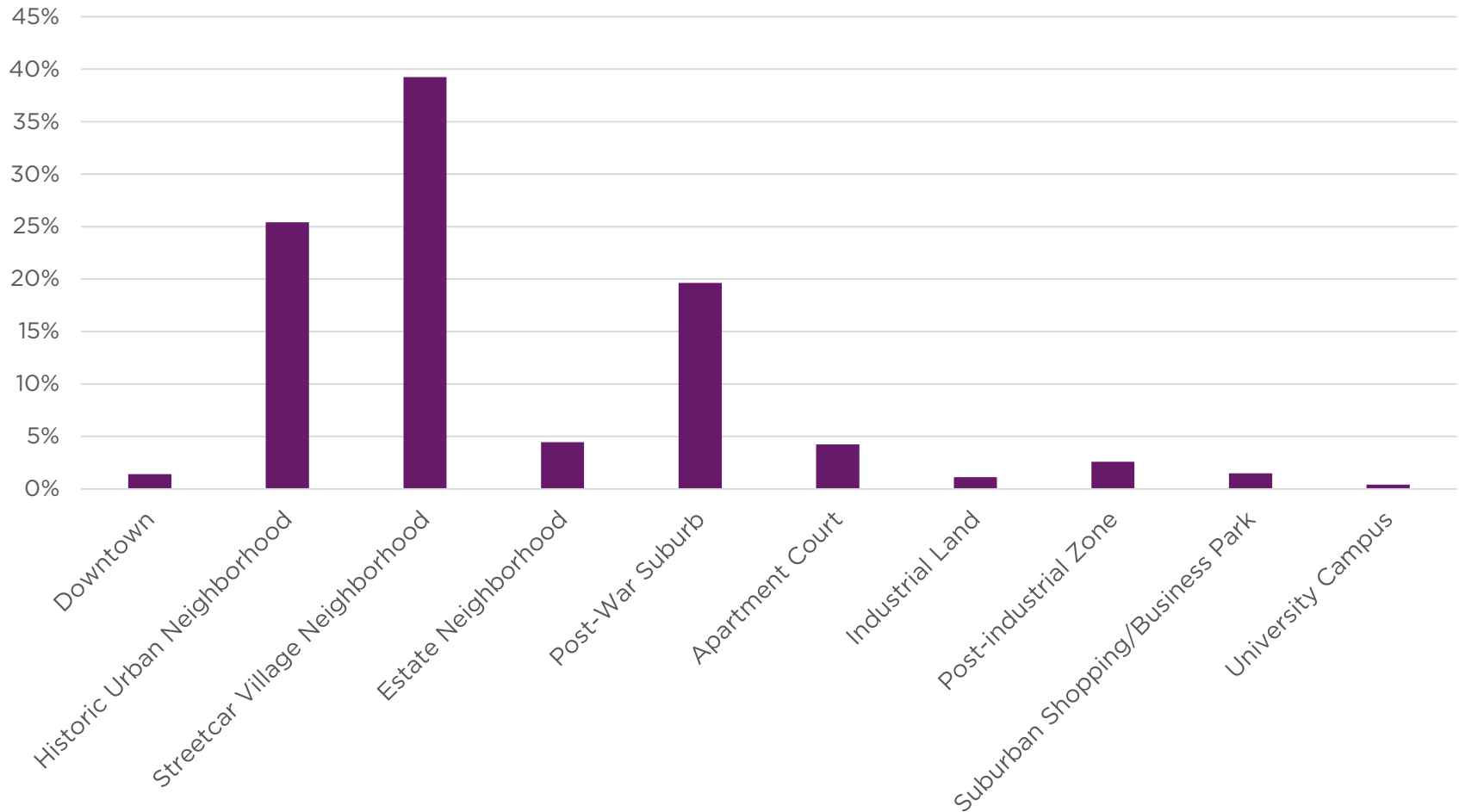


2010 Population and Land Area



Sources: 1. 2010 Census

Citywide Parcel Transfers, 2012-2016



Source: City of Richmond Assessor

Master Plan & Urban Design

- Zoning
- Roadway design
- Open space (private and public)
- And more...

