

Richmond 300: A Guide for Growth

Progress Presentation to the Organizational
Development Standing Committee
about the City-wide Master Plan Update
March 4, 2019



Presentation Outline

- Master Plan Purpose and Process
- Status Update
 - Community Consultation #1: Vision and Big Ideas
 - Parking Study

Master Plan | Purpose

Master Plan:

Guide that sets a vision for the City and guides development and public infrastructure

City Planning Commission and the City Council use the Master Plan to review:

- **Zoning:** by-right, special use permits, rezonings
- **Capital Improvement Budget**
- **Public Projects:** Buildings, roads, bike lanes, sidewalks, utilities, public space, parks, etc.

The Master Plan will not...

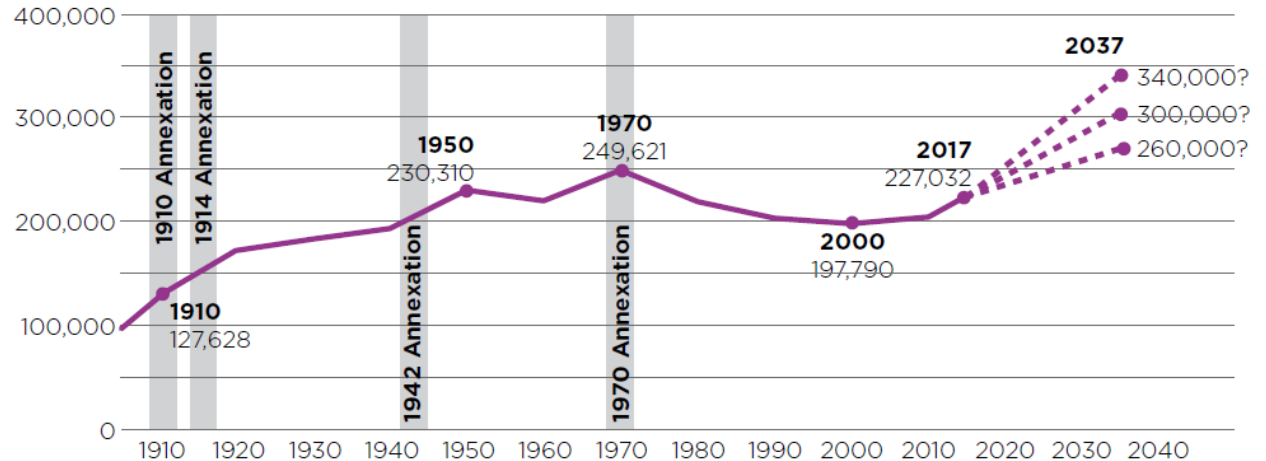
- Solve all of Richmond's problems
- Address non-land issues
- Include small area plans

Master Plan | Planning our Growth

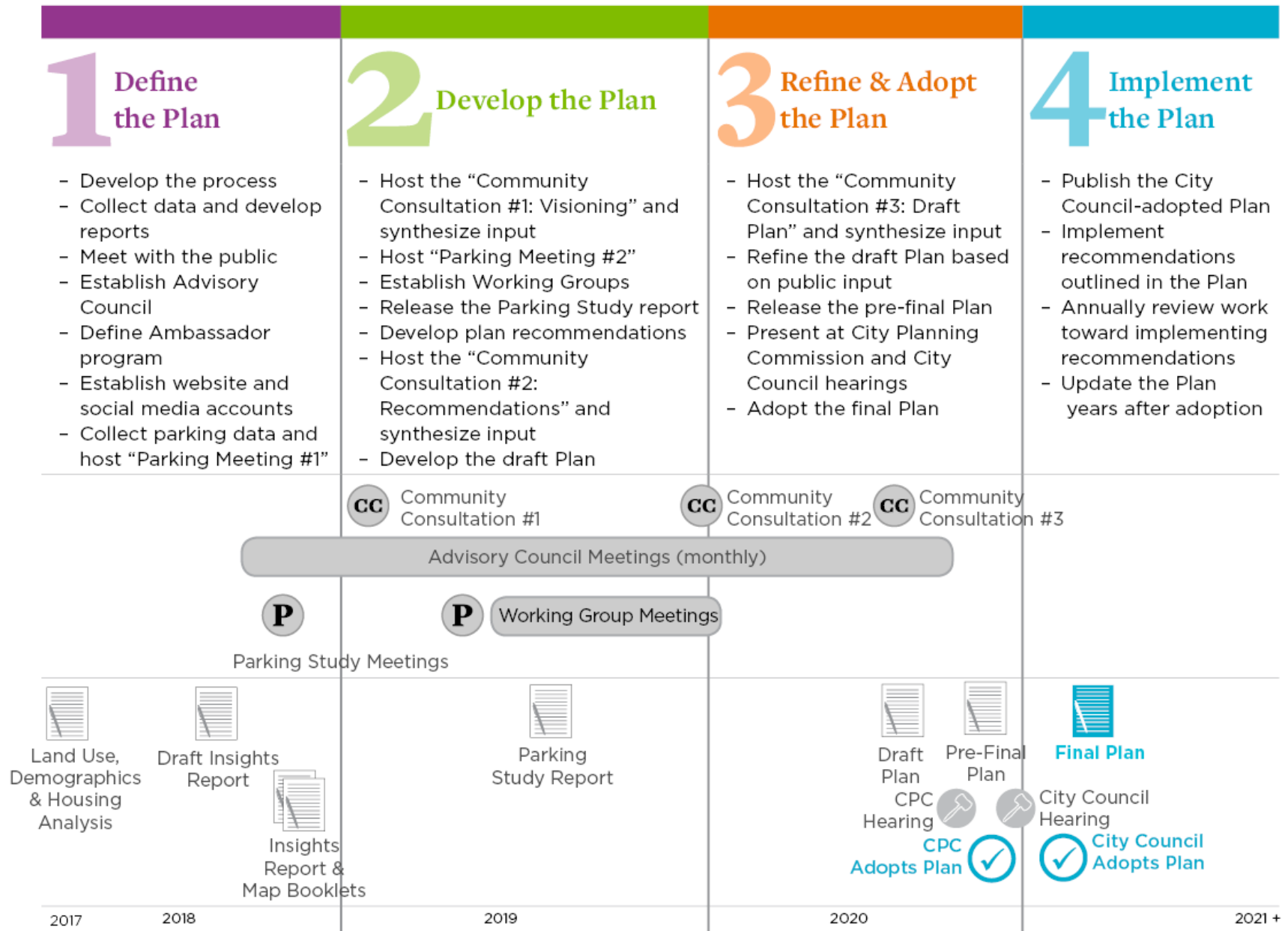
- If we add 30,000 (or more) people to Richmond, where would they live and work?
- What would those areas look like?
- How would Richmonders get around?
- Where would they shop?
- How will the City's revenue increase?
- How will the environment be affected?

// **FIGURE 48. Historic and Projected Population, 1910-2037**

Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2017 Population Est.



Master Plan | Process



Insights Report



– Have you read this report?

Download the report at:
www.richmond300.com/insights

Community Consultation #1

We shared the *Insights Report*

We asked:

- Richmond has added 30,000 people in the last 18 years, in what ways has that affected your life?
- If Richmond were to add 30,000 new residents by 2037, where within the city would they live?
- What is your vision for the City of Richmond in 2037?
- What are your big ideas for getting to that vision?

- ✓ **1,003 surveys collected**
- ✓ Hosted 7 “Visioning Open Houses”
- ✓ Hosted an online “Visioning Open House”
- ✓ Staffed booths at festivals in September and October 2018

Richmond has added 30,000 people in the last 18 years, in what ways has that affected your life?

PDR staff received **746 responses.**

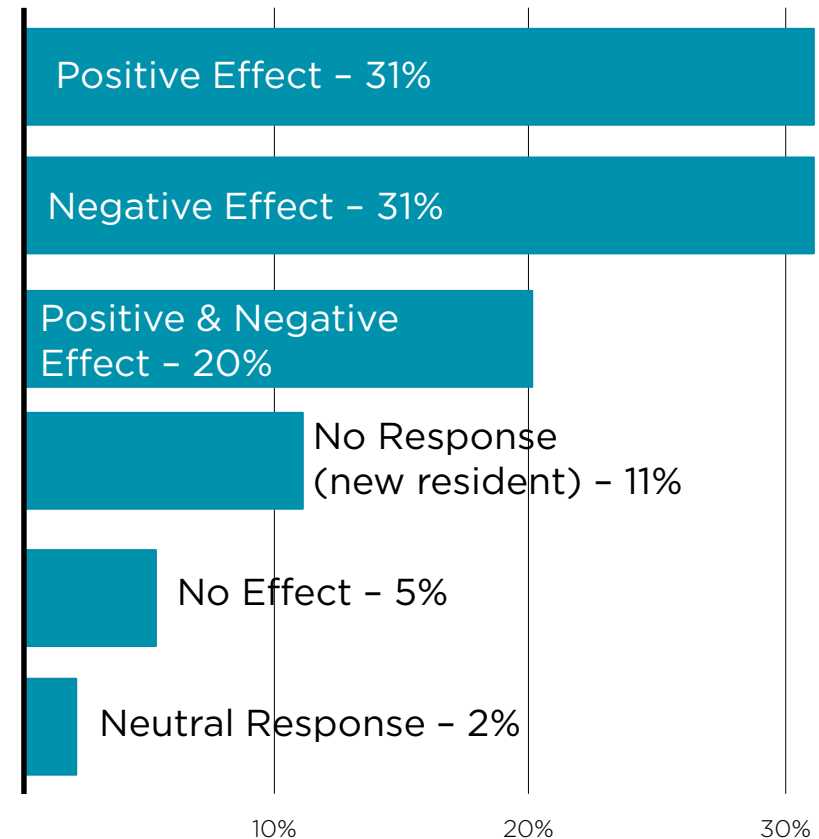
Sample Positive Effects:

- Revitalization of neighborhoods and vacant buildings
- City is more vibrant with more things to do
- Population is diverse, younger, and creative and includes families.
- Expansion of public transit
- City is safer

Sample Negative Effects:

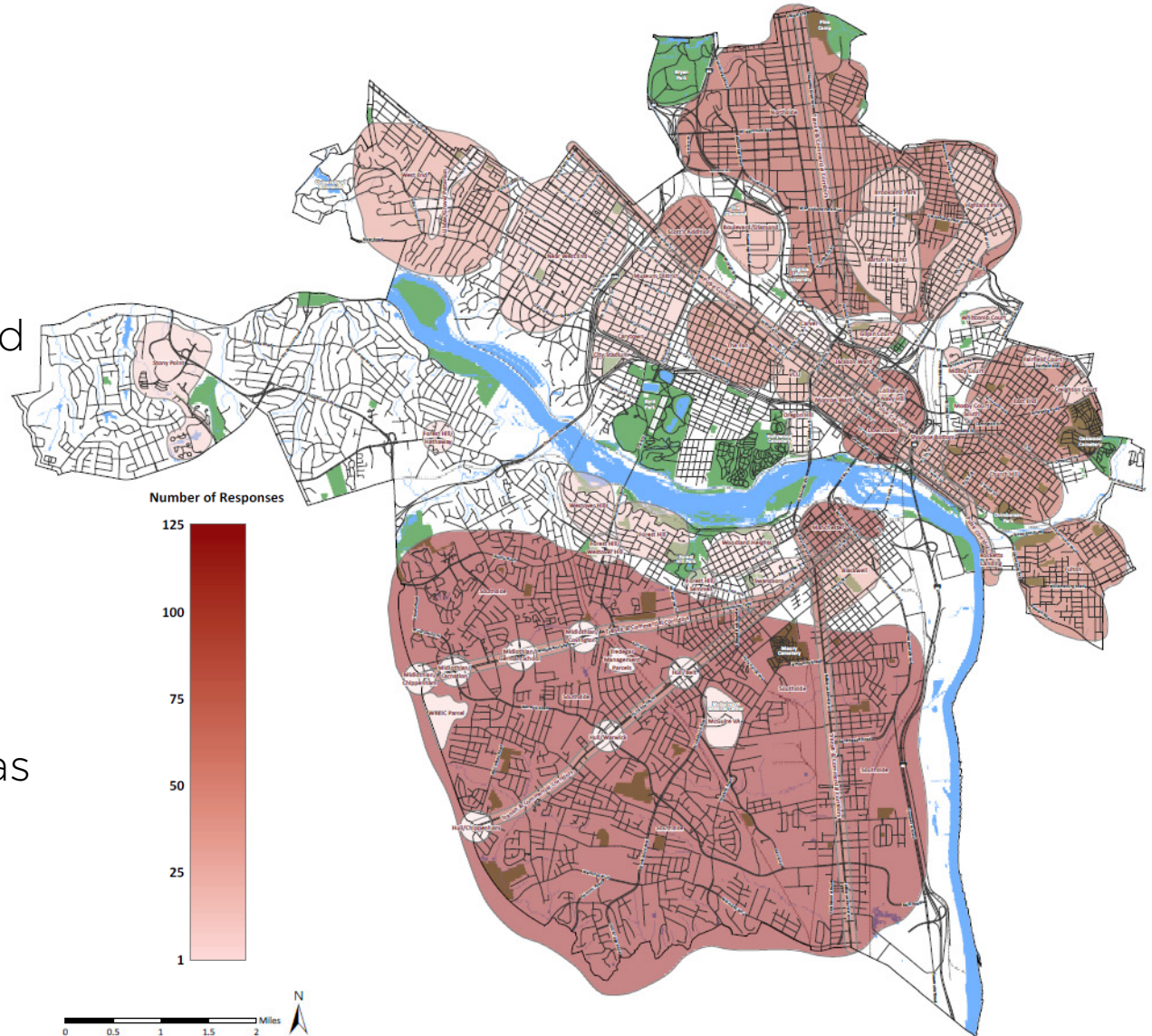
- Increased traffic and stress on roadways
- Limited parking
- Decrease in housing affordability
- Gentrification and displacement

Impact of Growth from 2000 to 2018



If Richmond were to add 30,000 new residents (or more) by 2037, where within the city would they live?

- PDR staff received **633 responses**
- PDR staff mapped the answers that cited specific areas
- Darker colored areas of the map indicate a neighborhood was cited more frequently



In 2037, I want Richmond to be...

PDR collected **987 vision** statements in 2017 & 2018 from community members, City staff, and City elected officials.

a thriving, safe, innovative, accepting and culturally rich City that welcomes ALL PEOPLE that visit or reside here.

- submitted online

A livable city, a great place to live, work, and play, one that embraces all ages and races.

- submitted at MLK Middle School Open House

...a city that accommodates people of all ages and backgrounds. Housing for people during all phases of their lives. They don't need to move out to have kids if the schools are good and housing is relatively affordable.

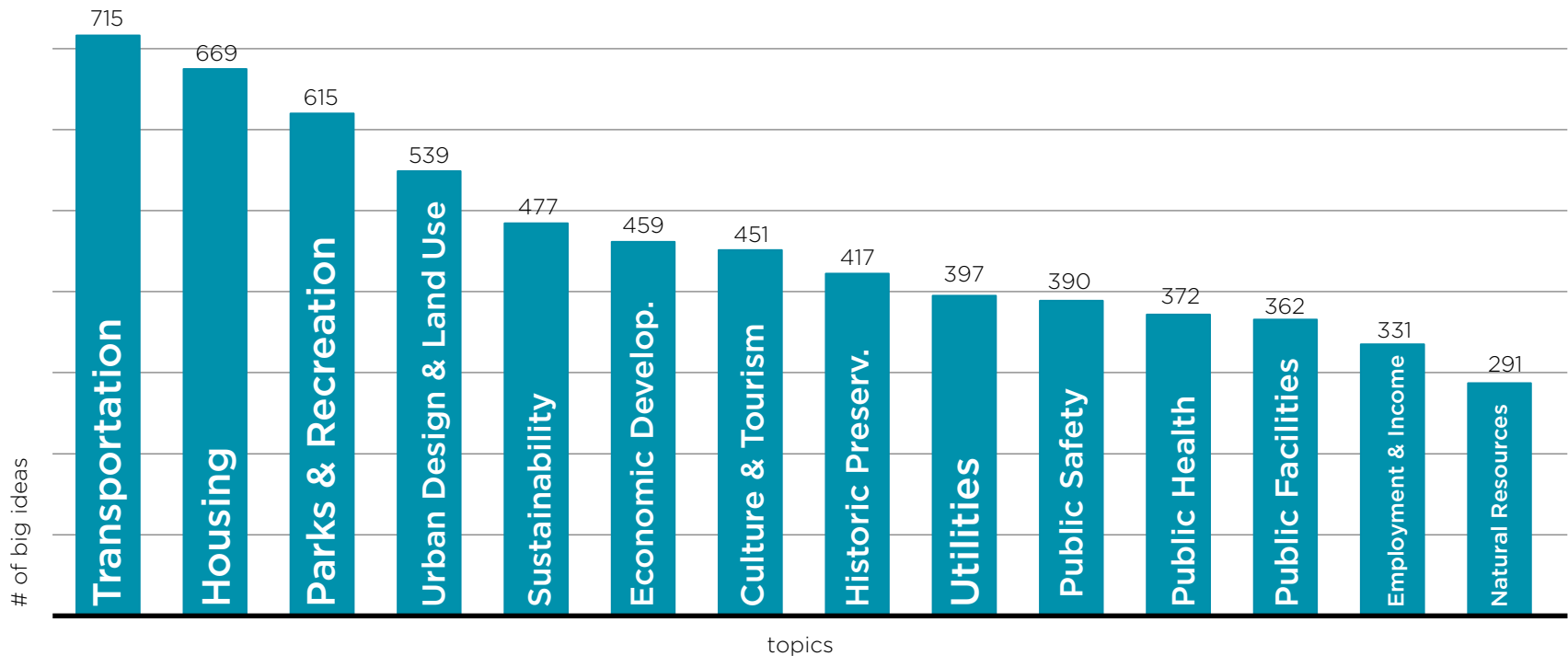
- submitted during small group interviews with City staff

In 2037, I want Richmond to be...



What are your big ideas related to this topic to include in the Master Plan?

PDR staff received **6,485 big ideas**.



Shaping the Master Plan Recommendations

Collect

Community-generated big ideas

Technical Team policy ideas

Advisory Council policy ideas

Sept '18 – Feb '19

Sort & Filter

PDR Staff sort, filter, and create:

- initial draft future land use map
- initial draft transportation map
- long list of policy ideas

Nov '18 – April '19

Develop

Working groups expand ideas and develop:

- draft future land use map
- draft transportation map
- short list of policy ideas

March – July '19

Refine

Community Consultation #2:

Gain comments on the draft maps and short list:

- Richmond 300 meeting
- Council district meetings
- Small group meetings
- Online survey

Sept – Oct '19

Parking Study | Objectives

- Support continued redevelopment of the city of Richmond while balancing the multi-modal transportation demands of its growing population.
- Provide existing parking conditions data.
- Develop policy recommendations to address parking.
- Create communications materials to present recommendations.
- Suggest policy that could be applied to other parts of the city.

Study Areas:

Brookland Park Blvd/Six Points
Carytown
Downtown
Libbie/Grove/Patterson
Manchester
Scott's Addition
The Fan

Find out more at
[www.richmond300.com/
parkingstudy](http://www.richmond300.com/parkingstudy)

Location Reference

Initial Study Area

Expanded Study Area

Neighborhoods labeled on the map include: Libbie & Grove, Scott's Addition, Brookland Park/Six Points, Carytown, The Fan, Downtown, and Manchester. Major roads shown include US-42, US-158, and US-91.

Parking Study | Process

2018	April - May	DESMAN conducted parking counts
	June	DESMAN and the City hosted public meetings to present existing conditions
	July - November	DESMAN developed parking recommendations, met with small groups in the study areas and developed analysis on the impact of future developments on parking in the study areas.
	December - January	DESMAN and the City hosted 7 public meetings to review and discuss parking recommendations in the study areas and collected feedback via a survey.
2019	February - March	DESMAN is reviewing the survey results and preparing the <i>Parking Study</i> report.
	April	Review Draft Parking Study
	June	Final Parking Study complete

Parking Study | Engagement

- **June 2018** – 7 meetings in the 7 study areas to share existing conditions data – **meetings covered by the local TV news**
- **September 2018** – 12 small group meetings with stakeholder groups to discuss recommendation ideas
- **December 2019 and January 2019** – 7 meetings in the 7 study areas and online surveys to gain input on recommendations – **over 600 surveys collected**

Parking Study | Sample Recommendations

- Define curbside parking spaces
- Enforce existing parking policies
- Develop a policy for defining curbside ADA parking spaces
- Improve pedestrian infrastructure
- Promote shared parking initiatives

Draft Parking Study will be ready in April 2019

Help Us

Planning Engagement this Fall

We are working with Council liaisons to identify District Meetings for us attend and gain input from the community in September and October 2019

Thank you

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Join our email list at richmond300.com

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