

Richmond 300: A Guide for Growth

v. 170606

WHY RICHMOND 300?

Richmond was founded in 1737. As we look forward to the city's 300th anniversary in 2037, how do we want Richmond to look and work? How do we want our city to feel and grow over the next 20 years so that when we hit our 300th anniversary we are proud of where we are? Richmond 300: A Guide for Growth is the plan that articulates our vision for Richmond at our 300th anniversary and outlines place-based recommendations to get us to that vision. Richmond 300 is our city's Master Plan (also known as the Comprehensive Plan). The Master Plan is the document that guides the City Planning Commission's decision making.

RICHMOND 300

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:

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

WHY PLAN?

Between 2010 and 2015, Richmond grew by 7.9%. Part of being prepared for this growth includes updating the City's Master Plan. Furthermore, the Code of Virginia requires local planning commissions to establish a comprehensive plan and review the plan every five years (§ 15.2-2223). The current Master Plan was adopted in 2001. The City is only 62.5 square miles and cannot annex land; therefore, to increase the tax base and improve quality of life, the City must use the Master Plan to think smartly about how and where to grow.

30,000+

Number of residents Richmond has added since 2000

WHO USES THE MASTER PLAN?

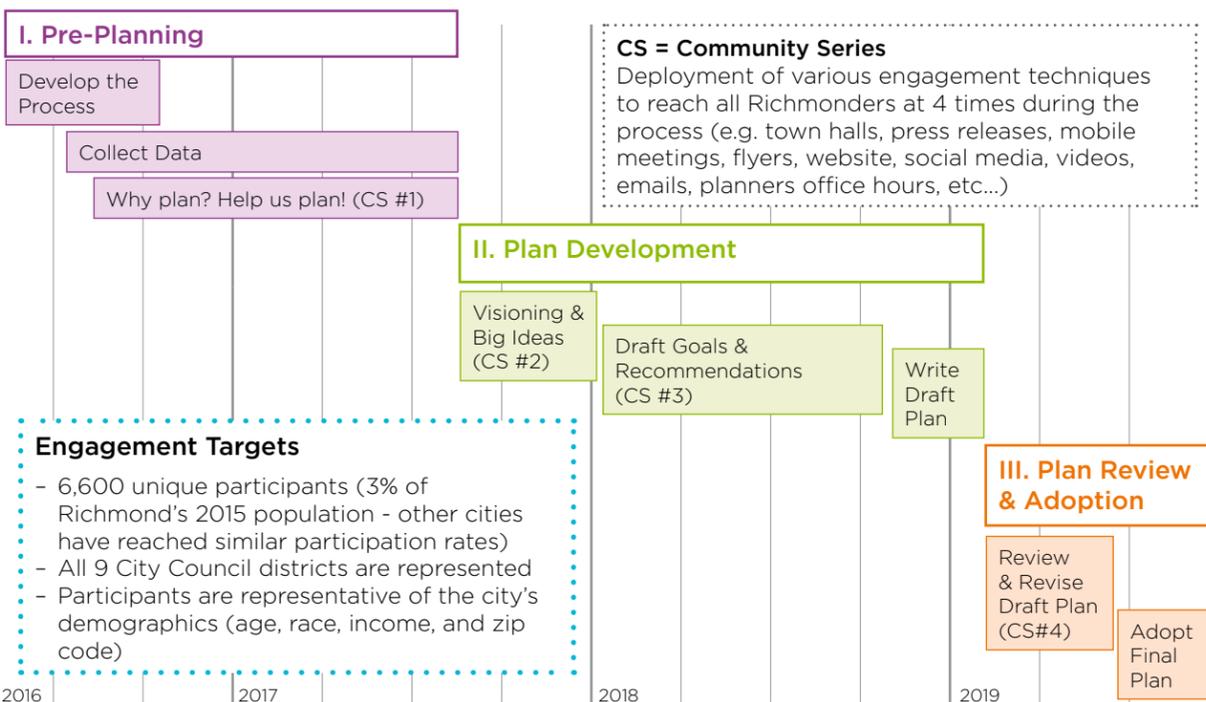
City Administration & City Staff	Developers, Architects, & Builders	Residents & Business Owners
<ul style="list-style-type: none"> - Identify areas well-positioned for growth and reinvestment - Protect constituents from unacceptable growth - Strengthen/grow neighborhood centers - Determine how to maximize return on public investment - Target City capital funds - Pursue state/federal funds for infrastructure projects - Advance priorities for community wealth building 	<ul style="list-style-type: none"> - Purchase real estate - Decide whether it is most appropriate to reuse or construct new buildings in a given location - Identify likely hot spots for development - Understand the City's development priorities - Align design/development ideas with City goals 	<ul style="list-style-type: none"> - Expand, start, or relocate a business - Purchase real estate - Renovate an existing building - Improve a local park - Find a suitable location for a community garden - Attract a new business or service to a neighborhood business district - Verify whether a proposed development is in line with City goals

PROJECT TEAM

Lead			Advisory Team	Technical Team
Dept. of Planning and Development Review			Role: <ul style="list-style-type: none"> - Assist shaping / reviewing Richmond 300 - Build awareness of Richmond 300 	Role: <ul style="list-style-type: none"> - Assist in existing conditions data collection and development of the <i>Insights Report</i> - Integrate and document existing City plans and policies - Provide input on interim work products
Internal <ul style="list-style-type: none"> - Mayor - Executive Team - City Council - City Planning Commission - Technical Team* 	External <ul style="list-style-type: none"> - Advisory Team* - Advisory Work Teams* - Youth Advisory Team* - Stakeholder Groups - General Public 	Consultants <ul style="list-style-type: none"> - Branding: Elevation Advertising - Data Analysis: VCU CURA - Engagement: TBD - Parking: TBD 	Members: Sub-committee of the City Planning Commission, up to 15 members, co-chaired by two CPC members Selection: Open application call, selected by Director of PDR, Master Plan Project Manager, Advisory Team Co-Chairs, and a Special Advisor to the Mayor	Members: Representatives of each City Dept. Selection: Appointed by Dept. Directors

*New groups created for the Richmond 300 process.

PROCESS



NEXT STEPS

- **Continue Community Series #1.** Attending meetings to share information on 1) why we are updating the master plan; and 2) how to get involved.
- **Host press event.** Mayoral event launching the brand and Advisory Team.
- **Issue Advisory Team call.** Send to Richmond 300 email list, Council, civic associations, stakeholder groups, and more...
- **Establish web presence.** Publish website and establish social media handles.
- **Engage engagement and parking consultants.** Reviewing proposals submitted via the Request for Proposals process.
- **Develop Insights Report.** Presenting key facts, trends, and analysis about who we are, where we live, where we work, and other topics.

HOW DO I GET INVOLVED?

The Advisory Team is the most demanding and laborious way a citizen can be involved with Richmond 300; it is not the only opportunity for citizen involvement, rather the first of many to come.

The Richmond 300 process will include several instances of citizen participation. These will vary in time commitment, experience, activity and topic. These opportunities will be released in subsequent phases.

HOW DO I STAY INFORMED?

- Sign In.** Sign your name on the sign-in sheet. You will be added to the Richmond 300 email list.
- Specific Questions?** Call 646-6348 or email richmond300@richmondgov.com