



# CITY OF RICHMOND

## INTRACITY CORRESPONDENCE

**TO:** The Honorable Members of City Council

**THROUGH:** Lenora G. Reid, Acting Chief Administrative Officer *lgr*

**THROUGH:** Sharon L. Ebert, Deputy Chief Administrative Officer for Economic Development and Planning *[Signature]*

**FROM:** Mark A. Olinger, Director, Department of Planning and Development Review *[Signature]*

**DATE:** October 26, 2020

**SUBJECT:** Response to Resolution No. 2020-R019 regarding the recommendations of the Task Force on the Economic Revitalization of South Richmond and *Richmond 300*

City Council adopted Resolution No. 2020-R019 on March 23, 2020, requesting that the Chief Administrative Officer cause the appropriate departments in the City's Administration to incorporate, to the extent permitted by law, the applicable recommendations of the Advisory Task Force for the Economic Revitalization of South Richmond (the Task Force) in the development of the City's Master Plan, *Richmond 300: A Guide for Growth*. On October 5, 2020, the Department of Planning and Development Review (PDR) presented *Richmond 300: A Guide for Growth* at City Council's Organizational Standing Committee Meeting. At this meeting, Councilmembers requested more details from PDR regarding how *Richmond 300* incorporated the recommendations of the Task Force.

Prior to creating the Draft *Richmond 300* document, PDR staff participated in the Task Force's deliberations, and reviewed the Task Force's recommendations, incorporating applicable strategies in *Richmond 300*. In some cases, the recommendations were too specific for the Master Plan, but the goals, objectives, and strategies in *Richmond 300* supported the recommendations of the Task Force.

Additionally, future Small Area and Corridor Plans recommended by *Richmond 300* for portions of the Task Force's study area will include further examination. The table below provides details of where the Task Force's recommendations can be found or supported within the Final *Richmond 300: A Guide for Growth* Plan dated September 29, 2020.

**Transportation, Port, & Roadways**

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations	How Recommendation is Incorporated into <i>Richmond 300: A Guide for Growth</i>
Replacing/resurfacing portions of Jefferson Davis Highway and Commerce Road near the Port to accommodate increased truck traffic.	<p>Objective 9.5: Improve 80% of street pavement to a condition index of good or better.</p> <p>Strategy 11.4.c: Implement strategies to support the Richmond Marine Terminal and freight rail as economic development engines for the City:</p> <ul style="list-style-type: none"> <li>- Ensure truck access to the Richmond Marine Terminal is in alignment with Vision Zero objectives (see Goal 7).</li> <li>- Engage with the Commerce Road improvements projects, making sure that truck access is improved while also making sure pedestrians, cyclists, and transit-users are not forgotten, particularly to ensure workers have multiple transportation options to access industrial jobs.</li> </ul>
Deepwater Terminal Road Extension	Strategy 11.4.c supports improvements to improve truck access.
I-95/Bells Road Interchange Improvements	Street Connections, Interchanges, and Bridges Map #19: Improvements at the interchange of I-95 with Bells Road allows for better access and connectivity by providing more movement directions than the current interchange allows, supporting operations at the Richmond Marine Terminal.
Deepwater Terminal Access Improvements	Strategy 11.4.c supports improvements to improve truck access.
I-95/Bellemeade Road New Interchange	Street Connections, Interchanges, and Bridges Map #17: A new interchange of I-95/64 with Bellemeade Road would provide direct access to industrial areas along the River and alleviate the need for trucks to travel longer distances through residential neighborhoods.

**Zoning Alternatives**

<b>Advisory Task Force for the Economic Revitalization of South Richmond Recommendations</b>	<b>How Recommendation is Incorporated into <i>Richmond 300: A Guide for Growth</i></b>
<p>The Task Force recommends modifications to current B-3 zoning districts in the study area and/or alternatives to B-3 zoning district in the study area to facilitate and maximize economic development opportunities.</p>	<p>Strategy 1.1.a: Re-write the Zoning Ordinance to achieve the goals set forth in <i>Richmond 300</i>.</p> <p>Big Moves: Re-writing the Zoning Ordinance is one of six (6) Big Moves describes in <i>Richmond 300</i>. The Big Move Action Steps include amending the B-3 Zoning District.</p> <p>Nodes: The Primary Next Steps for Nodes throughout South Richmond include prioritizing the rezoning of the B-3 zoned parcels along corridors in alignment with the Future Land Use Plan to encourage the economic revitalization of the corridor in a building form that improves the pedestrian environment.</p>

**Economic Incentives, Taxes, Fees, Rehabilitation Districts and Various Zones**

<b>Advisory Task Force for the Economic Revitalization of South Richmond Recommendations</b>	<b>How Recommendation is Incorporated into <i>Richmond 300: A Guide for Growth</i></b>
<p>Leverage Economic Development Incentive Zones</p>	<p>Strategy 11.1.h: Implement Technology Zones in the study areas along Route 1, Hull Street, Belt Boulevard, Midlothian Turnpike, and other areas of the city, as applicable.</p> <p>Nodes: The Primary Next Steps for the Route 1 Nodes include "Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor."</p>
<p>Update Redevelopment and Conservation Areas and Rehabilitation Zones</p>	<p>Strategy 11.1.b: Evaluate revisions to the City's Redevelopment and Conservation Areas and Rehabilitation Districts to facilitate expanded use of the City's Partial Tax Exemption Program, which</p>

	<p>was implemented to reduce or eliminate concentrations of blight, stimulate investment and encourage new construction and improvement of real property in areas designated by the City.</p>
<p>Other Economic Incentives (Environmental Remediation Grants)</p>	<p>Strategy 16.1.i: Identify brownfields for redevelopment and explore programs to incentivize redevelopment of the brownfields into appropriate uses.</p>
<p>Commissioning a Market Feasibility: A Market Feasibility Study to help identify potential alternative land uses of the study area that could maximize the economic development potentials</p>	<p><i>Richmond 300</i> does not include a Market Feasibility Study but does include strategies for developing Small Area and Corridor Plans within the study area which would include additional examination of land uses that could maximize economic development potential.</p> <p>Strategy 1.2.b and c:</p> <p>b. Develop small area plans for the Primary Growth Nodes at Shockoe, the <b>Southside Plaza Area</b> and Stony Point to evaluate and suggest specific opportunities for placemaking, connectivity, mixed-income housing, economic development, and open space.</p> <p>c. Develop a detailed corridor plans for <b>Commerce Road</b> and for <b>Route 1</b> with specific recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Ashland to Petersburg Trail), street trees, lighting, and other amenities and encourage redevelopment and business growth.</p>

**Strategic Properties, Site-Readiness, and Workforce-Readiness**

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations	How Recommendation is Incorporated into <i>Richmond 300: A Guide for Growth</i>
Identifying strategic properties for future industrial use	Objective 11.4: Determine the acres of land needed and locations for future industrial users.
Develop a Site-Readiness Program	Strategy 11.1.c: Develop a Site-Readiness Program to identify and implement public and private investments to advance the redevelopment speed and attractiveness of these strategic properties near/within Nodes to attract target industries: 1) corporate headquarters and professional services, 2) life sciences and education, 3) financial services, 4) transportation and logistics, and 5) specialty beverages and foods.
Workforce-Readiness Recommendations: Conduct a survey to determine training needs and create Training Centers	Workforce-Readiness recommendations fall under the purview of the Office of Community Wealth Building and the Department of Economic Development. If Training Center is developed by the City, it should be located near its intended customer base and near a Node per Objective 1.3.b: Co-locate, consolidate, and modernize community-serving public facilities, and locate them in or near Nodes (see Goal 2).

**Area Beautification, Code Enforcement, and Cleanups**

Advisory Task Force for the Economic Revitalization of South Richmond Recommendations	How Recommendation is Incorporated into <i>Richmond 300: A Guide for Growth</i>
Cleanup and Beautification: <ul style="list-style-type: none"> <li>- Tree Management Plan</li> <li>- Anti-litter and Anti-Dumping Campaigns</li> </ul>	Strategy 17.2.b: Develop a tree management plan that provides specific guidance on tree planting, care, species options, and other strategies.  Objective 15.4: Reduce the amount of waste going to landfills.

<ul style="list-style-type: none"> <li>- Transit Stop Amenities</li>   <li>- Landscape improvements for medians and sidewalks</li>           <li>- Landscape improvements for parking lots (update the zoning ordinance)</li> </ul>	<p>Strategy 15.4.j: Expand the City's Adopt-a-Street Program to include waterways, greenways, and bike lanes.</p> <p>Strategy 16.1.l: Reduce litter in the city, by encouraging more trash/receptacles and more frequent cleaning/ management of areas with a lot of litter, so the litter does not flow into city waterways.</p> <p>Strategy 8.4.b: Improve and maintain priority transit stops with amenities such as shelters, benches, trash cans, and bike parking, focusing first on improving stops in low-income and low-car ownership areas.</p> <p>Objective 17.2: Increase city-wide tree canopy from 42% to 60% and seek to achieve a 30% tree canopy in all neighborhoods, prioritizing areas with a high heat vulnerability index rating and low tree canopy coverage.</p> <p>Strategy 8.1.e: Improve street furniture, plant shade trees, and install pedestrian-level lights and other streetscape improvements (see Goal 4).</p> <p>Strategy 9.6.b: Develop parking lot and parking garage screening standards to safely and beautifully screen unsightly parking facilities from the street.</p> <p>Strategy 17.2.f: Revise the Zoning Ordinance to increase the parking screening requirements and require a 10% tree canopy coverage of surface parking lots.</p>
<p>Roadways</p> <ul style="list-style-type: none"> <li>- Alley Maintenance</li>   <li>- Vision Zero Implementation</li> </ul>	<p>Strategy 9.3.a: Maintain and improve existing alleyways.</p> <p>Objective 7.1: Reduce all traffic-related deaths and serious injuries to zero by</p>

<ul style="list-style-type: none"> <li>- Implement safety treatments by including shade trees, public art, screened parking, street furniture, pedestrian level lighting and other elements in the public right of way to ensure safety and comfort.</li> </ul>	<p>implementing the Vision Zero Action Plan.</p> <p>Objective 4.4: Increase Richmond’s walkability along all streets.</p> <p>Strategy 4.4.a: Develop city-wide public realm standards to include shade trees, bike parking, bike share, signage, public art, screened parking, street furniture, pedestrian-level lighting, and other elements in the public right-of-way that enhance walkability.</p> <p>Great Streets: Several streets in the study area including Route 1, portions of Commerce Road, Hull Street, Midlothian Turnpike, Broad Rock Road, and Warwick are designated Great Streets. Great Streets are roadways that require robust attention to make them prominent promenades to the city. Great Streets should feature buildings addressing the street, underground utilities, street trees, lighting, enhanced transit, and other amenities.</p>
<ul style="list-style-type: none"> <li>- Paving repair</li> </ul>	<p>Objective 9.5: Improve 80% of street pavement to a condition index of good or better.</p>
<ul style="list-style-type: none"> <li>- Sidewalk and curb cuts repair</li> </ul>	<p>Objective 8.1: Improve pedestrian experience by increasing and improving sidewalks and improving pedestrian crossings and streetscapes, prioritizing low-income areas.</p> <p>Strategy 8.1.a: Conduct and maintain a sidewalk inventory.</p> <p>Strategy 8.1.c: Reduce the creation of driveways and car access curb cuts, especially if there is alley access to the parcel and/or multiple parcels can utilize the same car access curb cut to access their sites.</p>

<p>Services</p> <ul style="list-style-type: none"> <li>- Provide recycling services where necessary</li> </ul>	<p>Objective 15.4: Reduce the amount of waste going to landfills.</p> <p>Strategy 15.4.a: Develop and implement a multi-family and commercial recycling program.</p> <p>Strategy 15.4.b: Increase the number of public recycling bins and increase the frequency that recycling is collected.</p>
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The Task Force's Report final recommendation for PDR is the "timely adoption of *Richmond 300* to provide updated land use framework to support the economic revitalization of the study area while providing services to residents, businesses, and visitors." On October 5, 2020, City Planning Commission adopt *Richmond 300: A Guide for Growth* as the official Master Plan for the City of Richmond. The ordinance for City Council's review and approval of *Richmond 300* is scheduled to be introduced November 9, 2020.

If you have any questions, please contact me directly.

Thank you.