



# Organizational Development Standing Committee

Boards & Commissions  
Vacancy Report

Monday, March 5, 2018

Referred to the Organizational Development Standing Committee at the request of  
the Land Use, Housing and Transportation Standing Committee

<u>Board Name</u>	<u>Criteria for Appointment</u>	<u>Applicant Name</u>
<b>City Planning Commission</b> (9 members) ( <a href="#">page 2</a> )	Qualified voter  (1 vacancy)	Albert S. Diradour ( <a href="#">page 3</a> )
		Justin Eugene Doyle ( <a href="#">page 7</a> )
		Bruce Gould ( <a href="#">page 13</a> )
		Vivek Murthy ( <a href="#">reappointment, page 20</a> )
		Kristi O'Neal ( <a href="#">page 26</a> )
		Mary Ashburn Pearson ( <a href="#">page 28</a> )
		Stephen T. Robertson ( <a href="#">page 34</a> )

# City Planning Commission

## Vacancy Chart

*as of*  
May 13, 2018

The Planning Commission shall consist of nine (9) members. One member shall be a member of Council who shall be appointed by the Council for a term coincident with their term on Council; one member shall be a member of the Board of Zoning Appeals appointed by the Board of Zoning Appeals for a term coincident with their term on such board; one member shall be the Chief Administrative Officer or an officer or employee of the City designated from time to time by the Chief Administrative Officer; six (6) citizen members shall be qualified voters of the City who hold no office of profit under the City government (one shall be appointed by the Mayor and five appointed by the City Council).

*(Assigned to the Land Use, Housing & Education Standing Committee)*

Member	Patron	Expiration Date	Eligible for Reappoint.	Interested in Reappoint.	Qualification
Vivek Murthy	All members of Council	04/23/2018	Yes	Application included	Qualified voter

### Contact:

Matthew Ebinger  
Principal Planner, Land Use Administration  
Department of Planning & Development Review  
[Matthew.ebinger@richmondgov.com](mailto:Matthew.ebinger@richmondgov.com)  
804-646-6308



City of Richmond, Virginia  
City Council

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**Authorities, Boards, Commissions and Task Forces Application**

(Name of Authority, Board, Commission or Task Force)

**CITY PLANNING COMMISSION**

Title: Mr.

Name: Albert S Diradour

Home Address: 002206 MONUMENT AVE RICHMOND VA 23220

Home Telephone: 804-353-1551

Home Fax:

Personal E-Mail Address: charlie@lionspawdevelopment.com

Employer: Lion's Paw Development Co.

Job Title: President

How Long?

Business Address: 002206 MONUMENT AVE RICHMOND VA 23220

Business Telephone: 804-239-8180

Ext:

Business Fax:

Business E-Mail Address charlie@lionspawdevelopment.com

Is Your Place of Employment Located in the city of Richmond Yes

Is your Place of Employment Located in the County?

No

If Yes, Which County?

Are You A City

Yes

If Yes, Which City Council District?

2

Number of Years?

53

Resident?

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? No

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

BA Political Science, VCU. President of real estate development and acquisitions company, 30 years. Golden Hammer winner and GRACRE award winner.

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

IDA 2006-2007

Other Community Involvement:

Former Vestry, St. Paul's Church, VCIC board, FDA board.

(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.



City of Richmond, Virginia  
City Council

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**Authorities, Boards, Commissions and Task Forces Application**

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**How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?**

*I have served our community in various ways and from various platforms for the past twenty years. As*

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**NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.**

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Office of the City Clerk, 900 East Broad Street, Suite 200, Richmond, Virginia U.S.A. 23219  
Telephone: (804) 646-7955 \* Fax: (804) 646-7736  
[www.richmondgov.com/cityclerk](http://www.richmondgov.com/cityclerk)

# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: Albert "Charlie" Diradour

1. What motivated you to apply for appointment to Richmond's City Planning Commission, and what do you hope to accomplish by your participation?

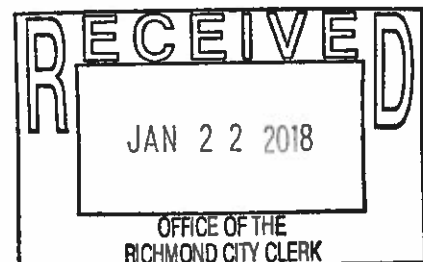
For many years, I have acquired and developed real property here in the city of Richmond. I am familiar with the many sectors that make up the Richmond market and want to help with the planning of our ever changing and growing city. The planning process is important to each resident and affects each in a unique way. Having the understanding and experience, and having been before the commission, I know I will be fair and reasonable and dedicated to the law that affects each case. I hope to help my city become a leading middle size city where businesses and residents enjoy the environs we aid in creating going forward.

2. What are the three most important issues you will have to address as a member of Richmond's City Planning Commission, and how would you address them?

The unique nature of each case reflects the unique nature of our city. Ensuring that residents know that their voices are heard and understood is the most important issue we all face as citizen volunteers. Secondly, the balance between Richmond's ever growing business and residential sectors is an issue that needs to be addressed in an holistic manner. Finally, a master plan must include many voices and points of view. It must be focused on the needs of the citizens and drive our city forward for ten years with sustained and sustainable growth.

3. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

The public drives the planning process in a successful model. The commission's duty is to create a forum for meaningful input from the people we serve. Part of that is scheduling and holding meetings after working hours such that citizens can participate fully.



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# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: Albert "Charlie" Diradour

4. What planning challenges or issues do you see facing the city of Richmond in the next decade?

The balance between creating great places for great jobs for our citizens and creating a transportation infrastructure to and from those places they live is key to creating a great city. The diversity in modes of transportation over the next ten years will affect how we plan the "what goes where" piece. Reaching out to millennials and generation Z to ask them how they wish to live in 2027 and beyond will help us make decisions that will keep natives here and continue to attract those from other counties and cities from around the country. Planning cannot simply create a guide, it must be an intuitive, active, ongoing process that anticipates and acts. Having said that, we must anticipate the need for racial/socio-economic change in our city. We must understand that as we move forward to a time when people no longer see color or financial status when choosing where they live, it will be up to us to create opportunities for the market to craft atmospheres that accommodate how those who come after us wish to live.

5. The review of planning matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

The art of real estate development is creating a concept that lives within a set of constraints known as laws. I have been doing this for my entire professional life. I once judged a state-wide middle school political science fair. One of the questions we judged was simply this, "If you are elected do you vote according to what your constituents want or what you know to be right in your own opinion?" This question is similar. The answer is that one must take all the evidence into account before rendering a decision.

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City of Richmond, Virginia  
City Council

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**Authorities, Boards, Commissions and Task Forces Application**

(Name of Authority, Board, Commission or Task Force)

**CITY PLANNING COMMISSION**

Title: *Mr*

Name: *Justin Eugene Doyle*

Home Address: *000630 N 29TH ST RICHMOND VA 23223*

Home Telephone: *8045724667*

Home Fax:

Personal E-Mail Address: *JustinDoyleRVA@gmail.com*

Employer: *James River Association*

Job Title: *Community Conservation Manager*

How Long?

Business Address: *004833 OLD MAIN ST RICHMOND VA 23231*

Business Telephone: *8047888811*

Ext: *212*

Business Fax:

Business E-Mail Address: *jdoyle@jrava.org*

Is Your Place of Employment Located in the city of Richmond *No*

Is your Place of Employment Located in the County? *Yes* If Yes, Which County? *Henrico*

Are You A City Resident? *Yes* If Yes, Which City Council District? *7* Number of Years?

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? *No*

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

*As a 2008 graduate of the University of Mary Washington, a 2012 graduate of Virginia Commonwealth University's Master of Urban Planning Program, a 2015 fellow of the Virginia Natural Resources Leadership Institute, and a former employee of Henrico County's Community Revitalization and Planning departments, I will bring planning experience and knowledge to Richmond's Planning Commission. During my employment with Henrico County I worked in the Planning Department's Division of Comprehensive Planning. I contributed to a variety of planning studies and rezonings from 2009 until 2013. I am currently employed by the James River Association as Community Conservation Manager and have been involved in planning Richmond's riverfront in this capacity. Additionally, I have experience serving on boards and committees including the Better Housing Coalition, Friends of the James River Park, and Falls of the James Scenic Advisory Committee. These experiences have given me knowledge and expertise to be a valuable member of the Planning Commission.*

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

*Better Housing Coalition Young Professionals  
City of Richmond Riverfront Public Art Project #1 Site Selection Team  
Church Hill Association  
Falls of the James Scenic Advisory Committee*



City of Richmond, Virginia  
City Council

Page 2 of 2

**Authorities, Boards, Commissions and Task Forces Application**

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*Friends of the James River Park*

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**Other Community Involvement:**

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**(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.**

*I have extensive professional public participation experience. While employed by Henrico County's Department of Community Revitalization, I recruited and coordinated volunteers to cleanup neighborhoods across the county. As a planner in Henrico County's Planning Department, I was responsible for notifying residents of applications for rezonings, provisional use permit applications, and special area studies. In an outreach capacity at the James River Association, I regularly engage communities along the James River to build support for projects including the Richmond Riverfront Plan and the Our River at Risk campaign. My experience serving on the Riverfront Public Art Project #1 Site Selection Team provided me with community engagement experience.*

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**How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?**

*I was notified about this opportunity by a friend.*

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**NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.**

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# Justin E. Doyle

630 N. 29<sup>th</sup> Street  
Richmond, Virginia 23223

(804) 572-4667  
JustinDoyleRVA@gmail.com

## **Objective**

To serve on the City of Richmond's Planning Commission as a citizen with professional urban planning experience in the Richmond region.

## **Experience**

### **Community Conservation Manager**

*Apr. 2013 – Present*

James River Association

*Richmond, Virginia*

- Manage James River Association's Community Conservation Program
- Help communities realize the benefits of a healthy James River
- Promote conservation and stewardship of our natural resources
- Contribute to planning efforts including the Richmond Riverfront Plan
- Write and manage grants that support programming

### **Adjunct Instructor**

*Aug. 2016 – Dec. 2016*

University of Mary Washington

*Fredericksburg, Virginia*

- GEOG 337: Nature of Cities

### **Senior Planning Technician**

*Aug. 2009 – Apr. 2013*

Henrico County Planning Department

*Henrico, Virginia*

- Contributed to rezoning staff reports and special studies
- Wrote staff reports for provisional use permits
- Presented recommendations to Henrico County's Planning Commission

### **Planning Technician**

*Mar. 2008 – Aug. 2009*

Henrico County Department of Community Revitalization

*Henrico, Virginia*

- Coordinated volunteers and organized volunteer assistance projects
- Conducted and supervised weekly community cleanups

## **Education**

### ***Virginia Natural Resources Leadership Institute***

*June 2015*

Institute for Environmental Negotiation - University of Virginia  
Charlottesville, Virginia

### ***Master of Urban & Regional Planning (MURP)***

*May 2012*

Virginia Commonwealth University  
Richmond, Virginia

- Studio II: *University of Mary Washington Campus Bicycle Plan*

### ***B.A., Geography***

*May 2008*

University of Mary Washington  
Fredericksburg, Virginia

- *The Glen Canyon Dam and its Implications for the Environmental Movement*

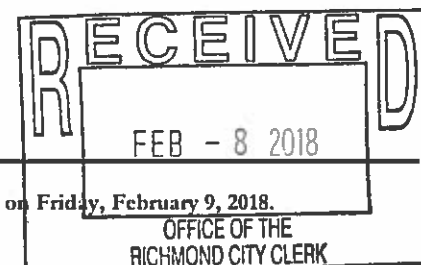
## **Qualifications**

- Graduate of VCU's Master of Urban and Regional Planning program
- Formerly employed by Henrico County's Planning Department
- Experience coordinating public participation and facilitating meetings
- Experience as a public speaker and university instructor
- Richmond resident since 2008

## **Volunteer Experience**

- Better Housing Coalition
- Chesapeake Bay Foundation
- Friends of James River Park
- Falls of the James Scenic Advisory Committee
- James River Advisory Council
- Richmond Riverfront Public Art Project #1 Site Selection Team
- Scenic Virginia

## City Planning Commission Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: Justin Doyle, 630 N. 29<sup>th</sup> Street, Richmond, VA 23223

1. What motivated you to apply for appointment to Richmond's City Planning Commission, and what do you hope to accomplish by your participation?

Thank you for your consideration of my application to serve on Richmond's City Planning Commission. I was motivated to apply for appointment to City Planning Commission to serve the residents of our wonderful city and contribute to the *Richmond 300* planning process, the update of our city-wide Master Plan. Serving on City Planning Commission requires the ability to work with a variety of people including developers, elected officials, public servants, and citizens. I have ten years of professional experience as a planner, who has worked with elected officials, planning commissioners, public servants, and citizens. My ten years of professional planning experience as well as my relationships and knowledge of City Hall make me a strong candidate for appointment to City Planning Commission. I intend to serve the residents of Richmond to the best of my ability as a member of City Planning Commission.

2. What are the three most important issues you will have to address as a member of Richmond's City Planning Commission, and how would you address them?

The three issues I will balance as a member of Richmond's City Planning Commission are equity, economic development, and environment.

- **Equity:** Richmond's concentrated poverty weighs heavy on me. I will approach each project considered by the City Planning Commission with the well-being of my fellow residents in mind. I will oppose projects that are detrimental to communities, especially our most vulnerable communities, and champion projects that contribute to an equitable future for all residents of our city. I will champion our public spaces and alternative modes of transportation, specifically bicycle and pedestrian connectivity and our public transportation system.
- **Economic Development:** Richmond's population is growing and it is strategic to leverage investments associated with this growth. I welcome public and private investments in the city that meet demands for housing, public facilities, and infrastructure that support our growing population. Private development generates jobs and tax revenue and can contribute to improved public amenities, such as public spaces and transportation infrastructure. I am a proponent of redevelopment and dense residential and commercial development around nodes of transportation, such as future GRTC Pulse stops. I am a proponent of redeveloping underutilized parcels of land, especially surface parking lots.
- **Environment:** Richmond is situated on the banks of the James River, the source of our drinking water and a variety of outdoor recreation activities. I will review each project considered by the City Planning Commission with our natural resources in mind. I will oppose projects that are detrimental to our natural resources, especially projects that contribute to the degradation of water quality in the James River and its tributaries. I will

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# City Planning Commission Questionnaire

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NAME: Justin Doyle, 630 N. 29<sup>th</sup> Street, Richmond, VA 23223

work with the Department of Public Utilities to ensure proposed development mitigates stormwater pollution to its fullest potential.

3. **How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?**

Public participation in the planning and design review process is of the utmost importance. Successful planning and design review processes effectively engage citizens and stakeholders. I have organized and participated in numerous public meetings as a professional planner and citizen. Participation in the planning and design review process can be ensured by organizing and attending neighborhood meetings. Engaging residents by holding meetings in their neighborhoods is a strategy for increasing public participation.

4. **What planning challenges or issues do you see facing the city of Richmond in the next decade?**

The number one challenge facing the City of Richmond in the next decade is population growth. Richmond's population is growing, which creates demand for housing, public facilities, and infrastructure. It is critically important for the City of Richmond to plan for continued population growth and meet the needs of its residents. The future of our city depends on a successful *Richmond 300* planning process and I intend to be an active contributor throughout the process.

The number one issue facing the City of Richmond is its old public school facilities. New and renovated public school facilities are planned across the city. As a member of City Planning Commission I will ensure these projects are thoroughly reviewed and considered in an expeditious manner.

5. **The review of planning matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?**

The City of Richmond benefits from robust planning documents like its city-wide Master Plan, Downtown Master Plan, and Richmond Riverfront Plan. These documents and ordinances guide development in the city. I will make informed decisions based on planning documents, laws and regulations, guidance from public servants at City Hall, and input from residents as a member of City Planning Commission



City of Richmond, Virginia  
City Council

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**Authorities, Boards, Commissions and Task Forces Application**

(Name of Authority, Board, Commission or Task Force)

**CITY PLANNING COMMISSION**

Title:

Name:

Home Address:

Home Telephone:  Home Fax:

Personal E-Mail Address:

Employer:

Job Title:  How Long?

Business Address:

Business Telephone:  Ext:  Business Fax:

Business E-Mail Address:

Is Your Place of Employment Located in the city of Richmond

Is your Place of Employment Located in the County?  If Yes, Which County?

Are You A City Resident?  If Yes, Which City Council District?  Number of Years?

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment?

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

*Executive Director, Virginia Motor Vehicle Dealer Board 1996 to 2016*

*The MVDB is an Executive Branch state agency under the Secretary of Transportation. The executive director (agency head) is appointed by a nineteen member Board. Board members are appointed to the Board by the Governor. As the executive director I oversaw the day-to-day operations of a staff of approximately twenty-five employees in implementing direction set by the Board and according to the Dealer Laws and Regulations. I was responsible for a budget of over one million dollars; setting agency objectives; providing direction to staff to support the agency's mission and goals; and providing direct support to the Secretary of Transportation and the Governor.*

- Represented the agency on state-wide transportation efforts to include the Multimodal Working Group (A primary task of the Working Group is the development VTrans which is the long-range, statewide multimodal policy plan that lays out the vision and goals for transportation in Virginia.) and the Governor's Annual Transportation Conference. (Moderated panels and made presentations.)*
- Agency liaison to the General Assembly to include presenting agency initiated legislation to members and committees of the General Assembly and constituent groups; testify at General Assembly Committee meetings; and meet with individual members of*

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.



City of Richmond, Virginia  
City Council

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**Authorities, Boards, Commissions and Task Forces Application**

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Virginia Commonwealth University 1980 to 1982  
Master of Urban and Regional Planning  
Studio Project: Bicycle Commuting Plan for Richmond Virginia (Primarily a Policy Plan)

Boston State College 1971 to 1975  
Bachelor of Science with a major in Earth Science and a minor in Biology.

Virginia Department of Motor Vehicles 1986 to 1996  
Held the following positions: Planner; Legislative Analyst; and Manager of the Policy and Legislative Office. (Three direct reports and was responsible for about 16 employees.)

Planner, Harland Bartholomew and Associates, Richmond, Virginia 1984 to 1986  
Projects included master plan for Fort Belvoir and the City of Virginia Beach and Housing Plan for Richmond, Virginia.

Planner I, Henrico (Virginia) Division of Police 1982 to 1984  
Liaison with the County Planning Office; write policies and procedures; initiated crime prevention through environmental design; frequent "ride

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**Other Community Involvement:**

None

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**(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.**

- > Westover Hills Neighborhood Association to include "clean-up" and beautification projects
- > Richmond Folk Music Festival volunteer for set-up/tear down crew. Chosen top three out of 120 volunteers for set-up/break down.
- > Past president of Congregation or Ami. (Locate in the City of Richmond.) Many volunteer roles to include facilities committee and interfaith activities.
- > Chair Committee that runs Richmond Folk Music Events

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**How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?**

I graduated VCU Urban Planning Master's Program with a 4.0 GPA. I remain very interested in planni

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## Retired on March 31, 2016

Retired after nearly 33 years of public service in order to spend more time doing volunteer activities; travel; home projects; and pursuing hobbies such as walking/hiking and music.

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## Education

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### Virginia Commonwealth University

1980 to 1982

Master of Urban and Regional Planning

Studio Project: Bicycle Commuting Plan for Richmond Virginia (Primarily a Policy Plan)

### Boston State College

1971 to 1975

Bachelor of Science with a major in Earth Science and a minor in Biology.

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## Professional Experience

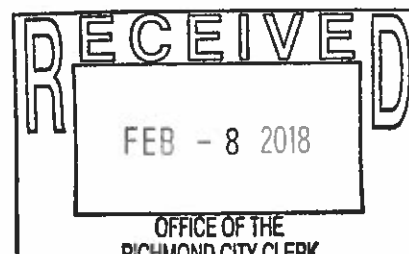
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### Executive Director, Virginia Motor Vehicle Dealer Board (MVDB)

1996 to 2016

The MVDB is an Executive Branch state agency under the Secretary of Transportation. The executive director (agency head) is appointed by a nineteen member Board. Board members are appointed to the Board by the Governor. As the executive director I oversaw the day-to-day operations of a staff of approximately twenty-five employees in implementing direction set by the Board and according to the Dealer Laws and Regulations. I was responsible for a budget of over one million dollars; setting agency objectives; providing direction to staff to support the agency's mission and goals; and providing direct support to the Secretary of Transportation and the Governor.

- Represented the agency on state-wide transportation efforts to include the Multimodal Working Group (A primary task of the Working Group is the development VTrans which is the long-range, statewide multimodal policy plan that lays out the vision and goals for transportation in Virginia.) and the Governor's Annual Transportation Conference. (Moderated panels and made presentations.)
- Agency liaison to the General Assembly to include presenting agency initiated legislation to members and committees of the General Assembly and constituent groups; testify at General Assembly Committee meetings; and meet with individual members of the General Assembly to resolve constituent problems.
- Meet with and make presentations at trade association meetings/educational seminars; provided consultation to other state agencies concerning best practices of the MVDB; liaison to and work with central agencies such as Planning and Budget; General Services; Department of Minority Business Enterprise and Virginia Information Technology Agency.
- Make decisions concerning granting dealer and salesperson's licenses to include direct contact with applicants. Work directly with applicants and dealers to establish new business and keep existing business open.
- Initiate new programs to include required dealer education; on-line applications; streamlined processes and live stream all Board meetings. Work directly with consumers in resolving differences with dealers.



**Virginia Department of Motor Vehicles**

**1986 to 1996**

Held the following positions: Planner; Legislative Analyst; and Manager of the Policy and Legislative Office. (Three direct reports and was responsible for about 16 employees.)

**Planner, Harland Bartholomew and Associates, Richmond, Virginia**

**1984 to 1986**

Projects included master plan for Fort Belvoir and the City of Virginia Beach and Housing Plan for Richmond, Virginia.

**Planner I, Henrico (Virginia) Division of Police**

**1982 to 1984**

Liaison with the County Planning Office; write policies and procedures; initiated crime prevention through environmental design; frequent "ride alongs" with police officers.

**Paid Intern for Richmond Revitalization at Virginia Commonwealth University**

**1980 to 1982**

Member of a multi-disciplinary team that developed revitalization plans for Shockoe Bottom and the Jackson Ward centered on the area around the intersection of Broad Street, Brook Road and Adams Street. We concluded/recommended that this area be transformed to an Arts District.

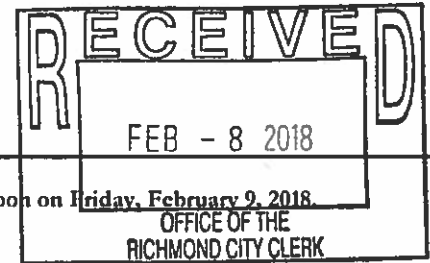
**Well Site Geologist; Midland, Texas**

**1977 to 1980**

Analyzed rock cuttings and monitored hydrocarbons as exploratory wells were drilled. Drew and provided to the client a depiction of the rock type and other information of the well being drilled. Advised drilling crew and others on the geology of the well site.



# City Planning Commission Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: Bruce Gould

**1. What motivated you to apply for appointment to Richmond's City Planning Commission, and what do you hope to accomplish by your participation?**

As a member of the Planning Commission I will have the opportunity to give back to the City that has given me so much and to contribute to the forward trajectory the City has been on for a number of years. My background and passion for city planning is another motivating factor for applying. As a fairly recent retiree, I am anxious to take on a new challenge. I am involved in a number of volunteer activities. When I learned that applications were being accepted for the Planning Commission, I knew right away this would fit perfectly with my new "career" as a volunteer.

As a member of the Planning Commission I hope to play a role in the "smart" growth of our City while balancing competing interests and needs. I hope to bring the planning process and decision making closer to our residents. After completing my time as a member of the Planning Commission, I want to be able to look back as having been a member of a "team" that protected our neighborhoods, facilitated economic development, created the best school system for our children and protected our parks and our environment.

I have lived in the City for a total 21 years and 12 at my current address in the Fourth District. I love exploring Richmond's neighborhoods and parks. As a member of the Planning Commission I will visit the site of every item on the regular agenda and attempt to visit those on the consent agenda. I see this as a role I can play that will allow me to help my fellow Commission members make informed decisions.

**2. What are the three most important issues you will have to address as a member of Richmond's City Planning Commission, and how would you address them?**

1. Affordable Housing. Everybody must have a decent place to live. I believe we must utilize a number of methods to solve the housing problem. For example, depending on the size and nature of a project; infrastructure and other contributions that are made by the City; etc., developers could be given options to help with affordable housing. Help could be reserving a certain percent of housing units in a large project to be "affordable" or the developer could contribute dollars to the Affordable Housing Trust Fund who can then provide grants to entities such as the Better Housing Coalition, Habitat for Humanity and the Maggie Walker Community Land Trust. My approach would be to develop and provide various options in finding ways to ensure that all have a decent place to live.
2. Guiding City development. The Planning Commission plays key roles in directing how the City develops and in protecting neighborhoods and the environment; as well as the aesthetics of the City via its role in the Master Plan process, historic preservation, public art and public facilities. As a growing City, all of these items will be in front of the Planning Commission accompanied by the expected differences of opinions of citizens and special interest groups. My approach is to listen; identify goals and points of agreement before working on addressing differences of opinion. I prefer to break problems into small components and work through them in a "work session" type environment. At all times one must respect all opinions
3. Preserving neighborhoods. A significant responsibility of the Planning Commission is to make recommendations that revolve around making exceptions to existing zoning. I see zoning as a

# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: Bruce Gould

“promise” to adjacent and nearby land owners of how their neighbors may use their property. When a land owner requests an exception to zoning, my approach would be to listen to neighbors and the Planning Staff and consider public safety in order to determine what if any negative impacts there would be. Working with my colleagues on the Planning Commission we would need to consider the level of and reasons for any objections and ask if there is a compelling reason to approve the exception.

**3. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?**

The role of the public in the planning and review process and their participation is dependent on the significance of the initiative/project. For instance, a project that primarily impacts a particular neighborhood requires input from neighborhood leaders (To include City Council member.), neighbors and the neighborhood association. This can be done by first approaching neighborhood leadership and working with them on developing a public participation plan. The plan may include print and social media as well as open meetings at local venues such as libraries, schools and churches. As noted in Question Number 2 above, my approach would be to listen; identify goals and points of agreement before working on addressing differences of opinion. Break problems into small components and work through them in a “work session” type environment.

For larger scale projects that are of interest to a wider portion or all City residents, the methods noted above for neighborhood size projects must be employed only on a larger scale. Seek feedback from local experts on the project. (For instance, representatives from the art community must be part of a public art initiative.) Include as part of public input, a setting that allows small groups/individuals to provide input so those who may be less inclined to speak in large setting have an opportunity to do so. In some situations, a Charrette exercise on site or nearby is an excellent means to achieve public participation in a fun and meaningful way.

The bottom line: we must be open and proactive in obtaining feedback via multiple means and sources. A public participation plan must be part of the planning and design review process. That plan must be customized to the initiative/project.

**4. What planning challenges or issues do you see facing the city of Richmond in the next decade?**

- Affordable Housing.
- Balancing growth/development and protecting neighborhoods and the environment.
- Funding for our Schools.
- Support Small Business.
- Infrastructure to include roads, sidewalks, replacing the coliseum and an upgrade to our baseball stadium.

# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: Bruce Gould

- Improving our public transportation.
5. The review of planning matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

I am very comfortable in working with and making decisions that must balance objective standards and subjective criteria. I understand context and the importance of evaluating a situation that has both objective and subjective components. I did this for nineteen years as the Director of a State Agency. As a decision maker I approached situations keeping in mind that to the constituent I was working with, their "problem" or request was very important to them and they deserved my respect and serious consideration. This approach allowed for frank dialogue and a better understanding of all sides of the situation. We developed a set of questions to ask ourselves and to consider in evaluating a situation that required balancing objective and subjective criteria. The questions provided a good way to ensure we were conducting a comprehensive review.


The fact there is a process for allowing "exceptions" to laws and regulations is recognition that subjective criteria must be considered in decision making. It is so important to know why objective standards are in place when viewing the subjective components. Knowing the "why" will allow you to balance the objective with the subjective – to keep within the spirit and intent of the objective standards.



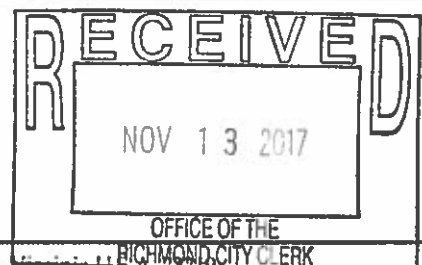
# City of Richmond, Virginia

## City Council

(Please Print or Type)

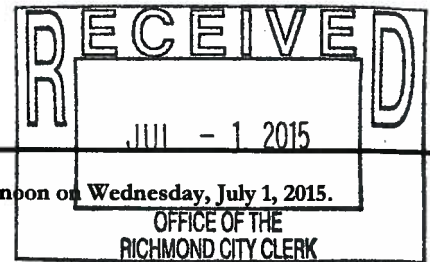
Name of Authority, Board, Commission or Task Force: City of Richmond Planning Commission		
Title: Mr. <input checked="" type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: <input type="checkbox"/>		
Last Name: Murthy		First Name: Vivek
Home Street Address: 4313 Monument Ave		Home Telephone: 804-304-4899
Home City, Zip Code: 23230		Home Fax:
Personal E-Mail Address: murthyvg@gmail.com		
Employer: Luck Companies		
Job Title: Land Use Development Manager		How Long? 3 years
Business Street Address: 515 Stone Mill Drive		Business Telephone: 804-304-4899
Business City, Zip Code:		Business Fax:
Business E-Mail Address: vmurthy@luckcompanies.com		
Is your place of employment located in the city of Richmond? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
Is your place of employment located in the county? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which county? Goochland		
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? 1st Number of years? 15		
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
If yes, please provide information on the nature of the contract.		
Signature:  Date: 11/9/17		
(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge.)		

NOTE: This application is a public document.



Office of the City Clerk, 900 East Broad Street, Suite 200, Richmond, Virginia 23219  
Telephone: (804) 646-7955 • Fax: (804) 646-7736  
[www.richmondgov.com/cityclerk](http://www.richmondgov.com/cityclerk)

# City Planning Commission Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Wednesday, July 1, 2015.

NAME: Vik G. Murthy

1. What motivated you to apply for appointment to Richmond's City Planning Commission, and what do you hope to accomplish by your participation?

I have been a lifelong resident of the City of Richmond. I grew up in the City, attended City public schools, and obtained my degrees from VCU. I have also worked with local real estate developers in the reconstruction of communities in the City. I have seen our City's successes and failures over the years. My motivation to apply to the Planning Commission to bring my history, skill set and experience to this governing group. I am invested in the long-term benefit of the City. I am currently raising my family of 3 children in the City who are attending City public schools. My wife (Rupa) and I are both very active in our community for purpose of making it better. I plan to retire in the City and consider Richmond's future as part of my lifetime investment.

I have also seen successful and unsuccessful developments in my work and personal experience. My biggest fear is that the City experiences such expansive growth (as in Northern Virginia) that the final result it all seems out of context and we lose our identity.

My hope is to have the ability to help influence the future growth of Richmond and bring continued focus to sustainability, creativity, economic development, and improvement to the experience of being in the City. I also look at this a personal development experience for my own growth.

2. What are the three most important issues you will have to address as a member of Richmond's City Planning Commission, and how would you address them?

I see the following 3 issues as items that I will have to address:

**Control of Growth** - Richmond is a tertiary city that is gaining a lot of momentum. Growth is happening on its own without much stimulus because of its location, existing infrastructure and ability to draw new people. We are already seeing national investment and it will be critical to embrace growth and also ensure that the growth is within the boundaries of the City's long-term plan.

**Land Use** - We need to ensure that as a City we maintain focus on all sectors, including industrial and office. As the face of the City changes with multifamily growth, it will be important to ensure there are jobs that employ people to stay in Richmond. This would include ensuring we preserve land for needed or future uses, such as industrial manufacturing in areas of town that have amenities that include rail and water.

**Sustainable Infrastructure** - As the City continues to grow, we have to keep in my three major components that could fall apart as we reach capacity. These are:

# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Wednesday, July 1, 2015.

NAME: Vik G. Murthy

- **Transportation** - It is important to provide guidance to incorporate the needs of our community in public transportation, parking, and accounting for the capacity and maintenance of our road and highways
- **Education** - Our City is already in a deficit with the needs of the school system. This needs to be a continued priority as the City looks to grow, improve it's employment base, and be competitive in market of other Cities
- **Climate** - We need to have in place the guidance to ensure we are reducing our impact to our environment and be conscious of preserving the natural resources that our part of our City's character

3. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

The public is the voice of the community. It is important to hear and respect the voice of the public as they also bring the history of their community to the conversation. At the same time, as the City grows, there has to be a balance between and new and old. I feel it is the purpose of the Commission to help provide find the right balance between public voice, City rules and regulations, and that of new development.

One method of better participation can be achieved via the use and leverage of social media and improved marketing.

4. What planning challenges or issues do you see facing the city of Richmond in the next decade?

The challenges and issues are the benefit of growth that the City is currently experiencing. We need to ensure we have a vision and mission for our city that will define what the experience of what it's like to live in the city. I look to city's such as Charlottesville, Charleston and Portland as places that we want to follow and learn from their experience. We have a wonderful urban infrastructure and history, and we need to focus on how to capitalize, respect, and account for all of current strengths and weaknesses in the City's future.

# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Wednesday, July 1, 2015.

NAME: Vik G. Murthy

5. The review of planning matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

I would say I am very comfortable living in the "gray" based on my background in real estate development. There is no reward without risk and creativity. The true success of any project is the ability to take a concept and find a balance with the laws and regulations to create something new. I see the role of Planning Commission to help keep a projects within the gray (such as an financial underwriter or investor) to ensure its success.

In my role as a developer, a project would have to make economic sense to be viable. It is critical to account for the subjective perspective that could dramatically have an impact on a community and to also keep in consideration the impact on feasibility. I believe there must be a balance between the objective and subjective.

It is my personal thought that we only get better at the subjective decisions in our lives through experience. I feel I have the right experience with a passion and vision for our City where I can be an asset to the City Planning Commission.

**From:** [Vivek Murthy](#)  
**To:** [Rawles, Alexander B. - Clerk's Office](#)  
**Subject:** Re: Planning Commission Questionnaire  
**Date:** Monday, January 29, 2018 9:19:39 AM

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Hi Alexander,

I hope you had a nice weekend.

I wanted to follow up and share that I would like use my original questionnaire as part of my 2nd term renewal. After review of the original, I still feel that my intentions to serve on the Commission to ultimately make our City a better place still hold true.

Please let me know if you have questions.

Thanks,  
Vik

> On Jan 22, 2018, at 8:19 AM, Rawles, Alexander B. - Clerk's Office  
<Alexander.Rawles@richmondgov.com> wrote:

>  
> Vik,  
>  
> Are you able to copy and paste your responses from your old questionnaire into your new one? Or,  
did you want me to submit your old questionnaire as your response to the current request?

>  
> Thanks,  
>  
> Alexander B. Rawles  
> Boards and Commissions Administrator  
> Office of the City Clerk  
> City of Richmond  
> 900 East Broad Street, Suite 200  
> Richmond, Virginia 23219  
>  
> Office: (804) 646 - 4089  
> [www.richmondgov.com/cityclerk](http://www.richmondgov.com/cityclerk)  
>  
>

> Would you like to actively take part in creating a vibrant community that is a great place to live, work,  
learn, play, visit and raise a family?

>  
> Visit our Boards and Commissions website for a listing of opportunities to serve your community as a  
member of a board or commission.

>  
> -----Original Message-----  
> From: Vivek Murthy [<mailto:murthyvg@gmail.com>]  
> Sent: Friday, January 19, 2018 4:39 PM  
> To: Rawles, Alexander B. - Clerk's Office  
> Subject: Re: Planning Commission Questionnaire

>  
> Thank you Alexander.

>  
> I can safely say this still represents much of my beliefs and passion of wanting to serve on the  
Planning Commission.

>  
> I hope you have a wonderful weekend and enjoy the warmth.



>  
> Thanks,  
> Vik  
>  
>  
>> On Jan 19, 2018, at 4:03 PM, Rawles, Alexander B. - Clerk's Office  
<Alexander.Rawles@richmondgov.com> wrote:  
>>  
>> <Pages from Murthy Vivek G 2015 09 21.pdf>  
>



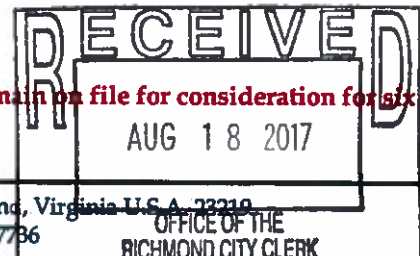
City of Richmond, Virginia  
City Council

Authorities, Boards, Commissions and Task Forces Application

(Please Print or Type)

Name of Authority, Board, Commission or Task Force: <u>City Planning Commission</u> <u>Richmond Public Library Board</u> <u>City Personnel Board</u>	
Title: Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input checked="" type="checkbox"/> Dr. <input type="checkbox"/> Other: <input type="checkbox"/>	
Last Name: <u>O'Neal</u>	First Name: <u>Kristi</u>
Home Street Address: <u>3454 Chapel Rd.</u>	Home Telephone: <u>(804) 779-9574</u>
Home City, Zip Code: <u>Richmond, VA 23224</u>	Home Fax: <u>      </u>
Personal E-Mail Address: <u>katja.2stars@yahoo.com</u>	
Employer: <u>Kroger</u>	
Job Title: <u>Kroger Clicklist Selector</u>	How Long? <u>July - Present</u>
Business Street Address: <u>      </u>	Business Telephone: <u>      </u>
Business City, Zip Code: <u>Richmond, VA</u>	Business Fax: <u>      </u>
Business E-Mail Address: <u>      </u>	
Is your place of employment located in the city of Richmond? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Is your place of employment located in the county? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which county? <u>Richmond City</u>	
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? <u>      </u> Number of years? <u>      </u>	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, please provide information on the nature of the contract.	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force: <u>High School Graduate (Honor Graduate)</u> <u>Attended Private College (University System)</u> <u>Majors: Mechanical Engineering</u>	

NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.



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City of Richmond, Virginia  
City Council

**Authorities, Boards, Commissions and Task Forces Application**

List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

Entity: Effective 2017  
Currently applying for City of Richmond Boards and Commissions  
Date(s) Served: \_\_\_\_\_ Office(s) Held: \_\_\_\_\_

Entity: \_\_\_\_\_  
Date(s) Served: \_\_\_\_\_ Office(s) Held: \_\_\_\_\_

Entity: \_\_\_\_\_  
Date(s) Served: \_\_\_\_\_ Office(s) Held: \_\_\_\_\_

Other community involvement:

**OPTIONAL**

Please list additional information you would like considered, or you may attach your resume or other information.

☐ Check this box if your resume is attached.

How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?

Personal Interest

Signature: Kristi O-MO Date: August 18, 2017  
(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge)

**NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.**

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City of Richmond, Virginia  
City Council

Page 1 of 3

**Authorities, Boards, Commissions and Task Forces Application**

(Name of Authority, Board, Commission or Task Force)

**CITY PLANNING COMMISSION**

Title: Mrs.

Name: Mary Ashburn Pearson

Home Address: 002605 FENDALL AVE RICHMOND VA 23222

Home Telephone: 5405208182

Home Fax:

Personal E-Mail Address: fendallrva@gmail.com

Employer: Delta Airport Consultants, Inc.

Job Title: Project Manager, Planner

How Long?

4

Business Address: 009711 FARRAR CT RICHMOND VA 23222

Business Telephone: 8049554556

Ext:

Business Fax:

Business E-Mail Address: mapearson@deltaairport.com

Is Your Place of Employment Located in the city of Richmond

No

Is your Place of Employment Located in the County?

Yes

If Yes, Which County?

Chesterfield

Are You A City

No

If Yes, Which City Council District?

6

Number of Years?

9

Resident?

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? No

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

*I hold a Bachelor of Business Administration (BBA) from the College of William and Mary, and a Masters of Urban and Regional Planning (MURP) from Virginia Tech. I am a certified planner by the American Planning Association's (APA) American Institute of Certified Planners (AICP). This comprehensive training is applicable to my current professional position and to potential service on the City Planning Commission.*

*As a planning project manager for a Richmond consulting firm, I prepare master plans that cover the 20-year planning period, and beyond. My role as project manager ensures that I am involved in every step of the process, from scope, schedule and budget, to generating demand forecasts and making facility recommendations, and involving the public in the planning process.*

*I work with localities across the United States to ensure that the existing and proposed development conforms to their zoning and land use plans. My firm's focus is airports, and our clients are typically the localities or Authorities which own and operate these facilities. I make recommendations to these localities to revise their zoning ordinances to protect airspace and prevent the encroachment of incompatible land uses.*

*A majority of our clients are in Virginia, meaning I regularly research, interpret and apply Virginia law regarding zoning and land use to clients' projects. I also consult*



## Authorities, Boards, Commissions and Task Forces Application

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

*Board Member, Friends of the Richmond Public Library (2012-present)*

*"The Friends" organizes and holds annual book drives and book sales, and donates the proceeds to support programming at the nine City library branches. Programs supported include lectures, poetry slams and other events; the Friends also provides mini-grants to individual branches to fund special programs that aren't included in the City's budget. I serve as co-chair of both the Book Drive and Book Sale.*

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### Other Community Involvement:

*Executive Board Member, Partnership for Smarter Growth (PSG) (2012-2017)*

*PSG is a local non-profit which advocates for the principles of smart growth and emphasizes the importance of citizen engagement in the planning process. While my professional role exposes me to planning-related matters around the country, my service with PSG has kept me informed of the local issues facing our City and our region. I have committed to serve on the Board through December 2017.*

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**(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.**

*Please refer to the resume pasted below. I can contribute a professional planner's balanced perspective to the Planning Commission, and can apply the depth and breadth of my planning knowledge to the every day decisions being made by the Commission on behalf of a City that is experiencing growth and change.*

MARY ASHBURN PEARSON, AICP  
2605 Fendall Avenue, Richmond, VA 23222  
(540) 520-8182  
maryashburnpearson@gmail.com

### PROFESSIONAL EXPERIENCE

*Project Manager, Delta Airport Consultants, Inc. (November 2013-present)*

*I manage overall project development from scoping and project design to close-out, approval, and/or issuance of finding for NEPA documents, Airport Master Plans, Airport Layout Plans, and land acquisition services for airport clients.*

*Senior Planner, Campbell & Paris Engineers (June 2010-August 2013)*

*Project Planner, Campbell & Paris Engineers (June 2008-June 2010)*

*Presenter, "10 Things You Need to Know about Airports" and "Noise and Land Use Compatibility around Airports"*  
*APA-NM & ASCE-NM Statewide Conference - Las Cruces, New Mexico (September 2015)*  
*APA-NC Annual Conference - Raleigh, North Carolina (October 2015)*  
*APA-OH webinar (350± participants) - (April 2015)*  
*APA-OH webinar (350± participants) - (June 2016)*



**Authorities, Boards, Commissions and Task Forces Application**

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Author, "Seven Things Planners Need to Know About Airports" (*Carolina Planning Journal*, 2016)

**EDUCATION**

Master of Urban and Regional Planning (2008)  
Virginia Tech, Blacksburg, VA

Bachelor of Business Administration (2004)  
The College of William and Mary, Williamsburg, VA

**CERTIFICATIONS AND TRAINING**

Graduate, American Council of Engineering Companies (ACEC) "Emerging Leaders Institute" (2016)

LEED® Green Associate (GBCI# 10688465)

American Institute of Certified Planners (AICP) (APA ID # 199077)

American Association of Airport Executives (AAAE), Certified Member (CM)

**COMMUNITY INVOLVEMENT AND AWARDS**

Youth Mentor, Space of Her Own (SOHO), Visual Arts Center of Richmond (2013-2014)  
Executive Board Member, Partnership for Smarter Growth (PSG) (2012-2018)  
Board Member, Friends of the Richmond Public Library (2012-present)  
ACEC "Rising Star" Award (2012)

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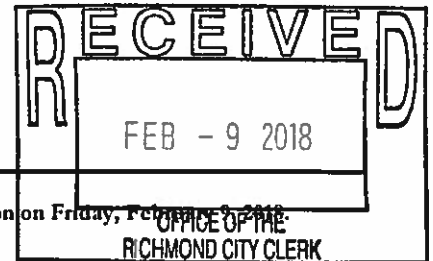
**How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?**

*I became aware of the vacancy on the City Planning Commission through a local network of planning pr*

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**NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.**

## City Planning Commission Questionnaire



Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME: MARY ASHBURN PEARSON, AICP

1. What motivated you to apply for appointment to Richmond's City Planning Commission, and what do you hope to accomplish by your participation?

As a planner by training and by trade, and also by nature, I am always interested in the way that the decisions made by planners and municipalities impact the built environment, and subsequently, the daily lives of City residents. Locations of schools, offices, houses, and apartments; commute time; the amount of available locally-grown produce; even physical health, weight and stress levels can be attributed to the built environment, which was formed over time by daily decisions made by that community. How fascinating!

I would like to play a part in forming the next phase of Richmond's built environment by serving on the Planning Commission. By being included in the conversation and participating in the planning and design review process, I can contribute my planning knowledge- both inherent and academic- to make decisions which positively impact the lives of all residents.

2. What are the three most important issues you will have to address as a member of Richmond's City Planning Commission, and how would you address them?

Among its other responsibilities, the Planning Commission is charged with adopting the master plan. This is a wonderful time for an enthusiastic planner to join the Commission- the Richmond 300 planning effort has kicked off, and the energy around visioning and public involvement is high. The Commission members can capitalize on this by closely following the plan as it is developed and taking opportunities to provide meaningful input where appropriate. Adoption of a long-term master plan is a serious and exciting commitment, and as a certified planner, I will provide credibility and an academic planner's perspective to the process.

Another issue facing the Commission is the prevalence of the "shades of gray" decisions referenced in Question 5. Rules exist for a reason- in this case, the zoning "rules" are arguably the most powerful tool the City has in its toolbox to ensure orderly growth. Special Use Permits (SUPs), rezonings, Conditional Use Permits (CUPs) and Conditional Rezonings are exceptions to these rules. Exceptions must not be made haphazardly- the Commission must back up its decisions with solid, planning-backed reasoning. Consistency in the planning and design review process will create and maintain trust between the City and the general public. This trust and stability will create an environment in which citizens feel comfortable making investment and development decisions that will benefit Richmond.

One challenge that I expect the Commission will face in the short term is the sheer volume of requests- as I detail in Response 4, development in the City is booming and as a result, the number of requests for re-zonings has spiked. In addition to the administrative responsibility of this level of requests, it is crucial that the Planning Commission establish the sense of consistency in its review process that I mentioned previously.



# City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME:      MARY ASHBURN PEARSON, AICP

3. How do you see the role of the public in the planning and design review process, and how can better public participation be achieved?

**Assembling a citizen-led Planning Commission to directly affect the planning process is a wonderful way to involve the public in the planning and design review process. By allowing Richmonders to serve in this capacity, the City is ensuring that citizen input is applied to each situation presented to the Commission.**

**Commission members must remember that all citizens deserve a voice in the planning and design review process. Developers are citizens, as are historians, preservationists, and advocates. Those who apply for re-zonings and those who provide comment on the applications deserve equal consideration. And Commissioners are citizens who have committed to interpret and uphold City policy and make decisions that further the intended vision of growth for the City.**

**With that in mind, more constructive public participation comes at the start of the planning process. Ideally, the public would have enough input and buy-in in the formation of the zoning ordinance and land use plans that the need to grant zoning exceptions is very low. The importance of the ongoing master planning process, during which our zoning ordinance will be re-visited, cannot be overstated.**

4. What planning challenges or issues do you see facing the city of Richmond in the next decade?

**Richmond continues its upswing, with the urban population growing for the first time in decades and investment in the city's urban core, in the form of private development, business relocations, and restaurants of a caliber which gain national attention, gaining traction. This growth is happening within the confines of an outdated master plan and zoning ordinance. The City Planning Department fields almost daily re-zoning and SUP requests- likely because the current zoning code cannot accommodate the types of development being proposed. The Richmond 300 comprehensive plan update is a welcome opportunity to revisit the vision for our city and the surrounding region- but it must be done well. We do not want to "plan ourselves into a corner" by not anticipating development trends which reflect the way that people will want to live, work and travel/commute over the next decade.**

**The disturbing trend of increased income disparity in our city and across the country continues to be a challenge. This is a complicated issue that will require the will and cooperation of those who make major decisions impacting housing location and affordability, the provision of public education, the availability of public transportation, and many other sectors. Commission members should recognize the role that zoning plays in addressing issues of inequality, and exercise its powers where appropriate. For example, permitting accessory dwellings that can support the availability of affordable housing, or establishing inclusionary zoning requirements for development projects, are ways that zoning decisions can make a difference.**



## City Planning Commission Questionnaire

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Please return your completed questionnaire to the Office of the City Clerk no later than noon on Friday, February 9, 2018.

NAME:      MARY ASHBURN PEARSON, AICP

5. The review of planning matters tends to be more "shades of gray" than strictly "black or white". This involves balancing objective standards (i.e. laws and regulations) with subjective design criteria such as determining what the appropriate massing, bulk, and/or compatibility, etc., with an area should be. How comfortable are you in making subjective decisions based on an objective set of criteria?

I anticipate the issues that are presented to the Commission to be varied- some will be "by the book" reviews, where the Commission simply applies existing policy; and some will be dynamic and involved, requiring a nuanced understanding of both land use and zoning law and the character of the area in question. Because I have a background in planning and I regularly work with municipalities on zoning issues in my professional life, I am comfortable with these types of reviews. A "shades of grey" planning review does not mean that the review is haphazard or uninformed- I plan to use my judgment as a professional planner, coupled with my understanding of the City's intention for land use in a certain area and resident input, when making these types of calls. If a Planning Commission acts with integrity and can provide intelligent, thoughtful reasons for the decisions it makes, then its reviews of these types of issues will be respected.



City of Richmond, Virginia  
City Council

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**Authorities, Boards, Commissions and Task Forces Application**

(Name of Authority, Board, Commission or Task Force)

**CITY PLANNING COMMISSION**

Title:

Name: **STEPHEN T ROBERTSON**

Home Address: **000328 ROSENEATH ROAD RICHMOND VA 23221**

Home Telephone: **8045165213** Home Fax:

Personal E-Mail Address: **stephen@blanchardscoffee.com**

Employer: **BLANCHARD'S COFFEE ROASTING CO.**

Job Title: **DIRECTOR OF MARKETING & SALES** How Long?

Business Address: **001903 WESTWOOD AVE RICHMOND VA 23227**

Business Telephone: **8045165213** Ext:  Business Fax:

Business E-Mail Address **stephen@blanchardscoffee.com**

Is Your Place of Employment Located in the city of Richmond ☒ Yes

Is your Place of Employment Located in the County? ☒ No If Yes, Which County?

Are You A City Resident? ☒ Yes If Yes, Which City Council District? **1** Number of Years? **4**

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? ☒ No

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

*Bachelor of Music, George Mason University. Thirteen years building small business in Richmond City. Participant/Speaker for Good Ideas for Cities regional development program in Richmond. Richmond Chamber Icons Award finalist for small business. Ten years hands on experience helping new retail, cafe, & restaurant clients concept, design, build, & open new small businesses throughout Richmond City and surrounding counties, as well as throughout Virginia, Maryland, Washington, DC, North Carolina, and beyond.*

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

*Good Ideas for Cities regional development project.*

Other Community Involvement:

*Regular volunteer with various organizations, including HandsOn RVA projects, and Tricycle.*



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**Authorities, Boards, Commissions and Task Forces Application**

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**(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.**

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**How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?**

*Another community active friend.*

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**NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.**

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Office of the City Clerk, 900 East Broad Street, Suite 200, Richmond, Virginia U.S.A. 23219  
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[www.richmondgov.com/cityclerk](http://www.richmondgov.com/cityclerk)