

Appendix B

Creating the *Richmond 300* Plan

The process to update the plan was a city-wide conversation about change, focusing on where we have been, where we are now, and where we want to be in 20 years. Because every Richmonder should have a say in how the city grows, the Master Plan was developed with extensive community input. Several groups were established to help shape the content of *Richmond 300*.

Richmond 300 Groups

Technical Team

The Technical Team was comprised of staff from multiple City departments and quasi-City entities. The Technical Team provided input on technical planning, development, transportation, and myriad issues and provided input on interim work products. This team played a critical role in integrating existing City plans and polices, collecting baseline conditions data, and providing input to shape interim work products.

Advisory Council

The Advisory Council is an ad hoc sub-committee of the City Planning Commission established by City Planning Commission Resolution 2016-70 to “(1) assist in shaping and reviewing the content of the New Master Plan, (2) help build awareness of the New Master Plan, and (3) encourage community participation in the New Master Plan update process.” The Advisory Council adopted By-Laws to guide the groups.

Selection Process: In July 2017, the City released a call for applicants to the Advisory Council. PDR received 153 on-time applications to serve on the Advisory Council and an additional 21 applications after the application deadline, which were not considered. PDR originally envisioned creating an Advisory Council of no more than 15 members; 13 of which would be selected from an open call and 2 would be City Planning Commission members. However, after receiving such a large amount of qualified applicants, PDR increased the group to 21 members. The Advisory Council members were selected by 2 City Planning Commission members, the Director of PDR, and the Mayor’s Office.

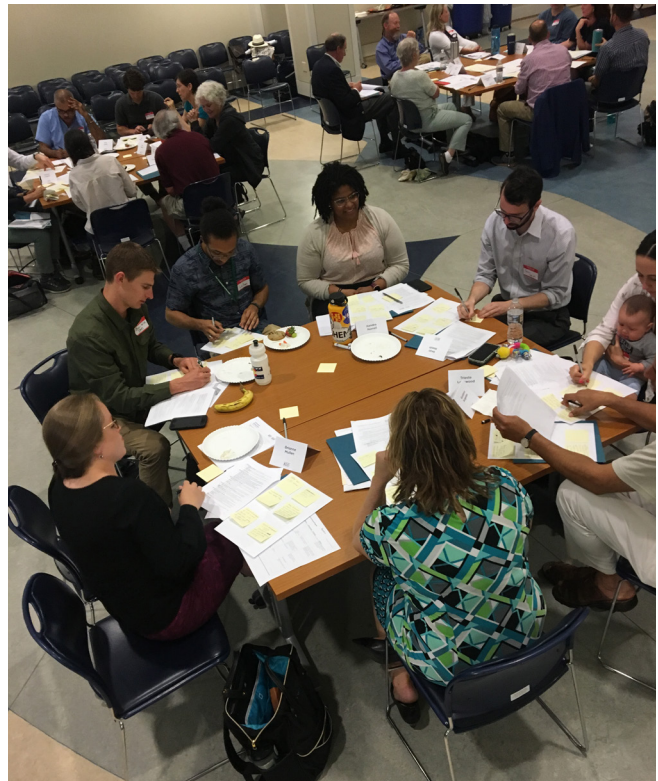
Diversity: PDR sought to assemble a diverse Advisory Council by including individuals with expertise in planning, real estate, architecture, historic preservation, urban design, and law, as well as community members who are not necessarily in “typical” urban planning fields. Some members routinely work with PDR and have intimate knowledge of the Zoning Ordinance and the 2001 Master Plan; whereas other members do not. The



Advisory Council includes a mix of ages and ethnic/race groups, as well as people who live and work in all nine City Council districts. More than half of the members have lived in many parts of the city throughout their lives; while several members are new to Richmond.

Working Groups

The Working Groups were topic-specific sub-committees of the Advisory Council that were charged with creating the initial recommendations for *Richmond 300*, which were vetted and amended by the community-at-large during Community Consultation #2. The Working Groups met from March to July 2019 with 297 people attending 15 meetings over the five month period - many people attended multiple meetings for a total of 693 meeting visits. Each Working Group was co-chaired by members of the Advisory Council and the Technical Team and included At-Large, Technical Team, and Advisory Council members as well. At-Large Members were any members of the public who filled out the Working Group Interest Form. The Working Groups included policy experts, advocates, and individuals generally interested in the topic.



Process

Phase 1: Define the Plan (May 2016 to September 2018)

During the first phase of the *Richmond 300* process, PDR set the stage for getting the plan started by kicking off the following tasks:

- Developing and vetting the process to create the new Master Plan update
- Developing a brand identity and establishing a web presence (website and social media accounts)
- Issuing Requests for Proposals to hire consultants for engagement and parking
- Meeting with City staff, elected officials, stakeholder groups, Council Districts, City Council, and City Planning Commission and attending 90 meetings with over 2,400 attendees total
- Establishing the 21-member Advisory Council (received 173 applications)
- Collecting existing data and developing reports
- Collecting parking data and hosting Parking Meetings #1
- **Key documents created during this phase:** Demographics, Housing and Land Use Analysis, and Urban Design Typology Analysis, Insights Report; and Map Books for each Council District

Phase 2: Develop the Plan (September 2018 to February 2020)

During the second phase, the Richmond community and PDR staff developed the draft content of the Master Plan, by completing these tasks:

- Outlining a city-wide vision and big ideas to reach that vision during Community Consultation #1: Visioning, which included reaching 1,558 people (at 40 existing community meetings and 7 open houses), and collecting 1,030 survey responses [September-October 2018]
- Reviewing preliminary parking policy recommendations during Parking Meetings #2, which were attended by 426 people and sharing a survey which garnered 800 responses [November 2018]
- Developing a vision for the city in 2037 and outlining key goals
- Defining policy recommendations for each of the key goals during 15 working group meetings that had 693 total attendees [January-July 2019]
- Reviewing the draft content and providing comments during Community Consultation #2: Recommendations, which included reaching 2,014 (at 62 existing meetings, 21 sharing sessions and 7 forums), collecting 1,015 survey responses, collecting 612 comments on draft maps and strategies, and receiving 20 letters and emails [September-November 2019]
- Hosting 2 meetings focused on the Greater Scott's Addition area with 170 attendees and collecting 1,148 survey responses to 2 surveys [June 2019 - February 2020]
- Writing the draft *Richmond 300: A Guide for Growth* document [December 2019-June 2020]
- Releasing the Draft *Richmond 300: A Guide for Growth* Master Plan [September 2020]
- Releasing Parking Study [June 2020]
- **Key Documents from this phase:** Parking Study, Community Consultation #1 Report, Community Consultation #2 Report, Draft *Richmond 300: A Guide for Growth* Master Plan

Phase 3: Refine & Adopt the Plan (March 2020 to December 2020)

During the third phase, PDR finalized the plan:

- Discussing final edits and plan implementation during Community Consultation #3: Draft Plan, which reached 1,187 people (at 23 existing meetings and 16 summits) and receiving 1,137 comments on the Draft Plan and 90 letters and emails [June-July 2020]
- Hosting 2 meetings focused on the Coliseum area with 215 attendees and collecting 997 survey responses to 2 surveys [June - July 2020]
- Reviewing and reconciling all comments received on the draft plan [July-September 2020]
- Releasing the Pre-Final and Final *Richmond 300: A Guide for Growth* Master Plan [September 2020]
- Presenting the final *Richmond 300* plan to City Planning Commission and City Council for adoption [September-December 2020]
- **Key Documents from this phase:** Pre-Final *Richmond 300: A Guide for Growth* Master Plan, Final *Richmond 300: A Guide for Growth* Master Plan

Phase 4: Implement the Plan (2021-2026)

During the fourth phase, City staff, elected officials, and the community at-large will implement the plan by:

- Publishing the City Council-adopted Plan [December 2020]
- Implementing recommendations outlined in the Plan [2021-2026]
- Annually reviewing work toward implementing recommendations [2021-2026]
- Updating the Plan five years after adoption [2026]
- **Key Documents from this phase:** Annual Reports