

Memorandum



To: *Richmond 300* Advisory Council

From: Mark A. Olinger, Director, Dept. of Planning and Development Review
Maritza Pechin, *Richmond 300* Project Manager, AECOM

CC: City of Richmond City Planning Commission

Date: September 17, 2020

Re: Pre-Final *Richmond 300: A Guide for Growth* Master Plan

Based the extensive community engagement conducted in CC#1, CC#2, and CC#3, and the revisions from the Draft to Pre-Final versions, Staff is excited to share this Pre-Final *Richmond 300* document, which is found at www.richmond300.com/prefinal

The Dept. of Planning and Development Review (PDR) released the Draft *Richmond 300: A Guide for Growth* Master Plan on June 1, 2020 and received 1,400+ comments and questions over a 6-week period. In July and August 2020, PDR Staff reviewed the comments, many of which were remarks or typographical edits, and developed the Pre-Final *Richmond 300: A Guide for Growth* Master Plan document, which was released on September 11, 2020. The Pre-Final *Richmond 300* document includes the following major changes as compared to the Draft *Richmond 300* document:

Executive Summary is expanded to include more discussion on the goals, strategies, and objectives outlined in *Richmond 300*.

Introduction includes the following new sections: How to Use this Plan and Richmond's Regional Context.

Chapter 1: Vision & Core Concepts

- **Nodes:** Includes an introductory paragraph about the Primary Growth Nodes and the Nodes Map depicts adjusted circles that depict the general locations of the VCU and Manchester Nodes.
- **Future Land Use:**
 - Includes definitions of the descriptive elements used to define each Future Land Use Category.
 - Includes a new Future Land Use Category called Community Mixed-Use that, in regards to scale, falls between the Neighborhood Mixed-Use and Corridor Mixed-Use Categories, and an adjusted height for the Corridor Mixed-Use Category.
 - Includes references to the Street Typology map in the Residential and Neighborhood Mixed-Use Categories.
 - Includes a change to include open space as a primary use in all Categories.

- Includes mapping changes to Randolph, Oregon Hill, Shockoe, Rocketts Landing, and several Neighborhood Nodes and corridors that became the new Community Mixed-Use Category.
- **Future Connections:** Includes an expanded description of the Bridges, Interchanges, and Grids Map.

Chapter 2: High-Quality Places

- **Goal 1:**
 - Includes a new Objective (1.2) about developing small area plans for areas that require more examination.
 - Includes a call-out box about the changing use and form of shopping malls and strip-commercial shopping centers.
- **Goal 2:** Includes an additional Objective (2.3).
- **Goal 3:** Includes language in the Existing Conditions about cemeteries and a call-out box about the changing uses of buildings and properties owned by religious institutions.

Chapter 5: Inclusive Housing objectives are reordered.

Chapter 6: Thriving Environment has a revised map in Goal 17 that includes labels for all major existing City parks and the objectives in Goal 17 are reordered.

Chapter 7: Implementation is an entirely new chapter, which includes three main sections: Metrics, Big Moves, and Reporting.

On September 16, 2020, the *Richmond 300* Advisory Council, established by the City Planning Commission Resolution 2017-79 to oversee the update to the City-wide Master Plan, recommended unanimously that the City Planning Commission adopt *Richmond 300: A Guide for Growth* as the new City-wide Master Plan, with the following adjustments:

1. Add population chart and text about population projections to the Executive Summary.
 2. Insert letter from PDR Director and CPC Chair.
 3. Define the term “greenways.”
 4. Adjust bike facilities in Oregon Hill (comment from community member).
 5. Add new Objective 8.7 with strategies for the Port and Freight Rail (Plan RVA comment).
 6. Add call-out box adjacent to Obj. 17.4 with summary of grocery store market analysis completed by CURA.
 7. Expand the table of contents to include the goals, and include a figure list and table list.
 8. Revise process diagram and add engagement data in Appendix B.
 9. Create PDFs with more bookmarks for the Plan and Supporting Reports PDFs.
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Thank you to all those who have helped create this plan:

- 21 members of the *Richmond 300* Advisory Council who have volunteered their time for the last 2.5 years to help guide the development of this plan.
- 209 participants in *Richmond 300* Working Groups who crafted the goals, objectives, and strategies of the plan.
- 70+ staff members from other City departments and partnering agencies who have provided their input throughout this process.
- Hundreds of members of civic and stakeholder groups who invited the *Richmond 300* team to over 300 meetings to discuss the plan.
- Over 2,000 attendees of *Richmond 300* meetings, either in person or virtual, who provided their thoughts on the future of Richmond.
- Thousands of Richmonders who took the time to complete surveys and provide comments that shaped this plan.

We hope you see yourself and your input realized in this document.