

# Big Moves

The six Big Moves intentionally seek to expand equity, increase the sustainability of our city, and beautify our city.

## The Big Moves

### Re-Write the Zoning Ordinance:

Direct growth to appropriate areas while maintaining existing neighborhoods as well as creating new authentic neighborhoods adjacent to enhanced transit.

### Re-Imagine Priority Growth

**Nodes:** Target growth in jobs and population to Downtown, Greater Scott's Addition, Route 1 Corridor, Southside Plaza, and Stony Point Fashion Park.

### Expand Housing Opportunities:

Encourage the development of housing options throughout the city to expand the geography of opportunity by de-concentrating poverty.

### Provide Greenways & Parks

**for All:** Develop parks and greenways so that by 2037 100% of Richmonders live within a 10-minute walk of a park.

**Reconnect the City:** Cap highways to reknit neighborhoods destroyed by interstates, build/improve bridges, introduce street grids, and make the city easier to access by foot, bike, and transit.

**Realign City Facilities:** Improve City buildings (schools, libraries, fire stations, police stations, etc.) to provide better services in efficient, shared-use, accessible facilities to better match and serve the growing city.

Because these moves are wide-reaching, there are several strategies throughout *Richmond 300* that relate to each Big Move. If the City can advance each of the Big Moves over the next 5 years, Richmond will be well on its way to realize its 20-year vision.

Each Big Move description in this Chapter includes:

- **Big Move name**
- **Description**
- **Key benefits**
- **Description** of how the Big Move advances equity, sustainability, and beauty
- **Alignment with *Richmond 300*** goals and objectives
- **Actions** that may be implemented to further the Big Move
- **Type of actions:**

**Legislative:** actions that result in a new ordinance for City Council to adopt

**Planning:** actions that result in plans to guide future work

**Advocacy:** actions that require the City and other organizations to advocate the state or federal government for funding or legislative changes

**Administrative:** actions that City staff can undertake as part of their regular duties

### Capital Improvement Project

**(CIP):** actions that require City funding to create a new park, infrastructure, building, or any other physical asset the City will own

- **Time Frame** for implementation is shown using the City's Fiscal Year (FY) which runs July to June:  
FY22 = July 2021–June 2022  
FY23 = July 2022–June 2023  
FY24 = July 2023–June 2024  
FY25 = July 2024–June 2025  
FY26 = July 2025–June 2026

## Big Move | Re-Write the Zoning Ordinance

Direct growth to appropriate areas while maintaining existing neighborhoods as well as creating new authentic neighborhoods adjacent to enhanced transit.

### Description

Re-writing the Zoning Ordinance means developing new zoning category descriptions for the entire city and then mapping the new zoning categories to every parcel in the city. The re-write of the Zoning Ordinance is a 3- to 5-year process. The last comprehensive re-write was in the mid-1970s.

The Zoning Ordinance is a legal document that outlines what property owners may build on their land and how the building and site must be designed. The current Zoning Ordinance was primarily written in 1976, but has been amended over the past several decades. Many of the objectives in *Richmond 300* have strategies that suggest revisions to the Zoning Ordinance.

### Key Benefits

- **Move from Euclidean to Form-Based:** The current Zoning Ordinance is predominantly a Euclidean approach to zoning, meaning uses are separated into distinct districts with limited mixing of uses. Over the past few years, the City has developed zoning districts that allow a mix of uses within the same district but also require certain form elements (such as windows and doors that open to the street and buildings built to the sidewalk). The re-write of the Zoning Ordinance will likely include a further look at using more form-based elements.
- **Prepare for Opportunity:** By rezoning the city, Richmond can prepare certain areas for anticipated development, such as the Priority Growth Nodes and industrial areas, to retain, attract, and grow companies to employ new and

existing Richmonders. Additionally, directing growth into the corridors and Nodes will allow the City to retain the character of older existing neighborhoods.

- **Rethink the B-3 District:** Predominantly found along major streets in South Richmond, the B-3 zoning district is a district that promotes the development of car-oriented commercial buildings. The B-3 zoning district has been flagged by City Council and City Planning Commission for review to improve the form and function of the buildings in those commercial areas.
- **Improve Health, Resiliency, and Access:** By re-writing the Zoning Ordinances in accordance with the Future Land Use Map, the City will align land use and transportation planning to create compact and mixed Nodes connected by walkable neighborhoods and corridors. Increasing walkability and access to non-car transportation modes has various benefits, such as improving public health, increasing resiliency in response to the existing climate emergency, and expanding ease of access by bringing homes, jobs, retail, and services closer together.
- **Expand Options:** The re-write of the Zoning Ordinance should include examining residential zoning districts to make sure they provide many housing options at various price points throughout the city; this will help further the Big Move related to housing.

### Vision Alignment

**Equity:** A new Zoning Ordinance has the potential to expand opportunities for all Richmonders, regardless of race or income, to live in more parts of the city by expanding the types of housing allowed to be developed by-right throughout the city. A new Zoning Ordinance has the potential to identify key industry clusters for employment opportunities at various pay scales and located within multi-modal transportation networks.

**Sustainability:** Land use patterns are major determinants in reducing greenhouse gas emissions related to transportation. A new Zoning Ordinance has the potential to support multi-modal land use, creating neighborhoods and destinations that are easily accessible by foot, bike, and transit. A new Zoning Ordinance can also include language to make on-site renewable energy production by-right, increase open space and/or permeability requirements, and require other measures to protect and enhance the natural environment.

**Beauty:** A new Zoning Ordinance should include measures to preserve the authentic character of Richmond's older neighborhoods and to create new neighborhoods with design elements that create a distinctive city. These measure could include form-based elements such as massing and fenestration requirements, as well as open space and yard requirements to create a walkable, engaging built environment.

## Goal Alignment

Each of the five topic areas contain many recommendations that refer to specific elements to consider when rewriting the Zoning Ordinance, just some of the objectives are highlighted below.

**High-Quality Places:** Objective 1.1 calls for rezoning the city in accordance with the Future Land Use Plan in order to establish a city of complete neighborhoods that have access to Nodes connected by major corridors in a gridded street network. Objective 4.1 calls for various recommendations to create and preserve high-quality, distinctive, and well-designed neighborhoods and Nodes throughout the city. Objective 4.3 calls for reviewing the Zoning Ordinance to change open space requirements and definitions.

**Equitable Transportation:** Objective 6.1 calls for increasing the number of residents and jobs at Nodes and along enhanced transit corridors in a land development pattern that supports multi-modal transportation options.

**Diverse Economy:** Objective 11.1 calls for increasing the areas of appropriately zoned land near various transportation modes and housing to retain, create, and attract employers.

**Inclusive Housing:** Objective 14.5 calls for encouraging more housing types throughout the city and greater density along enhanced transit corridors and at Nodes by amending the Zoning Ordinance.

**Thriving Environment:** Objective 15.1 calls for reducing air pollution related to transport by developing in patterns that reduce dependency on single-occupancy vehicles. Objective 15.3 calls for revising the Zoning Ordinance to reduce any impediments to installing renewable energy on buildings. Objective 16.4 calls for exploring incentives or requirements in the Zoning Ordinance that encourage the creation of green infrastructure on private property.

## Action Steps

Actions May Include	Type	R300 Reference	Lead*	Time Frame
<b>B-3 Rezoning:</b> Per Council Ordinance, amend the B-3 Zoning District.	Legislative	Goal 1	PDR	FY22
<b>Pulse Rezoning:</b> Rezone the remaining Priority Stations Areas that have not yet been rezoned as identified in the Pulse Corridor Plan: Allison Station Area and Main Street Station Area.	Legislative	Goal 1	PDR	FY22
<b>RFP and Contracting:</b> Develop and issue a Request for Proposals (RFP) for a consultant team to assist the City in re-writing the Zoning Ordinance.	Administrative	Goal 1	PDR	FY22
<b>Zoning Rewrite:</b> With community input, develop new zoning categories that achieve the goals set forth in <i>Richmond 300</i> and then map the categories to all the parcels across the city.	Planning	Goal 1	PDR	FY22- FY25
<b>Zoning Ordinance Adoption:</b> Adopt the new Zoning Ordinance and Map as the official Zoning Ordinance for the City of Richmond.	Legislative	Goal 1	PDR	FY26

\* see Acronym list for definition of acronyms

## Big Move | Re-Imagine Priority Growth Nodes

Target growth in jobs and population to Downtown, Greater Scott's Addition, Route 1 Corridor, Southside Plaza, and Stony Point Fashion Park.

### Description

People want to go to great places. The Priority Growth Nodes are places in Richmond that can be elevated to become even greater places than they are in 2020. Over the next 20 years, not all of Richmond will experience population and job growth, but these Nodes are the places where the City is targeting the greatest growth in jobs and population.

### Key Benefits

- **Open for Business:** Signals to the business attraction community that there are locations in the city where they can locate and expand.
- **Create New Neighborhoods:** Identifies new areas for increased residential growth with housing at various income levels by creating entirely new neighborhoods.
- **Promote Smart Growth:** Create neighborhoods for the next 100 years that improve environmental conditions by focusing on creating amazing destinations with housing and jobs that are walkable and accessible by foot, bike, and transit, and by encouraging the reuse and rehabilitation of historic structures.
- **Accessible New Services:** Targeting these areas for new public buildings, parks, and businesses increases access to new amenities within Richmond for existing residents in adjacent neighborhoods.

### Vision Alignment

**Equity:** The Priority Growth Nodes are distributed throughout the city to ensure all Richmonders have access to the goods, services, jobs, and open spaces that are envisioned at these Nodes. All the Nodes

(per Goal 14) provide housing options at various price points (including low- and very low-income households), tenure (ownership and rental), and size. The Priority Growth Nodes are targeted for employment growth that includes low-skill, as well as high-skill positions (per Goal 11) and will have multi-modal access (per Goals 6 and 8). The Priority Growth Node model seeks to provide housing, jobs, and services at strategic locations in the city, thereby increasing access to employment, housing, and services for all Richmonders, but being intentional not to leave out low-income households from the housing and jobs provided at the Nodes.

**Sustainability:** By focusing growth at these Priority Growth Nodes, the City is advancing sustainability goals by clustering development in a way that supports multi-modal transportation and directs growth to brownfields and areas poised for redevelopment, rather than greenfields at the edge of the city that are not easy to integrate into existing transportation and service infrastructure.

**Beauty:** Focusing attention on these five Priority Growth Nodes presents an opportunity to target investment to create attractive places with parks, public art, amenities, and features that create authentic places that help enhance and elevate Richmond beauty.

### Goal Alignment

All of the goals in *Richmond 300* refer to Nodes:

**High-Quality Places:** These strategies create activity centers at Nodes by supporting housing, employment, services, City facilities, and parks; preserving historic structures and sites, establishing a strong urban design character; and creating inclusive engagement processes.

**Equitable Transportation:** These strategies connect the Nodes with a transportation network that prioritizes the movement of people over the movement of vehicles to connect the Nodes to one another and adjacent neighborhoods by foot, bike, bus, and car.

**Diverse Economy:** These strategies target industries to establish/expand in and near Nodes, to incorporate tourism, and to leverage relationships with anchor institutions to create jobs.

**Inclusive Housing:** These strategies create and preserve housing in and near Nodes for all income levels, but particularly for low- and very low-income levels.

**Thriving Environment:** These strategies preserve and enhance an environment that has clean air and clean water, offers access to public open space connected by greenways, and increases Richmond’s climate resiliency.

## Action Steps

Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>DOWNTOWN: DOWNTOWN CORE</b>				
<b>Coliseum Plan:</b> Develop the Coliseum Area Framework Plan with community engagement.	Planning	Goal 1	PDR	FY22
<b>Coliseum Redevelopment:</b> Create and issue a RFP for the Coliseum area using the guidance from the Coliseum Area Framework Plan to reposition City-owned assets into revenue-generating properties.	Administrative Legislative	Goal 1 Goal 2	PDR	FY23- FY26
<b>Highway Capping:</b> Examine process to sell the air-rights above the Downtown Expressway between Canal, Byrd, 6th, and 7th Streets.	Administrative	Goal 9	PDR	FY22
<b>Two-Way Streets:</b> Continue to convert streets from one-way to two-way as appropriate.	Infrastructure	Goal 9	DPW	FY22- 26
<b>Life Sciences Cluster:</b> Market and expand growth opportunities for life science-focused businesses and supporting entities clustered near VA Bio+Tech Park and VCU Health.	Administrative	Goal 11	DED	FY22- 26
<b>Downtown Marketing &amp; Services:</b> Continue to market Downtown as a the cultural, business, government, and recreation destination of the Richmond Region and support cleaning, event, and placemaking services throughout Downtown.	Administrative	Goal 4 Goal 11	Venture Richmond	FY22- 26
<b>Riverfront Plan:</b> Continue to implement the Phase 1 recommendations outlined in the Riverfront Plan to improve access from Downtown to the James River.	CIP	Goal 4 Goal 17	PDR	FY22- 26+
<b>Non-Car Connectivity:</b> Improve non-car connectivity by encouraging urban design that promotes walking, continuing to improve transit access, and developing on-street bike facilities and greenways to Jackson Ward, the Riverfront (per the Riverfront Plan), Church Hill, and other areas.	CIP	Goal 4 Goal 8 Goal 17	DPW	FY22- 26

Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>DOWNTOWN: MONROE WARD</b>				
<b>Transit:</b> Increase frequency and hours of the #5 bus route that runs along Cary and Main Streets.	Operations	Goal 8	GRTC	FY22
<b>Bike Facilities:</b> Build bike lanes on 1st, 2nd, and/or 3rd Streets.	CIP	Goal 8	DPW	FY23-24
<b>Grace Street:</b> Convert Grace Street from 4th Street to Belvidere Street into a two-way street.	Infrastructure	Goal 9	DPW	FY23-24
<b>Marketing:</b> Promote Monroe Ward as a prime location to attract and grow target industries in corporate headquarters, professional services, and financial services.	Administration	Goal 11	DED	FY22-26
<b>Greenway:</b> Develop the Fall Line Trail through Monroe Ward.	CIP	Goal 8 Goal 17	DPW	FY22-26
<b>Parks:</b> Identify key parcels for creation of pocket parks.	Administrative	Goal 17	PDR	FY22
<b>DOWNTOWN: JACKSON WARD</b>				
<b>Highway Deck Study:</b> Commence a planning study to analyze the feasibility of building a park, roads, and buildings over I-95 and I-64, reconnecting Jackson Ward and North Jackson Ward.	Planning	Goal 8 Goal 9 Goal 17	PDR	FY23-24
<b>Business Growth:</b> Increase the number and support the growth of minority-owned businesses.	Administrative	Goal 11	DED	FY22-26+
<b>Historic and Cultural Attractions:</b> Maintain, grow, and market historic attractions, such as the Black History Museum and Maggie L. Walker's Home.	Administrative	Goal 13	Venture Richmond	FY22-26
<b>Gilpin Court Transformation:</b> Develop a plan with existing community input to include Gilpin Court and vacant land in North Jackson Ward to transform the neighborhood into a mixed-use, mixed-income, walkable, and transit-adjacent community that provides both housing and jobs for residents.	Planning	Goal 1 Goal 14	RRHA [w/ PDR, DED, HCD]	FY22-23
<b>DOWNTOWN: SHOCKOE</b>				
<b>Rezoning:</b> Rezone the Shockoe area in alignment with the Future Land Use Map to allow appropriate growth while also protecting and enhancing significant historic sites.	Legislation	Goal 1	PDR	FY22
<b>Small Area Plan:</b> Complete and adopt the Shockoe Small Area Plan (which is under development) as an element of <i>Richmond 300</i> .	Planning	Goal 1	PDR	FY22
<b>Archeology:</b> Adopt an archaeological ordinance to provide guidance to public and private land owners in conducting and managing archaeological discoveries.	Legislation	Goal 3	PDR	FY22



Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>Memorialization:</b> Continue efforts to commemorate, memorialize, and interpret sites of historical and cultural significance in Shockoe. Advocate for additional state and federal funding to fund commemoration efforts.	Advocacy CIP	Goal 3	Shockoe Alliance	FY22-26+
<b>High-Speed Rail:</b> Advocate for the creation of a high-speed rail station at Main Street Station to further Main Street Station's position as the regional mass transit hub with the convergence of rail, BRT, regional bus, and GRTC local bus routes.	Advocacy	Goal 8	City	FY22-26+
<b>DOWNTOWN: MANCHESTER</b>				
<b>Corridor Plan:</b> Develop a corridor plan for Commerce Road with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Fall Line Trail), street trees, underground utilities, lighting, and other amenities and encourage redevelopment and business growth.	Planning	Goal 1 Goal 8 Goal 9	PDR	FY22-23
<b>Rezone:</b> Rezone areas of Manchester in alignment with the Future Land Use Plan to allow residential development in the Industrial Mixed-Use areas that do not currently allow residential uses.	Legislation	Goal 1 Goal 14	PDR	FY23
<b>Design:</b> Implement design standards to create a high-quality, well-designed urban realm, including elements such as street lights and exploring the creation of signature public art.	CIP	Goal 4	PDR	FY22-26+
<b>Riverfront Plan:</b> Implement the Phase 1 recommendations identified in the Riverfront Plan for Manchester.	CIP	Goal 4 Goal 17	PDR	FY22-26+
<b>Ped/Bike Infrastructure:</b> Improve pedestrian and bike infrastructure to/from this Node, specifically improving Manchester Canal, developing rails-to-trails greenways connecting to South Richmond, and developing the Fall Line Trail. Advocate for state and federal funding for the canal and trails.	CIP Advocacy	Goal 8 Goal 17	DPW	FY22-26+
<b>Transit Alignment:</b> With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1.	Planning	Goal 8	GRTC	FY23
<b>Mayo Bridge:</b> Develop and implement the plan for rehabilitating/replacing the Mayo Bridge that incorporates pedestrian and bicycle infrastructure.	CIP	Goal 9	DPW	FY24-26+



Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>GREATER SCOTT'S ADDITION</b>				
<b>Rezoning:</b> Rezone Greater Scott's Addition in alignment with the Future Land Use Plan.	Legislation	Goal 1	PDR	FY22
<b>Request for Proposals:</b> Issue a RFP to redevelop the City-owned land between N. Ashe Boulevard and Hermitage Road using the Greater Scott's Addition Framework Plan and including elements such as crescent park and low-income housing, breaking up super blocks to create a street grid incorporating features that support walking, biking, and transit such as engaging architecture, public space, sidewalks, street trees, buildings built to the street, and street furniture.	Administrative	Goal 2 Goal 4 Goal 8 Goal 9 Goal 14 Goal 17	DED	FY23
<b>Great Streets:</b> Transform N. Ashe Boulevard and Hermitage Road into Great Streets, featuring buildings addressing the street, underground utilities, street trees, lighting, enhanced transit, and other amenities.	CIP	Goal 9 Goal 17	DPW	FY24-26+
<b>Bridge Feasibility:</b> Increase connectivity and access among neighborhoods in Greater Scott's Addition by creating new bridges from Leigh Street to the Diamond, Mactavish Street to Rosedale Avenue, and Norfolk to Hamilton Street.	Planning	Goal 9	DPW	FY23-25
<b>Marketing:</b> Market Greater Scott's addition to grow, retain, and attract businesses in the target industries.	Administrative	Goal 11	DED	FY23-26+
<b>Green Infrastructure:</b> As part of the redevelopment of the Diamond site, develop a district-wide green infrastructure system to reduce flow of stormwater into the CSS, reduce the heat-island effect, and increase the tree canopy, among other benefits.	CIP	Goal 17	DPU	FY23-26+
<b>Housing:</b> As part of the redevelopment of the Diamond site, create more housing, rental and ownership, at various price points, including units for low-income households.	Administrative	Goal 14	HCD	FY23-26+
<b>Park Creation:</b> As part of the redevelopment of the Diamond site, develop a series of parks, including the signature crescent park, and investigate a funding source for park creation and maintenance, such as a bond or a special park district assessment to fund more parks in the area.	CIP	Goal 17	PRCF	FY23-26+

Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>ROUTE 1 &amp; BELLEMEADE</b>				
<b>Corridor Plan:</b> Develop a corridor plan for Route 1 with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Fall Line Trail), street trees, underground utilities, lighting, and other amenities and encourage redevelopment and business growth.	Planning	Goal 1 Goal 8 Goal 9	PDR	FY22-23
<b>Rezone:</b> Prioritize the rezoning of this Node to align with the Future Land Use Plan to encourage the residential development and economic revitalization of the corridor in a building form that improves the pedestrian environment.	Legislation	Goal 1 Goal 11 Goal 14	PDR	FY23-24
<b>Greenway:</b> Develop the Fall Line Trail and provide enhanced transit along Route 1.	CIP	Goal 4 Goal 8 Goal 17	DPW	FY23-26+
<b>Transit Alignment:</b> With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1.	Planning	Goal 8	GRTC	FY23
<b>Incentives:</b> Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor.	Legislative	Goal 11	DED	FY22-23
<b>Quality Homes:</b> Develop programs that permit homeowners to remain in their homes, in high-quality structures to limit the involuntary displacement of residents in the surrounding single-family neighborhoods.	Administrative	Goal 14	HCD	FY22-26+
<b>New Park:</b> Transfer city-owned property to PRCF to develop a park within a 10-minute walk of this Node and host community planning sessions to develop ideas for the park design.	Legislative CIP	Goal 2 Goal 17	PRCF	FY22-24
<b>ROUTE 1/BELLS</b>				
<b>Corridor Plan:</b> Develop a corridor plan for Route 1 with recommendations on how to transform the road into a Great Street with amenities such as buildings addressing the street, a greenway (the Fall Line Trail), street trees, lighting, and other amenities and encourage redevelopment and business growth.	Planning	Goal 1 Goal 8 Goal 9	PDR	FY22-23
<b>Rezone:</b> Prioritize the rezoning of this Node to align with the Future Land Use Plan to encourage the residential development and economic revitalization of the corridor in a building form that improves the pedestrian environment.	Legislation	Goal 1 Goal 11 Goal 14	PDR	FY23-24

Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>Greenway:</b> Develop the Fall Line Trail and provide enhanced transit along Route 1.	CIP	Goal 4 Goal 8 Goal 17	DPW	FY22-25+
<b>Transit Alignment:</b> With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1.	Planning	Goal 8	GRTC	FY22
<b>Incentives:</b> Explore the creation of a Technology Zone and other new economic development incentives to encourage the economic revitalization of the Route 1 corridor.	Legislative	Goal 11	DED	FY22-23
<b>Quality Homes:</b> Develop programs that allow homeowners to remain in their homes in high-quality structures to limit the involuntary displacement of residents in the surrounding single-family neighborhoods.	Administrative	Goal 14	HCD	FY22-26+
<b>New Park:</b> Identify land within a 5-minute walk of this Node for a new park, transfer land to PRCF ownership, and host community planning sessions to develop ideas for the park design.	Legislative CIP	Goal 2 Goal 17	PRCF	FY22-25

### SOUTHSIDE PLAZA AREA

<b>Small Area Plan:</b> Develop a Small Area Plan with community input for the Southside Plaza area that provides details on the opportunities for redevelopment and a system of public open space, greenways, and streets to improve connectivity.	Planning	Goal 1	PDR	FY22
<b>Rezone:</b> Rezone the Southside Plaza area in alignment with the Future Land Use Plan.	Legislation	Goal 1	PDR	FY23
<b>Catalyst:</b> Acquire land to catalyze the redevelopment of the Southside Plaza Area.	CIP	Goal 2	DED	FY22-24
<b>Greenway:</b> Build the James River Branch Trail on abandoned CSX right-of-way and connect adjacent neighborhoods to the trail.	CIP	Goal 8 Goal 17	DPW	FY23-24
<b>Transit Alignment:</b> With community input, develop a preferred alignment for a North-South BRT line through Manchester, either along Cowardin or along Hull Street, and then traveling down Midlothian, Hull, or Route 1.	Planning	Goal 8	GRTC	FY23
<b>Great Streets:</b> Transform Belt Boulevard and Hull Street into Great Streets featuring buildings addressing the street, underground utilities, street trees, lighting, enhanced transit, and other amenities.	CIP	Goal 4 Goal 9	DPW	FY24-26+
<b>New Park:</b> Identify land within a 10-minute walk of this Node for a new park, transfer land to PRCF ownership, and host community planning sessions to develop ideas for the park design.	Legislative CIP	Goal 2 Goal 17	PRCF	FY22-25

Actions May Include	Type	R300 Goal	Lead*	Time Frame
<b>STONY POINT FASHION PARK</b>				
<b>Small Area Plan:</b> Develop a Small Area Plan with community input for the Stony Point Fashion Park that provides details on the opportunities for redevelopment and a system of public open space, greenways, and streets to improve connectivity.	Planning	Goal 1	PDR	FY22
<b>Rezone:</b> Rezone the Stony Point Fashion Park area in alignment with the Future Land Use Plan.	Legislation	Goal 1	PDR	FY23
<b>Greenway:</b> Build greenways and connect adjacent neighborhoods to the greenways.	CIP	Goal 8 Goal 17	DPW	FY23-24
<b>Transit Expansion:</b> Once enough demand exists, expand transit service to reach Stony Point Fashion Park.	Administrative	Goal 8	GRTC	FY23
<b>Target Industries:</b> Consider marketing this area for business creation and attraction, targeting corporate headquarters and professional services.	Administrative	Goal 11	DED	FY22-26+
<b>Housing:</b> As part of the Small Area Plan, identify areas for more housing, rental and ownership, at various price points, including units for low-income households.	Administrative	Goal 14	HCD	FY23-26+
<b>New Park:</b> Identify land within the Stony Point Fashion Park area for a new park, transfer land to PRCF ownership, and host community planning sessions to develop ideas for the park design.	Legislative CIP	Goal 2 Goal 17	PRCF	FY22-25

\* see Acronym list for definition of acronyms

## Big Move | Expand Housing Opportunities

Encourage the development of housing options throughout the city to expand the geography of opportunity by de-concentrating poverty.

### Description

Richmond offers many housing options; however, the city is intensely segregated by socio-economic status and race. This Big Move seeks to elevate the importance of creating more housing opportunities in more parts of the city for all income earners.

### Key Benefits

- **Expand the Geography of Opportunity.** In 2017, the Reinvestment Fund found that very large portions of the city were entirely unavailable to people earning up to 120% of the AMI because the housing costs were too high in those areas. Expanding housing opportunities for all income earners by encouraging the development of housing options throughout the city will expand the areas where people of various income levels can live and give them more opportunities to live near work and other amenities.
- **Improve Health Outcomes.** Having a solid roof over your head and a safe place to sleep is a basic need. Quality housing is essential in improving health outcomes for all ages. Too many low-income Richmonders, who are disproportionately Black or Latino, live in poor quality housing that is expensive for their limited budgets and may be hazardous to their health. Expanding the number of quality housing units that are affordable to lower-income households is essential in narrowing the health disparities in Richmond.
- **Provide Housing for a Growing City Population.** Creating more housing opportunities throughout the city helps provide homes for a growing population. An increase in residents in Richmond helps create demand for services,

such as grocery stores and pharmacies. As of 2019, Richmond has still not reached 249,621 population it had in 1970, after the Chesterfield annexation; nor is the city as dense as it was in 1950, when the density was 5,800 people/square mile compared to 4,032 people/square mile in 2018 in the same 1950-city footprint.

### Vision Alignment

**Equity:** Equal access to quality housing, regardless of race, income, and sexual orientation, is essential to creating a Richmond where all people thrive in high-quality neighborhoods.

**Sustainability:** A significant amount of greenhouse gas emissions come from energy use from buildings. Improving existing housing stock to improve energy efficiency and ensuring new homes are built using efficient and energy-saving methods will help reduce energy consumption and greenhouse gas emissions related to buildings.

**Beauty:** The design, form, and architecture of houses and multi-family housing can shape beautiful places within Richmond to create distinctive neighborhoods and communities that make Richmonders proud. Beyond the form of the actual structures, the yards, plazas, and open spaces created within and near housing create environments that not only beautify our city but also create opportunities for recreation and healthy living.

### Goal Alignment

**High-Quality Places:** The High-Quality Places section of the plan includes recommendations related to creating mixed-income communities and urban design strategies to shape how open space is designed. All Richmonders deserves to live in great neighborhoods.

**Equitable Transportation:** The Equitable Transportation section has strategies related to expanding transit options and improving bike and pedestrian infrastructure in lower-income areas in order to increase access for non-car households.

**Diverse Economy:** The Diverse Economy section has strategies related to ensuring there are housing options at various price points for the employees of future companies that may grow or move to Richmond. When looking to grow and relocate, companies look at the local housing market to make sure their employees (at various pay scales) can find quality housing that meets their needs.

**Inclusive Housing:** The Inclusive Housing section of this plan includes nine objectives and over 50 strategies to meet the Inclusive Housing vision,

"Richmond is a city where all people can access quality housing choices."

**Thriving Environment:** Goals 14, 15, and 16 speak to the importance of access to clean air, clean water, and healthy and resilient communities to create housing and neighborhoods that are healthy by-design.

## Action Steps

Actions May Include	Type	R300 Reference	Lead*	Time Frame
<b>Officials &amp; Staff Education:</b> Develop and fund a housing policy educational program for newly elected officials and City staff involved in planning, housing, and community development activities.	Administrative	14.1.a	HCD	FY22
<b>Richmond Housing Collaborative:</b> Create a Richmond Housing Collaborative comprising of eight areas of influence including housing thought leaders from City government, public housing administration and resident leaders, philanthropic and housing finance leaders, non-profit and for-profit housing development leaders, and housing advocacy leaders to discuss, innovate, create, test, and implement solutions to the City's housing needs.	Administrative	14.1.b	HCD	FY22
<b>Housing Choice Awareness:</b> Increase awareness and improve relationships with landlords regarding the Housing Choice Voucher program, particularly in areas within Nodes and a 1/2 mile of high-frequency transit stops, and highlight the new State Law (HB6 Virginia Fair Housing Law), which prevents landlords from discriminating against renters with Housing Choice Vouchers.	Administrative	14.1.c	HCD	FY22
<b>Homeownership:</b> Create a center for homeownership that is a clearinghouse for information on City programs, grants, loans, and education, partnering with state agencies, such as VHDA and the Virginia Department of Housing and Community Development, to increase homeownership particularly among Black and Latino households.	Administrative	14.1.d	HCD	FY23
<b>MVA Update:</b> Create an update to the MVA and use the updated analysis to compare changes in housing markets since the 2017 MVA to communicate how changes have impacted housing access, to evaluate the effect of policies and programs on local housing markets and sub-markets, and to develop new programs as markets change.	Planning	14.1.e	RMHF	FY23

\* see Acronym list for definition of acronyms

## Big Move | Provide Greenways & Parks for All

Develop parks and greenways so that by 2037 100% of Richmonders live within a 10-minute walk of a park.

### Description

Create a parks system that is easily accessible by all Richmonders and connected by a greenway network.

### Key Benefits

- **Reduce the Heat-Island Effect:** Richmond's heat-island effect is more pronounced in areas of high poverty because there are not many parks, a lot of pavement, and a thin tree canopy.
- **Manage Rainfall:** Green space manages rainfall and reduces the amount of rainwater that flows into the City's drainage and sewage systems.
- **Improve Health Outcomes:** Proximity to a park and greenway system can help reduce chronic conditions, such as asthma, diabetes, and obesity.
- **Anchor New and Existing Neighborhoods:** Parks and greenway systems create a gathering place in communities and can serve as catalysts to spur private investment in the city.
- **Increase Resiliency to a Changing Climate:** Vegetation sequesters carbon dioxide, which helps reduce the total amount of emissions in the city and a network of greenways encourages biking and walking, instead of driving, thereby potentially reducing per capita carbon emissions.
- **Expand Transportation Options:** Greenways provide a safe, dedicated route for non-vehicle users to travel. Greenways support active transportation which help increase physical activity and can potentially improve public health outcomes. Greenways also support non-vehicle modes of transportation, which in turn may decrease vehicle use and therefore, decrease greenhouse gas emissions related to vehicle use.

### Vision Alignment

**Equity:** According to life expectation analysis conducted by the VCU Center for Society and Health, life expectation in areas of concentrated poverty is 20 years less than in wealthy areas. Areas of concentrated poverty are also more likely to be extremely hot during extreme heat days because those areas lack trees and parks, and have a lot of pavement, according to the Science Museum of Virginia. Increasing access to parks, focusing first on areas of poverty, can help improve the health outcomes of low-income Richmonders and support a more equitable built environment.

**Sustainability:** As mentioned in the key benefits section, parks offer many environmental benefits that increase the City's ability to adapt to a changing climate. Parks help manage rainfall during rain events, cool down the temperature by creating micro-climates and provide habitats for flora and fauna, among many other benefits. Expanding public green space helps the city meet its vision to create a more resilient and healthy city.

**Beauty:** Landmark parks, such as the James River Park System, Byrd Park, and Jefferson Park, are lush, beautiful environments for Richmonders to experience nature. Parks, trees, and vegetation help beautify Richmond and should be preserved and enhanced.

### Goal Alignment

**High-Quality Places:** Creating great public parks and green space is a fundamental element in establishing high-quality neighborhoods and Nodes throughout the city. The High-Quality Places section of the plan refers to parks and greenways in several parts, most notably in objectives to reach Goal 1 and Goal 4.

**Equitable Transportation:** Connecting parks with greenways is a core component of Goal 8 within the Equitable Transportation section, which focuses on expanding the non-car transportation network.



**Diverse Economy:** Parks, greenways, and recreation spaces are key drivers in Richmond’s tourism economy (see Goal 12). A robust parks system can also help retain, grow, and attract businesses within Richmond as parks help attract employees to live and work in the city (see Goal 11).

**Inclusive Housing:** Oftentimes, after parks are developed in areas that have lacked green space, property values increase and there is the potential for existing residents to be displaced. At the same time, access to a park is essential for low-income

communities to help improve their health outcomes. Therefore, the Inclusive Housing section of the plan has several strategies to preserve and expand housing for lower-income households and there is also a Big Move related to housing.

**Thriving Environment:** A system of parks and greenways is essential in reaching the clean air (Goal 15), clean water (Goal 16), and resilient and healthy community (Goal 17) goals listed in the Thriving Environment section.

## Action Steps

Actions May Include	Type	R300 Reference	Lead*	Time Frame
<b>Zoning Ordinance:</b> Revise the Zoning Ordinance to include a green space/green amenity minimum; see the Zoning Ordinance Big Move.	Legislative	Goal 4 Goal 17	PDR	FY 22-27
<b>Land Acquisition and Planning:</b> Develop a strategy for acquiring land for new parks and open spaces, and a Parks Master Plan that includes 1) engaging residents (particularly traditionally under-represented communities), developers, government, technical experts, and other stakeholders in defining and encouraging excellence in design of public open and green space; 2) considering and mitigating potential negative effects of new park space, such as increased adjacent property values, cultural displacement, and increased regulation of public space; and 3) creating public-private partnerships to help the City maintain and manage high-quality parks, green infrastructure, and public open space.	Administrative Planning	Goal 2 Goal 17	PRCF [w/ PDR]	FY22-25
<b>Land Trust:</b> Utilize the Maggie Walker Community Land Trust to create public open space.	Administrative	Goal 17	PRCF	FY22-26+
<b>Connections:</b> Implement strategies in Goal 8 to connect parks and increase access to parks.	CIP	Goal 8 Goal 17	DPW	FY22-26+
<b>Parklets:</b> Promote the Parklet Program and encourage the development of parklets throughout the City.	Administrative	Goal 17	PDR	FY22-26+
<b>School Yards:</b> Amend City ordinances to allow public access to school yards and playgrounds during non-school hours.	Legislative	Goal 17	PRCF (RPS)	FY23-24
<b>Maintenance:</b> Create dedicated funding for the creation and maintenance of new and existing parks, public open space, plazas, and greenways, such as 1) a bond referendum and/or 2) a neighborhood-based program where landowners and developers pay parkland dedication fees that will be used to create a park in their neighborhood.	Legislative	Goal 17	PRCF	FY23-26

\* see Acronym list for definition of acronyms

## Big Move | Reconnect the City

Cap highways to reknit neighborhoods destroyed by interstates, build/improve bridges, introduce street grids. and make the city easier to access by foot, bike, and transit.

### Description

In the 1950s, the Richmond-Petersburg Turnpike (now I-95/I-64) was built through Jackson Ward, cutting the neighborhood in half and destroying over 900 buildings. The main project of this Big Move is to cap the highway and build a park, buildings, and roads on top of the highway in an effort to heal the wound caused by the highway construction.

### Key Benefits

- **One Neighborhood:** Jackson Ward and North Jackson Ward feel like two entirely different places, but capping the highway will make them feel as one.
- **Improve Access:** Connections to North Jackson Ward are limited today. It is difficult to get in and out of the area. Adding another street connection over the highway will make it easier to get to North Jackson Ward from Downtown by walking, biking, bus, or car.
- **Placemaking:** A park and buildings on top of the highway have the opportunity for distinctive architecture and public art that highlight Jackson Ward's history and also serve as a gateway to Richmond.

### Vision Alignment

**Equity:** In the 1950s, Jackson Ward, a thriving Black neighborhood, was broken apart with the creation of I-95/I-64. In capping the highway and increasing access to North Jackson Ward, this Big Move seeks to reconcile the past by re-knitting the community.

**Sustainability:** The chasm created by I-95/I-64 deeply divides two sections of the city, making it difficult to connect the two sides of Jackson Ward. By decking the highway and creating another street connection, the area will become more connected and make it easier to traverse by foot, bike, bus, or car. The bridge park can also reduce the heat island effect by introducing trees and other vegetation.

**Beauty:** The I-95/I-64 highway is not particularly beautiful from within the city, nor does it offer a nice view of the city for drivers and passengers on the highway itself. By capping the highway at this prominent location, the City will have the opportunity to design and showcase a beautiful destination.

### Goal Alignment

Several strategies within the Equitable Transportation section of *Richmond 300* seek to reconnect Richmond, such as capping the Downtown Expressway, building a bridge over the tracks from Leigh Street to the Diamond Site, and general recommendations about creating street grids to encourage walking and increase access. A move such as capping the I-95/I-64 highway at Jackson Ward aligns with the primary sections of the plan.

**High-Quality Places:** Goals 1, 4, and 5 speak to creating complete neighborhoods, designing a distinctive city, and implementing inclusive planning engagement strategies.

**Equitable Transportation:** Goal 9 is about seeking to creating more transportation connections throughout Richmond, including strategies such as decking I-95/I-64 to reconnect Jackson Ward.

**Diverse Economy:** Improving transportation infrastructure that improves the movement of people and goods throughout Richmond helps to support a growing economy.

**Inclusive Housing:** Large infrastructure investments in neighborhoods can increase property values and lead to involuntary displacement; however, it is important to improve access to North Jackson Ward,

which was disconnected from the rest of the city when the highway was constructed. Therefore, the strategies in the Inclusive Housing section of the plan seek to continue to provide housing opportunities for low- and very low-income households in redeveloping neighborhoods.

**Thriving Environment:** Increasing access to greenspace, which a bridge park would create, directly aligns with many of the strategies in the Thriving Environment section, as well as the Parks and Greenways Big Move.

## Action Steps

Actions May Include	Type	R300 Reference	Lead*	Time Frame
<b>Feasibility Study:</b> Develop a feasibility study with community input to create a schematic plan for the bridge park, roadways, and buildings on top of the capped highway.	Planning	Goal 5 Goal 9	DPW	FY23
<b>Funding:</b> Investigate federal and state funding mechanisms to assist in financing this infrastructure program.	Planning	Goal 9	DPW	FY23
<b>Gilpin Court Transformation:</b> As part of the Gilpin Redevelopment Plan (see Nodes Big Move), plan for multi-modal connections across I-95/I-64 and to adjoining neighborhoods.	Planning	Goal 1 Goal 8 Goal 9 Goal 14	RRHA [w/ PDR, DED, HCD]	FY22- 23

\* see Acronym list for definition of acronyms

## Big Move | Realign City Facilities

Improve City buildings (schools, libraries, fire stations, police stations, etc.) to provide better services in efficient, shared-use, accessible facilities.

### Description

As the city grows, there will be new residents living in new areas of the city and filling out existing neighborhoods. This growth will likely lead to new demand in City services and require City facilities to move, expand, close, or co-locate. Cities across the country are creating innovative strategies to co-locate city facilities and better serve residents, such as adding clinics to fire stations and reexamining how public libraries deliver all kinds of information in various formats (not just books).

### Key Benefits

- **Efficiently Manage City Resources.** The City has finite resources to manage its facilities and provide services to residents. By aligning City facilities to explore shared-use and consolidation, the City can improve how it efficiently delivers services.
- **Energy Management.** Given its purchasing power and number of facilities, the City is well-positioned to provide on-site renewable energy and also improve building by applying energy retrofits across its portfolio.
- **Nodal Focus.** By locating customer-serving facilities near/within Nodes, the City will be anchoring key locations within Richmond communities with public facilities and also providing services at locations that are accessible via multiple modes of transportation.

### Vision Alignment

**Equity:** Co-locating and consolidating City services within communities of great need can help increase access to services that provide critical care and support to low- and very low-income families and

thereby attempt to increase equity. For instance, the Health District has placed clinics within RRHA facilities in order to provide direct care to some of Richmond's most vulnerable populations.

**Sustainability:** Locating customer-facing City services near/within Nodes helps reduce greenhouse gas emissions associated with transportation by supporting non-car transportation modes. Also, City facilities can help showcase green building features, such as the DPU facility on Commerce Road, which includes many examples of green infrastructure.

**Beauty:** Oftentimes, City facilities not only provide critical services to communities, but also serve as beautiful landmarks that anchor a neighborhood and create a distinctive place through architecture and site design.

### Goal Alignment

**High-Quality Places:** Goal 2 of the Plan has three objectives related to city facilities, land, and infrastructure.

**Equitable Transportation:** The Goals in this section seek to align transportation infrastructure with land use planning using a nodal network. Any customer-facing City facilities should endeavor to locate near/within the Nodes so that customers have multiple transportation options to reach services.

**Diverse Economy:** The City has the opportunity to strategically acquire property to spur economic development. For example, Henrico and Chesterfield purchased defunct malls to reposition them for redevelopment.

**Inclusive Housing:** The City can use City-owned land to create more housing that is affordable to low-income and very low-income households and seek to meet the *Richmond 300* Inclusive Housing vision.

**Thriving Environment:** City-owned buildings and land are opportunities for energy retrofits and green infrastructure to further Goals 15 and 16, as well as locations for new parks, urban agriculture, and resiliency hubs to further Goal 17.

## Action Steps

Actions May Include	Type	R300 Reference	Lead*	Time Frame
<b>Facilities Inventory:</b> Develop and maintain a facility assessment inventory of all City-owned facilities.	Administrative	Goal 2	DPW	FY23-26+
<b>Police and Fire:</b> Analyze police precincts and fire stations within the context of the Future Land Use Plan and determine whether there are needs for creating, relocating, and/or closing police and fire stations to align with population projections and meet minimum response times.	Planning	Goal 1 Goal 2	PDR [w/ RFD, RPD]	FY23-24
<b>Schools:</b> Develop a schools facility master plan based within the context of the Future Land Use Plan to determine whether there are needs for creating, relocating, and/or closing schools to align with population projections. Explore the creation of a new school in the Downtown area.	Planning	Goal 1 Goal 2	RPS [w/ PDR]	FY23-24
<b>Parks:</b> Develop a parks and community facilities master plan based within the context of the Future Land Use Plan that seeks to ensure all Richmonders to live within a 10-minute walk of a park.	Planning	Goal 1 Goal 2 Goal 17	PRCF [PDR]	FY23-24
<b>Libraries:</b> Finish implementing the Libraries Master Plan by renovating the Main Library, and then explore creating a new Libraries Master Plan to plan facilities improvements for the next generation of library users and incorporating other community-serving services.	Planning	Goal 1 Goal 2	RPL	FY23-24
<b>Energy Retrofits:</b> Implement programs to improve the energy efficiency of City-owned buildings.	CIP	Goal 2 Goal 15	DPU, DPW	FY23-26+
<b>Infrastructure Planning:</b> During small area planning and other development efforts, coordinate across departments to plan for any infrastructure improvements necessary to support the development and redevelopment at Nodes.	Planning	Goal 1 Goal 2	PDR [w/ DPU, DPW]	FY22-26+

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