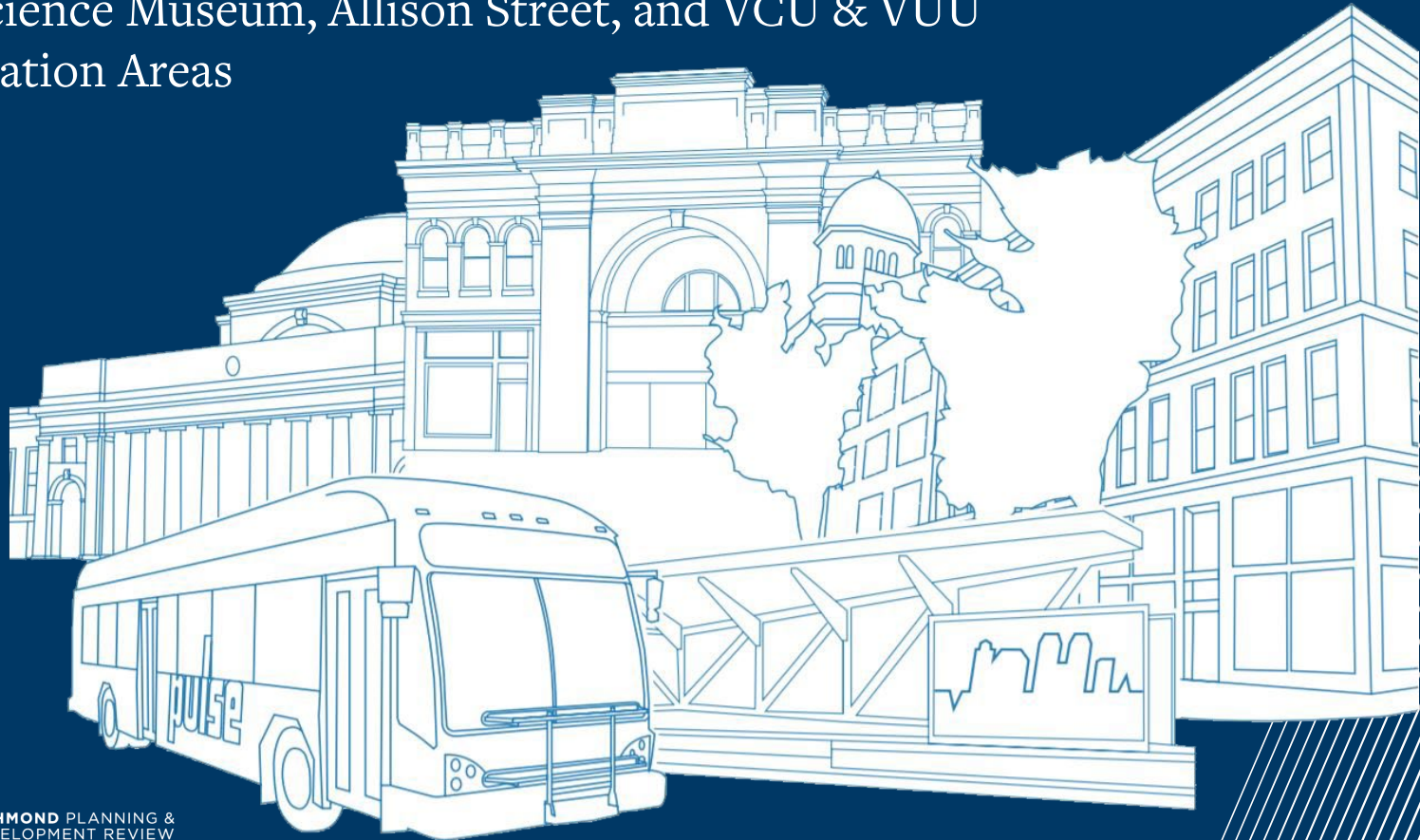


Pulse Corridor Plan Implementation Phase III -

Science Museum, Allison Street, and VCU & VUU
Station Areas



Agenda and Panelists

I. Welcome and Overview

Kimberly Gray, Richmond City Council, 2nd District

II. Rezoning Overview

Mark A. Olinger, *Director, Dept. of Planning & Development Review, City of Richmond*

III. Questions, Comments and Discussion

Other panelists available for Q&A

Anne W. Darby, AICP
Planner III, Zoning Specialist, City of Richmond PDR

David Johannas, *Richmond City Planning Commission*

At any point during the forum, please feel free to enter questions in the Q&A panel, and we will address them during the question and answer session.

Pulse Corridor Plan Future Land Use

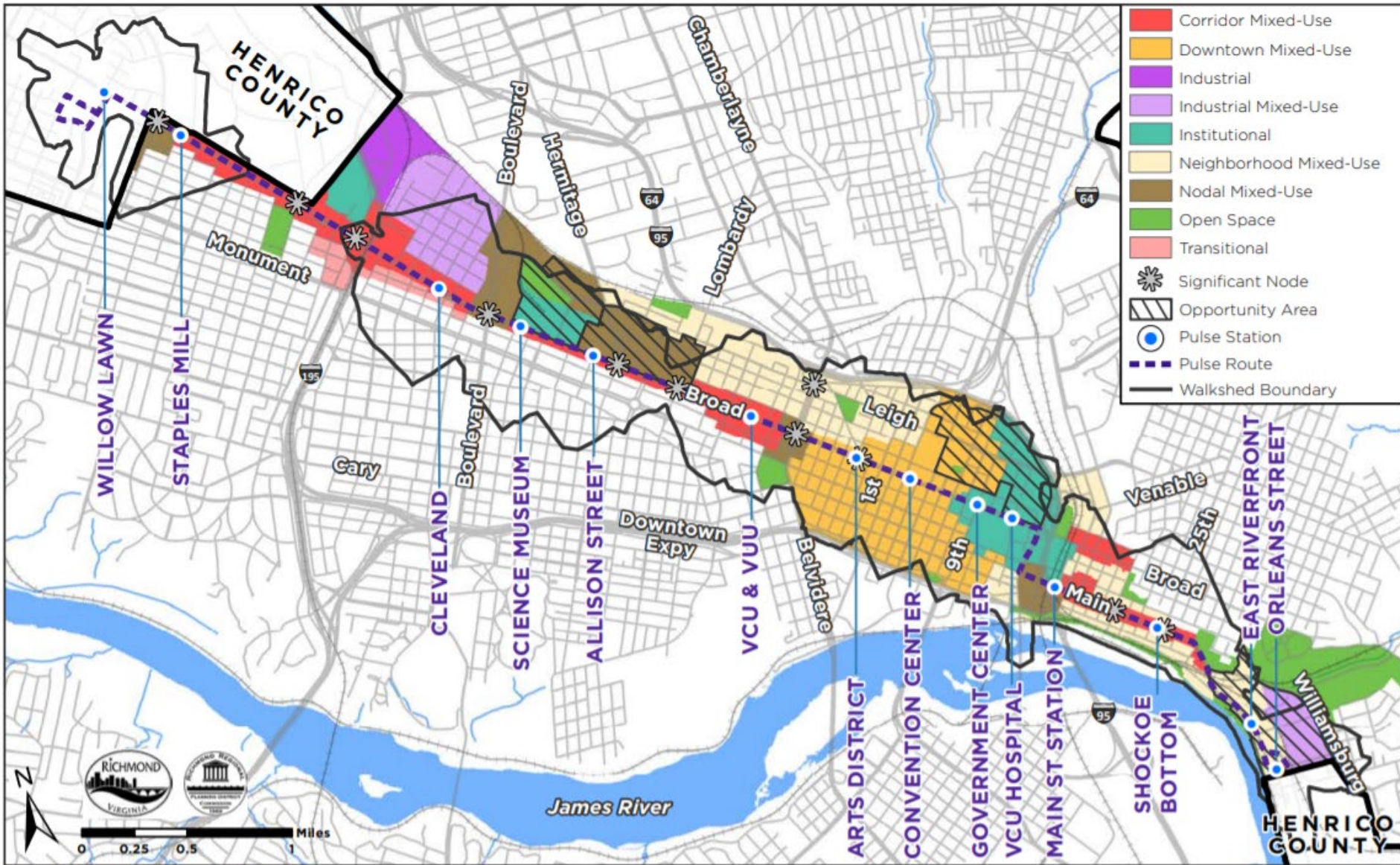
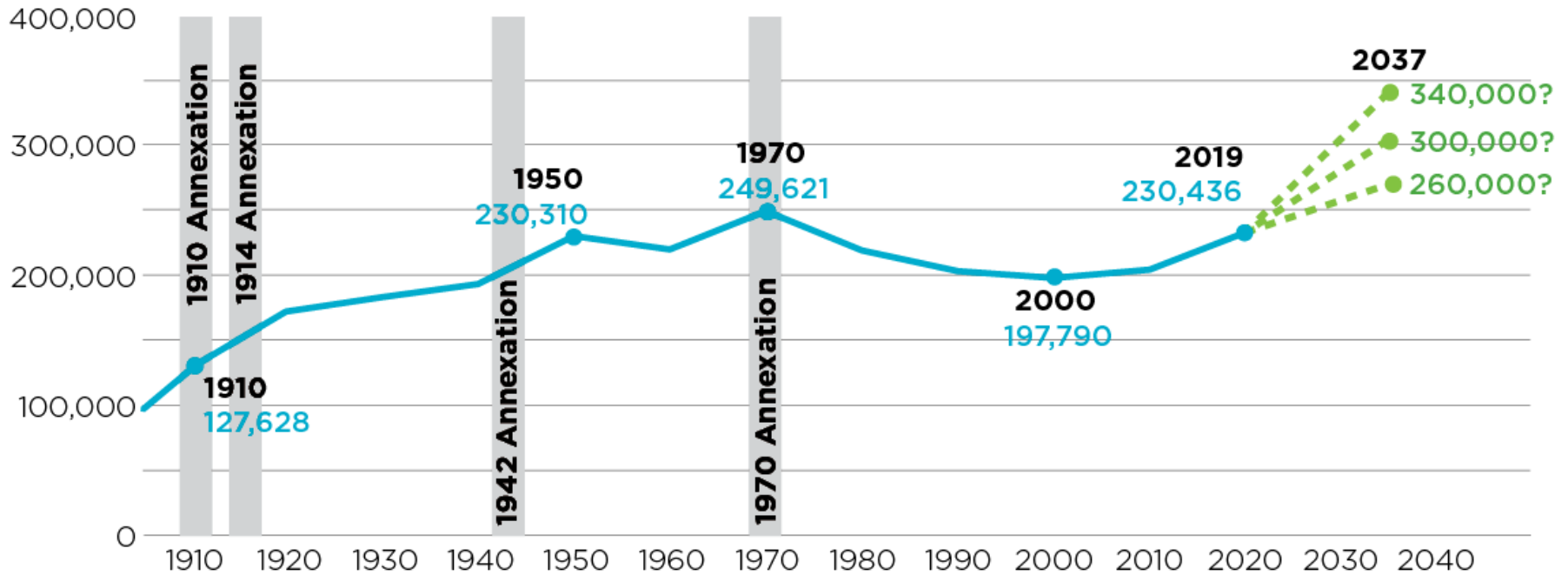


Figure ES.6 Future Land Use

Richmond is Growing



Historic and Projected Population, 1910-2037

Source: U.S. Census Bureau: 1910, 1950, 1970, 2000 Censuses, 2019 Population Est.; Population Projections by the Center for Urban and Regional Analysis at Virginia Commonwealth University, 2017



Science
Museum
Station

Allison
Street
Station

Ashe Blvd

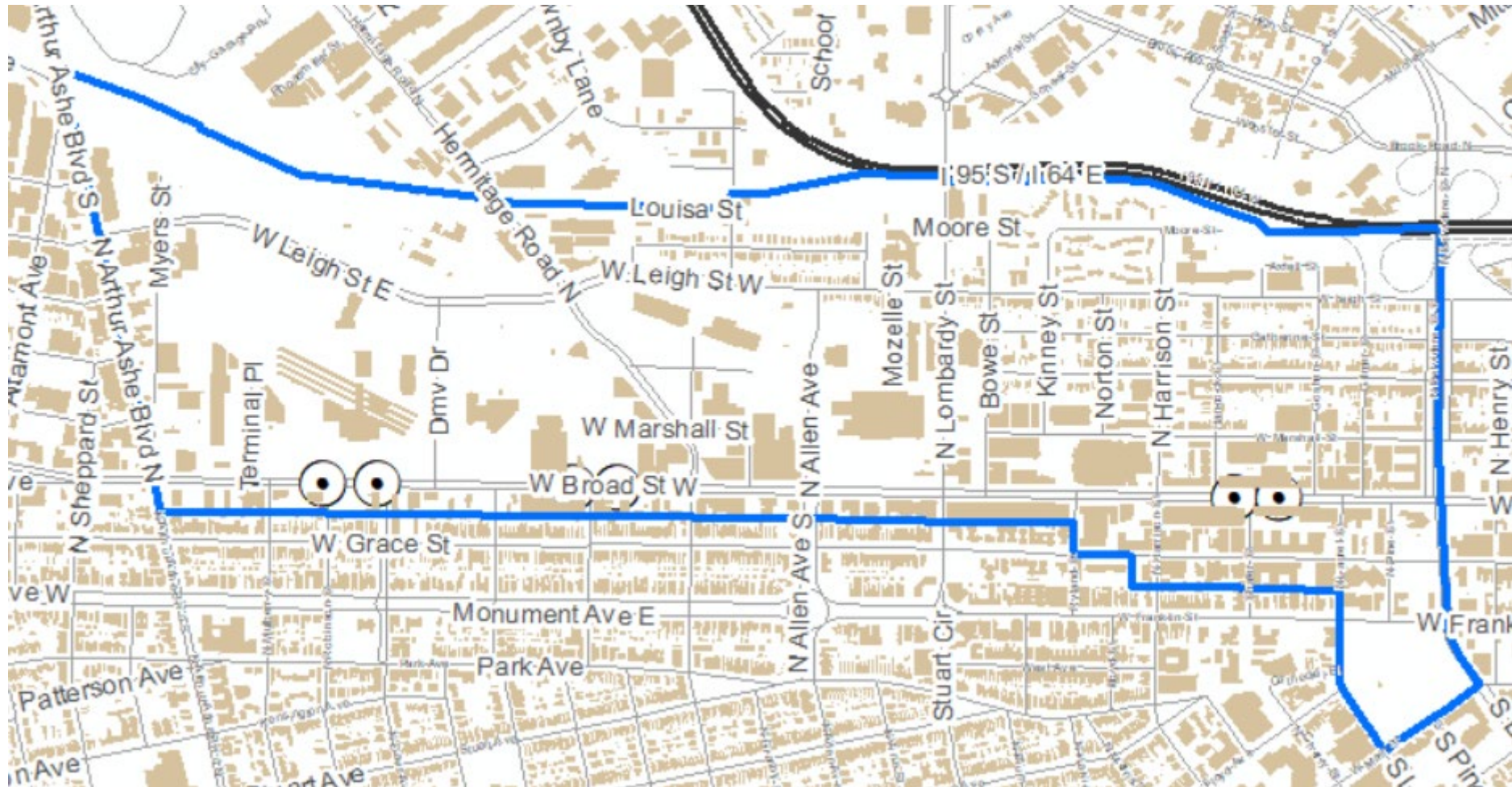
Hermitage Rd

Broad St

Leigh St

Lombardy St

Building Footprints



Pulse Corridor Plan

Support a walkable urban environment around Pulse stations.

This current slate of Richmond City Council members adopted The Pulse Corridor Plan in October 2017 “to support a walkable urban environment around the Pulse stations” (p. vi). The Plan establishes three goals for future development along the Pulse.

Goals

Compact & Mixed

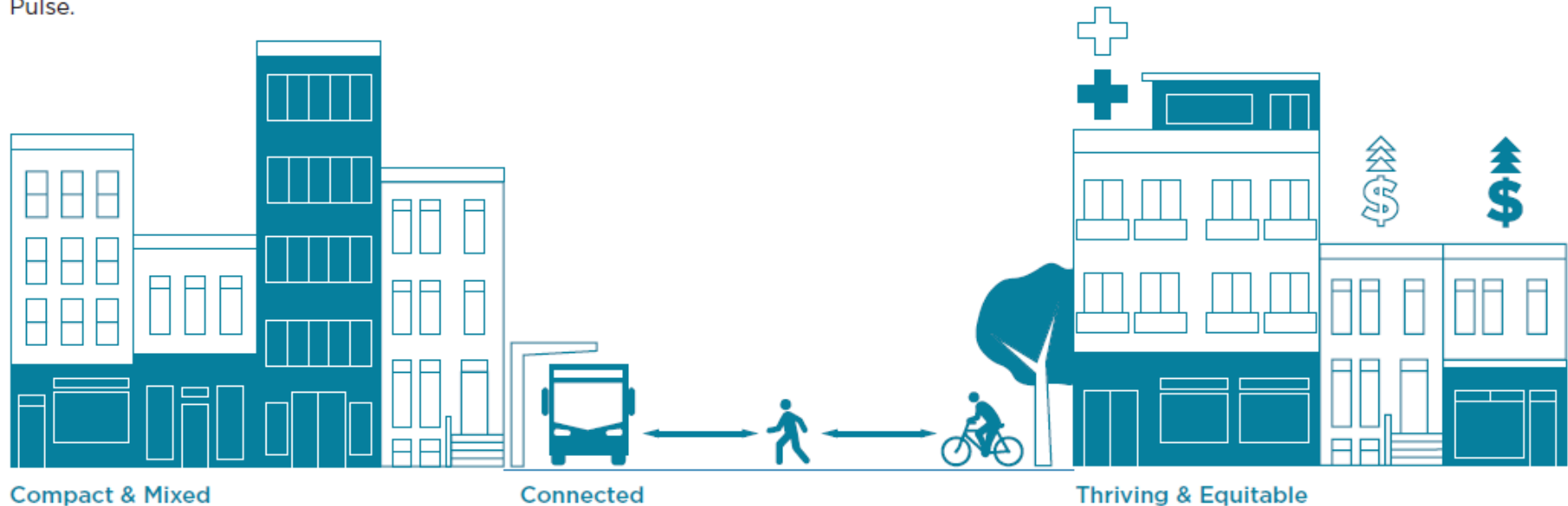
Development around Pulse stations has a rich mix of uses and is compact, sustainable, and high-quality.

Connected

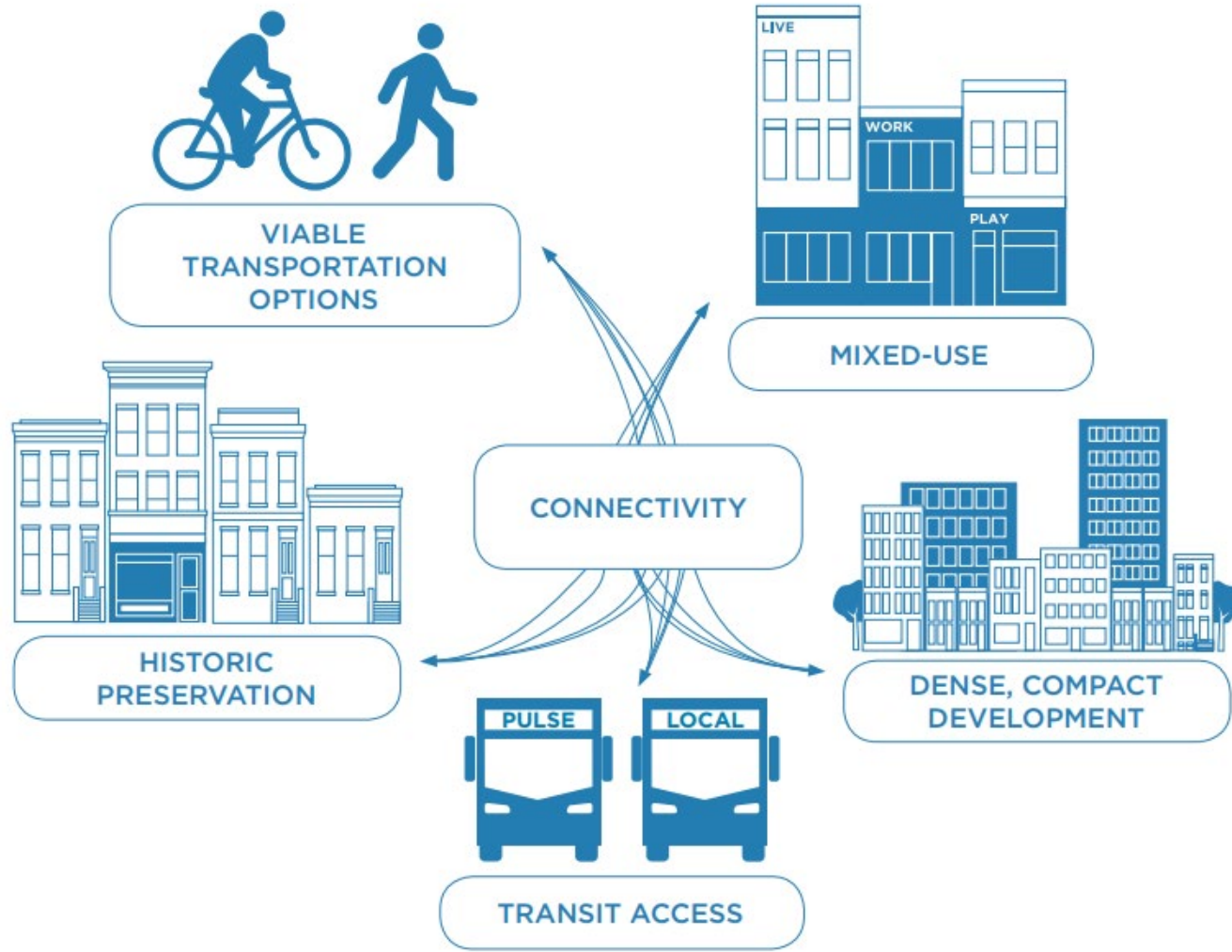
Pedestrians and cyclists access homes, jobs, entertainment, everyday needs, and transit in a safe, pleasant, and engaging public realm.

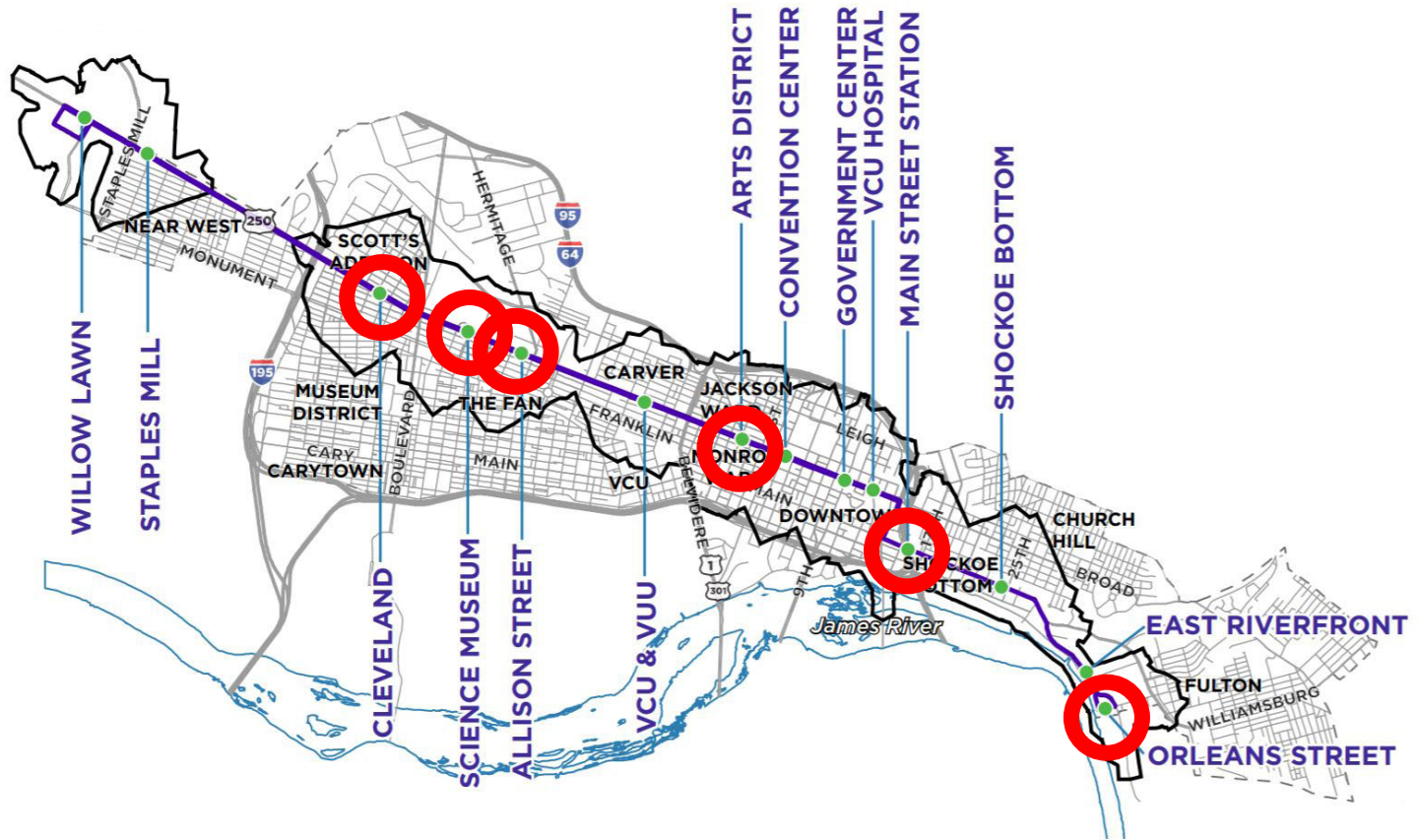
Thriving & Equitable

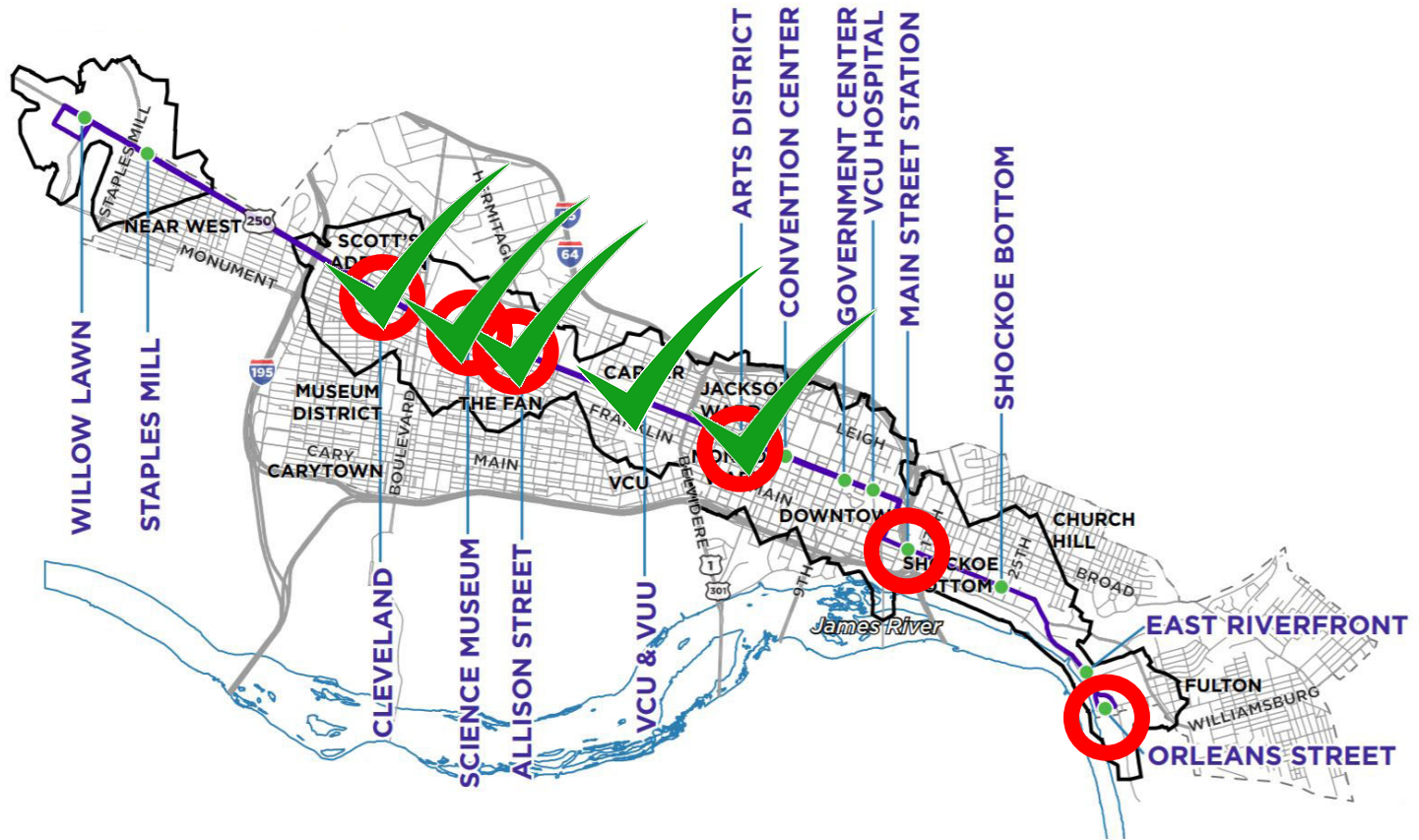
New development includes housing for all income levels and new jobs. Increased development in the Corridor supports Pulse ridership with a goal of over \$1 billion in additional assessed value over the next 20 years.

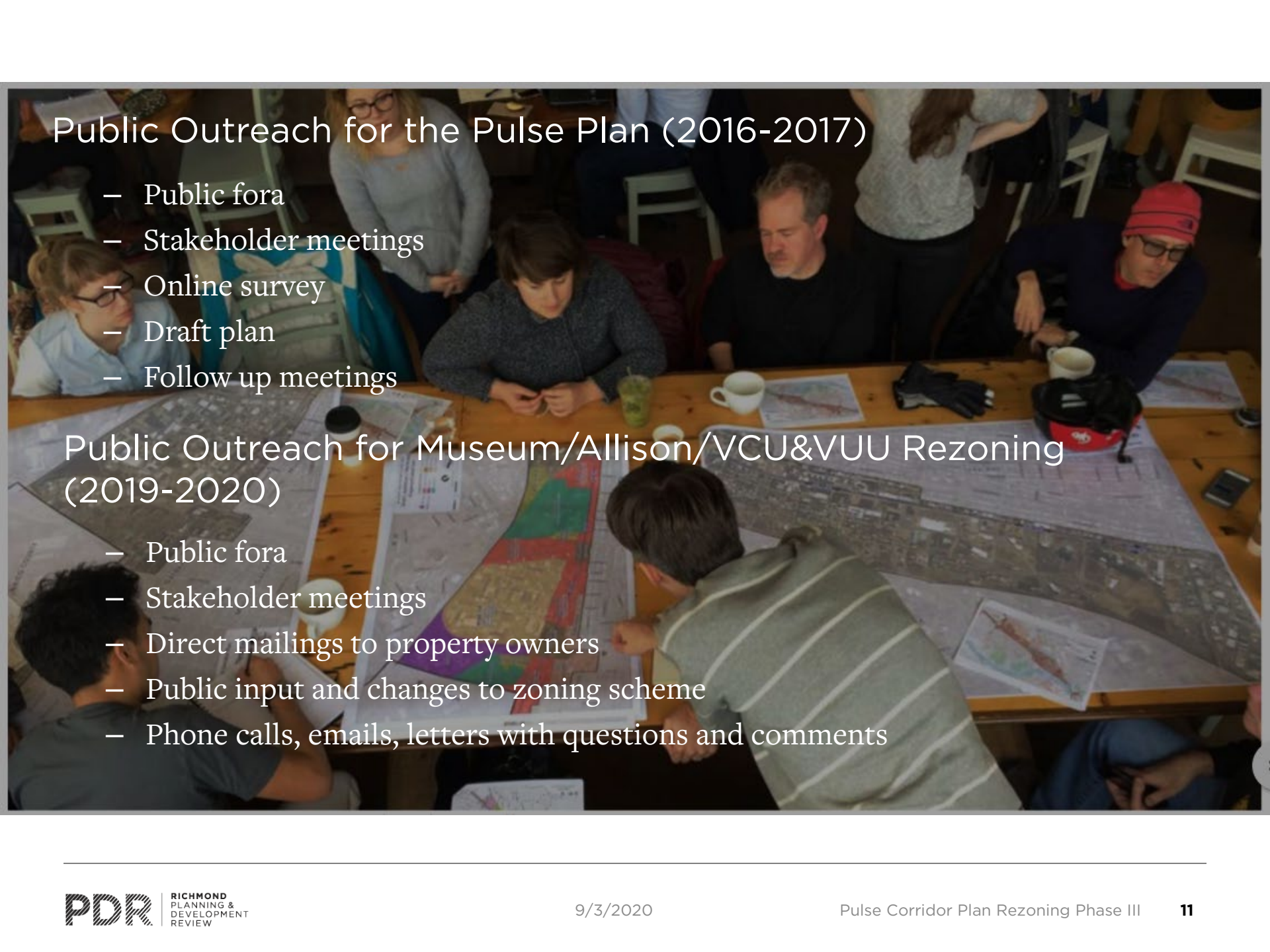


Pulse Corridor Principles









Public Outreach for the Pulse Plan (2016-2017)

- Public fora
- Stakeholder meetings
- Online survey
- Draft plan
- Follow up meetings

Public Outreach for Museum/Allison/VCU&VUU Rezoning (2019-2020)

- Public fora
- Stakeholder meetings
- Direct mailings to property owners
- Public input and changes to zoning scheme
- Phone calls, emails, letters with questions and comments

Science Museum Station Area Vision

LOWE'S SECTIONS

The existing section in Figure 4.31 illustrates the condition along W. Broad Street with Lowe's and its parking lot to the north, and a two-story commercial structure to the south. The potential future section in Figure 4.32 imagines the redevelopment of the parking lot to a mixed-use building with underground parking, as well as a new residential infill building with ground floor commercial uses on a surface parking lot.

Please note that this section drawing is an illustration of how new development may appear at specific heights and forms. Please refer to the Future Land Use map and the Station Area Vision for the land use policy for this area.



Section cut-through line

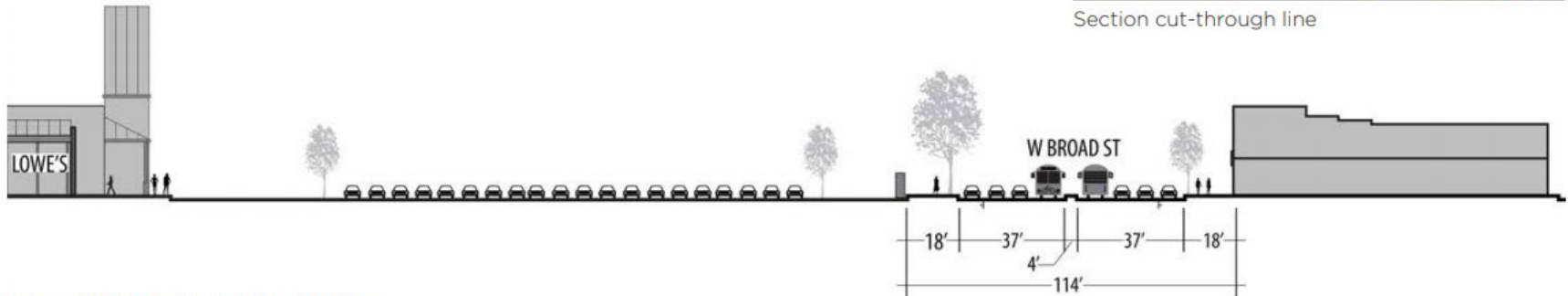
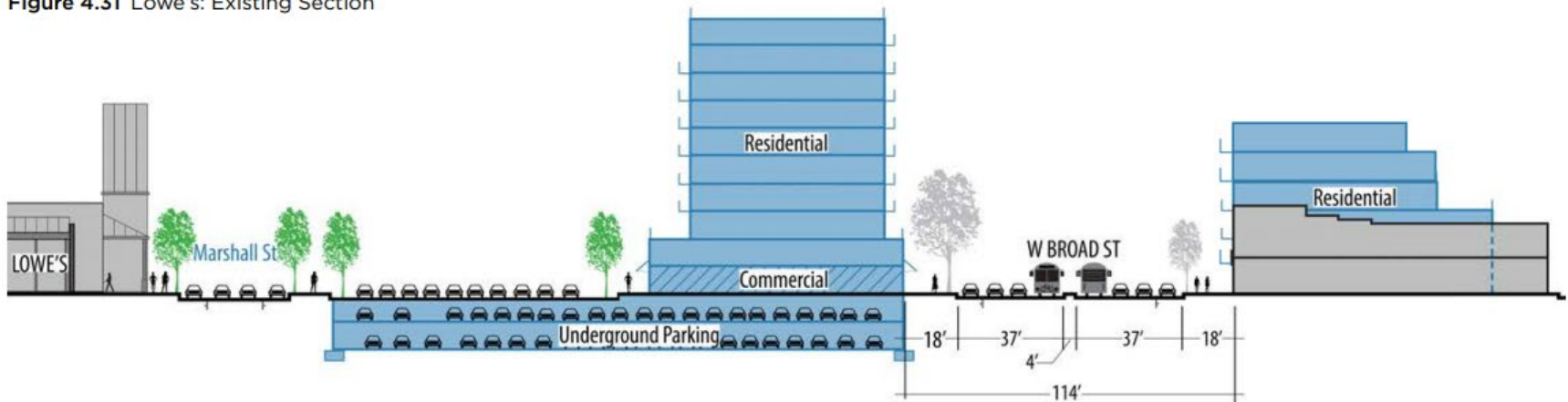
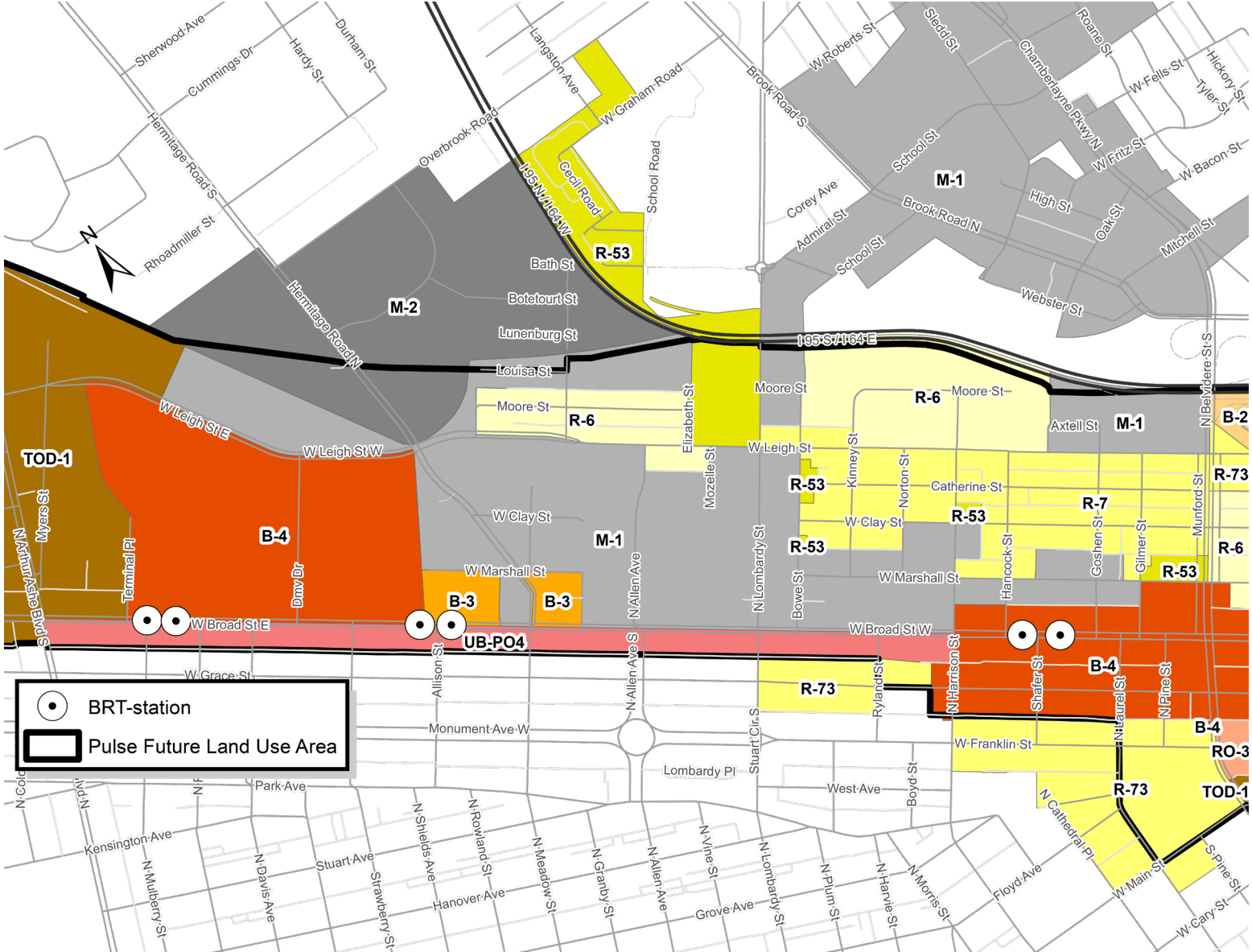


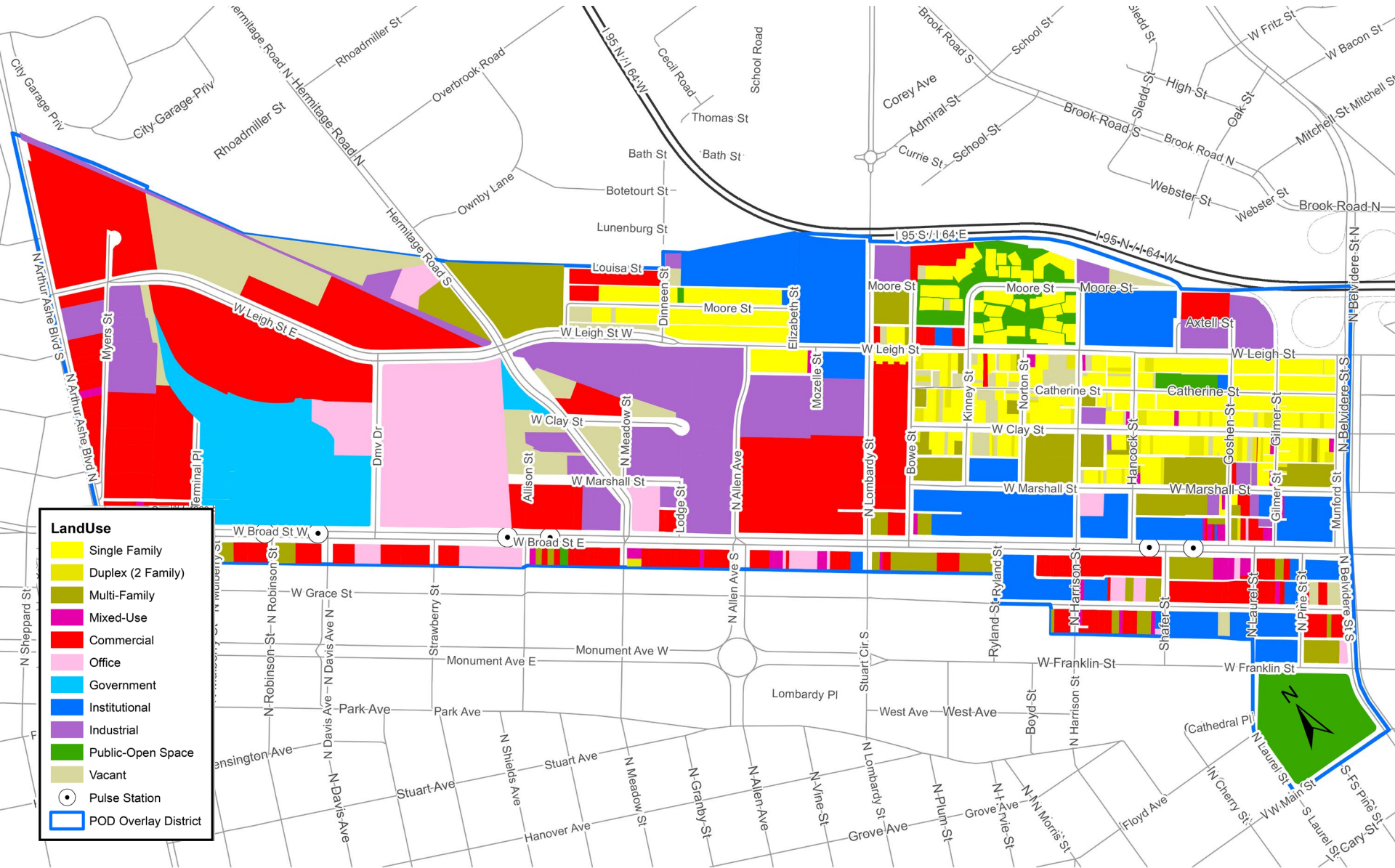
Figure 4.31 Lowe's: Existing Section



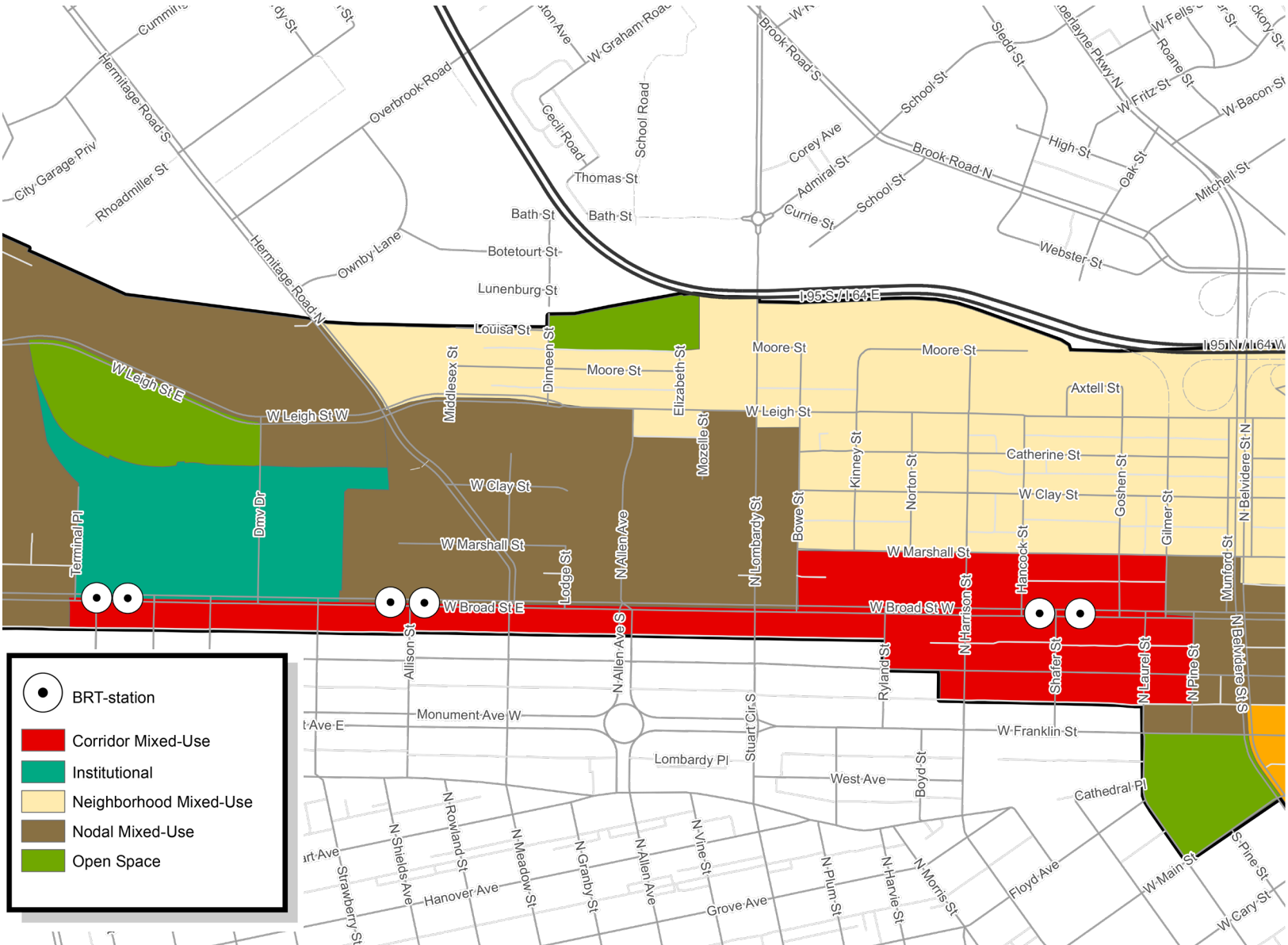
Existing Zoning



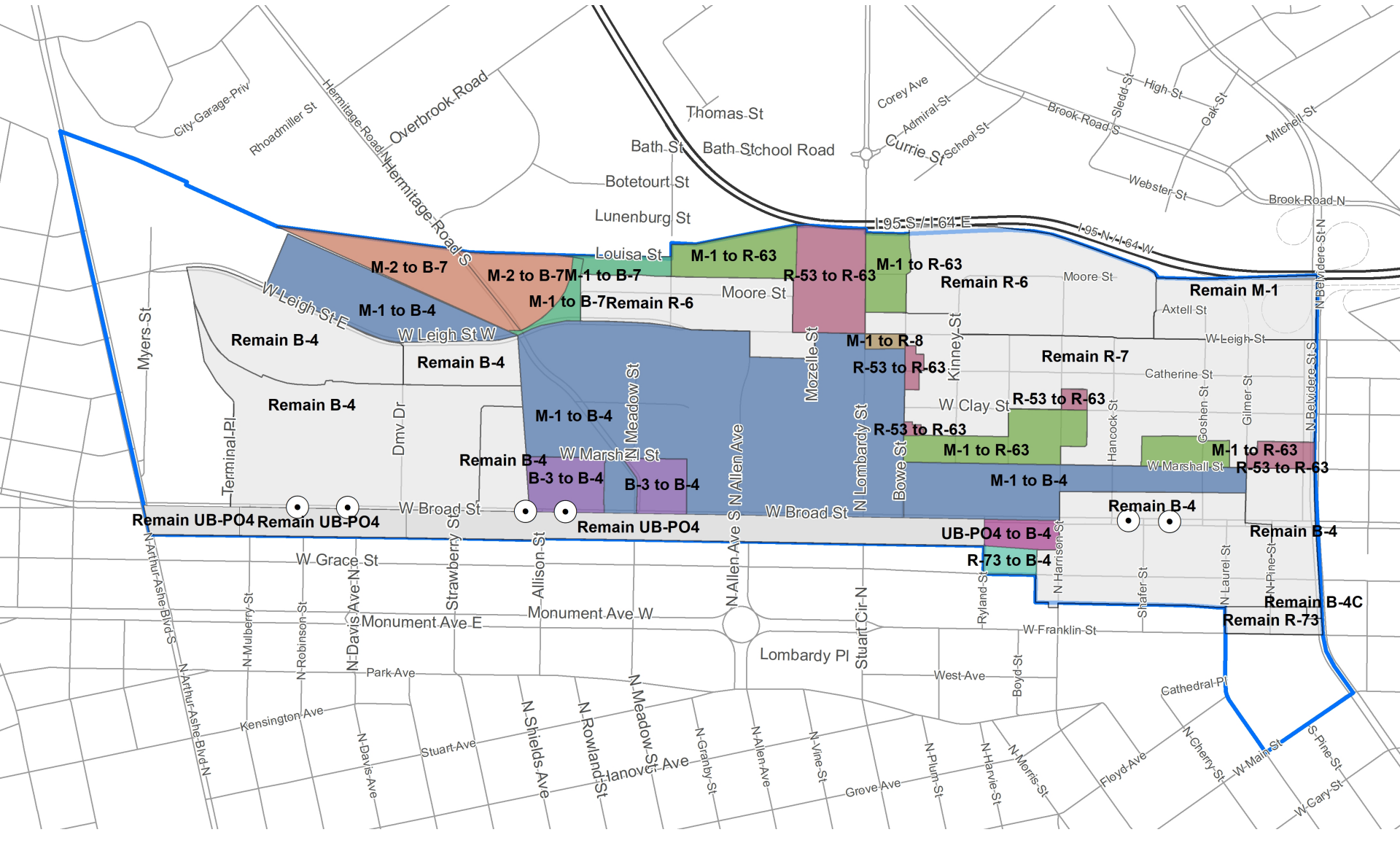
Existing Land Use



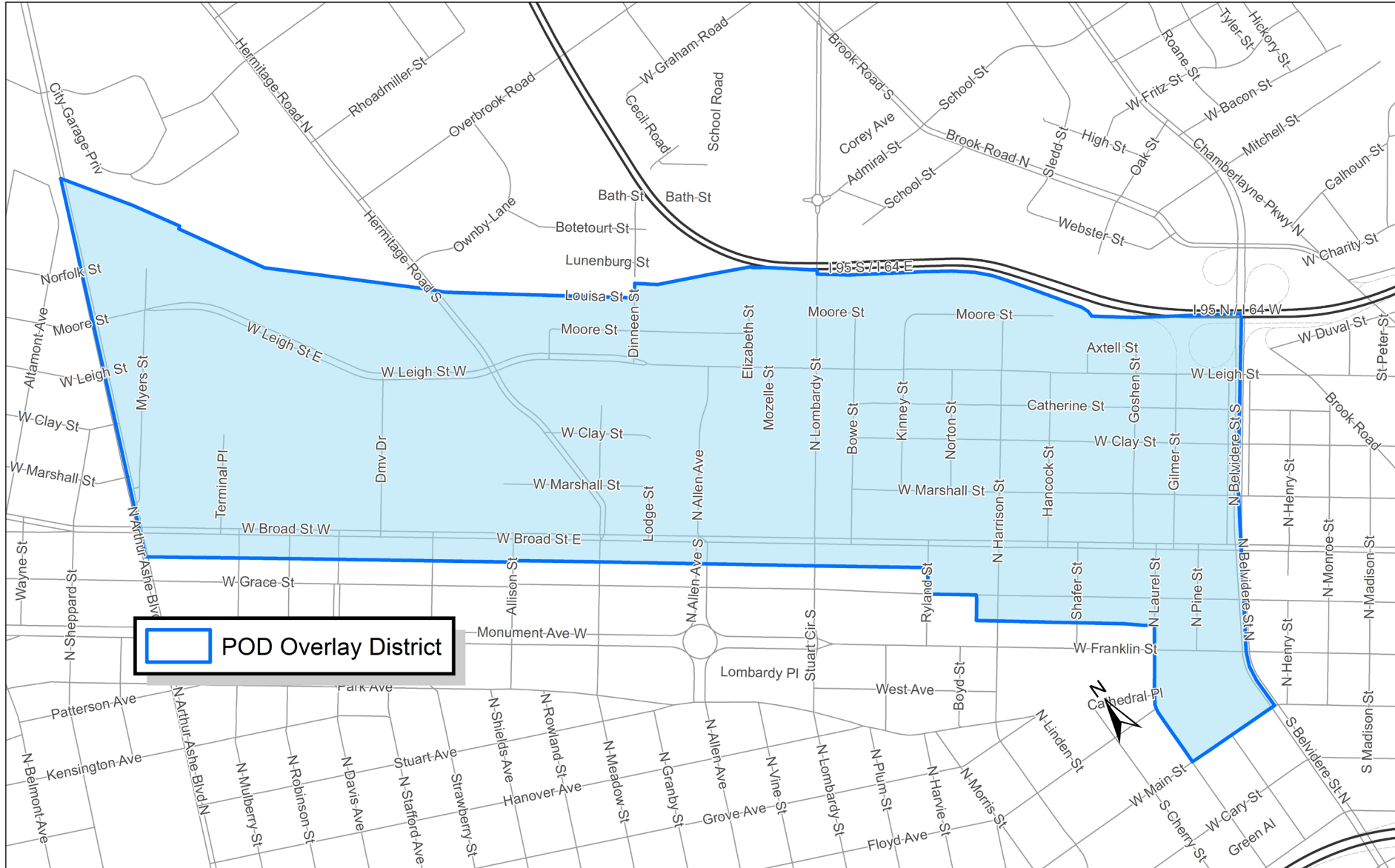
Future Land Use



Proposed Zoning



Plan of Development Overlay District



Plan of Development Overlay Form Elements



Hold the Corner



Appropriate Setbacks/Stepbacks



Entrances Face the Street



Transparency

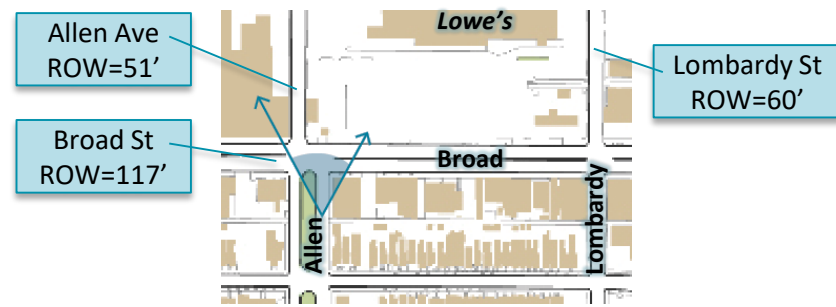


Façade Articulation

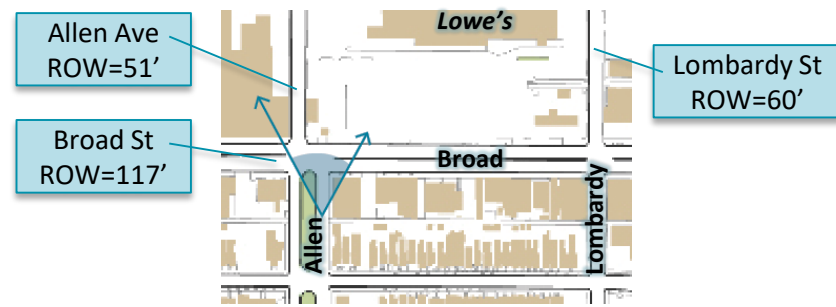


Screened Parking/Services

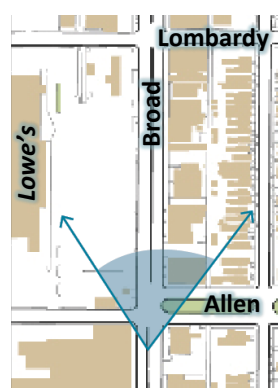
Existing Scenario
Allen at Broad (looking north)



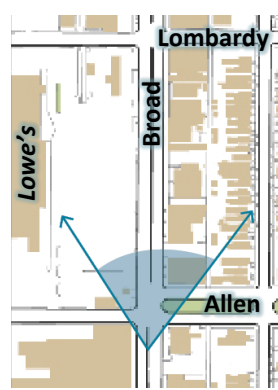
Potential Development
Allen at Broad (looking north)



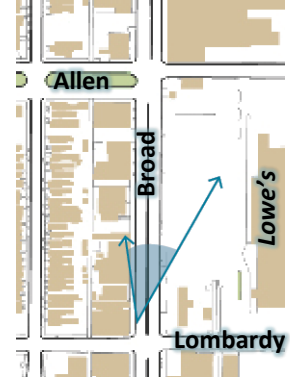
Existing Scenario
Broad Street at Allen (looking east)



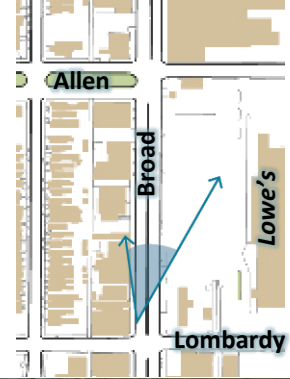
Potential Development Broad Street at Allen (looking east)



Existing Scenario
Broad Street at Lombardy (looking west)



Potential Development Broad Street at Lombardy (looking west)

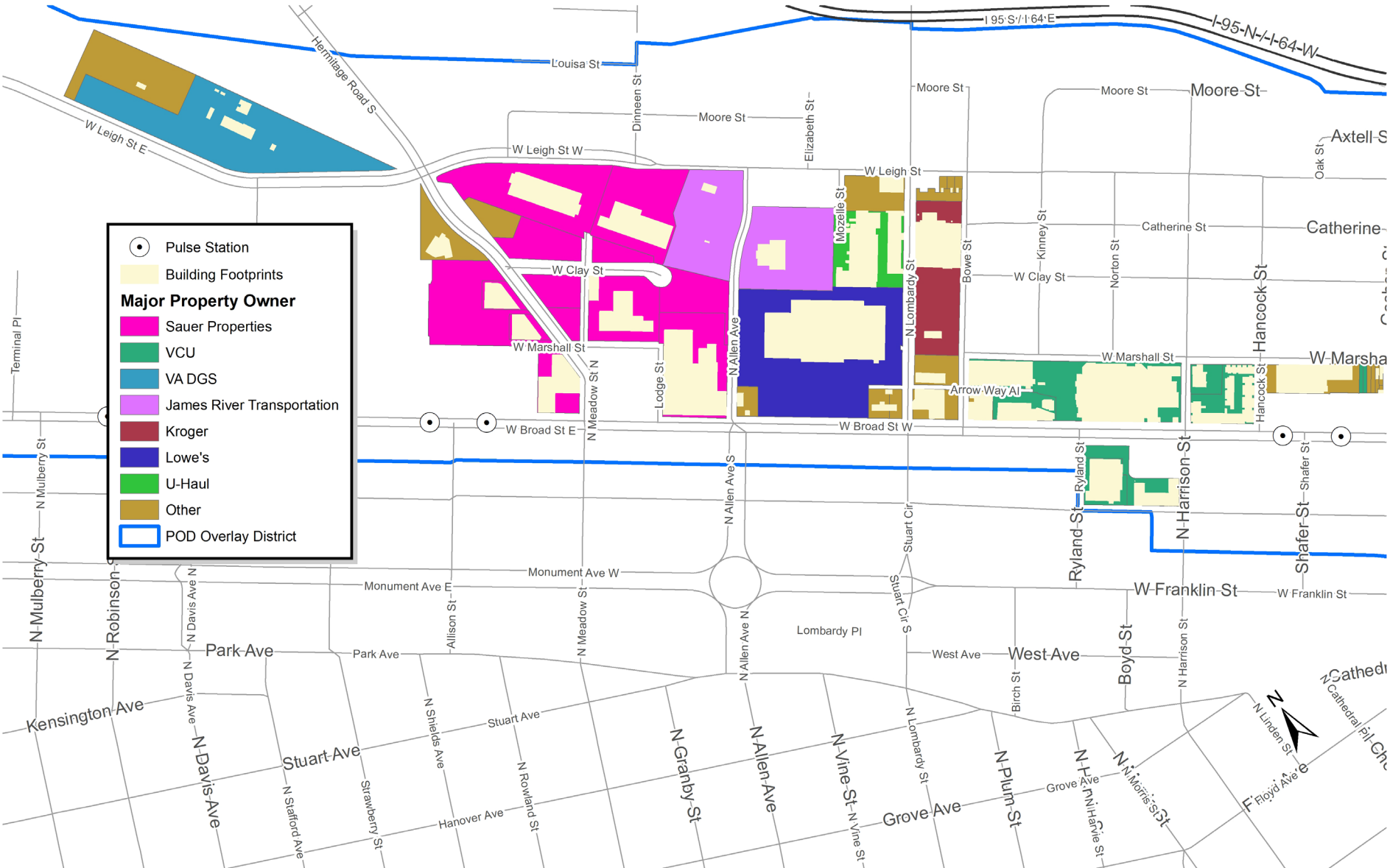


Questions and Comments?

Please direct further questions or comments to:

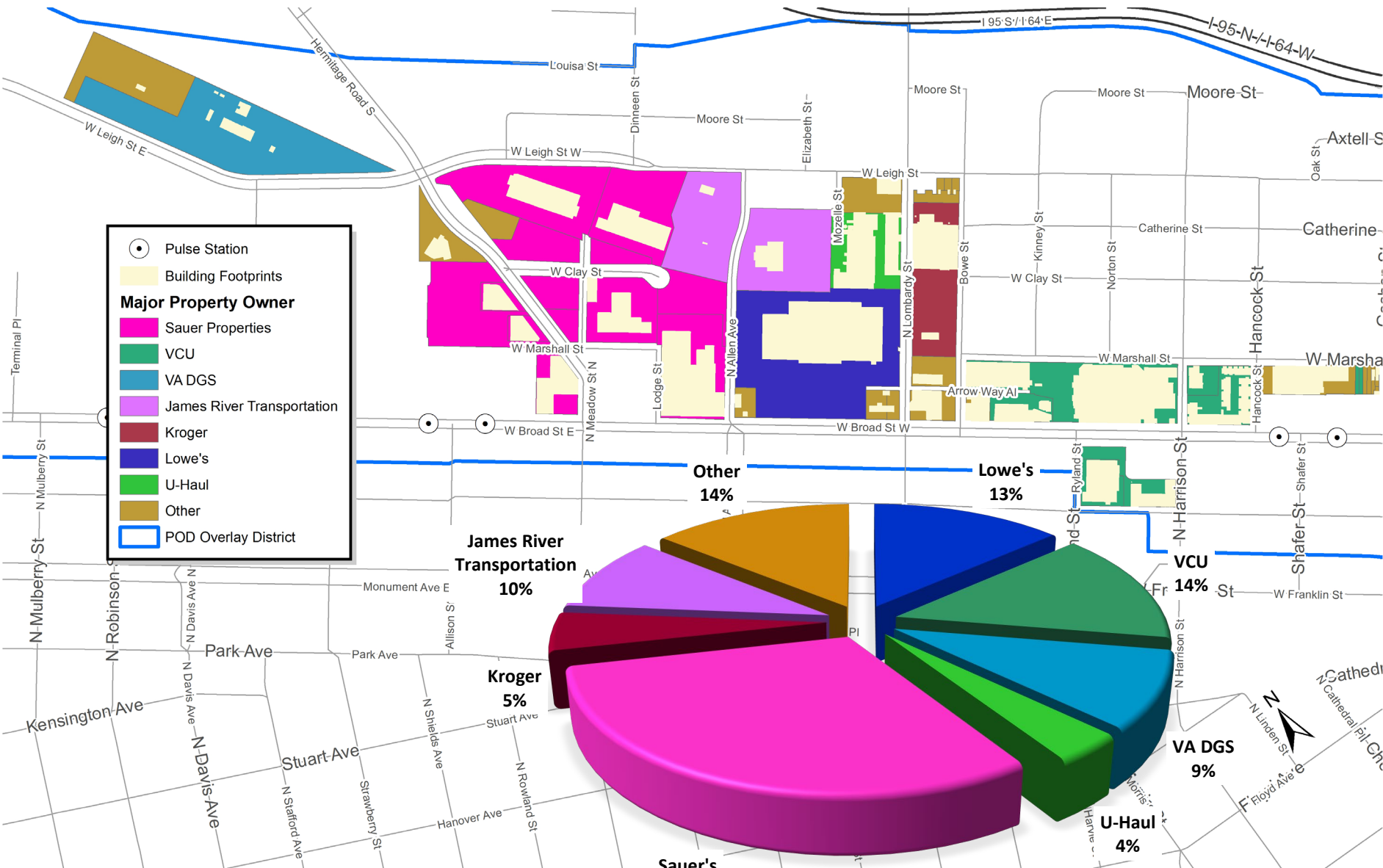
Anne W. Darby, AICP
Planner III - Zoning Specialist
Planning and Development Review
Anne.darby@richmondgov.com
804-646-5648

Major Property Owners in the Area to be Rezoned to B-4



PDR.AWD.9-3-20

Major Property Owners in the Area to be Rezoned to B-4



PDR.AWD.9-3-20

Major Property Owners in the Area to be Rezoned to B-4

